

## BEFORE THE PENNSYLVANIA PUBLIC UTILITY COMMISSION

Application of Harbor Light Energy LLC, d/b/a \_\_\_\_\_, for approval to offer, render, furnish, or supply electricity or electric generation services as a(n) [as specified in item #4b below] to the public in the Commonwealth of Pennsylvania (Pennsylvania).

To the Pennsylvania Public Utility Commission:

### 1. IDENTIFICATION AND CONTACT INFORMATION

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

Harbor Light Energy LLC  
5900 Balcones Drive, STE 100, Austin, TX 78731  
(800) 314-9896

- 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 St
David Roberts, Officer	STE 100
support@registeredagentsinc.com	Erie, PA 16502

- 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.

Dan Petersen  
CoFounder Managing Partner  
5900 Balcones Drive, STE 100, Austin, TX 78731  
978-855-2827, regulatory@harborlightenergy.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.

Charles Zdebski  
Member | Cozen O'Connor  
2001 M Street NW | Suite 500 | Washington, DC 20036  
P: 202-280-6528

- 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.

Primary Contact: Dan Petersen  
CoFounder Managing Partner  
5900 Balcones Drive, STE 100, Austin, TX 78731  
978-855-2827, regulatory@harborlightenergy.com

Secondary Contact: Steve Roberson  
CoFounder Managing Partner  
5900 Balcones Drive, STE 100, Austin, TX 78731  
781-366-1986 regulatory@harborlightenergy.com

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

### 3. 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.

Applicant does not have any affiliates.

- 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.

Applicant does not have any 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.

Applicant does not have any related Docket Numbers.

#### 4. OPERATIONS

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

Definitions

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

The Applicant is presently doing business in Pennsylvania as a

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

**or**

The Applicant is not presently doing business in Pennsylvania.

b. **APPLICANT'S PROPOSED OPERATIONS:** The Applicant proposes to operate as a *(may check multiple):*

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

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

Harbor Light Energy LLC will be providing electric, natural gas, and sustainability consulting services to commercial, industrial, and government end users. We will not be providing services or marketing to residential customers. For electric and natural gas customers our services will consist of advising and consulting on future electric and natural gas procurement strategies. In order to ensure the customer is receiving the best possible rate for their future contract, we will run competitive requests for pricing events including at minimum 3 competitive third-party suppliers. The RFP will go out to all third-party suppliers in which we have set up brokerage agreements with and competition will be encouraged. Once we receive all third-party rates, we will organize them in a pricing results file displaying each supplier's rate across a variety of future-term options and the utility price to compare. Prior to contracting we will review the third-party supplier's contract with each customer and ensure they understand the price, terms, and potential rate changes that could occur over the period of the contract. After the future electric or natural gas contract is signed Harbor Light will continue engaging with the customer to make sure the third-party contract is enrolled at the right time and billed at the correct price. We will also be assisting our customers with establishing budgets, consumption forecasts, and load reduction recommendations.

Harbor Light's sustainability services will include general advisory on the variety of paths to become more sustainable, assisting with science-based target greenhouse gas inventory baseline setting for scopes 1, 2, and 3, renewable energy credit purchasing, on site solar projects, and power purchase agreement solicitations.

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

- Citizens' Electric
- Duquesne Light
- Met-Ed
- PECO
- Penelec
- Penn Power

- Pike
- PPL
- UGI Utilities
- Wellsboro
- West Penn
- Entire Commonwealth of PA

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.

3/16/2025

## 5. COMPLIANCE

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

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

Applicant has no proceedings to list.

- b. **CUSTOMER/REGULATORY/PROSECUTORY ACTIONS:** Identify all formal or escalated actions or complaints, in the Commonwealth of Pennsylvania or any state, filed with or by a customer, regulatory agency, or prosecutory agency against the Applicant, an affiliate, a predecessor of either, or a person identified in this Application, for the prior five (5) years, including but not limited to customers, Utility Commissions, and Consumer Protection Agencies such as the Offices of Attorney General. **Applicant should also include if it had a Pennsylvania PUC EGS or NGS license previously cancelled by the Commission.** If the Applicant has no actions or complaints to list, explicitly state such.

Applicant has no actions or complaints to list.

- 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.

Applicant has no actions of complaints to list, therefore no summary is provided.

