

**BROADLEAF**  
The future of energy... covered.



May 22, 2015

Michael M Meehan  
Broadleaf, LLC  
500 Woodberry Way  
Chester Springs, PA 19425

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

Dear Secretary,

Broadleaf, LLC is applying for electric broker license in Pennsylvania. Please see attached license application and related exhibits. Thank you for your consideration.

A handwritten signature in black ink that reads "Michael M Meehan". The signature is written in a cursive, slightly slanted style.

Michael M Meehan  
Managing Member

**RECEIVED**

MAY 22 2015

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

## BEFORE THE PENNSYLVANIA PUBLIC UTILITY COMMISSION

Application of Broadleaf, LLC, d/b/a Broadleaf Energy Company, for approval to offer, render, furnish, or supply electricity or electric generation services as a(n) Broker/Marketer 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:** Provide name (including any fictitious name or d/b/a), primary address, web address, and telephone number of Applicant:

Broadleaf, LLC d/b/a Broadleaf Energy Company  
500 Woodberry Way  
Chester Springs, PA 19425  
[www.broadleafenergy.com](http://www.broadleafenergy.com)  
800.687.9430

- b. **PENNSYLVANIA ADDRESS / REGISTERED AGENT:** If the Applicant maintains a primary address outside of Pennsylvania, provide the name, address, telephone number, and fax number of the Applicant's secondary office within Pennsylvania. If the Applicant does not maintain a physical location within Pennsylvania, provide the name, address, telephone number, and fax number of the Applicant's Registered Agent within Pennsylvania.

N/A—primary address is in Pennsylvania.

- c. **REGULATORY CONTACT:** Provide the name, title, address, telephone number, fax number, and e-mail address of the person to whom questions about this Application should be addressed.

Michael M Meehan  
Managing Member  
500 Woodberry Way  
Chester Springs, PA 19425  
800.687.9430  
[michael.meehan@broadleafenergy.com](mailto:michael.meehan@broadleafenergy.com)

- d. **ATTORNEY:** Provide the name, address, telephone number, fax number, and e-mail address of the Applicant's attorney. If the Applicant is not using an attorney, explicitly state so.

John Sharpe, ESQ  
610 Belfry Drive  
Blue Bell, PA 19422  
610.277.7215  
[sharpes610@yahoo.com](mailto:sharpes610@yahoo.com)

- e. **CONTACTS FOR CONSUMER SERVICE AND COMPLAINTS:** Provide the name, title, address, telephone number, FAX number, and e-mail OF THE PERSON AND AN ALTERNATE PERSON (2 REQUIRED) responsible for addressing customer complaints. These persons will ordinarily be the initial point(s) of contact for resolving complaints filed with the Applicant, the Electric Distribution Company, the Pennsylvania Public Utility Commission, or other agencies. The main contact's information will be listed on the Commission website list of licensed EGSs.

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Main Contact  
Michael M Meehan  
Managing Member  
500 Woodberry Way  
Chester Springs, PA 19425  
800.687.9430  
888.481.2009  
[michael.meehan@broadleafenergy.com](mailto:michael.meehan@broadleafenergy.com)

Secondary Contact  
Karen Beasley  
Customer Service Representative  
500 Woodberry Way  
Chester Springs, PA 19425  
800.687.9430  
888.481.2009  
[karen.beasley@broadleafenergy.com](mailto:karen.beasley@broadleafenergy.com)

## 2. BUSINESS ENTITY FILINGS AND REGISTRATION

a. **FICTITIOUS NAME:** *(Select appropriate statement and provide supporting documentation as listed.)*

The Applicant will be using a fictitious name or doing business as ("d/b/a")

Provide a copy of the Applicant's filing with Pennsylvania's Department of State pursuant to 54 Pa. C.S. §311, Form PA-953.

**or**

The Applicant will not be using a fictitious name.

b. **BUSINESS ENTITY AND DEPARTMENT OF STATE FILINGS:**

*(Select appropriate statement and provide supporting documentation. As well, understand that Domestic means being formed within Pennsylvania and foreign means being formed outside Pennsylvania.)*

The Applicant is a sole proprietor.

- If the Applicant is located outside the Commonwealth, provide proof of compliance with 15 Pa. C.S. §4124 relating to Department of State filing requirements.

**or**

The Applicant is a:

- domestic general partnership (\*)
- domestic limited partnership (15 Pa. C.S. §8511)
- foreign general or limited partnership (15 Pa. C.S. §4124)
- domestic limited liability partnership (15 Pa. C.S. §8201)
- foreign limited liability general partnership (15 Pa. C.S. §8211)
- foreign limited liability limited partnership (15 Pa. C.S. §8211)

- Provide proof of compliance with appropriate Department of State filing requirements as indicated above.
- Give name, d/b/a, and address of partners. If any partner is not an individual, identify the business nature of the partner entity and identify its partners or officers.

- Provide the state in which the business is organized/formed and provide a copy of the Applicant's charter documentation.
- \* If a corporate partner in the Applicant's domestic partnership is not domiciled in Pennsylvania, attach a copy of the Applicant's Department of State filing pursuant to 15 Pa. C.S. §4124.

**or**

The Applicant is a:

- domestic corporation (15 Pa. C.S. §1308)
- foreign corporation (15 Pa. C.S. §4124)
- domestic limited liability company (15 Pa. C.S. §8913)
- foreign limited liability company (15 Pa. C.S. §8981)
- Other (Describe):

- Provide proof of compliance with appropriate Department of State filing requirements as indicated above. (see attached)
- Provide the state in which the business is incorporated/organized/formed and provide a copy of the Applicant's charter documentation. (see attached)
- Give name and address of officers.

Michael M Meehan  
 Managing Member  
 500 Woodberry Way  
 Chester Springs, PA 19425

\*See Exhibit 1 for charter documents and fictitious name certificate

### **3. AFFILIATES AND PREDECESSORS**

*(both in state and out of state)*

**a. AFFILIATES:** Give name and address of any affiliate(s) currently doing business and state whether the affiliate(s) are jurisdictional public utilities. If the Applicant does not have any affiliates doing business, explicitly state so. Also, state whether the applicant has any affiliates that are currently applying to do business in Pennsylvania.

Broadleaf, LLC currently has no affiliates.

**b. PREDECESSORS:** Identify the predecessor(s) of the Applicant and provide the name(s) under which the Applicant has operated within the preceding five (5) years, including address, web address, and telephone number, if applicable. If the Applicant does not have any predecessors that have done business, explicitly state so.

Broadleaf, LLC has no predecessors.

#### 4. OPERATIONS

a. **APPLICANT'S PRESENT OPERATIONS:** *(select and complete the appropriate statement)*

Definitions

- Supplier – an entity that sells electricity to end-use customers utilizing the jurisdictional transmission and distribution facilities of an EDC.
- Aggregator - an entity that purchases electric energy and takes title to electric energy as an intermediary for sale to retail customers.
- Broker/Marketer - an entity that acts as an intermediary in the sale and purchase of electric energy but does not take title to electric energy.

The Applicant is presently doing business in Pennsylvania as a

- municipal electric corporation
- electric cooperative
- local gas distribution company
- provider of electric generation, transmission or distribution services
- broker/marketer engaged in the business of supplying electricity services
- Other; Identify the nature of service being rendered.

**or**

The Applicant is not presently doing business in Pennsylvania.

b. **APPLICANT'S PROPOSED OPERATIONS:** The Applicant proposes to operate as a *(may check multiple)*:

- Generator of electricity
- Supplier of electricity
- Aggregator engaged in the business of supplying electricity
- Broker/Marketer engaged in the business of supplying electricity services
  - Check here to verify that your organization will not be taking title to the electricity nor will you be making payments for customers.
- Electric Cooperative and supplier of electric power
- Other (Describe):

- c. **PROPOSED SERVICES:** Describe in detail the electric services or the electric generation services which the Applicant proposes to offer.

Procurement services—broker for commercial customers using licensed electric generation suppliers in all territories in Pennsylvania. We will solicit bids from qualified electric suppliers to present to commercial customers. Broadleaf, LLC does not take title to the power and does not bill the customer.

