

# RECEIVED

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Version Revised 03/08/18

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

## BEFORE THE PENNSYLVANIA PUBLIC UTILITY COMMISSION

Application of **Utility Services Advisory Group, Inc.**, d/b/a \_\_\_\_\_ (N/A) \_\_\_\_\_, for approval to offer, render, furnish, or supply electricity or electric generation services as a 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:

**Utility Services Advisory Group, Inc.**  
812 Pinellas St  
Clearwater, FL 33756  
www.usagroupenergy.com  
727 443-7788

- 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.

**Incorp Services, Inc.**  
7208 Red Top Road  
Hummelstown, PA 17036  
717 787-1057 phone  
717 783-2244 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.

**Brent McDaniel - Operations Manager**  
812 Pinellas St  
Clearwater, FL 33756  
727 443-7788 phone  
866 865-2798 fax

- 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.

**Applicant is not using an attorney.**

- 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.

**Brent McDaniel - Operations Manager -- brent@usagroupenergy.com**  
812 Pinellas St  
Clearwater, FL 33756  
727 443-7788 phone  
866 865-2798 fax

**Mike Campbell - Administrative Manager -- mike@usagroupenergy.com**  
812 Pinellas St  
Clearwater, FL 33756  
727 443-7788 phone  
866 865-2798 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.

**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**

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.
- Provide the state in which the business is incorporated/organized/formed and provide a copy of the Applicant's charter documentation.
- Give name and address of officers.

**See Attachment 2.b.**

### **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.

**Applicant does not have any 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.

**Applicant has no predecessors.**

### **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.

X 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
- X 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
- X Broker/Marketer engaged in the business of supplying electricity services
  - X 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.

**Selling discounted supplier contracted rates to commercial entities only through a sales call center  
No residential solicitation of signups.**

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         |  |

X Entire Commonwealth of PA

e. **CUSTOMERS:** Applicant proposes to provide services to:

- Residential Customers
- X 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)**
- X Large Commercial Customers - (Over 25 kW)
- X Industrial Customers
- X 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.

Within 30 days of license approval. If approved by 1 June 2020 then by 31 June 2020

## 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 proceedings to list.**

- b. **SUMMARY:** If applicable; provide a statement as to the resolution or present status of any such proceedings listed above.

- 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.

## 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.
- X **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.

**See Attachment 7.a. BONDING for supporting information and details.**

### **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](mailto: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.

**See "Attachments 7.b." some are in the CONFIDENTIAL documents envelope.**

- 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.

**Plan is to operate as a Broker/Marketer only.**

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

**Paid directly to us by supplier. Everything is on a commission basis. Some pay an upfront commission, some pay a residual commission only and some pay a combination. All have chargeback policies for early termination during grace period or otherwise.**

- 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.

**Elizabeth Currier – CFO  
812 Pinellas St  
Clearwater, FL 33756  
727 443-7788 phone  
866 865-2798 fax  
bess@usagroupenergy.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.*

**"See "Attachment 7. f. TAXATION" which includes the TAX CERTIFICATION FORM and EXPLANATION**

## 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.

See "Attachment – 8. a. EXPERIENCE, PLAN, STRUCTURE"

**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.

**As soon as a signed contract is returned, a separate department/personnel contacts the signer and follows a script to verify they were the signer and their understanding of the terms in the contract. All of the verification calls are also recorded and archived.**



- d. **OVERSIGHT OF MARKETING:** Explain all methods Applicant will use to ensure all marketing is performed in an ethical manner, for both employees and subcontractors.

**There are no subcontractors. All employees are on-site and trained and monitored by us. Sales people have phone scripts including presentations and objection handlings that are practiced routinely. All phone calls are recorded and archived. There is a listen in function to hear live calls. There is a Sales Manager on the floor and an Operations Manager to oversee what is being said and done. Each of the main Closers have phone callers under them who they monitor. Our supplier contracts have agreements and some have codes on how to conduct ourselves when dealing with prospects and customers. We train our personnel on these procedures and enforce them. Our website and social media sites contain general information and invitations to contact us about our services. That covers all of our marketing. We have not had PUC complaints or lost any Supplier contracts for violations of the expected practices.**

- 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 "Attachment 8. e. OFFICERS"

- 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.

The Applicant understands that compliance with this requirement must be filed within 120 days of the 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](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

d. **TRANSFER OF LICENSE:** The Applicant understands that if it plans to transfer its license to another entity, it 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

## 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.

**See Attachments 11. a. APPLICATION AFFIDAVIT and 11. B. OPERATIONS AFFIDAVIT**

## 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.

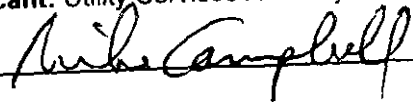
The only acceptable verification of this requirement is with Notarized Proofs of Publication, which may be requested from each newspaper and must be supplied with this application. Applicants do not need a docket number in their publication. Docket numbers will be issued when all criteria on the item 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

**See "Attachment 12: NEWSPAPER PUBLICATIONS"**

13. SIGNATURE

**Applicant:** Utility Services Advisory Group, Inc

**By:**  \_\_\_\_\_

**Title:** Administrative Manager

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JUN - 1 2020

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

**Attachment 2.b.**

**2. b. BUSINESS ENTITY FILINGS AND REGISTRATION**

X foreign corporation (15 Pa. C.S. §4124)

- Provide proof of compliance with appropriate Department of State filing requirements as indicated above.
- Provide the state in which the business is incorporated/organized/formed and provide a copy of the Applicant's charter documentation.
- Give name and address of officers.

Pennsylvania Bureau of Corporations and Charitable Organizations State documents follow.

Incorporated in Florida. Division of Corporation documents follow.

Names and addresses of officers:


John Brent McDaniel 812 Pinellas St Clearwater, Florida 33756  
Elizabeth Currier 812 Pinellas St Clearwater, Florida 33756  
Michael Campbell 812 Pinellas St Clearwater, Florida 33756

There are 2 additional directors who are not active in daily operations:

Dorthe McDaniel 812 Pinellas St Clearwater, Florida 33756  
Caleb McDaniel 812 Pinellas St Clearwater, Florida 33756

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JUN -1 2020  
PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

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

<p>Document will be returned to the name and address entered below.</p> <p>Mike Campbell</p> <hr/> <p>Name 812 Pinellas St.</p> <hr/> <p>Address Clearwater FL 33756</p> <hr/> <p>City State Zip Code</p>	<p><b>Foreign Registration Statement</b> DSCB: 15-412 (rev. 2/2017)</p>  <p><b>412</b></p>
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Read all instructions prior to completing. This form may be submitted online at <https://www.corporations.pa.gov/>.

