



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

March 14, 2024

Dear Secretary's Bureau:

Enclosed is an application to become an Energy Broker in the Commonwealth of Pennsylvania.

Kindly let us know if you require any more information.

Thank you,

A handwritten signature in black ink, appearing to read "Luke McAuliffe".



Luke McAuliffe, CEP

Office | 516-744-0785 Mobile | 917-623-9554

Web | AuctionUReenergy.com

Address | 111 Downing Avenue, Sea Cliff, NY 11579

DATE OF DEPOSIT

MAR 14 2024

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

MAR 14 2024

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU *Version Revised 09/11/23***BEFORE THE PENNSYLVANIA PUBLIC UTILITY COMMISSION**

Application of AuctionURenergy LLC, d/b/a N/A, for approval to offer, render, furnish, or supply electricity or electric generation services as a(n) Broker/Marketer to the public in the Commonwealth of Pennsylvania (Pennsylvania).

To the Pennsylvania Public Utility Commission:

1. IDENTIFICATION AND CONTACT INFORMATION

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

Luke McAuliffe from AuctionURenergy LLC.
111 Downing Avenue, Sea Cliff, NY 11579
https://www.auctionurenergy.com 516-744-0785

- 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.

Registered Agents Inc., - 502 W. 7th Street. Ste 100, Erie, PA
16502. Phone number: 610-456-2133
agent@pennsylvaniaregisteredagent.com They have no 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 and future inquiries should be addressed.

NOTE: To ensure timely receipt of regulatory information, a contact employed directly by the Applicant, and not a consultant, is preferred.

Luke McAuliffe - President - 111 Downing Avenue, Sea Cliff NY 11579
Phone number: 917-623-9554 No Fax #
Luke@AuctionURenergy.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 for this application but we are providing this for your records.

James W. Versocki, Esq. - Archer, Byington, Glennon & Levine LLP

One Huntington Quadrangle, Suite 4C10, Melville, NY 11747 631-249-6565 631-777-6906 Facsimile jversocki@abgllaw.com

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

1. Luke McAuliffe - President - 111 Downing Ave., Sea Cliff NY 11579. No fax#, Luke@AuctionURenergy.com. Phone number: 917-623-9554 Office # 516-744-0785
2. Mary Brennan - Client Services Manager - 111 Downing Avenue, Sea Cliff NY 11579 No Fax # Mary@auctionurenergy.com Phone number: 917-498-9814 Office # 516-744-0785

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

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.

Currently, I am affiliated with Premiere Marketing inc, dba Transparent Energy which is an energy broker. I was the President of this firm for 6 years. Transparent Energy has a PA brokers license and all my customers were represented through them. I do not work there anymore and would like to represent my customers directly in PA.

- 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.

I have no Predecessors

c. **PROPOSED SERVICES:** Describe in detail the electric services or the electric generation services which the Applicant proposes to offer.

We have a transparent process in which we educate customers about the energy markets and then provide a an environment where suppliers compete for the customers business by bidding against each other. If a customer likes the prices received we help enroll them into an contract with the winning energy supplier. We have a 98% enrollment rate when we price energy for our customers and a 93% customer retention rate.

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

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

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

- Residential Customers
- Small Commercial Customers - (25 kW and Under)
- Large Commercial Customers - (Over 25 kW)
- Industrial Customers
- Governmental Customers
- All of above
- Other (Describe):
- Residential and Small Commercial Customers in a Mixed Meter Capacity -
 This customer class reflects situations in which a large commercial, industrial, and/or governmental customer account also contains features of residential and/or small commercial customers. In this instance, the residential and/or small commercial portion must be an incidental portion of the larger account. **This customer class alone does not allow marketing targeted directly to residential and/or small commercial customers.** Further information may be found in the Requirements Applicable to Mixed Meter Scenarios Secretarial Letter served March 25, 2011, at Docket No. M-2009-2082042.

f. **START DATE:** Provide the approximate date the Applicant proposes to actively market within the Commonwealth.

I would like to start as soon as possible as I have customers whose contracts are coming due. April 1, 2024 would be preferable

4. OPERATIONS

a. **APPLICANT'S PRESENT OPERATIONS:** *(select and complete the appropriate statement)*

Definitions

- Supplier – an entity that sells electricity to end-use customers utilizing the jurisdictional transmission and distribution facilities of an EDC.
- Aggregator - an entity that purchases electric energy and takes title to electric energy as an intermediary for sale to retail customers.
- Broker/Marketer - an entity that acts as an intermediary in the sale and purchase of electric energy but does not take title to electric energy.

The Applicant is presently doing business in Pennsylvania as a

- municipal electric corporation
- electric cooperative
- local gas distribution company
- provider of electric generation, transmission or distribution services
- broker/marketer engaged in the business of supplying electricity services
- Other; Identify the nature of service being rendered.

