



The Public Utilities Commission of Ohio

Original AGG Case Number	Version
12-561E(1) AGG	August 2014

## RENEWAL APPLICATION FOR AGGREGATORS/POWER BROKERS

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit A-10 Corporate Structure). All attachments should bear the legal name of the Applicant. Applicants should file completed applications and all related correspondence with the Public Utilities Commission of Ohio, Docketing Division; 180 East Broad Street, Columbus, Ohio 43215-3793.

**This PDF form is designed so that you may input information directly onto the form.  
You may also download the form, by saving it to your local disk, for later use.**

### A. RENEWAL INFORMATION

#### A-1 Applicant's legal name, address, telephone number, PUCO certificate number, and web site address

Legal Name Blue Flame Energy, LLC  
 Address 11330 Kinsman Road, Suite #2 Newbury, Ohio 44065  
 PUCO Certificate # and Date Certified 12-561E(1) September 14, 2012  
 Telephone # (440) 564-2203 Web site address (if any) www.blueflameenergyservices.com

#### A-2 List name, address, telephone number and web site address under which Applicant will do business in Ohio

Legal Name Blue Flame Energy, LLC  
 Address 11330 Kinsman Road, Suite #2 Newbury, Ohio 44065  
 Telephone # (440) 564-2203 Web site address (if any) www.blueflameenergyservices.com

#### A-3 List all names under which the applicant does business in North America

Blue Flame Energy LLC  
Blue Flame Energy Services

#### A-4 Contact person for regulatory or emergency matters

Name Jeffrey Simler  
 Title President  
 Business address 11330 Kinsman Road Suite #2 Newbury Ohio 44065  
 Telephone # (440) 564-2203 Fax # (440) 564-1147  
 E-mail address (if any) jeffs@blueflameenergyservices.com

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This is to certify that the images appearing are an accurate and complete reproduction of a case file document delivered in the regular course of business.  
 Technician R Date Processed AUG 14 2014

**A-5 Contact person for Commission Staff use in investigating customer complaints**

Name Jeffrey Simler

Title President

Business address 11330 Kinsman Road Suite #2 Newbury Ohio 44065

Telephone # (440) 564-2203

Fax # (440) 564-1147

E-mail address (if any) jeffs@blueflameenergyservices.com

**A-6 Applicant's address and toll-free number for customer service and complaints**

Customer Service address 11330 Kinsman Road Suite #2 Newbury Ohio 44065

Toll-free Telephone # \_\_\_\_\_

Fax # (440) 564-1147

E-mail address (if any) jeffs@blueflameenergyservices.com

**A-7 Applicant's federal employer identification number # 2647589159**

**A-8 Applicant's form of ownership (check one)**

☐ Sole Proprietorship

☐ Limited Liability Partnership (LLP)

☐ Corporation

☐ Partnership

☒ Limited Liability Company (LLC)

☐ Other \_\_\_\_\_

**PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:**

**A-9 Exhibit A-9 "Principal Officers, Directors & Partners"** provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.

**A-10 Exhibit A-10 "Corporate Structure,"** provide a description of the applicant's corporate structure, including a graphical depiction of such structure, and a list of all affiliate and subsidiary companies that supply retail or wholesale electricity or natural gas to customers and companies that aggregate customers in North America.

**B. APPLICANT MANAGERIAL CAPABILITY AND EXPERIENCE**

**PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:**

**B-1 Exhibit B-1 "Jurisdictions of Operation,"** provide a list of all jurisdictions in which the applicant or any affiliated interest of the applicant is, at the date of filing the application, certified, licensed, registered, or otherwise authorized to provide retail or wholesale electric services including aggregation services.

**B-2 Exhibit B-2 "Experience & Plans,"** provide a description of the applicant's experience and plan for contracting with customers, providing contracted services, providing billing statements, and responding to customer inquiries and complaints in accordance with Commission rules adopted pursuant to Section 4928.10 of the Revised Code.

**B-3** **Exhibit B-3 "Disclosure of Liabilities and Investigations."** provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matter that could adversely impact the applicant's financial or operational status or ability to provide the services it is seeking to be certified to provide.

**B-4** Disclose whether the applicant, a predecessor of the applicant, or any principal officer of the applicant have ever been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws within the past five years.

☒ No ☐ Yes

If yes, provide a separate attachment labeled as **Exhibit B-4 "Disclosure of Consumer Protection Violations"** detailing such violation(s) and providing all relevant documents.

