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

Pennsylvania Public Utility Commission

Broker/Marketer Application (Electricity)

LouElla Enterprises, LLC

Cynthia Maser

April 8, 2019

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

Please find the re-submitted application for LouElla Enterprises, LLC as requested due to application not completed on the updated version. The attachments and newspaper announcements are still valid and are being re-submitted with the updated version application.

Thank you for your time,

Cynthia Maser

Cynthia Maser
LouElla Enterprises, LLC

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PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

BEFORE THE PENNSYLVANIA PUBLIC UTILITY COMMISSION

Application of LouElla Enterprises, LLC, d/b/a Enerchange Power and Gas (EP&G) for approval to offer, render, furnish, or supply electricity or electric generation services as a(n) [as specified in item #22c below] to the public in the Commonwealth of Pennsylvania (Pennsylvania). Broker/Marketer

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:

LouElla Enterprises, LLC d/b/a Enerchange Power and Gas (EP&G)
161 Hunter Drive
Cranberry TWP, PA 16066
814-935-4477
www.epngstrategy.com

- 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.

Cynthia Maser
LouElla Enterprises, LLC
161 Hunter Drive
Cranberry TWP, PA 16066
814-935-4477
814-941-1673 Fax

- 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.

Cynthia Maser
LouElla Enterprises, LLC
161 Hunter Drive
Cranberry TWP, PA 16066
814-935-4477
814-941-1673 Fax
cmaser@louellae.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.

Jeffrey P. Myers
Myers Law Group PLLC
17025 Perry HWY Warrendale
PA
15086
jeffrey@jpmyerslaw.com

- 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.

Cynthia Maser CEO
322 N Shore Drive
Suite 200
Pittsburgh PA 15212
814-935-4477
cmaser@louellae.com
814-941-1673 Fax

2. AJ Maser VP Business Development
322 N Shore Drive
Suite 200
Pittsburgh PA 15212
814-207-8633 amaser@epngstrategy.com
↓
814-941-1673 Fax

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.

SEE ATTACHED

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

2. Business Entity Filings and Registration
a. Fictitious Name Filing

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SECRETARY'S BUREAU

Entity# : 6603552
Date Filed : 09/11/2017
Pedro A. Cortés
Secretary of the Commonwealth

**PENNSYLVANIA DEPARTMENT OF STATE
BUREAU OF CORPORATIONS AND CHARITABLE ORGANIZATIONS**

<input type="checkbox"/> Return document by mail to: Cynthia Louise Maser Name 161 hunter drive, Address Cranberry township PA 16066 City State Zip Code <input type="checkbox"/> Return document by email to: _____	Registration of Fictitious Name DSCB:54-311 (rev.2/2017)  311
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Read all instructions prior to completing. This form may be submitted online at <https://www.corporations.pa.gov/>.

Fee: \$70.00

I qualify for a veteran/reservist-owned small business fee exemption (see instructions)

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:
B2B Energy Management Group

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:
Commercial energy consulting, advising businesses of their energy options.

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

161 Hunter Drive,	Cranberry Twp	PA	16066	Butler
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	Zip

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

LouElla Enterprises LLC	Limited Liability Company	PA
Name	Form of Organization	Organizing Jurisdiction
161 Hunter Drive, cranberry twp, Butler, PA, United States, 16066		
Principal Office Address		
161 Hunter Drive, Cranberry twp, Butler, PA, United States, 16066		
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):
Cynthia Maser

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

11th day of September, 2017.

LouElla Enterprises LLC

Entity Name

Cynthia Maser


Signature

President and CEO

Title

Entity# : 6603552
Date Filed : 02/23/2018
Robert Torres
Acting Secretary of the Commonwealth

**PENNSYLVANIA DEPARTMENT OF STATE
BUREAU OF CORPORATIONS AND CHARITABLE ORGANIZATIONS**

Return document by mail to: Cynthia Maser Name 161 Hunter Drive Address Cranberry Twp PA 16066 City State Zip Code Return document by email to: cmaser@louellae.com	Fictitious Name Amendment, Withdrawal, Cancellation  TML180228JM1105
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Read all instructions prior to completing. This form may be submitted online at www.pasos.com

Fee: \$70

Check one: Amendment (§ 312) Withdrawal (§ 313) Cancellation (§ 313)

In compliance with the requirements of 54 Pa.C.S. Ch.3 (relating to fictitious names), the undersigned entity or entities, desiring to amend, withdraw or cancel from a fictitious name registration, hereby state(s) that:

1. The fictitious name is:
B2B Energy Management Group

2. The address of the principal place of business, including number and street, if any, is:

161 Hunter Drive	Cranberry TWP	PA	16066	Butler
Number and street	City	State	Zip	County

3. The last preceding filing with respect to this fictitious name was made in the Department on
09/11/2017
Date (MM/DD/YYYY)

4. 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:
Commercial Energy Broker

PA DEPT. OF STATE

FEB 23 2018

5. Check one or more of the following, as appropriate:

The fictitious name has been changed to:
Enerchange Power and Gas (EP&G)

The principal place of business set forth in paragraph 2 has been changed to (PO Box alone not acceptable):

Number and street	City	State	Zip	County
-------------------	------	-------	-----	--------

The following party(ies) has (have) been added to the registration and their signature(s) appear(s) at the end of this application.