- d. **PROPOSED SERVICE AREA:** Check the box of each Electric Distribution Company for which the Applicant proposes to provide service.

- Citizens' Electric
- Duquesne Light
- Met-Ed
- PECO
- Penelec
- Penn Power

- Pike
- PPL
- UGI Utilities
- Wellsboro
- West Penn

Entire Commonwealth of PA

- e. **CUSTOMERS:** Applicant proposes to provide services to:

- Residential Customers
- Small Commercial Customers - (25 kW and Under)
- Residential and Small Commercial as Mixed Meter **ONLY (CANNOT BE TAKEN WITH RESIDENTIAL AND/OR SMALL COMMERCIAL ABOVE)**
- Large Commercial Customers - (Over 25 kW)
- Industrial Customers
- Governmental Customers
- All of above (Except Mixed Meter)
- Other (Describe):

- f. **START DATE:** Provide the approximate date the Applicant proposes to actively market within the Commonwealth.

Broadleaf, LLC plans to actively market within the Commonwealth upon receipt of Broker license. We are targeting a start date of July 15, 2015, pending approval of license application.

## 5. COMPLIANCE

- a. **CRIMINAL/CIVIL PROCEEDINGS:** State specifically whether the Applicant, an affiliate, a predecessor of either, or a person identified in this Application, has been or is currently the defendant of a criminal or civil proceeding within the last five (5) years.

Identify all such proceedings (active or closed), by name, subject and citation; whether before an administrative body or in a judicial forum. If the Applicant has no proceedings to list, explicitly state such.

Broadleaf, LLC has no criminal or civil proceedings.

- b. **SUMMARY:** If applicable; provide a statement as to the resolution or present status of any such proceedings listed above.

N/A

- c. **CUSTOMER/REGULATORY/PROSECUTORY ACTIONS:** Identify all formal or escalated actions or complaints filed with or by a customer, regulatory agency, or prosecutory agency against the Applicant, an affiliate, a predecessor of either, or a person identified in this Application, for the prior five (5) years, including but not limited to customers, Utility Commissions, and Consumer Protection Agencies such as the Offices of Attorney General. If the Applicant has no actions or complaints to list, explicitly state such.

Broadleaf, LLC has not had any customer file a complaint.

- d. **SUMMARY:** If applicable; provide a statement as to the resolution or present status of any actions listed above.

N/A

## 6. PROOF OF SERVICE

*(Example Certificate of Service is attached at Appendix C)*

- a. **STATUTORY AGENCIES:** Pursuant to Section 5.14 of the Commission's Regulations, 52 Pa. Code §5.14, provide proof of service of a signed and verified Application with attachments on the following:

Bureau of Investigation & Enforcement  
Pennsylvania Public Utility Commission  
Commonwealth Keystone Building  
400 North Street, 2 West  
P.O. Box 3265  
Harrisburg, PA 17105-3265

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

Office of Consumer Advocate  
5th Floor, Forum Place  
555 Walnut Street  
Harrisburg, PA 17120

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

Office of the Small Business Advocate  
Commerce Building, Suite 1102  
300 North Second Street  
Harrisburg, PA 17101

- b. **EDCs:** Pursuant to Sections 1.57 and 1.58 of the Commission's Regulations, 52 Pa. Code §§1.57 and 1.58, provide Proof of Service of the Application and attachments upon each of the Electric Distribution Companies the Applicant proposed to provide service in. Upon review of the Application, further notice may be required pursuant to Section 5.14 of the Commission's Regulations, 52 Pa. Code §5.14. Contact information for each EDC is as follows.

**Pike County Light & Power Company:**  
Director of Customer Energy Services  
Orange and Rockland Company  
390 West Route 59  
Spring Valley, NY 10977-5300

**West Penn:**  
Legal Department  
West Penn Power d/b/a Allegheny Power  
800 Cabin Hill Drive  
Greensburg, PA 15601-1689

**PECO:**  
Manager Energy Acquisition  
PECO Energy Company  
2301 Market Street  
Philadelphia, PA 19101-8699

**Duquesne Light:**  
Regulatory Affairs  
Duquesne Light Company  
411 Seventh Street, MD 16-4  
Pittsburgh, PA 15219

**PPL:**  
Legal Department  
Attn: Paul Russell  
PPL  
Two North Ninth Street  
Allentown, PA 18108-1179



**Met-Ed, Penelec, and Penn Power:**  
Legal Department  
First Energy  
2800 Pottsville Pike  
Reading PA, 19612

**UGI:**  
UGI Utilities, Inc.  
Attn: Rates Dept. – Choice Coordinator  
2525 N. 12th Street, Suite 360  
Post Office Box 12677  
Reading, Pa 19612-2677

**Citizens' Electric Company:**  
Citizens' Electric Company  
Attn: EGS Coordination  
1775 Industrial Boulevard  
Lewisburg, PA 17837

**Wellsboro Electric Company:**  
Wellsboro Electric Company  
Attn: EGS Coordination  
33 Austin Street  
P. O. Box 138  
Wellsboro, PA 16901

## 7. FINANCIAL FITNESS

a. **BONDING:** In accordance with 66 Pa. C.S. Section 2809(c)(1)(i), the Applicant is required to file a bond or other instrument to ensure its financial responsibilities and obligations as an EGS. Therefore, the Applicant is...

- Furnishing the **ORIGINAL** of an initial bond, letter of credit or proof of bonding to the Commission in the amount of \$250,000.
- Furnishing the **ORIGINAL** of another initial security for Commission approval, to ensure financial responsibility.
- Filing for a modification to the \$250,000 requirement and furnishing the **ORIGINAL** of an initial bond, letter of credit or proof of bonding to the Commission in the amount of \$10,000. Applicant is required to provide information supporting an amount less than \$250,000. Such supporting information must include indication that the Applicant will not take title to electricity and will not pay electricity bills on behalf of its customers. Further details for modification may be described as well.

- *At the conclusion of Applicant's first year of operation it is the intention of the Commission to tie security bonds to a percentage of Applicant's gross receipts resulting from the sale of generated electricity consumed in Pennsylvania. The amount of the security bond will be reviewed and adjusted on an annual basis.*
- *Example version of a bond and letter of credit are attached at Appendix D & E, Applicant's security must follow language from these examples.*
- *Any deviation from these examples must be identified in the application and may not be acceptable to the Commission.*

Confidential letter of credit sent under separate cover.

b. **FINANCIAL RECORDS, STATEMENTS, AND RATINGS:** Applicant must provide sufficient information to demonstrate financial fitness commensurate with the service proposed to be provided. Examples of such information which may be submitted include the following:

- Actual (or proposed) organizational structure including parent, affiliated or subsidiary companies.
- Published Applicant or parent company financial and credit information (i.e. 10Q or 10K). (SEC/EDGAR web addresses are sufficient)
- Applicant's accounting statements, including balance sheet and income statements for the past two years.
- Evidence of Applicant's credit rating. Applicant may provide a copy of its Dun and Bradstreet Credit Report and Robert Morris and Associates financial form, evidence of Moody's, S&P, or Fitch ratings, and/or other independent financial service reports.
- A description of the types and amounts of insurance carried by Applicant which are specifically intended to provide for or support its financial fitness to perform its obligations as a licensee.
- Audited financial statements exhibiting accounts over a minimum two year period.
- Bank account statement, tax returns from the previous two years, or any other information that demonstrates Applicant's financial fitness.

\*See Exhibit 2 for confidential financial statements

c. **SUPPLIER FUNDING METHOD:** If Applicant is operating as anything other than **Broker/Marketer only**, explain how Applicant will fund its operations. Provide all credit agreements, lines of credit, etc., and elaborate on how much is available on each item.

*Broadleaf, LLC is operating as a Broker/Marketer only.*

d. **BROKER PAYMENT STRUCTURE:** If applicant is a broker/marketer, explain how your organization will be collecting your fees.

*Broadleaf, LLC will collect a reasonable and customary fee from the supplier. Broadleaf, LLC will not bill the customer. The fee will be included in the final contract price.*

e. **ACCOUNTING RECORDS CUSTODIAN:** Provide the name, title, address, telephone number, FAX number, and e-mail address of Applicant's custodian for its accounting records.

