

FILE

OH PUCO Renewal Application

2020

LouElla Enterprises LLC
d/b/a Enerchange Power and Gas (EP&G)

Docket # 18-0390 EL-AGG
Certificate # 18-13030 E (1)

PUCO

2020 FEB -7 PM 3:40

Submitted by : Cynthia Maser, President

I hereby certify that the foregoing are an accurate and complete representation of a copy file document delivered in the regular course of business.
Noted by ML Date Received 2-7-19

OH Power Broker Renewal Application Supplement
To: Ohio PUC

Renewal Application for
LouElla Enterprises LLC d/b/a
Enerchange Power and Gas (EP&G)

All financial information is to be treated as confidential

Original CRS Case Number	Version
ED-GRS	May 2016

RENEWAL APPLICATION FOR RETAIL GENERATION PROVIDERS AND POWER MARKETERS

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 renewed as: (check all that apply)

- ☐ Retail Generation Provider
 ☒ Power Broker
☐ Power Marketer
 ☐ Aggregator

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

Legal Name LouElla Enterprises LLC
 Address 161 Hunter Drive cranberry Twp Pa 16066
 PUCO Certificate # and Date Certified 18-1303E 4/2018
 Telephone # 8149354477 Web site address (if any) www.epngstrategy.com

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

Legal Name LouElla Enterprises LLC
 Address 161 Hunter Drive cranberry Twp Pa 16066
 Telephone # 8149354477 Web site address (if any) www.epngstrategy.com

**A-4 List all names under which the applicant does business in North America
Enerchange Power and Gas (EP&G)**

A-5 Contact person for regulatory or emergency matters

Name Cynthia Maser
Title President
Business address 322 N Shore Drive Pittsburgh PA 15212
Telephone # 8149354477 Fax # 8149411673
E-mail address cmaser@louellae.com

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

Name Cynthia Maser
Title President
Business address 322 N Shore Drive Pittsburgh PA 15212
Telephone # 8149354477 Fax # 8149411673
E-mail address cmaser@louellae.com

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

Customer Service address 322 N Shore Drive Pittsburgh PA 15212
Toll-free Telephone # 8009195554 Fax # 8149411673
E-mail address cmaser@louellae.com

A-8 Applicant's federal employer identification number # 82-1595644

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. 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.
- 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 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.

D. TECHNICAL CAPABILITY

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- D-1 Exhibit D-1 "Operations"** provide a written description of the operational nature of the applicant's business. Please include whether the applicant's operations include the generation of power for retail sales, the scheduling of retail power for transmission and delivery, the provision of retail ancillary services as well as other services used to arrange for the purchase and delivery of electricity to retail customers.
- D-2 Exhibit D-2 "Operations Expertise,"** given the operational nature of the applicant's business, provide evidence of the applicant's experience and technical expertise in performing such operations.
- D-3 Exhibit D-3 "Key Technical Personnel,"** provide the names, titles, e-mail addresses, telephone numbers, and the background of key personnel involved in the operational aspects of the applicant's business.
- D-4 Exhibit D-4 "FERC Power Marketer License Number,"** provide a statement disclosing the applicant's FERC Power Marketer License number. (Power Marketers only)

Signature of Applicant and Title

Sworn and subscribed before me this _____ day of _____, _____
Month Year

Signature of official administering oath

Print Name and Title

My commission expires on _____

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To: Ohio PUC

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B. MANAGERIAL CAPABILITY AND EXPERIENCE

B-1 Exhibit B-1 "Jurisdictions of Operation":

LouElla Enterprises LLC is authorized to provide services in PA, NY, RI, TX, NJ, MD

B. MANAGERIAL CAPABILITY AND EXPERIENCE

B-2 Exhibit B-2 "Experience & Plans"

LouElla Does not bill customers, LouElla obtains its customers through warm market relationships. Any inquires are addressed with customers via email or phone call.

B. MANAGERIAL CAPABILITY AND EXPERIENCE

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.

LouElla does not have any judgements against them which affects operations.

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B. MANAGERIAL CAPABILITY AND EXPERIENCE

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

B. MANAGERIAL CAPABILITY AND EXPERIENCE

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 denied, curtailed, suspended, revoked, or cancelled within the past two years.

No

C. FINANCIAL CAPABILITY AND EXPERIENCE

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.)

N/A LouElla is a single member LLC which is not publicly traded.

C. FINANCIAL CAPABILITY AND EXPERIENCE

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.

The applicant does not have such filings. The applicant is not required to file with the SEC. LouElla is a single member LLC.

C. FINANCIAL CAPABILITY AND EXPERIENCE

C-4

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.,).

N/A, applicant is seeking to be recertified as a broker.

C. FINANCIAL CAPABILITY AND EXPERIENCE

C-5

C-5 Exhibit C-5 "Forecasted Financial Statements,"
Applicant does not currently have customers in OH.