Name	Number and street	City	State	Zip
------	-------------------	------	-------	-----

The following party(ies) has (have) withdrawn from the business and their signature(s) appear(s) at the end of this application.

Name	Number and street	City	State	Zip
------	-------------------	------	-------	-----

The fictitious name registration is cancelled.

6. Check box for Application for Amendment Only:

This amendment, without reference to any other filing sets forth all information with respect to the fictitious name which would be required in an original filing under the Fictitious Names Act.

7. Optional-See Instruction F: This application has been executed by an agent heretofore designated for that purpose in a prior filing in this registration.

IN TESTIMONY WHEREOF, the undersigned has (have) caused this Application for Amendment, Withdrawal or Cancellation of/from Fictitious Name to be executed this

20 day of February 2018

Adding party(ies) signature(s)

Withdrawing party(ies) signature(s)

All current party(ies) signature(s)

Name of Entity

Name of Entity

Enerchange Power and Gas (EP&G)

Name of Entity

Signature

Signature

Cynthia Maser

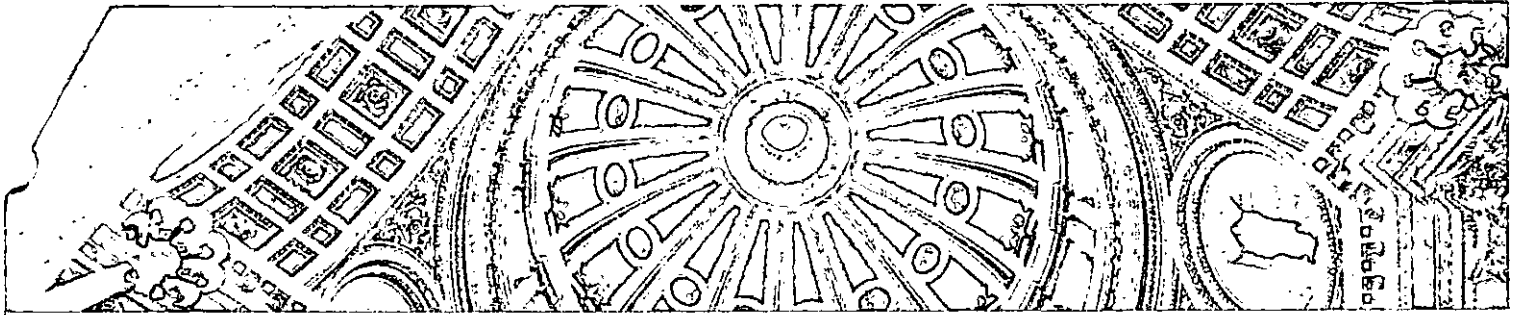
Signature

Title

Title

Owner

Title



Corporations ▾ Search Business Entities (corpsearch.aspx) Search UCC Transactions (uccsearch.aspx) Forms ▾

Contact Corporations (<http://www.dos.pa.gov/BusinessCharities/Pages/default.aspx>)

Register (./Account/Register_account)

Login (./Account/ValidateUser)

Search entity Select entity / Order documents

Date: 03/02/2018

Business Name History

Name	Name Type
B2B Energy Management Group	Prior Name
Enerchange Power and Gas (EP&G)	Current Name

Business Entity Details

Name	Enerchange Power and Gas (EP&G)
Entity Number	6603552
Entity Type	Fictitious Names
Status	Active
Citizenship	Domestic
Entity Creation Date	09/11/2017
Effective Date	09/11/2017
State Of Inc	PA
Address	161 Hunter Drive Cranberry Twp PA 16066 Butler

Officers

Name	LouElla Enterprises LLC
Title	OWNER
Address	161 Hunter Drive Cranberry Twp PA 16066

Filed Documents

The information presented below is for your reference. To place an order you will need to log in. If you do not have a PENN File account, you may register for an account by clicking here (./Account/Register_account).

Show 25 entries

Filter Records

Select	Date	Document	Pages	Plain Copy Quantity#	Price	Certified Copy Quantity#	Certified Copy Price	Microfilm #	Microfilm Start	Microfilm End	Line Total
	09/11/2017	Application for Registration of Fictitious Name 1	2	1	\$3.00	0	\$40.00				
	02/23/2018	Fictitious Name Amendment (312) 2	3	1	\$3.00	0	\$40.00				

 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. PA *SEE ATTACHED*
- Give name and address of officers.

Cynthia Maser CEO
161 Hunter Drive
Cranberry TWP PA 16066

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.

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.