*Lonnie Coombs, CPA  
490 Norristown Rd, Ste 250  
Blue Bell, PA 19422  
610.825.3848 / 610.825.3529*

f. **TAXATION:** Complete the **TAX CERTIFICATION STATEMENT** attached as Appendix F to this application.

*All sections of the Tax Certification Statement must be completed. Absence (submitting N/A) of any of the TAX identifications numbers (items 7A through 7C) shall be accompanied by supporting documentation or an explanation validating the absence of such information.*

*Items 7A and 7C on the Tax Certification Statement are designated by the Pennsylvania Department of Revenue. Item 7B on the Tax Certification Statement is designated by the Internal Revenue Service.*

See enclosed

## 8. TECHNICAL FITNESS:

To ensure that the present quality and availability of service provided by electric utilities does not deteriorate, the Applicant shall provide sufficient information to demonstrate technical fitness commensurate with the service proposed to be provided.

a. **EXPERIENCE, PLAN, STRUCTURE:** such information may include:

- Applicant's previous experience in the electricity industry.
- Summary and proof of licenses as a supplier of electric services in other states or jurisdictions.
- Type of customers and number of customers Applicant currently serves in other jurisdictions.
- Staffing structure and numbers as well as employee training commitments.
- Business plans for operations within the Commonwealth.
- Documentation of membership in PJM, ECAR, MAAC, other regional reliability councils, or any other membership or certification that is deemed appropriate to justify competency to operate as an EGS within the Commonwealth.
- Any other information appropriate to ensure the technical capabilities of the Applicant.

\*See Exhibit 3 for technical fitness summary, license documents, and AEE certificate

b. **PROPOSED MARKETING METHOD** (*check all that apply*)

- Internal – Applicant will use its own internal resources/employees for marketing
- External EGS – Applicant will contract with a PUC **LICENSED EGS** broker/marketer
- Affiliate – Applicant will use a **NON-EGS** affiliate marketing company and or individuals.
- External Third-Party – Applicant will contract with a **NON-EGS** third party marketing company and or individuals
- Other (Describe):

c. **DOOR TO DOOR SALES:** Will the Applicant be implementing door to door sales activities?

- Yes
- No

If yes, will the Applicant be using verification procedures?

- Yes
- No

If yes, describe the Applicant's verification procedures.

- d. **OVERSIGHT OF MARKETING:** Explain all methods Applicant will use to ensure all marketing is performed in an ethical manner, for both employees and subcontractors.

Broadleaf, LLC will comply with all federal, state, and local government regulations and standards. Broadleaf, LLC will also abide by the AEE Code of Ethics and Practices. Broadleaf, LLC will require any employees and subcontractors to abide by the same.

- e. **OFFICERS:** Identify Applicant's chief officers, and include the professional resumes for any officers directly responsible for operations. All resumes should include date ranges and job descriptions containing actual work experience.

Michael M Meehan  
Managing Member  
\*See Exhibit 4 for officer resume

- f. **FERC FILING:** Applicant has:

- Filed an Application with the Federal Energy Regulatory Commission to be a Power Marketer.
- Received approval from FERC to be a Power Marketer at Docket or Case Number \_\_\_\_\_.
- Not applicable

## 9. DISCLOSURE STATEMENT:

**Disclosure Statements:** If proposing to serve Residential and/or Small Commercial (under 25 kW) Customers, provide a Residential and/or Small Commercial disclosure statement. A sample disclosure statement is provided as Appendix G to this Application.

- Electricity should be priced in clearly stated terms to the extent possible. Common definitions should be used. All consumer contracts or sales agreements should be written in plain language with any exclusions, exceptions, add-ons, package offers, limited time offers or other deadlines prominently communicated. Penalties and procedures for ending contracts should be clearly communicated.

*Not applicable for an applicant applying for a license exclusively as a broker/marketer.*

## 10. VERIFICATIONS, ACKNOWLEDGEMENTS, AND AGREEMENTS

- a. **PJM LOAD SERVING ENTITY REQUIREMENT:** As a prospective EGS, the applicant understands that those EGSs which provide retail electric supply service (i.e. takes title to electricity) must provide either:
- proof of registration as a PJM Load Serving Entity (LSE), or
  - proof of a contractual arrangement with a registered PJM LSE that facilitates the retail electricity services of the EGS.

The Applicant understands that compliance with this requirement must be filed within 120 days of the Applicant receiving a license. As well, the Applicant understands that compliance with this requirement may be filed with this instant application.

(Select only one of the following)

- AGREED - Applicant has included compliance with this requirement in the instant application, labeled in correspondence with this section (10).
- AGREED - Applicant will provide compliance with this requirement within 120 days of receiving its license
- ACKNOWLEDGED - Applicant is not proposing to provide retail electric supply service at this time, and therefore is not presently obligated to provide such information

**b. 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. Further, the Applicant agrees that it must comply with and ensure that its employees, agents, representatives, and independent contractors comply with the standards of conduct and disclosure set out in Commission regulations at 52 Pa. Code § 54.43, as well as any future amendments.

AGREED

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

- Retail Electricity Choice Activity Reports: The regulations at 52 Pa. Code §§ 54.201--54.204 require that all active EGSs report sales activity information. An EGS will file an annual report reporting for customer groups defined by annual usage. Reports must be filed using the appropriate report form that may be obtained from the PUC's Secretary's Bureau or the forms officer, or may be down-loaded from the PUC's internet web site.
- Reports of Gross Receipts: Applicant shall report its Pennsylvania intrastate gross receipts to the Commission on a quarterly and year to date basis no later than 30 days following the end of the quarter.
- The Treasurer or other appropriate officer of Applicant shall transmit to the Department of Revenue by March 15, an annual report, and under oath or affirmation, of the amount of gross receipts received by Applicant during the prior calendar year.
- Net Metering Reports: Applicant shall be responsible to report any Net Metering per the Standards on [http://www.puc.pa.gov/consumer\\_info/electricity/alternative\\_energy.aspx](http://www.puc.pa.gov/consumer_info/electricity/alternative_energy.aspx). Scroll down to the Net Metering Standards Section.
- Applicant shall report to the Commission the percentages of total electricity supplied by each fuel source on an annual basis per 52 Pa. Code § 54.39(d).
- Applicant will be required to meet periodic reporting requirements as may be issued by the Commission to fulfill the Commission's duty under Chapter 28 pertaining to reliability and to inform the Governor and Legislature of the progress of the transition to a fully competitive electric market.

AGREED

d. **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 2809(D). Transferee will be required to file the appropriate licensing application.

AGREED

e. **ASSESSMENT:** The Commission does not presently assess Electric Generation Suppliers for the purposes of recovery of regulatory expenses; see *PPL Energyplus, LLC v. Commonwealth, 800 A.2d 360 (Pa. Cmwlth. 2002)*.

ACKNOWLEDGED

f. **FURTHER DEVELOPMENTS:** Applicant is under a continuing obligation to amend its application if substantial changes occur to the information upon which the Commission relied in approving the original filing. See 52 Pa. Code § 54.34.

AGREED

g. **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

h. **NOTIFICATION OF CHANGE:** If your answer to any of these items changes during the pendency of your application or if the information relative to any item herein changes while you are operating within the Commonwealth of Pennsylvania, you are under a duty to so inform the Commission, within twenty (20) days, as to the specifics of any changes which have a significant impact on the conduct of business in Pennsylvania. See 52 Pa. Code § 54.34.

AGREED

i. **CEASING OF OPERATIONS:** Applicant is also required to officially notify the Commission if it plans to cease doing business in Pennsylvania, 90 days prior to ceasing operations.

AGREED

j. **Electronic Data Interchange:** The Applicant acknowledges the Electronic Data Interchange (EDI) requirements and the relevant contacts for each EDC, as listed at Appendix J.

AGREED

k. **FEE:** The Applicant has enclosed or paid the required filing fee by **CERTIFIED CHECK OR MONEY ORDER** in the amount of \$350.00 payable to the Commonwealth of Pennsylvania.

