

## BEFORE THE PENNSYLVANIA PUBLIC UTILITY COMMISSION

Application of Joule EP, 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:

Joule EP, LLC  
401 Marigold Ln, Cranberry Twp, PA 16066  
www.gojoule.com  
(330) 500-9822

- 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.

Not applicable, located in PA

- 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.

August Ward, COO  
8298 E Van Buren Dr, Pittsburgh, PA 15237  
(330) 500-9822  
ajw@gojoule.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.

Eli Wynkoop  
444 Liberty Avenue, Suite 2100, Pittsburgh, PA 15222  
(724) 719-1000  
ewynkoop@metzlewis.com

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

August Ward, COO  
8298 E Van Buren Dr, Pittsburgh, PA 15237  
(330) 500-9822  
ajw@gojoule.com

Ryan Williams, CGO  
103 Heritage Creek Dr, Mars, PA 16046  
(724) 584-3216  
rmw@gojoule.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. See Exhibit A
- Provide the state in which the business is incorporated/organized/formed and provide a copy of the Applicant's charter documentation. See Exhibit B
- Give name and address of officers. See Exhibit C

### 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.

Not applicable, no 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.

Not applicable, 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.

Not applicable, no previous 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.

Joule EP, LLC will be providing electric broker/consulting services for our clients. We advise on term recommendations, type of product, and other various factors when choosing a supply contract. We will walk our clients through the LOE and RFP process, collection of utility/supplier invoices and any current agreements that are in place, then advise them on the choices they have for future procurement. If supplier pricing is not beating the respective utility PTC, then we will advise they return to the utility until the market presents a different opportunity.

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.

June 1, 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.

See Exhibit H (Confidential- hard mailed)

- 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.

See Exhibit H (Confidential- hard mailed)

- 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.

See Exhibit H (Confidential- hard mailed)

## 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  Coming Natural Gas Holding Corporation  330 West William Street  Coming, 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.

~~See attached~~ Supporting documents were hard mailed

### **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.

\*See Exhibit D (Confidential- hard mailed)

**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.

Not applicable, broker/marketer

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

Fees will be collected directly from our network of suppliers upon client bill pay, whether they are consolidated billed with the utility, or dual billed by the supplier.

**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.

Michael J. Koontz, Jr. (Tax Director)  
501 Grant Street, Suite 450, Pittsburgh, PA 15219  
(412) 594-7764  
MJKoontz@sisterson.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.*

\*Will be sent via overnight hardmail

## 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: \*See Exhibit E\*

- 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.

Joule's marketing efforts will be solely relationship based and referrals. We have a strong vetting process in place to ensure any subcontractors we partner with are quality, ethical individuals.

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.

Brian Routhieaux (CEO), August Ward (COO), PJ O'Connor (CIO), Ryan Williams (CGO), Bill O'Connor (Partner), Kevin Koerbel (Partner)

Applicable resumes included in Exhibit **E**

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. \*See attached
- b. **OPERATIONS AFFIDAVIT:** Provide an officially notarized affidavit stating that you will adhere to the reliability protocols of the North American Electric Reliability Council, the appropriate regional reliability council(s), and the Commission, and that you agree to comply with the operational requirements of the control area(s) within which you provide retail service. An example copy of this Affidavit can be found at Appendix B.

\*See attached

## 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: Joule EP, LLC  
 By: August Ward  
 Title: COO

## Appendix C

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

### Example CERTIFICATE OF SERVICE

On this the 1st day of May 2025, I certify that a true and correct copy of the foregoing application form for licensing within the Commonwealth of Pennsylvania as an Electric Generation Supplier and all **NON-CONFIDENTIAL** attachments have been served, as either a hardcopy or a searchable PDF version on a cd-rom or a USB flash drive, upon the following:

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

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

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

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

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

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

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

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

Legal Department  
First Energy  
2800 Pottsville Pike  
Reading PA, 19612

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

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

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

*August Ward*  
\_\_\_\_\_  
August Ward, COO

Exhibit A – Proof of Compliance with  
Department of State

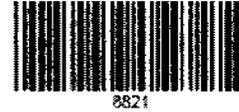
**PENNSYLVANIA DEPARTMENT OF STATE  
BUREAU OF CORPORATIONS AND CHARITABLE ORGANIZATIONS**

Pennsylvania Department of State

**-FILED-**

**Certificate  
Domestic Limited  
DSCB: 15-8**

File #: 0013968566  
Date Filed: 9/25/2024



Return document by mail to:  
M. BURR KEIM COMPANY  
Name  
Address  
City State Zip Code  
 Return document by email to: info@mburrkeim.com

B9738-4358 09/25/2024 3:45 PM Received by Pennsylvania Department of State

Fee: \$125       I qualify for a veteran/reservist-owned small business fee exemption (see instructions)

In compliance with the requirements of 15 Pa.C.S. § 8821 (relating to certificate of organization), the undersigned desiring to organize a limited liability company, hereby certifies that:

1. The name of the limited liability company is: Joule EP, LLC  
(designator is required, e.g., "company," "limited" or "limited liability company" or any abbreviation thereof)

2. Complete part (a) or (b) – not both:

(a) The address of this limited liability company's registered office in this Commonwealth is:  
(post office box alone is not acceptable)

<u>401 Marigold Lane,</u>	<u>Cranberry Twp</u>	<u>PA</u>	<u>16066</u>	<u>Butler</u>
Number and Street	City	State	Zip	County

(b) The name of this limited liability company's commercial registered office provider and county of venue is:

c/o: \_\_\_\_\_  
Name of Commercial Registered Office Provider County

3. The name of each organizer is (all organizers must sign on page 2):

Mark Stadler  
\_\_\_\_\_  
\_\_\_\_\_

4. Effective date of Certificate of Organization (check, and if appropriate complete, one of the following):

The Certificate of Organization shall be effective upon filing in the Department of State.

The Certificate of Organization shall be effective on: \_\_\_\_\_ at \_\_\_\_\_  
Date (MM/DD/YYYY) Hour (if any)

**PA DEPT OF STATE**

**SEP 25 2024**

**5. Restricted professional companies only.**

*Check the box if the limited liability company is organized to render a restricted professional service and check the type of restricted professional service(s).*

The company is a restricted professional company organized to render the following restricted professional service(s):

- Chiropractic
- Dentistry
- Law
- Medicine and surgery
- Optometry
- Osteopathic medicine and surgery
- Podiatric medicine
- Public accounting
- Psychology
- Veterinary medicine

**6. Benefit companies only.**

*Check the box immediately below if the limited liability company is organized as a benefit company:*

This limited liability company shall have the purpose of creating general public benefit.

*Optional specific public benefit purpose. Check the box immediately below if the benefit company is organized to have one or more specific public benefits and supply the specific public benefit(s). See instructions for examples of specific public benefit.*

This limited liability company shall have the purpose of creating the enumerated specific public benefit(s):

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7. For additional provisions of the certificate, if any, attach 8½ x 11 sheet(s).

IN TESTIMONY WHEREOF, the organizer(s) has (have) executed this Certificate of Organization this

23rd day of September, 2024.

s/Mark Stadler  
 \_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Signature

**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:** Joule EP, LLC  
**Request Type:** Subsistence Certificate **Issuance Date:** January 13, 2025  
**Request No.:** 049256534 **File No.:** 0013968566  
**Receipt No.:** 001378815  
**Filing Type:** Domestic Limited Liability Company  
**Filing Subtype:** Limited Liability Company  
**Initial Filing Date:** September 25, 2024  
**Status:** Active

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

I DO HEREBY CERTIFY THAT

Joule EP, LLC

is currently subsisting on the records of the Department of State as of the issuance date herein.