NO
Predecessors

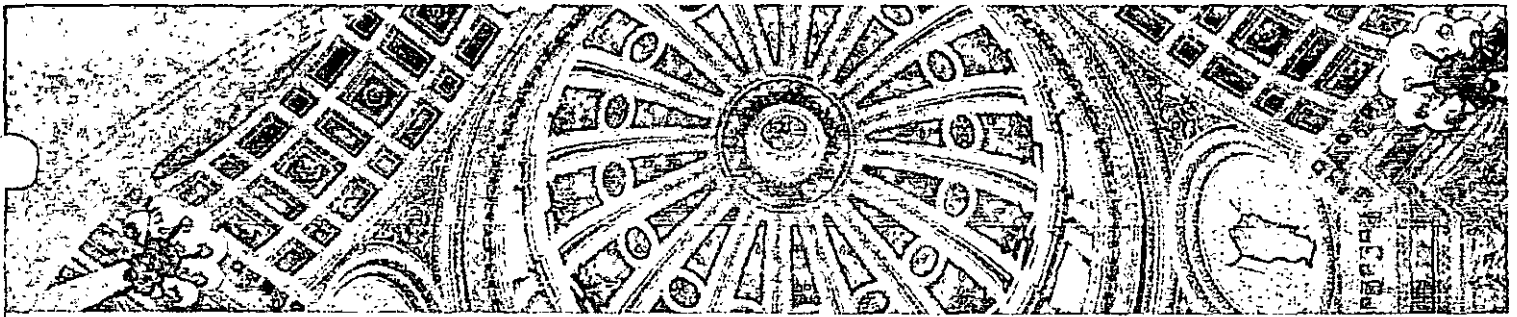
- 2. Business Entity Filings and Registration
 - b. Business Entity and Department of State Licenses

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

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PA PUBLIC UTILITY COMMISSION
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Corporations ▾ Search Business Entities (corpsearch.aspx) Search UCC Transactions (uccsearch.aspx) Forms ▾

Contact Corporations (<http://www.dos.pa.gov/BusinessCharities/Pages/default.aspx>)

Register (./Account/Register_account)

Login (./Account/ValidateUser)

Search entity / Select entity / Order documents

Date: 05/24/2017

Business Name History

Name	Name Type
LouElla Enterprises, LLC	Current Name

Business Entity Details

Officers

Name	LouElla Enterprises, LLC
Entity Number	6556306
Entity Type	Limited Liability Company
Status	Active
Citizenship	Domestic
Entity Creation Date	05/16/2017
Effective Date	05/16/2017
State Of Inc	PA
Address	161 Hunter Drive CRANBERRY TOWNSHIP PA 16066 Butler

Filed Documents

The information presented below is for your reference. To place an order you will need to log in. If you do not have a PENN File account, you may register for an account by clicking here (./Account/Register_account).

Show 25 entries

Filter Records

Select	Date	Document	Pages	Plain Copy Quantity#	Price	Certified Copy Quantity#	Certified Copy Price	Microfilm #	Microfilm Start	Microfilm End	Line Total
	05/16/2017	Certificate of Organization-Domestic Limited Liability Company (8821) 1	2	1	\$3.00	0	\$40.00				

Showing 1 to 1 of 1 entries

Previous 1 Next

6a

COMMONWEALTH OF PENNSYLVANIA
DEPARTMENT OF STATE

10/24/2018

TO ALL WHOM THESE PRESENTS SHALL COME, GREETING:

I DO HEREBY CERTIFY THAT,

LouElla Enterprises, LLC

is duly registered as a Pennsylvania Limited Liability Company under the laws of the Commonwealth of Pennsylvania and remains subsisting so far as the records of this office show, as of the date herein.

I DO FURTHER CERTIFY THAT this Subsistence Certificate shall not imply that all fees, taxes and penalties owed to the Commonwealth of Pennsylvania are paid.



IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Seal of the Secretary's Office to be affixed, the day and year above written

Robert Lures

Acting Secretary of the Commonwealth

Certification Number: TSC181024141071-1

Verify this certificate online at <http://www.corporations.pa.gov/orders/verify>

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.

LouElla Enterprises, LLC will be offering consulting services to commercial, residential, industrial, and government industries in the state of PA. LouElla will review tariffs and rates, identify alternative energy suppliers, review current utility bills, procure price quotes from various suppliers and review the data with the customers and assist with advice on the customer's energy purchases. LouElla Enterprises, LLC will not be billing customers for its consulting services or paying customer bills. LouElla Enterprises, LLC will be compensated via a price adder added to the customer's bill as appropriate from the supplier. The price adder will then be remitted to LouElla Enterprises, LLC from the supplier. LouElla Enterprises, LLC will respond in a timely manner to all customer inquiries and/or complaints in accordance with commission rules and regulations. LouElla Enterprises, LLC will educate customers on their choices and in understanding supplier agreements. LouElla Enterprises, LLC will only be using PUCO certified suppliers.

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

- | | |
|---|---|
| <input type="checkbox"/> Citizens' Electric | <input type="checkbox"/> Pike |
| <input type="checkbox"/> Duquesne Light | <input type="checkbox"/> PPL |
| <input type="checkbox"/> Met-Ed | <input type="checkbox"/> UGI Utilities |
| <input type="checkbox"/> PECO | <input type="checkbox"/> Wellsboro |
| <input type="checkbox"/> Penelec | <input type="checkbox"/> West Penn |
| <input type="checkbox"/> Penn Power | |
| | <input checked="" type="checkbox"/> 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.

Once approved will actively market in the Commonwealth.

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.

Applicant has no criminal 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, in the Commonwealth of Pennsylvania or any state, 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. **Applicant should also include if it had a Pennsylvania PUC EGS or NGS license previously cancelled by the Commission.** If the Applicant has no actions or complaints to list, explicitly state such.