## 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 Sections 1.57, 1.58, and 54.32(d) of the Commission's Regulations, 52 Pa. Code §§ 1.57, 1.58, and 54.32(d), 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 Small Business Advocate  
Forum Place  
555 Walnut Street, 1st Floor  
Harrisburg, PA 17101

- b. **EDCs:** Pursuant to Sections 1.57, 1.58, and 54.32(d) of the Commission's Regulations, 52 Pa. Code §§ 1.57, 1.58, and 54.32(d), provide Proof of Service of the Application and attachments upon each Electric Distribution Company the Applicant proposes 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><b>Citizens' Electric Company:</b>  Citizens' Electric Company  Attn: EGS Coordination  1775 Industrial Boulevard  Lewisburg, PA 17837</p>	<p><b>Duquesne Light Company:</b>  Regulatory Affairs  Duquesne Light Company  411 Seventh Street, MD 16-4  Pittsburgh, PA 15219</p>
<p><b>Met-Ed, Penelec, and Penn Power:</b>  Legal Department  First Energy  2800 Pottsville Pike  Reading PA, 19612</p>	<p><b>PECO:</b>  Manager Energy Acquisition  PECO Energy Company  2301 Market Street  Philadelphia, PA 19101-8699</p>
<p><b>Pike County Light &amp; Power Company:</b>  Vice President – Energy Supply  Corning Natural Gas Holding Corporation  330 West William Street  Corning, NY 14830</p>	<p><b>PPL:</b>  Office of General Counsel  Attn: Kimberly A. Klock  PPL  Two North Ninth Street (GENTW3)  Allentown, PA 18101-1179</p>
<p><b>UGI:</b>  UGI Utilities, Inc.  Attn: Rates Dept. – Choice Coordinator  1 UGI Drive  Denver, PA 17517</p>	<p><b>Wellsboro Electric Company:</b>  Wellsboro Electric Company  Attn: EGS Coordination  33 Austin Street  P. O. Box 138  Wellsboro, PA 16901</p>
<p><b>West Penn Power:</b>  Legal Department  West Penn Power d/b/a Allegheny Power  800 Cabin Hill Drive  Greensburg, PA 15601-1689</p>	

## 7. FINANCIAL FITNESS

- a. **FINANCIAL SECURITY:** In accordance with 66 Pa.C.S. § 2809(c)(1)(i) and 52 Pa. Code § 54.40(a), 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](mailto: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.

Applicant is operating as a Broker/Marketer.

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

Harbor Light Energy intends to collect fees primarily from a direct customer paid to Harbor Light Energy monthly retainer fee or through a per unit fee paid through their supply section of the third-party supplier bill. Each customer will be made aware of our fee prior to contracting and if a customer elects to pay us through a per unit fee, that fee will only be charged to the customer if the customer elects to sign a competitive third-party supply contract. The customer will not be coerced or forced into signing third party contracts as Harbor Light's primary goal is to educate our customers on all possible electric and natural gas procurement options and allow them to elect the best strategy that fits their business goals.

Fee Example:

Monthly Retainer: Harbor Light Invoices customer \$2,500 per month for 24 months.

Per Unit Retainer: Customer will be charged \$0.001/per kWh and \$0.10/Dth. These fees are included in Customer's supply rate. No other fees will be charged without out customer approval.

**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.

Green & McElreath Certified Public Accountants  
Brent Ripple  
Brent@1cpa.com  
20405 SH 249, Suite 150, Houston, TX 77070  
210 Lake Rd, Ste 700B, Lake Jackson, TX 77566  
M 713.228.1040 | D 713.800.1313 | F 713.228.0028 | www.1cpa.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.

- 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.

Harbor Light Energy intends to obtain new customers through referrals of existing customers, networking at industry events, and telemarketing efforts conducted by Harbor Light Energy employees. Harbor Light does not currently intend to hire third party telemarketing, direct mail, and email campaign marketing services. Any marketing services conducted will follow the state's regulations and mandates.

- 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.

- f. **FERC FILING:** Applicant has:

- Filed an Application with the Federal Energy Regulatory Commission to be a Power Marketer.
- Received approval from FERC to be a Power Marketer at Docket or Case Number \_\_\_\_\_.
- Not applicable

## 9. DISCLOSURE STATEMENTS:

**Disclosure Statements:** If proposing to serve Residential and/or Small Commercial (under 25 kW) Customers, provide a Residential and/or Small Commercial disclosure statement. A sample disclosure statement is provided as Appendix J to this Application.

- Electricity should be priced in clearly stated terms to the extent possible. Common definitions should be used. All consumer contracts or sales agreements should be written in plain language with any exclusions, exceptions, add-ons, package offers, limited time offers or other deadlines prominently communicated. Penalties and procedures for ending contracts should be clearly communicated.