PAYMENT ENCLOSED

## 11. AFFIDAVITS

- a. **APPLICATION AFFIDAVIT:** Complete and submit with your filing an officially notarized Application Affidavit stating that all the information submitted in this application is truthful and correct. An example copy of this Affidavit can be found at Appendix A.
- b. **OPERATIONS AFFIDAVIT:** Provide an officially notarized affidavit stating that you will adhere to the reliability protocols of the North American Electric Reliability Council, the appropriate regional reliability council(s), and the Commission, and that you agree to comply with the operational requirements of the control area(s) within which you provide retail service. An example copy of this Affidavit can be found at Appendix B.

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MAY 22 2015

## 12. NEWSPAPER PUBLICATIONS

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

Notice of filing of this Application must be published in newspapers of general circulation covering each county in which the applicant intends to provide service. Below is a list of newspapers which cover the publication requirements for Electric Generation Suppliers looking to do business in Pennsylvania.

The newspapers in which proof of publication is required is dependent on the service territories the applicant is proposing to serve. The chart below dictates which newspapers are necessary for each EDC. If the applicant is proposing to serve the entire Commonwealth, please file proof of publication in all seven newspapers.

Please file with the Commission the Certification of Publication, along with a photostatic copy of the notice to complete the notice requirements.

Proof of newspaper publications must be filed with the initial application. Applicants **do not** need a docket number in their publication. Docket numbers will be issued when all criteria on the item 14 checklist (see below) are satisfied.

	Erie Times-News	Harrisburg Patriot-News	Philadelphia Daily News	Pittsburg Post-Gazette	Scranton Times-Tribune	Williamsport Sun-Gazette	Johnstown Tribune-Democrat
Citizens' Electric						X	
Duquesne				X			
Met Ed		X	X		X		
PECO			X				
Penelec	X	X			X	X	X
Penn Power	X			X			
Pike					X		
PPL		X	X		X	X	
UGI					X		
Wellsboro						X	
West Penn		X		X		X	X
Entire Commonwealth	X	X	X	X	X	X	X

(Example Publications are provided at Appendices H and I)

**13. SIGNATURE**

Applicant: Broadleaf, LLC - Michael M Meehan

By: Michael M. Meehan

Title: Managing Member

**14. CHECKLIST**

For the applicant's convenience, please use the following checklist to ensure all relevant sections are complete. The Commission Secretary's Bureau will not accept an application unless each of the following sections are complete.

**Applicant: Broadleaf, LLC**

<input checked="" type="checkbox"/>	<b>Signature</b>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<b>Filing Fee</b>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<b>Application Affidavit</b>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<b>Operations Affidavit</b>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<b>Proof of Publication</b>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<b>Bond or Letter of Credit</b>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<b>Tax Certification Statement</b>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<b>Commonwealth Department of State Verification</b>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<b>Certificate of Service</b>	<input checked="" type="checkbox"/>

Applicant's Use

PUC Secretary's Bureau Use



APPLICATION AFFIDAVIT RECEIVED

MAY 22 2015

Commonwealth of Pennsylvania:

: ss.

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

County of Chester:

Michael M Meehan, Affiant, being duly [sworn/affirmed] according to law, deposes and says that:

He is the Managing Member (Office of Affiant) of Broadleaf, LLC;

That he is authorized to and does make this affidavit for said Applicant;

That the Applicant herein Broadleaf, LLC has the burden of producing information and supporting documentation demonstrating its technical and financial fitness to be licensed as an electric generation supplier pursuant to 66 Pa. C.S. § 2809 (B).

That the Applicant herein Broadleaf, LLC has answered the questions on the application correctly, truthfully, and completely and provided supporting documentation as required.

That the Applicant herein Broadleaf, LLC 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 Broadleaf, LLC 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 knowledge, information, and belief, and that he/she expects said Applicant to be able to prove the same at hearing.

Michael M Meehan  
Signature of Affiant

Sworn and subscribed before me this 22<sup>nd</sup> day of May, 2015.

Geraldine M LeSage  
Signature of official administering oath

My commission expires 7/21/15

COMMONWEALTH OF PENNSYLVANIA  
Notarial Seal  
Geraldine M. LeSage, Notary Public  
Easttown Twp., Chester County  
My Commission Expires July 21, 2015  
MEMBER, PENNSYLVANIA ASSOCIATION OF NOTARIES

## Appendix B

# OPERATIONS AFFIDAVIT

Commonwealth of Pennsylvania:

: ss

County of Chester:

Michael M Meehan, Affiant, being duly [sworn/affirmed] according to law, deposes and says that:

He is the Managing Member (Office of Affiant) of Broadleaf, LLC;

That he is authorized to and does make this affidavit for said Applicant;

That Broadleaf, LLC, the Applicant herein, acknowledges that it may have obligations pursuant to this Application consistent with the Public Utility Code of the Commonwealth of Pennsylvania, Title 66 of the Pennsylvania Consolidated Statutes; or with other applicable statutes or regulations including Emergency Orders which may be issued verbally or in writing during any emergency situations that may unexpectedly develop from time to time in the course of doing business in Pennsylvania.

That Broadleaf, LLC, the Applicant herein, asserts that it possesses the requisite technical, managerial, and financial fitness to render electric service within the Commonwealth of Pennsylvania and that the Applicant will abide by all applicable federal and state laws and regulations and by the decisions of the Pennsylvania Public Utility Commission.

That Broadleaf, LLC, the Applicant herein, certifies to the Commission that it is subject to, will pay, and in the past has paid, the full amount of taxes imposed by Articles II and XI of the Act of March 4, 1971 (P.L. 6, No. 2), known as the Tax Reform Act of 1971 and any tax imposed by Chapter 28 of Title 66. The Applicant acknowledges that failure to pay such taxes or otherwise comply with the taxation requirements of Chapter 28, shall be cause for the Commission to revoke the license of the Applicant. The Applicant acknowledges that it shall report to the Commission its jurisdictional Gross Receipts and power sales for ultimate consumption, for the previous year or as otherwise required by the Commission. The Applicant also acknowledges that it is subject to 66 Pa. C.S. §506 (relating to the inspection of facilities and records).

As provided by 66 Pa. C.S. §2810 (C)(6)(iv), Applicant, by filing of this application waives confidentiality with respect to its state tax information in the possession of the Department of Revenue, regardless of the source of the information, and shall consent to the Department of Revenue providing that information to the Pennsylvania Public Utility Commission.

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MAY 22 2015

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

**Appendix B (Continued)**

That Broadleaf, LLC, the Applicant herein, acknowledges that it has a statutory obligation to conform with 66 Pa. C.S. §506, §2807 (C), §2807(D)(2), §2809(B) and the standards and billing practices of 52 PA. Code Chapter 56.

That the Applicant agrees to provide all consumer education materials and information in a timely manner as requested by the Bureau of Public Liaison or other Commission bureaus. Materials and information requested may be analyzed by the Commission to meet obligations under applicable sections of the law.

That the facts above set forth are true and correct/true and correct to the best of his knowledge, information, and belief.

*Michael M. Meher*

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

Sworn and subscribed before me this 20<sup>th</sup> day of May, 2015.

*Geraldine M. LeSage*  
\_\_\_\_\_  
Signature of official administering oath

My commission expires 7/21/2015

COMMONWEALTH OF PENNSYLVANIA

Notarial Seal

Geraldine M. LeSage, Notary Public

Easttown Twp., Chester County

My Commission Expires July 21, 2015

MEMBER, PENNSYLVANIA ASSOCIATION OF NOTARIES

**Exhibit 1: Charter Documents**

**See enclosed**

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**MAY 22 2015**

**PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU**

LIMITED LIABILITY COMPANY RECORDS  
OF  
BROADLEAF, LLC

\*\*\*\*\*

FORMED UNDER THE LAWS  
OF THE  
COMMONWEALTH OF PENNSYLVANIA

\*\*\*\*\*

LAW OFFICES  
OF  
John R. Sharpe, Esquire  
610 Belfry Drive  
Blue Bell, PA 19422

**PENNSYLVANIA DEPARTMENT OF STATE  
CORPORATION BUREAU**

**Application for Registration of Fictitious Name**  
54 Pa.C.S. § 311

Name <b>M. BURR KEIM COMPANY</b>		
Address <b>2021 ARCH STREET</b>		
City <b>PHILADELPHIA, PA</b>	State <b>PA</b>	Zip Code <b>19103</b>

Document will be returned to the name and address you enter to the left.



