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March 23, 2016

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**VIA FEDERAL EXPRESS**

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

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Re: Application of Diversegy, LLC for a Natural Gas Supplier License (Broker)  
Docket No. A-2016-2522628

Dear Secretary Chiavetta:

On March 9, 2016, I received your letter in the above-referenced matter, dated February 10, 2016, via Certified Mail, requesting additional information in connection with the above-referenced matter. In response thereto, you will find the following documents enclosed.

- Revised page 1 of the application reflecting the correct address for the Applicant's Registered Agent.
- Resumes of Michael Stein, Alan Schwab and Avi Goldin.
- Verification of Alan Schwab, Pres.

Please do not hesitate to let me know if you require anything additional to process the application.

Sincerely,

Avi Keilson  
Director of Regulatory Affairs  
[akeilson@genieretail.com](mailto:akeilson@genieretail.com)  
973.438.3920

cc: Stephen Jakab, email

# BEFORE THE PENNSYLVANIA PUBLIC UTILITY COMMISSION

Application of **Diversegy, LLC**, d/b/a \_\_\_\_\_, for approval to offer, render, furnish, or supply natural gas supply services as a(n) as specified in item #4b below 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:

Diversegy, LLC  
520 Broad Street  
Newark, NJ 07102  
973-438-6895  
www.diversegy.com

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- 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.

Corporation Service Company  
c/o Corporation Service Company  
2595 Interstate Drive, Suite 103  
Harrisburg, PA 17110  
T: 800-622-2300 F: 302-636-5454

- 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.

Avi Keilson, Director of Regulatory Affairs  
520 Broad St., Newark, NJ 07102  
T: 973-438-3920 F: 973-438-1878  
akeilson@genieretail.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.

The Applicant is not using an attorney.

- 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 Natural Gas 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 NGSS.

Main Contact: Allison Coldewey, Operations Manager, 520 Broad St., Newark, NJ 07102  
T: 855-840-1280, acoldewey@diversegy.com

Alternate Contact: Avi Keilson, Director of Regulatory Affairs, 520 Broad St., Newark, NJ 07102  
T: 973-438-3920, akeilson@genieretail.com

**Michael M. Stein**  
3220 Arlington Ave. Apt. 3B  
Bronx, NY 10463  
973-438-3018  
mstein@genie.com

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**EDUCATION**

**Yeshiva University**  
**B.A. in Psychology, 2007**  
**Overall GPA: 3.95**

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**EXPERIENCE**

**Genie Retail Energy, Inc.**  
**Chief Executive Officer**

**Newark, NJ**  
**05/2015-Present**

- Oversee daily operations of residential retail supply and commercial brokerage divisions.
- In my first 2 quarters as CEO, total customer base has grown approximately 8%.
- Opened new channel of customer growth – Municipal Aggregation – in NJ and Illinois.

**Genie Energy, Ltd. (NYSE: GNE)**  
**Senior Vice President and Executive Vice President**

**Newark, NJ**  
**01/14-Present**

- Worked closely with CFO, monitoring expenses and implementing budget for oil subsidiaries.
- Restructured two subsidiaries to be more efficient, cutting ~\$1m in costs.
- Presented financials and performance to investors and potential investors.

**IDT Telecom, Inc.**  
**Vice President and Senior Vice President of Business Development**

**Newark, NJ**  
**01/2012-12/2014**

- Developed new financial services, including bill payment and international money remittance.
- Negotiated and directed strategic partnerships with international banks and retail distributors.
- Reported to Chief Executive Officer.

**Riverdale Jewish Center**  
**Assistant Rabbi**

**Riverdale, NY**  
**09/2008-06/2012**

- Largest Orthodox Synagogue in the Bronx – gave motivational speeches to hundreds every week.
- Designed educational and fundraising programs.
- Worked with executive director and Board of Trustees to increase membership.

**Belstar Investment Management**  
**Analyst**

**New York, NY**  
**06/2006-09/2008**

- Worked in operations on start-up Fund of Hedge Funds.
- Responsible for performance and expense financial models.