Applicant has no actions or complaints
to
list

- 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

Required of ALL Applicants regardless of operating as a supplier, broker, marketer, or aggregator.
(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
Harrisburg, PA 17120

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 202
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:
Vice President – Energy Supply
Coming Natural Gas Holding Corporation
330 West William Street
Corning, NY 14830

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:
Office of General Counsel
Attn: Kimberly A. Klock
PPL
Two North Ninth Street (GENTW3)
Allentown, PA 18101-1179

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, such as a parental guarantee, in the amount of \$250,000.
- For Marketers and Brokers** - 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.

CRITICAL BONDING NOTES:

Applicant is required to maintain a bond or other financial instrument the entire time it maintains an EGS license with the Commonwealth of Pennsylvania. If Applicant's security instrument is not continuous, Applicant **MUST** submit a Rider, Amendment, or Continuation Certificate annually based on the expiration date of its security instrument.

At least sixty days (60) prior to the security instrument's expiration date, Applicant should contact Stephen Jakab at sjakab@pa.gov to determine the appropriate bonding amount based on a percentage of Applicant's gross receipts resulting from the sale of generated electricity consumed in Pennsylvania. Once the amount has been determined, Applicant should overnight the updated security instrument(s) at least thirty (30) days prior to the expiration date to ensure adequate time for staff review and approval of the security instrument(s).

Template versions of a continuous bond, fixed-term bond, continuous letter of credit, and parental guarantee are attached at Appendix E, F, G, & H, respectively. Applicant's security must follow language from these examples, and must include the unmodified language outlined in Appendix D. Any deviation from these examples must be identified in the application and may not be acceptable to the Commission.

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.

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 as applicant is applying as a
broker/marketer
only

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

LouElla Enterprises, LLC will not be billing customers for its consulting services or paying customer bills. LouElla Enterprises, LLC will be compensated via a price adder added to the customer's bill as appropriate for the supplier. The price adder will then be remitted to LouElla Enterprises, LLC for the supplier.

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.

Sal Finocchiaro
Dependable Accounting
73 Ottavio Promenade
Staten Island, NY 10307
718-317-1485 Fax 718-317-1685
Email: ssaltax@cs.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 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.

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.

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.

N/A

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MAR 6 - 2019

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

Cynthia L. Maser
161 Hunter Drive
Cranberry TWP PA 16066
(814) 935-4477 F 8149411673
Email: cmaser@louellae.com
www.epngstrategy.com

Objective To obtain an energy broker license in the State of Pennsylvania

Education

- WBE Women's Business Enterprise Certified WBEC and PAUCP** 12/2017-present
- WOSB Women Owned Small Business WBEC** 1/2018-present
- DBE Disadvantaged Business Enterprises PAUCP** 12/2017-present
- MD License to Supply Electricity or Electric Generation Services**
License Reference No.: IR 4169 January 2019
- MA Supplier/Broker Training Certificate** Eversource April 2018
- NJ License as an Energy Agent** August 2018
- OH License as a Competitive Retail Electric Service Provider to provide Power Broker Services** April 2018
- Rhode Island registered as a Non Regulated Power Producer**
March 2018

Licensed Dietitian Nutritionist (LDN) # DN000009

Master of Science in Food and Nutrition, August 1998
Indiana University of Pennsylvania
Indiana, PA

Registered Dietitian, Dietetic Internship, May 1998
Indiana University of Pennsylvania
Indiana, PA
ADA Registration # 837093

Bachelor of Science Nutrition Applied Option, August 1995
The Pennsylvania State University
University Park, PA

Professional **President and CEO LouElla Enterprises LLC** 5/16/17-present
Single Member LLC Woman owned and operated for the business

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SECRETARY'S BUREAU

of Energy Brokering. Current customer base located in Rhode Island, New York, Texas. Provide consulting services to commercial, industrial and government customers. Review customers bills, review tariffs, procure price quotes from suppliers, identify alternative energy suppliers and provide advice to customers regarding their energy purchases.

Energy Broker Broker Online Exchange 9/2017 to Present
LouElla Enterprises brokered energy through
Broker Online Exchange prior to licensing and in non-licensed states.

Independent Contractor 3AC Capital LLC 2012-2017
Customer acquisition of telecommunication, merchant and essential services including residential energy throughout North America. Educate customers on bill analysis and rate codes as well as tariffs and fees. Market analysis of current and historical energy rates .

Director of Dietetic Services II (Retired) Hollidaysburg Veterans Home July 2007- November 2012. Responsible for the complete professional management of a food service operation in a 500 bed long-term care facility, provide 1500 meals/day, participate in the multi-million dollar budgetary planning of a department with 60 employees including 3 dietitians, a food service manager, 4 supervisors and various cooks and food service workers. Direct the Quality Assurance program and oversee and assist with educational in-services and personnel selection.

