

FILE

Ohio

Public Utilities  
Commission

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

27

## RENEWAL 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-15 - 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 renew its certificate as: (check all that apply)

☒ Retail Natural Gas Aggregator ☒ Retail Natural Gas Broker

#### A-2 Applicant information:

Legal Name Advantage Energy Partners, LLC  
 Address 7993 Pittsburg Ave., NW, North Canton, Ohio 44720  
 Telephone No. 330-494-1221 Web site Address www.advantageenergypartners.com  
 Current PUCO Certificate No. 16-531G (1) Effective Dates 7/15/2016 - 7/15/2018

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

Name Advantage Energy Partners, LLC  
 Address 2009 Mackenzie Way, Suite 100, Cranberry Twp., 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 Principal / President  
 Business Address 2009 Mackenzie Way, Suite 100, Cranberry Twp. PA 16066  
 Telephone No. 724-720-9325 Fax No. N/A Email Address msenff@advantageenergypartners.com

This is to certify that the images appearing on this accurate and complete reproduction of a page from document delivered in the regular course of business. Technician Date Processed 5/17/18

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

Name Michael A. Senff Title Principal / President  
Business address 2009 Mackenzie Way, Suite 100, Cranberry Twp. PA 16066  
Telephone No. 724-720-9325 Fax No. N/A 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 Twp., PA 16066  
Toll-Free Telephone No. 877-263-0970 Fax No. N/A 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 Principal / CFO  
Business address 7993 Pittsburg Ave., NW, North Canton, Ohio 44720  
Telephone No. 330-494-1221 Fax No. N/A 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 checked="" type="checkbox"/> Residential	Beginning Date of Service	7/15/2016	End Date	Current
<input checked="" type="checkbox"/> Small Commercial	Beginning Date of Service	7/15/2016	End Date	Current
<input checked="" type="checkbox"/> Large Commercial	Beginning Date of Service	7/15/2016	End Date	Current
<input checked="" type="checkbox"/> Industrial	Beginning Date of Service	7/15/2016	End Date	Current

☒ **Dominion East Ohio**

<input checked="" type="checkbox"/> Residential	Beginning Date of Service	7/15/2016	End Date	Current
<input checked="" type="checkbox"/> Small Commercial	Beginning Date of Service	7/15/2016	End Date	Current
<input checked="" type="checkbox"/> Large Commercial	Beginning Date of Service	7/15/2016	End Date	Current
<input checked="" type="checkbox"/> Industrial	Beginning Date of Service	7/15/2016	End Date	Current

☒ **Duke Energy Ohio**

<input checked="" type="checkbox"/> Residential	Beginning Date of Service	7/15/2016	End Date	Current
<input checked="" type="checkbox"/> Small Commercial	Beginning Date of Service	7/15/2016	End Date	Current
<input checked="" type="checkbox"/> Large Commercial	Beginning Date of Service	7/15/2016	End Date	Current
<input checked="" type="checkbox"/> Industrial	Beginning Date of Service	7/15/2016	End Date	Current

☒ **Vectren Energy Delivery of Ohio**

<input checked="" type="checkbox"/> Residential	Beginning Date of Service	7/15/2016	End Date	Current
<input checked="" type="checkbox"/> Small Commercial	Beginning Date of Service	7/15/2016	End Date	Current
<input checked="" type="checkbox"/> Large Commercial	Beginning Date of Service	7/15/2016	End Date	Current
<input checked="" type="checkbox"/> Industrial	Beginning Date of Service	7/15/2016	End Date	Current

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

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 "Company History,"** provide a concise description of the applicant's company history and principal business interests.
- ✓ **A-16 Exhibit A-16 "Articles of Incorporation and Bylaws,"** provide the articles of incorporation filed with the state or jurisdiction in which the applicant is incorporated and any amendments thereto, *only if the contents of the originally filed documents changed since the initial application.*
- ✓ **A-17 Exhibit A-17 "Secretary of State,"** provide evidence that the applicant is still 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 renewed certification (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 for which it is seeking renewed certification since applicant last filed for certification.

- ✓ **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 since applicant last filed for certification.

☒ 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 since applicant last filed for certification.

☒ 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.  
(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 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. 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 satisfy collateral requirements to conduct retail electric/gas business activity (e.g., parental or third party guarantees, 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 **NATURAL GAS 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 current 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 current 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.

### **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

*And G. Amff, President*

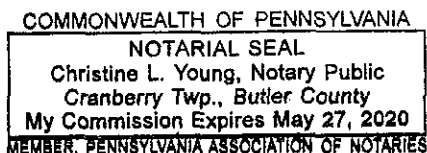
Sworn and subscribed before me this 15 day of May Month 2018 Year

*Christine L Young*

Signature of official administering oath

*Christine L Young - Notary*

Print Name and Title



My commission expires on

*May 27, 2020*



# 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. 16 - 1376 -GA-AGG

County of *Butler*  
State of *Pennsylvania*

*Michael A. Senterf*

[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. Senterf*, President

Sworn and subscribed before me this

15

day of

May

Month

2018

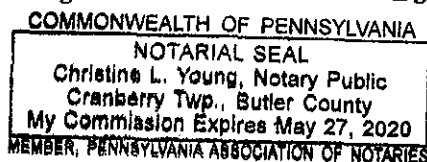
Year

*Christine L. Young*

Signature of Official Administering Oath

*Christine L. Young - Notary*

Print Name and Title



My commission expires on

May 27, 2020



**Exhibit A-14 "Principal Officers, Directors & Partners"**

**Advantage Energy Partners**

Michael A. Senff  
Principal and President  
2009 Mackenzie Way  
Suite 100  
Cranberry Twp., PA 16066  
724-720-9325

Robert Hutcheson  
Principal and CFO  
7793 Pittsburg Ave., NW  
North Canton, Ohio 44720  
330-494-1221

Gary Corroto  
Attorney at Law  
Tzangas Plakas Mannos Ltd.  
220 Market Avenue South  
Eighth Floor  
Canton, OH 44702  
330-455-6112

### **Exhibit A-15 "Company History"**

#### **Advantage Energy Partners**

Advantage Energy Partners, LLC principal business interest is in providing consulting, general advisory and brokerage services to energy providers, energy related organizations and commercial, industrial, and institutional consumers of energy.

