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Energy Solutions**

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April 24, 2014

Pennsylvania Public Utility Commission  
Secretary of the Commission  
Keystone Building, 400 North Street  
2<sup>nd</sup> Floor Room N201  
Harrisburg, PA 17120

**Re: Energy Cooperative Association of Pennsylvania d/b/a The Energy Co-op  
Supplement to Natural Gas Supplier License Application; Docket No. A-2014-2409507**

Dear Secretary,

Enclosed please find the original verified copy of the Energy Cooperative Association of Pennsylvania d/b/a The Energy Co-op's ("The Energy Co-op") Supplement to the Natural Gas Supplier License Application originally filed on February 18, 2014. The public version of the application has been eFiled today, the eFiling receipt is enclosed.

The Energy Co-op respectfully requests confidential treatment for the financial statements and business plan information submitted under seal as part of Attachments C and D. The Energy Co-op a small, privately held Pennsylvania Cooperative Corporation, and its financial information is not part of the public record in any jurisdiction. Such information, if it were to become publically available, could harm the competitive and commercial operations of The Energy Co-op by providing competitors with comprehensive access to The Energy Co-op's sensitive financial data including profit margins, operating expenses, acquisition costs, salary costs, net margins and forward looking business forecasts and estimates.

Please do not hesitate to contact me with any questions or concerns.

Respectfully Submitted,

Erika Schmitt  
Customized Energy Solutions  
1528 Walnut Street, 22<sup>nd</sup> Floor  
Philadelphia, PA 19102  
Ph: 215-875-9440  
eschmitt@ces-ltd.com

On behalf of The Energy Co-op

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PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

**VERIFICATION**

Commonwealth of PENNSYLVANIA :

ss.

County of PHILADELPHIA :

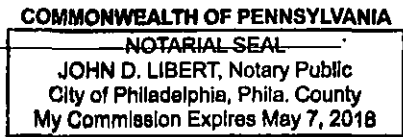
I, Joseph Fritz-Mauer, hereby state that the facts above set forth are true and correct to the best of my knowledge, information and belief, and that I expect to be able to prove the same at a hearing held in this matter. I understand that the statements herein are made subject to the penalties of 18 Pa.C.S. § 4904 (relating to unsworn falsification to authorities).

Joseph Fritz-Mauer  
Signature

Sworn and subscribed before me this 24 day of APRIL, 2014.

[Signature]  
Signature of official administering oath

My commission expires \_\_\_\_\_



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- Identify Applicant's chief officers including names and their professional resumes.
- Provide the name, title, address, telephone number and FAX number of Applicant's custodian for its accounting records.

Please see Attachment C.

18. **TECHNICAL FITNESS:** To ensure that the present quality and availability of service provided by natural gas utilities does not deteriorate, the Applicant shall provide sufficient information to demonstrate technical fitness commensurate with the service proposed to be provided. Examples of such information which may be submitted include the following:

- The identity of the Applicant's officers directly responsible for operations, including names and their professional resumes.
- A copy of any Federal energy license currently held by the Applicant.
- Proposed staffing and employee training commitments.
- Business plans.

Please see Attachment D.

19. **TRANSFER OF LICENSE:** The Applicant understands that if it plans to transfer its license to another entity, it is required to request authority from the Commission for permission prior to transferring the license. See 66 Pa. C.S. Section 2208(D). Transferee will be required to file the appropriate licensing application. **AGREED**

20. **UNIFORM STANDARDS OF CONDUCT AND DISCLOSURE:** As a condition of receiving a license, Applicant agrees to conform to any Uniform Standards of Conduct and Disclosure as set forth by the Commission. **AGREED**

21. **REPORTING REQUIREMENTS:** Applicant agrees to provide the following information to the Commission or the Department of Revenue, as appropriate:

- a. **Reports of Gross Receipts:** Applicant shall report its Pennsylvania intrastate gross receipts to the Commission on an annual basis no later than 30 days following the end of the calendar year. **AGREED**

**Applicant will be required to meet periodic reporting requirements as may be issued by the Commission to fulfill the Commission's duty under Chapter 22 pertaining to reliability and to inform the Governor and Legislature of the progress of the transition to a fully competitive natural gas market.**

22. **FURTHER DEVELOPMENTS:** Applicant is under a continuing obligation to amend its application if substantial changes occur in the information upon which the Commission relied in approving the original filing. **AGREED**

23. **FALSIFICATION:** The Applicant understands that the making of false statement(s) herein may be grounds for denying the Application or, if later discovered, for revoking any authority granted pursuant to the Application. This Application is subject to 18 Pa. C.S. §§4903 and 4904, relating to perjury and falsification in official matters. **AGREED**

24. **FEE:** The Applicant has enclosed the required initial licensing fee of \$350.00 payable to the Commonwealth of Pennsylvania. **AGREED**

Applicant: Energy Cooperative Association of Pennsylvania  
d/b/a The Energy Co-op

By: *Joan R. ...*

Title: Co-Executive Director

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# AFFIDAVIT

[Commonwealth/State] of PENNSYLVANIA :

ss.

