

Ohio

Public Utilities Commission

Original AGG Case Number	Version
16 -1375-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 Advantage Energy Partners, LLC
 Address 7793 Pittsburg Ave., NW, North Canton, Ohio 44720
 PUCO Certificate # and Date Certified 16-1099E(2), July 15, 2018
 Telephone # (724) 720-9325 Web site address (if any) www.advantageenergypartners.com

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

Legal Name Advantage Energy Partners, LLC
 Address 7793 Pittsburg Ave., NW, North Canton, Ohio 44720
 Telephone # (724) 720-9325 Web site address (if any) www.advantageenergypartners.com

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 # (724) 720-9325 Fax # N/A
 E-mail address msenff@advantageenergypartners.com

This is to certify that the images appearing are an accurate and complete reproduction of a case file document delivered in the regular course of business.
 Technician DR Date Processed 5.22.20

PUCO

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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 # (724) 720-9325 Fax # N/A
E-mail 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 16
Toll-free Telephone # (877) 263-0970 Fax # N/A
E-mail address msenff@advantageenergypartners.com

A-8 Applicant's federal employer identification number # 81-1967511

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.


Signature of Applicant & Title

Sworn and subscribed before me this 20 day of May, 2020
Month Year


Signature of official administering oath

Brandea A. Bailey
Print Name and Title

My commission expires on 7-14-2022

Commonwealth of Pennsylvania - Notary Seal Brandea A. Bailey, Notary Public Butler County My commission expires July 14, 2022 Commission number 1284671 Member, Pennsylvania Association of Notaries

AFFIDAVIT

State of PA :

____ ss.
(Town)

County of DuFker :

Michael Anthony Seneff Affiant, being duly sworn/affirmed according to law, deposes and says that:

He/She is the President (Office of Affiant) of Advantage Energy (Name of Applicant);

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

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], President
Signature of Affiant & Title

Sworn and subscribed before me this 20 day of May, 2020
Month Year

[Signature]
Signature of official administering oath

Brandea A. Bailey
Print Name and Title

My commission expires on 7-14-2022

Commonwealth of Pennsylvania - Notary Seal
Brandea A. Bailey, Notary Public
Butler County
My commission expires July 14, 2022
Commission number 1284671
Member, Pennsylvania Association of Notaries

Exhibit A-10 "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

Darren Sadowski
VP Commercial Operations
2009 Mackenzie Way
Suite 100
Cranberry Twp., PA 16066
724-720-9325

Exhibit B-1 "Jurisdictions and Operation

Advantage Energy Partners

State of Pennsylvania

License for Electric Generation Supplier as Broker/Marketer

License # A-2016-2553259

Date Granted: August 11, 2016

State of Maryland

License to Supply Electric Generation Services

License # IR-3762

Date Granted: November 16, 2016

State of Delaware

License to operate as an Electric Supplier (Broker)

Order# 9147

Date Granted: November 30, 2017

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 "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 electricity -- 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 Experian, 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.