**B-5** Disclose whether the applicant or a predecessor of the applicant has had any certification, license, or application to provide retail or wholesale electric service including aggregation service denied, curtailed, suspended, revoked, or cancelled within the past two years.

☒ No ☐ Yes

If yes, provide a separate attachment labeled as **Exhibit B-5 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation"** detailing such action(s) and providing all relevant documents.

## **C. FINANCIAL CAPABILITY AND EXPERIENCE**

**PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:**

**C-1** **Exhibit C-1 "Annual Reports,"** provide the two most recent Annual Reports to Shareholders. If applicant does not have annual reports, the applicant should provide similar information in Exhibit C-1 or indicate that Exhibit C-1 is not applicable and why.

**C-2** **Exhibit C-2 "SEC Filings,"** provide the most recent 10-K/8-K Filings with the SEC. If applicant does not have such filings, it may submit those of its parent company. If the applicant does not have such filings, then the applicant may indicate in Exhibit C-2 that the applicant is not required to file with the SEC and why.

**C-3** **Exhibit C-3 "Financial Statements,"** provide copies of the applicant's two most recent years of audited financial statements (balance sheet, income statement, and cash flow statement). If audited financial statements are not available, provide officer certified financial statements. If the applicant has not been in business long enough to satisfy this requirement, it shall file audited or officer certified financial statements covering the life of the business.

- C-4 **Exhibit C-4 "Financial Arrangements,"** provide copies of the applicant's financial arrangements to conduct CRES as a business activity (e.g., guarantees, bank commitments, contractual arrangements, credit agreements, etc.).
- C-5 **Exhibit C-5 "Forecasted Financial Statements,"** provide two years of forecasted financial statements (balance sheet, income statement, and cash flow statement) for the applicant's CRES operation, along with a list of assumptions, and the name, address, e-mail address, and telephone number of the preparer.
- C-6 **Exhibit C-6 "Credit Rating,"** provide a statement disclosing the applicant's credit rating as reported by two of the following organizations: Duff & Phelps, Dun and Bradstreet Information Services, Fitch IBCA, Moody's Investors Service, Standard & Poors, or a similar organization. In instances where an applicant does not have its own credit ratings, it may substitute the credit ratings of a parent or affiliate organization, provided the applicant submits a statement signed by a principal officer of the applicant's parent or affiliate organization that guarantees the obligations of the applicant.
- C-7 **Exhibit C-7 "Credit Report,"** provide a copy of the applicant's credit report from Experian, Dun and Bradstreet or a similar organization.
- C-8 **Exhibit C-8 "Bankruptcy Information,"** provide a list and description of any reorganizations, protection from creditors or any other form of bankruptcy filings made by the applicant, a parent or affiliate organization that guarantees the obligations of the applicant or any officer of the applicant in the current year or within the two most recent years preceding the application.
- C-9 **Exhibit C-9 "Merger Information,"** provide a statement describing any dissolution or merger or acquisition of the applicant within the five most recent years preceding the application.

 President  
Signature of Applicant & Title

Sworn and subscribed before me this 12<sup>th</sup> day of August, 2014  
Month Year

  
Signature of official administering oath

HELEN J. MILBURN, NOTARY  
Print Name and Title



HELEN J. MILBURN  
Notary Public  
State of Ohio  
My Commission Expires MARCH 20, 2016  
March 20, 2016

# **AFFIDAVIT**

State of Ohio :

Newbury ss.  
(Town)

County of Geauga :

Jeffrey Simler, Affiant, being duly sworn/affirmed according to law, deposes and says that:

He/She is the President (Office of Affiant) of Blue Flame Energy LLC (Name of Applicant);