County of PHILADELPHIA :

Joseph Fritz-Mauer, Affiant, being duly [sworn/affirmed] according to law, deposes and says that:

[He/she is the Co-Executive Director (Office of Affiant) of Energy Cooperative Association of Pennsylvania d/b/a The Energy Co-op (Name of Applicant);]

[That he/she is authorized to and does make this affidavit for said Applicant;]

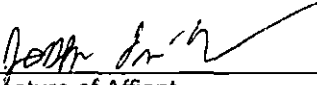
That the Applicant herein Energy Cooperative Association of PA d/b/a The Energy Co-op has the burden of producing information and supporting documentation demonstrating its technical and financial fitness to be licensed as a natural gas supplier pursuant to 66 Pa. C.S. §2208(c)(1).

That the Applicant herein Energy Cooperative Association of PA d/b/a The Energy Co-op has answered the questions on the application correctly, truthfully, and completely and provided supporting documentation as required.


That the Applicant herein Energy Cooperative Association of PA d/b/a The Energy Co-op acknowledges that it is under a duty to update information provided in answer to questions on this application and contained in supporting documents.

That the Applicant herein Energy Cooperative Association of PA d/b/a The Energy Co-op acknowledges that it is under a duty to supplement information provided in answer to questions on this application and contained in supporting documents as requested by the Commission.

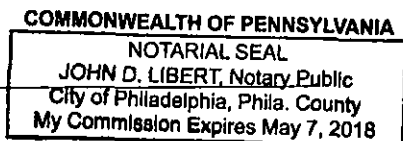
That the facts above set forth are true and correct to the best of his/her knowledge, information, and belief, and that he/she expects said Applicant to be able to prove the same at hearing.

  
\_\_\_\_\_  
Signature of Affiant

Sworn and subscribed before me this 24 day of APRIL, 2014.

  
\_\_\_\_\_  
Signature of official administering oath

My commission expires \_\_\_\_\_



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Attachment	Description	Application Section
Attachment A	Articles of Incorporation Certificate of Service	Section 5 Section 5
Attachment B	Customer Complaint Contacts	Section 16
Attachment C	<b><u>CONFIDENTIAL (FILED UNDER SEAL)</u></b> Financial Statements Demonstration of NGDC Collateral	Section 17 Section 17 (B)
Attachment D	Operational Resumes Business Plan - <b><u>CONFIDENTIAL (FILED UNDER SEAL)</u></b> Ownership Flow Chart	Section 18 Section 18 Section 18

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**Attachment A:**

**Articles of Incorporation**

**Certificate of Service**

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**The Energy Co-op – Attachment A  
Entity History and Formation**

The Energy Co-op was originally incorporated on August 21, 1980 as the Northwest Energy Cooperative Association as a non-profit cooperative in the District of Columbia. A copy of that filing is included in this attachment. At the time that the Northwest Energy Cooperative Association was formed, the Commonwealth of Pennsylvania did not have a law to allow for incorporation as a cooperative so The Energy Co-op had to incorporate under DC's law. Eventually Pennsylvania passed a law in 1988. On June 18, 1998 The Energy Co-op filed Articles of Domestication of a Foreign Corporation changing the domicile of the Cooperative to the Commonwealth of Pennsylvania. The Energy Co-op also filed Articles of Amendment changing the name to the Energy Cooperative Association of Pennsylvania, both of those documents are included in this Attachment.

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NORTHWEST ENERGY COOPERATIVE ASSOCIATION

Articles of Incorporation

X In compliance with the requirements of the District of Columbia Cooperative Association Act (June 19, 1940 Public No. 642, 54 Stat. 480, D.C. Code §29-801 et seq.) ("the Act"), the undersigned associations incorporated under the Act, desiring to form a non-profit cooperative association ("the Association") do hereby adopt the following Articles of Incorporation:

X ARTICLE 1. The purposes for which the Association is formed are to engage in any one or more lawful mode or modes of acquiring, producing, building, operating, manufacturing, furnishing, exchanging, or distributing any type or types of property, commodities, goods, or services for the primary and mutual benefit of the patrons of the Association as ultimate consumers.

ARTICLE 2. The name of the Association shall be: Northwest Energy Cooperative Association.

ARTICLE 3. The term of existence of the Association shall be perpetual.

ARTICLE 4. The location and address of the principal office of the Association shall be 559 Carpenter Lane, Philadelphia, Pennsylvania, 19119.

ARTICLE 5. The names and addresses of the incorporators of the association are:

The Weavers Way Cooperative Association  
559 Carpenter Lane  
Philadelphia, PA 19119

Mt. Airy Cooperative Association  
1449 Vernon Road  
Philadelphia, PA 19150

ARTICLE 6. The names and addresses of the directors who shall manage the affairs of the association for the first year, unless sooner changed by the members, are:

Steven R. Fischer                      6657 Wayne Avenue  
Philadelphia, PA 19119

Vincent Pieri                              922 E. Hortter Street  
Philadelphia, PA 19150

C.R. van der Velde                      814 Carpenter Lane  
Philadelphia, PA 19119

David K. Schogel                        402 W. Manheim Street  
Philadelphia, PA 19144

William H. Ewing                        1510 E. Mt. Pleasant Avenue  
Philadelphia, PA 19150



ARTICLE 7. The association is organized without shares. Two memberships have been subscribed for.

ARTICLE 8. The property rights of the members of the Association may be unequal, and shall be determined by the amount of capital paid by each member to the Association plus patronage refunds assigned to the members' capital accounts. The maximum percentage of capital which may be owned or controlled by any member shall be 75%.

