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COMMONWEALTH OF PENNSYLVANIA
PENNSYLVANIA PUBLIC UTILITY COMMISSION
P.O. BOX 3265, HARRISBURG, PA 17105-3265

BUREAU OF
TECHNICAL UTILITY SERVICES

July 16, 2014

IN REPLY PLEASE
REFER TO OUR FILE

Docket No. A-2014-2423736
Utility Code: 116589

DAVID D HUFF
ELITE ENERGY GROUP INC
199 JERICHO TURNPIKE 2nd FL
FLORAL PARK NY 11001

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RE: Electric Generation Supplier License Application of Elite Energy Group, Inc.

Dear Mr. Huff:

On May 19, 2014, the Elite Energy Group, Inc.'s application for an Electric Generation Supplier license was accepted for filing and docketed with the Public Utility Commission. The application was incomplete. In order for us to complete our analysis of your application, the Energy Industry Group requires answers to the attached question(s).

Please forward the information to the Secretary of the Commission at the address listed below **within ten (10) working days** from the date of this letter. Please note that some responses may be e-filed to your case, <http://www.puc.pa.gov/efiling/default.aspx>. A list of document types allowed to be e-filed can be found at <http://www.puc.pa.gov/efiling/DocTypes.aspx>.

Rosemary Chiavetta, Secretary
Pennsylvania Public Utility Commission
P.O. Box 3265
Harrisburg, PA 17105-3265

Rosemary Chiavetta, Secretary
Pennsylvania Public Utility Commission
400 North Street
Harrisburg, PA 17120

Your answers should be verified per 52 Pa Code § 1.36. Accordingly, you must provide the following statement with your responses:

I, David Huff, 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).

The blank should be filled in with the name of the appropriate company representative, and the signature of that representative should follow the statement.

10:11 AM 8/5/05

In addition, to expedite completion of the application, please also e-mail the information to Stephen Jakab at sjakab@pa.gov. Please direct any questions to Stephen Jakab, Bureau of Technical Utility Services, at sjakab@pa.gov or (717) 783-6174.

Sincerely,



Paul Diskin, Director
Bureau of Technical Utility Services

Enclosure

cc: Stephen Jakab

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Docket No. A-2014-2423736
Elite Energy Group, Inc.
Data Request

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1. Reference application, Section 1.c, Identification and Contact Information – The applicant failed to provide a title and email address for their regulatory contact. Please provide an updated application page with the appropriate corrections. Please provide an original document by using the submission method listed above.
2. Reference application, Section 1.e, Identification and Contact Information – Applicant did not provide email addresses for the two customer complaint contacts. Please provide an updated application page with the appropriate corrections. Please provide an original document by using the submission method listed above.
3. Reference application, Section 8.a, Technical Fitness – The applicant states that Elite Energy Group, Inc. serves customers in New York. Please provide the state license for New York. Please provide an original document by using the submission method listed above. Applicant can elect to mark submitted information as confidential.
4. Reference application, Section 8.b, Technical Fitness – Please provide detailed professional resumes of applicant's chief officers, to include date ranges on all experience and activities. Please provide an original document by using the submission method listed above. Applicant can elect to mark submitted information as confidential.

1/2. Corrections of omissions highlighted in yellow.

3. Statement of fact indicated in Red.

4. Addition of DATE Ranges to Professional Resumes.


DAVID HUFF

BEFORE THE PENNSYLVANIA PUBLIC UTILITY COMMISSION

Application of **ELITE ENERGY GROUP INC.**, for approval to offer, render, furnish or supply electricity or electric generation services as a **Broker/Marketer in the business of supplying electricity services** to the public in the Commonwealth of Pennsylvania (Pennsylvania).

To the Pennsylvania Public Utility Commission:

1. IDENTIFICATION AND CONTACT INFORMATION

a. **IDENTITY OF THE APPLICANT:**

Elite Energy Group Inc.
199 Jericho Turnpike, Second Floor
Floral Park, NY 11001
eliteenergygrp.com
855-264-3300 main; 516-944-5157 fax

b. **PENNSYLVANIA ADDRESS OF APPLICANT/REGISTERED AGENT:**

Peter Johnston
Elite Energy Group Inc.
1150 1st Avenue, Suite 531
King of Prussia, PA 19406
717-303-3103; 717-303-3104 fax

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c. **REGULATORY CONTACT:**

David D Huff , Director of Sales & Marketing
Elite Energy Group Inc.
199 Jericho Turnpike, Second Floor
Floral Park, NY 11001
eliteenergygrp.com
855-264-3300 main; 516-944-5157 fax
david@eliteenergygrp.com

d. **ATTORNEY:**

Applicant is **NOT** using an attorney to facilitate this application.