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

## 10. VERIFICATIONS, ACKNOWLEDGEMENTS, AND AGREEMENTS

- a. **PJM LOAD SERVING ENTITY REQUIREMENT:** As a prospective EGS, the applicant understands that those EGSs which provide retail electric supply service (i.e. takes title to electricity) must provide either:

- proof of registration as a PJM Load Serving Entity (LSE), or
- proof of a contractual arrangement with a registered PJM LSE that facilitates the retail electricity services of the EGS.

The Applicant understands that compliance with this requirement must be filed within 120 days of the Applicant receiving a license. As well, the Applicant understands that compliance with this requirement may be filed with this instant application.

*(Select only one of the following)*

- AGREED - Applicant has included compliance with this requirement in the instant application, labeled in correspondence with this section (10).
- AGREED - Applicant will provide compliance with this requirement within 120 days of receiving its license
- ACKNOWLEDGED - Applicant is not proposing to provide retail electric supply service at this time, and therefore is not presently obligated to provide such information

- b. **STANDARDS OF CONDUCT AND DISCLOSURE:** As a condition of receiving a license, Applicant agrees to conform to any Uniform Standards of Conduct and Disclosure as set forth by the Commission. Further, the Applicant agrees that it must comply with and ensure that its employees, agents, representatives, and independent contractors comply with the standards of conduct and disclosure set out in Commission regulations at 52 Pa. Code § 54.43, as well as any future amendments.

- AGREED

- c. **REPORTING REQUIREMENTS:** Applicant agrees to provide the following information to the Commission or the Department of Revenue, as appropriate:

- Retail Electricity Choice Activity Reports: The regulations at 52 Pa. Code §§ 54.201--54.204 require that all active EGSs report sales activity information. An EGS will file an annual report reporting for customer groups defined by annual usage. Reports must be filed using the appropriate report form that may be obtained from the PUC's Secretary's Bureau or the forms officer, or may be down-loaded from the PUC's internet web site.
- Reports of Gross Receipts: Applicant shall report its Pennsylvania intrastate gross receipts to the Commission on a quarterly and year to date basis no later than 30 days following the end of the quarter.
- The Treasurer or other appropriate officer of Applicant shall transmit to the Department of Revenue by March 15, an annual report, and under oath or affirmation, of the amount of gross receipts received by Applicant during the prior calendar year.
- Net Metering Reports: Applicant shall be responsible to report any Net Metering per the Standards on [http://www.puc.pa.gov/consumer\\_info/electricity/alternative\\_energy.aspx](http://www.puc.pa.gov/consumer_info/electricity/alternative_energy.aspx). Scroll down to the Net Metering Standards Section.

- Applicant shall report to the Commission the percentages of total electricity supplied by each fuel source on an annual basis per 52 Pa. Code § 54.39(b)(4).
- 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 of the Public Utility Code, 66 Pa.C.S. Chapt. 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. § 2809(D) and 52 Pa. Code § 54.41(a). 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. §§ 4902, 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 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 § 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.

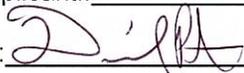
The only acceptable verification of this requirement is with Notarized Proofs of Publication, which may be requested from each newspaper and **must be supplied to the Commission before the applicant is licensed.**

	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

Applicant: Harbor Light Energy LLC

By: 

Title: CoFounder

## 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:** Harbor Light Energy LLC

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

Applicant's Use

PUC Secretary's Bureau Use

Appendix A

APPLICATION AFFIDAVIT

[Commonwealth/State] of Massachusetts :

: ss.

County of Essex :

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

[He/she is the CoFounder (Office of Affiant) of Harbor Light Energy LLC (Name of Applicant);]

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

That the Applicant herein Harbor Light Energy 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) and 52 Pa. Code § 54.37.

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

That the Applicant herein Harbor Light Energy 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 Harbor Light Energy 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]  
Signature of Affiant

Sworn and subscribed before me this 14 day of February, 2025.

[Signature]  
Signature of official administering oath

My commission expires 6/14/2030.



Appendix B

OPERATIONS AFFIDAVIT

[Commonwealth/State] of Massachusetts :

: ss.

County of Essex :

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

[He/she is the CoFounder (Office of Affiant) of Harbor Light Energy LLC (Name of Applicant);]

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

That Harbor Light Energy 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 Harbor Light Energy 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 Harbor Light Energy 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 Code of 1971, 72 P.S. §§ 7101 et seq., 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).