Fee: \$250.00  I qualify for a veteran/reservist-owned small business fee exemption (see instructions)

In compliance with the requirements of the applicable provisions of 15 Pa.C.S. § 412 (relating to foreign registration statement), the undersigned foreign association hereby states that:

1. The type of association is (check only one):

- |  |  |   |
|--|--|---|
| <input checked="" type="checkbox"/> Business Corporation | <input type="checkbox"/> Limited Partnership                     | <input type="checkbox"/> Business Trust           |
| <input type="checkbox"/> Nonprofit Corporation           | <input type="checkbox"/> Limited Liability (General) Partnership | <input type="checkbox"/> Professional Association |
| <input type="checkbox"/> Limited Liability Company       | <input type="checkbox"/> Limited Liability Limited Partnership   |   |

2. The full and proper name of the foreign association as registered in its jurisdiction of formation is:

Utility Services Advisory Group, Inc.

2A. If the name in 2 does not contain a required designator or if the name in 2 is not available for use in the Commonwealth, the alternate name under which the association is registering in this Commonwealth is:

3. The jurisdiction of formation: FL

4. The street and mailing address of the association's principal office.

<u>7208 Red Top Road,</u>	<u>Hummelstown</u>	<u>PA</u>	<u>17036</u>
Number and street	City	State	Zip

4A. The street and mailing address of the office, if any, required to be maintained by the law of the association's jurisdiction of formation in that jurisdiction:

<u>7208 Red Top Road,</u>	<u>Hummelstown</u>	<u>PA</u>	<u>17036</u>
Number and street	City	State	Zip

**Attachment 2.b.**

DSCB:15-412-page2

5. The (a) address of the association's registered office in this Commonwealth or (b) name of its commercial registered office provider and the county of venue is:

Complete part (a) **OR** (b) – not both:

(a) \_\_\_\_\_  
Number and street                                      City                                      State    Zip                                      County

**OR**

(b) c/o: INCORP SERVICES, INC.                                      Dauphin  
Name of Commercial Registered Office Provider                                      County

6. Check one of the following:

- The association may not have series.  
 The association may have one or more series.

7. Effective date of registration of foreign association (check, and if appropriate complete, one of the following):

- The Foreign Registration Statement shall be effective upon filing in the Department of State.  
 The Foreign Registration Statement shall be effective on: \_\_\_\_\_ at \_\_\_\_\_  
Date (MM/DD/YYYY)                                      Hour (if any)

8. *To be completed by Limited Liability Companies only. Check, and if appropriate complete, one of the following:*

- The association is a limited liability company which is not organized to render any of the below professional service(s).  
 The association is a restricted professional limited liability company organized to render one or more of the following professional service(s): (If this box is checked, one or more of the fields below must be checked.)
- \_\_\_ Chiropractic    \_\_\_ Dentistry                                      \_\_\_ Law                                      \_\_\_ Medicine and surgery  
\_\_\_ Optometry    \_\_\_ Osteopathic medicine and surgery    \_\_\_ Podiatric medicine    \_\_\_ Public accounting  
\_\_\_ Psychology    \_\_\_ Veterinary medicine

IN TESTIMONY WHEREOF, the undersigned association has caused this Foreign Registration Statement to be signed by a duly authorized representative thereof this 28th day of October, 2019


Utility Services Advisory Group, Inc.  
\_\_\_\_\_  
Name of Association

Mike Campbell  
\_\_\_\_\_  
Signature

VP  
\_\_\_\_\_  
Title



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

Docketing Statement - New Entity DSCB: 15-134A	 134A
---	--

**1.Entity Name :**

Utility Services Advisory Group, Inc.

In the case of a foreign association which must use an alternate name to register to do business in Pennsylvania,the alternate name should be given.

**2.Tax Responsible Party**

Name of individual responsible for initial tax	Michael	Campbell
--	---------	----------

Mailing address of individual responsible for initial tax

812 Pinellas St	Clearwater	FL	33756	Out Of State
Number and street	City	State	zip	County

**3.Description of Business Activity:**

offering discounted energy services

**4.FEIN [Employer Identification Number/Federal Tax Identification Number]:**

462670198

FEIN enables agencies to confirm that Commonwealth accounts are properly matched and that this request is processed without added delay. If the business entity does not currently have an FEIN, it can get a FEIN immediately by applying online at irs.gov at the following page <http://www.irs.gov/Businesses/Small-Businesses-&Self-Employed/Employer-ID-Numbers-EINs>.

RECEIVED

JUN 01 2020

14. 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.

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

**Applicant: Utility Services Advisory Group, Inc.**

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

Applicant's Use

PUC Secretary's Bureau Use

RECEIVED

APPLICATION AFFIDAVIT

JUN - 1 2020

State of Florida:

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

ss.

County of Pinellas:

Michael Campbell, Affiant, being duly affirmed according to law, deposes and says that:

He/she is the Vice President of Utility Services Advisory Group, Inc.;

That he is authorized to and does make this affidavit for said Applicant;

That the Applicant herein Utility Services Advisory Group, Inc. 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 Utility Services Advisory Group, Inc. has answered the questions on the application correctly, truthfully, and completely and provided supporting documentation as required.

That the Applicant herein Utility Services Advisory Group, Inc. 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 Utility Services Advisory Group, Inc. 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 expects said Applicant to be able to prove the same at hearing.

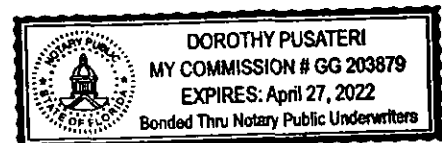
*Michael Campbell*  
Signature of Affiant

Sworn and subscribed before me this 18<sup>th</sup> day of May, 2020.

*Michael Campbell appeared by means of physical presence and presented Drivers License.*

*[Signature]*  
Signature of official administering oath

My commission expires April 27, 2022



RECEIVED

**OPERATIONS AFFIDAVIT**

JUN - 1 2020

State of Florida:

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

: ss.

County of Pinellas:

Michael Campbell, Affiant, being duly affirmed according to law, deposes and says that:

He/she is the Vice President of Utility Services Advisory Group, Inc.;

That he is authorized to and does make this affidavit for said Applicant;

That Utility Services Advisory Group, Inc., the Applicant herein, acknowledges that Utility Services Advisory Group, Inc. 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 Utility Services Advisory Group, Inc., the Applicant herein, asserts that 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 Utility Services Advisory Group, Inc., the Applicant herein, certifies to the Commission that it will pay, 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.

