

Date Received	Case Number	Certification Number
16-1376	- GA-AGG	

CERTIFICATION APPLICATION
COMPETITIVE RETAIL NATURAL GAS BROKERS /AGGREGATORS

Please **type or print** all required information. Identify all attachments with an exhibit label and title (**Example: Exhibit A-16 - Company History**). 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 directly input information onto the form. You may also download the form by saving it to your local disk.

SECTION A - APPLICANT INFORMATION AND SERVICES

A-1 Applicant intends to be certified as: (check all that apply)

☒ Retail Natural Gas Aggregator ☒ Retail Natural Gas Broker

A-2 Applicant information:

Legal Name	Advantage Energy Partners, LLC
------------	--------------------------------

Address 2009 Mackenzie Way, Suite 100, Cranberry Township, PA 16066

Telephone No. 724-720-9325

Web site Address www.advantageenergypartners.com

A-3 Applicant information under which applicant will do business in Ohio:

Name	Advantage Energy Partners, LLC
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Address 2009 Mackenzie Way, Suite 100, Cranberry Township, PA 16066

Web site Address www.advantageenergypartners.com

Telephone No. 724-720-9325

A-4 List all names under which the applicant does business in North America:

Advantage Energy Partners, LLC

A-5 Contact person for regulatory or emergency matters:

Name Michael A. Senff

Title President

Business Address 2009 Mackenzie Way, Suite 100, Cranberry Township, PA 16066

Telephone No. 724-720-9325

Fax No.

Email Address msenff@advantageenergypartners.com

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 ASW Date Processed 6/14/16 (CRNGS Broker/Aggregator -Version 1.07) Page 1 of 7

A-6 Contact person for Commission Staff use in investigating customer complaints:

Name Michael A. Senff Title President
Business address 2009 Mackenzie Way, Suite 100, Cranberry Township, PA 16066
Telephone No. 724-720-9325 Fax No. Email Address msenff@advantageenergypartners.com

A-7 Applicant's address and toll-free number for customer service and complaints

Customer service address 2009 Mackenzie Way, Suite 100, Cranberry Township, PA 16066
Toll-Free Telephone No. 800-213-2195 Fax No. Email Address msenff@advantageenergypartners.com

A-8 Provide "Proof of an Ohio Office and Employee," in accordance with Section 4929.22 of the Ohio Revised Code, by listing name, Ohio office address, telephone number, and Web site address of the designated Ohio Employee

Name Robert Hutcheson Title Natural Gas Advisor
Business address 7793 Pittsburgh Ave. NW, North Canton, Ohio 44720
Telephone No. 330-494-3006 Fax No. Email Address Robert.hutcheson@bocorholdingsllc.com

A-9 Applicant's federal employer identification number 81-1967511

A-10 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 |

A-11 (Check all that apply) Identify each natural gas company service area in which the applicant is currently providing service or intends to provide service, including identification of each customer class that the applicant is currently serving or intends to serve, for example: *residential, small commercial, and/or large commercial/industrial (mercantile) customers*. (A mercantile customer, as defined in Section 4929.01(L)(1) of the Ohio Revised Code, means a customer that consumes, other than for residential use, more than 500,000 cubic feet of natural gas per year at a single location within the state or consumes natural gas, other than for residential use, as part of an undertaking having more than three locations within or outside of this state. In accordance with Section 4929.01(L)(2) of the Ohio Revised Code, "Mercantile customer" excludes a not-for-profit customer that consumes, other than for residential use, more than 500,000 cubic feet of natural gas per year at a single location within this state or consumes natural gas, other than for residential use, as part of an undertaking having more than three locations within or outside this state that has filed the necessary declaration with the Public Utilities Commission.)

<input checked="" type="checkbox"/> Columbia Gas of Ohio	<input checked="" type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial
<input checked="" type="checkbox"/> Dominion East Ohio	<input checked="" type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial
<input checked="" type="checkbox"/> Duke Energy Ohio	<input checked="" type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial
<input checked="" type="checkbox"/> Vectren Energy Delivery of Ohio	<input checked="" type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial

A-12 If applicant or an affiliated interest previously participated in any of Ohio's Natural Gas Choice Programs, for each service area and customer class, provide approximate start date(s) and/or end date(s) that the applicant began delivering and/or ended services.

☐ Columbia Gas of Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

☐ Dominion East Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

☐ Duke Energy Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

☐ Vectren Energy Delivery of Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

A-13 If not currently participating in any of Ohio's four Natural Gas Choice Programs, provide the approximate start date that the applicant proposes to begin delivering services:

<input checked="" type="checkbox"/>	Columbia Gas of Ohio	Intended Start Date	upon licensure
<input checked="" type="checkbox"/>	Dominion East Ohio	Intended Start Date	upon licensure
<input checked="" type="checkbox"/>	Duke Energy Ohio	Intended Start Date	upon licensure
<input checked="" type="checkbox"/>	Vectren Energy Delivery of Ohio	Intended Start Date	upon licensure

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED.

- A-14 **Exhibit A-14 "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-15 **Exhibit A-15 "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 natural gas or electricity to customers in North America.
- A-16 **Exhibit A-16 "Company History,"** provide a concise description of the applicant's company history and principal business interests.
- A-17 **Exhibit A-17 "Articles of Incorporation and Bylaws,"** if applicable, provide the articles of incorporation filed with the state or jurisdiction in which the applicant is incorporated and any amendments thereto.
- A-18 **Exhibit A-18 "Secretary of State,"** provide evidence that the applicant is currently registered with the Ohio Secretary of the State.

SECTION 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 current 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 natural gas service, or retail/wholesale electric services.
- B-2 **Exhibit B-2 "Experience & Plans,"** provide a current 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 4929.22 of the Revised Code and contained in Chapter 4901:1-29 of the Ohio Administrative Code.
- B-3 **Exhibit B-3 "Summary of Experience,"** provide a concise and current summary of the applicant's experience in providing the service(s) for which it is seeking to be certified to provide (e.g., number and types of customers served, utility service areas, volume of gas supplied, etc.).
- B-4 **Exhibit B-4 "Disclosure of Liabilities and Investigations,"** provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocations 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-5 Exhibit B-5 "Disclosure of Consumer Protection Violations,"** disclose whether the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant has 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-5 "Disclosure of Consumer Protection Violations," detailing such violation(s) and providing all relevant documents.

- B-6 Exhibit B-6 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation,"** disclose whether the applicant or a predecessor of the applicant has had any certification, license, or application to provide retail natural gas or retail/wholesale electric service denied, curtailed, suspended, or revoked, or whether the applicant or predecessor has been terminated from any of Ohio's Natural Gas Choice programs, or been in default for failure to deliver natural gas.