Commonwealth of Pennsylvania  
FICTITIOUS NAME 2 Page(s)



T1221564095

Fee: \$70

In compliance with the requirements of 54 Pa.C.S. § 311 (relating to registration), the undersigned entity(ies) desiring to register a fictitious name under 54 Pa.C.S. Ch. 3 (relating to fictitious names), hereby state(s) that:

1. The fictitious name is:  
**BROADLEAF ENERGY COMPANY**

2. A brief statement of the character or nature of the business or other activity to be carried on under or through the fictitious name is:  
**Energy services**

3. The address, including number and street, if any, of the principal place of business (P.O. Box alone is not acceptable):

<b>500 Woodberry Way</b>	<b>Chester Springs</b>	<b>PA</b>	<b>19425</b>	<b>Chester</b>
Number and street	City	State	Zip	County

4. The name and address, including number and street, if any, of each individual interested in the business is:

Name	Number and Street	City	State
<b>N/A</b>			

2012 AUG -1 PM 2: 41  
PA DEPT OF STATE

5. Each entity, other than an individual, interested in such business is (are):


BROADLEAF, LLC	LLC	Pennsylvania
Name	Form of Organization	Organizing Jurisdiction
500 Woodberry Way, Chester Springs, PA 19425		
Principal Office Address		
PA Registered Office, if any		
Name	Form of Organization	Organizing Jurisdiction
Principal Office Address		
PA Registered Office, if any		

6. The applicant is familiar with the provisions of 54 Pa.C.S. § 332 (relating to effect of registration) and understands that filing under the Fictitious Names Act does not create any exclusive or other right in the fictitious name.

7. Optional: The name(s) of the agent(s), if any, any one of whom is authorized to execute amendments to, withdrawals from or cancellation of this registration in behalf of all then existing parties to the registration, is (are):

IN TESTIMONY WHEREOF, the undersigned have caused this Application for Registration of Fictitious Name to be executed this

1st day of August, 2012.

_____	_____
_____	_____
BROADLEAF, LLC	_____
Entity Name	Entity Name
	_____
Signature	Signature
R. W. Worthington Jr., Auth. Person	_____
Title	Title

M. BURR KEIM COMPANY  
COUNTER PICK-UP

**CERTIFICATE OF ORGANIZATION-DOMESTIC LIMITED LIABILITY COMPANY**

DSCB:15-8913 (Rev 95)

In compliance with the requirements of 15 Pa.C.S. § 8913 (relating to certificate of organization), the undersigned, desiring to organize a limited liability company, hereby state(s) that:

1. The name of the limited liability company is:

BROADLEAF, LLC

2. The address of this limited liability company's initial registered office in this Commonwealth is:

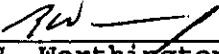
500 Woodberry Way  
Chester Springs, PA 19425                      County of Chester

3. The name and address of the organizer is:

R. W. Worthington, Jr.  
2021 Arch Street  
Philadelphia, PA 19103

4. A member's interest in the company is to be evidenced by a certificate of membership interest.
5. The duration of the limited liability company's existence shall be perpetual.

Date: July 31, 2012

  
\_\_\_\_\_  
R. W. Worthington, Jr.

Commonwealth of Pennsylvania  
CERTIFICATE OF ORGANIZATION 2 Page(s)



2012 AUG -1 PM 2: 41  
PA DEPT OF STATE





## Exhibit 3: Technical Fitness

### Summary

Broadleaf, LLC managing member Michael M Meehan has 5 years' work experience in the energy industry, and is a Certified Procurement Professional with the Association of Energy Engineers (see Exhibit B). Additionally, he holds an MBA degree from Penn State University and an undergraduate degree from Villanova University.

Broadleaf, LLC currently serves commercial clients in Ohio. Broadleaf, LLC has an electric broker license in Ohio. License number 13-690E (1). Broadleaf, LLC recently submitted an application for license in New Jersey. Docket number EE15050519L, date 5/4/15. Approval is pending.

See enclosed Ohio License document and AEE certificate

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MAY 22 2015

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

# The Association of Energy Engineers

certifies that



Michael Meehan



*has completed the prescribed standards for certification,  
has demonstrated a high level of competence and ethical fitness  
for energy procurement, and is hereby granted the title of*

**CERTIFIED ENERGY PROCUREMENT  
PROFESSIONAL**

Expiration Date:

December 31, 2016



*Richard J. Castello*<sup>1633</sup>  
CEP Board Chairman

*Francine Deseri*  
CEP Director



**Public Utilities  
Commission**

John Kasich, Governor  
Andre T. Porter, Chairman

Commissioners  
Thomas W. Johnson  
Asim Z. Haque  
Lynn Slaby  
M. Beth Trombold

**PUBLIC UTILITIES COMMISSION OF OHIO**  
*Certified as a Competitive Retail Electric Service Provider*

**RENEWAL**  
Certificate Number:  
**13-690E (2)**

Issued Pursuant to Case Number(s):  
  
**13-0792-EL-AGG**

A certificate as a Competitive Retail Electric Service Provider is hereby granted to **Broadleaf, LLC d/b/a Broadleaf Energy** whose office or principal place of business is located at **500 Woodberry Way, Chester Springs, PA 19425** to provide **aggregation and power broker** services within the State of Ohio effective **May 03, 2015**.

The certification of competitive retail electric suppliers is governed by Section 4901:1-24-(01-13) of the Ohio Administrative Code, Section 4901:1-21-(01-15) of the Ohio Administrative Code, and Section 4928.08 of the Ohio Revised Code.

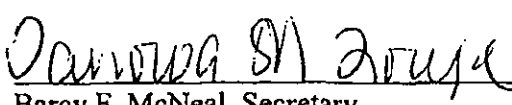
This Certificate is revocable if all of the conditions set forth in the aforementioned case(s) are not met.

Subject to all rules and regulations of the Commission, now existing or hereafter promulgated.

Witness the seal of the Commission affixed at Columbus, Ohio.

Dated: **May 4, 2015**

By Order of  
  
PUBLIC UTILITIES COMMISSION OF OHIO

  
Barcy F. McNeal, Secretary  
Tanowa M. Troupe, Acting Secretary  
Felecia D. Burdett, Acting Secretary

**Certificate Expires: May 03, 2017**

This is to certify that the images appearing are an accurate and complete reproduction of a case file document delivered in the regular course of business.  
Technician IN Date processed **MAY 04 2015**



Exhibit 4: Officer Resume

See enclosed

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MAY 22 2015

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

Michael M Meehan  
108 Fairfield Court  
West Chester, PA 19382  
484-883-6164  
[michael.meehan@broadleafenergy.com](mailto:michael.meehan@broadleafenergy.com)

## EXPERIENCE

- Broadleaf, LLC Managing Member** Aug 2012 - Current
- Created strategic vision to align with financial goals
  - Forecasted financial projections for near and long-term
  - Manage relationships with licensed electric suppliers
  - Cultivate strong client relationships through continuous contact and follow-up
  - Ensure legal compliance including state license requirements
  - Acquire new business through strategic marketing efforts and client referrals
  - Create *innovative strategies to help customers achieve greater value and meet budget goals*
  - Manage day-to-day business operations including monitoring forward-price electricity markets
  - Evaluate technical and fundamental factors to help clients determine strategic procurement opportunities
- Advanced Energy Solutions Analyst** Aug 2010 - Aug 2012
- Developed cost and savings projections to help clients prepare budgets
  - Reviewed tariffs and regulatory filings to determine impact on clients
  - Assisted clients with obtaining federal and state rebates for efficiency projects
  - Created reports on market trends and fundamental factors driving electric prices
  - Audited bills for clients for accuracy and proper rates and riders
- PECO Energy Intern - Rates and Regulatory Department** Jun 2009 - Aug 2009
- Prepared a weekly newsletter of key industry updates
  - Reported on costs and benefits of a state-mandated Smart Meter initiative.
  - Researched a proposed Distributed System Information Charge to cover maintenance costs.
  - Attended meetings regarding an upcoming rate case filing with the Pennsylvania Public Utility Commission.
- Vanguard Client Processing Associate** Nov 2005 - Jun 2008
- Executed financial transactions per client instructions for savings and retirement accounts.
  - Allocated estate assets to beneficiaries per probate instructions.
  - Assisted with training new associates. Subject matter expert in beneficiary transactions.
- U.S. House of Representatives—Office of Congressman Zach Wamp Intern** Jan 2004 - May 2004
- Researched and prepared detailed reports on national defense, health care, and illegal drugs. Legislative aides used these reports in weekly meetings to brief the Congressman.