I DO FURTHER CERTIFY THAT this Subsistence Certificate 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)

# Exhibit B – Charter Documentation

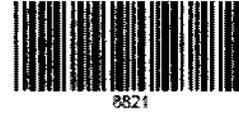
**PENNSYLVANIA DEPARTMENT OF STATE  
BUREAU OF CORPORATIONS AND CHARITABLE ORGANIZATIONS**

Pennsylvania Department of State

**-FILED-**

**Certificate  
Domestic Limited  
DSCB: 15-8**

File #: 0013968566  
Date Filed: 9/25/2024



Return document by mail to:  
M. BURR KEIM COMPANY  
Name  
Address  
City State Zip Code  
 Return document by email to: info@mburrkeim.com

B9738-4358 09/25/2024 3:45 PM Received by Pennsylvania Department of State

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Number and Street	City	State	Zip	County

(b) The name of this limited liability company's commercial registered office provider and county of venue is:

c/o:  
Name of Commercial Registered Office Provider      County

3. The name of each organizer is (all organizers must sign on page 2):

Mark Stadler  
\_\_\_\_\_  
\_\_\_\_\_

4. Effective date of Certificate of Organization (check, and if appropriate complete, one of the following):

The Certificate of Organization shall be effective upon filing in the Department of State.

The Certificate of Organization shall be effective on: \_\_\_\_\_ at \_\_\_\_\_  
Date (MM/DD/YYYY)      Hour (if any)

**PA DEPT OF STATE**

**SEP 25 2024**

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*Check the box if the limited liability company is organized to render a restricted professional service and check the type of restricted professional service(s).*

- The company is a restricted professional company organized to render the following restricted professional service(s):
  - Chiropractic
  - Dentistry
  - Law
  - Medicine and surgery
  - Optometry
  - Osteopathic medicine and surgery
  - Podiatric medicine
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- This limited liability company shall have the purpose of creating the enumerated specific public benefit(s):

---



---



---

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s/Mark Stadler  
 \_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Signature

**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: Joule EP, LLC  
Request Type: Subsistence Certificate Issuance Date: January 13, 2025  
Request No.: 049256534 File No.: 0013968566  
Receipt No.: 001378815  
Filing Type: Domestic Limited Liability Company  
Filing Subtype: Limited Liability Company  
Initial Filing Date: September 25, 2024  
Status: Active

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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)

Date of this notice: 09-30-2024

Employer Identification Number:  
33-1237462

Form: SS-4

Number of this notice: CP 575 A

JOULE EP  
JOULE  
% BRIAN D ROUTHIEAUX MBR  
401 MARIGOLD LANE  
CRANBERRY TOWNSHIP, PA 16066

For assistance you may call us at:  
1-800-829-4933

IF YOU WRITE, ATTACH THE  
STUB AT THE END OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 33-1237462. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

Taxpayers request an EIN for their business. Some taxpayers receive CP575 notices when another person has stolen their identity and are opening a business using their information. If you did **not** apply for this EIN, please contact us at the phone number or address listed on the top of this notice.

When filing tax documents, making payments, or replying to any related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear-off stub and return it to us.

Based on the information received from you or your representative, you must file the following forms by the dates shown.

Form 941	01/31/2025
Form 940	01/31/2025
Form 1065	03/15/2025

If you have questions about the forms or the due dates shown, you can call us at the phone number or write to us at the address shown at the top of this notice. If you need help in determining your annual accounting period (tax year), see Publication 538, *Accounting Periods and Methods*.

We assigned you a tax classification (corporation, partnership, etc.) based on information obtained from you or your representative. It is not a legal determination of your tax classification, and is not binding on the IRS. If you want a legal determination of your tax classification, you may request a private letter ruling from the IRS under the guidelines in Revenue Procedure 2020-1, 2020-1 I.R.B. 1 (or superseding Revenue Procedure for the year at issue). Note: Certain tax classification elections can be requested by filing Form 8832, *Entity Classification Election*. See Form 8832 and its instructions for additional information.

IMPORTANT INFORMATION FOR S CORPORATION ELECTION:

If you intend to elect to file your return as a small business corporation, an election to file a Form 1120-S, U.S. Income Tax Return for an S Corporation, must be made within certain timeframes and the corporation must meet certain tests. All of this information is included in the instructions for Form 2553, Election by a Small Business Corporation.