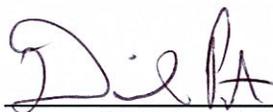
As provided by 66 Pa.C.S. § 2810 (C)(6)(iv), Applicant, by filing of this application waives confidentiality with respect to its state tax information in the possession of the Department of Revenue, regardless of the source of the information, and shall consent to the Department of Revenue providing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

**Appendix B (Continued)**

That Harbor Light Energy 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 14 day of February, 2025.



\_\_\_\_\_  
Signature of official administering oath

My commission expires 6/14/2030.



**CERTIFICATE OF SERVICE**

On this the 17 day of MARCH 2025, I certify that a true and correct copy of the foregoing filing and all **NON-CONFIDENTIAL** attachments have been served, as either a hardcopy or a searchable PDF version on a cd-rom, upon the following:

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

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

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

Legal Department  
West Penn 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



---

**CATHERINE CAMMARATA**  
**AUTHORIZED REP FOR Harbor Light**  
**Energy LLC**

## Exhibit A – Subsidiaries and Affiliates

---

<u>Entity Name</u>	<u>FEIN #</u>	<u>Domestic Jurisdiction</u>
Harbor Light Energy LLC	33-1248793	Texas

FINANCIAL DOCUMENTS –  
CONFIDENTIAL AND WILL BE MAILED IN



## Franchise Tax Account Status

As of : 01/07/2025 10:07:21

This summary page is designed to satisfy standard business needs. If you need to reinstate or terminate a business with the Texas Secretary of State, you must obtain a certificate specific to that purpose.

HARBOR LIGHT ENERGY LLC	
<b>Texas Taxpayer Number</b>	32096911659
<b>Mailing Address</b>	5900 BALCONES DR STE 100 AUSTIN, TX 78731-4298
<b>Right to Transact Business in Texas</b>	ACTIVE
<b>State of Formation</b>	TX
<b>SOS Registration Status</b> (SOS status updated each business day)	ACTIVE
<b>Effective SOS Registration Date</b>	09/24/2024
<b>Texas SOS File Number</b>	0805720537
<b>Registered Agent Name</b>	REGISTERED AGENTS INC.
<b>Registered Office Street Address</b>	5900 BALCONES DRIVE STE 100 AUSTIN, TX 78731

## Exhibit 2.b. Officer Information

### Contact information of Officers:

- Name: Alexander Danielides
  - Title: CoFounder – Managing Partner
  - Email: [Alex@harborlightenergy.com](mailto:Alex@harborlightenergy.com)
  - Address: 5900 Balcones Drive, STE 100, Austin, TX 78731
  - Phone: 917-514-9841
  
- Name: Stephen Roberson
  - Title: CoFounder – Managing Partner
  - Email: [Steve@harborlightenergy.com](mailto:Steve@harborlightenergy.com)
  - Address: 5900 Balcones Drive, STE 100, Austin, TX 78731
  - Phone: 781-366-1986
  
- Name: Daniel Petersen
  - Title: CoFounder – Managing Partner
  - Email: [Dan@harborlightenergy.com](mailto:Dan@harborlightenergy.com)
  - Address: 5900 Balcones Drive, STE 100, Austin, TX 78731
  - Phone: 978-855-2827

**Pennsylvania Department of State**  
Bureau of Corporations and Charitable Organizations  
PO Box 8722 | Harrisburg, PA 17105-8722  
T: 717-787-1057  
dos.pa.gov/BusinessCharities

**Regarding:** Harbor Light Energy LLC  
**Request Type:** Certificate of Registration  
**Request No.:** 049680533  
**Receipt No.:** 1392953  
**Filing Type:** Foreign Limited Liability Company  
**Filing Subtype:** Limited Liability Company  
**Initial Filing Date:** January 08, 2025  
**Status:** Active

**Issuance Date:** January 21, 2025  
**File No:** 0014055094

**TO ALL WHOM THESE PRESENTS SHALL COME, GREETING:**

I DO HEREBY CERTIFY THAT

Harbor Light Energy LLC

is a foreign association duly registered to do business in this Commonwealth as of the issuance date herein.

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



IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the seal of my office to be affixed, the day and year above written.

A handwritten signature in cursive script, appearing to read "Albert Schmidt".