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

1. The Applicant herein, attests under penalty of false statement that all statements made in the application for certification renewal are true and complete and that it will amend its application while the application is pending if any substantial changes occur regarding the information provided in the application.
2. The Applicant herein, attests it will timely file an annual report with the Public Utilities Commission of Ohio of its intrastate gross receipts, gross earnings, and sales of kilowatt-hours of electricity pursuant to Division (A) of Section 4905.10, Division (A) of Section 4911.18, and Division (F) of Section 4928.06 of the Revised Code.
3. The Applicant herein, attests that it will timely pay any assessments made pursuant to Sections 4905.10, 4911.18, or Division F of Section 4928.06 of the Revised Code.
4. The Applicant herein, attests that it will comply with all Public Utilities Commission of Ohio rules or orders as adopted pursuant to Chapter 4928 of the Revised Code.
5. The Applicant herein, attests that it will cooperate fully with the Public Utilities Commission of Ohio, and its Staff on any utility matter including the investigation of any consumer complaint regarding any service offered or provided by the Applicant.
6. The Applicant herein, attests that it will fully comply with Section 4928.09 of the Revised Code regarding consent to the jurisdiction of Ohio Courts and the service of process.
7. The Applicant herein, attests that it will use its best efforts to verify that any entity with whom it has a contractual relationship to purchase power is in compliance with all applicable licensing requirements of the Federal Energy Regulatory Commission and the Public Utilities Commission of Ohio.
8. The Applicant herein, attests that it will comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
9. The Applicant herein, attests that it will cooperate fully with the Public Utilities Commission of Ohio, the electric distribution companies, the regional transmission entities, and other electric suppliers in the event of an emergency condition that may jeopardize the safety and reliability of the electric service in accordance with the emergency plans and other procedures as may be determined appropriate by the Commission.
10. If applicable to the service(s) the Applicant will provide, the Applicant herein, attests that it will adhere to the reliability standards of (1) the North American Electric Reliability Council (NERC), (2) the appropriate regional reliability council(s), and (3) the Public Utilities Commission of Ohio. (Only applicable if pertains to the services the Applicant is offering)

11. The Applicant herein, attests that it will inform the Commission of any material change to the information supplied in the renewal application within 30 days of such material change, including any change in contact person for regulatory purposes or contact person for Staff use in investigating customer complaints.

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 any hearing hereof.

[Signature] President  
Signature of Affiant & Title

Sworn and subscribed before me this 12<sup>th</sup> day of AUGUST, 2014  
Month Year

[Signature]  
Signature of official administering oath

HELEN J. MILBURN, NOTARY  
Print Name and Title



My commission expires on MARCH 20, 2016  
HELEN J. MILBURN  
Notary Public  
State of Ohio  
My Commission Expires  
March 20, 2016

**Exhibit A-9**  
**Principal Officers, Directors & Partners**

Jeffrey Simler  
President/Treasurer/Secretary  
16291 Wake Robin Drive  
Newbury, Ohio 44065  
440-564-2203

[jeffs@blueflameenergyservices.com](mailto:jeffs@blueflameenergyservices.com)

**Exhibit A-10**  
**Corporate Structure**

Blue Flame Energy, LLC is a Limited Liability Company formed in the State of Ohio. Blue Flame Energy does not have any affiliate or subsidiary companies that supply retail/ wholesale electricity or natural gas to customers. Blue Flame Energy, LLC does not have any affiliate or subsidiary companies that aggregate customers in North America.



**Exhibit B-1**  
**Jurisdictions of Operation**

Blue Flame Energy LLC as of the date of this filing is a certified to provide Aggregation and Power Broker services in the State of Ohio.

**Exhibit B-2**  
**Experience & Plans**

Blue Flame Energy LLC provides energy consulting and aggregation services to consumers in Ohio and has been a certified power broker/ aggregator since 2012 (certificate number 12-561E(1)).

Blue Flame Energy LLC works with and plans to continue to work with certified retail electric suppliers in Ohio to arrange for the supply of retail electric service to those customers and does not directly enter into contracts with end-use consumers or provide billing services for the energy supply. Consumers enter into contractual arrangements with certified retail electric suppliers and are billed by either that supplier or their electric utility. If there are any Customer inquiries or complaints they are directed to the supplier who has contracted with them or the customer's electric utility.

**Exhibit B-3**  
**Disclosure of Liabilities and Investigations**

Blue Flame Energy LLC does not have any existing, pending, or past rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matter that could adversely impact it's financial or operational status.

**Exhibit C-1**  
**Annual Reports**

Blue Flame Energy LLC is a privately held company and is not required to prepare annual reports.

**Exhibit C-2**  
**SEC Filings**

Blue Flame Energy LLC is a privately held company and does not produce 10K/8-K filings, and is not required to file with the SEC.

**Exhibit C-3**  
**Financial Statements**

Blue Flame Energy LLC's officer certified financial statements are attached under seal.

**Exhibit C-4**  
**Financial Arrangements**

Blue Flame Energy does not need to rely on outside financial arrangements to conduct its business providing energy consulting or aggregation services.

**Exhibit C-5**  
**Forecasted Financial Statements**

Blue Flame Energy LLC's forecasted financial statements are attached under seal.



**Exhibit C-6**  
**Credit Rating**

Blue Flame Energy LLC is not a publicly rated company and does not have its own credit rating.

**Exhibit C-7**  
**Credit Report**

Blue Flame Energy LLC is not a publicly rated company and does not have a credit report.