C. FINANCIAL CAPABILITY AND EXPERIENCE

C-6

Exhibit C-6 "Credit Rating,"

N/A applicant does not have a credit rating

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C. FINANCIAL CAPABILITY AND EXPERIENCE

C-7 Exhibit C-7 "Credit Report,"

N/A

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C. FINANCIAL CAPABILITY AND EXPERIENCE

C-8 Exhibit C-8 "Bankruptcy Information,

N/A

C. FINANCIAL CAPABILITY AND EXPERIENCE

C-9 Exhibit C-9 "Merger Information,"

N/A

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C. FINANCIAL CAPABILITY AND EXPERIENCE

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

Applicant is a stand-alone entity with no affiliate or subsidiary companies

D. TECHNICAL CAPABILITY

D-1 Exhibit D-1 "Operations"

LouElla Enterprises LLC provides consulting services to commercial, industrial and government customers. LouElla Enterprises LLC reviews customers bills, reviews tariffs, procure price quotes from suppliers, identifies alternative energy suppliers and provides advice to customers regarding their energy purchases. LouElla Enterprises LLC acts only as a broker.

D. TECHNICAL CAPABILITY

D-2 Exhibit D-2 "Operations Expertise"

Cynthia Maser CEO of LouElla Enterprises has 8 years experience in residential energy. Applicant utilized relationship marketing for customer acquisition. LouElla Enterprises LLC was founded in May 16, 2017 for the purpose of energy brokering. LouElla Enterprises LLC worked to obtain status as a WBE, DBE and WOSB business prior to obtaining its first customer. LouElla Enterprises LLC started brokering energy through Broker Online Exchange around October 2017. Current customer base located in Rhode Island, Maryland, New Jersey, NY, Texas and PA. LouElla enterprises LLC current customers are small commercial with some other large municipalities. LouElla Enterprises has no employees currently. LouElla Enterprises LLC utilizes several independent contractors with 8+ years energy experience in the market as well as business management/ customer relationship experiences. As the business grows employees or additional contractors will be added as necessary.

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D. TECHNICAL CAPABILITY

D-3 Exhibit D-3 "Key Technical Personnel"

LouElla Enterprises LLC no has employees, but utilizes independent contractors in various states.

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D. TECHNICAL CAPABILITY

D-4 Exhibit D-4 "FERC Power Marketer License Number," provide a statement disclosing the applicant's FERC Power Marketer License number. (Power Marketers only)

N/A

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Cynthia Maser President + CEO

Signature of Applicant and Title

Sworn and subscribed before me this 5 day of Feb, 2020 Month Year

Trudi L. Stevens

Signature of official administering oath

Trudi L. Stevens Branch Manager

Print Name and Title

My commission expires on April 9, 2023

Commonwealth of Pennsylvania - Notary Seal
Trudi L. Stevens, Notary Public
Butler County
My commission expires April 9, 2023
Commission number 1289790
Member, Pennsylvania Association of Notaries

All financial information is to be treated as confidential

AFFIDAVIT

State of PA :

Cranbury Twp ss.
(Town)

County of Butler :

Gynthia Maser, Affiant, being duly sworn/affirmed according to law, deposes and says that:

He/She is the President (Office of Affiant) of Louella Enterprises LLC (Name of Applicant);

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

1. The Applicant herein, attests under penalty of false statement that all statements made in the application for certification renewal are true and complete and that it will amend its application while the application is pending if any substantial changes occur regarding the information provided in the application.
2. The Applicant herein, attests it will timely file an annual report with the Public Utilities Commission of Ohio of its intrastate gross receipts, gross earnings, and sales of kilowatt-hours of electricity pursuant to Division (A) of Section 4905.10, Division (A) of Section 4911.18, and Division (F) of Section 4928.06 of the Revised Code.
3. The Applicant herein, attests that it will timely pay any assessments made pursuant to Sections 4905.10, 4911.18, or Division F of Section 4928.06 of the Revised Code.
4. The Applicant herein, attests that it will comply with all Public Utilities Commission of Ohio rules or orders as adopted pursuant to Chapter 4928 of the Revised Code.
5. The Applicant herein, attests that it will cooperate fully with the Public Utilities Commission of Ohio, and its Staff on any utility matter including the investigation of any consumer complaint regarding any service offered or provided by the Applicant.
6. The Applicant herein, attests that it will comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
7. 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.
8. 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.
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.

Gynthia Naser President & CEO
Signature of Affiant & Title

Sworn and subscribed before me this 5 day of Feb. 2020
Month Year

Trudi L. Stevens
Signature of official administering oath

Trudi L. Stevens Branch Manager
Print Name and Title

My commission expires on April 9 2023

Commonwealth of Pennsylvania - Notary Seal
Trudi L. Stevens, Notary Public
Butler County
My commission expires April 9, 2023
Commission number 1289790
Member, Pennsylvania Association of Notaries