ARTICLE 9. In the event of dissolution of the Association, it shall pay all debts and expenses, and any other distributions required by law, and shall pay to the members the amount of their membership capital accounts. Any surplus remaining shall be distributed as a contribution to any consumers' cooperative association or to all those members of the Association at any time during the previous six years on the basis of their patronage during that period.

IN WITNESS WHEREOF, the undersigned incorporators have hereunto set their hands this 21 day of August, 1980.

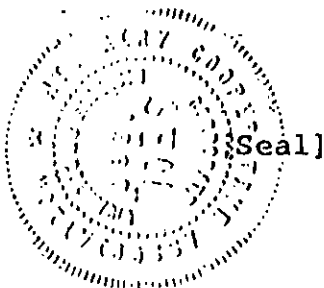
The Weavers Way Cooperative Association



By: Morton Brooks  
Morton Brooks, President

Walter Hutchins  
Walter Hutchins, Secretary

Mt. Airy Cooperative Association



By: Vincent Pieri  
Vincent Pieri, President

Audrey J. Royster  
Audrey J. Royster, Secretary

Sworn to and Subscribed:

Before me this 21 day:

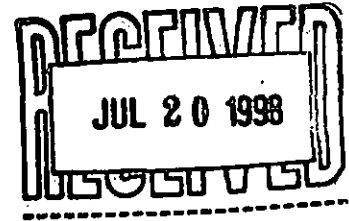
of August, 1980.

Marianna C. Moore  
Notary Public

MARIANNA C. MOORE  
Notary Public, Phila., Phila. Co.  
My Commission Expires April 16, 1983

PENNSYLVANIA DEPARTMENT OF STATE  
CORPORATION BUREAU  
ROOM 308 NORTH OFFICE BUILDING  
P.O. BOX 8722  
HARRISBURG, PA 17105-8722

234



ENERGY COOPERATIVE ASSOCIATION OF PENNSYLVANIA

THE CORPORATION BUREAU IS HAPPY TO SEND YOU YOUR FILED DOCUMENT. PLEASE NOTE THE FILE DATE AND THE SIGNATURE OF THE SECRETARY OF THE COMMONWEALTH. THE CORPORATION BUREAU IS HERE TO SERVE YOU AND WANTS TO THANK YOU FOR DOING BUSINESS IN PENNSYLVANIA. IF YOU HAVE ANY QUESTIONS PERTAINING TO THE CORPORATION BUREAU, CALL (717) 787-1057.

ENTITIES THAT ARE CHARITIES AND SOLICIT FUNDS SHOULD CONTACT THE BUREAU OF CHARITABLE ORGANIZATIONS FOR REGISTRATION REQUIREMENTS AT DEPARTMENT OF STATE, BUREAU OF CHARITABLE ORGANIZATIONS, SUITE 300 124 PINE STREET, HARRISBURG, PENNSYLVANIA 17101 (717) 783-1720 OR 1-800-732-0999 WITHIN PENNSYLVANIA.

ENTITY NUMBER: 0736584

MICROFILM NUMBER: 09851

1698-1701

DINA SCHLOSSBERG ESQ  
REGIONAL HOUSING LEGAL SERVICES  
2 S EASTON RD  
GLENSIDE PA 19038

Microfilm Number \_\_\_\_\_

1001-1078

Filed with the Department of State on JUN 18 1998

Entity Number 736584



Secretary of the Commonwealth

### ARTICLES OF DOMESTICATION FOREIGN CORPORATION

DSCB:15-4161/6161 (Rev 90)

Indicate type of corporation (check one):

Foreign Business Corporation (15 Pa.C.S. § 4161)

Foreign Nonprofit Corporation (15 Pa.C.S. § 6161)

In compliance with the requirements of the applicable provisions of 15 Pa.C.S. (relating to corporations and unincorporated associations), the undersigned qualified foreign corporation, desiring to become a domestic business or domestic nonprofit corporation, hereby states that:

1. The name of the corporation is: Northwest Energy Cooperative Association

2. The (a) address of this corporation's current registered office in this Commonwealth or (b) name of its commercial registered office provider and the county of venue is (the Department is hereby authorized to correct the following information to conform to the records of the Department):

(a)	<u>1924 Arch Street,</u>	<u>Philadelphia</u>	<u>PA</u>	<u>19103</u>	<u>Philadelphia</u>
	Number and Street	City	State	Zip	County

(b) c/o: \_\_\_\_\_

Name of Commercial Registered Office Provider	County
---	--------

For a corporation represented by a commercial registered office provider, the county in (b) shall be deemed the county in which the corporation is located for venue and official publication purposes.

3. Upon the domestication the corporation will be subject to the domestic corporation provisions of the Business Corporation Law of 1988 or the Nonprofit Corporation Law of 1988.

4. (Strike out if inapplicable; otherwise check and, if applicable, complete, one or more of the following):

The purpose or purposes for which the corporation is to be domesticated in the Commonwealth of Pennsylvania are:

All lawful purposes for which a nonprofit corporation may be incorporated under the nonprofit corporation law of 1988 and which are lawful pursuant to the Pennsylvania Cooperative Cooperation Law of 1988

~~The purposes for which the corporation is to be domesticated in the Commonwealth of Pennsylvania include unlimited power to engage in and to do any lawful act concerning any and all lawful business for which business corporations may be incorporated under the Business Corporation Law of 1988.~~

~~The purposes for which the corporation is to be domesticated in the Commonwealth of Pennsylvania consists of unlimited power to engage in and to do any lawful act concerning any and all lawful business for which business corporations may be incorporated under the Business Corporation Law of 1988.~~

JUN 18 98  
PA DEPT. OF STATE  
JUL 06 1998  
PA Dept. of State

5. (Strike out inapplicable paragraph):

The filing of these Articles of Domestication and, if desired, the renunciation of the original charter or articles of the corporation has been authorized by a majority vote of the votes cast by all shareholders (or members) entitled to vote thereon and, if any class of shares (or members) is entitled to vote thereon as a class, a majority of the votes cast in each class vote, or by any greater vote required by its charter.