A limited liability company (LLC) may file Form 8832, *Entity Classification Election*, and elect to be classified as an association taxable as a corporation. If the LLC is eligible to be treated as a corporation that meets certain tests and it will be electing S corporation status, it must timely file Form 2553, *Election by a Small Business Corporation*. The LLC will be treated as a corporation as of the effective date of the S corporation election and does not need to file Form 8832.

If you are required to deposit for employment taxes (Forms 941, 943, 940, 944, 945, CT-1, or 1042), excise taxes (Form 720), or income taxes (Form 1120), you will receive a Welcome Package shortly, which includes instructions for making your deposits electronically through the Electronic Federal Tax Payment System (EFTPS). A Personal Identification Number (PIN) for EFTPS will also be sent to you under separate cover. Please activate the PIN once you receive it, even if you have requested the services of a tax professional or representative. For more information about EFTPS, refer to Publication 966, *Electronic Choices to Pay All Your Federal Taxes*. If you need to make a deposit immediately, you will need to make arrangements with your Financial Institution to complete a wire transfer.

The IRS is committed to helping all taxpayers comply with their tax filing obligations. If you need help completing your returns or meeting your tax obligations, Authorized e-file Providers, such as Reporting Agents or other payroll service providers, are available to assist you. Visit [www.irs.gov/mefbusproviders](http://www.irs.gov/mefbusproviders) for a list of companies that offer IRS e-file for business products and services.

**IMPORTANT REMINDERS:**

- \* Keep a copy of this notice in your permanent records. This notice is issued only one time and the IRS will not be able to generate a duplicate copy for you. You may give a copy of this document to anyone asking for proof of your EIN.
- \* Use this EIN and your name exactly as they appear at the top of this notice on all your federal tax forms.
- \* Refer to this EIN on your tax-related correspondence and documents.
- \* Provide future officers of your organization with a copy of this notice.

Your name control associated with this EIN is JOUL. You will need to provide this information along with your EIN, if you file your returns electronically.

Safeguard your EIN by referring to Publication 4557, *Safeguarding Taxpayer Data: A Guide for Your Business*.

You can get any of the forms or publications mentioned in this letter by visiting our website at [www.irs.gov/forms-pubs](http://www.irs.gov/forms-pubs) or by calling 800-TAX-FORM (800-829-3676).

If you have questions about your EIN, you can contact us at the phone number or address listed at the top of this notice. If you write, please tear off the stub at the bottom of this notice and include it with your letter.

Thank you for your cooperation.



## Exhibit C – Officers

Brian Routhieaux (CEO), 401 Marigold Lane, Cranberry Township, PA 16066, (724) 816-5972

August Ward (COO), 8298 E Van Buren Drive, Pittsburgh, PA 15237, (330) 500-9822

Ryan Williams (CGO), 103 Heritage Creek Drive, Mars, PA 16046, (724) 584-3216

PJ O'Connor (CIO), 2004 W Grove Drive, Gibsonia, PA 15044, (412) 527-7679

Bill O'Connor (Partner), 315 Locust Street, Baden, PA 15005, (412) 551-6758

Kevin Koerbel (Partner), 5069 Chalfant Lane, Gibsonia, PA 15044, (724) 816-8806

# Exhibit E – Technical Fitness

**From:** [James Kelsaw](#)  
**To:** [August Ward](#)  
**Subject:** RE: P49779 Texas Electricity Broker Registration Item No. 4295 Joule EP, LLC BR240278  
**Date:** Monday, December 23, 2024 12:58:39 PM  
**Attachments:** [image003.png](#)  
[image004.png](#)

---

Hello Mr. Ward,

Your application has been approved. Have a Merry Christmas!

Thank you for registering as a broker in the State of Texas. Your registration has been reviewed and your company has been assigned broker registration number **BR240278**.

Your registration must be renewed at least once every three years. You must renew at least 90 days before the expiration date. Your registration expires on 12/23/2027.

