



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

DATE OF DEPOSIT

June 20, 2024

AUG 2 2024

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

Dear Secretary's Bureau:

Enclosed is an application to become an Natural Gas 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

BEFORE THE PENNSYLVANIA PUBLIC UTILITY COMMISSION

Application of AuctionURenergy LLC, d/b/a N/A, for approval to offer, render, furnish, or supply natural gas supply 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 d/b/a fictitious name), primary address, web address, and telephone number of Applicant:

DATE OF DEPOSIT

AuctionURenergy LLC
 111 Downing Avenue, Sea Cliff NY 11579
<http://www.auctionurenreqy.com>
 516-744-0785

AUG 2 2024

PA PUBLIC UTILITY COMMISSION
 SECRETARY'S BUREAU

- 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 number

- 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
 Direct Number: 917-623-9554 No Fax Number
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 I will provide contact information for reference/files. James W. Versocki, Esq. (jversocki@abollaw.com) Archer, Byington, Glennon & Leine LLC One Huntington Quadrangle, Suite 4C10, Melville, NY 11747. Phone = 631-249-6565 Fax = 631-777-6906

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.

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

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 DSCB: 54-311.

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. § 412 relating to Department of State filing requirements.

or

The Applicant is a:

- domestic general partnership (*)
- domestic limited partnership (15 Pa.C.S. § 8621)
- foreign general or limited partnership (15 Pa.C.S. §§ 411 and 412)
- domestic limited liability partnership (15 Pa.C.S. §§ 8201 and 8221)
- foreign limited liability general partnership (15 Pa.C.S. §§ 411 and 412)
- foreign limited liability limited partnership (15 Pa.C.S. §§ 411 and 412)

- 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. §§ 411 and 412.

or

✓ The Applicant is a:

- domestic corporation (15 Pa.C.S. § 1308)
- foreign corporation (15 Pa.C.S. §§ 411 and 412)
- domestic limited liability company (15 Pa.C.S. § 8821)
- foreign limited liability company (15 Pa.C.S. §§ 411 and 412)
- 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

2. AFFILIATES AND PREDECESSORS

(both in state and out of state)

a. **AFFILIATES:** Give name and address of any affiliates currently doing business and state whether the affiliates 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 any predecessors of the Applicant and provide the names under which the Applicant has operated, 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. **RELATED DOCKET NUMBERS:** Provide the Docket Numbers for any previous Pennsylvania PUC licenses for the Applicant, all affiliates, and any predecessors. If the Applicant does not have any related Docket Numbers, explicitly state so.

I have an application in for electricity and have this docket number A-2024-3048314 .

3. OPERATIONS

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

Definitions

- Supplier – an entity which provides natural gas supply services to retail gas customers utilizing the jurisdictional facilities of a natural gas distribution company
- Broker/Marketer - an entity that acts as an intermediary in the sale and purchase of natural gas but does not take title to the natural gas.

- The Applicant is presently doing business in Pennsylvania as a
- natural gas interstate pipeline
 - municipality providing service outside its municipal limits
 - local gas distribution company
 - retail supplier of natural gas services in the Commonwealth
 - a natural gas producer
 - a broker/marketer engaged in the business of supplying natural gas 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:

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

c. **PROPOSED SERVICES:** Describe in detail the natural gas supply services which the Applicant proposes to offer.

We have a transparent process in which we educate customers about the energy markets and then provide 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 a 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 Natural Gas Distribution Company for which the Applicant proposes to provide service.

- | | |
|---|---|
| <input type="checkbox"/> Columbia | <input type="checkbox"/> Philadelphia Gas Works |
| <input type="checkbox"/> National Fuel Gas | <input type="checkbox"/> UGI Utilities – Gas Division |
| <input type="checkbox"/> PECO | <input type="checkbox"/> Valley Energy |
| <input type="checkbox"/> Peoples Natural Gas Company - Peoples Natural Gas Division | |
| <input type="checkbox"/> Peoples Natural Gas Company - Peoples Gas Division | |
- ✓ All of the above

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

- Residential Customers
- Small Commercial Customers - (Less than 6,000 Mcf annually)
- Large Commercial Customers - (6,000 Mcf or more annually)
- 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 Licensing Requirements Applicable to Mixed Meter Scenarios Secretarial Letters served March 25, 2011, and July 3, 2013, 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 – 09-01-2024

4. 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 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.

The applicant has no actions or complaints against any officers or the company.

- c. **SUMMARY:** If applicable; provide a statement as to the resolution or present status of any 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 been taken against this company.

5. 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 Sections 1.57, 1.58, and 62.103(c) of the Commission's Regulations, 52 Pa. Code §§ 1.57, 1.58, and 62.103(c), provide proof of service of a signed and verified Application with attachments on the following:

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

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

Office of Small Business Advocate
Forum Place
555 Walnut Street, 1st Floor
Harrisburg, PA 17101

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

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

b.) **NGDCs:** Pursuant to Sections 1.57, 1.58, and 62.103(c) of the Commission's Regulations, 52 Pa. Code §§ 1.57, 1.58, and 62.103(c), provide Proof of Service of the Application and attachments upon each of the Natural Gas 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 NGDC is as follows.

