



Original AGG Case Number	Version
09-183E-EL-AGG	December 2014

FILE

## RENEWAL APPLICATION FOR ELECTRIC 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 STEP Resources Consulting LLC  
 Address 8366 Princeton-Glendale Road Suite B1 West Chester, Ohio 45069  
 PUCO Certificate # and Date Certified 09-183E(3) January 13, 2014  
 Telephone # (513) 792-0146 Web site address (if any) www.stepresources.com

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

Legal Name STEP Resources Consulting LLC  
 Address 8366 Princeton-Glendale Road Suite B1 West Chester, Ohio 45069  
 Telephone # (513) 792-0146 Web site address (if any) www.stepresources.com

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

STEP Resources Consulting LLC  
 \_\_\_\_\_  
 \_\_\_\_\_

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

Name Greg E. Elam  
 Title CEO  
 Business address 8366 Princeton-Glendale Rd. Suite B1, West Chester, Ohio 45069  
 Telephone # (513) 792-0146 Fax # (513) 672-0584  
 E-mail address gelam@stepresources.com

PUCO

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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 JMS Date Processed NOV 13 2015

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

Name Greg E. Elam  
Title CEO  
Business address 8366 Princeton-Glendale Rd. Suite B1, West Chester, OH 45069  
Telephone # (513) 792-0146 Fax # (513) 672-0584  
E-mail address gelam@stepresources.com

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

Customer Service address 8366 Princeton-Glendale Rd. Ste B1, West Chester, OH 45069  
Toll-free Telephone # (844) 868-7837 Fax # (513) 672-0584  
E-mail address gelam@stepresources.com

**A-7 Applicant's federal employer identification number # 20-5086709**

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

- |  |   |
|--|---|
| <input type="checkbox"/> Sole Proprietorship                 | <input type="checkbox"/> Partnership                                |
| <input type="checkbox"/> Limited Liability Partnership (LLP) | <input checked="" type="checkbox"/> Limited Liability Company (LLC) |
| <input type="checkbox"/> Corporation                         | <input type="checkbox"/> 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**

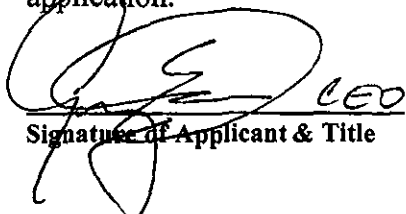
PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

**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.

  
 Signature of Applicant & Title

Sworn and subscribed before me this 12th day of Nov., 2015  
 Month Year

  
 Signature of official administering oath

Noreen Baig  
 Print Name and Title



NOREEN BAIG  
 NOTARY PUBLIC  
 STATE OF OHIO  
 MY COMMISSION EXPIRES

My commission expires on 11-23-2019

11-23-2019

# **AFFIDAVIT**

State of Ohio :

West  
Chester ss.  
(Town)

County of Butler :

Greg E. Elam, Affiant, being duly sworn/affirmed according to law, deposes and says that:

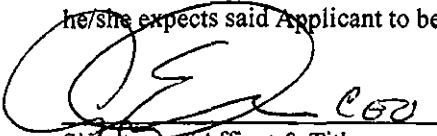
He/She is the CEO (Office of Affiant) of STEP Resources Consulting, LLC (Name of Applicant);

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.

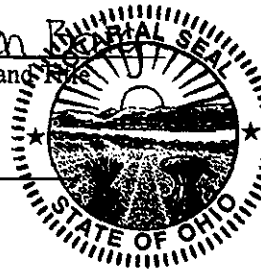


Signature of Affiant & Title

Sworn and subscribed before me this 12th day of NOV., 2015  
Month Year

  
Signature of official administering oath

Noreen Baig  
Print Name and Title



My commission expires on 11-23-2019

NOREEN BAIG  
NOTARY PUBLIC  
STATE OF OHIO  
MY COMMISSION EXPIRES  
11-23-2019

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

Greg E. Elam

CEO

8366 Princeton-Glendale Road Suite B1

West Chester, Ohio 45069

513-792-0146

513-672-0584

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

STEP Resources Consulting LLC is an Ohio registered LLC. There are no divisions or subsidiaries.



## **Exhibit B-1 Jurisdictions of Operations**

STEP Resources Consulting LLC is certified in the state of Ohio, Massachusetts and Illinois. We are in the process of or providing energy procurement services (natural gas and electricity) in various deregulated states including Ohio, Massachusetts, Illinois, California, Oregon, Texas, New Hampshire, Connecticut, Pennsylvania, and New Jersey.

## **Exhibit B-2 Experience and Plans**

### **Experience**

STEP Resources Consulting LLC ("STEP") was registered as a limited liability corporation ("LLC") in 2006 as an energy consulting firm focused primarily on demand side initiatives and regulatory representation on behalf of our clients. In late 2009, STEP established an office in Oxford, Ohio and expanded operations into the procurement market. In January 2013, STEP relocated its office to 8366 Princeton-Glendale Road., Suite B1, West Chester, Ohio 45069.

Since 2009, STEP has procured energy for over 100 clients, ranging from small commercial to large industrial users (communications, consumer goods, government, healthcare, industrial goods, real estate, services and technology). Such accounts comprise over 1 billion kWh in electricity usage in Ohio, California, Massachusetts, Illinois and New Hampshire.

Other initiatives include consulting with clients when considering future sites for their operations, helping them determine location and infrastructure; utility line extensions; lighting implementation and retrofits; metering and sub-metering; and contract negotiations on a variety of levels with our clients and energy suppliers.

Greg Elam is the founder of STEP Resources LLC and has more than 30 years' experience as an executive and consultant in utility operations, large deal structuring, strategic planning, contract negotiations, and utility infrastructure to name a few. In his role prior to STEP, he was co-founder and CEO of American Energy, an energy consulting and management firm, which was developed in 1996. Prior to his departure, AE managed more than \$2.5 billion in energy spend for clients.

### **Plans**

STEP contacts mid-sized to large commercial and industrial businesses through its existing professional network and referrals from existing clients, offering energy consulting services and energy procurement services. For procurement, sometimes STEP receives a fee from the generation supplier that will ultimately contract with the customer. The contractual relationship for the purchase of energy will be between the customer and the energy supplier. STEP guides customers through the procurement process and consults with them to clarify pricing, terms, and conditions that are part of their contract with the supplier. Because of our successful relationships, STEP's work often leads to other energy and utility consulting to help our current customers manage their complete energy/utility portfolio and maximize savings.

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

There are no existing, pending or past rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matter that could adversely impact STEP's ability to provide services required.

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

STEP Resources Consulting LLC is not a publically traded company and does not have shareholders, so it does not issue annual statements.

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

STEP Resources Consulting LLC is not a publically traded company and is exempt from SEC filings.

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

This exhibit is marked CONFIDENTIAL.

The provision of this exhibit requires STEP Resources Consulting LLC to disclose privileged and confidential information. STEP Resources has filed this information Under Seal in accordance with its Motion for Protective Order and Memorandum in Support Thereof filed contemporaneously with this application.

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

STEP Resources Consulting LLC operates as a broker/consultant **and does not intend to take title to power for resale.** Therefore, STEP deems request to provide financial arrangements not applicable.

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

This exhibit is marked CONFIDENTIAL.

The provision of this exhibit requires STEP Resources Consulting LLC to disclose privileged and confidential information. STEP Resources has filed this information Under Seal in accordance with its Motion for Protective Order and Memorandum in Support Thereof filed contemporaneously with this application.



**Exhibit C-6 Credit Rating**

Not applicable

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

Not applicable

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

None

**Exhibit C-9 Merger Information**

None