

FILE

Ohio**Public Utilities
Commission**

Original AGG Case Number	Version
14 - 708 -EL-AGG	May 2016

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 C-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 intends to be certified as: (check all that apply)**

☒ Power Broker ☐ Aggregator

A-2 Applicant's legal name, address, telephone number, PUCO certificate number, and web site address

Legal Name Barranca Energy Procurement Services, LLC
 Address 66 Via Villena, San Clemente, CA 92673
 PUCO Certificate # and Date Certified 14-0708-EL-AGG 05/20/14
 Telephone # (949) 485-8633 Web site address (if any) _____

A-3 List name, address, telephone number and web site address under which Applicant will do business in Ohio

Legal Name Barranca Energy Procurement Services, LLC
 Address 66 Via Villena, San Clemente, CA 92673
 Telephone # (949) 485-8633 Web site address (if any) _____

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

Barranca Energy Procurement
Services, LLC

A-5 Contact person for regulatory or emergency matters

Name Walter Jones
 Title Owner/Manager
 Business address 66 Via Villena, San Clemente, CA 92673
 Telephone # (949) 485-8633 Fax # (949) 607-5500
 E-mail address wjones@barrancaenergy.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 Asa Date Processed 4/17/18

PUCO

2018 APR 17 PM 12:39

REC'D - PUCO - ELECTRIC DIV.

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

Name Walter Jones
Title Owner/Manager
Business address 66 Via Villena, San Clemente, CA 92673
Telephone # (949) 485-8633 Fax # (949) 607-5500
E-mail address wjones@barrancaenergy.com

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

Customer Service address 66 Via Villena, San Clemente, CA 92673
Toll-free Telephone # (800) 485-4699 Fax # (949) 607-5500
E-mail address wjones@barrancaenergy.com

A-8 Applicant's federal employer identification number # 46-2919234

A-9 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-10 Exhibit A -10 "Principal Officers, Directors & Partners" provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.

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. (This is generally only applicable to publicly traded companies who publish annual reports.)

C-2 **Exhibit C-2 "SEC Filings,"** provide the most recent 10-K/8-K Filings with the SEC. If the applicant does not have such filings, it may submit those of its parent company. An applicant may submit a current link to the filings or provide them in paper form. 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. If the applicant does not have a balance sheet, income statement, and cash flow statement, the applicant may provide a copy of its two most recent years of tax returns (with social security numbers and account numbers redacted).

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.).

Renewal applicants can fulfill the requirements of Exhibit C-4 by providing a current statement from an Ohio local distribution utility (LDU) that shows that the applicant meets the LDU’s collateral requirements.

First time applicants or applicants whose certificate has expired as well as renewal applicants can meet the requirement by one of the following methods:

1. The applicant itself stating that it is investment grade rated by Moody’s, Standard & Poor’s or Fitch and provide evidence of rating from the rating agencies.
2. Have a parent company or third party that is investment grade rated by Moody’s, Standard & Poor’s or Fitch guarantee the financial obligations of the applicant to the LDU(s).
3. Have a parent company or third party that is not investment grade rated by Moody’s, Standard & Poor’s or Fitch but has substantial financial wherewithal in the opinion of the Staff reviewer to guarantee the financial obligations of the applicant to the LDU(s). The guarantor company’s financials must be included in the application if the applicant is relying on this option.
4. Posting a Letter of Credit with the LDU(s) as the beneficiary.

If the applicant is not taking title to the electricity or natural gas, enter "N/A" in Exhibit C-4. An N/A response is only applicable for applicants seeking to be certified as an aggregator or broker.

- C-5 Exhibit C-5 "Forecasted Financial Statements,"** provide two years of forecasted income statements for the applicant's **ELECTRIC related business activities in the state of Ohio Only**, along with a list of assumptions, and the name, address, email address, and telephone number of the preparer. The forecasts should be in an annualized format for the two years succeeding the Application year.
- 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, Fitch IBCA, Moody's Investors Service, Standard & Poor's, 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 an 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. If an applicant or its parent does not have such a credit rating, enter "N/A" in Exhibit C-6.
- 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. An applicant that provides an investment grade credit rating for Exhibit C-6 may enter "N/A" for Exhibit C-7.
- 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 two most recent years preceding the application.
- C-10 Exhibit C - 10 "Corporate Structure,"** provide a description of the applicant's corporate structure, not an internal organizational chart, 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 in North America. If the applicant is a stand-alone entity, then no graphical depiction is required and applicant may respond by stating that they are a stand-alone entity with no affiliate or subsidiary companies.

