# LEONARD LAW FIRM

### ATTORNEY & COUNSELOR AT LAW

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BURE AM 7: 54

M. SCOTT LEONARD

BURE ADMITS SERVICES IN FL & IL

(2 /-

January 8, 2016

VIA U.S. MAIL AND EMAIL TO: sjakab@pa.gov

Stephen Jakab, Financial Analyst
Commonwealth of Pennsylvania
Pennsylvania Public Utility Commission
Bureau of Technical Utility Services
Commonwealth Keystone Building
400 North Street
Second Floor, Room N-201
Harrisburg, PA 17120

Re:

Alfa Energy LLC – Pending Application as a Broker/Marketer Engaged In the Business of Supplying Electricity Services in the Commonwealth of Pennsylvania, **Docket No. A-2015-2488420** 

Dear Mr. Jakab:

Enclosed, please find verified responses to your requests for additional data together with the Notices of Publication from the relevant newspapers regarding the above application.

We appreciate your assistance in processing this application. If you have any further questions or require any other information, please do not hesitate to contact me directly.

Sincerely,

s/M. Scott Leonard

M. Scott Leonard

cc: Alfa Energy, LLC

Encis.

SECRETARY'S BUREAU

### Attachment for Response to Data Request #1.

Reference Application, Section 6.a. Certificate of Service – Applicant failed to provide a Certificate of Service verifying its EGS Application was served on the Bureau of Investigation and Enforcement (BI&E). Please provide an updated Certificate of Service that includes BI&E.

See updated Certificate of Service, beginning next page.

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### Attachment for Response to Data Request #3.

Reference Application, Section 8.a, Technical Fitness – Applicant failed to provide the licenses for every state the applicant does business. Please provide licenses for New Jersey, New York, and any other state the applicant does business.

Alfa Energy, LLC does not receive paper licenses for each state it does business in. Attached, please find documentation relevant to Illinois. Also, the Renewal Certificate from the Public Utilities Commission of Ohio is attached. The State of New Jersey does not issue paper licenses, but the following link, <a href="http://www.state.ni.us/bpu/pdf/energy/shopping">http://www.state.ni.us/bpu/pdf/energy/shopping</a> forms/energyagents.pdf, provides a report which shows that Alfa Energy, LLC is a valid Energy Agent for the State of New Jersey, see first page of report attached. Alfa Energy, LLC does business in New York and Teas, but those states do not issue licenses. If other data is requested in connection with this Data Request, please advise.

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### STATE OF ILLINOIS

ILLINOIS COMMERCE COMMISSION

Application for Licensure of Agents, Brokers and Consultants

under Section 16-115C of the Public Utilities Act.

10-0328

ORDER

By the Commission:

Alfa Energy LLC

### **PRELIMINARY MATTERS**

On May 7, 2010, Alfa Energy LLC ("Applicant") filed a verified application with the Illinois Commerce Commission ("Commission") requesting a certificate of service authority to operate as an agent, broker or consultant ("ABC") in Illinois pursuant to Section 16-115C of the Public Utilities Act ("Act"), 220 ILCS 5/1-101 et seq., and 83 III. Adm. Code 454 ("Part 454"). The Administrative Law Judge requested additional information and clarification of certain matters contained in the Application. The Applicant filed a verified response indicating that it is not licensed in any other jurisdictions and that it has had no complaints filed against it for its provision of services in the gas or electric industry. Applicant requests authority to offer services as an ABC for the procurement or sale of retail electricity supply for third parties in the State of Illinois.

#### H. REQUIREMENTS FOR ALL APPLICANTS UNDER SECTION 16-115C OF THE ACT

Applicant is a business organized under the laws of Illinois and licensed to transact business in Illinois. Applicant has certified that it will comply with all applicable regulations; that it will comply with informational and reporting requirements established by Commission rule; that it will comply with informational and reporting requirements pursuant to Section 16-115C of the Act; and that it will comply with all other applicable laws, regulations, terms, and conditions required to the extent they have application to the services being offered by an ABC. Applicant has agreed to ensure that any person who acts on its behalf will comply with all applicable sections of Part 454. Applicant agrees that it will remain in compliance with the provisions of the Act and Part 454, and will ensure that authorizations received from customers, and all other applicable records are retained for a period of not less than three calendar years after the calendar year in Applicant has agreed to adopt and follow rules and which they were created. procedures to preserve the confidentiality of its customers' data.