Please review PUC Sub Rule §25.486 - Customer Protections for Brokerage Services [25.486](#)

A list of the brokers can be found on our [website](#).

Please make sure that your information has been entered correctly.

If you have any questions, please don't hesitate to contact us.

Thanks,

**James Kelsaw**  
**Utility Analyst**  
**Consumer Protection Division**  
**Licensing and Compliance**  
Public Utility Commission of Texas  
**W:** (512)936-7338 | [james.kelsaw@puc.texas.gov](mailto:james.kelsaw@puc.texas.gov)

**NOTICE:** Any opinions stated in this email may change with additional information and analysis. In addition, any opinions stated in this email do not represent an official Commission Staff opinion or Commission decision.

---

**From:** August Ward <ajw@gojoule.com>  
**Sent:** Monday, December 23, 2024 10:46 AM  
**To:** James Kelsaw <James.Kelsaw@puc.texas.gov>  
**Subject:** RE: P49779 Texas Electricity Broker Registration Item No. 4295 Joule EP, LLC



January 22, 2025

Brian Routhieaux  
Joule EP, LLC.  
401 Marigold Lane  
Cranberry Township, PA, 16066

Re: Joule EP, LLC – NYS Energy Broker and Consultant Registration Letter

Dear Brian Routhieaux,

Thank you for your recent submittal pursuant to §11.B of the New York State Department of Public Service's Uniform Business Practices (UBP) and §4.B of the Uniform Business Practices for Distributed Energy Resource Suppliers (UBP-DERS), which were adopted by the Commission in Case 23-M-0106. This letter is to inform you that the documentation submitted has been reviewed by DPS Staff and determined to be in compliance with the UBP and UBPDERS.

**YOUR COMPANY HAS RECEIVED ELIGIBILITY TO BE BOTH  
ENERGY BROKER & CONSULTANT  
IN THE STATE OF NEW YORK.**

Be advised that to maintain your Energy Broker and/or Energy Consultant eligibility, and per the UBP and UBPDERS, you must notify Staff of any contact changes and material legal, financial or business-related changes to your company as they occur. If your business plan changes, you must immediately submit the appropriate documentation for Staff review and determination of if and how it may affect your current registration.

Additional requirements to maintain your registration include the annual fee and reporting requirements. More specifically, by August 31st of every year, you must provide a statement that the information and attachments in your registration form and registration package are current, or a description of revisions to the registration form and registration package and a copy of the revised portions. The \$500 non-refundable fee must be sent by August 31, 2025, to the following address:

Department of Public Service  
Attn: Finance and Budget Section  
New York State Department of Public Service  
3 Empire State Plaza, 16th Floor  
Albany, NY 12223-1350



**Please note, at this time, the requirement that Energy Brokers and Energy Consultants provide a method of financial accountability is extended indefinitely for all entities in accordance with a preliminary injunction issued on September 12, 2024, by the New York State Supreme Court, Albany County. Energy Brokers and Energy Consultants should monitor the administrative docket in Case 23-M-0106 to receive updates on any changes regarding the financial accountability requirement that are related to this ongoing litigation.**

You can obtain copies of the Order Adopting Energy Broker and Energy Consultant Registration Requirements in Case 23-M-0106 as well as the Uniform Business Practices and Uniform Business Practices for Distributed Energy Resource Suppliers at the following link: <https://dps.ny.gov/energy-broker-and-energy-consultant-registration>.

If you have any questions, please contact us at [brokerconsultantquestions@dps.ny.gov](mailto:brokerconsultantquestions@dps.ny.gov).

Regards,

The Retail Access Unit  
Office of Consumer Services

## Competitive Retail Electric Service Provider Certificate

Certified Entity:

Joule EP, LLC

401 Marigold Lane  
Cranberry Township, PA 16066

Certificate Number: **25-139813E**

**Effective Date: April 10, 2025**

**Expiration Date: April 10, 2027**

Issued Pursuant to Case Number(s):

**25-0202-EL-AGG**

The above referenced entity is hereby certified to provide competitive retail electric **Power Broker** services within the State of Ohio.