The filing of these Articles of Domestication and, if desired, the renunciation of the original charter or articles has been authorized by a majority vote of the votes cast by all members, if any, entitled to vote thereon and, if any class of members is entitled to vote thereon as a class, the majority of the votes cast in each class vote, or by any greater vote required by its charter.

6. (Strike out if inapplicable): These Articles of Domestication include the additional provisions set forth in full in Exhibit A attached hereto and made a part hereof.

See restated Articles of Incorporation attached hereto as Exhibit "A".

IN TESTIMONY WHEREOF, the undersigned corporation has caused these Articles of Domestication to be executed this 16 day of June, 19 98.

Northwest Energy Cooperative Association  
(Name of Corporation)

BY: Vincent Piere  
(Signature)

TITLE: PRESIDENT

Microfilm Number \_\_\_\_\_

9851-1700

Filed with the Department of State on \_\_\_\_\_

Entity Number \_\_\_\_\_

Secretary of the Commonwealth

RESTATED

### ARTICLES OF INCORPORATION-NONPROFIT COOPERATIVE CORPORATION

DSCB:15-7102B (Rev 90)

In compliance with the requirements of 15 Pa.C.S. § 7102 (relating to cooperative corporations generally), the undersigned desiring to incorporate a nonprofit cooperative corporation, hereby states (state) that:

1. The name of the corporation is: Energy Cooperative Association of Pennsylvania

2. The (a) address of this corporation's initial registered office in this Commonwealth or (b) name of its commercial registered office provider and the county of venue is:

(a)	<u>1924 Arch Street</u>	<u>Philadelphia</u>	<u>PA</u>	<u>19103</u>	
	Number and Street	City	State	Zip	County

(b) c/o: \_\_\_\_\_  
 Name of Commercial Registered Office Provider \_\_\_\_\_ County \_\_\_\_\_

For a corporation represented by a commercial registered office provider, the county in (b) shall be deemed the county in which the corporation is located for venue and official publication purposes.

3. The corporation is a cooperative corporation incorporated under the Nonprofit Corporation Law of 1988 for the following purpose or purposes:

The purposes for which the Cooperative is formed are to engage in any one or more lawful  
modes of acquiring, producing, building, operating, manufacturing, furnishing, exchanging,  
or distributing any type or types of property, commodities, goods or services for the  
primary & mutual benefit of the patrons of the Cooperative as ultimate consumers.

4. The corporation is one which does not contemplate pecuniary gain or profit, incidental or otherwise.

5. (Check and complete one of the following):

The corporation is organized on a nonstock basis.

The corporation is organized on a stock share basis.

6. (Complete and strike out the inapplicable term): The corporation is a cooperative corporation and the common bond of membership among its (members) (shareholders) is:

authorized this filing pursuant to a lawful vote

9851-1701

The name(s) and address(es) of each incorporator(s) is (are):

Name(s)	Address(es)
Vince Pieri	944 East Horter Street, Philadelphia, PA 19119
_____	_____
_____	_____
_____	_____

i. The specified effective date, if any, is: upon filing  
month                      day                      year                      hour, if any

l. Additional provisions of the articles, if any, attach an 8 1/2 x 11 sheet.

IN TESTIMONY WHEREOF, the incorporator(s) has (have) signed these Articles of Incorporation this 16 day of June, 19 98.

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Signature)



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### Business Entity Filing History

**Date:** 4/2/2014 (Select the link above to view the Business Entity's Filing History)

#### Business Name History

Name	Name Type
ENERGY COOPERATIVE ASSOCIATION OF PENNSYLVANIA	Current Name
NORTHWEST ENERGY COOPERATIVE ASSOCIATION	Prior Name

#### PA Non-Profit Cooperative Corporation - Domestic - Information

<b>Entity Number:</b>	736584
<b>Status:</b>	Active
<b>Entity Creation Date:</b>	11/18/1981
<b>Registered Office Address:</b>	1528 Walnut Street Ste 2100 Philadelphia PA 19102 Philadelphia
<b>Mailing Address:</b>	No Address

#### Officers

<b>Name:</b>	<b>STEPHEN BARTLETT</b>
<b>Title:</b>	<b>President</b>
<b>Address:</b>	STE 10001315 WALNUT ST PHILA PA 19107-4710

<b>Name:</b>	<b>STEPHEN R FERNANDS</b>
<b>Title:</b>	<b>Secretary</b>
<b>Address:</b>	STE 10001315 WALNUT ST PHILA PA 19107-4710

<b>Name:</b>	<b>VINCE PIERI</b>
<b>Title:</b>	<b>Vice President</b>

**Address:**

STE 10001315 WALNUT ST  
PHILA PA 19107-4710

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## CERTIFICATE OF SERVICE

On this the 19<sup>th</sup> day of February, 2014, I certify that a true and correct copy of the foregoing application form for licensing within the Commonwealth of Pennsylvania as an Natural Gas Supplier and all attachments have been served upon the following:

Irwin A. Popowsky  
Office of Consumer Advocate  
5th Floor, Forum Place  
555 Walnut Street  
Harrisburg, PA 17120-1921

William R. Lloyd, Jr.  
Commerce Building, Suite 1102  
Small Business Advocate  
300 North Second Street  
Harrisburg, PA 17101

Office of the Attorney General  
Bureau of Consumer Protection  
Strawberry Square, 14th Floor  
Harrisburg, PA 17120

Commonwealth of Pennsylvania  
Department of Revenue  
Bureau of Compliance  
Harrisburg, PA 17128-0946

**PECO**  
Carlos Thillet, Manager, Gas Supply and  
Transportation  
2301 Market Street, S9-2  
Philadelphia, PA 19103  
PH: 215.841.6452  
email: [carlos.thillet@exeloncorp.com](mailto:carlos.thillet@exeloncorp.com)

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Erika Schmitt,  
Compliance Analyst  
Customized Energy Solutions, Ltd.  
Ph: 267-331-4242  
Email: [eschmitt@ces-ltd.com](mailto:eschmitt@ces-ltd.com)

On behalf of the Energy Cooperative Association of  
Pennsylvania d/b/a The Energy Co-op

**Attachment B:**

**Customer Complaint Contacts**

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**The Energy Co-op – Attachment B  
Commission Contact for Complaint Resolution**

**Commission Contact for Customer Care and Complaints:**

**Primary:**

Krystal Eason

Title: Marketing Manager

1315 Walnut St, Suite 1000, Philadelphia, PA 19107-4710

Ph: 215.413.2122 x10

Fax: 215-449-3375

Email: [Krystal@TheEnergy.Coop](mailto:Krystal@TheEnergy.Coop)

**Alternate:**

Clay Bedwell

Title: Electricity Program Director

1315 Walnut St, Suite 1000, Philadelphia, PA 19107-4710

Ph: (215) 413-2122 x 14

Fax: 215-449-3375

Email: [clay@theenergy.coop](mailto:clay@theenergy.coop)

**Attachment C: CONFIDENTIAL (FILED UNDER SEAL)**

**Financial Statements**

**Demonstration of NGDC Collateral**

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**Attachment D:**

**Operational Resumes**

**Ownership Flow Chart**

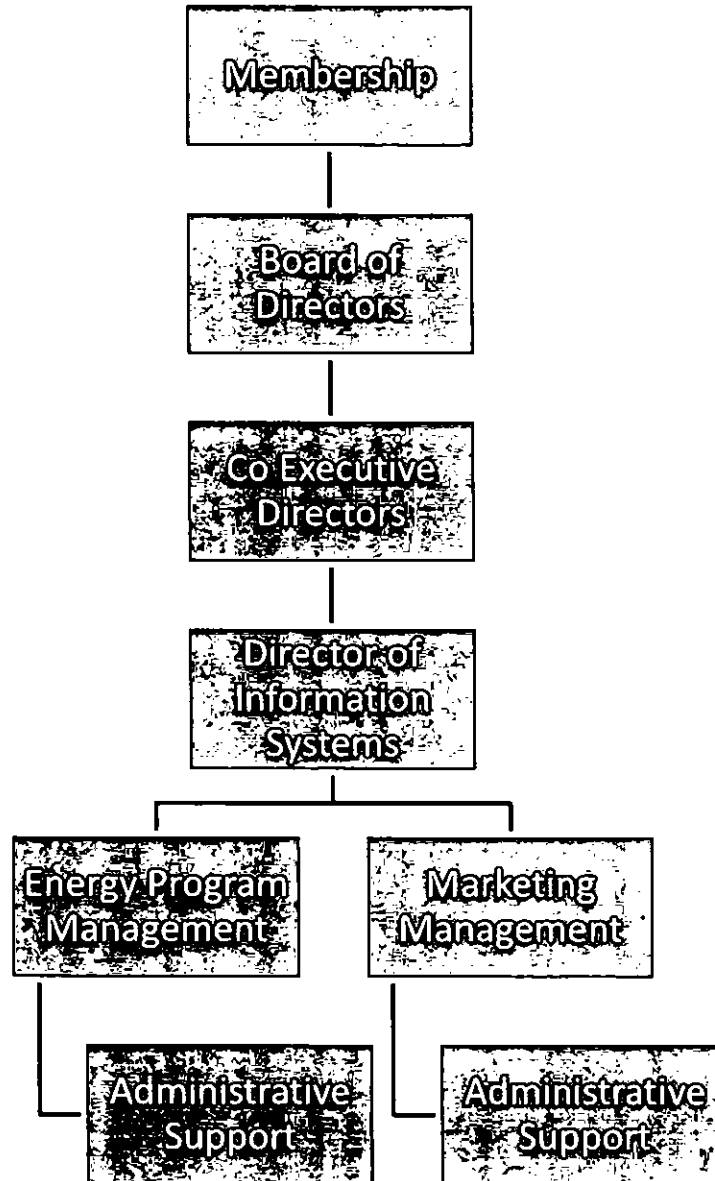
**Business Plan - CONFIDENTIAL (FILED UNDER SEAL)**

