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January 23, 2020

16-0298-EL-A66

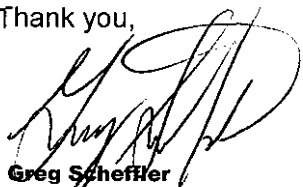
Public Utilities Commission of Ohio
Docketing Division
180 East Broad Street
Columbus, OH 43215-3793

Re: **Hovey Energy, LLC**
Renewal Application for Electric Aggregators/Power Brokers

To Whom It May Concern:

Enclosed please find a **Renewal Application for Electric Aggregators/Power Brokers** for our client, **Hovey Energy, LLC**. Once the application has been processed, please forward evidence of approval to the mailing address on the application. If there is any issue, or if you require any further information, please do not hesitate to contact us.

Thank you,



Greg Scheffler
Renewals Account Manager
LicenseLogix, LLC
140 Grand Street
#300
White Plains, NY 10601
(800) 292-0909, x349
gscheffler@licenselogix.com

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Renewal Instructions for Electric Aggregator/Power Brokers

I. Where to File: Applications should be sent to: Public Utilities Commission of Ohio, Docketing Division, 180 East Broad Street, Columbus Ohio 43215-3793.

II. What to File: Applicant must submit one original notarized application signed by a principal officer and three copies including all exhibits, affidavits, and other attachments. All attachments, affidavits, and exhibits should be clearly identified. For example, Exhibit C-10 should be marked "Exhibit C -10 'Corporate Structure.'" All pages should be numbered and attached in a sequential order.

VERY IMPORTANT: The renewal application must be docketed in the applicant's original EL-AGG case number.

III. Renewal Application Form: The renewal application is available on the Commission's web site, www.puco.ohio.gov or directly from the Commission at: Public Utilities Commission of Ohio, Docketing Division, 180 East Broad Street, Columbus Ohio 43215- 3793.

IV. Confidentiality: An applicant may file financial statements, financial arrangements, and forecasted financial statements under seal. If these exhibits are filed under seal, they will be afforded protective treatment for a period of six years from the date of the certificate for which the information is being provided.

An applicant may file a motion for a protective order for other information not filed under seal per the previous paragraph. If the motion is filed in conformance with rule 4901:1-24-07 of the Administrative Code, it shall be automatically approved on the thirty-first day after the date of filing and the information shall be afforded protective treatment for a period of six years from the date of the certificate for which the information is being provided, unless the commission or an attorney examiner appointed by the commission rules otherwise.

At the expiration of the six-year period provided for in the previous paragraphs, the information will be automatically released into the open record. An applicant wishing to extend a protective order beyond the six-year time period must comply with paragraph (F) of rule 4901-1-24 of the Administrative Code.

V. Commission Process for Approval: An application for renewal shall be made on forms approved and supplied by the Commission. The applicant shall complete the appropriate application renewal form in its entirety and supply all required attachments, affidavits, and evidence of capability specified by the form at the time an application is filed. The Commission renewal process begins when the Commission's Docketing Division receives and time/date stamps the application. An incomplete application may be suspended or rejected. An application that has been suspended as incomplete may cause delay in certification.

The Commission may approve, suspend, or deny a renewal application within 30 days. If the Commission does not act within 30 days, the renewal application is deemed automatically approved on the 31st day after the official filing date. If the Commission suspends the application, the Commission shall notify the applicant of the reasons for such suspension and may direct the applicant to furnish additional information. The Commission shall act to approve or deny a suspended application within 90 days of the date that the application was suspended. Upon Commission approval, the applicant shall receive notification of approval and a numbered certificate that specifies the service(s) for which the applicant is certified and the dates for which the certificate is valid.

Unless otherwise specified by the Commission, a competitive retail electric service provider's certificate is valid for a period of two years, beginning and ending on the dates specified on the certificate. The applicant may renew its certificate in accordance with Rule 4901:1-24-09 of the Ohio Administrative Code.

CRES (competitive retail electric service) providers shall inform the Commission of any material change to the information supplied in a certification application within thirty days of such material change in accordance with Rule 4901:1-24-10 of the Ohio Administrative Code.

VI. Questions: Questions regarding filing procedures should be directed to:

CRES@puc.state.oh.us

VII. Governing Law: The certification/renewal of competitive retail electric suppliers is governed by Chapter 4901:1-24 of the Ohio Administrative Code, Chapter 4901:1-21 of the Ohio Administrative Code, and Section 4928.08 of the Ohio Revised Code.



