



DIS Case Number: 17-0703-GA-AGG

Section A: Application Information

A-1. Provider type:

☒ Retail Natural Gas
Broker

☒ Retail Natural Gas
Aggregator

☐ Retail Natural Gas
Marketer

A-2. Applicant's legal name and contact information.

Legal Name: Midwest Energy Choice, LLC

Phone: 7409726438

**Extension (if
applicable):**

Country: United States

Street: 8091 Evergreen Lane

Website (if any):

City: Liberty
Township

Province/State: OH

Postal Code: 45044

A-3. Names and contact information under which the applicant will do business in Ohio

Provide the names and contact information the business entity will use for business in Ohio. This does not have to be an Ohio address and may be the same contact information given in A-2.

Name	Type	Address	Active?	Proof
Midwest Energy Choice, LLC	Official Name	8091 Evergreen Lane Liberty Township, OH 45044	Yes	File

A-4. Names under which the applicant does business in North America

Provide all business names the applicant uses in North America, including the names provided in A-2 and A-3.

Name	Type	Address	Active?	Proof
Midwest Energy Choice, LLC	Official Name	8091 Evergreen Lane Liberty Township, OH 45044	Yes	File

A-5. Contact person for regulatory matters



Mark Hegemann
8091 Evergreen Lane
Liberty Township, OH 45044
US
mark.hegemann@fpp-llc.com
7409726438

A-6. Contact person for PUCO Staff use in investigating consumer complaints

Mark Hegemann
8091 Evergreen Lane
Liberty Township, OH 45044
US
mark.hegemann@fpp-llc.com
7409726438

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

Phone: 7409726438	Extension (if applicable):	Country: United States
Fax:	Extension (if applicable):	Street: 8091 Evergreen Lane
Email: mark.hegemann@fpp-llc.com		City: Liberty
		Province/State: OH
		Township:
		Postal Code: 45044

A-8. Applicant's federal employer identification number

45-2437337

A-9. Applicant's form of ownership

Form of ownership: Limited Liability Company (LLC)

A-10. Identify current or proposed service areas

Identify each service area in which the applicant is currently providing service or intends to provide service and identify each customer class that the applicant is currently serving or intends to serve.

Service area selection



Columbia Gas of Ohio
Dominion Energy Ohio
Duke Energy Ohio
Vectren Energy Delivery of Ohio

Class of customer selection

Industrial
Residential
Small Commercial
Large Commercial

A-11. Start date

Indicate the approximate start date the applicant began/will begin offering services: 05-31-2021

A-12. Principal officers, directors, and partners

Please provide all contacts that should be listed as an officer, director or partner.

Name	Email	Title	Address
Mark Hegemann	mark.hegemann@fpp-llc.com	Pres	8091 Evergreen Lane Liberty Township, OH 45044 US

A-13. Company history

Midwest Energy Choice, LLC is applying for certification in the state of Ohio. The company was formed to act as a broker and consultant for energy services. Specifically, for the purpose of this application, the company will act as a Broker for in the State of Ohio for both gas and electric. Mark Hegemann, President/Owner, has extensive experience in the consulting business being a Partner/Owner of Financial Performance Partner, LLC. Midwest Energy Choice, LLC has been brokering electric since 2011. Midwest Energy Choice, LLC will be advised by Ken Hegemann who worked for American Municipal Power (AMP) from 1985 to 2000 for electric. Upon his retirement in 2001, Ken Hegemann was the CEO/President of AMP. Midwest Energy Choice, LLC is advised by Andy Mitrey for gas brokering. Andy Mitrey worked for Border Energy as President. Border Energy was a Marketer of both electric and gas. Midwest Energy Choice, LLC holds a Ohio Certification for electric brokering/aggregation (Certificate #: 16-1123E) and Retail Natural Gas Aggregator/Broker Services (Certificate #: 17-594G).

A-14. Secretary of State

Secretary of State Link:

A-15. Proof of Ohio Employee and Office

Provide proof of an Ohio Office and Employee in accordance with Section 4929.22 of the Ohio Revised Code. List the designated Ohio employee's name, Ohio office address, telephone number and web site address

Employee Name: Mark Hegemann
8091 Evergreen Lane
Liberty Township, OH 45044
US
mark.hegemann@fpp-llc.com
7409726438

Section B: Applicant Managerial Capability and Experience

B-1. Jurisdiction of operations

List all jurisdictions in which the applicant or any affiliated interest of the applicant is certified, licensed, registered or otherwise authorized to provide retail natural gas service or retail/wholesale electric service as of the date of filing the application..