I currently broker energy deals through another company called Premiere Marketing Services dba "Transparent Energy" that has a license in PA

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)*:

- Supplier of electricity
- Aggregator engaged in the business of supplying electricity
- Broker/Marketer engaged in the business of supplying electricity services
 - Check here to verify that your organization will not be taking title to the electricity nor will you be making payments for customers.
- Electric Cooperative and supplier of electric power
- Other (Describe):

5. COMPLIANCE

- a. **CRIMINAL/CIVIL PROCEEDINGS:** State specifically whether the Applicant, an affiliate, a predecessor of either, or a person identified in this Application, has been or is currently the defendant of a criminal or civil proceeding within the last five (5) years.

Identify all such proceedings (active or closed), by name, subject and citation; whether before an administrative body or in a judicial forum. If the Applicant has no proceedings to list, explicitly state such. Applicant has no criminal proceedings to list or against the business or any officers.

- b. **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 against any officers or the company.

- c. **SUMMARY:** Provide a statement as to the resolution or present status of any proceedings or actions listed above. Additionally, provide details of any actions the applicant has undertaken that will prevent the items listed above from occurring if licensed in Pennsylvania.

No actions have ever occurred against this company.

6. PROOF OF SERVICE

***Required of ALL Applicants regardless of operating as a supplier, broker, marketer, or aggregator.
(Example Certificate of Service is attached at Appendix C)***

- a. **STATUTORY AGENCIES:** Pursuant to Section 5.14 of the Commission's Regulations, 52 Pa. Code §5.14, provide proof of service of a signed and verified Application with attachments on the following:

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

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

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

Department of Revenue
Bureau of Compliance
PO Box 281230
Harrisburg, PA 17128-1230

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

- b. **EDCs:** Pursuant to Sections 1.57 and 1.58 of the Commission's Regulations, 52 Pa. Code §§1.57 and 1.58, provide Proof of Service of the Application and attachments upon each of the Electric Distribution Companies the Applicant proposed to provide service in. Upon review of the Application, further notice may be required pursuant to Section 5.14 of the Commission's Regulations, 52 Pa. Code §5.14. Contact information for each EDC is as follows.

<p>Citizens' Electric Company: Citizens' Electric Company Attn: EGS Coordination 1775 Industrial Boulevard Lewisburg, PA 17837</p>	<p>Duquesne Light Company: Regulatory Affairs Duquesne Light Company 411 Seventh Street, MD 16-4 Pittsburgh, PA 15219</p>
<p>Met-Ed, Penelec, and Penn Power: Legal Department First Energy 2800 Pottsville Pike Reading PA, 19612</p>	<p>PECO: Manager Energy Acquisition PECO Energy Company 2301 Market Street Philadelphia, PA 19101-8699</p>
<p>Pike County Light & Power Company: Vice President – Energy Supply Coming Natural Gas Holding Corporation 330 West William Street Coming, NY 14830</p>	<p>PPL: Office of General Counsel Attn: Kimberly A. Klock PPL Two North Ninth Street (GENTW3) Allentown, PA 18101-1179</p>
<p>UGI: UGI Utilities, Inc. Attn: Rates Dept. – Choice Coordinator 1 UGI Drive Denver, PA 17517</p>	<p>Wellsboro Electric Company: Wellsboro Electric Company Attn: EGS Coordination 33 Austin Street P. O. Box 138 Wellsboro, PA 16901</p>
<p>West Penn Power: Legal Department West Penn Power d/b/a Allegheny Power 800 Cabin Hill Drive Greensburg, PA 15601-1689</p>	

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7. FINANCIAL FITNESS

a. **FINANCIAL SECURITY:** In accordance with 66 Pa. C.S. Section 2809(c)(1)(i), the Applicant is required to file a bond or other instrument to ensure its financial responsibilities and obligations as an EGS. Therefore, the Applicant is...

- Furnishing the **ORIGINAL** of an initial bond, letter of credit or proof of bonding to the Commission in the amount of \$250,000.
- Furnishing the **ORIGINAL** of another initial security for Commission approval, to ensure financial responsibility, such as a parental guarantee, in the amount of \$250,000.
- For Marketers and Brokers** - Filing for a modification to the \$250,000 requirement and furnishing the **ORIGINAL** of an initial bond, letter of credit or proof of bonding to the Commission in the amount of \$10,000. Applicant is required to provide information supporting an amount less than \$250,000. Such supporting information must include indication that the Applicant will not take title to electricity and will not pay electricity bills on behalf of its customers. Further details for modification may be described as well.