<p>Columbia Gas of PA, Inc. Transport Support Services 290 W. Nationwide Blvd. Columbus, OH 43215 PH: 614.460.4980 e-mail: transportevaluations@nisource.com</p>	<p>National Fuel Gas Distribution Corp. Daniel Czechowicz, Director – Gas Supply Administration 6363 Main Street Williamsville, NY 14221 PH: 716.857.6917 e-mail: czechowiczd@natfuel.com</p>
<p>Peoples Natural Gas Company LLC – Peoples Natural Gas Division Carol Scanlon 375 North Shore Drive Pittsburgh, PA 15212 PH: 412.208.6931 FAX: 412.208.6577 e-mail: Carol.Scanlon@peoples-gas.com</p>	<p>Peoples Natural Gas Company LLC – Peoples Gas Division Carol Scanlon 375 North Shore Drive Pittsburgh, PA 15212 PH: 412.208.6931 FAX: 412.208.6577 e-mail: Carol.Scanlon@peoples-gas.com</p>
<p>PECO Suzette Adams, Sr. Manager, Gas Supply and Transportation 2301 Market Street, S-18 Philadelphia, PA 19103 PH: 215.841.6467 Email: Suzette.Adams@exeloncorp.com</p>	<p>Philadelphia Gas Works Ryan Reeves, Director Supply Transportation & Control 800 West Montgomery Avenue Philadelphia, PA 19122 PH: 215.787.5103 email: pgwchoicesupply@pgworks.com</p>
<p>UGI Utilities, Inc. – Gas Division Sherry Epler 1 UGI Drive Denver, PA 17517 PH: 610.796.3447 Email: sepler@ugi.com</p>	<p>Valley Energy Inc. Ed Rogers 523 South Keystone Avenue Sayre, PA 18840-0340 PH: 570.888-9664 FAX: 570.888.6199 email: erogers@ctenterprises.org</p>

6. FINANCIAL FITNESS

- a. **BONDING:** In accordance with 66 Pa.C.S. § 2208(c), no natural gas supplier license shall be issued or remain in force unless the applicant or holder furnishes a bond or other security in a form and amount to ensure the financial responsibility of the natural gas supplier. The criteria used to determine the amount and form of such bond or other security shall be set by each NGDC. Provide documentation that the applicant has met the security requirement of each NGDC by submitting the letters sent by the NGDCs stating what bonding amounts they require. The contact information is located in Section 6.b.
- 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.

Edward J. Behar, CPA
Behar & Company
150 Broadhollow Road, Suite PH-12
Melville, NY 11747
www.Beharandcompany.com
Tel: 631-470-7977
Fax: 631-470-7974

- f. **TAXATION:** Complete the TAX CERTIFICATION STATEMENT attached as Appendix D 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.

7. TECHNICAL FITNESS:

To ensure that the present quality and availability of service provided by natural gas distribution companies 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 natural gas industry.
- Summary and proof of licenses as a supplier of natural gas 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.
- 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 NGS – Applicant will contract with a **PUC LICENSED NGS**
- Affiliate – Applicant will use a **NON-NGS affiliate that is a nontraditional marketer and/or marketing services consultant**
- External Third-Party – Applicant will contract with a **NON-NGS third party nontraditional marketer and/or non-selling marketer**
- 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.

Our process allows us to ensure that sales, the customer, and all suppliers have 100% transparency into all transactions. Customer must sign an LOA, we have a "Pre-Auction Call" with sales, operations, and the customer and review the markets and expected prices. All information is entered into our CRM system to track and review as well. All deals are reviewed and approved in the CRM system before they are allowed to be processed. We also train employees weekly on proper ways to work any/all commodity transactions.

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. We do not do mass marketing but do publish articles on linkedin mainly where we use a professional writer to ensure accuracy of all content.

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 - Luke McAuliffe

8. **DISCLOSURE STATEMENT:**

(Not applicable for an applicant applying for a license exclusively as a broker/marketer.)

DISCLOSURE STATEMENTS: If proposing to serve Residential and/or Small Commercial (less than 6,000 Mcf annually) Customers, provide a Residential and/or Small Commercial disclosure statement. A sample disclosure statement is provided as Appendix E to this Application.

- Natural gas 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.

9. VERIFICATIONS, ACKNOWLEDGEMENTS, AND AGREEMENTS

- a. **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 § 62.114.

✓ AGREED

- b. **REPORTING REQUIREMENTS:** Applicant agrees to provide the following information to the Commission:
- **Reports of Gross Receipts:** Applicant shall file an annual report with the Commission on an annual basis no later than April 30th following the end of the calendar year per 52 Pa. Code § 62.110.

✓ AGREED

- c. **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. § 2208(d) and 52 Pa. Code § 62.112(a). Transferee will be required to file the appropriate licensing application.

✓ AGREED

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

✓ ACKNOWLEDGED

- e. **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 § 62.105.

✓ AGREED

- f. **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. §§ 4902, 4903, and 4904, relating to perjury and falsification in official matters.

✓ AGREED

- g. **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 thirty (30) days, as to the specifics of any changes which have a significant impact on the conduct of business in Pennsylvania. See 52 Pa. Code § 62.105.

✓ AGREED

- h. **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

- i. **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

10. AFFIDAVITS

(All 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 Public Utility Code of Pennsylvania and applicable federal and state laws. An example copy of this Affidavit can be found at Appendix B.

11. 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 § 62.107.