## EDUCATION / CERTIFICATION

- Association of Energy Engineers, Certified Procurement Professional** Sep 2013
- Penn State Smeal College of Business, MBA** Aug 2008 - May 2010
- Villanova University, Bachelor of Arts, Political Science.** Aug 2000 - Jun 2004

PROOF OF PUBLICATION OF NOTICE IN THE WILLIAMSPORT SUN-GAZETTE UNDER ACT NO. 587, APPROVED MAY 16, 1929

STATE OF PENNSYLVANIA  
COUNTY OF LYCOMING

SS:

Bernard A. Oravec Publisher of the Sun-Gazette Company, publishers of the Williamsport, Sun-Gazette, successor to the Williamsport Sun and the Gazette & Bulletin, both daily newspapers of general circulation, published at 252 West Fourth Street, Williamsport, Pennsylvania, being duly sworn, deposes and says that the Williamsport Sun was established in 1870 and the Gazette & Bulletin was established in 1801, since which dates said successor, the Williamsport Sun-Gazette, has been regularly issued and published in the County of Lycoming aforesaid, and that a copy of the printed notice is attached hereto exactly as the same was printed and published in the regular editions of said Williamsport Sun-Gazette on the following dates, viz:

January 21, 2015

Affiant further deposes that he is an officer daily authorized by the Sun-Gazette Company, publisher of the Williamsport Sun-Gazette, to verify the foregoing statement under oath and also declares that affiant is not interested in the subject matter of the aforesaid notice of publication and that the facts and circumstances in the foregoing statement as to time, place and character of publication are true.

PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE

Application of BROADLEAF, LLC d/b/a BROADLEAF ENERGY for approval to offer, render, furnish or supply electricity or electric generation services as a marketer/broker engaged in the business of supplying electricity, to the public in the COMMONWEALTH OF PENNSYLVANIA.

BROADLEAF, LLC will be filing an application with the PENNSYLVANIA PUBLIC UTILITY COMMISSION ("PUC") for a license to supply electricity or electric generation services as a broker/marketer engaged in the business of supplying electricity. BROADLEAF, LLC proposes to sell electricity and related services in the entire COMMONWEALTH OF PENNSYLVANIA, under the provisions of the new Electricity Generation Customer Choice and Competition Act.

The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of BROADLEAF, LLC may be filed within 15 days of the date of this notice with the Secretary of the PUC, P.O. Box 3265, Harrisburg, PA 17105-3265. You should send copies of any protest to BROADLEAF, LLC's attorney at the address listed below.

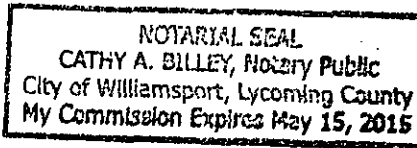
Bernard A. Oravec

SUN-GAZETTE COMPANY

Sworn to and subscribed before me

the 22<sup>nd</sup> day of January, 2015

Cathy A. Billey  
Notary Public



STATEMENT OF ADVERTISING COSTS

To the Sun-Gazette Company, Dr.:	
For publishing the notice attached hereto on the above state dates.....	\$ 237.96
Probated same.....	\$
Total.....	\$ 237.96

SHIPPER'S RECEIPT FOR ADVERTISING COSTS

THE SUN-GAZETTE hereby certifies that the above notice was duly published in the Sun-Gazette on the dates specified herein and certifies that the advertising and publication costs have been fully paid.

BY AND THROUGH  
COUNSEL:  
John R. Sharpe, Esq.

SUN-GAZETTE COMPANY

BY Bernard A. Oravec

610 Belfry Drive  
Blue Bell, PA 19422  
215.767.6762  
610.279.2563

The Patriot-News Co.  
2020 Technology Pkwy  
Suite 300  
Mechanicsburg, PA 17050  
Inquiries - 717-255-8213

**The Patriot-News**  
Now you know

BROADLEAF  
500 WOODBERRY WAY

CHESTER SPRINGS PA 19425

**THE PATRIOT NEWS  
THE SUNDAY PATRIOT NEWS**

**Proof of Publication**

Under Act No. 587, Approved May 16, 1929  
Commonwealth of Pennsylvania, County of Dauphin} ss

Amy Kotula, being duly sworn according to law, deposes and says:

That she is a Staff Accountant of The Patriot News Co., a corporation organized and existing under the laws of the Commonwealth of Pennsylvania, with its principal office and place of business at 2020 Technology Pkwy, Suite 300, in the Township of Hampden, County of Cumberland, State of Pennsylvania, owner and publisher of The Patriot-News and The Sunday Patriot-News newspapers of general circulation, printed and published at 1900 Patriot Drive, in the City, County and State aforesaid; that The Patriot-News and The Sunday Patriot-News were established March 4th, 1854, and September 18th, 1949, respectively, and all have been continuously published ever since;

That the printed notice or publication which is securely attached hereto is exactly as printed and published in their regular daily and/or Sunday/ Community Weekly editions which appeared on the date(s) indicated below. That neither she nor said Company is interested in the subject matter of said printed notice or advertising, and that all of the allegations of this statement as to the time, place and character of publication are true; and

That she has personal knowledge of the facts aforesaid and is duly authorized and empowered to verify this statement on behalf of The Patriot-News Co. aforesaid by virtue and pursuant to a resolution unanimously passed and adopted severally by the stockholders and board of directors of the said Company and subsequently duly recorded in the office for the Recording of Deeds in and for said County of Dauphin in Miscellaneous Book "M", Volume 14, Page 317.

**PUBLICATION COPY**

This ad # 0002325256 ran on the dates shown below:

January 20, 2015

**PENNSYLVANIA PUBLIC UTILITY  
COMMISSION  
NOTICE**

Application of BROADLEAF, LLC d/b/a BROADLEAF ENERGY for approval to offer, render, furnish or supply electricity or electric generation services as a marketer/broker engaged in the business of supplying electricity to the public in the COMMONWEALTH OF PENNSYLVANIA.

BROADLEAF, LLC will be filing an application with the PENNSYLVANIA PUBLIC UTILITY COMMISSION ("PUC") for a license to supply electricity or electric generation services as a broker/marketer engaged in the business of supplying electricity. BROADLEAF, LLC proposes to sell electricity and related services in the entire COMMONWEALTH OF PENNSYLVANIA, under the provisions of the new Electricity Generation Customer Choice and Competition Act.

The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of BROADLEAF, LLC may be filed within 15 days of the date of this notice with the Secretary of the PUC, P.O. Box 3265, Harrisburg, PA 17105-3265. You should send copies of any protest to BROADLEAF, LLC's attorney at the address listed below.

**BY AND THROUGH COUNSEL:**

John R. Sharpe, Esq.  
610 Belfry Drive  
Blue Bell, PA 19422  
215.767.6762  
610.279.2563

*Amy Kotula*

Sworn to and subscribed before me this 21 day of January, 2015 A.D.

*Sheryl Marie Leggere*  
Notary Public

COMMONWEALTH OF PENNSYLVANIA  
NOTARIAL SEAL  
Sheryl Marie Leggere, Notary Public  
Hampden Twp., Cumberland County  
My Commission Expires July 16, 2018  
MEMBER, PENNSYLVANIA ASSOCIATION OF NOTARIES

COMMONWEALTH OF PENNSYLVANIA }  
 County of Cambria } SS

**PENNSYLVANIA PUBLIC UTILITY COMMISSION  
 NOTICE**

Application of BROADLEAF, LLC d/b/a BROADLEAF ENERGY for approval to offer, render, furnish or supply electricity or electric generation services as a marketer/broker engaged in the business of supplying electricity, to the public in the COMMONWEALTH OF PENNSYLVANIA.