CRITICAL BONDING NOTES:

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

At least sixty days (60) prior to the security instrument's expiration date, EGS suppliers should email pc-puc-tus-energy@pagov.onmicrosoft.com or call (717)783-5242 to determine the appropriate bonding amount based on a percentage of suppliers gross receipts resulting from the sale of generated electricity consumed in Pennsylvania. Once the amount has been determined, suppliers 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 (preferred), 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 statements (3-12 recent consecutive months), tax returns from the previous two years, or any other information that demonstrates Applicant's financial fitness.

c. SUPPLIER FUNDING METHOD: If Applicant is operating as anything other than Broker/Marketer only, explain how Applicant will fund its operations. Provide all credit agreements, lines of credit, etc., and elaborate on how much is available on each item.

We are filing as a broker/marketer only and will be self funded

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

Our organization collects our fees from the winning supplier and it is included in the supplier rate.

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.

Luke McAuliffe, 111 Downing Avenue, Sea Cliff NY 11579
917-623-9554 telephone number. Fax# - None
Luke@auctionenergy.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. Submitting N/A on either the Sales Tax License Number or the Employer ID Number (items 7A and 7B) shall be accompanied by supporting documentation or an explanation validating the absence of such information.

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

8. TECHNICAL FITNESS:

To ensure that the present quality and availability of service provided by electric utilities does not deteriorate, the Applicant shall provide sufficient information to demonstrate technical fitness commensurate with the service proposed to be provided.

a. EXPERIENCE, PLAN, STRUCTURE: such information may include:

- Applicant's previous experience in the electricity industry.
- Summary and proof of licenses as a supplier of electric services in other states or jurisdictions.
- Type of customers and number of customers Applicant currently serves in other jurisdictions.
- Staffing structure and numbers as well as employee training commitments.
- Business plans for operations within the Commonwealth.
- Documentation of membership in PJM, ECAR, MAAC, other regional reliability councils, or any other membership or certification that is deemed appropriate to justify competency to operate as an EGS within the Commonwealth.
- Any other information appropriate to ensure the technical capabilities of the Applicant.

b. PROPOSED MARKETING METHOD (check all that apply)

- Internal – Applicant will use its own internal resources/employees for marketing
- External EGS – Applicant will contract with a PUC LICENSED EGS broker/marketer
- Affiliate – Applicant will use a NON-EGS affiliate marketing company and or individuals.
- External Third-Party – Applicant will contract with a NON-EGS third party marketing company and or individuals
- Other (Describe):

c. DOOR TO DOOR SALES: Will the Applicant be implementing door to door sales activities?

- Yes
- No

If yes, will the Applicant be using verification procedures?

- Yes
- No

If yes, describe the Applicant's verification procedures.

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- 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.

We work through referrals from existing customers as well as referrals through other business organizations - utility bill consultants, networking at Industry Events, as well as responses to articles we regularly publish

- 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.

I have included my resume as I am the only officer of the company

- 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. 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.

12. NEWSPAPER PUBLICATIONS

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

All Applicants MUST include a Commission issued Docket Number in their publications. Docket Numbers are issued to new applicants when an application packet is submitted to the PUC's Secretary's Bureau. **Newspaper publications published without a Commission issued Docket No. will be rejected.** For more information, see 52 Pa. Code § 54.35.

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 to the Commission before the applicant is licensed.**

	Erie Times-News	Harrisburg Patriot-News	Philadelphia Daily News or Philadelphia Inquirer	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

(Newspaper Publication Templates are provided at Appendices K and L)

13. **SIGNATURE**

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PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

Applicant: AuctionURenergy LLC

By: Luke McAuliffe

Title: Owner/President

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.

Applicant: AuctionUREnergy LLC

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

Applicant's Use

PUC Secretary's Bureau Use

Affidavits - A, B, C

Appendix A

APPLICATION AFFIDAVIT

[Commonwealth/State] of New York State :

County of Nassau

Luke McAuliffe, Affiant, being duly [sworn/affirmed] according to law, deposes and says that: He/she is the Principal/Owner (Office of Affiant) of AuctionURenergy LLC (Name of Applicant); [That he/she is authorized to and does make this affidavit for said Applicant;]

That the Applicant herein Luke McAuliffe of AuctionURenergy LLC has the burden of producing information and supporting documentation demonstrating its technical and financial fitness to be licensed as an electric generation supplier pursuant to 66 Pa. C.S. § 2809 (B).

That the Applicant herein Luke McAuliffe of AuctionURenergy LLC has answered the questions on the application correctly, truthfully, and completely and provided supporting documentation as required.

That the Applicant herein Luke McAuliffe of AuctionURenergy LLC acknowledges that it is under a duty to update information provided in answer to questions on this application and contained in supporting documents.

That the Applicant herein Luke McAuliffe of AuctionURenergy LLC acknowledges that it is under a duty to supplement information provided in answer to questions on this application and contained in supporting documents as requested by the Commission.

That the facts above set forth are true and correct to the best of his/her knowledge, information, and belief, and that he/she expects said Applicant to be able to prove the same at hearing.



Signature of Affiant

DATE OF DEPOSIT

MAR 14 2024

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

Sworn and subscribed before me this 12th day of March, 2024.