Public Utilities Commission

Original AGG Case Number	Version
16 -0298-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 Hovey Energy, LLC
Address 4000 N Lincoln Avenue, 2nd Floor, Chicago, IL 60618
PUCO Certificate # and Date Certified 16-1054E(2), 03/12/2018
Telephone # 773-904-5301 Web site address (if any) www.hoveyenergy.com

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

Legal Name Hovey Energy, LLC
Address 4000 N Lincoln Avenue, 2nd Floor, Chicago, IL 60618
Telephone # 773-904-5301 Web site address (if any) www.hoveyenergy.com

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

Hovey Energy, LLC

A-5 Contact person for regulatory or emergency matters

Name Megan Castaneda
Title Partner, VP of Operations
Business address 4000 N Lincoln Avenue, 2nd Floor, Chicago, IL 60618
Telephone # 773-904-5301 Fax # 877-571-4362
E-mail address mmader@hoveyenergy.com

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

Name Megan Castaneda
Title Partner, VP of Operations
Business address 4000 N Lincoln Avenue, 2nd Floor, Chicago, IL 60618
Telephone # 773-904-5301 Fax # 877-571-4362
E-mail address mmader@hoveyenergy.com

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

Customer Service address 4000 N Lincoln Avenue, 2nd Floor, Chicago, IL 60618
Toll-free Telephone # 773-904-5301 Fax # 877-571-4362
E-mail address mmader@hoveyenergy.com

A-8 Applicant's federal employer identification number # 90-0815814

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.).

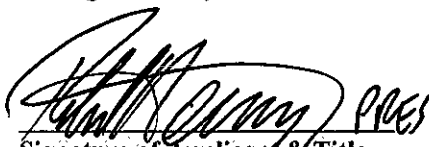
Renewal applicants can fulfill the requirements of Exhibit C-4 by providing a current statement from an Ohio local distribution utility (LDU) that shows that the applicant meets the LDU’s collateral requirements.

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 Experion, 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.

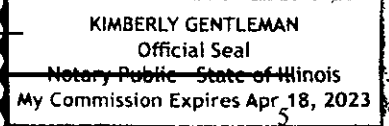

Signature of Applicant & Title

Sworn and subscribed before me this 17 day of Jan, 2020
Month Year


Signature of official administering oath

KIMBERLY GENTLEMAN, Notary
Print Name and Title

My commission expires on 4/18/2020



AFFIDAVIT

State of ILLINOIS :

CHICAGO ss.
(Town)

County of COOK :

ROBERT HOVER, Affiant, being duly sworn/affirmed according to law, deposes and says that:

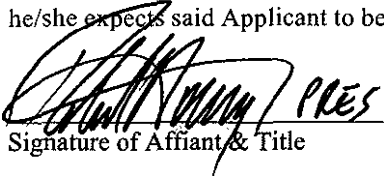
He/She is the PRESIDENT (Office of Affiant) of HOVEY ENERGY (Name of Applicant);

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

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

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

That the facts above set forth are true and correct to the best of his/her knowledge, information, and belief and that he/she expects said Applicant to be able to prove the same at any hearing hereof.


Signature of Affiant & Title

Sworn and subscribed before me this 17 day of JAN, 2020
Month Year


Signature of official administering oath

KIMBERLY GENTLEMAN, Notary
Print Name and Title

My commission expires on 4/18/2023

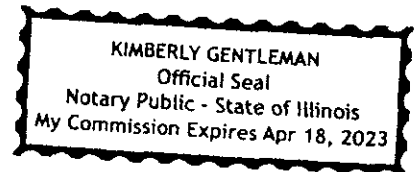


Exhibit A-10 "Principal Officers, Directors & Partners"

Hovey Enterprises, Inc. (99.95% owner and holding company for Hovey Energy, LLC)

Robert E. Hovey Jr., President

3422 N. Claremont Ave.
Chicago, IL 60618
(312) 933-8042

Robert E. Hovey, Jr. (.05% owner of Hovey Energy, LLC)

President and CEO of Hovey Energy, LLC
3422 N. Claremont Ave.
Chicago, IL 60618
(312) 933-8042

Melissa P. Hovey

Executive VP of Operations and Marketing of Hovey Energy, LLC
3422 N. Claremont Ave.
Chicago, IL 60618
(312) 933-8582

Exhibit B-1 "Jurisdictions of Operation,"

Applicant is currently certified, licensed, registered, or otherwise authorized to provide retail or wholesale electric services including aggregation services in the following states:

- Illinois
- Maryland
- Massachusetts
- New Jersey
- Ohio
- Pennsylvania

Robert E. Hovey Jr.