That Utility Services Advisory Group, Inc., 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 knowledge, information, and belief.

*Michael Campbell*

Signature of Affiant

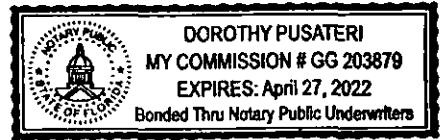
Sworn and subscribed before me this 18<sup>th</sup> day of May, 2020.

*(V)* Michael Campbell appeared by means of physical presence and presented Drivers License.

*[Signature]*

Signature of official administering oath

My commission expires Apr. 27, 2022



## Attachment 12: NEWSPAPER PUBLICATIONS

This is the cover sheet for the Notarized Proofs of Publication which follow.  
7 papers and 7 proofs that cover all EDCs.

Erie Times News

Harrisburg Patriot News

Philadelphia Daily News

Pittsburgh Post Gazette

Scranton Times Tribune

Williamsport Sun Gazette

Johnstown Tribune Democrat

RECEIVED

JUN - 1 2020

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

# 21ST CENTURY media MediaNews Group

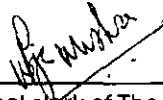
PHILADELPHIA GROUP

## AFFIDAVIT OF PUBLICATION 24 N. Hanover Street • Pottstown, PA 19464

**USA GROUP**  
812 Pinellas St  
CLEARWATER, FL 33756  
Attention:

**STATE OF PENNSYLVANIA,  
COUNTY OF MONTGOMERY**

**LEGAL NOTICE**  
Utility Services Advisory Group, Inc., a foreign corporation incorporated under the laws Florida, with its principle office located at 812 Pinellas St. Clearwater, FL 33756, has registered to do business in Pennsylvania with the Department of State of the Commonwealth of Pennsylvania, at Harrisburg, PA, on 10/28/19, under the provisions of the Pennsylvania Business Corporation Law of 1988.  
NTH 11/15; 1-a

The undersigned , being duly sworn the he/she is the principal clerk of The Times Herald, Times Herald Digital, published in the English language for the dissemination of local or transmitted news and intelligence of a general character, which are duly qualified newspapers, and the annexed hereto is a copy of certain order, notice, publication or advertisement of:

**USA GROUP**

**Published in the following edition(s):**

The Times Herald                    11/15/19  
Times Herald Digital                11/15/19

**RECEIVED**  
JUN 01 2020  
PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

Sworn to the subscribed before me this 11-15-2019.

  
**Notary Public, State of Pennsylvania  
Acting In County of Montgomery**

COMMONWEALTH OF PENNSYLVANIA  
NOTARIAL SEAL  
Joan M. Dupuis, Notary Public  
Exton Twp. Chester County  
My commission expires September 18, 2021

**Advertisement Information**

Client Id: 1354732      Ad Id: 1903926      PO:      Sales Person: 062306

# Montgomery County Law Reporter

## PROOF OF PUBLICATION NOTICE

COMMONWEALTH OF PENNSYLVANIA }  
COUNTY OF MONTGOMERY } SS:

Before me, the undersigned notary public, this day, personally appeared BRIAN T. NEWMAN to me known, who being duly sworn according to law, deposes and says the following:

I am the ASSISTANT EDITOR, of the Montgomery County Law Reporter. the Montgomery County Law Reporter is the duly designated legal newspaper for Montgomery County, Pennsylvania, which legal newspaper was established in 1885, and is published at 100 West Airy Street, Norristown, Montgomery County, Pennsylvania; and a copy of the printed notice of publication appearing to the right is exactly the same as printed or published in the issue or issues of said legal newspaper on the following date or dates:

**Thursday November 28, 2019**

That affiant further states that he/she is the designated agent of Montgomery Bar Association, the owner of said legal newspaper, that he/she is not interested in the subject matter of the aforesaid notice or advertising, and that all the allegations of the aforesaid statement as to time, place, and character of publication are true.

  
(Signature of Affiant)

Subscribed and sworn to before me this  
28th day of November, 2019

  
Notary Public

Commonwealth of Pennsylvania - Notary Seal  
Patricia Walker, Notary Public  
Montgomery County  
My commission expires August 05, 2022  
Commission number 1173394

**FOREIGN REGISTRATION - STATEMENT**

Notice is hereby given that **Utility Services Advisory Group, Inc.**, a foreign business corporation, has applied for a Statement of Registration to do business in the Commonwealth of Pennsylvania under the provisions of Chapter 4 of the Pennsylvania Association Transactions Act (15 Pa. C.S. Sec. 6124). The corporation is incorporated under the laws of the State of Florida. The address of its principal office under the laws of said jurisdiction is 812 Pinellas St., Clearwater, FL 33756, and the address, including street and number, if any, of its proposed registered office and name of its commercial registered officer provider in Pennsylvania is Incomp Services, Inc. 7208 Red Top Road, Hummelstown, PA 17306.

**RECEIVED**  
JUN 01 2020  
PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

Mike Campbell  
c/o USAGroup (Utility Services Advisory Group)  
812 Pinellas Street  
Clearwater, FL 33756



ATTACHMENT 2.b.

**2020 FLORIDA PROFIT CORPORATION ANNUAL REPORT**

DOCUMENT# P16000029532

**Entity Name:** UTILITY SERVICES ADVISORY GROUP, INC.

**Current Principal Place of Business:**

1230 S. MYRTLE AVENUE #201  
CLEARWATER, FL 33756

**Current Mailing Address:**

812 PINELLAS STREET  
CLEARWATER, FL 33756 US

**FEI Number:** 46-2670198

**Certificate of Status Desired:** No

**Name and Address of Current Registered Agent:**

MCDANIEL, CALEB  
812 PINELLAS STREET  
CLEARWATER, FL 33756 US

*The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.*

**SIGNATURE:** \_\_\_\_\_

Electronic Signature of Registered Agent

\_\_\_\_\_ Date

**Officer/Director Detail :**

Title PD  
Name MCDANIEL, JOHN  
Address 812 PINELLAS STREET  
City-State-Zip: CLEARWATER FL 33756

Title TD  
Name CURRIER, ELIZABETH  
Address 812 PINELLAS STREET  
City-State-Zip: CLEARWATER FL 33756