Signature of official administering oath

My commission expires _____
LUCY GIOINO
Notary Public, State of New York
Reg. No. 01GI6167210
Qualified in Nassau County
Commission Expires May 29, 2027

Appendix B

OPERATIONS AFFIDAVIT

DATE OF DEPOSIT

MAR 14 2024

State of New York:

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

County of Nassau

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

He is the Principal/Owner of AuctionUrenergy. LLC

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

That Luke McAuliffe of AuctionURenergy LLC, the Applicant herein, acknowledges that [Applicant] 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 Luke McAuliffe of AuctionURenergy LLC, the Applicant herein, asserts that [he/she/it] possesses the requisite technical, managerial, and financial fitness to render electric service within the Commonwealth of Pennsylvania and that the Applicant will abide by all applicable federal and state laws and regulations and by the decisions of the Pennsylvania Public Utility Commission.

That Luke McAuliffe of AuctionURenergy LLC, the Applicant herein, certifies to the Commission that it is subject to, will pay, and in the past has paid, the full amount of taxes imposed by Articles II and XI of the Act of March 4, 1971 (P.L. 6, No. 2), known as the Tax Reform Act of 1971 and any tax imposed by Chapter 28 of Title 66. The Applicant acknowledges that failure to pay such taxes or otherwise comply with the taxation requirements of Chapter 28, shall be cause for the Commission to revoke the license of the Applicant. The Applicant acknowledges that it shall report to the Commission its jurisdictional Gross Receipts and power sales for ultimate consumption, for the previous year or as otherwise required by the Commission. The Applicant also acknowledges that it is subject to 66 Pa. C.S. §506 (relating to the inspection of facilities and records).

As provided by 66 Pa. C.S. §2810 (C)(6)(iv), Applicant, by filing of this application waives confidentiality with respect to its state tax information in the possession of the Department of Revenue, regardless of the source of the information, and shall consent to the Department of Revenue providing that information to the Pennsylvania Public Utility Commission.

Appendix B (Continued)

That Luke McAuliffe of AuctionURenergy LLC, the Applicant herein, acknowledges that it has a statutory obligation to conform with 66 Pa. C.S. §506, §2807 (C), §2807(D)(2), §2809(B) and the standards and billing practices of 52 PA. Code Chapter 56.

That the Applicant agrees to provide all consumer education materials and information in a timely manner as requested by the Bureau of Public Liaison or other Commission bureaus. Materials and information requested may be analyzed by the Commission to meet obligations under applicable sections of the law.

That the facts above set forth are true and correct/true and correct to the best of his/her knowledge, information, and belief.



Signature of Affiant

Sworn and subscribed before me this 12th day of March, 2024.



Signature of official administering oath

My commission expires _____
LUCY GIOINO
Notary Public, State of New York
Reg. No: 01GI6167210
Qualified in Nassau County
Commission Expires May 29, 2027

Appendix C

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

Example CERTIFICATE OF SERVICE

On this the 13th day of March 2024, 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 hard copy or a searchable PDF version on a cd-rom or a USB flash drive, upon the following:

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

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

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

Department of Revenue
Bureau of Compliance
PO Box 281230
Harrisburg, PA 17128-1230

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

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

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

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

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

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

Legal Department
First Energy
2800 Pottsville Pike
Reading PA, 19612

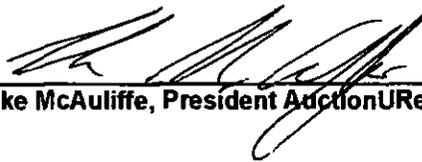
UGI Utilities, Inc.
Attn: Rates Dept. – Choice Coordinator
1 UGI Drive
Denver, PA 17517

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

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

DATE OF DEPOSIT

MAR 14 2024


Luke McAuliffe, President AuctionURenergy LLC.



DATE OF DEPOSIT

MAR 14 2024

Company Name: AuctionURenergy LLC

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

Staff Profiles:

Luke McAuliffe – President/Founder

Luke McAuliffe is an energy management expert and advisor who has been in the energy industry for 20+ years. He works with some of the largest and most sophisticated energy buyers in the country. He has sold and managed hundreds of energy contracts which equate to over 5 Billion kWh's of electricity and more than 10 million dth's of natural gas. Prior to forming AUE, Luke held executive positions at numerous companies including Transparent Energy (President) CPower and World Energy – the original firm that created "Online Auctions" for energy procurement.

Luke is the recipient of the prestigious F.E.M.P. award from FERC for his creation of a competitive contracting vehicle (via reverse auction process) for federal facilities to enroll in Demand Response programs. He also developed and held the first online auctions for a Community Choice Aggregation's (CCA's) for Sustainable Westchester and Yonkers.

Luke believes in developing and maintaining long term customer relationships, which is demonstrated by AUE's 94% customer retention rate. When done properly, he strongly believes that auctions yield the best results for customers in a transparent and risk-free environment. He holds a Master's Degree in Energy Management from NYIT, a C.E.P. from AEE and a B.A. in Political Science from Hofstra University.