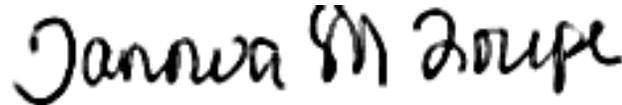
The certification of competitive retail electric service providers is governed by Chapters 4901:1-24 and 4901:1-21 of the Ohio Administrative Code, and Section 4928.08 of the Ohio Revised Code. This Certificate is revocable if all of the conditions set forth in the aforementioned case(s) are not met. The certified entity is subject to all rules and regulations of the Public Utilities Commission of Ohio now existing or hereafter promulgated.

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

Dated: **10 day of April, 2025.**



By Order of  
The Public Utilities Commission of Ohio



Tanowa M. Troupe, Secretary  
Michelle Green, Acting Secretary  
Brian James, Acting Secretary  
Robert Fadley, Acting Secretary

## **Competitive Retail Natural Gas Service Provider or Governmental Aggregator Certificate**

Certified Entity:

Joule EP, LLC

401 Marigold Lane  
Cranberry Township, PA 16066

Certificate Number: **25-139815G**

**Effective Date: April 10, 2025**

**Expiration Date: April 10, 2027**

Issued Pursuant to Case Number(s):

**25-0203-GA-AGG**

The above-referenced entity is hereby certified to provide competitive retail natural gas Retail Natural Gas Broker services within the State of Ohio.

The certification of competitive retail natural gas service providers is governed by Chapters 4901:1-27, 4901:1-28, and 4901:1-29 of the Ohio Administrative Code, and Section 4929.20 of the Ohio Revised Code. This Certificate is revocable if all of the conditions set forth in the aforementioned case(s) are not met.

The certified entity is subject to all rules and regulations of the Public Utilities Commission of Ohio now existing or hereafter promulgated.

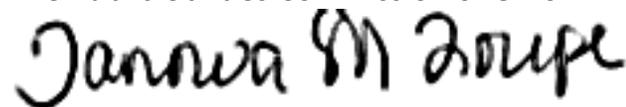
Witness the seal of the Commission affixed at Columbus, Ohio.

Dated: **10 day of April, 2025.**



By Order of

The Public Utilities Commission of Ohio

A handwritten signature in black ink that reads "Tanowa M. Troupe".

Tanowa M. Troupe, Secretary  
Michelle Green, Acting Secretary  
Brian James, Acting Secretary  
Robert Fadley, Acting Secretary

### **Commissioners**

Daniel R. Conway

Dennis P. Deters

Lawrence K. Friedeman

John D. Williams

180 East Broad Street

Columbus, OH 43215 U.S.A.

800 | 686 7826

PUCO.Ohio.gov

# Brian D. Routhieaux

## CHIEF EXECUTIVE OFFICER

### EDUCATION

Baldwin Wallace University  
Berea, OH  
BA in Accounting and Marketing  
GPA 3.98  
Summa Cum Laude  
Student-Athlete, Men's Golf  
4-Year Letterwinner, 3x Team Captain

### REFERENCES

Available Upon Request

### OBJECTIVE

My primary focus as Joule's Chief Executive Officer (CEO) is to ensure we surpass our customers' expectations and redefine the energy & utility management space. I believe in creating a culture where team members are proud to work alongside and support one another. As our CEO, I am driven by Joule's pursuit to be at the forefront of industry innovation - Building a product and service that includes meticulous detail, extensive industry expertise, and the ability to apply foresight that leads to unparalleled efficiency and growth for our customers.

### FUNCTIONAL SKILLS

Leadership  
Problem-solving  
Communication  
Data Analysis  
Project Management

### EXPERIENCE

September 2024 - Present  
Chief Executive Officer • Joule EP

May 2011 - February 2024  
Director of Energy Management • Chrislynn Energy Services

### LEADERSHIP

Successfully built and led team to unprecedented revenue growth while prioritizing customer satisfaction.

### DATA ANALYSIS

Implemented procedures to drive added value for clients while increasing profitability.