**PHILANTHROPY**

**Trustee, Etzion Foundation – International Educational Center, 2012-present**  
**Trustee, ORA – Supporting women who experienced domestic abuse, 2012 present**  
**Trustee, Riverdale Jewish Center – Synagogue, May 2015-Present**

# Alan Schwab

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12 Moccasin Place, Monsey, NY 10952

## Professional Summary

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Executive focused on value creation with a diversified background that includes various COO responsibilities for publicly held companies. Trusted leader with unquestionable integrity and proven success working in complex situations and solving challenging business issues.

## Skills

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- Administration and Management
- Management of Personnel Resources
- Negotiation
- Operations Analysis
- Sales and Marketing

## Experience

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*Genie Retail Energy, Inc. (Parent of IDT Energy and Residents Energy)*      *Newark, NJ*  
*President & COO*      *Apr 2015-Present*

Responsible for the day-to-day operations of the business including sales, operations, compliance, customer service and technology. Under his leadership, Genie Retail has expanded its customer base across several new markets.

*IDT Energy, Inc*      *Newark, NJ*  
*COO*      *Oct 2010-Mar 2015*

Primary responsibility focused on sales and day-to-day operations of the business as it began a significant growth from 1 key market to 6 markets.

*IDT Corporation, Inc*      *Newark, NJ*  
*Operations Consultant*      *Jun 2008-Oct 2010*

Responsibilities included various analysis in support of the CEO and CFO on cost cutting, day to day operations and streamlining efforts and communications across the organization.

*IDT Capital*      *Newark, NJ*  
*COO*      *Jan 2004-Jun 2008*

Responsibility to help incubate new companies and directly manage several of them.  
Responsible for full P&L of several companies.

*IDT Telecom, Inc*      *Hackensack, NJ*  
*Manager, Operations - SVP, Operations*      *Jan 1996-Jan 2004*

Responsible for various operational departments across several years. Primary focus on Provisioning, network engineering and facility management.

## Education

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*Barry University*      *Miami Shores, FL*  
*MBA: Marketing*      *Dec 1995*

## Community Service

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Board Member, Local Synagogue

## Avi Goldin, CFA

499 Emerson Avenue · Teaneck, NJ 07666  
(201) 446-4316 · avigoldin@gmail.com

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# Chief Financial Officer

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Results oriented senior executive with over 15 years of experience in finance and strategy within start-ups and multi-billion dollar organizations. Strong ability to partner with senior management to achieve key business objectives. Solid leadership and communications skills with experience interfacing with public and private investors.

Currently Chief Financial Officer and Treasurer of an NYSE listed Energy Company. Led company through spin-off from corporate parent and first four years of operations. Responsible for all aspects of corporate management including financial reporting, accounting, treasury, FP&A, and investor relations.

### Core Qualifications:

- **Finance** – MBA, Chartered Financial Analyst (CFA), FP&A, Complex Financial Modeling, Financial Statement Analysis
- **Corporate Finance** – M&A, Spinoff, Initial Public Offering, Capital Raising
- **Strategy** – Business Planning, Project Evaluation, Mergers and Acquisitions/Strategic Partnerships, Competitive Market Analysis, Start-Up Initiatives
- **Interpersonal** - Board and C-Level Presentations, Investor Relations, Sales and Marketing, Team Leadership

## Employment History

**Genie Energy Ltd (NYSE:GNE), Newark, NJ**

**August 2011 – Current**

*Chief Financial Officer and Treasurer*

CFO of an NYSE listed Energy Company. Responsible for managing the financial reporting, accounting, FP&A, legal, treasury and investor relations functions of a multinational company with operations in the United States, Asia and the Middle East. Partners closely with the CEO to drive the strategic direction of the company.

- **Key Transactions:**
  - Managed the successful \$195m spin-off of Genie Energy from IDT Corporation.
  - Secured a \$25mm credit facility from JP Morgan Chase for general corporate purposes
  - Successfully managed a series of exchange offers totaling \$20mm and 2.3mm common shares converted into preferred shares

**IDT Corporation, Newark, NJ**

**May 2009 – August 2011**

*Vice President, Corporate Development*

Managed internal corporate development and strategic finance functions for a Fortune 1000 multinational holding company with a focus on the telecommunications and energy sectors.