When not working, Luke enjoys hiking with his family (they have climbed all the peaks in the Northeast), traveling, coaching basketball/baseball/and soccer for his son and daughters teams as well as playing competitive basketball himself.



Org. Structure

Bob Graziano – VP Operations

Bob's technological knowledge and skills continually redefine how AuctionURenergy carries out its daily operations in the most efficient and productive manner possible. As Director of Operations, Bob is responsible for ensuring that AUE and its employees are always in an optimal position to succeed and be productive. He focuses on improving internal processes, maintaining strong supplier relationships, and managing the pricing desk to ensure that all client deliverables meet AUE's high standards. Bob has been with AUE from the beginning and has helped the firm evolve into the organization it is today.

Bob possesses intimate knowledge of the customer life cycle and back-office functions in the energy domain from both a system and business perspective. Bob has an MBA from Seton Hall.

When he is not working, Bob is an avid sports fan whose favorite teams are the Washington Redskins and the NY Knicks. He also enjoys playing competitive basketball and was a star on an un-released reality show (ask him all about it!).



Mary Brennan – Client Services Manager

Mary has been with AUE since its founding and is the Account manager for all large energy users. Ms. Brennan supports "key customers" with program management, financial analysis, and support. She has experience in energy procurement, business planning, auction implementation, economic, financial, business case, and risk & cost-benefit analysis.

Mary holds a business degree from Queens College.

When not working, Mary enjoys spending time with her three kids, manages a local book club (with 40 members!), and is a yoga enthusiast.



DATE OF DEPOSIT

MAR 14 2024

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

George Dikanarov, Advisor - CPA

George Dikanarov serves AuctionURenergy in an advisory role. George is a consultant to the Private Equity and Real Estate industries, with primary focus on US and UK. George is a firm believer that the fine balance between quality and timeliness of service delivery is only possible when a service provider understands the risks, pain points and needs of their client.

George has worked with large and small clients at the Investment Manager (Private Equity, Venture Capital and Real Estate Managers) and Portfolio Companies (operational / commercial companies) level and has a strong network in the US and in Europe. George is a Certified Public Accountant (CPA) for the state of New York and he is a member of the American Institute of Certified Public Accountants (AICPA). George holds a BA with focus on Accounting from Hofstra University, NY.



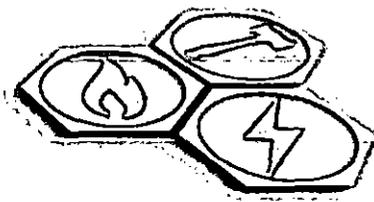
Sam Eldanaf - Strategic Corporate Advisor

Sam Eldanaf serves AUE in a corporate advisory role. He provides cross-sectional corporate strategy and business consulting services, working closely with our IT, Finance and Marketing teams. He is a Global Sales Executive with 15+ years in the energy management and technology space. Currently his core concentration is on developing strategic business partnerships in the Commercial and Industrial verticals.

Prior to working with AUE, Sam held various leadership roles in enterprise software sales and business consulting, as well as Founder and CEO of his own company for the better part of a decade. His experience in sales and consulting combined with his corporate sustainability background and leadership makes him an invaluable asset to AUE. Sam has a Business degree from Post University.

Sam is a world-traveler and tri-lingual – fluent in Arabic, English and French. He is also a health and wellness enthusiast who enjoys the gym, and golf. He is an active member in NYC social clubs where you can catch him rooting the loudest for his favorite soccer team – Arsenal!





AUE

AUCTIONURENERGY

#8 - Technical
Fitness
Documents

8. Technical Fitness

A: EXPERIENCE, PLAN, STRUCTURE:

- o Applicants previous experience in electricity industry:

Luke McAuliffe – President/Founder

Luke McAuliffe is an energy management expert and advisor who has been in the energy industry for 20+ years. He works with some of the largest and most sophisticated energy buyers in the country. He has sold and managed hundreds of energy contracts which equate to over 5 billion kWh's of electricity and more than 10 million dth's of natural gas. Prior to forming AUE, Luke held executive positions at numerous companies including Transparent Energy (President) CPower and World Energy – the original firm that created "Online Auctions" for energy procurement.

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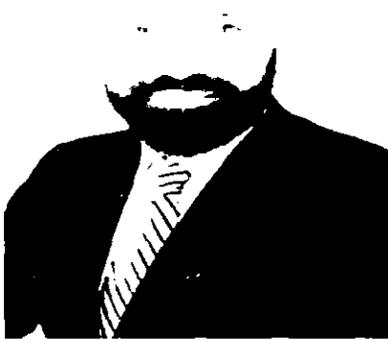
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George has worked with large and small clients at the Investment Manager (Private Equity, Venture Capital, and Real Estate Managers) and Portfolio Companies (operational / commercial companies) level and has a strong network in the US and in Europe. George is a Certified Public Accountant (CPA) for the state of New York, and he is a member of the American Institute of Certified Public Accountants (AICPA). George holds a BA with focus on Accounting from Hofstra University, NY.