☒ No ☐ Yes

If Yes, provide a separate attachment, labeled as Exhibit B-6 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation," detailing such action(s) and providing all relevant documents.

SECTION C - APPLICANT 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, labeled as 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 whether 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 current financial arrangements to conduct competitive retail natural gas service (CRNGS) 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 CRNGS operation, along with a list of assumptions, and the name, address, email address, and telephone number of the preparer.



The Public Utilities Commission of Ohio

Competitive Retail Natural Gas Service Affidavit Form (Version 1.07)

In the Matter of the Application of)

Advantage Energy Partners, LLC)

for a Certificate or Renewal Certificate to Provide)
Competitive Retail Natural Gas Service in Ohio.)

Case No. -GA-AGG

County of Allegheny
State of PA

Advantage Energy Partners, LLC

[Affiant], being duly sworn/affirmed, hereby states that:

- (1) The information provided within the certification or certification renewal application and supporting information is complete, true, and accurate to the best knowledge of affiant.
- (2) The applicant will timely file an annual report of its intrastate gross receipts and sales of hundred cubic feet of natural gas pursuant to Sections 4905.10(A), 4911.18(A), and 4929.23(B), Ohio Revised Code.
- (3) The applicant will timely pay any assessment made pursuant to Section 4905.10 or Section 4911.18(A), Ohio Revised Code.
- (4) Applicant will comply with all applicable rules and orders adopted by the Public Utilities Commission of Ohio pursuant to Title 49, Ohio Revised Code.
- (5) Applicant will cooperate with the Public Utilities Commission of Ohio and its staff in the investigation of any consumer complaint regarding any service offered or provided by the applicant.
- (6) Applicant will comply with Section 4929.21, Ohio Revised Code, regarding consent to the jurisdiction of the Ohio courts and the service of process.
- (7) Applicant will inform the Public Utilities Commission of Ohio of any material change to the information supplied in the certification or certification renewal application within 30 days of such material change, including any change in contact person for regulatory or emergency purposes or contact person for Staff use in investigating customer complaints.
- (8) Affiant further sayeth naught.

Affiant Signature & Title

Michael A. Senff, President

Sworn and subscribed before me this

9th

day of

May

Month

2016

Year

Brandea A. Bailey

Signature of Official Administering Oath

Michael A. Senff, President

Print Name and Title

My commission expires on

COMMONWEALTH OF PENNSYLVANIA
NOTARIAL SEAL
Brandea A. Bailey, Notary Public
Chippewa Twp., Beaver County
My Commission Expires July 14, 2018
MEMBER, PENNSYLVANIA ASSOCIATION OF NOTARIES

- C-6 **Exhibit C-6 "Credit Rating,"** provide a statement disclosing the applicant's current 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 current credit report from Experion, 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 since applicant last filed for certification.
- C-9 **Exhibit C-9 "Merger Information,"** provide a statement describing any dissolution or merger or acquisition of the applicant since applicant last filed for certification.

SECTION D – APPLICANT TECHNICAL CAPABILITY

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED.

- D-1 **Exhibit D-1 "Operations,"** provide a current written description of the operational nature of the applicant's business functions.
- D-2 **Exhibit D-2 "Operations Expertise,"** given the operational nature of the applicant's business, provide evidence of the applicant's current experience and technical expertise in performing such operations.
- D-3 **Exhibit D-3 "Key Technical Personnel,"** provide the names, titles, email addresses, telephone numbers, and background of key personnel involved in the operational aspects of the applicant's current business.

Applicant Signature and Title

Michael A. Senff, President

Sworn and subscribed before me this

9th

day of

May

Month

2014

Year

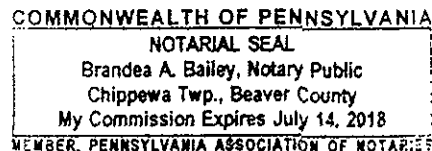
Brandea A. Bailey

Michael A. Senff, President

Signature of official administering oath

Print Name and Title

My commission expires on



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Applicant Signature and Title

Michael A. Senff, President

Sworn and subscribed before me this

9th day of

May

Month

2016

Year

Brandea A. Bailey

Michael A. Senff, President

Signature of official administering oath

Print Name and Title

My commission expires on

COMMONWEALTH OF PENNSYLVANIA
NOTARIAL SEAL
Brandea A. Bailey, Notary Public
Chippewa Twp., Beaver County
My Commission Expires July 14, 2018
MEMBER, PENNSYLVANIA ASSOCIATION OF NOTARIES

Exhibit A-14

Principal Officers, Directors & Partners

Single Member LLC

Michael A. Senff, President

A-14 – Michael A Senff

200 Mackenzie Way, Suite 100

Cranberry Twp., PA 16066

724-720-9325

msenff@advantageenergypartners.com

Michael A. Senff is serving as President, Treasurer and Secretary for Advantage Energy Partners. All other personnel are either un-paid advisors or 1099 sales employees that have yet to be hired.

Exhibit A-15

Corporate Structure

Corporate Structure

An industry veteran leads advantage Energy Partners with over 20 years experience in the deregulated and regulated energy market.

Michael A. Senff, President, Advantage Energy Partners LLC
200 Mackenzie Way, Suite 100
Cranberry Twp., PA 16066
724-720-9325

Michael has been in the energy business for more than 20 years. Michael is a strong, experienced leader with a proven track record of building, growing and leading some of the largest energy organizations in the industry. Specific disciplines include energy procurement and scheduling, wholesale trading (physical & financial), retail procurement/pricing/operations, origination, sales leadership, exploration & production, mergers and acquisitions, investment analysis, company integration, profit and loss accountability, large team development/management, executive leadership, corporate vision and strategy development. Michael began his energy career in 1993 at Enron Energy Services in Dublin, Ohio as a natural gas scheduler and retail-pricing analyst. After spending 5 years in that capacity Michael joined FirstEnergy Solutions in Akron Ohio as Director, Commodity Operations. Michael was responsible for all physical procurement, wholesale trading and portfolio management in support of FirstEnergy's retail natural gas business. In 2004, Michael joined Direct Energy. Michael spent 10 years in various roles within Direct Energy. He held several senior level positions within Direct Energy that included leadership of Portfolio Management and Pricing, Product Development and Sales across North America. In 2012, Michael became President of Direct Energy Business and led the deal team through the acquisition of Hess Energy Marketing, one of the largest acquisitions in the retail energy business. In 2013, Michael left Direct Energy to pursue a start-up opportunity with Guttman Energy. Guttman Energy is one of the largest; privately held organizations in Pennsylvania with an 83-year history of success. Michael was responsible for the development and growth of the Natural Gas and Electricity division. Michael was successful in growing that organization from start-up to an organization serving over 6000 customers in Ohio and Pennsylvania in a little over 3 years. In last 2015, the Natural Gas and Power Division of Guttman Energy was sold to GFD Suez and Michael left to start Advantage Energy Partners. Michael holds undergraduate degrees in Business and Logistics from the University of Akron (1992). He has successfully completed several executive management courses throughout his career. Additionally, he has been a CFTC Registered Commodity Trading Advisor and serves on the Board of Directors of Junior Achievement of Western Pennsylvania.