**Albert Schmidt**  
Secretary of the Commonwealth

Verify this certificate online at [www.file.dos.pa.gov](http://www.file.dos.pa.gov)



## Office of the Secretary of State

September 25, 2024

Attn: Filings Team

Filings Team  
5900 Balcones Drive STE 100  
Austin, TX 78731 USA

RE: Harbor Light Energy LLC  
File Number: 805720537

-----  
It has been our pleasure to file the certificate of formation and issue the enclosed certificate of filing evidencing the existence of the newly created domestic limited liability company (llc).

Unless exempted, the entity formed is subject to state tax laws, including franchise tax laws. Shortly, the Comptroller of Public Accounts will be contacting the entity at its registered office for information that will assist the Comptroller in setting up the franchise tax account for the entity. Information about franchise tax, and contact information for the Comptroller's office, is available on their web site at <https://window.state.tx.us/taxinfo/franchise/index.html>.

The entity formed does not file annual reports with the Secretary of State. Documents will be filed with the Secretary of State if the entity needs to amend one of the provisions in its certificate of formation. It is important for the entity to continuously maintain a registered agent and office in Texas. Failure to maintain an agent or office or file a change to the information in Texas may result in the involuntary termination of the entity.

If we can be of further service at any time, please let us know.

Sincerely,

Corporations Section  
Business & Public Filings Division  
(512) 463-5555

Enclosure



## Office of the Secretary of State

### CERTIFICATE OF FILING OF

Harbor Light Energy LLC  
File Number: 805720537

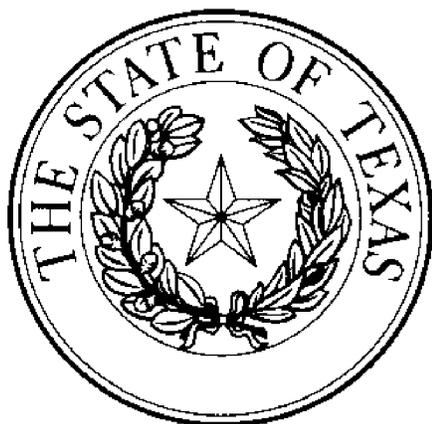
The undersigned, as Secretary of State of Texas, hereby certifies that a Certificate of Formation for the above named Domestic Limited Liability Company (LLC) has been received in this office and has been found to conform to the applicable provisions of law.

ACCORDINGLY, the undersigned, as Secretary of State, and by virtue of the authority vested in the secretary by law, hereby issues this certificate evidencing filing effective on the date shown below.

The issuance of this certificate does not authorize the use of a name in this state in violation of the rights of another under the federal Trademark Act of 1946, the Texas trademark law, the Assumed Business or Professional Name Act, or the common law.

Dated: 09/24/2024

Effective: 09/24/2024



A handwritten signature in black ink that reads "Jane Nelson".

Jane Nelson  
Secretary of State

Secretary of State  
P.O. Box 13697  
Austin, TX 78711-3697  
FAX: 512/463-5709



**Certificate of Formation  
Limited Liability Company**

Filed in the Office of the  
Secretary of State of Texas  
Filing #: 805720537 09/24/2024  
Document #: 1406639840002  
Image Generated Electronically  
for Web Filing

Filing Fee: \$300

**Article 1 - Entity Name and Type**

The filing entity being formed is a limited liability company. The name of the entity is:

**Harbor Light Energy LLC**

**Article 2 – Registered Agent and Registered Office**

A. The initial registered agent is an organization (cannot be company named above) by the name of:

**Registered Agents Inc.**

OR

B. The initial registered agent is an individual resident of the state whose name is set forth below:

C. The business address of the registered agent and the registered office address is:

**Street Address:**

**5900 Balcones Drive STE 100 Austin TX 78731**

**Consent of Registered Agent**

A. A copy of the consent of registered agent is attached.

OR

B. The consent of the registered agent is maintained by the entity.

**Article 3 - Governing Authority**

A. The limited liability company is to be managed by managers.

OR

B. The limited liability company will not have managers. Management of the company is reserved to the members.

The names and addresses of the governing persons are set forth below:

Managing Member 1: **Alexander Danielides**

Title: **Managing Member**

Address: **5900 Balcones Drive STE 100 Austin TX, USA 78731**

Managing Member 2: **Daniel Petersen**

Title: **Managing Member**

Address: **5900 Balcones Drive STE 100 Austin TX, USA 78731**

Managing Member 3: **Stephen Roberson**

Title: **Managing Member**

Address: **5900 Balcones Drive STE 100 Austin TX, USA 78731**

**Article 4 - Purpose**

The purpose for which the company is organized is for the transaction of any and all lawful business for which limited liability companies may be organized under the Texas Business Organizations Code.