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# Energy Co-op Org Chart



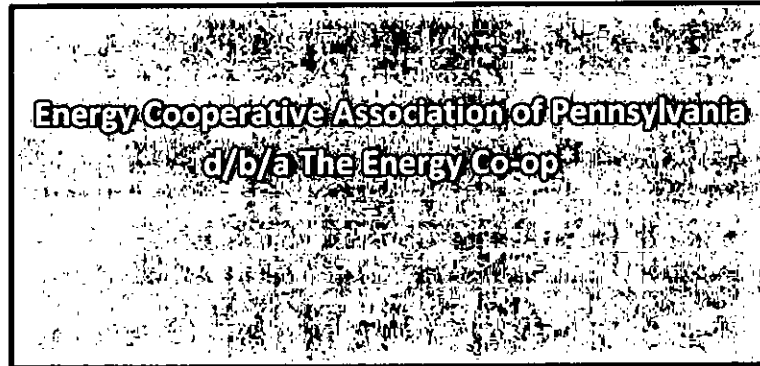
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**Energy Cooperative Association of Pennsylvania d/b/a The Energy Co-op**

**Organizational Flow Chart**



\*The Energy Co-op does not have any parent, subsidiary or affiliate partners. The Energy Cooperative Association of Pennsylvania d/b/a The Energy Co-op was formerly known as the Northwest Energy Cooperative Association.

# Krystal Eason

1268 N. Dover Street, Philadelphia, PA 19121 | 405.550.0085 | easonkd@gmail.com

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## Experience

### THE ENERGY CO-OP

Philadelphia, PA

#### Marketing Manager | January 2013 – Present

*Responsible for creating and implementing organization's marketing plan and overseeing membership program. Marketing tasks include creating, executing, analyzing, and reporting on all print and digital advertising, promotions, messaging, outreach activities, and external communications. Membership responsibilities consist of overseeing renewals, Annual Membership Meeting, and member care.*

- Managed organization's marketing budget of \$80,000
- Increased active membership levels from 61% to 68% over the course of 2013
- Created content strategy for website, e-blasts, and social media platforms resulting in more than 241,000 pageviews and 40,000 visitors in 2013
- Planned and executed 2013 Annual Membership Meeting with attendance of more than 75 members (highest on record)
- Created and oversaw distribution of electronic and print renewal communications for more than 6,600 members
- Designed and distributed over 200 residential and business marketing materials including window decals, wall certificates, and website icons
- Spearheaded and trained staff on organization's first member care policy
- Created campaign to return over 2,000 inactive members to active status; concluded campaign with a 14% response rate, which covered costs and brought in an additional 4% in revenue
- Revamped organization's monthly e-newsletter, which averages a 30% open rate and 13% click through rate

#### Marketing Team Leader | February 2011 – Present

*Tasked with leading marketing team and delegating activities to implement marketing plan. Organize monthly meetings and reports to track marketing plan success. Analyze team members' results and recommend alternative tactics to meet goals.*

#### Project Manager | November 2011 – February 2013

*Led organization's website overhaul and rebranding project from start to finish. Worked with web developers and graphic designer to transition from a FrontPage website to a Drupal platform with Salesforce integration and to update organization and sub brand logos, colors, fonts, and collateral. Final results can be seen at [www.TheEnergy.Coop](http://www.TheEnergy.Coop).*

#### Marketing Coordinator | January 2011 – January 2013

*Assisted program managers in creating and implementing product line marketing plans. Generated all social media content, created print and online ads, and developed outreach activities.*

- Created referral program that has led to more than 575 referrals
- Set up partnerships with four local food co-ops to boost enrollments and support Cooperative Principle Six: cooperation among cooperatives
- Established organization's Facebook presence and strategy, which currently has over 1,150 page likes
- Managed relationship and worked with Design for Social Impact (now Social Impact Studios) to create a marketing campaign for a cleaner burning heating oil. Project completion resulted in new brand and logo, webpage, promotional flyer, video contest, and various online communications to create awareness

#### Heating Oil Program Associate | April 2010 – January 2011

*Provided Co-Director with support for Heating Oil Program. Administrative tasks included responding to phone and email inquiries, resolving member issues, and updating Access database with supplier transactional data. Additional marketing tasks included member communications, creating and maintaining promotional materials, and updating website content.*

- Established quarterly e-newsletter that reached more than 2100 email opted-in Heating Oil members
- Updated program materials for all ten Heating Oil suppliers to ensure consistent branding
- Managed annual contract renewal mail campaign, which was sent to more than 3200 members



## **AMERICAN ASSOCIATION FOR CANCER RESEARCH**

**Philadelphia, PA**

**Staff Assistant (Temporary)** | November 2009 – April 2010

*Responsibilities included corresponding with program participants, updating and maintaining websites, and creating marketing strategies to boost program participation. Projects consisted of coordinating program logistics, managing inquiries, and providing administrative support to Survivor and Patient Advocacy Department.*

- Recruited over 85 candidates to apply for one of 35 scholarships to the Scientist Survivor Program at the AACR Annual Meeting
- Streamlined departmental systems by incorporating mail merges, various Excel functions and Microsoft shortcuts into everyday documents, effecting more than 30 files
- Headed up correspondence and follow-up for the 75 Scientist Survivor Program participants, mentors and speakers

## **MISSION YEAR**

**Chicago, IL**

**Intern** | August 2008 – August 2009

*Served and lived in an urban community during a yearlong program. Activities included neighborhood outreach, church partnerships, and volunteering between 24-32 hours a week at local non-profit organizations.*