Additionally, Advantage Energy Partners LLC enjoys the benefits associated with engaging a very strong Advisory Board. The 4 members of the Advisory Board have a very deep level experience in their respective disciplines. The Advisory Board will work closely with Michael to help develop strategy, maintain financial discipline and uphold the legal and ethical values installed as cornerstones to the foundation of Advantage Energy Partners. They include;

Robert J. Hucheson., BoCor Holdings, LLC - Member-Manager

Robert received his Bachelor's degree in Business Administration from the John Carroll University in 1990. Upon completion of his undergraduate studies, Robert spent two years with Canton Oil Well Service, Inc. from 1990 to 1992. In 1992, Robert furthered his business studies at the Ohio State University and graduated with his Master's in Business Administration in 1994. From 1994 through 2000, Robert worked for Accenture (aka Andersen Consulting). Robert spent 6 years as a strategy and technology consultant for a major Fortune 500 financial services firm. In 2000, Robert returned to the oil and gas industry as an independent business consultant. In 2001, Robert created and became one of the original Members of, BoCor Holdings, LLC (BoCor). BoCor is an Ohio Limited Liability Company focused exclusively on the exploration, development, and production of crude oil and natural gas within the Appalachian Basin. BoCor's two principal areas of operation are within the states of Ohio and Pennsylvania. Robert's primary role within BoCor is to manage all administrative aspects of the business, including accounting, finance, legal, and marketing.

Dan Lynch is the Founder and Managing Partner of The Lynch Law Group. He has been an attorney for more than 22 years. His areas of strength and experience include securities litigation; employment law counseling and litigation; commercial litigation; mergers and acquisitions; and general corporate transactions. Dan is a success-driven leader with superior organization and communication skills. He has business experience, a solid work ethic and brings an entrepreneurial approach to his practice of law.

Before starting his own law firm, Dan was Vice President and General Counsel for Quadrius, Inc., a middle-market company in Rochester, Pennsylvania engaged in third-party logistics. As Vice President and General Counsel, Dan was responsible for managing a full range of legal services and solutions in all areas of business. He provided legal advice on general corporate, commercial and employment matters; ensured that all corporate protocols were followed; performed dispute resolution and negotiation; drafted, reviewed and negotiated contracts, licenses and other contracting devices; and supervised and managed outside counsel who were assisting with litigation, corporate actions, employment issues and intellectual property, including service marks, copyrights and technology licensing. Dan reported to the CEO and was on the executive committee; however, he was more than a lawyer. The Human Resources and Facilities Departments reported up through Dan, and he was the Chair of the Security and Innovation Committees for the company. During the last quarter of 2001, the CEO asked Dan to spend part of his time leading the business development department of one of the company's divisions.

Prior to his employment at Quadrius, Dan was the CEO of 3e Software, Inc., a start-up company located in Pittsburgh, Pennsylvania that provided software to e-marketplaces. As the CEO, Dan was responsible for the overall management of the company, which included operations, marketing, sales, finance, product development, and information technology. Dan established the organizational structure and strategic direction of the company, raised the seed financing, managed the financial performance and forecasting, and hired and led the management team. In addition to the responsibilities of the CEO, Dan managed the legal department for the company, including direct coordination of outside legal counsel.

Prior to joining 3e Software, Dan was a practicing lawyer for six years at Reed Smith LLP, a major law firm with over 1500 lawyers headquartered in Pittsburgh, Pennsylvania. While at Reed Smith, Dan was responsible for managing his own caseload; generating new business; managing client relations; and staffing the majority of his cases. His legal work included drafting motions, legal briefs and memoranda; editing motions, briefs and memoranda written by others; and appearing in court for trials, hearings, legal arguments and conferences. Dan served as the lead attorney in the majority of his caseload, he oversaw teams of lawyers on most cases, and he managed an \$18 million technology case. Dan focused his practice on complex commercial litigation with an emphasis in the areas of technology, financial services, construction, civil RICO, shareholder derivative actions, commercial contract and lease drafting and negotiating and First Amendment litigation.

He joined Reed Smith after completing a one-year clerkship for the Honorable James H. Brickley, Justice of the Michigan Supreme Court, and a one-year clerkship for the Honorable Carol Los Mansmann of the United States Court of Appeals for the Third Circuit.

Ralph Duckworth, MBA, CPA ATI Financial Services

Ralph received his BA in economics from Carnegie Mellon University in 1973 and his master's in business administration from the University of Pittsburgh's Katz School of Business in 1974. He also completed postgraduate work at Northwestern University's Kellogg School of Management. After receiving his MBA in 1974, Ralph served in a variety of financial positions in public accounting and industry.

Ralph has his Series 7, Series 66 (held through Commonwealth Financial Network), and insurance licenses in addition to his CPA designation in Pennsylvania. He is a member of the American Institute of Certified Public Accountants and the Pennsylvania Institute of Certified Public Accountants.

Ralph is a past adjunct faculty member at Carnegie Mellon's Heinz School of Public Management and the Community College of Allegheny County. He also has served or currently serves in the following volunteer positions: member of the Board of Directors and Chairman of the Audit Committee of the United Methodist Foundation of Western Pennsylvania, director emeritus of the Board of the Business Alumni Association at the University of Pittsburgh; treasurer and trustee of Dutilh United Methodist Church; member of Dutilh United Methodist Church's Finance Committee; member of Cranberry Township Community Chest Board; treasurer and vice president of the Board of Directors of Mt. Gallitzin Academy's Parent/Teacher Guild; member of the Executive Committee of Boy Scout Troop 414 in Economy Boro; cubmaster of Cub Scout Pack 406 in Cranberry Township; and a board member of the Community Accountants.

John Williamson – CPA, Former CFO, Direct Energy Business

John has 18 years of financial management experience, having spent 10 years in the energy industry with the last 5 years as a segment CFO for Direct Energy. Prior to Direct Energy John spent 5 years in Financial Leadership roles with Royal Bank of Canada in Toronto, Canada. John has expertise in liquidity management, balance sheet management, accounting and control, financial planning, and financial risk management. John earned his Masters of Business Administration from York University, is a Certified Public Accountant (Pennsylvania), and a Canadian Chartered Accountant.