Walter Jones Owner / Manager
Signature of Applicant & Title

Sworn and subscribed before me this 16th day of April, 2018
Month Year

[Signature]
Signature of official administering oath

James Pak, Notary
Print Name and Title

My commission expires on May 6, 2021

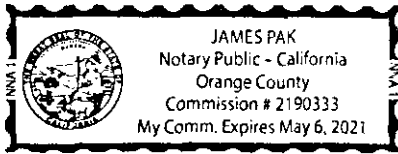


JURAT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California
County of Orange } ss.

Subscribed and sworn to (or affirmed) before me on this 16th day of April, 2018, by Walter Jones and _____, proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.



(Seal)

Signature of Notary
Name of Notary: **James Pak**

(seal)

OPTIONAL INFORMATION

Date of Document April 16, 2018

Type or Title of Document General Application for Electric Aggregators/
 Number of Pages in Document 5 Power Brokers

Number of Pages in Document 5

Document in a Foreign Language 2/17

Capacity of Signer:
 _____ Individual
 _____ Corporate Officer – Title(s): _____
 _____ Partner – ☐ Limited ☐ General
 _____ Attorney In Fact
 _____ Trustee
 _____ Guardian or Conservator
☒ Other: Applicant, Owner/Manager

Signer Is Representing: _____

AFFIDAVIT

State of California

San Clemente
(Town)

County of Orange :

Walter Jones, Affiant, being duly sworn/affirmed according to law, deposes and says that:

He/She is the Owner/manager (Office of Affiant) of Burmanca Energy (Name of Applicant);
Procurement Services, LLC

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.

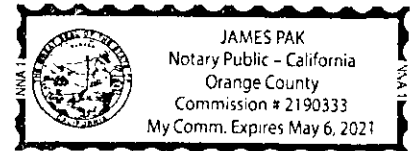
Walt Jones Owner/Manager
Signature of Affiant & Title

Sworn and subscribed before me this 16th day of April, 2018
Month Year

[Signature]
Signature of official administering oath

James Pak, Notary Public
Print Name and Title

My commission expires on May 6, 2021



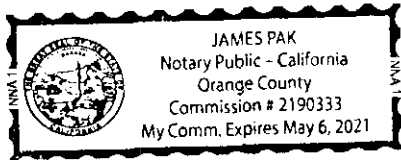
NOTARY CERTIFICATE ATTACHED

JURAT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California
County of Orange } ss.

Subscribed and sworn to (or affirmed) before me on this 16th day of April, 2018, by Walter Jones and _____, proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.



(seal)

Signature of Notary
Name of Notary: **James Pak**

(seal)

OPTIONAL INFORMATION

Date of Document	April 16, 2018
Type or Title of Document	Affidavit
Number of Pages in Document	N/A
Document in a Foreign Language	N/A

Capacity of Signer:

Individual _____
Corporate Officer – Title(s): _____
Partner – ☐ Limited ☐ General _____
Attorney In Fact _____
Trustee _____
Guardian or Conservator _____
☒ Other: Agent Owner/manager

Signer Is Representing: _____

Barranca Energy Procurement Services, LLC

A-10 Exhibit A-10 "Principal Officers, Directors & Partners" provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.

Barranca Energy Procurement Services, LLC, under its' Articles of Organization, includes only "One Manager/Owner".