# III. FINANCIAL, TECHNICAL, AND MANAGERIAL REQUIREMENTS OF SECTION 16-115C

Pursuant to the requirements of Section 454.80 of Part 454, Applicant provided a surety bond in the amount of \$5,000 issued by a qualifying surety authorized to transact business in Illinois. Applicant submitted an original surety bond in satisfaction of Section 454.80.

Applicant is required by Part 454.60 to demonstrate that it meets the managerial qualifications necessary to provide services as an ABC. Applicant must further provide an organizational chart that indicates the position of persons which satisfy the managerial qualification. Applicant has demonstrated that it meets the managerial qualifications set forth in Part 454.60, as demonstrated in Attachment A. Attachment A includes an exhibit containing a corporate organizational chart and identifying the persons who are being used to meet the requirements of Part 454.60(a). Attachment A includes an exhibit containing occupational background information on the person of persons who are being used to meet the requirements of Part 454.60(a).

Applicant is required by Part 454.70 to demonstrate that it meets the technical qualifications necessary to provide services as an ABC. Applicant has demonstrated that it meets the technical qualifications set forth in Part 454.70 with the information provided, including the information included in Attachment B. Attachment B includes an exhibit containing occupational background information on the person or persons who are being used to meet the requirements of Part 454.70(a).

Applicant further agrees to comply with the Code of Conduct for ABCs contained in Section 454,90.

# IV. COMMISSION CONCLUSION AND CERTIFICATE OF SERVICE AUTHORITY

The Commission has reviewed the application and attachments along with the supplementary information provided by Applicant regarding the technical and managerial requirements and all other requirements of the Act and Part 454 and finds that the Applicant sufficiently demonstrates compliance with the requirements.

The Commission concludes, therefore, that Applicant's request for a certificate of service authority to operate as an ABC in Illinois should be granted and should include the following authority:

# CERTIFICATE OF SERVICE AUTHORITY

IT IS CERTIFIED that Alfa Energy LLC is granted service authority to operate as an agent, broker or consultant for the procurement or sale of retail electricity supply for third parties in the State of Illinois.

### V. FINDINGS AND ORDERING PARAGRAPHS

The Commission, having reviewed the entire record, is of the opinion and finds that:

- (1) Applicant, Alfa Energy LLC, a business organized under the laws of Illinois, seeks a certificate of service authority to operate as an agent, broker or consultant under Section 16-115C of the Act;
- (2) the Commission has jurisdiction over the party hereto and the subject matter hereof:
- (3) the recitals of fact and conclusions reached in the prefatory portion of this Order are supported by the record and are hereby adopted as findings of fact;
- (4) Applicant has demonstrated that it possesses sufficient financial, managerial and technical resources and abilities to provide services as an agent, broker or consultant for the procurement or sale of retail electricity supply to third parties in the State of Illinois;
- (5) Applicant has complied with Section 16-115C of the Act and Part 454; and
- (6) Alfa Energy LLC should be granted the certificate of service authority to operate as an agent, broker or consultant as specified in this Order.

IT IS THEREFORE ORDERED by the Illinois Commerce Commission that Alfa Energy LLC is hereby granted a Certificate of Service Authority authorizing it to operate as an agent, broker or consultant; said Certificate of Service Authority shall read as that set forth in Section IV of this Order.

IT IS FURTHER ORDERED that Alfa Energy LLC shall comply with all applicable Commission rules and orders now and as hereafter amended.

IT IS FURTHER ORDERED that, subject to the provisions of Section 10-113 of the Public Utilities Act and 83 III. Adm. Code 200.880, this Order is final; it is not subject to the Administrative Review Law.

By order of the Commission this 14th day of July, 2010.

(SIGNED) MANUEL FLORES

Acting Chairman

John Kasich, Governor Andre T. Porter, Chairman Commissioners

Asiin Z, Haque Lynn Staby M. Beth Trombold Thomas W. Johnson

# PUBLIC UTILITIES COMMISSION OF OHIO

Certified as a Competitive Retail Electric Service Provider

### RENEWAL

Certificate Number:

13-692E (2)

Issued Pursuant to Case Number(s):

### 13-0843-EL-AGG

A certificate as a Competitive Retail Electric Service Provider is hereby granted to Alfa Energy LLC whose office or principal place of business is located at 440 North Wells St., Suite 640, Chicago, IL 60654 to provide <u>aggregation and power broker</u> services within the State of Ohio effective May 14, 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 14, 2015