- Raised more than \$24,000 for yearly living expenses from individuals, churches, and organizations
- Created brochures, invitations and event programs reaching over 1,000 community members to promote a \$17 million affordable housing development project

## **PETROSKILLS LOGISTICS**

**Tulsa, OK**

**Coordinator** | September 2007 – July 2008

*Responsible for coordinating logistics between clients and instructors to ensure quality continuing education courses in the petroleum industry. Maintained multiple databases, daily correspondence, and provided exceptional customer service.*

- Instituted more efficient organizational systems, which allowed personal and departmental productivity to increase by 50%
- Secured visas and passports for instructors to over 20 countries around the world, each with different regulations and policies
- Handled details for more than 100 courses throughout the duration of a year, managing 10 to 25 courses at any given time

## **QINHUANGDAO FOREIGN LANGUAGE PROFESSIONAL COLLEGE**

**China**

**Teacher** | August 2006 – July 2007

*Spent a year in China as an oral English teacher, learned a new culture, and overcame significant language barriers.*

- Instructed 400 college students on general English speaking proficiency
- Created 32 lesson plans to meet the needs of students with varying skills and interests
- Navigated through 14 Chinese cities, covering more than 3,500 miles on trains, planes, and buses

## **Skills**

Proficient in Microsoft Office, Drupal, Google Analytics, Salesforce, Google Adwords and Constant Contact  
Working knowledge of Adobe Illustrator and Photoshop

## **Education**

Oklahoma State University, Stillwater, OK

*Bachelor of Science in Business Administration*

Major: Marketing

Minor: Economics

**JOSSI FRITZ-MAUER**

250 E. Wynnewood Road, Apartment E-9  
 Wynnewood, PA 19096  
 (240) 515-6898  
[jossifm@gmail.com](mailto:jossifm@gmail.com)

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**EXPERIENCE**

THE ENERGY CO-OP, Philadelphia, PA. July 2007 – Present

***Co-Executive Director.***January 2009 – Present

Oversee the health and positioning of three business lines in different energy fields: deregulated electricity, biodiesel distribution, and heating oil usage. Direct the research and development in support of new energy ventures, products, and business lines. Oversee all financial and accounting goals for the organization at large, reporting to Finance Committee and Board of Directors. *Manage the visioning, direction, and implementation of the strategic goals of the organization, with primary responsibility for the strategic direction of energy programs. Staff, train, and manage energy program employees.*

***Biofuels and Renewables Associate.***July 2007 – January 2009

Managed largest biodiesel fleet distribution program in southeastern Pennsylvania. Directed delivery logistics of all fuel deliveries, including maintenance of inventory levels and database entries. Developed marketing materials for prospective customers and assist with account management of current customers, including guidance on state grant applications. Created template for and compile monthly biodiesel market analysis reports.

AMERICAN LUNG ASSOCIATION IN PHILADELPHIA, Plymouth Meeting, PA.

June 2012 – Present

***Philadelphia Leadership Board of Directors.*** The American Lung Association is a voluntary health organization whose mission is to save lives by improving lung health and preventing lung disease. Serve on inaugural Leadership Board and serve as Site Chair to handle race day logistics for Radnor Run, one of the primary fundraising events for the organization.

HVERFORD COLLEGE MEN'S CROSS COUNTRY AND TRACK & FIELD, Haverford, PA.

December 2006 – Present

***Assistant Coach.*** Help manage day-to-day training, of 30+ mid-distance and distance runners, including reading training logs on a daily basis. Serve as co-meet director at all home meets.

BLUE HILL PARTNERS, Chestnut Hill, PA.

February 2007 – May 2007

***Junior Project Manager.*** Investigated the environmental, economic, and regulatory feasibility of constructing a biomass-fired power plant in Pennsylvania. Researched and compiled reports on state and federal nutrient credit trading programs, renewable energy credits, air emissions, and watershed characteristics. Responsible for building company databases on municipal and industrial waste treatment plants, poultry litter sources in central PA, and possible power plants for retrofitting. Coordinated contact between offices, including development and maintenance of filing organization and weekly project updates.

PENNENVIRONMENT, Philadelphia, PA.

August 2006 – November 2006

***Field Associate.*** Directed campaign aimed at getting state and federal candidates to endorse pledge calling for renewable energy, energy efficiency, and reduction of oil use. Built diverse coalition of 25 organizations and coordinated contact with political candidates, including follow-up, databasing, and field pressure as needed. Also worked with media, including meetings with ten editorial boards and reporters across Pennsylvania, printed op-eds, and coordinated and delivered 2 press conferences.

**EDUCATION**

THE NONPROFIT CENTER, LA SALLE UNIVERSITY, Philadelphia, PA.

2010 - 2012

*Certificate in Nonprofit Management*

HVERFORD COLLEGE, Haverford, PA. Bachelor of Arts.

August 2002 – May 2006

*Major:* Sociology. *Minors:* Education & Educational Studies, Psychology.

**ACTIVITIES**

Bryn Mawr Running Company, Sponsored Runner (Road, Cross Country, and Track racing).

**SKILLS**

Computer

Advanced knowledge of entire Microsoft Office Suite, including Publisher and Access. Proficient in Salesforce.