e. **CONTACTS FOR CONSUMER SERVICE AND COMPLAINTS:**

David D Huff, Director of Sales & Marketing
Elite Energy Group Inc.
199 Jericho Turnpike, Second Floor
Floral Park, NY 11001
eliteenergygrp.com
516-469-3711; 516-944-5157 fax
david@eliteenergygrp.com

Albert Sasson, Vice President
Elite Energy Group Inc.
199 Jericho Turnpike, Second Floor
Floral Park, NY 11001
eliteenergygrp.com
516-469-3709; 516-467-3023 fax
albert@eliteenergygrp.com

8. TECHNICAL FITNESS

a. EXPERIENCE, SUMMARY OF SERVICE, PLAN & STRUCTURE:

Applicant's Previous Experience in the Electric Industry

The founding members of Elite Energy Group have been offering commercial utility consumers in the New York Metropolitan area advice and assistance in procuring competitive and stable power and fuel supply alternatives since 2009.

In 2011, Elite Energy Group Inc. was formed to offer an even greater range of services and products, and has developed relationships with more than a dozen national and regional suppliers including Hess, Hudson, Integrys, Major, Censtar, UGI, Glacial, Direct Energy, Plymouth, Constellation, Nextera, Supreme and others.

In 2012, the firm invested significant time and resources to recruit and train analytic personnel with utility industry experience to create a whole division dedicated to offering our client base *Utility Account Auditing services*.

Our sound relationships with stable suppliers and robust knowledge of the energy markets in which we operate, ensure that we can provide our customers and prospects with complete and valuable service.

Applicant's Summary of Service

Elite Energy Group maintains an expanding customer base of more than 1000 customers ranging from small to large commercial and industrial clients throughout the New York Metropolitan area; specifically New York City, Long Island and Westchester.

** Please note that New York State does NOT require licensing to market/broker utility supply services.*

In 2013, we expanded our sales reach into Connecticut (broker/agent license not necessary) securing relationships with scores of new customers and are poised for significant growth in 2014. Additionally, we recently obtained our Certificate of Authority and Utility Agent License for New Jersey (license# EA 0271 - see ATTACHMENT 8), and look forward to developing a significant service presence in this neighboring market as well.

See New Jersey Agent License (**ATTACHMENT 8**)

See Client Recommendation Letters (**ATTACHMENT 9**)

See Company Brochure (**ATTACHMENT 10**)

Applicant's Business Strategy for Pennsylvania

Elite Energy Group intends to apply the same simple marketing strategy that has been effective for us historically. In short, we utilize a team of inside marketers to contact, qualify and inform prospects we target from qualified lead sources. Upon generating interest, and arranging presentations, our outside sales people meet new customers and discuss the services Elite has to offer to satisfy the customer needs.

See diagram of Elite Energy Group Inc. Staffing Structure (**ATTACHMENT 11**)

Professional Resumes of Senior Officers including specific Date Ranges

Peter G. Johnston, President

Peter Johnston founded Elite Energy Group in 2011, developing this start-up energy firm offering consulting, utility account audit, and supply procurement services into a thriving business serving more than a thousand commercial clients in the New York Metropolitan area. A graduate of St. John's University with a Bachelor of Science in Accounting, he has also served as *Sr. Vice President and Chief Operating Officer of EKA Planning*, a Long Island, NY-based financial planning company that grew by an average of 20% annually from 2004 to 2010.

St. John's University, 1990 B.S. Accounting

Formed EKA Planning in 1994

Founded Elite Energy Group Inc. in 2011

President of Elite Energy Group Inc. 2011 to Present

Albert Sasson, Vice President

Albert Sasson, a graduate of the Brooklyn College in New York City with a BS in Business Accounting, was elected Vice President of Elite Energy Group Inc. in 2011. Specializing in product development and positioning, he has an impressive record of achievement and accomplishments in expanding the revenue of sales and service organizations. Prior to independently consulting organizations regarding energy and utility matters in 2009, he served as Executive Vice President of B & I Fender in Maspeth NY, growing the Northeast's largest automotive aftermarket parts network.

Brooklyn College, 1991 B.S. Accounting

1991 - 1993 Senior Account Auditor, Republic National Bank, N.A.

1994 - 2006 Executive Vice President of Operations, B & I Trim, Inc.

2006 - 2011 Independent Energy and Utilities Consultant

2011 - Present Vice President, Elite Energy Group Inc.

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