**Supplemental Provisions / Information**

[The attached addendum, if any, is incorporated herein by reference.]

**Initial Mailing Address**

Address to be used by the Comptroller of Public Accounts for purposes of sending tax information.

The initial mailing address of the filing entity is:

**5900 Balcones Drive STE 100  
Austin, TX 78731  
USA**

**Organizer**

The name and address of the organizer are set forth below.

**Registered Agents Inc.      5900 Balcones Drive STE 100 Austin, Texas 78731 United States**

**Effectiveness of Filing**

A. This document becomes effective when the document is filed by the secretary of state.

**OR**

B. This document becomes effective at a later date, which is not more than ninety (90) days from the date of its signing. The delayed effective date is:

**Execution**

The undersigned affirms that the person designated as registered agent has consented to the appointment. The undersigned signs this document subject to the penalties imposed by law for the submission of a materially false or fraudulent instrument and certifies under penalty of perjury that the undersigned is authorized under the provisions of law governing the entity to execute the filing instrument.

**Robin Jones**

Signature of Organizer

**FILING OFFICE COPY**

## Exhibit 8. A. Technical Fitness – Officer Bios

### Dan BIO:

As Director of Operations, Dan's primary responsibilities include new product development of Atlas services, overseeing Atlas' pricing team, regulatory activity, the curation of market intelligence and customer reporting. This includes internal proprietary retail power and natural gas forward curves, client specific peak load management, sustainability initiatives and budget sensitivity analysis. Prior to joining Atlas, Dan spent six years with EnerNOC Inc. where he held various positions, from Senior Wholesale Analyst to Wholesale Energy Procurement Manager I and II. Dan has a bachelor's degree in Marketing, Management and Finance from Suffolk University and maintains his CEP certification from the Association of Energy Engineers as a Certified Energy Procurement Professional.

### **Stephen J. Roberson**

Stephen J. Roberson has dedicated over 15 years to the deregulated retail energy markets, starting his career with a publicly traded company, where he developed a deep understanding of the power and natural gas sectors. In 2013, he co-founded Atlas Retail Energy, an advisory firm recognized as one of the top in the nation by TEPA (The Energy Professionals Association). As President, Stephen led Atlas Retail Energy to achieve nearly a decade of year-over-year growth, culminating in a successful sale to private equity in 2023. Now, with Harbor Light Energy, Stephen is focused on delivering outstanding service to large commercial and industrial energy consumers.

### Alexander Danielides

Alexander Danielides has spent over 17 years in the energy sector. He spent over 10 years at Goldman Sachs where he held roles in sales, structuring and trading division. In these roles he advised and supported the companies client base in energy hedging, procurement and trading strategies. Alexander continued to expand his experience in the energy markets while working at Trafigura Trading LLC, where he focused in the natural gas procurement and broad based energy markets providing wholesale energy solutions for the companies client base. Thereafter, Alexander joined the management team of Iapetus Holdings where he held many roles including President of Altas Commodities LLC, a wholesale energy brokerage business and served as the Operating Partner to Atlas Retail Energy, a retail energy brokerage business focused on large commercial and industrial clients. In this role, Alexander worked closely with

Stephen Roberson and Daniel Petersen to help scale the client base while adding additional services including renewable energy solutions such as commercial solar field development. After leaving Iapetus Holdings, Alexander founded Ethos Energy Advisors to continue providing strategic procurement advice to large C&I customers. As a continuation of that journey, Alexander is partnering with Stephen and Daniel to build Harbor Light Energy, which will strive to be the premier boutique retail energy brokerage provider for large C&I companies across the US.

## EXPERIENCE

### HARBOR LIGHT ENERGY LLC

#### CEO & Founder - Houston, TX

10/24-Present

- Harbor Light Energy was recently founded with the purpose of building a premier boutique retail energy brokerage business focusing on large commercial and industrial clients across the US.
- The Harbor Light Energy team of three includes over 50 years of energy market experience across strategy, procurement, renewable energy and operations.

### ETHOS ENERGY ADVISORS LLC

#### CEO & Founder - Houston, TX

1/24-Present

- Works with large C&I customers to help them develop strategies to secure competitive energy rates for electricity and natural gas.
- Provide analysis of energy markets, track pricing trends, and understand regulatory changes to help advise my clients on their energy needs
- Our services include budgeting, risk management, budgeting, renewable energy analysis and helping our customers optimize their energy expense to make informed purchasing decisions.