Title SD  
Name CAMPBELL, MICHAEL  
Address 812 PINELLAS STREET  
City-State-Zip: CLEARWATER FL 33756

Title D  
Name MCDANIEL, CALEB  
Address 812 PINELLAS STREET  
City-State-Zip: CLEARWATER FL 33756

Title D  
Name MCDANIEL, DORTHE  
Address 812 PINELLAS STREET  
City-State-Zip: CLEARWATER FL 33756

*I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath, that I am an officer or director of the corporation or the receiver or trustee empowered to execute this report as required by Chapter 607, Florida Statutes; and that my name appears above, or on an attachment with all other like empowered.*

**SIGNATURE:** MICHAEL CAMPBELL

SD

01/16/2020

Electronic Signature of Signing Officer/Director Detail

\_\_\_\_\_ Date

## Attachment 7.a BONDING

### 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.*

**Supporting Information:**

Utility Services Advisory Group is applying to operate as a broker/marketer and will not take title to electricity and will not pay electricity bill on behalf of its customers. We operate as marketer and sales arm only for the different suppliers we represent. No customer service, billing, or collections. A selling agent only. Therefore, we are furnishing an initial bond in the amount of \$10,000 that will be maintained during the entire time we have an EGS license.

PROOF OF PUBLICATION  
In  
THE ERIE TIMES-NEWS  
COMBINATION EDITION

Utility Services Advisory Group  
812 Pinellas St.  
Clearwater FL 33756

REFERENCE: 150091 401307  
PUC Notice

STATE OF PENNSYLVANIA)  
COUNTY OF ERIE ) SS:

Lorri Stefanelli, 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, 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: 04/30/20

TOTAL COST: \$476.00 AD SPACE: 0 Lines

FILED ON: 04/30/20

**PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE**

*Application of Utility Services Advisory Group, Inc. (USAG) For Approval To Offer, Render, Furnish Or Supply Services As A Marketer/ Broker Engaged In The Business Of Supplying Natural Gas and Electricity To The Public In The Commonwealth Of Pennsylvania.*

USAG will be filing an application with the Pennsylvania Public Utility Commission ("PUC") for a license to supply natural gas as a broker/marketer engaged in the business of supplying natural gas. USAG will also be filing an application with the PUC for a license to supply electricity as a broker/marketer engaged in the business of supplying electricity. USAG proposes to sell electricity, natural gas and related services in the Entire Commonwealth of Pennsylvania 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 USAG 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 USAG at the address listed below.

Mike Campbell - Utility Services Advisory Group, Inc.

812 Pinellas St Clearwater, FL 33756

727 443-7788 Fax 855 323-8008

EP-401307

Sworn to and subscribed before me this 1st day of May 2020

Affiant: Lorri Stefanelli

NOTARY: Barbara J Moore

Commonwealth of Pennsylvania - Notary Seal  
Barbara J. Moore, Notary Public  
Erie County  
My commission expires March 23, 2024  
Commission number 1114860  
Member, Pennsylvania Association of Notaries



AD#: 0009587620

Commonwealth of Pennsylvania,) ss  
County of Cumberland)

Sheryl Leggore 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 04/28/2020

Principal Clerk of the Publisher

Sworn to and subscribed before me this 3rd day of May 2020

Notary Public

COMMONWEALTH OF PENNSYLVANIA  
NOTARIAL SEAL  
Crystal B. Rosensteel, Notary Public  
Susquehanna Twp., Dauphin County  
My Commission Expires June 27, 2020  
MEMBER, PENNSYLVANIA ASSOCIATION OF NOTARIES

**PENNSYLVANIA PUBLIC UTILITY  
COMMISSION NOTICE**  
Application of Utility Services  
Advisory Group, Inc. (USAG) For  
Approval To Offer, Render, Furnish Or  
Supply Services As A Marketer/Broker  
Engaged In The Business Of Supplying  
Natural Gas and Electricity To The  
Public In The Commonwealth Of  
Pennsylvania.

USAG will be filing an application with the Pennsylvania Public Utility Commission ("PUC") for a license to supply natural gas as a broker/marketer engaged in the business of supplying natural gas. USAG will also be filing an application with the PUC for a license to supply electricity as a broker/marketer engaged in the business of supplying electricity. USAG proposes to sell electricity, natural gas and related services in the Entire Commonwealth of Pennsylvania 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 USAG 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 USAG at the address listed below.

Mike Campbell - Utility Services  
Advisory Group, Inc.  
812 Pinellas St Clearwater, FL 33756  
727 443-7788 Fax 855 323-8008

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:

April 27, 2020

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.

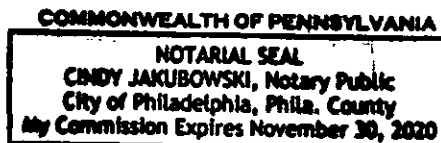


Sworn to and subscribed before me this 27th day of  
April, 2020.



Notary Public

My Commission Expires:



Copy of Notice of Publication

**PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE**  
Application of **Utility Services Advisory Group, Inc. (USAG)** For Approval To Offer, Render, Furnish Or Supply Services As A Marketer/ Broker Engaged In The Business Of Supplying Natural Gas and Electricity To The Public In The Commonwealth Of Pennsylvania.  
USAG will be filing an application with the Pennsylvania Public Utility Commission ("PUC") for a license to supply natural gas as a broker/marketer engaged in the business of supplying natural gas. USAG will also be filing an application with the PUC for a license to supply electricity as a broker/marketer engaged in the business of supplying electricity. USAG proposes to sell electricity, natural gas and related services in the Entire Commonwealth of Pennsylvania 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 USAG 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 USAG at the address listed below.  
Mike Campbell -  
Utility Services Advisory Group, Inc.  
612 Phoenias St., Clearwater, FL 33755  
727 443-7788 Fax 855 323-8008

### 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:

#### 24 of April, 2020

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:  
April 24, 2020

Elizabeth R. Chmura

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

**STATEMENT OF ADVERTISING COSTS**  
Utility Services Advisory Group,  
812 Pinellas St  
Clearwater Florida 33756

To PG Publishing Company

Total ----- \$410.75

#### 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 Bernard J. Arduino

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.