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 NGDC. For example, an applicant that wants to operate in Peoples Natural Gas - Peoples Natural Gas Division would need to run ads in The Erie Times-News, the Pittsburgh Post-Gazette, and the Johnstown Tribune-Democrat. 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
Columbia Gas	X	X		X		X	X
National Fuel Gas	X			X			
PECO			X				
Peoples Natural Gas – Peoples Natural Gas Division	X			X			X
Peoples Natural Gas – Peoples Gas Division				X			
Philadelphia Gas Works			X				
UGI Utilities – Gas Div.	X	X	X	X	X	X	X
Valley Energy					X	X	
Entire Commonwealth	X	X	X	X	X	X	X

(Newspaper Publication Templates are provided at Appendices F and G)

DATE OF DEPOSIT

AUG 2 2024

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

12. **SIGNATURE**

Applicant: Luke McAuliffe

By: 

Title: President/Owner

13. CHECKLIST

For the applicant's convenience, please use the following checklist to ensure all relevant sections are complete: The Commission Secretary's Bureau will not accept an application unless each of the following sections is complete.

Applicant: AuctionURenergy LLC

Applicant's Use	Signature	
	Filing Fee (ONLY CERTIFIED CHECK OR MONEY ORDER)	
	Application Affidavit	
	Operations Affidavit	
	Tax Certification Statement	
	Commonwealth Department of State Verification	
	Certificate of Service	

PUC Secretary's Bureau

Appendix A

APPLICATION AFFIDAVIT

DATE OF DEPOSIT

State of New York:

AUG 2 2024

ss.

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/she is the
Principle/Owner (Office of Affiant) of AuctionURenergy LLC. That he is authorized to and does make this
affidavit for said Applicant:

That the Applicant herein AuctionURenergy LLC has the burden of producing information and supporting
documentation demonstrating its technical and financial fitness to be licensed as a natural gas supplier pursuant to
66 Pa.C.S. § 2208 (c)(1) and 52 Pa. Code § 62.109(a).

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

That the Applicant herein 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 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

Sworn and subscribed before me this 21 day of June, 2024.


Signature of official administering oath

My commission expires 8/23/2025

KRISTINE SHAHIPOUR
Notary Public, State of New York
No. 01SH5016972
Qualified in Nassau County
Commission Expires August 23, 2025

Appendix B

OPERATIONS AFFIDAVIT

DATE OF DEPOSIT

AUG 2 2024

State of New York:

County of Nassau

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

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

He is the Principle/Owner of AuctionURenergy LLC.

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

That AuctionURenergy LLC, the Applicant herein, acknowledges that AuctionURenergy LLC may have obligations pursuant to this Application consistent with the Public Utility Code of the Commonwealth of Pennsylvania, Title 66 of the Pennsylvania Consolidated Statutes; or with other applicable statutes or regulations including Emergency Orders which may be issued verbally or in writing during any emergency situations that may unexpectedly develop from time to time in the course of doing business in Pennsylvania.

That AuctionURenergy LLC, the Applicant herein, asserts that he possesses the requisite technical, managerial, and financial fitness to render natural gas supply 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 AuctionURenergy LLC, the Applicant herein, acknowledges that failure to comply with any provision of Chapter 22 of the Public Utility Code or the rules, regulations, orders or directives of the Department of Revenue or of the Commission, including, but not limited to, engaging in anticompetitive behavior, shall be cause for the Commission to revoke the Applicant's license. See 66 Pa.C.S. § 2208(c)(2). The Applicant acknowledges that it shall report to the Commission its jurisdictional natural gas 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).

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 AuctionURenergy LLC, the Applicant herein, acknowledges that it has a statutory obligation to conform with 66 Pa.C.S. § 506 and the standards and billing practices of 52 Pa. Code Chapter 56.

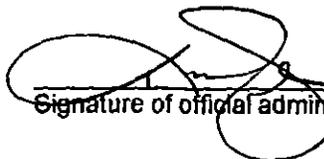
That the Applicant agrees to provide all consumer education materials and information in a timely manner as requested by the Office of Communications or other Commission bureaus. Materials and information requested may be analyzed by the Commission to meet obligations under applicable sections of the 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 21 day of June, 2024.



Signature of official administering oath

My commission expires 8/23/2025.

KHRISTINE SHAHIPOUR
Notary Public, State of New York
No. 01SH5016972
Qualified in Nassau County
Commission Expires August 23, 2025

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

CERTIFICATE OF SERVICE TEMPLATE

On this the 24 day of June 2024, I certify that a true and correct copy of the foregoing application form for licensing within the Commonwealth of Pennsylvania as a Natural Gas Supplier and all **NON-CONFIDENTIAL** attachments have been served, as either a hardcopy or a searchable PDF version on a cd-rom or a USB flash drive, upon the following:

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

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

Office of Small Business Advocate
Forum Place
555 Walnut Street, 1st Floor
Harrisburg, PA 17101

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

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

Columbia Gas of PA, Inc.
Transport Support Services
2301 Market Street,
Columbus, OH 43215
PH: 614.460.4980
e-mail: transportevaluations@nisource.com

National Fuel Gas Distribution Corp.
Daniel Czechowicz, Director – Gas Supply Administration 6363
Main Street
Williamsville, NY 14221
PH: 716.857.6917
e-mail: czechowiczd@natfuel.com

PECO
Suzette Adams, Sr. Manager, Gas Supply and Transportation
2301 Market Street, S-18 Philadelphia,
PA 19103
PH: 215.841.6467
Email: Suzette.Adams@exeloncorp.com