BROADLEAF, LLC will be filing an application with the PENNSYLVANIA PUBLIC UTILITY COMMISSION ("PUC") for a license to supply electricity or electric generation services as a broker/marketer engaged in the business of supplying electricity. BROADLEAF, LLC proposes to sell electricity and related services in the entire COMMONWEALTH OF PENNSYLVANIA, under the provisions of the new Electricity Generation Customer Choice and Competition Act.

The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of BROADLEAF, LLC may be filed within 15 days of the date of this notice with the Secretary of the PUC, P.O. Box 3265, Harrisburg, PA 17105-3265. You should send copies of any protest to BROADLEAF,

On this 19th day of January A.D. 2015, before me, the subscriber, a Notary Public in and for said County and State, personally appeared Mary Anne Rizzo, who being duly sworn according to law, deposes and says as Director of Advertising of the Tribune-Democrat, Johnstown, PA, a newspaper of general circulation as defined by the "Newspaper Advertising Act", a merger September 8, 1952, of the Johnstown Tribune, established December 7, 1853; and of the Johnstown Democrat, established March 5, 1863,

published in said publication in the regular issues of The Johnstown Tribune-Democrat, Johnstown, PA, on January 19, 2015; and that the Affiant is not interested in the subject matter of said notice or advertising and that all of the allegations as to time, place and character of said publication are true.

*Mary Anne Rizzo*  
 STATEMENT OF ADVERTISING COSTS

Sworn and Subscribed before me this 19th day of January, 2015.

*Vivian Ohs*

0.00 Lines @ \$2.50 per line	0.00
6.5 Inches @ \$25.00 per inch	162.50
Notary Fee	5.00
Clerical Fee	2.50
<b>Total Cost</b>	<b>170.00</b>

COMMONWEALTH OF PENNSYLVANIA  
 Notarial Seal  
 Vivian Ohs, Notary Public  
 City of Johnstown, Cambria County  
 My Commission Expires Dec. 6, 2016  
 MEMBER, PENNSYLVANIA ASSOCIATION OF NOTARIES

To The Tribune-Democrat, Johnstown, PA  
 For publishing the notice or publication  
 attached hereto on the above stated dates.

**PUBLISHER'S RECEIPT FOR ADVERTISING COSTS**

\_\_\_\_\_ for publisher of \_\_\_\_\_  
 a newspaper of general circulation, hereby acknowledges receipt of the aforesaid  
 and publication costs and certifies that the same has been duly paid.

\_\_\_\_\_  
 (Name of Newspaper)

By \_\_\_\_\_



The Scranton Times (Under act P.L. 877 No 160. July 9, 1976)  
Commonwealth of Pennsylvania, County of Lackawanna

BROADLEAF  
MICHAEL M MEEHAN  
500 WOODBERRY WAY CHESTER SPRINGS PA 19425

Account # 604179  
Order # 81679016  
Ad Price: 206.20

LEGAL NOTICE PENNSYLVANI

Gina Krushinski

Being duly sworn according to law deposes and says that (s)he is Billing clerk for The Scranton Times, owner and publisher of The Scranton Times, a newspaper of general circulation, established in 1870, published in the city of Scranton, county and state aforesaid, and that the printed notice or publication hereto attached is exactly as printed in the regular editions of the said newspaper on the following dates:

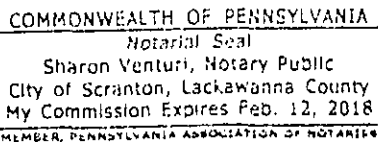
01/16/2015

Affiant further deposes and says that neither the affiant nor The Scranton Times is interested in the subject matter of the aforesaid notice or advertisement and that all allegations in the foregoing statement as time, place and character or publication are true Gina Krushinski

Sworn and subscribed to before me  
this 16th day of January A.D., 2015

Sharon Venturi

(Notary Public)



LEGAL NOTICE

PENNSYLVANIA PUBLIC UTILITY  
COMMISSION NOTICE

Application of BROADLEAF, LLC d/b/a BROADLEAF ENERGY for approval to offer, render, furnish or supply electricity or electric generation services as a marketer/broker engaged in the business of supplying electricity, to the public in the COMMONWEALTH OF PENNSYLVANIA.

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BY AND THROUGH COUNSEL:  
John R. Sharpe, Esq.  
610 Belfry Drive  
Blue Bell, PA 19422  
215.767.6762  
610.279.2563

PROOF OF PUBLICATION  
In  
THE ERIE TIMES-NEWS  
COMBINATION EDITION

Broadleaf Energy  
500 Woodberry Way  
Chester Springs PA 19425

REFERENCE: 83660 116636  
PUC Notice

STATE OF PENNSYLVANIA)  
COUNTY OF ERIE ) SS:

Debra McGraw, being duly sworn, deposes and says that: (1) he/she is a designated agent of the Times Publishing Company (TPC) to execute Proofs of Publication on behalf of the TPC; (2) the TPC, whose principal place of business is at 205 W. 12th Street, Erie, Pennsylvania, owns and publishes the Erie Times-News, established October 2, 2000, a daily newspaper of general circulation, and published at Erie, Erie County Pennsylvania; (3) the subject notice or advertisement, a true and correct copy of which is attached, was published in the regular edition(s) of said newspaper on the date(s) referred to below.

Affiant further deposes that he/she is duly authorized by the TPC, owner and publisher of the Erie Times-News, to verify the foregoing statement under oath, and affiant is not interested in the subject matter of the aforesaid notice or advertisement, and that all allegations in the foregoing statement as to time, place and character of publication are true.

PUBLISHED ON: 01/19/15

TOTAL COST: \$409.00 AD SPACE: 0 Lines

FILED ON: 01/19/15

PENNSYLVANIA PUBLIC UTILITY COMMISSION  
NOTICE

Application of BROADLEAF, LLC d/b/a BROADLEAF ENERGY for approval to offer, render, furnish or supply electricity or electric generation services as a marketer/broker engaged in the business of supplying electricity, to the public in the COMMONWEALTH OF PENNSYLVANIA.

BROADLEAF, LLC will be filing an application with the PENNSYLVANIA PUBLIC UTILITY COMMISSION ("PUC") for a license to supply electricity or electric generation services as a broker/marketer engaged in the business of supplying electricity. BROADLEAF, LLC proposes to sell electricity and related services in the entire COMMONWEALTH OF PENNSYLVANIA, under the provisions of the new Electricity Generation Customer Choice and Competition Act.

The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of BROADLEAF, LLC may be filed within 15 days of the date of this notice with the Secretary of the PUC, P.O. Box 3265, Harrisburg, PA 17105-3265. You should send copies of any protest to BROADLEAF, LLC's attorney at the address listed below.

BY AND THROUGH COUNSEL: John R. Sharpe, Esq.  
610 Belfry Drive  
Blue Bell, PA 19422  
215.767.6762  
610.279.2563

83660-116636

Sworn to and subscribed before me this 19th day of January 2015

Affiant: Debra McGraw

NOTARY: Barbara J. Moore

COMMONWEALTH OF PENNSYLVANIA

Notarial Seal

Barbara J. Moore, Notary Public  
City of Erie, Erie County

My Commission Expires March 23, 2016

MEMBER, PENNSYLVANIA ASSOCIATION OF NOTARIES

### Proof of Publication of Notice in Pittsburgh Post-Gazette

Under Act No 587, Approved May 16, 1929, PL 1784, as last amended by Act No 409 of September 29, 1951

Commonwealth of Pennsylvania, County of Allegheny, ss H. Java, being duly sworn, deposes and says that the Pittsburgh Post-Gazette, a newspaper of general circulation published in the City of Pittsburgh, County and Commonwealth aforesaid, was established in 1993 by the merging of the Pittsburgh Post-Gazette and Sun-Telegraph and The Pittsburgh Press and the Pittsburgh Post-Gazette and Sun-Telegraph was established in 1960 and the Pittsburgh Post-Gazette was established in 1927 by the merging of the Pittsburgh Gazette established in 1786 and the Pittsburgh Post, established in 1842, since which date the said Pittsburgh Post-Gazette has been regularly issued in said County and that a copy of said printed notice or publication is attached hereto exactly as the same was printed and published in the regular editions and issues of the said Pittsburgh Post-Gazette a newspaper of general circulation on the following dates, viz:

**19 of January, 2015**

Affiant further deposes that he/she is an agent for the PG Publishing Company, a corporation and publisher of the Pittsburgh Post-Gazette, that, as such agent, affiant is duly authorized to verify the foregoing statement under oath, that affiant is not interested in the subject matter of the afore said notice or publication, and that all allegations in the foregoing statement as to time, place and character of publication are true.

