



COMMONWEALTH OF PENNSYLVANIA
PENNSYLVANIA PUBLIC UTILITY COMMISSION
400 NORTH STREET, HARRISBURG, PA 17120

IN REPLY PLEASE
REFER TO OUR FILE

June 9, 2021

Docket No. A-2021-3026145
Utility Code: 1224198

EMAIL

NIMESH PATEL, PRESIDENT
VALLEY CHOICE ENERGY CORP
1534 HIGHWAY 315, SUITE 101
WILKES-BARRE, PA 18702

RE: Natural Gas Supplier License Application

Dear Mr. Patel:

On June 1, 2021, the Public Utility Commission accepted Valley Choice Energy Corp's application for a Natural Gas Supplier license. The application was incomplete. In order for us to complete our analysis of your application, the Energy Industry Group requires answers to the attached question(s).

Please be advised that you are directed to forward the requested information to the Commission within **30** days of receipt of this letter. Failure to respond may result in the application being denied. As well, if Valley Choice Energy Corp has decided to withdraw its application, please reply notifying the Commission of such a decision.

Please forward the information to the Secretary of the Commission at the address listed below. When submitting documents, all documents requiring notary stamps must have original signatures. Please note that some responses may be e-filed to your case, <http://www.puc.pa.gov/efiling/default.aspx>. A list of document types allowed to be e-filed can be found at <http://www.puc.pa.gov/efiling/DocTypes.aspx>.

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

Your answers should be verified per 52 Pa Code § 1.36. Accordingly, you must provide the following statement with your responses:

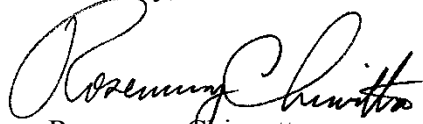
I, Nimesh Patel, hereby state that the facts above set forth are true and correct to the best of my knowledge, information and belief, and that I expect to be able to prove the same at a hearing held in this matter. I understand that the

statements herein are made subject to the penalties of 18 Pa. C.S. § 4904 (relating to unsworn falsification to authorities).

The blank should be filled in with the name of the appropriate company representative, and the signature of that representative should follow the statement.

In addition, to expedite completion of the application, please also e-mail the information to Jeremy Haring at jharing@pa.gov. Please direct any questions to Jeremy Haring, Bureau of Technical Utility Services, at jharing@pa.gov (preferred) or (717) 783-6175.

Sincerely,

A handwritten signature in black ink, appearing to read "Rosemary Chiavetta". The signature is written in a cursive style with a large initial "R".

Rosemary Chiavetta
Secretary

Enclosure

Docket No. A-2021-3026145
Valley Choice Energy Corp
Data Requests

- X 1. Reference Application, Section 1.a, Identity of Applicant – Applicant failed to provide the applicant’s web address. Please provide an updated application page with the appropriate corrections.
- X 2. Reference Application, Section 7.b, Financial Fitness – Applicant provided minimal documentation to demonstrate financial fitness. Please provide financial fitness documentation that may include two recent consecutive years of financial statements, two recent consecutive years of income tax filings, and three recent consecutive months of bank statements, etc.
- X 3. Reference Application, Section 8.a, Technical Fitness – Applicant failed to provide documentation for Technical Fitness. Please provide the missing documentation.
- X 4. Reference Application, Section 8.e, Technical Fitness – Applicant failed to provide a detailed professional resume of its chief officer, to include detailed descriptions on all experience and activities including date ranges, as well as the companies they were employed at. Please provide the missing documentation.

BEFORE THE PENNSYLVANIA PUBLIC UTILITY COMMISSION

Application of [Valley Choice Energy Corp](#), d/b/a _____, for approval to offer, render, furnish, or supply natural gas supply services as a(n) [as specified in item #4b below] to the public in the Commonwealth of Pennsylvania (Pennsylvania).