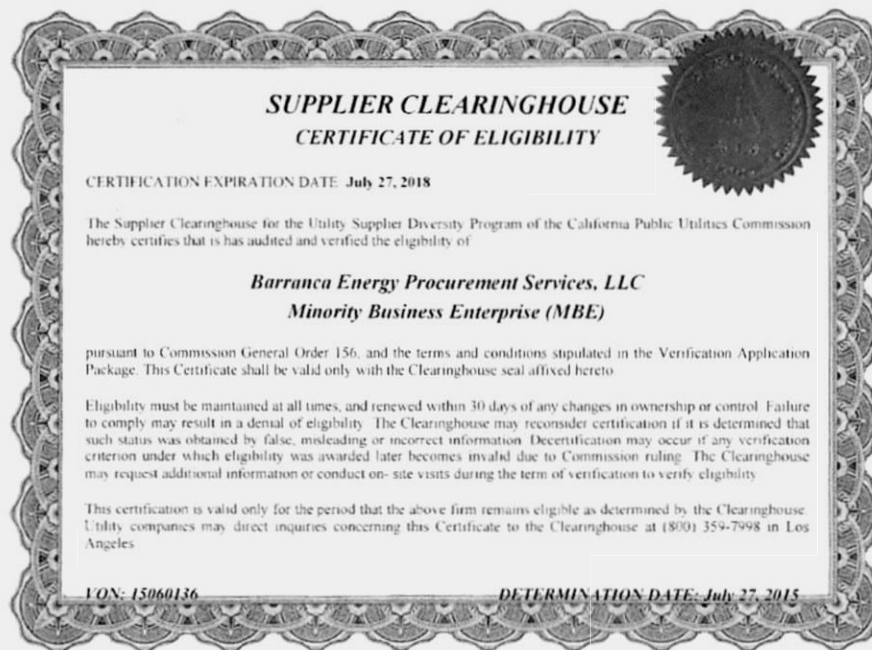
*Walter Jones
Manager/Owner
66 Via Villena
San Clemente, CA 92673
949-485-8633 mobile
800-485-4699 toll-free
800-485-4699 fax*

Barranca Energy Procurement Services, LLC

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.

To date, Barranca has brokered client 3rd party supply transactions in California and Ohio. The clients have eligible services accounts in the Pacific Gas & Electric (PG&E), Southern California Edison (SCE), San Diego Gas & Electric (SDG&E), and Columbus Southern Power Company service territories.

In California, the California Public Utilities Commission (CPUC) does not require brokers to be certified via application. Barranca is certified as an approved Minority Business Enterprise (MBE)



Barranca Energy Procurement Services, LLC

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.

BARRANCA GENERIC BUSINESS APPROACH (PLANS)

Walter Jones, sole manager/owner of Barranca, primary focus will be contracting on behalf of individual end-users in Ohio.

Barranca will not serve as the client billing and collection agent of competitive retail electric services. Those services will be the responsibility of either the regulated UDC and/or the certified and client selected 3rd party supplier. Barranca will assist the client in developing a strategy, a bid event, and a contract negotiation with interested 3rd party suppliers in Ohio.

Barranca will not take title to electric generation at any time. Barranca will only collect a client agreed upon fee coming from the client chosen supplier.

GENERAL ENERGY BACKGROUND

Professional Energy Experience

▶ 2014 – present	BARRANCA ENERGY PROCUREMENT SERVICES, LLC
▶ 2002 – 2014	AMERESCO, INC. , Manager of Electric Supply Procurement Consulting
▶ 1999 – 2002	DUKE SOLUTIONS, INC. , Energy Supply Retail Structuring Manager
▶ 1998 – 1999	DUKE ENERGY TRADING & MARKETING , Business Development & Structuring
▶ 1997 – 1998	PACIFICORP , Business Development & Structuring Manager
▶ 1995 – 1997	EDISON SOURCE (Edison International Company), Senior Analyst & Structuring
▶ 1993 – 1995	SO CAL EDISON (SCE) , Manager of Large Rate Implementation - Staff
▶ 1990 – 1993	SO CAL EDISON (SCE) , Energy Services/Marketing (A&E liaison) - Field



2014	Barranca Energy Procurement Services, LLC
2002-2014	Ameresco, Manager of Supply Consulting
1999-2002	Duke Solutions, Energy Supply Consulting/Structuring
1998-1999	Duke Energy Trading & Marketing, Structuring/Origination
1997-1998	PacifiCorp, Manager of Structuring
1995-1997	Edison Source, Business Strategy
1993-1995	So Cal Edison, Staff Large Rate Implementation
1990-1993	So Cal Edison, Field Energy Services (A&E Liaison)

Education – Recognition

- 1986 B.A., Industrial Marketing and Economics,
California State University, Fullerton
- 1994 DOE National Energy Award
Energy Education Program Development (SCE)

B-2 Exhibit B-2 "Experience & Plans," Cont.