Exhibit A-16

Company History

The company has no history as it is a start-up and was formed 3/10/2016. The principal business interest will be providing consulting services to those engaged in the energy industry and brokering electricity and natural gas to all customer classes in Ohio and Pennsylvania.

Certification/Application for Gas Brokers/Aggregators
To Ohio Public Utility Commission

Application for:
Advantage Energy Partners, LLC

Exhibit A-17

Certificate of Organization

COMMONWEALTH OF PENNSYLVANIA
DEPARTMENT OF STATE
BUREAU OF CORPORATIONS AND CHARITABLE ORGANIZATIONS
401 NORTH STREET, ROOM 206
P.O.BOX 8722
HARRISBURG, PA 17105-8722
WWW.CORPORATIONS.PA.GOV

Lynch, Daniel
501 Smith Drive, Suite 3
Cranberry Township PA 16066

Advantage Energy Partners LLC

THE BUREAU OF CORPORATIONS AND CHARITABLE ORGANIZATIONS IS HAPPY
TO SEND YOUR FILED DOCUMENT. THE BUREAU IS HERE TO SERVE YOU AND WE WOULD
LIKE TO THANK YOU FOR DOING BUSINESS IN PENNSYLVANIA.

IF YOU HAVE ANY QUESTIONS PERTAINING TO THE BUREAU, PLEASE VISIT OUR
WEBSITE AT www.dos.pa.gov/BusinessCharities OR YOU MAY CONTACT US BY TELEPHONE AT
(717)787-1057. INFORMATION REGARDING BUSINESS AND UCC FILINGS CAN BE FOUND ON
OUR SEARCHABLE DATABASE AT www.corporations.pa.gov/Search/CorpSearch .

ENTITY NUMBER : 6370921

PENNSYLVANIA DEPARTMENT OF STATE
BUREAU OF CORPORATIONS AND CHARITABLE ORGANIZATIONS

Entity# : 6370921
Date Filed : 03/10/2016
Pedro A. Cortés
Secretary of the Commonwealth

Certificate of Organization Domestic Limited Liability Company
(15 Pa.C.S. § 8913)

Name		
Daniel Lynch		
Address		
501 Smith Drive, Suite 3,		
City	State	Zip Code
Cranberry Township	PA	16066

Document will be returned to the
name and address you enter to
the left.

Fee: \$125.00

In compliance with the requirements of 15 Pa.C.S. § 8913 (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 (designator is required, i.e., "company", "limited" or "limited liability company" or abbreviation):
Advantage Energy Partners LLC

2. The (a) address of the limited liability company's initial registered office in this Commonwealth or (b) name of its commercial registered office provider and the county of venue is:

(a) Number and Street	City	State	Zip	County
615 Redwood Court	Cranberry Township	PA	16066	Butler

(b) Name of Commercial Registered Office Provider County

c/o:

3. The name and address, including street and number, if any, of each organizer is (all organizers must sign on page 2):

Name	Address
Daniel P Lynch	501 Smith Drive , Suite 3 , Cranberry Township , Butler , PA , United States , 16066

4. *Strike out if inapplicable term*

~~A member's interest in the company is to be evidenced by a certificate of membership interest.~~

5. *Strike out if inapplicable term*

~~Management of the company is vested in a manager or managers.~~

6. The specified effective date, if any
is: (month date year hour, if any)

_____ .
month date year hour, if any

7. *Strike out if inapplicable: The company is a restricted professional company organized to render the following restricted professional service(s):*

8. For additional provisions of the certificate, if any, attach an 8½ x 11 sheet.

IN TESTIMONY WHEREOF, the organizer(s) has
(have) signed this Certificate of Organization this
10 day of March , 2016 .

Daniel P Lynch

Signature

OPERATING AGREEMENT
OF
**ADVANTAGE ENERGY PARTNERS,
LLC**

A Single Member
Pennsylvania Limited Liability Company

Date: March 11, 2016

Prepared exclusively by:
The Lynch Law Group, LLC
501 Smith Drive
Suite 3
Cranberry Professional Park
Cranberry, PA 16066
724-776-8000
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OPERATING AGREEMENT
OF
ADVANTAGE ENERGY PARTNERS, LLC

1. Formation and Principal Place of Business
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**OPERATING AGREEMENT
OF
ADVANTAGE ENERGY PARTNERS, LLC**

This Operating Agreement (this "Agreement") has been adopted by Michael Senff, as the Sole Member (the "Member") of ADVANTAGE ENERGY PARTNERS, LLC, a Pennsylvania limited liability company (the "Company").

1. Formation and Principal Place of Business. Effective as of March 11, 2016, the Member has (a) contributed cash and other assets to the Company in exchange for his interest in the Company, and (b) prepared and filed an appropriate Certificate of Organization with the Commonwealth of Pennsylvania. The principal place of business of the Company is located at 615 Redwood Court, Cranberry Township, PA, 16066, or at such other place or places as the Member may from time to time determine.

2. Purpose. The object and purpose of, and the nature of the business to be conducted and promoted by, the Company is engaging in any lawful act or activity for which limited liability companies may be formed under the Pennsylvania Limited Liability Company Act, 15 Pa. C.S. § 8901, et seq., as amended from time to time (the "Act"), and engaging in any and all lawful activities necessary or incidental to the foregoing.

3. Name of Company and Member:

The name of the Company is ADVANTAGE ENERGY PARTNERS, LLC. The Company may do business under such other names as may be chosen from time to time by the Member.

The name and address of the Member is Michael Senff, 615 Redwood Court, Cranberry Township, PA, 16066.

4. Management.

(a) The business and affairs of the Company shall be managed by the Member. The Member, on behalf of the Company, shall have the power to do any and all acts necessary or convenient to, or for the furtherance of, the business and affairs of the Company.

(b) The Member may appoint by written resolution officers and agents of the Company to which the Member may delegate by written resolution whatever duties, responsibilities, and authority the Member may desire. Any officer or agent may be removed by the Member at any time by written resolution.

(c) If an officer of the Company is appointed by the Member and given a title that is used by officers of a business corporation, the Member shall be deemed to have delegated to the officer the duties, responsibilities, and authority that would be

exercised by an officer of a business corporation with the same title, unless the Member provides otherwise by written resolution.

5. Title to Company Property. All real and personal property shall be acquired in the name of the Company and title to any property so acquired shall vest in the Company itself rather than in the Member.

6. Compensation of Member. The Member may be reimbursed for all expenses incurred in managing the Company and may, at the election of the Member, be entitled to compensation for management services rendered, in an amount to be determined from time to time by the Member.