**Peoples Natural Gas Company LLC - Peoples Natural Gas
Division**
Carol Scanlon
375 North Shore Drive Pittsburgh,
PA 15212
PH: 412.208.6931
e-mail: Carol.Scanlon@peoples-gas.com

Peoples Natural Gas Company LLC - Peoples Gas Division
Carol Scanlon
375 North Shore Drive Pittsburgh,
PA 15212
PH: 412.208.6931
e-mail: Carol.Scanlon@peoples-gas.com

Philadelphia Gas Works
Ryan Reeves, Director Supply Transportation & Control 800
West Montgomery Avenue
Philadelphia, PA 19122
PH: 215.787.5103
email: pgwchoicesupply@pgworks.com

UGI Utilities, Inc. – Gas Division
Sherry Epler
1 UGI Drive
Denver, PA 17517
PH: 610.796.3447
Email: sepler@ugi.com

DATE OF DEPOSIT

AUG 2 2024

Valley Energy Inc.
Ed Rogers
523 South Keystone Avenue
Sayre, PA 18840-0340
PH: 570.888-9664
ema erogers@ctenterprises.org

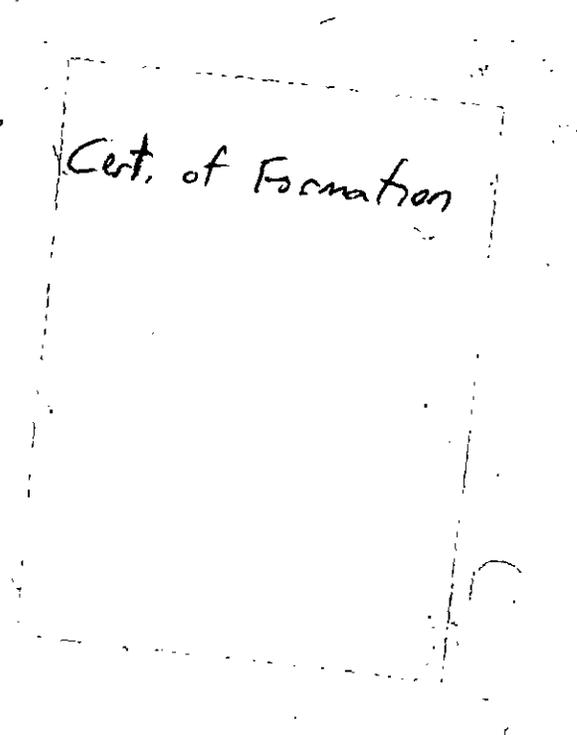
PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU


Luke McAuliffe, President Auction Energy LLC.

DATE OF DEPOSIT

AUG 2 2024

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU





HARVARD BUSINESS SERVICES, INC.

16192 COASTAL HIGHWAY
LEWES, DELAWARE 19958-9776
Phone: (302) 645-7400 (800)-345-2677
Fax: (302) 645-1280
www.delawareinc.com

Mr. Luke McAuliffe
200 Littleworth Lane
Sea Cliff, NY 11579

Dear Mr. McAuliffe,

We would like to convey our congratulations to you and AuctionURenergy LLC. We hope you enjoy terrific success with your new company. Thank you for giving us the opportunity to serve you as your incorporator and Delaware Registered Agent. You are now our valued client and we want to increase your success in any way we can.

Name: **AuctionURenergy LLC**
Date of Formation: March 7, 2016
Delaware State File Number: **5982651**

HBS Record ID Number: 301359

Enclosed is the Recorded Copy of your Certificate of Formation. Please review the information on the certificates and insert them in your corporate kit.

Please remember these three things in the future:

1. We must be made aware of any address changes. You may provide this information to us via email (mail@delawareinc.com) or phone (800-345-2677 ext. 6903). This will ensure that we remind you of the following two things:

2. Delaware LLC/LP tax is due **June 1st** each year. If the LLC/LP tax is not received by June 1st, a \$200 late penalty plus 1.5% interest monthly will be imposed by the State of Delaware and your company will cease to be in good standing.

3. Your annual registered fee of \$50 is due on the anniversary date of your corporation. If the registered agent fee is not received by the due date, a \$25 late penalty will be imposed. Failure to pay the registered agent fee within 3 months of the due date may lead to the loss of your registered agent, which could cause your company to become forfeit with Delaware.

We would like to thank you once again, and wish you the best of luck. You can help us by telling a friend or business associate about our services. We work hard to keep things simple for you and your associates when it's time to incorporate.

DATE OF DEPOSIT

AUG 2 2024

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

Sincerely,

Filing Department
Harvard Business Services, Inc.

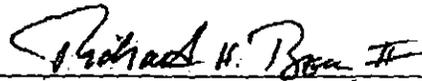
**CERTIFICATE OF FORMATION
OF
AuctionURenergy LLC**

(A Delaware Limited Liability Company)

First: The name of the limited liability company is: AuctionURenergy LLC

Second: Its registered office in the State of Delaware is located at 16192 Coastal Highway, Lewes, Delaware 19958, County of Sussex. The registered agent in charge thereof is Harvard Business Services, Inc.

IN WITNESS WHEREOF, the undersigned, being fully authorized to execute and file this document have signed below and executed this Certificate of Formation on this March 07, 2016.



**Harvard Business Services, Inc., Authorized Person
By: Richard H. Bell, II, President**



HARVARD BUSINESS SERVICES, INC.