# PJ (Paul) O'Connor

---

📍 Pittsburgh, PA • ✉️ pjo@gojoule.com • 📞 (412) 527-7679

## Professional Summary

Business leader with over 15 years of experience driving operational excellence and strategic growth across the healthcare and technology sectors. Proven track record of delivering measurable financial impact, developing innovative solutions, and leading diverse teams to success. Dedicated to creating meaningful change for customers and communities, with a focus on small and rural healthcare systems and higher education institutions.

## Professional Experience

### President

OC Reilly

August 2007 – Present

- Lead day-to-day operations for a healthcare supply chain advisory firm with 20+ employees.
- Oversee business development, client engagement, team management, and strategic planning.
- Cultivate and maintain customer and vendor relationships, ensuring long-term success.
- Spearheaded delivery of over \$100 million in bottom-line improvements for clients.
- Drove the development of proprietary data and analytics tools to enhance client outcomes.
- Guided expansion into higher education and underserved healthcare markets.

### Executive Director of Business Development and Technology

Pelican Solutions LLC

2009 - 2019

- Managed all strategic and operational functions for an antibacterial production startup.
- Directed sales, marketing, and financial initiatives to support company growth.
- Established foundational business processes and technology strategies.

## Education

Mercyhurst University – Erie, PA

Bachelor of Arts in Business Management and Finance, 2009

- Two-year scholarship athlete, Men's Rowing
- Four-year walk-on athlete, Football (earned scholarship senior year)

## **Community Involvement**

- Active member, St. Aidan's Parish
- Volunteer and participant, Brad Mar Pine Athletic Association

# Ryan Williams

---

📍 Mars, PA | ✉️ RMW@GoJoule.com | 📞 (724) 584-3216

## Executive Profile

Seasoned executive with over two decades of experience spanning the financial and energy sectors. Recognized for launching and scaling a successful energy consultancy from the ground up, achieving \$12 million+ in revenue. Combines financial acumen with deep industry knowledge to deliver high-impact purchasing strategies for commercial and industrial clients. Proven relationship builder with a track record of exceptional client retention and growth.

## Career Highlights

### Chief Growth Officer

Joule EP, LLC | 2024 – Present

### Vice President / Co-Founder

Total Energy Resources | 2010 – Present

- Launched a natural gas and electricity consulting firm, leading it from inception to \$12M+ in revenue.
- Specialized in energy procurement strategies for commercial and industrial clients.
- Built and managed a large end-user portfolio, driving customer success and long-term growth.

### Energy Representative

MidAmerican Natural Resources | 2007 – 2010

- Supported more than 200 commercial customers with natural gas procurement strategies.
- Increased client base by over 30%, maintaining a 90%+ client retention rate.

### Financial Advisor

Butler Wick/Stifel | 2002 – 2007

- Advised over 50 individual and corporate clients on IRAs, 401(k)s, and college fund investments.
- Built a loyal client base through tailored financial planning and consistent results.

## **Education**

### **Point Park University**

Master's Degree in Business Management

### **Westminster College**

Bachelor's Degree in Business Administration

# AUGUST WARD

Chief Operating Officer

## CONTACT

---



(330) 500-9822



AJW@GoJoule.com



Pittsburgh, PA 15237

## CAREER OBJECTIVE

---

Dynamic business professional with experience in complex B2B sales, operations, and customer relationship management. Proficient in optimizing revenue growth through strategic partnerships and identifying new business opportunities. Skilled at building strong relationships with clients and maintaining high satisfaction levels. Proven negotiator and problem solver with excellent communication and interpersonal skills.