7. Distributions. Distributions shall be made to the Member (in cash or in kind) at the times and in the aggregate amounts determined by the Member and as permitted by applicable law.

8. Elections. The Member may make any tax elections for the Company allowed under the Internal Revenue Code of 1986, as amended, or the tax laws of any state or other jurisdiction having taxing jurisdiction over the Company.

9. Assignability of Membership Interest. The economic interest of the Member in the Company is assignable, in whole or in part, either voluntarily or by operation of law.

10. Admission of Additional Members. Additional members of the Company may be admitted to the Company at the direction of the Member, but only upon the amendment or the amendment and restatement of this Agreement to reflect that an additional member or members are to be admitted. If this Agreement is not amended or amended and restated upon admission of one or more additional members, this Agreement shall terminate upon the date the first additional member is admitted and the Company shall continue to operate under the default provisions of the Act.

11. Liability of the Member. The Member shall not have any liability for the debts, obligations or liabilities of the Company or for the acts or omissions of any other member, officer, agent, or employee of the Company except to the extent provided in the Act. The failure of the Member to observe any formalities or requirements relating to the exercise of the powers of the Member or the management of the business and affairs of the Company under this Agreement or the Act shall not be grounds for imposing liability on the Member for liabilities of the Company.

12. Indemnification. The Company shall indemnify the Member and those authorized officers, agents, and employees of the Company identified in writing by the Member as entitled to be indemnified under this section for all costs, losses, liabilities and damages paid or accrued by the Member (as the Member or as an officer, agent, or employee) or any such officer, agent, or employee in connection with the business of the Company, except to the extent prohibited by the laws of the Commonwealth of Pennsylvania. In addition, the Company may advance costs of defense of any proceeding to the Member or any such officer, agent, or employee upon receipt by the Company of

an undertaking by or on behalf of such person to repay such amount if it shall ultimately be determined that the person is not entitled to be indemnified by the Company.

13. Dissolution.

(a) The Company shall dissolve, and its affairs shall be wound up, upon the first to occur of the following: (i) the written direction of the Member, (ii) the entry of a decree of judicial dissolution under section 8972 of the Act or (iii) the death, retirement, insanity, resignation, or bankruptcy of the Member or the occurrence of any other event that terminates the continued membership of the Member.

(b) Upon dissolution, the Company shall cease carrying on any and all business other than the winding up of the Company business, but the Company is not terminated and shall continue until the winding up of the affairs of the Company is completed and a certificate of dissolution has been filed pursuant to the Act. Upon the winding up of the Company, the Company's property shall be distributed (i) first to creditors, including the Member if the Member is a creditor, to the extent permitted by law, in satisfaction of the Company's liabilities; and (ii) then to the Member. Such distributions shall be in cash or property or partly in both, as determined by the Member.

14. Conflicts of Interest. Nothing in this Agreement shall be construed to limit the right of the Member to enter into any transaction that may be considered to be competitive with, or a business opportunity that may be beneficial to, the Company. The Member does not violate a duty or obligation to the Company merely because the conduct of the Member furthers the interests of the Member. The Member may lend money to and transact other business with the Company. The rights and obligations of the Member upon lending money to or transacting business with the Company are the same as those of a person who is not the Member, subject to other applicable law. No transaction with the Company shall be void or voidable solely because the Member has a direct or indirect interest in the transaction.

15. Governing Law. This Agreement shall be governed by, and interpreted and enforced in accordance with, the substantive laws of the Commonwealth of Pennsylvania, without reference to the conflicts of law rules of that or any other jurisdiction.

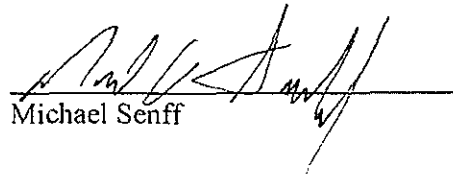
16. Entire Agreement. This Agreement constitutes the entire agreement of the Member with respect to the subject matter hereof and supersedes all prior agreements, express or implied, oral or written, with respect thereto. The express terms of this Agreement control and supersede any course of performance or usage of trade inconsistent with any of the terms hereof.

17. Amendment. This Agreement may be amended or modified from time to time only by a written instrument executed by the Member.

18. Rights of Creditors and Third Parties. This Agreement is entered into by the Member solely to govern the operation of the Company. This Agreement is expressly not intended for the benefit of any creditor of the Company or any other person other than the heirs, personal representatives, successors and assigns of the Member. Except and only to the extent provided by applicable statute, no creditor or third party shall have any rights under this Agreement or any agreement between the Company and the Member, with respect to the subject matter hereof.

IN WITNESS WHEREOF, the undersigned, intending to be legally bound, has adopted this Operating Agreement effective as of March 11, 2016.

MEMBER:


Michael Senff

Annex A

Members and Their Interest Percentage

Date: March 11, 2016

<u>Member</u> <u>(Name and Address)</u>	<u>Initial Capital Contribution</u>	<u>Percentage Interest</u>
Michael Senff 615 Redwood Court Cranberry Township, PA, 16066	\$1,000.00	100%

Certification/Application for Gas Brokers/Aggregators
To Ohio Public Utility Commission

Application for:
Advantage Energy Partners, LLC

Exhibit A-18

Secretary of State



DATE	DOCUMENT ID	DESCRIPTION	FILING	EXPED	PENALTY	CERT	COPY
05/13/2016	201613302974	REGISTRATION OF FOREIGN FOR PROFIT LLC (LFP)	99.00	0.00	0.00	0.00	0.00

Receipt

This is not a bill. Please do not remit payment.

ADVANTAGE ENERGY PARTNERS, LLC
MICHAEL A. SENFF
2009 MACKENZIE WAY, SUITE 100
CRANBERRY TWP., PA 16066

**STATE OF OHIO
CERTIFICATE**

Ohio Secretary of State, Jon Husted

3903010

It is hereby certified that the Secretary of State of Ohio has custody of the business records for

ADVANTAGE ENERGY PARTNERS, LLC

and, that said business records show the filing and recording of:

Document(s)

REGISTRATION OF FOREIGN FOR PROFIT LLC

Effective Date: 05/11/2016

Document No(s):

201613302974



United States of America
State of Ohio
Office of the Secretary of State

Witness my hand and the seal of the
Secretary of State at Columbus, Ohio this
13th day of May, A.D. 2016.

Jon Husted

Ohio Secretary of State

Exhibit B-1

Jurisdictions of Operations

At the date of this filing the applicant or any affiliated interest of the applicant is not licensed or registered to provide retail or wholesale electric services.