16192 COASTAL HIGHWAY
LEWES, DELAWARE 19958-9776
Phone: (302) 645-7400 (800)-345-2677
Fax: (302) 645-1280
www.delawareinc.com

ACCOUNT:

Mr. Luke McAuliffe
200 Littleworth Lane
Sea Cliff, NY 11579

March 10, 2016

RECEIPT:

AuctionURenergy LLC
Delaware Division of Corporations file # 5982651
Record ID # 301359

Service Provided:

Formation \$249.00

AMOUNT PAID: \$249.00

PAID IN FULL

*** Keep this receipt for your records ***

DATE OF DEPOSIT

AUG 2 2024

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

Foreign Registration
Statement



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

<u>DSCB:15-412 (rev. 2/2017)</u>	
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	DATE OF DEPOSIT
The name of the commercial registered office provider and the county of venue is	
Pennsylvania Registered Agent LLC Commercial Registered Office Provider	AUG - 2 2024
Venue and Publication County	ERIE
Additional provisions, if any	PA PUBLIC UTILITY COMMISSION
Additional provisions	SECRETARY'S BUREAU

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

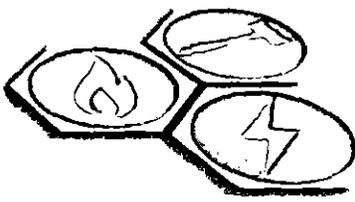
Full Name	Title	Date
Luke McAuliffe	President	01/10/2024

DATE OF DEPOSIT

AUG 2 2024

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

Name + Address
of officer.



AUE

AUCTIONURENERGY

Company Name: AuctionURenergy LLC

DATE OF DEPOSIT

Staff Officer Profile (1 officer):

AUG 2 2024

Luke McAuliffe – President/Founder

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

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.

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.



DATE OF DEPOSIT

AUG 2 2024

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

Board Info-

* 1st Letter is for
both:

* Peoples NG Company Inc
+

* Peoples NG or Peoples NG Division



375 North Shore Drive
Pittsburgh, Pennsylvania 15212

www.peoples-gas.com

Carol Scanlon
Manager, Rates

Peoples Natural Gas Company LLC
Phone: 412-208-6931
Email: Carol.Scanlon@peoples-gas.com

June 25, 2024

Luke McAuliffe
Managing Member
AuctionRenergy LLC
111 Downing Avenue
Sea Cliff, NY 11579

DATE OF DEPOSIT

AUG 2 2024

Dear Mr. McAuliffe:

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

We are pleased that AuctionRenergy LLC has applied for a license to provide natural gas services on Peoples Natural Gas Company LLC. Specifically you have requested to be licensed as a supplier on the distribution systems of Peoples Natural Gas Division and Peoples Gas Division (formerly Peoples TWP).

Since AuctionRenergy LLC is not currently serving customers on the Peoples systems, we have determined at this time that AuctionRenergy LLC does not need a bond or other financial security requirement to provide these services to the Company's customers.

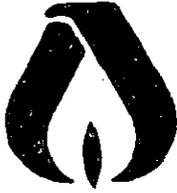
If a Pool is established, and customers are enrolled which alters the creditworthiness requirement or the Company's exposure to AuctionRenergy LLC's provision of services on the Peoples' system changes in the future, the Company may deem it appropriate to require a bond or other financial instrument.

If you have any questions feel free to contact me at 412-208-6931 or by email at Carol.Scanlon@peoples-gas.com.

Sincerely,

Carol Scanlon
Manager, Rates
Peoples Natural Gas Company LLC

Cc: Stephen Kelly
Mina Speicher



VALLEY ENERGY

523 S. Keystone Avenue, P.O. Box 340, Sayre, PA 18840
800/998-4427 • 570/888-9664 • FAX 570/888-6199

June 18, 2024

DATE OF DEPOSIT

VIA EMAIL

Luke McAuliffe, CEP
AuctionURenergy
111 Downing Avenue
Sea Cliff, NY 11579
luke@auctionurenergy.com

AUG 2 2024

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

RE: AuctionURenergy

Dear Mr. McAuliffe:

We understand that AuctionURenergy has applied with the Pennsylvania Public Utility Commission to supply natural gas services to the public in Pennsylvania, including our company's service area.

Pursuant to 66 Pa.C.S. § 2208(c), an applicant for a natural gas supplier license must furnish security to each utility where it will do business to ensure the supplier's financial responsibility. To this end, Valley Energy periodically will perform a credit review and analysis of AuctionURenergy when it begins to serve customers on Valley Energy's system. Valley Energy will determine whether AuctionURenergy must post a security based on the credit review, the types of customers served, the volumes expected to be delivered for those customers and the other rules in Valley Energy's Supplier Tariff. At this time, no security is being requested; however, if the services provided change in the future, we reserve the right to require security from AuctionURenergy as deemed appropriate.

If you have any questions, please contact Jamie Beale at 570-888-9664 (Ext. 5232).