**Exhibit C-8**  
**Bankruptcy Information**

Blue Flame Energy LLC is debt free. The company, its affiliates, and officers have not filed for reorganization or bankruptcy protection within the past two years.

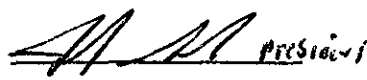
**Exhibit C-9**  
**Merger Information**

Blue Flame Energy LLC has not been involved in any corporate dissolutions, mergers, or acquisitions in the past five years.

Blue Flame Energy Services  
**Balance Sheet**  
As of August 13, 2012

	<u>Aug 13, 12</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Liberty Bank Operating Account	-1,063.05
Total Checking/Savings	-1,063.05
Accounts Receivable	
Accounts Receivable	7,700.00
Total Accounts Receivable	7,700.00
Total Current Assets	6,636.95
Fixed Assets	
Furniture and Equipment	400.00
Total Fixed Assets	400.00
Other Assets	
capital contribution	-67,450.00
Deposit reimbursal	-128.59
officers loan	331,596.24
reimbursable	-7,000.00
Total Other Assets	257,017.65
<b>TOTAL ASSETS</b>	<u><u>264,054.60</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
company advance	8,000.00
Officer loan	-3,940.83
Raymond Family Loan	99,500.00
Total Other Current Liabilities	103,559.17
Total Current Liabilities	103,559.17
Total Liabilities	103,559.17
Equity	
Retained Earnings	64,313.27
Net Income	96,182.16
Total Equity	160,495.43
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>264,054.60</u></u>

The above was prepared by Jeffrey Simler, President/Treasurer of Blue Flame Energy Services LLC.

 President 8/12/14  
Blue Flame Energy LLC

**Blue Flame Energy Services**  
**Profit & Loss**  
January through December 2013

Ordinary Income/Expense

Income

Commission Income	435,805.00
Total Income	<u>435,805.00</u>

Gross Profit 435,805.00


Expense

Advertising and Promotion	10,056.06
Automobile Expense	23,296.17
Business Licenses and Permits	2,176.89
Computer and Internet Expenses	27,663.78
corporate expense	24,000.00
Dues and Subscriptions	39.00
Franchise Consulting	25,091.35
Interest Expense	16,500.00
Meals and Entertainment	2,206.27
Miscellaneous Expense	3,179.30
Office Supplies	1,301.30
officer distribution	6,486.00
Operation Consultant	86,000.00
payroll	108.65
Payroll Expenses	3,403.83
Printing and Reproduction	165.81
Professional Fees	12,225.00
Reconciliation Discrepancies	-8.72
Rent Expense	7,800.00
Rep Commission	117,234.38
Staff compensation	19,035.50
Telephone Expense	10,042.99
Travel Expense	9,500.00
Total Expense	<u>407,503.56</u>

Net Ordinary Income 28,301.44

Net Income 28,301.44

The above was prepared by Jeffrey Simler, President/Treasurer of Blue Flame Energy LLC

 President  
Blue Flame Energy LLC  
8/12/14

1:30 PM  
08/12/14  
Accrual Basis

**Blue Flame Energy Services**  
**Profit & Loss**  
**January 1 through August 12, 2014**

**Ordinary Income/Expense**

**Income**

Commission Income	255,947.54
<b>Total Income</b>	<b>255,947.54</b>

<b>Gross Profit</b>	<b>255,947.54</b>
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**Expense**

Advertising and Promotion	626.89
Automobile Expense	2,047.21
Business Licenses and Permits	2,212.36
Charitable Contributions	50.00
Computer and Internet Expenses	2,738.71
corporate expense	0.00
Interest Expense	10,500.00
Meals and Entertainment	935.25
Miscellaneous Expense	5,152.86
Office Supplies	716.67
officer distribution	7,104.00
Operation Consultant	63,800.00
Printing and Reproduction	303.60
Professional Fees	2,600.00
Reconciliation Discrepancies	0.01
Rent Expense	4,550.00
Rep Commission	108,132.76
sales and marketing	1,541.26
Staff compensation	16,036.54
Telephone Expense	6,418.80
<b>Total Expense</b>	<b>235,466.92</b>

<b>Net Ordinary Income</b>	<b>20,480.62</b>
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<b>Net Income</b>	<b>20,480.62</b>
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The above was prepared by Jeffrey Simler, President/Treasurer of Blue Flame Energy LLC

*Jeffrey Simler* President  
Blue Flame Energy LLC  
8/12/14