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By Order of

PUBLIC UTILITIES COMMISSION OF OHIO

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Barcy F. McNeal, Secretary

Tanowa M. Troupe, Acting Secretary Felecia D. Burdett, Acting Secretary

Certificate Expires: May 14, 2017

http://www.statc.nj.us/bpu/pdf/energy/shopping\_forms/energyagents.pdf (see page attached)

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# ENERGY AGENTS Last Updated 11/5/15

\*CUSTOMER CLASS - R - RESIDENTIAL C - COMMERCIAL TIME USTRIAL BUREAU

*CUSTOMER CLASS - R – RESII	DENTIAL C - COMMERCIAL TENDUSTRI	ALBUREAU
Supplier	Telephone	*Customer
<u> </u>	& Web Site	Class
5LINX Enterprises, Inc.	(866) 418-1495	R/C
275 Kenneth Drive	Film.	i
Rochester, NY 14623	www.5linx.com	
Acclaim Energy, Ltd. d/b/a Acclaim	(888) 453-7674	C/I
Energy Advisors ***		
90 Washington Valley Road		
Bedminster, NJ 07921	www.acclaimenergy.com	
Achieve Energy Solutions, LLC	1 (800) 225-3813	R/C/I
4550 Lena Drive, Suite 102	450110	
Mechanicburg, Pennsylvania 17055	www.AESLLC.com	
Accenture, LLP	(877)935-4242	C/I
450 Old Peachtree Rd., N.W. suite		
103	•	
Suwanee, GA 30024	www.procurianenergy.com	
Adler Energy Solutions, LLC	1(877)-322-9872	C/I
d/b/a Grid Smart Energy		
2 Oliver Street, 8 <sup>th</sup> FI.		
Boston, MA 02109	www.gridsmart-energy.com	
Advisors Energy Group LLC ***	(732)202-2926	C/I
33 Wood Avenue, Suite 600		
Iselin, NJ 08830	www.advisorsenergy.com	
AEC Energy Choice, LLC	(347) 799-1685	R/C/I
165 Remsen Street, 2 <sup>nd</sup> Floor		
Brooklyn, NY 11201	Advancedenergycap.com	
Affiliated Power Purchasers, Inc.	(800) 520-6685	R/C/I
(APPI)		
United Corporate Services, Inc.		
80 Main Street, 5 <sup>th</sup> Floor	<u>www.appienergy.com</u>	
West Orange, NJ 07052		
Alfa Energy, LLC	(312) 488-4840	R/C/I
345 North Canal Street		
Suite C202		
Chicago, IL 60606	www.alfa-energy.com	<u> </u>
All Business Solutions Inc. ***	(877) 496-2244	R/C/I
115 Route 46 W, Bldg F		))
Mountain Lakes, NJ 07046	www.all-biz-inc.com	_
Allstate Energy, LLC	(973) 883-3599	R/C/I
94 Virginia Avenue		

### Attachment for Response to Data Request #4.

Reference Application, Section 8.a, Technical Fitness – Applicant failed to provide professional resumes of its chief officers, to include date ranges on all experience and activities.

See Resume of Kenan Kreso, beginning next page.

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### RESUME OF KENAN KRESO

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## **Experience**

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Alfa Energy LLC Chicago, IL President April 2011 to present

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- Organized, directed and implemented the start-up of Alfa Energy in Chicago
- Expanded US footprint form IL to six other states
- Maintained key relationship with suppliers in the US
- Worked with operations to develop more sophisticated products
- Work closely with sales managers in Frankfurt, London and Sarajevo on building relationships and delivering with international clients

# Energy Trading Company d.o.o. Sarajevo, Bosnia and Herzegovina

Director December 2008 to November 2010

- Organized, directed and implemented the start-up of Alfa Energy in Sarajevo
- Led a staff with minimal knowledge of the U.K. energy market with a clientele of zero to more than 300
- Maintained key relationships with suppliers in the U.K.
- Controlled costs to give Alfa Energy a first year profit with revenues of more than £220,000
- Responsible for all financial transactions within Alfa Energy
- Worked closely with Alfa Energy London director and IT to revamp and strengthen database
- Motivated staff of 10 in first half of 2009 to increase revenue to £300,000
- Gained extensive knowledge of the gas and electricity industries
- Worked closely with a new sales team to develop a new product for Alfa Energy Services, helping U.K. clients with the U.K. Carbon Reduction Commitment