Sincerely,

Edward E. Rogers
President & CEO

EER/km

cc: J. Beale, Valley Energy



UGI Utilities, Inc.
1 UGI Drive
Denver, PA 17517
610-796-3400

VIA E-MAIL

June 6, 2023

DATE OF DEPOSIT

AUG 2 2024

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

AuctionURenergy, LLC
111 Downing Avenue
Sea Cliff, NY 11579

ATTENTION: **Luke McAuliffe, President**
Luke@auctionurenergy.com

RE: Application to Serve as a Natural Gas Broker

Dear Mr. McAuliffe,

Based on your assertion that AuctionURenergy, LLC ("AuctionURenergy") is applying with the State of Pennsylvania to operate as a natural gas broker/marketer, UGI Utilities, Inc.-Gas Division ("UGIU") has concluded that AuctionURenergy will not need to post security with UGIU. This is based on the declaration that AuctionURenergy will be acting in conjunction with a licensed natural gas supplier who has been approved by the Pennsylvania Public Utility Commission to serve in the applicable UGIU service territories and who has posted the required financial security as specified in the UGIU Tariff. If AuctionURenergy wishes to directly serve Choice customers in the service territories of UGIU in the future as a natural gas supplier, it will have to post security as specified in the UGIU Tariff prior to the commencement of the service.

Please feel free to contact me with any additional questions you may have.

Sincerely,

Sherry Epler
Senior Manager
Tariff & Supplier Administration

SE/rks



PHILADELPHIA GAS WORKS
 800 West Montgomery Avenue • Philadelphia, PA 19122

6/12/2024

DATE OF DEPOSIT

Luke McAuliffe, President
 AuctionURenergy, LLC
 111 Downing Avenue,
 Sea Cliff NY, 11579

AUG 2 2024

PA PUBLIC UTILITY COMMISSION
 SECRETARY'S BUREAU

Luke@AuctionURenergy.com

RE: Security Requirement Bond for Via Energy Solutions, LLC.

Dear Mr. Martin,

Philadelphia Gas Works ("PGW") is aware that AuctionURenergy, LLC has filed an application with the Pennsylvania Public Utility Commission to supply natural gas services to the public in Pennsylvania and specifically within the services territory of Philadelphia Gas Works.

As you know, in making such an application, AuctionURenergy, LLC must furnish acceptable security to each utility where AuctionURenergy, LLC will do business. As such, under its tariff, Philadelphia Gas Works could require AuctionURenergy, LLC, to provide a bond or other financial security instrument in an amount that Philadelphia Gas Works determines to be appropriate.

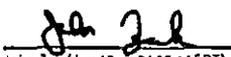
However, you have indicated, and it is Philadelphia Gas Works' understanding, that AuctionURenergy, LLC, intends only to provide natural gas aggregating, brokering, and consulting services at this time. You have stated that in performing these services AuctionURenergy, LLC will never take title to any delivered natural gas.

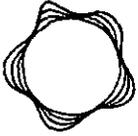
Based upon your representations, Philadelphia Gas Works has determined that, at this time, AuctionURenergy, LLC, does not need to post a bond or other form of security to operate in its service territory. If the services provided by AuctionURenergy, LLC, should change, Philadelphia Gas Works reserves the right to require security from AuctionURenergy, LLC as it deems appropriate.

If you have any questions concerning the foregoing, please contact me at 215-684-6725.

Sincerely,
 JOHN C ZUK
 JOHN C. ZUK
 Sr. Vice President, Gas Management

/dls

Signature: 
John Zuk (Jun 12, 2024 06:44 EDT)
 Email: john.zuk@pgworks.com



pecoSM

AN EXELON COMPANY

DATE OF DEPOSIT

June 24, 2024

AUG 2 2024

Luke McAuliffe, CEP
Auctionur Energy (AUE)
111 Downing Avenue
Sea Cliff, NY 11579

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

Re: Bonding Requirements

Dear Luke McAuliffe:

PECO is aware that Auctionur Energy has applied for a license to provide brokering and consulting services to commercial and industrial customers on the distribution system of PECO.

In making such an application Auctionur Energy could be required to provide to PECO a bond or other acceptable financial security in an amount that PECO determines to be appropriate. Auctionur Energy has indicated that it intends to provide only brokering and/or consulting services to commercial and industrial customers; will not take title to any delivered natural gas; nor will accept any customer payments or deposits.

Therefore, PECO has determined at this time that Auctionur Energy does not need a bond or other financial security requirement, since they are not directly engaging in business with PECO and only providing brokering or consulting services to PECO customers. However, if the services provided by Auctionur Energy or the creditworthiness requirement for PECO's exposure to Auctionur Energy changes in the future, PECO reserves the right to require Auctionur Energy to provide a bond or other financial security instrument.

If you should have any questions regarding this matter, please contact Wanda Rucker at Wanda.Rucker@exeloncorp.com.

Respectfully submitted,

Suzette Adams

Suzette Adams
Sr Manager, Gas Supply and Transportation
2301 Market Street
Philadelphia, PA 19103



National Fuel

Luke McAuliffe – President
AuctionURenergy, LLC.
111 Downing Avenue
Sea Cliff, NY 11579

DATE OF DEPOSIT June 11, 2024

AUG 2 2024

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

Dear Will,

National Fuel Gas Distribution Corporation (“NFGDC”) is aware AuctionURenergy, LLC (AUR) has filed an application with the Pennsylvania Public Utility Commission to supply natural gas service to the public in Pennsylvania and specifically within the service territory of NFGDC.

As you know, in making such an application, AUR must furnish acceptable security to each utility where AUR will do business. As such, under its tariff, NFGDC could require AUR to provide a bond or other financial security instrument in an amount that NFGDC determines to be appropriate.

However, you have indicated, and it is NFGDC’s understanding that AUR intends only to provide natural gas aggregating, brokering and consulting services at this time. You have stated that, in performing these services, AUR will never take title to any delivered natural gas, nor will it accept any customer payments or deposits.