ENERGY SUPPLY CONSULTING AT AMERESCO

Consulting at Ameresco/Barranca Energy

SINCE INCEPTION (2002), SPEARHEADED THE ELECTRIC SUPPLY MANAGEMENT CONSULTING GROUP

- ▶ Major force in recruiting, managing, and procuring for most all Ameresco's sophisticated clientele,
- ▶ Combined, the Ameresco team managed nearly \$3 billion in client spend,
- ▶ In California, managed/procured for nearly 2 million annual MWh's.

PRINCIPAL MARKETING & AND BRAND CREATOR FOR AMERESCO'S ELECTRIC CONSULTING OFFER

- ▶ Centered on a "wholesale managed" product structure developed for Albertsons in 2004.
- ▶ ESP's were reluctant to give consultant elevated level of access to their pricing model.
- ▶ Client/prospect connection traits centered on developing client energy confidence and trust.

EARNED UNPARALLELED ELECTRIC DEREGULATION CONSULTING CREDENTIALS

- ▶ Expert in all electric energy markets across the US and proficient with the natural gas impact,
- ▶ High-level ESP access, including back-office, trading, credit, risk management, legal, and billing,
- ▶ Unique skills related to understanding of full client supply equation (T&D, Wholesale, Adders),
- ▶ Schedule given energy east coast energy markets/ESP (5am to 5pm Pacific Time),
- ▶ Developed many of the consulting philosophies applied by the team,
- ▶ Ability in creating multi-strategies geared at satisfying both client and supplier,
- ▶ Aggregation deals programs that maintain group leverage and minimize cross subsidization

DAILY EFFORTS SPENT ON DETAILS & WORKING IN "THE WEEDS"

- ▶ Client origination & management, Strategy creation & bid tactic implementation,
- ▶ Wholesale energy market education,
- ▶ Product structure choice & optimum contract language negotiation,
- ▶ Extensive data crunching/analysis, ex-post value reporting and Mark to market modeling,

MEETING CLIENT INTERNAL CRITERIA

- ▶ Internal due diligence mandates, business process approval, implementation, accessibility,
- ▶ Supplier contract scheduling, bilateral deals with hedge-level "optionality",
- ▶ Contract a static scope of services but deliver in a dynamic manner

Barranca Energy Procurement Services, LLC

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.

Barranca Energy Procurement Services, LLC has no Liabilities and Investigations in the past or present (April 2018).

Barranca Energy Procurement Services, LLC

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

Barranca Energy Procurement Services, LLC

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

Barranca Energy Procurement Services, LLC

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.

Barranca Energy Procurement Services, LLC is not a publicly listed company and therefore does not file with the SEC.

Barranca Energy Procurement Services, LLC

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.).

NOT APPLICABLE

Barranca Energy Procurement Services, LLC is filing a "Certification Application for Aggregators/Power Brokers" and does not require financial arrangements with a counter party to provide its' specific services.

Barranca Energy Procurement Services, LLC does not seek a "Certification Application for Governmental Aggregators", or a "Certification Application for Retail Generation Providers" which would certainly require the above mentioned financial arrangements.

To conduct broker services, Barranca Energy Procurement Services, LLC has business banking account services with Wells Fargo (San Clemente-Talega - California branch).

Barranca Energy Procurement Services, LLC

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.

NOT APPLICABLE

Barranca Energy Procurement Services, LLC is not a publicly traded company and does not have a "Credit Rating".

Barranca Energy Procurement Services, LLC

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.

NOT APPLICABLE

Barranca Energy Procurement Services, LLC

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.

NOT APPLICABLE

Barranca Energy Procurement Services, LLC

C-10 Exhibit C-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.

Barranca Energy Procurement Services, LLC is managed by a single individual manager under its' Articles of Organization. Walter Jones is that designated manager/owner.