Clinical Dietitian Hollidaysburg Veterans Home. Oct. 1998-July 1997
Management position including: nutrition assessments/reassessments; care plan formulation, team meetings, diet instruction, quality assurance, staff training; plan/modify regular and therapeutic diets/menus, charting procedure, update Geri Menu profiles, policy and procedure initiation and revisions, supervision of meal service , consult with physicians and other healthcare professionals, development of new forms

Consultant/Staff Dietitian Summit Tennis & Athletic Club
November 03-July 05. Provide individual nutritional counseling to clients on an as needed basis, provide nutritional assessments, computerized nutritional analysis, behavior modification, meal planning, help establish goals to improve overall health

Research Dietitian Altoona Center for Clinical Research, September 2001-2004. Counsel patients in a multi-center study of weight reducing effects and safety on the drugs SR 141716, EFC 4736 and L-000899055 in obese patients. Patient consultations, computer dietary

analysis, dietary and exercise recommendations, patient scheduling,
adherence to study protocol and procedures

Associations Women's Business Network Cranberry Chapter 2017-present

ethical manner, for both employees and subcontractors.

- 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.

* See attached

- 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 STATEMENTS:

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 J 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.

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. 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

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. **ANNUAL FEES:** The Public Utility Code authorizes the PUC to collect an annual fee of \$350 from suppliers, brokers, marketers, and aggregators selling electricity in the Commonwealth of PA, and an annual supplemental fee based on annual gross intrastate revenues, applicable to suppliers only.

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 M.

AGREED

- k. **FILING FEE:** The Applicant has enclosed or paid the required, non-refundable filing fee by **CERTIFIED CHECK OR MONEY ORDER** in the amount of **\$350.00** payable to the Commonwealth of Pennsylvania. The Commission does not accept corporate or personal checks for filing fees.

PAYMENT ENCLOSED
already submitted

11. AFFIDAVITS

Must be notarized before filing.

- 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.

12. NEWSPAPER PUBLICATIONS

Required of ALL Applicants regardless of operating as a supplier, broker, marketer, or aggregator.

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. The newspapers in which proof of publication are required is dependent on the service territories the applicant is proposing to serve.

The chart below dictates which newspapers are necessary for each EDC. For example, an applicant that wants to operate in Penn Power would need to run ads in both The Erie Times-News and the Pittsburgh Post-Gazette. If the applicant is proposing to serve the entire Commonwealth, please file proof of publication in all seven newspapers.

The only acceptable verification of this requirement is with Notarized Proofs of Publication, which may be requested from each newspaper and must be supplied with this 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	Pittsburgh 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 K and L)

13. 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: Low Elio Enterprises, LLC

	Signature	
✓	Filing Fee (CERTIFIED CHECK OR MONEY ORDER ONLY)	
✓	Application Affidavit	
✓	Operations Affidavit	
✓	Proof of Publication	
✓	Bond, Letter of Credit, or Parental/Affiliate Guarantee	
✓	Tax Certification Statement	
✓	Commonwealth Department of State Verification	
✓	Certificate of Service	

Applicant's Use

PUC Secretary's Bureau Use

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~~MAR 6 - 2019~~

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Appendix A

APPLICATION AFFIDAVIT

[Commonwealth/State] of Pennsylvania :

: ss.

County of Butler :

Cynthia Maser, Affiant, being duly [sworn/affirmed] according to law, deposes and says that:

[He/she is the President and CEO of LouElla Enterprises, LLC.]

[That she is authorized to and does make this affidavit for said Applicant;]

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

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

Cynthia Maser
Signature of Affiant

Sworn and subscribed before me this 25 day of Feb, 2019.

COMMONWEALTH OF PENNSYLVANIA
NOTARIAL SEAL
Trudi L. Stevens, Notary Public
Cranberry Twp., Butler County
My Commission Expires April 9, 2019
MEMBER, PENNSYLVANIA ASSOCIATION OF NOTARIES

Trudi L. Stevens
Signature of official administering oath

My commission expires April 9, 19

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SECRETARY'S BUREAU

PA PUBLIC UTILITY COMMISSION
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Appendix B

OPERATIONS AFFIDAVIT

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[Commonwealth/State] of Pennsylvania :

County of Butler :

ss. RECEIVED
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PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

Cynthia Maser , Affiant, being duly [sworn/affirmed] according to law,
deposes and says that:

[He/she is the President and CEO of LouElla Enterprises, LLC ;]

[That he/she is authorized to and does make this affidavit for said Applicant;]

That LouElla Enterprises, LLC, the Applicant herein, acknowledges that LouElla Enterprises, LLC 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 LouElla Enterprises, LLC, the Applicant herein, asserts that [he/she/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 LouElla Enterprises, 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.

Appendix B (Continued)

That LouElla Enterprises, 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/her knowledge, information, and belief.

Cynthia Mason
Signature of Affiant

Sworn and subscribed before me this 25 day of Feb, 2019.

COMMONWEALTH OF PENNSYLVANIA
NOTARIAL SEAL
Trudi L. Stevens, Notary Public
Cranberry Twp., Butler County
My Commission Expires April 9, 2019
MEMBER, PENNSYLVANIA ASSOCIATION OF NOTARIES

Trudi L. Stevens
Signature of official administering oath

My commission expires April 9, 2019.

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SECRETARY'S BUREAU

11. NEWSPAPER PUBLICATIONS

Required of ALL Applicants regardless of operating as a supplier, broker, marketer, or aggregator.