Exhibit B-2

Experience & Plans

Michael A. Senff, President, Advantage Energy Partners LLC

Michael has been in the energy business for more than 20 years. Michael is a strong, experienced leader with a proven track record of building, growing and leading some of the largest energy organizations in the industry. Specific disciplines include energy procurement and scheduling, wholesale trading (physical & financial), retail procurement/pricing/operations, origination, sales leadership, exploration & production, mergers and acquisitions, investment analysis, company integration, profit and loss accountability, large team development/management, executive leadership, corporate vision and strategy development. Michael began his energy career in 1993 at Enron Energy Services in Dublin, Ohio as a natural gas scheduler and retail pricing

analyst. After spending 5 years in that capacity Michael joined FirstEnergy Solutions in Akron Ohio as Director, Commodity Operations. Michael was responsible for all physical procurement, wholesale trading and portfolio management in support of FirstEnergy's retail natural gas business. In 2004, Michael joined Direct Energy. Michael spent 10 years in various roles within Direct Energy. He held several senior level positions within Direct Energy that included leadership of Portfolio Management and Pricing, Product Development and Sales across North America. In 2012, Michael became President of Direct Energy Business and led the deal team through the acquisition of Hess Energy Marketing, one of the largest acquisitions in the retail energy business. In 2013, Michael left Direct Energy to pursue a start-up opportunity with Guttman Energy. Guttman Energy is one of the largest, privately held organizations in Pennsylvania with an 83-year history of success. Michael was responsible for the development and growth of the Natural Gas and Electricity division. Michael was successful in growing that organization from start-up to an organization serving over 6000 customers in Ohio and Pennsylvania in a little over 3 years. In last 2015, the Natural Gas and Power Division of Guttman Energy was sold to GFD Suez and Michael left to start Advantage Energy Partners. Michael holds undergraduate degrees in Business and Logistics from the University of Akron (1992). He has successfully completed several executive management courses throughout his career. Additionally, he has been a CFTC Registered Commodity Trading Advisor and serves on the Board of Directors of Junior Achievement of Western Pennsylvania.

Advantage Energy Partners, LLC is engaged in providing consulting and general advisory services to energy providers and energy related organizations as well as commercial, industrial and institutional consumers of energy. Advantage provides these services to two distinct customer segments 1) those engaged in retail/wholesale energy marketing, natural gas production, electricity generation (Energy Providers) and 2) businesses that consume natural gas and electricity (Energy Consumers). Advantage Energy is committed to providing comprehensive, analytically based solutions regardless of whether its clients are trying to manage their energy spend, determining strategic direction, enhancing effectiveness of business processes or assessing the viability of an infrastructure investment. The potential specific service offerings by customer segment are listed below.

Energy Providers

- Business Strategy
- Process Improvement
- Infrastructure design and implementation
- Retail Product Development
- Retail Energy Sales
- Risk Management

Energy Consumers

- Energy Procurement
- Risk Management
- Energy Efficiency Initiatives
- Energy Contract Negotiations

Advantage Energy Partners will utilize a network of agents and consultants to provide the services listed above. We will hire, develop, train and contract with only those that embody the vision and values of the company. We will develop a comprehensive on-boarding and training program that will produce a well qualified staff of professionals. The training program will produce an understanding of the energy market, PUC rules and regulations, ethical sales practices and strict adherence to Advantage Energy policy and procedures. Policies and Procedures will be well documented and processes will be developed to ensure compliance. The on-boarding program will consist of classroom and on-job training. On-going training and development programs will be administered at regular intervals.

Advantage Energy Partners, LLC will contract with customers to perform services through a general consulting agreement and/or a Letter of Exclusivity that will clearly identify the engagement parameters and associated expected outcomes. We will provide the telephone number (local and 800), address and contact *representative that will be responsible to responding to any customer inquiries and/or complaints in a timely and professional manner.* Advantage Energy Partners will not be directly billing for brokerage services.

Exhibit B-3

Summary of Experience

Michael A. Senff, President, Advantage Energy Partners LLC

Michael has been in the energy business for more than 20 years. Michael is a strong, experienced leader with a proven track record of building, growing and leading some of the largest energy organizations in the industry. Specific disciplines include energy procurement and scheduling, wholesale trading (physical & financial), retail procurement/pricing/operations, origination, sales leadership, exploration & production, mergers and acquisitions, investment analysis, company integration, profit and loss accountability, large team development/management, executive leadership, corporate vision and strategy development. Michael began his energy career in 1993 at Enron Energy Services in Dublin, Ohio as a natural gas scheduler and retail pricing analyst. After spending 5 years in that capacity Michael joined FirstEnergy Solutions in Akron Ohio as Director, Commodity Operations. Michael was responsible for all physical procurement, wholesale trading and portfolio management in support of FirstEnergy's retail natural gas business. In 2004, Michael joined Direct Energy. Michael spent 10 years in various roles within Direct Energy. He held several senior level positions within Direct Energy that included leadership of Portfolio Management and Pricing, Product Development and Sales across North America. In 2012, Michael became President of Direct Energy Business and led the deal team through the acquisition of Hess Energy Marketing, one of the largest acquisitions in the retail energy business. In 2013, Michael left Direct Energy to pursue a start-up opportunity with Guttman Energy. Guttman Energy is one of the largest, privately held organizations in Pennsylvania with an 83-year history of success. Michael was responsible for the development and growth of the Natural Gas and Electricity division. Michael was successful in growing that organization from start-up to an organization serving over 6000 customers in Ohio and Pennsylvania in a little over 3 years. In last 2015, the Natural Gas and Power Division of Guttman Energy was sold to GFD Suez and Michael left to start Advantage Energy Partners. Michael holds undergraduate degrees in Business and Logistics from the University of Akron (1992). He has successfully completed several executive management courses throughout his career. Additionally, he has been a CFTC Registered Commodity Trading Advisor and serves on the Board of Directors of Junior Achievement of Western Pennsylvania.

Exhibit B-4

Disclosure of Liabilities and Investigations

The company has no "Disclosure of Liabilities or Investigations" to report.

Exhibit C-1

Annual Reports

The company was just formed on 3/10/2016 in the State of Pennsylvania and has no Annual Reports to provide.

Exhibit C-2

SEC Filings

Advantage Energy Partners is not a SEC filing Company and therefore has no filings to provide.

Exhibit C-3

Financial Statements

Advantage Energy Partners was just formed on 3/10/2016 and does not have audited or officer certified financial statements.

Exhibit C-4

Financial Arrangements

Advantage Energy Partners is being solely funded by it's President, Michael A. Senff. The company will not be taking title to any electricity and therefore does not have other financial arrangements.