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- **Summary and Proof of licenses**

- Currently we are headquartered out of NYS where we do not require a license yet.
- We have an NJ license (attached).
- We will be getting licenses in all states where they are available.

- **Type of Customers we serve and number of customers in other Jurisdictions:**

Company Name: AuctionURenergy LLC

Customers served: Currently we serve *23 Customers*, which are mainly Large Commercial Companies located in PA, CT, NY, NJ. We represent 1.4 Billion kwh's of electricity and over 2.235 million Dth annually.

Logo:



Overview: AuctionURenergy LLC is a trusted energy brokerage firm specializing in helping Large Commercial and Industrial customers (as well as CCA's) manage risk and minimize energy costs. With a team of experienced energy professionals, we are dedicated to delivering customized energy solutions that align with our clients' financial and sustainability goals. **We have been in business since March 06, 2016.** However, the owner of AUE has been in the energy Industry for 20+ years and in the Energy Procurement Industry specifically for 15+ Years.

Mission Statement: Our mission is to empower businesses to make informed decisions about their energy needs, reduce energy expenses, and contribute to a sustainable future.

Core Values:

- **Expertise:** We bring extensive knowledge and expertise in the energy industry to deliver valuable solutions to our clients.
- **Integrity:** We operate with the highest level of integrity, transparency, and ethical standards in all our interactions.
- **Client-Centricity:** Our clients' success is our priority, and we tailor our services to meet their unique needs.
- **Sustainability:** We are committed to promoting sustainable energy practices and helping our clients reduce their carbon footprint.
- **Innovation:** We stay at the forefront of industry trends and technology to provide cutting-edge energy solutions.

Services:

- **Energy Procurement:** We assist clients in procuring energy contracts that optimize pricing and terms to reduce costs.
- **Energy Audits:** Our team discusses and helps identify opportunities for potential energy efficiency improvements.
- **Renewable Energy Solutions:** We offer guidance on incorporating renewable energy sources such as solar and wind into energy portfolios.
- **Demand Response Programs:** We help clients participate in demand response programs to earn incentives.
- **Energy Conservation:** We provide strategies and recommendations to reduce energy consumption and lower utility bills.

Clients: We serve a diverse range of clients across various industries, including commercial real estate, manufacturing, healthcare, and hospitality. Some of our valued clients include:

- Sustainable Westchester
- Harrisburg Community College
- Sekisui Chemical Co., LTD
- Medisys Health Network

Contact Information:

- **Address:** 111 Downing Avenue, New York, NY 11579
- **Phone:** (917) 623-9554
- **Email:** Luke@AuctionURenergy.com
- **Website:** www.auctionurenergy.com

1. Leadership Team:

- **Luke McAuliffe** (President/Founder)
- **Bob Graziano** (VPO)
- **George Dikanarov** (CFO)

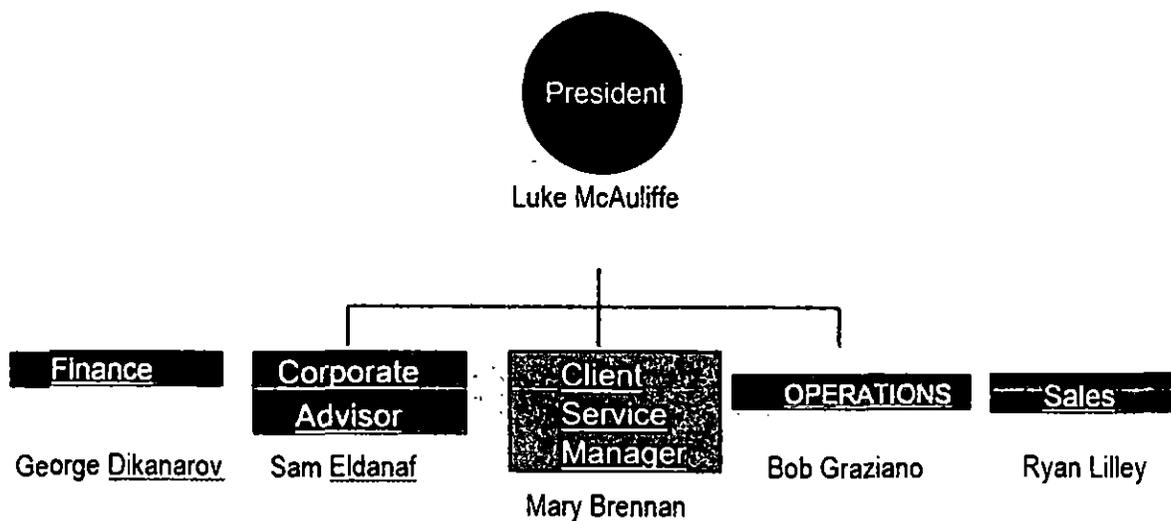
- **Certifications and Awards:**

- Certified Energy Procurement Professional (CEP)
- FEMP Award for Demand Response (Federal Energy and Water Management Award)

Company Culture: At AuctionURenergy LLC, we foster a culture of continuous learning, collaboration, and sustainability. We encourage our employees to stay updated on industry trends and provide them with opportunities for professional growth. Our commitment to sustainability extends beyond our services to our daily operations, reflecting our dedication to creating a greener future for all.