Advantage Energy was formed in March of 2016 and began servicing clients in Pennsylvania in August 2016.

Advantage Energy Partners has been providing natural gas brokerage services to customers in the State of Ohio since its' license was granted in July 2016.

Advantage Energy Partners has approximately 75 clients that consume approximately 200,000 Dth/year across Columbia Gas, Dominion East, Duke Energy and Vectren Energy service territories. Current clients encompass all commercial customer classes (no residential).

# Jon Husted Ohio Secretary

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## Business Filing Portal

[Print this report](#)

### Corporation Details

Corporation Details		
Entity Number	3903010	
Business Name	ADVANTAGE ENERGY PARTNERS, LLC	
Filing Type	DOMESTIC LIMITED LIABILITY COMPANY	
Status	Active	
Original Filing Date	05/11/2016	
Expiry Date		
Location:	County:	State:
Agent / Registrant Information		
MICHAEL A. SENFF 7793 PITTSBURGH AVENUE, N.W. NORTH CANTON, OH 44720 Effective Date: 04/19/2018 Contact Status: Active		
Incorporator Information		
MICHAEL A. SENFF		
Filings		
Filing Type	Date of Filing	Document Number/Image
REG. OF FOR. PROFIT LIM. LIAB. CO.	05/11/2016	201613302974
CONVERSION WITHIN SOS RECORDS	04/19/2018	201812103150
Old Names		
Effective Date	Old Name	
04/19/2018	ADVANTAGE ENERGY PARTNERS, LLC	

**Exhibit B-1 "Jurisdictions and Operation"**

**Advantage Energy Partners**

State of Pennsylvania

License for Natural Gas Supplier as Broker/Marketer

License # A-2016-2553414

Date Granted: August 11, 2016

## **Exhibit B-2 “Experience and 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.

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

### **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"**

#### **Advantage Energy Partners**

Advantage Energy Partners, LLC is engaged in providing consulting, general advisory and brokerage services to energy providers, energy related organizations and commercial, industrial and institutional consumers of energy.

Advantage Energy Partners has been providing natural gas brokerage services to customers in the State of Ohio for almost 2 years.

Advantage Energy Partners has approximately 75 clients that consume approximately 200,000 Dth/year across Columbia Gas, Dominion East, Duke Energy and Vectren Energy service territories. Current clients encompass all commercial customer classes (no residential).

**Exhibit B-4 "Disclosure of Liabilities and Investigations"**

Applicant Advantage Energy Partners, has no existing, pending or past rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matter that could adversely impact its' financial or operational status or ability to provide the services.



**Exhibit C-1 "Annual Report"**

Applicant Advantage Energy Partners, does not publish Annual Reports to Shareholders as it is a private held multi-member LLC.

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

Applicant Advantage Energy Partners does not file with the SEC as it is a privately held multi-member LLC.

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

Applicant Advantage Energy Partners is not taking title to the natural gas – N/A

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

Applicant Advantage Energy Partners does not have a credit rating – N/A

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

Applicant Advantage Energy Partners is a multi-member LLC and is not rated by Experion, Dun and Bradstreet or a similar organization – N/A.

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

Applicant Advantage Energy Partners has not had any reorganizations or filed for protection from creditors or made any bankruptcy filings.

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

Applicant Advantage Energy Partners has not had any dissolution, merger or acquisition activity in the preceding two years.

**Exhibit C-10 "Corporate Structure"**

Applicant Advantage Energy Partners is a multi-member LLC and is a stand-alone entity with no affiliate or subsidiary companies.



## **Exhibit D-1 "Operations"**

### **Advantage Energy Partners**

Advantage Energy Partners, LLC is engaged in providing consulting, general advisory and brokerage services to energy providers, energy related organizations and commercial, industrial and institutional consumers of energy.

Advantage Energy Partners has relationships with 6 registered gas suppliers in the State of Ohio. We meet with customers to gain an understanding of their natural gas needs. We then manage a formal RFP process to provide customers with options that best meet those needs. The customer chooses the supplier they want to be their natural gas supplier and contract directly with that supplier.

## **Exhibit D-2 "Operations Expertise"**

### **Advantage Energy Partners**

Advantage Energy Partners, LLC has a staff that has over 50 years of combined experience in the Ohio wholesale and retail natural gas market.

Advantage Energy Partners is led by Michael Senff who is a Principal in the business and serves as President.

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.

Robert Hutcheson serves as CFO of Advantage Energy Partner. 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.

Darren Sadowski serves as VP of Commercial Operations for Advantage Energy Partners. Darren has over 10 years of Operational and IT in the retail energy industry. Darren has spent time at Strategic Energy, Direct Energy and Guttman Energy before joining Advantage Energy Partners 18 months ago.

**Exhibit D-3 "Technical Personnel"**

**Advantage Energy Partners**

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\*See Exhibit D-2 for background information of key personnel listed above