Certification/Application for Gas Brokers/Aggregators
To Ohio Public Utility Commission

Application for:
Advantage Energy Partners, LLC

Exhibit C-5

Forecasted Financial Statements

Exhibit C-6

Credit Rating

Advantage Energy Partners was formed on 3/10/2016 in the State of Pennsylvania and as a start-up does not have a credit rating.

Exhibit C-7

Credit Report

Advantage Energy Partners was formed on 3/10/2016 in the State of Pennsylvania and as a start-up does not have a credit report.

Exhibit C-8

Bankruptcy Information

Advantage Energy Partners does not have any reorganizations, protection from creditors or any form of bankruptcy to provide.

Exhibit C-9

Merger Information

There have been no dissolution, merger or acquisitions to report.

Exhibit D-1

Operations

D-1 - Operations

Advantage Energy Partners, LLC is engaged in providing consulting and general advisory services to energy providers and energy related organizations as well as commercial, industrial and institutional consumers of energy. Advantage provides these services to two distinct customer segments 1) those engaged in retail/wholesale energy marketing, natural gas production, electricity generation (Energy Providers) and 2) businesses that consume natural gas and electricity (Energy Consumers). Advantage Energy is committed to providing comprehensive, analytically based solutions regardless of whether tis clients are trying to manage their energy spend, determining strategic direction, enhancing effectiveness of business processes or assessing the viability of an infrastructure investment. The potential specific service offerings by customer segment are listed below.

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Exhibit D-2

Operations Expertise

D-2 – Operations Expertise

An industry veteran leads advantage Energy Partners with over 20 years experience in the deregulated and regulated energy market.

**Michael A. Senff, President, Advantage Energy Partners LLC 200 Mackenzie Way, Suite 100
-~~Canby~~ Canby Twp., PA 16066 724**

Michael has been in the energy business for more than 20 years. Michael is a strong, experienced leader with a proven track record of building, growing and leading some of the largest energy organizations in the industry. Specific disciplines include energy procurement and scheduling, wholesale trading (physical & financial), retail procurement/pricing/operations, origination, sales leadership, exploration & production, mergers and acquisitions, investment analysis, company integration, profit and loss accountability, large team development/management, executive leadership, corporate vision and strategy development. Michael began his energy career in 1993 at Enron Energy Services in Dublin, Ohio as a natural gas scheduler and retail-pricing analyst. After spending 5 years in that capacity Michael joined FirstEnergy Solutions in Akron Ohio as Director, Commodity Operations. Michael was responsible for all physical procurement, wholesale trading and portfolio management in support of FirstEnergy's retail natural gas business. In 2004, Michael joined Direct Energy. Michael spent 10 years in various roles within Direct Energy. He held several senior level positions within Direct Energy that included leadership of Portfolio Management and Pricing, Product Development and Sales across North America. In 2012, Michael became President of Direct Energy Business and led the deal team through the acquisition of Hess Energy Marketing, one of the largest acquisitions in the retail energy business. In 2013, Michael left Direct Energy to pursue a start-up opportunity with Guttman Energy. Guttman Energy is one of the largest; privately held organizations in Pennsylvania with an 83-year history of success. Michael was responsible for the development and growth of the Natural Gas and Electricity division. Michael was successful in growing that organization from start-up to an organization serving over 6000 customers in Ohio and Pennsylvania in a little over 3 years. In last 2015, the Natural Gas and Power Division of Guttman Energy was sold to GFD Suez and Michael left to start Advantage Energy Partners. Michael holds undergraduate degrees in Business and Logistics from the University of Akron (1992). He has successfully completed several executive management courses throughout his career. Additionally, he has been a CFTC Registered Commodity Trading Advisor and serves on the Board of Directors of Junior Achievement of Western Pennsylvania.

Exhibit D-3

Key Technical Personnel

D-3 – Key Technical Personnel

Advantage Energy Partners LLC enjoys the benefits associated with engaging a very strong Advisory Board. The 4 members of the Advisory Board have a very deep level experience in their respective disciplines. The Advisory Board will work closely with Michael to help develop strategy, maintain financial discipline and uphold the legal and ethical values installed as cornerstones to the foundation of Advantage Energy Partners. They include;

Robert J. Hucheson., BoCor Holdings, LLC - Member-Manager

330-497-3006 / Robert.hutcheson@bocorholdingsllc.com

Robert received his Bachelor's degree in Business Administration from the John Carroll University in 1990. Upon completion of his undergraduate studies, Robert spent two years with Canton Oil Well Service, Inc. from 1990 to 1992. In 1992, Robert furthered his business studies at the Ohio State University and graduated with his Master's in Business Administration in 1994. From 1994 through 2000, Robert worked for Accenture (aka Andersen Consulting). Robert spent 6 years as a strategy and technology consultant for a major Fortune 500 financial services firm. In 2000, Robert returned to the oil and gas industry as an independent business consultant. In 2001, Robert created and became one of the original Members of, BoCor Holdings, LLC (BoCor). BoCor is an Ohio Limited Liability Company focused exclusively on the exploration, development, and production of crude oil and natural gas within the Appalachian Basin. BoCor's two principal areas of operation are within the states of Ohio and Pennsylvania. Robert's primary role within BoCor is to manage all administrative aspects of the business, including accounting, finance, legal, and marketing.

Dan Lynch is the Founder and Managing Partner of The Lynch Law Group.

724-776-8000 / dlynch@lynchlaw-group.com

He has been an attorney for more than 22 years. include securities litigation; employment law counseling and litigation; commercial litigation; mergers and acquisitions; and general corporate transactions. Dan is a success- driven leader with superior organization and communication skills. He has business experience, a solid work ethic and brings an entrepreneurial approach to his practice of law. Before starting Counsel for Quadrivius, Inc., a middle-market company in Rochester, Pennsylvania engaged in third-party logistics. As Vice President and General Counsel, Dan was responsible for managing a full range of legal services and solutions in all areas of business. He provided legal advice on general corporate, commercial and employment

matters; ensured that all corporate protocols were followed; performed dispute resolution and negotiation; drafted, reviewed and negotiated contracts, licenses and other contracting devices; and supervised and managed outside counsel who were assisting with litigation, corporate actions, employment issues and intellectual property, including service marks, copyrights and technology licensing. Dan reported to the CEO and was on the executive committee; however, he was more than a lawyer. The Human Resources and Facilities Departments reported up through Dan, and he was the Chair of the Security and Innovation Committees for the company. During the last quarter of 2001, the CEO asked Dan to spend part of his time leading the business development department of one of the company's divisions.

