



YOLON
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October 6, 2017

Attn: Rosemary Chiavetta
Commonwealth of Pennsylvania
Pennsylvania Utility Commission
400 North Street
Harrisburg, PA 17120

A-2017-2626169

Dear Ms. Chiavetta:

I am in receipt of your letter of October 2, 2017 stating that our Electric Generation Supplier License Application was incomplete.

Attached is the Supplemental form that was included with the application. Sections 8.d and 8.e are listed directly below Section 8.a [Sections 8.b and 8.c are answered in their respective sections within the application]. Apologies for any confusion including them all in the same attachment.

This information was also sent via email on September 27, 2017 to Lee Yalcin at lyalcin@pa.gov and a copy of that email is attached.

Please feel free to contact me if you need any additional information.

Respectfully submitted,

Elisabeth Bottomley
Managing Partner

I, Elisabeth Bottomley, 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).

Elisabeth Bottomley, Managing Partner

Application Form for Parties Wishing to Offer, Render, Furnish, or Supply Electricity or Electric Generation Services to the Public in the Commonwealth of Pennsylvania

8 – TECHNICAL FITNESS

a. EXPERIENCE, PLAN, STRUCTURE

- *Applicant's previous experience in the electricity industry:*

Our company was formed in October of 2013 by James Monroe under the name of Stratus Energy Group, LLC. James had over 5 years' experience as a Senior Sales Representative with Northeast Energy Partners, LLC providing electricity brokerage services to commercial and industrial customers throughout the northeast. The name of the company was changed in August 2014 to Yolon Energy, LLC due to a conflict with another Stratus Energy Group in Texas.

Russell Monroe joined the company in February 2015 bringing over 15 years' experience in the energy industry, first with AllEnergy and then with Northeast Energy Partners as President, followed by Vice President of Sales with World Energy Solutions, Inc.

Timothy Lockwood joined the company in June 2015 with 14 years' experience in the energy industry, with Northeast Energy Partners and World Energy Solutions, Inc. as Director of Sales.

Elisabeth Bottomley joined the company in June 2015 with 10+ years' experience in the energy industry as Director of Operations at World Energy Solutions, Inc.

- *Summary and proof of licenses as a supplier of electric services in other states:*

Massachusetts: Electricity Broker license EB-275

Maine: Competitive Electricity Provider

Ohio: Competitive Retail Electric Service Provider Certificate 15-1027E (1)

New Hampshire: Electric Aggregation Service Provider

- *Type of customers and number of customers Applicant currently serves in other jurisdictions:*

Yolon Energy current serves 950 commercial and industrial customers in other jurisdictions.

- *Staffing structure and numbers as well as employee training commitments:*

There are three managing members of Yolon and one administrative employee. These employees have extensive training in all aspects of the energy industry and Yolon's business model. Should we take on additional employees, training will be provided by Managing Member, Tim Lockwood.

- *Business plans for operations within the Commonwealth:*

Our current plans are to utilize our existing staff to leverage current customers who also have operations within the Commonwealth. Once that is accomplished, we will approach Pennsylvania based companies via direct mail, email, and telephone.

d. OVERSIGHT OF MARKETING

Yolon Energy, LLC uses a combination of direct mail and existing business relationships to market to customers in an ethical and appropriate manner. We will be using this same methodology for marketing to customers in PA.

e. OFFICERS

Russell Monroe: Bachelor Degree in Marketing from Western New England University. Regional Sales Manager for AllEnergy from 1997 to 2001 responsible for overseeing management of sales team. President of Northeast Energy Partners from 2001 to 2012 responsible for overseeing the day-to day operations of the energy brokerage firm. Business was sold in October 2012 to World Energy Solutions where Russ continued on with them as Vice President of Sales for the northeast where he provided direction/goals for the sales team. Joined Yolon in 2015 as a Managing Member and his responsibilities include overseeing sales, advertising, operations, and finance.

Timothy Lockwood: Bachelor Degree in Business Management from Assumption College. Director of Sales for Northeast Energy Partners from 2001 to 2012 responsible for management of the sales team. Provided training in both electricity and natural gas as well as motivational programs to support the sales team. Joined Yolon in 2015 as a Managing Member responsible for sales management, opportunity development, and supplier relationships.

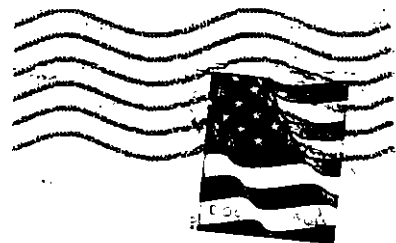
Elisabeth Bottomley: Bachelor Degree in Math from Holy Cross and MBA in Entrepreneurship from Babson College. Energy Procurement Specialist/Director of Operations for World Energy Solutions from 2003 to 2014 responsible for overseeing procurement of electricity and natural gas within an auction-based energy brokerage firm. Joined Yolon in 2015 as a Managing Member responsible for overseeing operations, supplier relationships, and licensing.



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HARTFORD CT 061

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