Based upon your representations, NFGDC has determined that, at this time, AUR does not need to post a bond or other form of security to operate in its service territory. However, if the services provided by AUR change in the future, NFGDC reserves the right to require security from AUR as it deems appropriate.

If you have any questions concerning the foregoing, please contact me at 716-857-7541.

Yours truly,

Nicole Barker
Transportation Services Department

DATE OF DEPOSIT

June 12, 2024

Luke McAuliffe
AuctionURenergy LLC
111 Downing Ave
Sea Cliff NY 11579

AUG 2 2024

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

Dear Luke McAuliffe:

We are pleased that AuctionURenergy LLC has applied for a license to provide Natural Gas Broker/Marketer Services on the distribution system of Columbia Gas of Pennsylvania, Inc. ("Columbia Gas").

Under Paragraph 2.4.5 of the Rules Applicable to Distribution Service section of the Tariff of Columbia Gas, AuctionURenergy LLC could be required to provide to Columbia Gas a bond or other financial security instrument in an amount that Columbia Gas determines to be appropriate. AuctionURenergy LLC has indicated only brokering and consulting services will be provided. Therefore, we have determined at this time that AuctionURenergy LLC does not need a bond or other financial security requirement to provide broker natural gas services to Columbia Gas customers.

If the creditworthiness requirement or Columbia Gas' exposure to AuctionURenergy LLC changes in the future, Columbia Gas might deem it appropriate to require AuctionURenergy LLC to provide a bond or other financial security instrument.

Please feel free to contact me at 614-460-4980 should you have any questions regarding a bond or other financial security instrument requirements of Columbia Gas.

Sincerely,

Kylia Davis

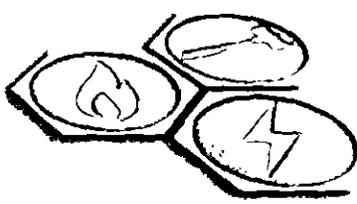
Kylia Davis
Manager of Choice and Transportation Support Services

DATE OF DEPOSIT

AUG 2 2024

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

Org. structure



AUE

AUCTIONUREENERGY

DATE OF DEPOSIT

Company Name: AuctionURenergy LLC

AUG 2 2024

Staff Profiles:

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

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.

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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.



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.



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

111 Downing Avenue, Sea Cliff NY 11579 | Phone: 917-623-9554 | www.AuctionURenergy.com

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.

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AUG 2 2024

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Technical
Fitness



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TAHESHA L. WAY
LT. GOVERNOR

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www.nj.gov/bpu/
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Commissioner

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Commissioner

December 6, 2023

Luke McAuliffe
President/Founder
AuctionURenergy LLC
111 Downing Avenue
Sea Cliff, NY 11579

Re: **Energy Agent Initial Registration**
Dkt. No. EE23090713L

Dear Luke McAuliffe:

In accordance with the Electric Discount and Energy Competition Act of 1999, N.J.S.A. 48:3-49 et seq., at its December 6, 2023 Agenda meeting, the New Jersey Board of Public Utilities ("Board") voted to issue Energy Agent Registration to AuctionURenergy LLC. The company's registration number is EA-0721. Pursuant to N.J.A.C. 14:4-5.8, this registration shall not expire so long as a registration renewal fee accompanied by an annual information update form is submitted to the Board within 30 days prior to the annual **anniversary date of December 6th**.

This registration is effective December 6, 2023. This registration and the rights thereunder are **Non-Transferable**.

This letter is not an endorsement of, nor is it intended for use in, the marketing promotions of the registrant. Registrants shall comply with all applicable law, including the Electric Discount and Energy Competition Act, which prohibits the unauthorized change of a customer's energy provider and other fraudulent and illegal marketing activities.

If you have any questions, please contact Dante Cusi at (609) 913-6259.

Sincerely,

Sherri L. Golden
Secretary of the Board

SLG/dec

DATE OF DEPOSIT

AUG 2 2024

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AuctionURenergy

Customer Name	Annual Volume Elec./Kwh	Annual Volume NG/Dth	#2 Oil/Gallons	State	Type of Customer	Column1
Jamaica Hospital and Medical Center	20,536,661	40,000		NY	Hospital	
Cortland Plastics International, LLC	3,339,255			NY	Manufacturing	
Sekisui Kydex, LLC	20,000,000	10,000		PA	Manufacturing	
Yonkers CCA (Res) - Sustainable Westchester	451,571,000			NY	Community Aggregation	
Fry Communications Inc		220,000		PA	Manufacturing	
Mutual Redevelopment Houses, Inc		300,000	500,000	NY	Large Residential (Co-Gen)	
Westchester Power CCA	7,202,970			NY	Community Aggregation	
Mount Saint Mary's College	7,000,000	30,000		NY	College	c
Harry Silver Housing Company Inc.	3,000,000	20,000		NY	Large Residential - Common Areas	
Kingsway Arms Nursing Center	5,000,000	20,000		NY	Nursing Home	
Harrisburg Area Community College	22,000,000	60,000		PA	College	
Flushing Hospital and Medical Center	10,000,000	25,000		NY	Hospital	
Westchester Power - ConEd (CCA) - Sustainable Westchester	731,528,816			NY	Community Aggregation	
NYSEG - (CCA) - Sustainable Westchester	100,055,482				Community Aggregation	
West Side Federation For Senior & Supportive Housing, Inc.	5,000,000	40,000		NY	Nursing Home	
Rochdale Village - Natural Gas		30,000		NY	Large Residential - Cooking Gas	
Rochdale Village - Natural Gas		1,300,000		NY	Large Co-gen Plant	
Jimmerson - Natural Gas	3,000,000	20,000	10,000	NY	Large Residential - Common Areas	
Carlton McKinnsey	2,000,000	20,000		NY	Large Residential - Common Areas	
Funworld	1,500,000			PA	Manufacturing	
Sage College	6,500,000	40,000		NY	College	
CX Aero	5,000,000	25,000		CT	Manufacturing	
92nd Street Y	4,000,000	35,000		NY	Non Profit	
	1,408,234,184	2,235,000	510,000			