### ETHOS EXHIBITS LLC

#### CEO - Houston, TX

1/24-Present

- Ethos exhibits designs, fabricates, installs, dismantles, transports and stores exhibits for trade shows and events. Ethos Exhibits acquired Exhibit Network in 2024 and is building upon its nearly 40 years of experience in the trade show industry.

### IAPETUS HOLDINGS LLC

#### Director of Business Development – Houston, TX

6/20 - 3/23

- Developed and executed strategic plans to drive revenue growth across the operating companies; including identifying and pursuing new business opportunities, partnerships, and revenue streams driving revenue growth by \$8MM in 2022
- Collaborated with leaders across the operating companies to develop and implement new services driving cross-sold services across the businesses resulting in 20% revenue increase as well as a reduction in shared services costs by 10%
- Managed five separate teams of business development, operations, accounting, sales and marketing professionals; provided coaching and mentorship to support their growth and development
- Continuously evaluated and refined business development strategies to stay ahead of industry trends and remain competitive

#### President of Atlas Commodities, LLC (ACL) – Houston, TX

1/22 - 3/23

- Restructured the brokerage business resulting in annual revenue growth of 25%+; increased profitability of 300%+
- Led the expansion of the business into Europe including hiring a UK team and navigating the UK regulatory environment to establish an international presence for the brokerage business

#### Operating Partner of Atlas Retail Energy (ARE) – Houston, TX

1/21 - 3/23

- Worked closely with the President of ARE to develop and execute a strategic plan for growth and product expansion
- Directly grew top line sales by 45% in 2022 through strategic client acquisition
- Led renewable initiatives for ARE, including executing the companies first ever solar behind the meter development project

### TRAFIGURA TRADING LLC

#### Energy Derivatives & Physical Trader – Houston, TX

6/17 - 6/20

- Traded financial and physical commodities across the energy complex with a focus on Mont Belvieu NGLs, petrochemicals, natural gas and international LPG and naphtha
- Managed a global team of traders while developing and maintaining industry relationships for the group

### GOLDMAN, SACHS & CO.

#### Energy Trading Vice President – Houston, TX

5/11 - 5/17

- Managed NGL and Olefin financial derivative and physical portfolio, with active risk positions in all five NGLs, both domestically as well as internationally
- Responsible for the firm's U.S. NGL option portfolio. Experience imbedding and monetizing optionality of physical contracts through the use of forward derivative markets.
- Responsible for a number of major direct trader-to-trader and trader-to-client relationships, including lead negotiator and executor of significant structured transactions and storage agreements; brings structured deals from origination to execution.
- Experience in negotiating, pricing, and risk managing long-dated supply and/or off-take agreements in illiquid markets.

#### Energy Sales and Structuring Associate – New York, NY

7/07 - 5/11

- Experience in all actively traded hydrocarbon markets, including crude oil, oil products, natural gas, and NGLs, with specific execution experience in both financial and physical derivative hedges in each of these markets.
- Provided corporate hedging coverage and support for over 100 active producer, midstream, and downstream clients.
- Negotiated complex client contracts including ISDAs, Credit Support Annexes, and NAESBs.

## EDUCATION

- BA in Economics; Certificate in Markets and Management Studies; Minor in Psychology

**Duke University, Trinity College of the Arts**

# Dan Petersen

---

15 Worths Ln, West Newbury Ma 01985  
(978) 855-2827  
Danpetersen2007@yahoo.com

## POSITION STATEMENT

With a passion for energy and innovation, I strive to deliver streamlined processes and new products to the retail energy industry. My goal is to set new industry standards and continuously be at the forefront energy management technology. A determined mindset, outgoing personality and strict attention to detail provides me with the skills needed to achieve any goal.

## EXPERIENCE

### Atlas Retail Energy

*Director of Operations*

Wakefield, MA  
2018 - 2024

- Key contributor to 190% organic business growth in 5 yrs
- Manage all clientele pricing proposal processes
- Manage partner network: on-site generation, renewables, community solar, efficiency, bill management
- Manage product development and company innovation
- Oversee retail third party energy supplier relationships
- Ensure all back-office operations are run in a streamlined and accurate process
  - Employee commissions
  - Accounts receivable
  - Data vendor research & relationships
- Responsible for the development of market intelligence and customer reporting for Atlas
  - Proprietary retail power and natural gas forward curves
  - Retail power component cost models
  - Hedging sensitivity models
  - Peak load management
  - Renewable feasibility studies
- Manage Atlas' sustainability service offerings
  - Behind the meter solar
  - PPA/VPPA solicitation (Origination)
  - Community solar
  - Guidance on greenhouse gas emissions inventories
  - Emission reduction strategies and reporting
  - BERDO reporting