## EXPERIENCE

---

### Chief Operating Officer

Joule EP, LLC Cranberry Twp, PA  
September 2024-Present

### BDM & Sales Manager, Energy Management

Chrislynn Energy Services, Inc, Pittsburgh, PA

October 2014 – May 2024

- Established and grew more than 200 relationships across various industries.
- Developed and delivered presentations for prospective clients, highlighting unique capabilities and services offered, while understanding client's individual needs.
- Negotiated contracts with 30+ vendors and suppliers to ensure cost-effective operations and suitable terms and conditions.
- Advised on and had direct involvement in developing company CRM system to provide greater pipeline and reporting efficiencies.
- Assisted in creating and optimizing reporting functions to enhance operational efficiency and decision-making.
- Analyzed market trends, customer data, product strategies, growth-focused activities to identify new opportunities for expansion.
- Generated and managed over 210% growth in revenue between CY 2020 and 2023.
- Implemented and managed a team of core personnel that grew by 2x since 2017.

## EDUCATION

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### Bachelor Of Arts (B.A.) In Business Administration

Baldwin Wallace University, Berea, OH

May 2014

#### Relevant Coursework

- Business Management, Entrepreneurship, Accounting, Marketing, Finance

#### Extracurricular Activities

- Men's Golf Team, 2x Team Captain, Founding Member of Student-Athlete Advisory Committee, National College Athlete Honor Society member

## SKILLS

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- Project Management, Revenue Maximization, Client Consultations, Data Analysis, Goals and Performance, Team Leadership, Computer Literate, Creative Problem Solving, Communication, Adaptability, Strategic Planning

Appendix A

APPLICATION AFFIDAVIT

[Commonwealth/State] of PENNSYLVANIA :

: ss.

County of ALLEGHENY :

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

[He/she is the COO (Office of Affiant) of Joule EP, LLC (Name of Applicant);]

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

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

That the Applicant herein Joule EP, 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 Joule EP, 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.

*August Ward*  
Signature of Affiant

Sworn and subscribed before me this 1 day of MAY, 2025.

*Danielle S. Harvey*  
Signature of official administering oath

My commission expires 04/05/28.

Commonwealth of Pennsylvania - Notary Seal  
DANIELLE S. HARVEY - Notary Public  
Allegheny County  
My Commission Expires April 5, 2028  
Commission Number 1344034

Appendix B

OPERATIONS AFFIDAVIT

[Commonwealth/State] of PENNSYLVANIA :  
: ss.  
County of ALLEGHENY :

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

[He/she is the COO (Office of Affiant) of Joule EP, LLC  
(Name of Applicant);]

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

That Joule EP, 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 Joule EP, 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 Joule EP, 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).

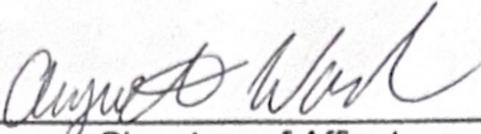
As provided by 66 Pa.C.S. § 2810 (C)(6)(iv), Applicant, by filing of this application waives confidentiality with respect to its state tax information in the possession of the Department of Revenue, regardless of the source of the information, and shall consent to the Department of Revenue providing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

Appendix B (Continued)

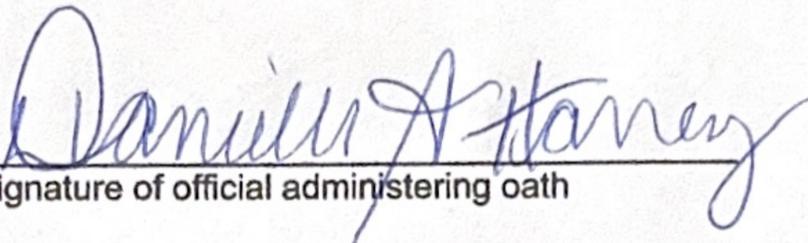
That Jovie EP, LLC, the Applicant herein, acknowledges that it has a statutory obligation to conform with 66 Pa.C.S. § 506, § 2807(c), § 2807(d)(2), § 2809(b) and the standards and billing practices of 52 Pa. Code Chapter 56.

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 1 day of MAY, 2025.

  
Signature of official administering oath

My commission expires 04/05/28.

Commonwealth of Pennsylvania - Notary Seal  
DANIELLE S. HARVEY - Notary Public  
Allegheny County  
My Commission Expires April 5, 2028  
Commission Number 1344034