Luke McAuliffe

President

Contact:

Luke McAuliffe

(917) 623-9554

www.AuctionURenergy.com

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)

I am an executive level sales/management 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.

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

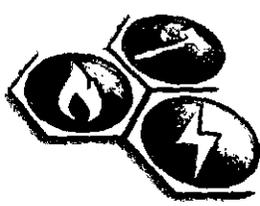
VP of Demand Response & Retail Sales, Aug 2010 – April 2016

- 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



AUE

AUCTIONUREENERGY

7. Technical Fitness

DATE OF DEPOSIT

AUG 2 2024

A: EXPERIENCE, STRUCTURE & Business Plan

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

- Experience: 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.

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.



- Staffing 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.



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 the 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.

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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 LLC
- **Website:** www.auctionurenergy.com

1. Leadership Team:

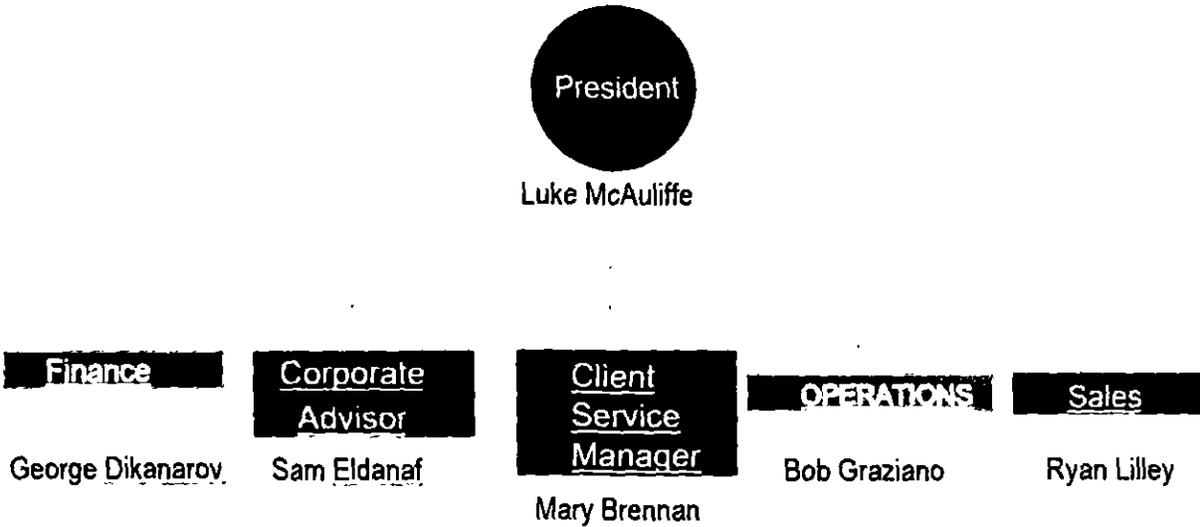
- **Luke McAuliffe** (President/Founder)
- **Bob Graziano** (VPO)
- **George Dikanarov** (CFO)

- **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.

7. Technical Fitness:

B: Proposed Marketing Methods: AuctionURenergy (AUE) uses a variety of marketing strategies which include:

1. **Publish Articles on LinkedIn:** We regularly publish articles on the Energy Markets online to educate our own customers and to attract new customers based off our viewpoints on evolving energy markets.
2. **"Intelligence Package":** We publish a Bi-Weekly Intelligence Package that we share with customers as well as potential customers which reports on how prices are trending throughout the country. This is a tool we use to passively communicate with potential customers by adding value through facts and insights on a regular basis.
3. **Channel Partners:** We work through a variety of Channel Partners who have customers that want to refer our services through for a variety of reasons. The types of channel partners we work with include Accounting Companies, Private Equity, cost reduction consultants, etc. Any customers referred to AUE must go through our process, and we do not allow anyone to represent our services in any manner. We perform all aspects of energy procurement directly with customers.
4. **Referrals:** We have a large customer base and actively request referrals on a regular basis.
5. **Speaking Engagements:** We regularly speak at engagements we are invited too through our customers. These include Associations, networking events, conventions, etc.

We do not or have anyone on our behalf perform any cold calling, door to door sales or direct solicitations through eMarketing campaigns.



Luke McAuliffe, CEP

Mobile | 917-623-9554



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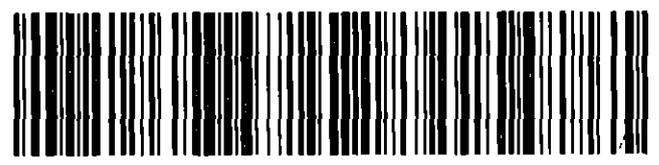
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Harrisburg, PA 17120

Label 228, March 2016

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