## **Clayton Bedwell**

421 Catharine Street \* Philadelphia, PA 19147  
(610) 368-6318 \* ctbedwell@gmail.com

### **PROFILE**

A responsive project professional, with roots in the energy and construction industries, focusing on; marketing, project development and community engagement. NABCEP certified sales professional with honed problem solving skills and the ability to balance efforts with company strategies. Greatest strength is establishing long term, healthy and mutually beneficial partnerships with over five years experience working on both the private and public sides of project origination and development.

Strong background in financial and energy policy analysis coupled with effective communication skills:

- A successful record of building project pipelines for energy service companies and solar providers.
- Organization and facilitation of information to all members of the project team, including vendors and consultants.
- Ability to shift approach and strategy in multiple environments based on the work flow of projects.

### **EXPERIENCE**

#### **The Energy Co-op, Philadelphia, PA**

**Electricity Program Director, July 2013 – Present**

In-house expert on wholesale electricity, compliance, and technical industry details. Oversee electricity program operations including day-to-day procedures as well as the development and implementation of strategic goals. Contract for and manage supply of electricity and renewable energy credits with an emphasis on creating program stability and scalability. Develop, negotiate, and manage contracts with members, vendors, consultants, and subcontractors. Drive program business development goals through market research, analysis, and business planning. Manage regulatory compliance and oversee monthly, quarterly, and annual reporting to USDOE-EIA, FERC, PUC, and other regulatory agencies. Manage program financials including monthly and annual program projections, tracking, and budgeting. Develop additional retail energy market programs, products, and services as strategic goals dictate.

- Project Lead on Renewable Natural Gas Product

#### **Betasource, Philadelphia, PA**

**Co-Founder, November 2008 – July 2013**

Renewable energy and energy efficiency specialist. Manage client development, account management, and account development. Direct sales operations, marketing energy efficiency and renewable energy implementations to mid-cap and enterprise businesses. Responsible for content and design of training materials and development of financial projections and pro-formas. Analyze Federal, State, Local and Utility energy efficiency and renewable energy incentives to identify project opportunities and campaign territories. Develop and manage residential energy marketing program, including; content, function, and design, of PaEnergy.org.

- Developed and managed ongoing inside sales training program for national energy service company.
- Grew company from two to six employees.

#### **Queen Village Sustainability Committee, Philadelphia, PA**

**Volunteer, August 2010 - Present**

Develop and manage neighborhood-wide Group Purchase Energy Audit Program to encourage residents to increase home energy efficiency. Develop an initiative to install community funded solar installations at neighborhood schools. Educated residents on residential energy topics including electricity deregulation, electricity pricing, choosing electricity suppliers, and home energy efficiency. Coordinated contractors, non-profits, and community members for efficiency and solar programs.

- Facilitated more than 30 discounted residential energy audits through Group Purchase Program.
- Developed an initiative and financing strategy to install community funded solar installation at neighborhood schools.

#### **The Bedwell Company, West Chester, PA**

**Estimator, March 2007 - February 2010**

Responsible for Property Management of two commercial properties exceeding 25,000SF as well as seven residential properties. Worked closely with Vice President on licensing and permitting a commercial housing development, including intimate dealings with local and state Departments of Environmental Protection. Worked with construction team on engineering project procurement and operations. Lead estimator on three rooftop solar installations exceeding 50kw.

- Managed commercial office fit-out and lighting retrofit.
- Designed Solar Renewable Energy Credit price projection model and PV system generation model.

#### **Cotton & Company, Alexandria, VA**

**Auditor, August 2005 - November 2006**

Developed methods to test potentially fraudulent areas of claim, tested claim for fraud, and reported areas of fraud in finding outline. Analyzed and tested Activity Based Costing method and disaster loans at the Small Business

Administration as well as preparing trial balance summary schedules for Balance Sheet, Statement of Net Position, and Statement of Budgetary Resources.

**PROFESSIONAL MEMBERSHIPS**

NABCEP Entry Level Certified Solar PV Specialist  
Green Advantage Certified Contractor

American Wind Energy Association, Advocate  
American Solar Energy Society, Member

**EDUCATION**

**Boston University School Of Management** **May 2005**  
Bachelor of Science in Business Administration, Concentration in Law and Finance

From: (215) 875-9440  
Sharon Barra  
Customized Energy Solutions  
1528 Walnut Street, 22nd Floor

Origin ID: MUVA



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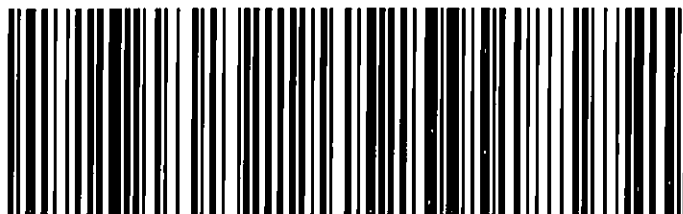
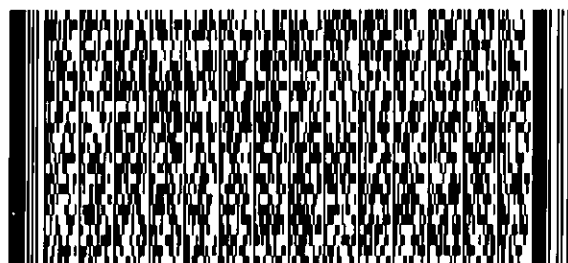
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