- Staffing Structure/numbers/employee training commitments

ORGANIZATIONAL CHART - LEADERSHIP



- AUE currently has 5 employees.
- Employee Training: As a small business all departments are continuously training on a weekly basis.
 - We have a weekly Monday morning meeting to discuss all aspects of the business.
 - Each Department has a weekly meeting to review all existing and potential customers.
 - We have a quarterly offsite meeting to train and discuss how to improve processes.
 - We have an annual conference where we review the Fiscal Year and each department presents a historical overview as well as ideas on how to improve the department for the upcoming year (increase head count, technology, etc.)

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

1. Sign up 5 new channel partners - continuous.
2. Hire 1 Administrative Staff (Pricing Desk Position) and 1 Sales Staff, Q2, 2024
3. Open satellite office in Q3, 2024
4. Sign 10 new Large C&I customers by Q4, 2024

- **Documentation of membership in PJM, ECAR, MAAC,**

- We are applying to be a broker so do not have these memberships or certifications.

B, and C: Answered on sheet. We do all marketing internally and do not do door-to-door sales.

D: Oversight of Marketing: All marketing is done internally and approved by management. No material is created or used without internal approvals. We do not use subcontractors, but we do use channel partners to meet potential customers. These channel partners do not represent the company but only set up meetings that our staff attend in person.

We do not work with small customers but only large Commercial and Industrial ones.

DATE OF DEPOSIT

MAR 14 2024

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

Experience in Energy Industry



Luke McAuliffe
President

-Resume

Contact:

Luke McAuliffe
(917) 623-9554
www.AuctionURenergy.com

I am an executive level sales professional with over \$2 Billion dollars in energy contracts over my career. I am skilled in implementing and teaching consultative selling techniques to identify and meet the technical, operational, and financial needs of C level clients. I enjoys training, mentoring, and encouraging the best from his fellow employees.

Summary of Achievements:

- ❖ Directly transacted over 100,000 MWh annually over the last 5 years
- ❖ Restructured “go to market” approach at Transparent Energy by streamlining the energy procurement process for sales and operations leading to a refocusing on company resources to acquire and retain large clients at a success rate of 93%
- ❖ Oversaw the first competitive auction for Demand Response services at World Energy where companies compete on our online real-time Exchange for our clients load reduction capabilities
- ❖ Enrolled the first GSA facility into DR program through a series of competitive auctions and created a blueprint to replicate this process nationwide
- ❖ Received the 2013 Federal Energy & Water Management Award from the DOE for exceptional accomplishment in energy management in the Federal Sector
- ❖ Landed the first “Reserves” client (\$1.5M deal) and first “Regulation” client (\$3.6M deal) in NYS with CPower
- ❖ Developed Pricing model at Energy Curtailment Specialists that increased DR revenues by 22% and reduced administrative costs by over 60%

Education & Certifications:

New York Institute of Technology
M.S. Energy Management, (2012)
Certificate in Building Mgmt, (2010)

Hofstra University
B.S. Political Science – (2000)

Certified Energy Procurement Professional (CEP)

Relevant Professional Summary

AuctionURenergy LLC
Founder/President - Sea Cliff, NY
March 2016 – Present

**Ran this company simultaneously while running Transparent Energy

- Created company and enrolled 50 Large C&I customers in various ISO's around the company
- Managed all aspects of organizations from including sales, marketing, contract creation/negotiation, finance, etc.
- Implemented CRM system to track all customer engagements as well as ensuring timely renewals.