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The chart below dictates which newspapers are necessary for each EDC. For example, an applicant that wants to operate in Penn Power would need to run ads in both The Erie Times-News and the Pittsburgh Post-Gazette. If the applicant is proposing to serve the entire Commonwealth, please file proof of publication in all seven newspapers.

The only acceptable verification of this requirement is with Notarized Proofs of Publication, which may be requested from each newspaper and must be supplied with this 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	Pittsburgh Post-Gazette	Scranton Times-Tribune	Williamson Sun-Gazette	Johnston 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 K and L)

12. SIGNATURE

Applicant: Louella Enterprises, LLC
 By: Gymenia Maser
 Title: President + CEO

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PENNSYLVANIA PUBLIC UTILITY COMMISSION

NOTICE

*Applications of **LouElla Enterprises, LLC** (d/b/a Enerchange Power and Gas) (EP&G) For Approval To Offer, Render, or Furnish Services as a **Marketer/Broker** Engaged In The Business of Supplying Natural Gas Supply Services and Electricity Supply or Electric Generation Services, To The Public In The Commonwealth Of Pennsylvania.*

LouElla Enterprises, LLC will be filing an application with the Pennsylvania Public Utility Commission ("PUC") for a license to provide natural gas supply services as (1) a supplier of natural gas, and (2) a broker/marketer engaged in the business of providing natural gas services. **LouElla Enterprises, LLC** will also be filing an application with the PUC for a license to supply electricity or electric generation services as (1) a generator and supplier of electric power, (2) a broker/marketer engaged in the business of supplying electricity, and (3) an aggregator engaged in the business of supplying electricity. **LouElla Enterprises, LLC** proposes to sell electricity, natural gas, and related services in the entire Commonwealth of PA under the provisions of the new Natural Gas Choice and Competition Act and the 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 **LouElla Enterprises, LLC** may be filed within 15 days of the date of this notice with the Secretary of the PUC, 400 North Street, Harrisburg, PA 17120. You should send copies of any protest to **LouElla Enterprises, LLC** attorney at the address listed below.

By and through Counsel: Jeffrey P. Myers

Myers Law Group PLLC

17025 Perry HWY

Warrendale, PA 15086

724-778-8800

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PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

PROOF OF PUBLICATION
In
THE ERIE TIMES-NEWS
COMBINATION EDITION

LouElla Enterprises LLC
161 Hunter Drive
Cranberry Township PA 16066

REFERENCE: 97865 352438
PUC Notice

STATE OF PENNSYLVANIA)
COUNTY OF ERIE) SS:

Jennifer L. Trott, 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: 02/22/19

TOTAL COST: \$543.00 AD SPACE: 0 Lines

FILED ON: 02/22/19

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PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

PENNSYLVANIA PUBLIC UTILITY COMMISSION
NOTICE

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By and through Counsel: Jeffrey P. Myers
Myers Law Group PLLC
17025 Perry HWY Warrendale, PA 15086
724-778-8800

EP352438

Sworn to and subscribed before me this 22nd day of February 2019

Affiant: Jennifer L. Trott

NOTARY: Barbara J. Moore

COMMONWEALTH OF PENNSYLVANIA
NOTARIAL SEAL
Barbara J. Moore, Notary Public
City of Erie, Erie County
My Commission Expires March 23, 2020
MEMBER PENNSYLVANIA ASSOCIATION OF NOTARIES

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

LOUELLA ENTERPRISES LLC
CYNTHIA MASER
161 HUNTER DRIVE CRANBERRY TWP PA 16066

Account # 632813
Order # 82310786
Ad Price: 296.65

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SECRETARY'S BUREAU

LEGAL NOTICE PENNSYLVANIA
Ann Marie Fortese

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:

02/28/2019

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 *Ann Marie Fortese*

Sworn and subscribed to before me
this 28th day of February A.D., 2019

Sharon Venturi

(Notary Public)

Commonwealth of Pennsylvania - Notary Seal
Sharon Venturi, Notary Public
Lackawanna County
My commission expires February 12, 2022
Commission number 1254228
Member, Pennsylvania Association of Notaries

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SECRETARY'S BUREAU

LEGAL NOTICE

PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE
Applications of **LouElla Enterprises, LLC** (d/b/a Enerchange Power and Gas (EP&G)) For Approval To Offer, Render, or Furnish Services as a **Marketer/Broker** Engaged in The Business of Supplying Natural Gas Supply Services and Electricity Supply or Electric Generation Services, To The Public In The Commonwealth Of Pennsylvania.

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By and through Counsel:
Jeffrey P. Myers
Myers Law Group PLLC
17025 Perry HWY
Warrendale, PA 15086
724-778-8800

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

STATE OF PENNSYLVANIA
COUNTY OF PHILADELPHIA

Helene Sweeney 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:

February 25, 2019

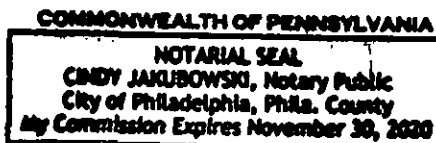
Affiant further deposes and says that she is an employee of the publisher of said newspaper and has been authorized to verify the foregoing statement and that she is not interested in the subject matter of the aforesaid notice of publication, and that all allegations in the foregoing statement as to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

Helene Sweeney

Sworn to and subscribed before me this 25th day of February, 2019.