Jurisdiction of Operation: Currently Midwest Energy Choice, LLC is certified (Certificate #: 16-1123E) by the PUCO in the state of Ohio for electric broker/aggregation. Midwest Energy Choice, LLC has current certification Retail Natural Gas Aggregator/Broker Services (Certificate #: 17-594G).

B-2. Experience and plans

Describe the applicant's experience in providing the service(s) for which it is applying (e.g., number and type of customers served, utility service areas, amount of load, etc.). Include the 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 Sections 4928.10 and/or 4929.22 of the Ohio Revised Code.



Application Experience and Plan Description: Midwest Energy Choice, LLC is a single proprietor entity with the founder, Mark Hegemann, having 11 years experience in consulting business on operating model efficiencies based on revenue generation and cost saving initiatives for businesses. The cost saving initiatives cover the entire operating model and expense types. One of the cost saving points is properly managing their energy needs, suppliers, and usage. Midwest Energy Choice is advised by Ken Hegemann who worked for American Municipal Power as acting CEO/President until his retirement in 2001. American Municipal Power (AMP) is a leader in wholesale power supply for municipal electric systems located in Columbus Ohio. AMP helps its member communities control their energy needs in the volatile world of power supply. AMP is owned and governed by its members, they purchase, generate and supply electrical power for 128 publicly owned utilities serving more than 570,000 customers in six states — Ohio, Pennsylvania, Michigan, Virginia, Kentucky and West Virginia. Prior to AMP, Ken Hegemann was the City Service Director for St. Marys, Ohio which has their own electric coal powered generation facility which supplied power for over 10,000 customers for both retail and commercial electric needs. Midwest Energy Choice is also advised by Andy Mitrey who the current owner / president of Archer Energy doing gas and electric marketing in multiple states throughout the United States. Prior Archer Energy, Andy was President/COO of Border Energy which was sold to IGS Energy.

Midwest Energy Choice, LLC (MWEC) will act as a broker for electric/gas and will also advise in a consulting role individuals, small business, mercantile customers, and municipalities on specific energy needs that they have and best approach to acquire these products/services. MWEC will initially target the Ohio market for Broker services and the Midwest for consulting services. In terms of brokered services, the goal will be to maintain a commercial residential mix with 100 customers by the end of 2021 and 300 customers by the end of 2023. Primary focus will be in the DPL, AEP, Duke, Columbia, Dominion East, and Vectren Energy utility markets. The other targeted market will be the aggregation of retail customers and possible aggregation of small municipalities and/or townships. With Ken Hegemann's experience with AMP and their customer base being municipalities, the progression to this end market makes sense after establishing a customer base and relationships with the whole sale generation suppliers. The government aggregation will require a separate Certification Application for Government Aggregators to be completed which is understood by MWEC.

B-3. Disclosure of liabilities and investigations

For the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant, describe all existing, pending or past rulings, judgments, findings, contingent liabilities, revocation of authority, regulatory investigations, judicial actions, or other formal or informal notices of violations, or any other matter related to competitive services in Ohio or equivalent services in another jurisdiction..



Public Utilities Commission

Liability and Investigations Disclosures: No past or pending liabilities and/or investigations to disclose by Mark Hegemann (President), Ken Hegemann (Chief Advisor), or any affiliated support staff related to Midwest Energy Choice, LLC.

B-4. Disclosure of consumer protection violations

Has the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws within the past five years?

No

B-5. Disclosure of certification, denial, curtailment, suspension or revocation

Has the applicant, affiliate, or a predecessor of the applicant had any certification, license, or application to provide retail natural gas or retail/wholesale electric service denied, curtailed, suspended, revoked, or cancelled or been terminated or suspended from any of Ohio's Natural Gas or Electric Utility's Choice programs within the past two years?