#### COPY OF NOTICE OR PUBLICATION

PENNSYLVANIA PUBLIC UTILITY COMMISSION  
NOTICE  
Application of Utility Services Advisory Group, Inc. (USAG) For Approval To Offer, Render, Furnish Or Supply Services As A Marketer/Broker Engaged In The Business Of Supplying Natural Gas and Electricity To The Public In The Commonwealth Of Pennsylvania.  
USAG will be filing an application with the Pennsylvania Public Utility Commission ("PUC") for a license to supply natural gas as a broker/marketer engaged in the business of supplying natural gas. USAG will also be filing an application with the PUC for a license to supply electricity as a broker/marketer engaged in the business of supplying electricity. USAG proposes to sell electricity, natural gas and related services in the Entire Commonwealth of Pennsylvania 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 USAG 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 USAG at the address listed below.  
Mike Campbell - Utility Services Advisory Group, Inc.  
812 Pinellas St  
Clearwater, FL 33756  
727 443-7788  
Fax 855 323-8008

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

UTILITY SERVICES ADVISORY GROUP, INC  
MIKE CAMPBELL  
812 PINELLAS ST CLEARWATER FL 33756

Account # 635410  
Order # 82371012  
Ad Price: 214.30

PENNSYLVANIA PUBLIC UTILI

Lisa Burke

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:

04/24/2020

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

*Lisa Burke*

Sworn and subscribed to before me  
this 24th day of April A.D., 2020

*Kathleen Weaver*  
(Notary Public)

COMMONWEALTH OF PENNSYLVANIA  
NOTARIAL SEAL  
Kathleen Weaver, Notary Public  
City of Scranton, Lackawanna County  
My Commission Expires June 14, 2021

PENNSYLVANIA PUBLIC  
UTILITY COMMISSION NOTICE

Application of Utility Services Advisory Group, Inc. (USAG) For Approval To Offer, Render, Furnish Or Supply Services As A Marketer/Broker Engaged In The Business Of Supplying Natural Gas and Electricity To The Public In The Commonwealth Of Pennsylvania.

USAG will be filing an application with the Pennsylvania Public Utility Commission ("PUC") for a license to supply natural gas as a broker/marketor engaged in the business of supplying natural gas. USAG will also be filing an application with the PUC for a license to supply electricity as a broker/marketor engaged in the business of supplying electricity. USAG proposes to sell electricity, natural gas and related services in the Entire Commonwealth of Pennsylvania 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 USAG 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 USAG at the address listed below.

Mike Campbell - Utility Services  
Advisory Group, Inc.  
812 Pinellas St  
Clearwater, FL 33756  
727 443-7788 Fax 855 323-8008

PROOF OF PUBLICATION 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:

April 25, 2020

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.

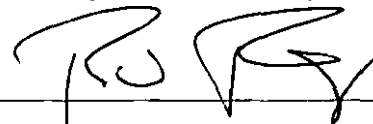
PENNSYLVANIA  
PUBLIC UTILITY  
COMMISSION NOTICE

Application of Utility Services Advisory Group, Inc. (USAG) For Approval To Offer, Render, Furnish Or Supply Services As A Marketer/Broker Engaged In The Business Of Supplying Natural Gas and Electricity To The Public In The Commonwealth Of Pennsylvania.

USAG will be filing an application with the Pennsylvania Public Utility Commission ("PUC") for a license to supply natural gas as a broker/marketer engaged in the business of supplying natural gas. USAG will also be filing an application with the PUC for a license to supply electricity as a broker/marketer engaged in the business of supplying electricity. USAG proposes to sell electricity, natural gas and related services in the Entire Commonwealth of Pennsylvania 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 USAG 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 USAG at the address listed below.

Mike Campbell - Utility Services Advisory Group, Inc.  
812 Pinellas St  
Clearwater, FL 33756  
727 443-7788  
Fax 855 323-8008



SUN-GAZETTE LLC

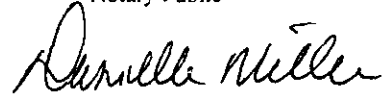
Sworn to and subscribed before me

The 29 day of April 20 20

COMMONWEALTH OF PENNSYLVANIA

NOTARIAL SEAL  
Danielle Miller, Notary Public  
Lock Haven City, Clinton County  
My commission expires December 27, 2020

Notary Public



STATEMENT OF ADVERTISING COSTS

To the Sun-Gazette LLC, Dr.:

For publishing the notice attached

Hereto on the above state dates.....\$ 244.60

Probated same.....\$

Total.....\$ 244.60

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

SUN-GAZETTE LLC

BY Robert O. Rolley, Jr.



**COMMONWEALTH OF PENNSYLVANIA** }  
*County of Cambria* } SS

**PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE**

Application of *Utility Services Advisory Group, Inc. (USAG)* For Approval To Offer, Render, Furnish Or Supply Services As A Marketer/Broker Engaged In The Business Of Supplying Natural Gas and Electricity 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 USAG 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 USAG at the address listed below.

Mike Campbell - Utility Services Advisory Group, Inc.  
 812 Pinellas St Clearwater, FL 33756  
 727 443-7788 Fax 855 323-8008

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On this 28th day of April A.D. 2020, 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.

County of Cambria, and Commonwealth of Pennsylvania and above matter published in said publication in the regular issues n, PA, on April 25, 2020; and that the Affiant is not interested g and that all of the allegations as to time, place and character

*Christine Marhefka*

**STATEMENT OF ADVERTISING COSTS**

Signed and sworn to before me on  
 28th day of April, 2020,  
 by Christine Marhefka making the statement.

*[Signature]*

0.00 Lines @ \$2.50 per line	0.00
6 Inches @ \$25.00 per inch	150.00
Notary Fee	5.00
Clerical Fee	2.50
<b>Total Cost</b>	<b>157.50</b>

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.

\_\_\_\_\_  
 (Name of Newspaper)

By \_\_\_\_\_

**Attachment 7.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.

**The bolded items with asterisks follow this cover sheet or are in the CONFIDENTIAL documents folder.**

RECEIVED

JUN - 1 2020

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

**7. FINANCIAL FITNESS**

**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.***

**Explanation for "N/A" to Item 7A of the Tax Certification Statement**

**"A. SALES TAX LICENSE (8 DIGITS)" N/A**

Our company doesn't require a sales tax license because we sign people up for electric and gas utility services for other utility suppliers. We don't collect any fee or do any billing. The billing and collecting of taxes are done by the supplier or utility.

## Attachment - 8. a. EXPERIENCE, PLAN, STRUCTURE

### 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.** USAG has been in business selling discounted gas and electric services to businesses in multiple state for many suppliers since 2013. Same management throughout and sales people with up to 20 years of experience.

Summary and proof of licenses as a supplier of electric services in other states or jurisdictions.