- Capital raising and financing activities for internal business units and projects.
- Financial oversight and management responsibilities for a Cable VoIP business unit with over \$30mm in annual revenue.
- Sourcing and evaluating acquisitions and divestitures, due diligence and negotiation.
- **Key Accomplishments:**
  - Successfully negotiated extension of two key contracts worth over \$80mm in revenue.
  - Led a \$5mm private placement into Unconventional Energy Subsidiary.

## **Avi Goldin, CFA**

499 Emerson Avenue · Teaneck, NJ 07666  
(201) 446-4316 · avigoldin@gmail.com

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### **CayComm Media Holdings, New Canaan, CT**

**December 2007 – January 2009**

*Vice President, Finance and Corporate Development*

Senior finance professional and acting CFO of a private holding company formed to acquire and operate regional providers of communications and managed services over IP networks.

- Sourced and evaluated potential acquisitions candidates, and managed the due diligence process and deal negotiation process.
- Craft financial, operational and valuation models to support transaction evaluation and the CayComm's long range forecast.
- Lead teams of outside advisors and target company management teams to manage capital markets activities and create strategic product roadmaps.

### **IDT Corporation/ Net2Phone Cable Telephony, Newark, NJ      January 2004 – December 2007**

*Director, Corporate Development, IDT Corporation (September 2006 – December 2007)*

Sourced and evaluated potential strategic acquisitions and divestitures for a Fortune 1000 multinational holding company.

- Interfaced directly with key transaction constituents including executive management, institutional investors, and investment banks.
- Areas of focus included: Wireless, Cable, Wireline, Wimax, New Media, and Technology.

*Director, Strategic Planning, Net2Phone Cable Telephony (January 2004 – August 2006)*

Key member of management team that grew NCT from a single deal to over 2mm global cable homes contracted and over 100k telephony subscribers. Led efforts to enter the wireless market.

- Crafted 50+ financial and operational models analyzing the profitability of potential cable deployments for both NCT and the cable operators.
- Directed the strategic development and implementation of new business initiatives including wireless and business services.

### **Dreman Value Management, Jersey City, NJ**

**February 2002 – December 2003**

*Senior Investment Analyst & Portfolio Manager*

Equity research analyst and portfolio manager assisting in the management of a \$7.5 billion portfolio of mutual funds, hedge funds and individual accounts.

- Worked closely with David Dreman, a highly respected contrarian portfolio manager.
- Identified and recommended investment opportunities and monitored portfolio positions.
  - Primary coverage of Technology, Energy, Defense, Capital Goods, and Retail
  - Notable investment recommendations:
    - Best Buy (BBY) in 8/02 – stock increased 180% over 15 months
    - Tyco (TYC) in 10/02 – stock increased 85% over 12 months
    - Homebuilders (LEN, BZH) in 4/02 – stock increased 120% over 12 months

### **Morgan Stanley, New York, NY**

**July 1999 – January 2002**

*Associate, Equity Research Satellite Communications*

Research Associate for the top ranked team in the Satellite Communications sector.

- Covered satellite radio, satellite television and diversified satellite stocks.
- Created comprehensive company forecast models utilizing financial valuation techniques.
- Managed relationships with buy-side clients and company management teams.
- Participated in all aspects of coverage including analysis, forecasting, and report writing.

## **Avi Goldin, CFA**

499 Emerson Avenue · Teaneck, NJ 07666  
(201) 446-4316 · avigoldin@gmail.com

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### **Education**

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**MBA**   **New York University, Stern School of Business, New York, NY**  
Master of Business Administration, Finance and Entrepreneurship, 2006

**CFA**   **Chartered Financial Analyst (CFA), Designation Earned, September 2004**  
Member, New York Society of Security Analysts (NYSSA)

**BS**   **Yeshiva University, Sy Syms School of Business, New York, NY**  
*Bachelor of Science, Finance, 1999*

- Overall GPA: 3.7   Major GPA: 3.9   GMAT: 710
- Belkin Scholar; Dean's List 1997-1999
- President, The Max Investment Club (1996-1999); Student Council Award (1999)
- Captain, Varsity Wrestling (1995-1999); Coach's Award (1999)

**References:** Supplied Upon Request

**VERIFICATION**

I, Alan Schwab, President of Diverscoy, LLC, 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).



Alan Schwab, Pres.

3/23/16

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