Cindy Jakubowski
Notary Public

My Commission Expires:



Copy of Notice of Publication

PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE
Applications of **LouElla Enterprises, LLC** (d/b/a Enchange Power and Gas) (EP&G) For Approval To Offer, Render, or Furnish Services as a **Marketer/Broker Engaged In The Business of Supplying Natural Gas Supply Services and Electricity Supply or Electric Generation Services, To The Public In The Commonwealth Of Pennsylvania.** **LouElla Enterprises, LLC** will be filing an application with the Pennsylvania Public Utility Commission ("PUC") for a license to provide natural gas supply services as (1) a supplier of natural gas, and (2) a broker/marketer engaged in the business of providing natural gas services. **LouElla Enterprises, LLC** will also be filing an application with the PUC for a license to supply electricity or electric generation services as (1) a generator and supplier of electric power, (2) a broker/marketer engaged in the business of supplying electricity, and (3) an aggregator engaged in the business of supplying electricity. **LouElla Enterprises, LLC** proposes to sell electricity, natural gas, and related services in the entire Commonwealth of PA under the provisions of the new Natural Gas Choice and Competition Act and the 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 **LouElla Enterprises, LLC** may be filed within 15 days of the date of this notice with the Secretary of the PUC, 400 North Street, Harrisburg, PA 17120. You should send copies of any protest to **LouElla Enterprises, LLC** attorney at the address listed below.
By and through Counsel: Jeffrey P. Myers
Myers Law Group PLLC
17025 Perry HWY
Warrendale, PA 15086
724-778-RR00

MAR 6 - 2019

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

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APR 11 2019

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

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 K. Flaherty, 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:

21 of February, 2019

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.

K. Flaherty
PG Publishing Company

Sworn to and subscribed before me this day of:
February 21, 2019

Elizabeth R. Chmura
PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

Commonwealth of Pennsylvania - Notary Seal
Elizabeth R. Chmura, Notary Public
Allegheny County
My commission expires February 8, 2022
Commission number 1326781
Member, Pennsylvania Association of Notaries

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PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

MAR 6 - 2019
PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

COPY OF NOTICE OR PUBLICATION

PENNSYLVANIA PUBLIC UTILITY COMMISSION
NOTICE
Applications of LouElla Enterprises, LLC (d/b/a Enerchange Power and Gas (EP&G)) For Approval To Offer, Render, or Furnish Services as a Marketer/Broker Engaged in The Business of Supplying Natural Gas Supply Services and Electricity Supply or Electric Generation Services, To The Public in The Commonwealth Of Pennsylvania.
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The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of LouElla Enterprises, LLC may be filed within 15 days of the date of this notice with the Secretary of the PUC, 400 North Street, Harrisburg, PA 17120. You should send copies of any protest to LouElla Enterprises, LLC attorney at the address listed below.
By and through Counsel:
Jeffrey P. Myers
Myers Law Group PLLC
17025 Perry Hwy
Warrendale, PA 15086
724-778-8800

STATEMENT OF ADVERTISING COSTS

LouElla Enterprises LLC
161 Hunter Drive
Cranberry Twp Pennsylvania 160

To PG Publishing Company

Total ----- \$442.00

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
2201 Sweeney Drive
CLINTON, PA 15026
Phone 412-263-1338

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

By [Signature]

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.

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

STATE OF PENNSYLVANIA

COUNTY OF LYCOMING

SS:

Robert O. Rolley, Jr., Publisher of the Sun-Gazette LLC 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:

February 25, 2019

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

PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE

Applications of LouElla Enterprises, LLC (d/b/a Enerchange Power and Gas (EP&G)) For Approval To Offer, Render, or Furnish Services as a Marketer/Broker Engaged In The Business of Supplying Natural Gas Supply Services and Electricity Supply or Electric Generation Services, To The Public In The Commonwealth Of Pennsylvania.

business of supplying electricity. LouElla Enterprises, LLC proposes to sell electricity, natural gas, and related services in the entire Commonwealth of PA under the provisions of the new Natural Gas Choice and Competition Act and the 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 LouElla Enterprises, LLC may be filed within 15 days of the date of this notice with the Secretary of the PUC, 400 North Street, Harrisburg, PA 17120. You should send copies of any protest to LouElla Enterprises, LLC attorney at the address listed below.

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Jeffrey P. Myers
Myers Law Group PLLC
17025 Perry HWY
Warrendale, PA 15086
724-778-8800


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SUN-GAZETTE LLC

Sworn to and subscribed before me

The 25th day of February 2019



BETH A. MILLER
NOTARY PUBLIC
COMMONWEALTH OF PENNSYLVANIA

NOTARIAL SEAL
BETH A MILLER
Notary Public
CITY OF WILLIAMSPORT, LYCOMING COUNTY
My Commission Expires Apr 18, 2020

STATEMENT OF ADVERTISING COSTS

To the Sun-Gazette LLC, Dr.:

For publishing the notice attached

Hereto on the above state dates.....\$ 288.92

Probated same.....\$

Total.....\$ 288.92

PUBLISHER'S RECEIPT FOR ADVERTISING COSTS

THE SUN-GAZETTE LLC hereby acknowledges receipt of the aforesaid advertising and publication costs and certifies that the same have been fully paid

RECEIVED

SUN-GAZETTE LLC

BY Robert O. Rolley, Jr.