# Cemex Sarajevo, Bosnia and Herzegovina

Director May 2006 to December 2008

- Lead a staff of 10 to 20 employees in all functions of selling and implementing company mission in BiH
- Maintained business networks between Croatia and BiH
- Initiated new negotiations with local and foreign clients
- Responsible for over 10,000 complete transactions in the fiscal year 2006
- Increased our customer base from 30 contracts to over 200 in a span of 4 months
- Increased sales representative efficiency by reorganizing sales methodology when dealing with our diverse customer base

# Cemex Sarajevo, Bosnia and Herzegovina

Office Manager November 2005 to May 2006

- Assembled and led the registration of the company in BiH
- Was integral in the logistical operations in BiH
- Maintained communication from point of purchase to product delivery with both clients and distributors of Cement Adria
- Dealt with clients continuously with both logistical issues as well sales queries
- Was promoted to Director

### **Volunteer**

Activities: SOS Kinderdorf Sarajevo, Bosnia and Herzegovina

October 2006 to Present

- Taught English to local Bosnian students in Sarajevo
- Organized extracurricular activities such as basketball, football, and other sports related activities
- Helped with homework assignments
- Recognized as mentors to underprivileged Bosnians
- Act as big brother

## **Education**

# The University of Delaware

Master of Business Administration, June 2007

### The University of Arizona

Bachelor of Science in Business Administration May 2005

# Language

Excellent command of both Bosnian/Croatian/Serbian and English

### Attachment for Response to Data Request #5.

Reference Application, Section 12, Notarized Proofs – Applicant failed to provide notarized proofs of publication for Harrisburg Patriot News, Scranton Times Tribune, Williamsport Sun Gazette, Johnstown Tribune Democrat, and Erie Times News. Please provide the notarized proofs of publication for the above newspapers.

Applicant is applying as a Broker/Marketer only, not as an Electric Generation Supplier. As such, publication was only made in the two newspapers which cover the service territories that Alfa Energy, LLC is proposing to serve, The Philadelphia Daily News and the Pittsburgh Post-Gazette. Attached are copies of the notarized Proofs of Publication from those two newspapers.

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# Proof of Publication in The Philadelphia Daily NWs JAN 13 PM 3: 10 Under Act. No 587, Approved May 16, 1929

PA P.U.C. SECRETARY'S BUREAU

Copy of Notice of Publication

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:

June 4, 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.

oravisions of the now Electricity oration: Customer Choice and Companiison. The PUC may consider this application wis hearing. Protests directed to the leohic tinancial illiness of Alia Energy, LLC moving the Company of the PUC, P.O. Box 3 Harrisburg, PA 17105-3268, You should copies of any protest to Alia Energy, LLC forms at the adoption of the Company of the PUC, P.O. Box 3 Harrisburg, PA 17105-3268, You should copies of any protest to Alia Energy, LLC forms at the address listed below.

By and through Counsel, M. Scott Looner Alia Energy, LLC (of Leoner Language, LLC (of Leoner Language), 10th Floor Chicago, IL 60805

Phone: (312) 348-7447

Fast (312) 278-0859

Sworn to and subscribed before me this 4th day of June, 2015.

My Commission Expires:

COMMONWEALTH OF PERMITYLYA

No	Tenn,
Proof of Publication of Notice in Pitts Under Act No 587, Approved May 16, 1929, PL 1784, as last ame	
Commonwealth of Pennsylvania, County of Allegheny, ss H. Java  Pittsburgh Post-Gazette, a newspaper of general circulation published in the City of established in 1993 by the merging of the Pittsburgh Post-Gazette and Sun-Teleg Gazette and Sun-Telegraph was established in 1960 and the Pittsburgh Post-Gittsburgh Gazette established in 1786 and the Pittsburgh Post, established in 184 been regularly issued in said County and that a copy of said printed notice or printed and published in the regular edit newspaper of general circulation on the following dates, viz:	of Pittsburgh, County and Commonwealth aforesaid, was graph and The Pittsburgh Press and the Pittsburgh Post- azette was established in 1927 by the merging of the 2, since which date the said Pittsburgh Post-Gazette has publication is attached hereto exactly as the same was
03 of June, 2015 Affiant further deposes that he/she is an agent for the PG Publishing Company, a c that, as such agent, affiant is duly authorized to verify the foregoing statement under the afore said notice or publication, and that all allegations in the foregoing statutue.	er oath, that affiant is not interested in the subject matter tement as to time, place and character of publication are COPY OF NOTICE
210	OR PUBLICATION .
M. Jarra	PENNYLVANIA PUBLIC UTILITY COMMUNICATION MODIFIE
Sworn to and subscribed before me this day of: June 03, 2015	COMMISSION NOTICE Application of Alfa Energy, LLC (Ub)/a "Alfa Energy, LLC (Ub)/a "Alfa Energy", LLC (Ub)/a "Alfa Energy", For Approval To Offer, Render, Furnish Or Supply Electricity Or Electric Generation Services As A Generation And Supplier of
COMMONWEALTH OF PENNSYLVANIA  NOTARIAL SEAL  Linda M. Gaertner, Notary Public City of Pittsburgh, Allegheny County My Commission Expires Jan. 31, 2019  NEMBER, PENNSYLVANIA ASSOCIATION OF HOTARIES	Electric Power, A. Market- er/Broker Engaged in The Business Of Supplying Electricity, And An Aggre- gator Engaged in The Busi- ness of Staylying Electricity, To The judoic in The Com- monwealth of Perrsylvaria.  Afa Energy, LLC will be filling an application with the Pemsylvania Public Utility Commission ("Puc") for a ficense to supply electricity or electric gen- eration services as (1) a generator and supplier of electric power, (2) a bro- ker/marketer engaged in
STATEMENT OF ADVERTISING COSTS  TO PG Publishing Company  STATEMENT OF ADVERTISING COSTS  TO PG Publishing Company  STATEMENT OF ADVERTISING COSTS  TO PG Publishing Company	the luciness of stipplying electricity, and (3) an aggregator engaged in the fusiness of supplying electricity. Alfa Energy, ILC proposes to sell electricity and related services in the Commonwealth of Perusylvania under the provisions of the new Electricity and commonwealth of Commonwealth of Perusylvania under the provisions of the new Electricity Generation Customes
To PG Publishing Company Total\$480.00	Choice and Competition Act. The PUC may consider this application without a learning. Protests theored to the technical or linear- cial funess of Alfa Energy, LCC may be filed within 15 trays of the date of this no-
Publisher's Receipt for Advertising Costs PG PUBLISHING COMPANY, publisher of the Pittsburgh Post-Gaz of general circulation, hereby acknowledges receipt of the aforsaid ac publication costs and certifies that the same have been fully paid.	cette, a newspaper 3265. You should send
Office PG Publishing Company, a Corporation, Publ 34 Boulevard of the Allies Pittsburgh Post-Gazette, a Newspaper of Gen PITTSBURGH, PA 15222 Phone 412-263-1338 By	eral Circulation Firm, 542 S. Deathorn St., 10th Floor, Chicago, IL 60605, Phone: (312)
I hereby certify that the foregoing is the original Proof of Publication and receipt for the subject matter of said notice.	

Attorney For

# **VERIFICATION PAGE**

I, KENAN KRESO, 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).

BY:

KENAN KRESO, President

Alfa Energy, LLC

Subscribed and sworn to before me

this 6th day of January, 2016.

Notary Public

[Stamp of Notary]

OFFICIAL SEAL LISA DAVLIN Notary Public - State of Illinois My Commission Expires Jan 22, 2018

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### Section 6.a. and 6.b. CERTIFICATE OF SERVICE

I certify that a true and correct copy of the foregoing Application form for licensing within the Commonwealth of Pennsylvania as an Electric Broker/Marketer and all attachments were served, as either a hardcopy or a searchable PDF version on a cd-rom, upon the following on the 8th day of May, 2015:

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

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

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

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

Legal Department First Energy 2800 Pottsville Pike Reading, PA 19612

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

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

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

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

UGI Utilities, Inc.
Attn: Rates Dept. – Choice Coordinatory
2525 N. 12th Street, Suite 360

2525 N. 12th Street, Suite 360 Post Office Box 12677 Reading, PA 19612-2677

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

A hard copy of the foregoing Application form for licensing within the Commonwealth of Pennsylvania as an Electric Broker/Marketer and all attachments was also sent to the following on January 8, 2016:

> Bureau of Investigation & Enforcement Pennsylvania Public Utility Commission Commonwealth Keystone Building 400 North Street, 2 West Harrisburg, PA 17120

> > M. Scott Leonard, Attorney for Alfa Energy, LLC