H. Java  
PG Publishing Company  
Sworn to and subscribed before me this day of:  
January 19, 2015

Linda M. Gaertner  
COMMONWEALTH OF PENNSYLVANIA  
Notarial Seal  
Linda M. Gaertner, Notary Public  
City of Pittsburgh, Allegheny County  
My Commission Expires Jan. 31, 2015  
MEMBER, PENNSYLVANIA ASSOCIATION OF NOTARIES

**STATEMENT OF ADVERTISING COSTS**  
Broadleaf Energy  
500 Woodberry Way  
Chester Springs PA 19425

To PG Publishing Company

Total ----- \$420.00

### Publisher's Receipt for Advertising Costs

PG PUBLISHING COMPANY, publisher of the Pittsburgh Post-Gazette, a newspaper of general circulation, hereby acknowledges receipt of the aforesaid advertising and publication costs and certifies that the same have been fully paid.

Office  
34 Boulevard of the Allies  
PITTSBURGH, PA 15222  
Phone 412-263-1338

PG Publishing Company, a Corporation, Publisher of  
Pittsburgh Post-Gazette, a Newspaper of General Circulation

By Samuel J. Arbutina  
Samuel J. Arbutina

I hereby certify that the foregoing is the original Proof of Publication and receipt for the Advertising costs in the subject matter of said notice.

### COPY OF NOTICE OR PUBLICATION

PENNSYLVANIA  
PUBLIC UTILITY  
COMMISSION  
NOTICE  
Application of BROADLEAF, LLC (d/b/a BROADLEAF ENERGY) for approval to offer, render, furnish or supply electricity or electric generation services as a marketer/broker engaged in the business of supplying electricity, to the public in the COMMONWEALTH OF PENNSYLVANIA.  
BROADLEAF, LLC will be filing an application with the PENNSYLVANIA PUBLIC UTILITY COMMISSION ("PUC") for a license to supply electricity or electric generation services as a broker/marketer engaged in the business of supplying electricity. BROADLEAF, LLC proposes to sell electricity and related services in the entire COMMONWEALTH OF PENNSYLVANIA, under the provisions of the new Electricity Generation Customer Choice and Competition Act.  
The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of BROADLEAF, LLC may be filed within 15 days of the date of this notice with the Secretary of the PUC, P.O. Box 3265, Harrisburg, PA 17105-3265. You should send copies of any protest to BROADLEAF, LLC's attorney at the address listed below.  
BY AND THROUGH  
COUNSEL: John R. Sharpe, Esq., 610 Bellry Drive, Blue Bell, PA 19422, 215.767.6762, 610.279.2563

Proof of Publication in The Philadelphia Daily News  
Under Act. No 587, Approved May 16, 1929

STATE OF PENNSYLVANIA  
COUNTY OF PHILADELPHIA

Florence Devlin being duly sworn, deposes and says that **The Philadelphia Daily News** is a newspaper published daily, except Sunday, at Philadelphia, Pennsylvania, and was established in said city in 1925, since which date said newspaper has been regularly issued in said County, and that a copy of the printed notice of publication is attached hereto exactly as the same was printed and published in the regular editions and issues of the said newspaper on the following dates:

January 19, 2015

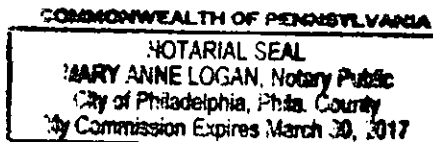
Affiant further deposes and says that she is an employee of the publisher of said newspaper and has been authorized to verify the foregoing statement and that she is not interested in the subject matter of the aforesaid notice of publication, and that all allegations in the foregoing statement as to time, place and character of publication are true.



Sworn to and subscribed before me this 19th day of  
January, 2015.

  
Notary Public

My Commission Expires:



Copy of Notice of Publication

PENNSYLVANIA  
PUBLIC UTILITY COMMISSION  
NOTICE

Application of Broadleaf, LLC d/b/a Broadleaf Energy for approval to offer, render, furnish or supply electricity or electric generation services as a marketer/broker engaged in the business of supplying electricity, to the public in the COMMONWEALTH OF PENNSYLVANIA. Broadleaf, LLC will be filing an application with the PENNSYLVANIA PUBLIC UTILITY COMMISSION ("PUC") for a license to supply electricity or electric generation services as a broker/marketer, engaged in the business of supplying electricity. Broadleaf, LLC proposes to sell electricity and/or related services in the entire COMMONWEALTH OF PENNSYLVANIA, under the provisions of the new Electricity Generation Customer Choice and Competition Act. The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of Broadleaf, LLC may be filed within 15 days of the date of this notice with the Secretary of the PUC, P.O. Box 3285, Harrisburg, PA 17105-3285. You should send copies of any protest to Broadleaf, LLC's attorney at the address listed below.

BY AND THROUGH COUNSEL:

John R. Sharpe, Esq.  
610 Bellry Drive  
Blue Bell, PA 19422  
215.767.6762  
610.279.2563

**CERTIFICATE OF SERVICE**

On this the 20th day of May 2015, I certify that a true and correct copy of the foregoing application form for licensing within the Commonwealth of Pennsylvania as an Electric Generation Supplier and all **NON-CONFIDENTIAL** attachments have been served, as either a hardcopy or a searchable PDF version on a cd-rom, upon the following:

Bureau of Investigation & Enforcement  
Pennsylvania Public Utility Commission  
Commonwealth Keystone Building  
400 North Street, 2 West  
P.O. Box 3265  
Harrisburg, PA 17105-3265

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

Office of Consumer Advocate  
5th Floor, Forum Place  
555 Walnut Street  
Harrisburg, PA 17120

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

Small Business Advocate  
Commerce Building, Suite 1102  
300 North Second Street  
Harrisburg, PA 17101

Director of Customer Energy Services  
Orange and Rockland Company  
390 West Route 59  
Spring Valley, NY 10977-5300

Legal Department  
West Penn Power d/b/a Allegheny Power  
800 Cabin Hill Drive  
Greensburg, PA 15601-1689

Manager Energy Acquisition  
PECO Energy Company  
2301 Market Street  
Philadelphia, PA 19101-8699

Regulatory Affairs  
Duquesne Light Company  
411 Seventh Street, MD 16-4  
Pittsburgh, PA 15219

Legal Department  
Attn: Paul Russell  
PPL  
Two North Ninth Street  
Allentown, PA 18108-1179

Legal Department  
First Energy  
2800 Pottsville Pike  
Reading PA, 19612

UGI Utilities, Inc.  
Attn: Rates Dept. – Choice Coordinator  
2525 N. 12th Street, Suite 360  
Post Office Box 12677  
Reading, Pa 19612-2677

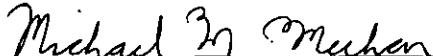
Citizens' Electric Company  
Attn: EGS Coordination  
1775 Industrial Boulevard  
Lewisburg, PA 17837

Wellsboro Electric Company  
Attn: EGS Coordination  
33 Austin Street  
P. O. Box 138  
Wellsboro, PA 16901

**RECEIVED**

MAY 22 2015

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

  
Michael M Meehan  
Managing Member Broadleaf, LLC