PA. PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

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MAR 6 - 2019

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU



AD#: 0009039486

Commonwealth of Pennsylvania,) ss
County of Cumberland)

Victoria Soto being duly sworn, deposes that he/she is principal clerk of PA Media Group; that The Patriot News is a public newspaper published in the city of Mechanicsburg, with general circulation in Cumberland and Dauphin and surrounding counties, and this notice is an accurate and true copy of this notice as printed in said newspaper, was printed and published in the regular edition and issue of said newspaper on the following date(s):

The Patriot News 02/21/2019

Victoria Soto

Principal Clerk of the Publisher

Sworn to and subscribed before me this 22th day of February 2019

Sheryl Marie Leggore

Notary Public

Commonwealth of Pennsylvania - Notary Seal
Sheryl Marie Leggore, Notary Public
Cumberland County
My commission expires July 16, 2022
Commission number 1284693

Member, Pennsylvania Association of Notaries

**PENNSYLVANIA PUBLIC
UTILITY COMMISSION
NOTICE**

Applications of LouElla Enterprises, LLC (d/b/a Enerchange Power and Gas) (EP&G) For Approval To Offer, Render, or Furnish Services as a Marketer/Broker Engaged In The Business of Supplying Natural Gas Supply Services and Electricity Supply or Electric Generation Services, To The Public In The Commonwealth Of Pennsylvania.

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By and through Counsel:
Jeffrey P. Myers
Myers Law Group PLLC
17025 Perry HWY
Warrendale, PA 15086
724-778-8800

~~RECEIVED~~
MAR 4 - 2019
PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

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APR 11 2019
PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

COMMONWEALTH OF PENNSYLVANIA }
 County of Cambria } SS

PENNSYLVANIA PUBLIC UTILITY COMMISSION

NOTICE

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By and through Counsel:
 Jeffrey P. Myers Myers Law Group PLLC
 17025 Perry HWY Warrendale, PA 15086 724-778-8800

published that the character of The Journal interest

On this 21st day of February A.D. 2019, before me, the subscriber, a Notary Public in and for said County and State, personally appeared Christine Marhefka, who being duly sworn according to law, deposes and says as Sales Manager / Major Accounts 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,

of Cambria, and Commonwealth of Pennsylvania and matter published in said publication in the regular issues on February 21, 2019; and that the Affiant is not tising and that all of the allegations as to time, place and

Christine Marhefka
 STATEMENT OF ADVERTISING COSTS

Signed and sworn to before me on
 21st day of February, 2019,
 by Christine Marhefka making the statement.

Vivian Ohs

0.00 Lines @ \$2.50 per line	0.00
7 Inches @ \$25.00 per inch	175.00
Notary Fee	5.00
Clerical Fee	2.50
Total Cost	182.50

Commonwealth of Pennsylvania - Notary Seal
 Vivian Ohs, Notary Public
 Cambria County
 My commission expires December 6, 2020
 Commission number 1123017
 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.

RECEIVED

 (Name of Newspaper)

By _____

MAR 11 2019
 PA PUBLIC UTILITY COMMISSION
 SECRETARY'S BUREAU

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 MAR 6 2019
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 SECRETARY'S BUREAU

THE SCRANTON TIMES
DBA THE TIMES TRIBUNE
PO BOX 3478
SCRANTON PA 18505-0478
(570)348-9183
Fax (570)348-9149

ORDER CONFIRMATION (CONTINUED)

Salesperson: VENTURI SHARON X5270 Printed at 02/21/19 09:15 by svent

Acct #: 632813

Ad #: 82310786

Status: New CHOLD CHOI

LEGAL NOTICE

PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE
Applications of LouElla Enterprises, LLC (d/b/a Enerchange Power and Gas (EP&G)) For Approval To Offer, Render, or Furnish Services as a Marketer/Broker Engaged In The Business of Supplying Natural Gas Supply Services and Electricity Supply or Electric Generation Services, To The Public In The Commonwealth Of Pennsylvania.

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By and through Counsel:
Jeffrey P. Myers
Myers Law Group PLLC
17025 Perry HWY
Warrendale, PA 15086
724-778-8800

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PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

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PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

LouElla Enterprises, LLC
161 Hunter Drive
Cranberry TWP PA 16066

 UNITED STATES POSTAL SERVICE.	Retail
P	US POSTAGE PAID \$7.70 Origin: 16066 04/08/19 4151530096-09
	PRIORITY MAIL 2-Day[®]
0 Lb 13.80 Oz 1004	
EXPECTED DELIVERY DAY: 04/10/19	
SHIP TO: HARRISBURG PA 17120	
USPS TRACKING NUMBER	
	
9505 5158 8649 9098 5231 42	

Pennsylvania Public Utility Commission
Secretary
400 N Street Keystone Bldg
Harrisburg PA 17120