

**Blue Line Marketing, LLC, d/b/a Blueline Energy**

700 Commerce Drive Suite 500 Oak Brook, IL. 60523  
Phone: 630-288-4637 Fax: 630-288-4601

January 9, 2018

**RECEIVED**

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

**2018**  
JAN 11 2017

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

*Re: Blue Line Marketing, LLC, d/b/a Blueline Energy*  
Docket No. A-2017-2637606

Dear Ms. Chiavetta:

Enclosed for filing with the Commission on behalf of Blue Line Marketing, LLC, d/b/a Blueline Energy, are documents responsive to the Commission's December 14, 2017 letter and data request. Below is an itemized list of the Commission's requests and Blue Line's responses thereto:

1. PUC Request: Reference Application, Section 1.a, if available, please provide applicant's web address.

Blue Line's Response: Blue Line Marketing, LLC does not have a web address. A revised Page 4 is provided so stating in response to Section 1.a.

2. PUC Request: Reference Application, Section 1.e, Customer Complaints Contact Info. – Applicant failed to list their primary and alternative contact for complaints and customer service.

Blue Line's Response: Blue Line is providing a revised Page 4 providing two contact persons' information in Section 1.e.

3. PUC Request: Reference Application, Section 7.b, Financial Fitness – Applicant did not provide sufficient documentation to demonstrate financial fitness.

Blue Line's Response: Blue Line provided financial statements under seal marked confidential, in addition to a copy of its D&B report. Blue Line is providing herewith under seal marked confidential, the following: six months of Blue Line's bank statements, and two years of Bobcat Holdings, LLC's tax returns. Bobcat Holdings, LLC is the sole member of

**Blue Line Marketing, LLC, *d/b/a* *Blueline Energy***

---

700 Commerce Drive Suite 500 Oak Brook, IL. 60523  
Phone: 630-288-4637 Fax: 630-288-4601

Blue Line, and Blue Line is a disregarded entity for tax purposes. Therefore, all of Blue Line's income is reported on Bobcat Holding, LLC's tax return, along with income from other operations unrelated to Blue Line.

4. PUC Request: Reference Application, Section 7.e, Financial Fitness – Applicant failed to provide email address for their custodian of accounting records.

Blue Line's Response: Blue Line is providing a revised Page 12 including this omitted information.

5. PUC Request: Reference Application, Section 7.f, Taxation – Applicant failed to provide a Revenue ID Number issued by the Pennsylvania Department of Revenue.

A revised Tax Certification Statement is enclosed including the Revenue ID Number.

If you require anything further, please contact the undersigned. Blue Line looks forward to serving residents of Pennsylvania.

Sincerely,



Michael S. Wood, President

cc: Lee Yalcin, Bureau of Technical Utility Services  
via Email at: [lyalcin@pa.gov](mailto:lyalcin@pa.gov)

## BEFORE THE PENNSYLVANIA PUBLIC UTILITY COMMISSION

Application of Blue Line Marketing, LLC, d/b/a Blueline Energy, 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:

Blue Line Marketing, LLC d/b/a Blueline Energy  
700 Commerce Drive, Suite 500  
Oak Brook, IL 60523  
630-288-4637  
Blue Line Marketing, LLC does not have a web address.

- 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.

CT Corporation System  
600 N. 2nd Street, Suite 401  
Harrisburg, PA 17101-1071  
Phone: 717-234-2300 Fax: 717-238-8232

- 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 S. Wood, President, regulatory@bluelineenergy.biz  
700 Commerce Drive, Suite 500, Oak Brook, IL 60523  
630-288-4637  
Fax: 630-288-4601

- 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.

Blueline Energy is not using an attorney in Pennsylvania.

- e. **CONTACTS FOR CONSUMER SERVICE AND COMPLAINTS:** (Required of ALL Applicants) 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.

Michael S. Wood, President, regulatory@bluelineenergy.biz  
700 Commerce Drive, Suite 500, Oak Brook, IL 60523  
630-288-4637  
Fax: 630-288-4601

Jennifer Fels, General Manager, jennfels@bluelinemarketing.biz  
700 Commerce Drive, Suite 500, Oak Brook, IL 60523  
630-288-4637  
Fax: 630-288-4601

**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 7b.

**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.

N/A

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

Fees will be paid by the electric suppliers that contract with Blue Line.

**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.

Dino A. Marnell, President  
Marnell Financial Services, Ltd.  
27575 Ferry Road Suite 100  
Warrenville, IL 60555  
Phone: (630) 393-0044 Fax: (630) 393-0045  
Email: dmarnell@marnellfinancial.com

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

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

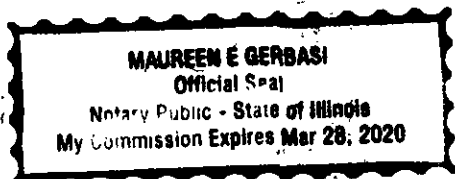
*Items 7A and 7C on the Tax Certification Statement are designated by the Pennsylvania Department of Revenue. Item 7B on the Tax Certification Statement is designated by the Internal Revenue Service.*

**VERIFICATION**

I, Michael S. Wood, 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).

Blue Line Marketing, LLC, Applicant

By:   
Michael S. Wood, its President



*Maureen E. Gerbasi*