To the Pennsylvania Public Utility Commission:

1. IDENTIFICATION AND CONTACT INFORMATION

- a. **IDENTITY OF THE APPLICANT:** Provide name (including any fictitious name or d/b/a), primary address, web address, and telephone number of Applicant:

[Valley Choice Energy Corp](#)
[1534 Hwy 315, Suite 101 Wilkes Barre, PA 18702](#)
[570-235-1405](#)
[www.ValleyChoiceEnergy.com](#)

- b. **PENNSYLVANIA ADDRESS / REGISTERED AGENT:** If the Applicant maintains a primary address outside of Pennsylvania, provide the name, address, telephone number, and fax number of the Applicant's secondary office within Pennsylvania. If the Applicant does not maintain a physical location within Pennsylvania, provide the name, address, telephone number, and fax number of the Applicant's Registered Agent within Pennsylvania.

[n/a](#)

- 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.

[Christina Gianatiempo, Account Manager](#)
[140 Grand St. Suite 300 White Plains NY 10601](#)
[P: 800-292-0909 x 448](#)
[Fax: 212-672-1105](#)
[E: cgianatiempo@licenseogix.com](#)

- d. **ATTORNEY:** Provide the name, address, telephone number, fax number, and e-mail address of the Applicant's attorney. If the Applicant is not using an attorney, explicitly state so.

[we are not using an Attorney](#)

- e. **CONTACTS FOR CONSUMER SERVICE AND COMPLAINTS:** Provide the name, title, address, telephone number, fax number, and e-mail **OF THE PERSON AND AN ALTERNATE PERSON (2 REQUIRED)** responsible for addressing customer complaints. These persons will ordinarily be the initial point(s) of contact for resolving complaints filed with the Applicant, the Natural Gas Distribution Company, the Pennsylvania Public Utility Commission, or other agencies. The main contact's information will be listed on the Commission website list of licensed NGSS.

[Nimesh Patel, President](#)
[1534 Hwy 315, Suite 101 Wilkes Barre, PA 18702](#)
[P: 570-235-1405](#)
[F: 570-235-1406](#)
[Nimesh@valleychoiceenergy.com](#)

[Mona Patel, Secretary](#)
[1534 Hwy 315, Suite 101 Wilkes Barre, PA 18702](#)
[P: 570-235-1405](#)
[F: 570-235-1406](#)
[Nimesh@valleychoiceenergy.com](#)

NIMESH PATEL

📍 WILKES-BARRE, 18702-6912, UNITED STATES 📞 570-235-1405

◦ DETAILS ◦

1534 Hwy 315, Suite 101
Wilkes-Barre, 18702-6912
United States
570-235-1405
nimesh03@yahoo.com

◦ LINKS ◦

[Valley Choice Energy](#)
[Valley Petroleum](#)

◦ SKILLS ◦

Computer Skills

Quick Learner

Leadership

Communication Skills

Client Management

👤 PROFILE

As a small Business owner in retail, seeking an opportunity to expand my career as "Energy Broker" in an environment where I can express my experience and skills, while helping other businesses excel and meet long term goals.

📁 SUMMARY OF QUALIFICATIONS

Fuel Distribution at Valley Petroleum, Wilkes-Barre, PA

December 2011 — Present

- Manage Fuel Supply in PA, NJ and NY, to retail and commercial locations.
- Explain contracts or related documents to customers.
- Forecast Fuel supply and demand to minimize costs maximize availability.
- Negotiate prices or contracts for Fuel sales or purchases.
- Quote the Fuel Price based on market conditions.
- Review the customer Fuel invoice and give guidance for fuel management and savings.
- Develop or deliver proposals or presentations on topics like the purchase or sale of Fuel.

Retail Business Owner/Operator at Valley Mart, Wilkes-Barre, PA

April 2005 — Present

- Exceed Sales Goals and accomplished business objectives by inspiring staff and promoting target products.
- Maintained loyal Customer tracking system.
- Keeping in touch with Suppliers Budgeting implementing safety policies, recruiting staff and maintaining inventories.
- Prepared and maintained reports of sales results and competitive data monitored customer sales to ensure territory revenue retention.
- Created and established employee incentive programs that enhanced engagement and productivity levels.
- Trained Management team to operate business.