Prior to his em

Dan was the CEO of 3e Software, Inc., a start-up company located in Pittsburgh, Pennsylvania that provided software to e-marketplaces. As the CEO, Dan was responsible for the overall management of the company, which included operations, marketing, sales, finance, product development, and information technology. Dan established the organizational structure and strategic direction of the company, raised the seed financing, managed the financial performance and forecasting, and hired and led the management team. In addition to the responsibilities of the CEO, Dan managed the legal department for the company, including direct coordination of outside legal counsel.

Prior to joini

Smith LLP, a major law firm with ~~1500~~ 1500 lawyers headquartered in Pittsburgh, Pennsylvania. While at Reed Smith, Dan was responsible for managing his own caseload; generating new business; managing client relations; and staffing the majority of his cases. His legal work included drafting motions, legal briefs and memoranda; editing motions, briefs and memoranda written by others; and appearing in court for trials, hearings, legal arguments and conferences. Dan served as the lead attorney in the majority of his caseload, he oversaw teams of lawyers on most cases, and he managed an \$18 million technology case. Dan focused his practice on complex commercial litigation with an emphasis in the areas of technology, financial services, construction, civil RICO, shareholder derivative actions, commercial contract and lease drafting and negotiating and First Amendment litigation.

He joined Reed

one-year clerkship for the Honorable James H. Brickley, Justice of the Michigan Supreme Court, and a one-year clerkship for the Honorable Carol Los Mansmann of the United States Court of Appeals for the Third Circuit.

Ralph Duckworth, MBA, CPA ATI Financial Services

724-933-9790 / rduckworth@ati-financial.com

Ralph received his BA in economics from Carnegie Mellon University in 1973 and his master's in business administration from the University of Pittsburgh's Katz School of Business in 1974. He also completed postgraduate work at Northwestern University's

Kellogg School of Management. After receiving his MBA in 1974, Ralph served in a variety of financial positions in public accounting and industry. Series 66 (held through Commonwealth Financial Network), and insurance licenses in addition to his CPA designation in Pennsylvania. He is a member of the American Institute of Certified Public Accountants and the Pennsylvania Institute of Certified Public Accountants.

Ralph has a S

Ralph is a pas

School of Public Management and the Community College of Allegheny County. He also has served or currently serves in the following volunteer positions: member of the Board of Directors and Chairman of the Audit Committee of the United Methodist Foundation of Western Pennsylvania, director emeritus of the Board of the Business Alumni Association at the University of Pittsburgh; treasurer and trustee of Dutilh United Methodist Church; member of Dutilh United Methodist Church's Finance Committee; member of Cranberry Township Community Chest Board; treasurer and vice president of the Board of Directors of Mt. Gallitzin Academy's Parent/Teacher Guild; member of the Executive Committee of Boy Scout Troop 414 in Economy Boro; cubmaster of Cub Scout Pack 406 in Cranberry Township; and a board member of the Community Accountants.

John Williamson – CPA, Former CFO, Direct Energy Business

412-651-5213 / johnsamuelwilliamson@gmail.com

John has 18 years of financial management experience, having spent 10 years in the energy industry with the last 5 years as a segment CFO for Direct Energy. Prior to Direct Energy John spent 5 years in Financial Leadership roles with Royal Bank of Canada in Toronto, Canada. John has expertise in liquidity management, balance sheet management, accounting and control, financial planning, and financial risk management. John earned his Masters of Business Administration from York University, is a Certified Public Accountant (Pennsylvania), and a Canadian Chartered Accountant.

Michael A. Senff

*615 Redwood Court, Cranberry Twp., PA 16066
330-705-3279 / msenff@hotmail.com*

Experienced Senior Energy Executive

SUMMARY

I am looking for an opportunity to use my extensive experience as a retail energy executive to help build and develop a progressive organization that uniquely serves the needs of energy consumers. Senior executive level professional with a substantial background in Sales, Marketing, Procurement, Scheduling, Trading, Pricing, Product Development and Portfolio Management that spans more than 17 years. Proven track record of building organizations, delivering results and succeeding at several senior leadership positions.

PROFESSIONAL EXPERIENCE

Direct Energy, Pittsburgh, PA
Vice President, North American Sales & Marketing
Head of 360Direct

April 2004 to present

Responsible for delivering aggressive North American gas and electric sales targets by developing sales channels and go to market strategies for business consumers.

Accomplishments:

- Developed and delivered transformational change of NA Sales & Marketing organization resulting in record annual sales of over \$450 million gross margin.
- Developed and built several sales channels including Direct Sales, Channel Partner Sales and Key Accounts to ensure appropriate coverage model within acceptable ROI metrics.
- Implemented aggressive segmentation and lead generation approach resulting in 42% increase in volumes sold, 39% increase in annualized gross margin sold, 40% increase in customer relationships and 26% improvement in Cost to Acquire metrics.
- Successfully built one of the premier Channel Partner programs in retail energy space that today represents 60% of the \$450 million of gross margin sold annually by cultivating over 300 Channel Partner relationships, developing daily matrix price environment, launching Channel Partner Review board, deploying unique compensation structures and using technology to improve ease of doing business.
- Developed business strategy to expand commodity product suite to include non-commodity offerings that include Real-Time Energy Management and Demand Response solutions.

FirstEnergy Solutions, Akron, Ohio
Director of Commodity Operations

August 1998 to April 2004

Responsible for all physical gas procurement, hedge management, trading (including cross-commodity) and retail portfolio management.

Accomplishments:

- Developed significant gas division within organization through the acquisition and integration of several retail gas providers including Marbel Gas, Northeast Ohio Natural Gas, Atlas Gas Marketing & Volunteer Energy Services.
- Built fully integrated pricing, procurement, trading, risk and portfolio management infrastructure to support business.
- Built natural gas trading organization that produced \$10 million of annual profits.

ENRON ENERGY SERVICES, Dublin, Ohio
Market Area Coordinator

April 1993 to August 1998

Responsible for natural gas scheduling, pricing and creating physical arbitrage opportunities for mid-continent region.

Accomplishments:

- Developed pricing models and products for all LDC's served via mid-continent pipelines including Indiana, Illinois and Ohio.
- Utilized local production, pipeline and storage assets to create value through exploiting arbitrage opportunities.
- Provided sales support for all large industrial opportunities in region.

EDUCATION / PROFESSIONAL TRAINING

AAB, Business Administration, University of Akron, Akron, Ohio (1992)

AAB, Logistics, University of Akron, Akron, Ohio (1992)

Certified Commodity Trading Advisor (Series III), National Futures Association (1998)

Direct Energy General Management Program (2006)

Centrica General Management Program (2011 – 2012)

PROFESSIONAL CERTIFICATIONS / APPOINTMENTS

Certified Commodity Trading Advisor, CFTC Registered (1998 -2002)

Board of Directors, Western PA Junior Achievement (2010 – present)