Transparent Energy
President, Apr 2019 - Present

- Manage a staff of 35 people for tech-based Energy Management Company.
- Full authority of strategic planning, operations and responsible for companies year over year revenue growth.
- Scaled company to 500% growth over 5 year period

World Energy - Worcester, MA
VP of Demand Response & Retail Sales, Aug 2010 – April 2016

- Managed a staff of 8 sales professionals. Assisted in educating and enrolling customers into any and all available Demand Response offered in their regions.
- Spearheaded the processes and infrastructure necessary to initiate competitive auctions in the New York, New England, Texas, Mid-Atlantic and California Demand Response markets
- Successfully performed over 60 competitive auctions in our debut year and enrolled over 250MW's/\$10 million of DR services over the past 18M
- Piloted an “on-billing” financing option that allows us to combine procurement with efficiency projects

CPower - New York, NY
GM/Sales Executive for NYS, Jan 2007 – Aug 2010

- Responsible for selling a suite of Demand Response services including critical corporate differentiator: Reserve and Regulation programs.
- Quadrupled revenues from NYC region, increasing sales from \$1.5M in 2007 to \$6M in 2008, and exceeded quota by 34% in 2008 and by 27% in 2009
- Penetrated multiple Demand Response markets (PJM, NEISO, ERCOT, CAISO, NYISO) by landing deals for large C&I/Manufacturing/Healthcare
- Developed and supervised a 20+ partnership program. Lead ongoing mentoring/training on CPower's full suite of DR Programs & DSM

2

Business Entity Filings
& Registration
Documents

PA Department of
State Filings

DATE OF DEPOSIT

MAR 14 2024

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU



0013706722



COMMONWEALTH OF PENNSYLVANIA
 Department of State
 Bureau of Corporations and Charitable Organizations
 PO Box 8722
 Harrisburg, Pennsylvania 17105-8722
FOREIGN REGISTRATION STATEMENT
 Fee: \$250

Pennsylvania Department of State

-FILED-

File #: 0013706722
 Date Filed: 1/10/2024

B0646-2761 01/10/2024 12:09 PM Received by Pennsylvania Department of State

DSCB:15-412 (rev. 2/2017)	
In compliance with the requirements of 15 Pa.C.S. § 412 (relating to foreign registration statement), the undersigned foreign association hereby states that:	
Foreign Business Type	
Filing type	Foreign Limited Liability Company
LLC filing type	Limited Liability Company
Association Name	
The full and proper name of the foreign association as registered in its jurisdiction of formation is	AuctionURenergy LLC
Business name in Pennsylvania	AuctionURenergy LLC
Effective Date	
The filing shall be effective when filed with the Department of State	
Additional Information	
Jurisdiction of Formation	DELAWARE
Select one of the following	The association may not have series.
The street address of the association's principal office.	
Principal Office Address	LUKE MCAULIFFE 111 DOWNING AVENUE SEA CLIFF, NY 11579
The mailing address of the association's principal office.	
Mailing Address	LUKE MCAULIFFE 111 DOWNING AVENUE SEA CLIFF, NY 11579
Home Jurisdiction Addresses	
Select one	The association's home jurisdiction requires the association to maintain a street and mailing address in that jurisdiction.
Home Jurisdiction Street Address	HARVARD BUSINESS SERVICES 16192 COASTAL HIGHWAY LEWES, DE 19958
Home Jurisdiction Mailing Address	HARVARD BUSINESS SERVICES 16192 COASTAL HIGHWAY LEWES, DE 19958
Registered Office	
The name of the commercial registered office provider and the county of venue is	PA PUBLIC UTILITY COMMISSION
Pennsylvania Registered Agent LLC	SECRETARY'S BUREAU
Commercial Registered Office Provider	
Venue and Publication County	ERIE
Additional provisions, if any	
Additional provisions	

DATE OF DEPOSIT**MAR 14 2024**

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

Electronic Signature

IN TESTIMONY WHEREOF, the above-named association has caused this Foreign Registration Statement to be signed by a duly authorized representative

Full Name	Title	Date
Luke McAuliffe	President	01/10/2024



Company Name: AuctionUReenergy LLC

*

Staff Officer Profile (1 officer):

*Name & Address
of officer*

Luke McAuliffe – President/Founder

111 Downing Avenue, Sea Cliff NY 11579

Luke McAuliffe is an energy management expert and advisor who has been in the energy industry for 20+ years. He works with some of the largest and most sophisticated energy buyers in the country. He has sold and managed hundreds of energy contracts which equate to over 5 Billion kWh's of electricity and more than 10 million dth's of natural gas. Prior to forming AUE, Luke held executive positions at numerous companies including Transparent Energy (President) CPower and World Energy – the original firm that created "Online Auctions" for energy procurement.

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RECEIVED

MAR 18 2024

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

or domestic use.

of insurance (restrictions apply).*

International destinations

 **UNITED STATES POSTAL SERVICE.** *Retail*

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03/14/24
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EXPECTED DELIVERY DAY: 03/18/24

C000

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HARRISBURG PA 17120-0211



USPS TRACKING® #



9505 5148 2807 4074 4409 42



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★ MAIL ★

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ORDER FREE SUPPLIES ONLINE

FROM:

M Luke McAuliffe
111 Downing Ave.
Sea Cliff, NY 11579

TO:

*Pennsylvania Public Utility Commission
Secretary's Bureau
400 North Street, Keystone Building
Harrisburgh, PA 17120*

Label 228, March 2016

FOR DOMESTIC AND INTERNATIONAL USE