Operating Manager at Wells Farms, Long Branch, NJ

August 1996 — February 2005

- Manage daily operations, by multi-tasking retail operation, customer satisfaction and expense tracking .
- Increased sales 35% with in 2 years.
- With inventory management reduced expense by 20%

Energy Consultant at Gujarat Electric City Board, Borsad India

May 1991 — March 1995

- Managed new Commercial Customers and their energy requirements.
- Monitor energy supply contracts to make sure proper implementation execution by suppliers.

🎓 EDUCATION

Bachelor's Degree Electrical Engineer, BVM University, Gujarat, India

May 1986 — March 1991

Please note we are updating the answer to section 10.a. The applicant, Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services does not take title of any electricity and will only act as a broker.

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. 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



VALLEY CHOICE ENERGY CORP
BUSINESS PLAN

NIMESH PATEL
nimesh@valleychoicenergy.com
PHONE: (570) 235-1405
FAX: (570) 235-1406

1534 Highway 315
Suite 101
Wilkes-Barre, PA 18702

Executive Summary

Valley Choice Energy Corp, an energy brokerage located in Wilkes Barre, PA will be specialized in the provision of advisory services to our clients on which energy sources to patronize. Apart from providing energy brokerage services, we will also be involved in providing other energy brokerage related services to cover the whole spectrum of energy utilization and management.

Products and Services

All products and services from Valley Choice Energy stable will be driven by best practices all aimed at customer/client satisfaction. Some of these products and services include the provision of consultancy and advisory services, trainings, auditing services, and cost analysis among several other products and services.

Our Vision

Our vision is aimed at ensuring that all our clients are satisfied with the services we offer them. This is in the form of ensuring that we only select the best energy providers to all our clients.

Our Mission

Our mission is to provide professional services at competitive rates to all our highly esteemed clients while also striving to achieve our vision. We plan on exploring every available means on remaining relevant in the energy brokerage industry through constantly updating the knowledge of our workforce on the innovations within the energy brokerage sector.

Market Analysis/Trends

With several available energy sources, users are always seeking for better options that will be friendly to their budgets. Energy brokerage firms have come to the rescue in this regard by always being in the forefront of seeking better alternatives for their clients. This is done through carrying out research on the best energy sources that will suit their client's unique needs. The needs of their clients are weighed with what is obtainable in the market and only the best option that match or nearly matches their clients' unique needs are selected.

Sales and Marketing Strategy

The sales and marketing strategy to be adopted is fueled by the goal of generating income from other related services rendered by Valley Choice Energy. Some of the sales and marketing strategies adopted include provision of auditing services, advisory and consultancy services, cost analysis and Trainings. These are aimed at effectively marketing our services through the provision of only the best of these services.

Competitive Advantage

The competitive advantage Valley Choice Energy Corp has over its competitors in the sector include the selection of only the best candidates with vast experience in the energy brokerage industry to join our workforce. Also, there will be high motivation of our workforce to ensure that they put in their best in delivering the best services. Attractive remuneration packages will be among the steps taken to motivate our workforce.

Sales Projection

After conducting a research on what is currently obtainable in the marketing through the study of market forces, we have emerged a projection that will see a healthy growth in sales, resulting in a steady growth in profits over a 2-year period in the first instance. However, this discounts factors like economic recession and natural disasters. A summary of this is shown in the table below.

- Year One \$150,000
- Year Two \$250,000

Publicity and Advertising Strategy

A robust network of publicity and advert channels will be used to ensure maximum advert of our services to achieve the widest reach possible. This will include the use of advert channels that include the internet, through the creation of a website that will display all our services. also, social media platforms will be used to spread word about our services. the oldest method of advert which remains effective today; the word-of-mouth advertising will be leveraged upon through ensuring that our satisfied clients are encouraged to spread word about our services to their acquaintances and friends. The use of local radio will be included through sponsoring paid adverts.

Conclusion

Valley Choice Energy Corp (dba Valley Choice Energy) is committed to provide our customers with quality products and services. Our investment towards excellence to our customers is deeply rooted in our company's philosophy and is what differentiates us from others in the market. Our efficient and powerful team of professionals challenge themselves and each other to assure that our customers receive dependable services, competitive pricing, and prompt delivery. We strive to be open, honest and ethical so that our suppliers, vendors, and customers continue to come to us for all their energy needs.