312-933-8042

3422 N. Claremont St., Chicago, Illinois, 60618

rhovey@hoveyenergy.com

Executive Profile

A successful and accomplished call center owner and executive with over 25 years in a variety of inside sales environments. I bring passion, dedication, and immediate financial results to any organization I lead. My bold vision and talent as a top performing closer, trainer, and motivator, sets me apart from all others in the telemarketing industry. I am experienced at managing all aspects of a call center, including supplier relationships, customer service, quality assurance, IT, and legal affairs. I am a well-versed energy broker and have quickly ranked as the undisputed rainmaker. My dynamic leadership, hard work, and ability to get things done with no excuses, all contribute to my uniqueness and success.

- Top performing closer in all owned and managed businesses
- Results driven sales motivator
- Dynamic public speaker and sales trainer
- Consistently received top achievement awards
- Owned and operated three successful call centers since 1998
- Energy and other category experience
- Business entrepreneur mindset

Professional Experience

Hovey Energy, LLC, Chicago, IL

August 2012- present

President and CEO

Hovey Energy is a professional call center dedicated to helping electric and natural gas suppliers increase their revenue and market share by being an instrumental part of their sales and marketing team. We are energy experts in providing the most successful telemarketing campaigns for commercial and residential energy suppliers using state of the art internet telephony and technology.

Rush Hour Events, Chicago, IL

2005-2011

Partner

Staffed event super sale company that provides full service advertising (direct mail, TV, radio) and management of high powered sales events for automotive dealer's nationwide using Rush Hour sales teams. A recognized leader in the automotive super-sale industry.

Chicago Mortgage Acceptance, Chicago, IL

2000-2006

Partner

Chicago Mortgage Acceptance was one of Chicago's largest mortgage companies specifically catering to the residential market from its LaSalle Street location with over 35 loan officers. The company utilized a predictive dialer in its call center to generate leads for loan officers to help customers save money by lowering their interest rate on their current mortgage.

Xtreme Traffic Builders, Inc., Chicago, IL

1998-2005

Partner

Provided direct mail services and staffing for auto dealers and mortgage companies to become the largest provider in the category. Sales were generated using a call center business model with floor managers closing deals for inside reps. In addition to overseeing, recruiting, training, and the overall management of this fast paced, growing organization, Robert holds several copywrites and the patent for many ground breaking promotional devices.

International Profit & Associates, Buffalo Grove, IL, WXLC Radio, Waukegan, IL, American Hotel Registry, Northbrook, IL, K&D Products, Corporate Bank Services, CDS Supply, Las Vegas, NV

1987-1998

Inside Sales Positions

Top closer in short time span at every company.

Education

Harold Washington College, Chicago, IL 2010

Certified Collections Specialist, Chicago, IL 2005

Radio Marketing Associate Certification, Chicago, IL 1995

National Broadcasting School, Las Vegas, NV 1989

U.S. Marine Corp., 1984

Interests

Avid marathoner, drumming, community volunteering and spending time with family.

Exhibit B-3 "Disclosure of Liabilities and Investigations ,"

There are no liabilities and investigations.

Exhibit C-1 "Annual Reports,"

Not applicable. Hovey Energy, LLC is a private company and does have Annual Reports to Shareholders.

Exhibit C-2 "SEC Filings,"

Not applicable. Hovey Energy, LLC is a private company and is not required to file with the SEC.

Exhibit C-4 "Financial Arrangements,"

Not applicable. Hovey Energy, LLC is acting as a broker.

Exhibit C-6 "Credit Rating"

Not Applicable, Hovey Energy LLC does not have a Credit Rating

Exhibit C-8 "Bankruptcy Information,"

There is no bankruptcy to disclose.

Exhibit C-9 “Merger Information,”

There is no dissolution, merger, or acquisition to disclose.

Exhibit C-10 "Corporate Structure,"

Hovey Energy, LLC is 99.95% owned by Hovey Enterprises, Inc.

See attached diagram of corporate structure for Hovey Energy, LLC.