### EnerNOC Inc.

*Senior Wholesale Market Analyst/Product Manager*

Worcester, MA  
2014 - 2018

- Product manager of the company's report writing tool and original developer of Q (energy efficiency audit tool)
- Assisted in the sprint planning for the EnerNOC auction platform
- Primary liaison between our retail operations and development teams
- Designed procurement packages to leverage our utility clients' current portfolio
- Develop custom utility cost/savings models in all deregulated markets
- Streamlined and automated all wholesale business line processes
- Advised clients on regulatory ISO/RTO changes to the marketplace
- Assisted in negotiating master enabling agreements for clients

### World Energy Solutions Inc.

*Retail Market Analyst*

Worcester, MA  
2012 - 2014

- Developed World Energy's pricing indices (Ercot, PJM, ISO NE)
- Modeled utility and ISO/RTO tariffs
- Developed an automated procurement summary analytics template
- Organized usage data, support the transaction process, and perform market research
- Maintained the integrity of World Energy's platform
- Supported sales and operations; assist in monitoring and refining workflow and business process to meet corporate goals

**By Appointment Only**

*Marketing Research Specialist*

North Andover, MA  
2011 - 2012

- Performed extensive data collection and mining
- Interacted with business executives on a daily basis
- Responsible for defining segmentation of markets
- Adhered by strict monthly quotas
- Effectively collaborated with a team to meet customer needs

**EDUCATION**

**Suffolk University:** BSBA May 2011  
**Major:** Marketing  
**Double Minor:** Finance / Management

Boston, MA

**SPECIALTIES**

- VBA Programming
- Agile sprint planning
- Ability to effectively communicate with internal and external customers
- Extensive primary and secondary market research
- Working within a team
- Data manipulation and modeling
- Regression analysis experience

## **Stephen John Roberson**

426 Islington Street Portsmouth, NH

<https://www.linkedin.com/in/stephenjroberson/>

I am an experienced retail energy professional specialized in advising large commercial and industrial (C&I) energy consumers. I've spent my entire professional career guiding & consulting large commercial and industrial clients spanning deregulated markets across the U.S. I'm focused on creating material value and innovative, additive solutions for all clientele.

### **Professional Experience**

#### **Energy Professional | Independent Consultant**

Priority Power | Remote

**February 2024 – Present**

- Provide strategic energy consulting services to commercial and industrial clients in deregulated energy markets across the U.S.
- Support clients in optimizing their energy procurement and risk management strategies.

---

#### **President**

Atlas Retail Energy | Greater Boston Area

**September 2019 – February 2024**

- Directed company operations and growth strategies, leading Atlas Retail Energy to become a respected energy advisory firm for commercial and industrial energy users in deregulated markets.
- Managed a diverse client portfolio, providing customized energy solutions that leveraged insights into wholesale energy markets.
- Oversaw all hiring, training, and team development, building a high-performing team of energy market experts.
- Drove company growth through strategic hiring, organic expansion, and mergers/acquisitions, achieving four consecutive years of year-over-year growth.

#### **Managing Director**

Atlas Retail Energy | Portsmouth, NH

**April 2017 – September 2019**

- Led Atlas Retail's retail division, providing strategic direction and operational oversight to support growth and client success.
- Developed and implemented effective risk management strategies, ensuring long-term value for clients in a volatile energy market.

- Spearheaded company expansion through diverse growth strategies, including talent acquisition and industry partnerships.

#### **Vice President**

Atlas Retail Energy | Portsmouth, NH

**August 2014 – April 2017**

- Led the sales team to consistent growth, establishing a robust client advisory service focused on risk management and energy procurement for power and natural gas.
- Expanded the company's client base, consistently delivering advisory excellence and fostering strong client relationships.

#### **Director of Northeast Markets**

Atlas Retail Energy | Portsmouth, NH

**November 2013 – August 2014**

- Launched Atlas Retail Energy's presence in New England, building its reputation as a trusted market participant.
- Developed foundational client relationships in the region, contributing to the company's initial market share.

#### **Energy Advisor**

Tradition Energy | Stamford, CT

**June 2007 – March 2013**

- Advised commercial and industrial clients on risk mitigation strategies for electricity and natural gas purchasing.
- Cultivated key client relationships within the New England/PJM markets, managing some of Tradition's largest accounts.