State	Certification Number	Date Licensed
1. Ohio	15-1788-EL-AGG	November 2015
2. Illinois	14-0624	October 2014
3. Massachusetts	EB-350	December 2015
4. Texas (registered)	BR190736	August 2019

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

Over the past 5 years we have signed up more than 4,000 businesses

- A. Large Business (5,000 - 10,000 AMwh) 5% (200)
- B. Medium Business (1,000 - 4,999 AMwh) 30% (1,200)
- C. Small Business (Under 1,000 AMwh) 65% (2,600)

**Staffing structure and numbers as well as employee training commitments.**

There about 20 employees including Operations Mgr, Sales Mgr, Contract Administrators, Phone Callers to qualify and collect bills, Closers to price and generate contracts, A/P and Payroll, HR, and 3 Officers who oversee the operation along with the Operations Manager. All employees are onsite. Staff are hired and trained on our written materials including scripts and other written material created by us or provided by suppliers.

**Business plans for operations within the Commonwealth.**

Phone contact and sales to qualified businesses such as those listed in A, B and C above. The offer is to analyze their energy bills and propose alternate Supplier pricing and sign the businesses up for the discounted pricing using Supplier contracts and recontact and recontact them when they come up for renewal.

**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.**

No such memberships.

**Any other information appropriate to ensure the technical capabilities of the Applicant.**

Our experience doing this since 2013 and the number of Suppliers and Brokers we have worked under along with the length, including renewals, of existing licenses qualify us in general.

RECEIVED

JUN - 1 2020



**Public Utilities  
Commission**

Sam Randazzo, Chairman

Commissioners

M. Beth Trombold  
Lawrence K. Friedeman  
Dennis P. Deters  
Daniel R. Conway

**PUBLIC UTILITIES COMMISSION OF OHIO**

*Certified as a Competitive Retail Electric Service Provider*

**RENEWAL**

Certificate Number:

**15-1026E (3)**

Issued Pursuant to Case Number(s):

**15-1788-EL-AGG**

A certificate as a Competitive Retail Electric Service Provider is hereby granted to **Utility Services Advisory Group, Inc.** whose office or principal place of business is located at **812 Pinellas St., Clearwater, FL 33756** to provide **power broker** services within the State of Ohio effective **November 22, 2019**.

The certification of competitive retail electric suppliers is governed by Section 4901:1-24-(01-13) of the Ohio Administrative Code, Section 4901:1-21-(01-15) of the Ohio Administrative Code, and Section 4928.08 of the Ohio Revised Code.

This Certificate is revocable if all of the conditions set forth in the aforementioned case(s) are not met.

Subject to all rules and regulations of the Commission, now existing or hereafter promulgated.

Witness the seal of the Commission affixed at Columbus, Ohio.

**Dated: November 25, 2019.**

By Order of

PUBLIC UTILITIES COMMISSION OF OHIO

Tanowa M. Troupe, Secretary  
Debbie Ryan, Acting Secretary  
Donielle M. Hunter, Acting Secretary  
Susan Patterson, Acting Secretary

**Certificate Expires: November 22, 2021**

STATE OF ILLINOIS

ILLINOIS COMMERCE COMMISSION

Utility Services Advisory Group, Inc. :  
 :  
 :  
 **Petition for Withdrawal of Utility Services** :  
 **Advisory Group, LLC's Agent, Broker or** : **17-0073**  
 **Consultant License (ABC) Certificate of** :  
 **Service Authority for the Procurement or** :  
 **Sale of Retail Electricity Supply for Third** :  
 **Parties in State of Illinois and Issuance** :  
 **of an ABC Certificate of Service Authority** :  
 **as Utility Services Advisory Group, Inc.** :

ORDER

By the Commission:

On February 9, 2017, Utility Services Advisory Group, Inc. ("USAG-INC") filed with the Illinois Commerce Commission ("Commission") a verified Petition requesting to withdraw Utility Services Advisory Group, LLC's ("USAG-LLC") Certificate of Service Authority to operate as an agent, broker, or consultant ("ABC") and to have the Commission issue a new Certificate of Service Authority to operate as an ABC to USAG-INC. The Commission previously granted USAG-LLC authority to operate as an ABC in Docket No. 14-0624.

The Petition states that USAG-LLC changed its name to USAG-INC due to its conversion from a limited liability company to a corporation as part of an administrative reorganization in Florida. Attachment A to the Petition includes copies of the Office of the Illinois Secretary of State documentation for the withdrawal of USAG-LLC as a limited liability company and approval to transact business as USAG-INC. Attachment B to the Petition also includes a copy of a rider to the applicable ABC bond reflecting the name change and current address for USAG-INC. The Petition indicates that there will be no changes to any existing customer contracts. Additionally, the name change will not otherwise impact the legal ownership of USAG-INC. As part of the reorganization, two of the five managers have been removed from their management positions, however, they have retained their ownership.

As a practical matter, the only significant difference between USAG-INC and USAG-LLC is the legal form of the entity. The other difference, as noted above, is that two of the managers have been removed from their management positions as part of the reorganization. USAG-INC has demonstrated that it will continue to meet its managerial qualifications set forth in Section 454.60 through Attachment C to the Petition.

Attachment C contains a corporate organizational chart and identifies the occupational background information of the persons being used to meet the requirements of Section 454.60(a). Attachment C also contains occupational background information on the person or persons being used to meet the requirements of Section 454.60(a). Additionally, the same technical and financial resources that supported the former entity's Petition in Docket No. 14-0624 remain in place to support USAG-INC and its provision of service.

The Commission finds that all the relief granted to USAG-LLC should be applicable to USAG-INC. Pursuant to 83 Ill. Adm. Code 200.640(a)(2), the Commission takes administrative notice of the record in Docket No. 14-0624. The Commission also notes that according to the website of the Office of the Illinois Secretary of State and the Certificate of Good Standing included in Attachment C to the Petition, USAG-INC is in good standing and authorized to transact business in Illinois.

All of the information to grant the requested relief was contained in the Petition; therefore, no hearing was necessary.

The Commission, having considered the record herein, is of the opinion and finds that:

- (1) USAG-INC is a Florida corporation authorized to transact business in Illinois and the successor of USAG-LLC, a Florida limited liability company;
- (2) USAG-LLC received authority to operate as an ABC in Docket No. 14-0624;
- (3) USAG-INC requests authority to continue to provide the same services to the same customers at the same rates and conditions as USAG-LLC;
- (4) although two of the managers have been removed from their management positions as part of the reorganization, USAG-INC has demonstrated that it continues to possess sufficient managerial resources and abilities to provide services as an ABC;
- (5) the same technical and financial resources that supported USAG-LLC continue to support USAG-INC and its provision of service;
- (6) the Certificate of Service Authority granted to USAG-LLC in Docket No. 14-0624 should be canceled and the service authority should be reissued to USAG-INC;
- (7) if not already filed, USAG-INC should file with the Office of the Chief Clerk of the Commission all documentation that was filed with the Office of the Illinois Secretary of State pertaining to the change in corporate entity from USAG-LLC to USAG-INC; and

- (8) in all respects, the relief granted to USAG-LLC in Docket No. 14-0624 should be applicable to USAG-INC.

IT IS THEREFORE ORDERED by the Illinois Commerce Commission that Utility Services Advisory Group, Inc. is hereby granted a Certificate of Service Authority to operate as an agent, broker, or consultant pursuant to Section 16-115C of the Public Utilities Act.

IT IS FURTHER ORDERED that the Certificate of Service Authority granted to Utility Services Advisory Group, Inc. shall be the following:

CERTIFICATE OF SERVICE AUTHORITY

IT IS CERTIFIED that Utility Services Advisory Group, Inc. is granted service authority to operate as an agent, broker, or consultant for the procurement or sale of retail electricity supply for third parties in the State of Illinois.

IT IS FURTHER ORDERED that the Certificate of Service Authority issued to Utility Services Advisory Group, LLC in Docket No. 14-0624, pursuant to Section 16-115C of the Public Utilities Act, is canceled.

IT IS FURTHER ORDERED that Utility Services Advisory Group, Inc. shall file with the Office of the Chief Clerk of the Commission all documentation that was filed with the Office of the Illinois Secretary of State pertaining to the change in corporate entity from Utility Services Advisory Group, LLC to Utility Services Advisory Group, Inc.

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

By Order of the Commission this 22<sup>nd</sup> day of March, 2017.

(SIGNED) BRIEN SHEAHAN

Chairman





# The Commonwealth of Massachusetts

DEPARTMENT OF PUBLIC UTILITIES  
ONE SOUTH STATION, 5<sup>TH</sup> FLOOR  
BOSTON, MA 02110  
617-305-3500

## Electricity Broker License Application Renewal Pursuant to 220 C.M.R. § 11.00 et seq.

REQUIRES ANNUAL FEE and ANNUAL RENEWAL.

Please submit an original, one copy, and an electronic copy on a CD-ROM or USB key to the address above along with a \$100.00 annual fee.

Electricity Broker license number: EL-358


### I. GENERAL BUSINESS INFORMATION

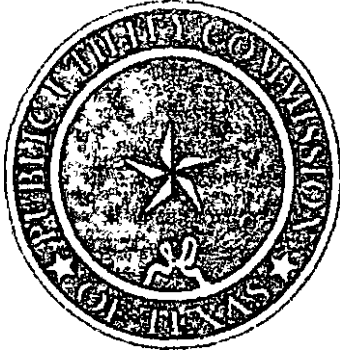
- Legal Name of Applicant: Utility Services Advisory Group, Inc.  
Doing business as (D/B/A): n/a
- Business Address: 1230 S. Myrtle Ave #210 Clearwater, FL 33756

Mailing Address: 812 Pinellas St, Clearwater, FL 33756

- If a corporation, association, or partnership:
  - Organized under the laws of which state: Florida
  - Date of organization: 25 April 2013
  - Attach a copy of the articles of incorporation, association, partnership agreement or other document regarding legal organization only if these documents have changed since your last renewal or original application. **No changes.**
  - Attach a copy of the by-laws only if this document has changed since your last renewal or original application. **No changes.**
- Name, Title, and Business Address of all Officers and Directors, Partners, or other similar Officials:

Person	Status	Business Address
John Brent McDaniel	President and Director	812 Pinellas St Clearwater, FL 33756
Elizabeth P Currier	Treasurer/Shareholder	312 Pinellas St Clearwater, FL 33756
Michael R Campbell	Secretary/Shareholder	812 Pinellas St Clearwater, FL 33756
Dorthe McDaniel	Director/Shareholder	812 Pinellas St Clearwater, FL 33756
Caleb McDaniel	Director/Shareholder	812 Pinellas St Clearwater, FL 33756

APPROVED ON: JAN 27 2020  
 RENEWAL DUE: JAN 01 2021  
  
 Director, Electric Power Division



Public Utility Commission of Texas

Broker Report

UTILITY SERVICES ADVISORY GROUP INC

BR190736

Type: Corporation

Date Registered: 8/19/2019

DBA Names

No DBA Records

Company Information

Customer Types: Commercial Industrial Municipal

Customer Details:

**Contact Information**

*Mailing / PO Box (Mailing Address)*

UTILITY SERVICES ADVISORY GROUP INC  
MIKE CAMPBELL  
MANAGER & OFFICER  
812 PINELLAS STREET  
CLEARWATER ,FL 33756  
**Email:** [Mike@usagroupenergy.com](mailto:Mike@usagroupenergy.com)

*Contact (Complaint)*

UTILITY SERVICES ADVISORY GROUP INC  
MIKE CAMPBELL

*Regulatory Rep*

UTILITY SERVICES ADVISORY GROUP INC  
BRENT MCDANIEL  
PRESIDENT  
1230 SOUTH MYRTLE AVENUE  
SUITE 201  
CLEARWATER ,FL 33756  
**Email:** [Brent@usagroupenergy.com](mailto:Brent@usagroupenergy.com)  
**Phone:** 727-443-7788

*Authorized Rep*

UTILITY SERVICES ADVISORY GROUP INC  
MIKE CAMPBELL

MANAGER & OFFICER  
812 PINELLAS STREET  
CLEARWATER ,FL 33756  
**Email:** [Mike@usagroupenergy.com](mailto:Mike@usagroupenergy.com)

MANAGER & OFFICER  
821 PINELLAS STREET  
CLEARWATER ,FL 33756  
**Email:** [Mike@usagroupenergy.com](mailto:Mike@usagroupenergy.com)  
**Phone:** 727-443-7788

*Company / Physical*  
UTILITY SERVICES ADVISORY GROUP INC  
MIKE CAMPBELL  
MANAGER & OFFICER  
1230 SOUTH MYRTLE AVENUE  
SUITE 201  
CLEARWATER ,FL 33756  
**Email:** [Mike@usagroupenergy.com](mailto:Mike@usagroupenergy.com)  
**Phone:** 727-443-7788

**Docket/Project/Control Numbers**

49779-241  
**Type:** PROJECT  
**Open Date:** 8/19/2019  
**Close Date:** 8/19/2019  
**Filings:** New  
**Note:** BROKER REGISTRATION APPLICATION

*End Report*

## ATTACHMENT 8. e. OFFICERS

- 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.

### **John B McDaniel** – President/CEO

June 1976 - June 1980 Medical Manufacturing Rep. Sold med. supplies factory direct to doctors and hospitals in the Mid-Atlantic States.

June 1980 - Jan 1989 Manager, Power Insurance - a large brokerage in Southern California.

Jan 1989 - Dec 1999 Manager, LDS – large long distance co selling residential and commercial services.

Jan 2000 - Jan 2010 Manager, MAS - mortgage modification business.

Dec 2009 - May 2013 My Gold & Silver Store - Manager of large gold and silver buying business.

May 2013 - current. Operations Manager, Utility Services Advisory Group, oversee sales and mgmt.

### **Elizabeth Currier** - CFO

Midland College, Midland, Texas - Associate Degree in Accounting and Information Systems

Apr 1985 - Jan 1989 – CFO Power Insurance. Start up, management, then sold largest substandard auto insurance brokerage in Los Angeles.

April 1990 - June 1998 – SVP Operations Long Distance Services. Oversaw operations and finance.

Start-up, management, then sold to Star Telecom after client base grew to 150,000 customers.

Jan 2001 - Apr 2002 - CFO Wireless WebConnect, publicly held Wireless Internet Co. (25,000 customers)

May 2002 - Mar 2003 - Cost Redux – a cost consulting firm. Start up and management.

Mar 2003 – July 2019 - CFO Doc Hunters. A national title research company. Start up and management.

April 2008 - April 2010 – CFO Accurate Group Clearwater. A national real estate title services operation.

Dec 2009 - May 2013 - Co-founder CFO, GSP Trading - chain of precious metal secondhand stores. Oct

2013 - current – CFO Churchill Claims Services. A national ins. claims adjusting company.

May 2013 - current. CFO, Utility Services Advisory Group

### **Mike Campbell** – Administration Manager

Jan 1974 - Oct 1984 - Family and personal counselor.

Oct 1984 – Sept 1990 - Executive Director Local Church

Oct 1990 - April 1993 – Business Consulting focused on medical practices.

April 1993 – Dec 1994 - Sales Mgr Phoenix Network, a B2B long distance company in Santa Clara, CA

Jan 1995 - July 2000 –Co-founder, COO Business Tel, a customer acquisition company turned broadband wireless Internet Service Provider started in San Jose, CA, then relocated to Clearwater, Florida in 2000.

Sales, marketing, management, accounting

Aug 2000 - April 2002 SVP Administration and Board Member, Wireless WebConnect. (Business Tel brought public.) strategic alliances, HR, Legal, PR, marketing, new product implementation

May 2002 - Mar 2003 VP - Cost Redux – a cost consulting firm. Start-up and management.

Mar 2003 - July 2019 – VP Doc Hunters. A national title research company. Start up and management.

April 2008 - April 2010 – Manager - Accurate Group Clearwater. A national real estate title office.

Dec 2009 -May 2013 – Co-founder VP, GSP Trading - chain of precious metal secondhand dealer stores.

Oct 2013-current – Administration Mgr. Churchill Claims Services. national ins. claims adjusting company.

Manage sales, marketing, HR and legal. Owner and board member

May 2013 - current. Administration Manager. Legal, HR, IT, Marketing for Utility Services Advisory Group.

These are the current Managers of Utility Services Advisory Group as of March 2020. Each is also a Director of the Corp.

Two other Directors exist. Caleb McDaniel, former Employee and Manager (2013-14), and Dorthe McDaniel. Neither are employees or hold positions within the company related to operations.

## 6. PROOF OF SERVICE

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

### CERTIFICATE OF SERVICE

On this the 27<sup>th</sup> day of May 2020, I certify that a true and correct copy of the foregoing application form for licensing within the Commonwealth of Pennsylvania as an Electric Generation Supplier and all **NON-CONFIDENTIAL** attachments have been served, as either a hardcopy or a searchable PDF version on a CD-ROM, upon the following:

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

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

Small Business Advocate  
Commerce Building, Suite 202  
300 North Second Street  
Harrisburg, PA 17101

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

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

Legal Department  
First Energy  
2800 Pottsville Pike  
Reading PA, 19612

Citizens' Electric Company  
Attn: EGS Coordination  
1775 Industrial Boulevard  
Lewisburg, PA 17837

Office of the Attorney General  
Bureau of Consumer Protection  
Strawberry Square, 14th Floor  
Harrisburg, PA 17120

Commonwealth of Pennsylvania  
Department of Revenue  
Bureau of Compliance  
Harrisburg, PA 17128-0946

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

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

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

UGI Utilities, Inc.  
Attn: Rates Dept. – Choice Coordinator  
2525 N. 12th Street, Suite 360  
Post Office Box 12677  
Reading, Pa 19612-2677

Wellsboro Electric Company  
Attn: EGS Coordination  
33 Austin Street  
P. O. Box 138  
Wellsboro, PA 16901



**Mike Campbell – Vice President/Utility Services Advisory Group, Inc.**

**RECEIVED**

JUN 01 2020

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

RMLY TO :



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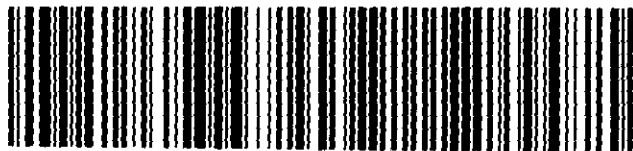
1006

EXPECTED DELIVERY DAY: 06/05/20

SHIP  
TO:

HARRISBURG PA 17120

USPS TRACKING®NUMBER



9505 5158 5302 0153 2950 81

FRC Utility Services Advisory Group  
812 Pinellas St  
Clearwater, FL 33756

PRIC  
M

- Date of delivery
- USPS TRACKING® international destinations.
- Limited international insurance.
- Pick up available.\*
- Order supplies online.\*
- When used internationally, a customs declaration label may be required.

\* Domestic only

To schedule free  
Package Pickup,  
scan the QR code.



USPS.COM/PICKUP

TO:

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



PS00001000014

EP14F Oct 2018  
OD: 12 1/2 x 9 1/2