No

Section C: Applicant Financial Capability and Experience

C-1. Financial reporting

Provide a current link to the most recent Form 10-K filed with the Securities and Exchange Commission (SEC) or upload the form. If the applicant does not have a Form 10-K, submit the parent company's Form 10-K. If neither the applicant nor its parent is required to file Form 10-K, state that the applicant is not required to make such filings with the SEC and provide an explanation as to why it is not required.

Does not apply

C-2. Financial statements



Provide copies of the applicant's two most recent years of audited financial statements, including a 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, provide 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 bank account numbers redacted**.

If the applicant is unable to meet the requirement for two years of financial statements, the Staff reviewer may request additional financial information.

Preferred to file this information confidentially

C-3. Forecasted financial statements

Provide two years of forecasted income statements **based solely on the applicant's anticipated business activities in the state of Ohio**.

Include the following information with the forecast: a list of assumptions used to generate the forecast; a statement indicating that the forecast is based solely on Ohio business activities only; and the name, address, email address, and telephone number of the preparer of the forecast.

The forecast may be in one of two acceptable formats: 1) an annual format that includes the current year and the two years succeeding the current year; or 2) a monthly format showing 24 consecutive months following the month of filing this application broken down into two 12-month periods with totals for revenues, expenses, and projected net incomes for both periods. Please show revenues, expenses, and net income (revenues minus total expenses) that is expected to be earned and incurred in **business activities only in the state of Ohio** for those periods.

If the applicant is filing for both an electric certificate and a natural gas certificate, please provide a separate and distinct forecast for revenues and expenses representing Ohio electric business activities in the application for the electric certificate and another forecast representing Ohio natural gas business activities in the application for the natural gas certificate.

File(s) attached

C-4. Credit rating



Provide a credit opinion disclosing the applicant's credit rating as reported by at least one of the following ratings agencies: Moody's Investors Service, Standard & Poor's Financial Services, Fitch Ratings or the National Association of Insurance Commissioners. If the applicant does not have its own credit ratings, substitute the credit ratings of a parent or an affiliate organization and submit 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 'Not Rated'.

This does not apply

C-5. Credit report

Provide a copy of the applicant's credit report from Experian, Equifax, TransUnion, Dun and Bradstreet or a similar credit reporting organization. If the applicant is a newly formed entity with no credit report, then provide a personal credit report for the principal owner of the entity seeking certification. At a minimum, the credit report must show summary information and an overall credit score. **Bank/credit account numbers and highly sensitive identification information must be redacted.** If the applicant provides an acceptable credit rating(s) in response to C-4, then the applicant may select 'This does not apply' and provide a response in the box below stating that a credit rating(s) was provided in response to C-4.

File(s) attached

C-6. Bankruptcy information

Within the previous 24 months, have any of the following filed for reorganization, protection from creditors or any other form of bankruptcy?

- Applicant
- Parent company of the applicant
- Affiliate company that guarantees the financial obligations of the applicant
- Any owner or officer of the applicant

No

C-7. Merger information

Is the applicant currently involved in any dissolution, merger or acquisition activity, or otherwise participated in such activities within the previous 24 months?

No

C-8. Corporate structure

Provide a graphical depiction of the applicant's corporate structure. Do not provide an internal organizational chart. The graphical depiction should include all parent holding companies, subsidiaries and affiliates as well as 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 the applicant may respond by stating that it is a stand-alone entity with no affiliate or subsidiary companies.

Stand-alone entity with no affiliate or subsidiary companies

Section D: Applicant Technical Capacity

D-1. Operations

Retail natural gas brokers/aggregators: Include details of the applicant's business operations and plans for arranging and/or aggregating for the supply of natural gas to retail customers.

Retail natural gas brokers/aggregators: Include details of the applicant's business operations and plans for arranging and/or aggregating for the supply of natural gas to retail customers.

Operations Description: Midwest Energy Choice, LLC was formed to act as a broker and consultant for energy services. Specifically, for the purpose of this application, the company will act as a Broker for in the State of Ohio for both gas and electric. Mark Hegemann, President/Owner, has extensive experience in the consulting business being a Partner/Owner of Financial Performance Partner, LLC. Midwest Energy Choice, LLC has been brokering electric since 2011. The operations will be consistent with the electric brokering and will be tracked and supported in the same manner. The gas brokering will allow full energy consulting services for customers energy needs.

D-2. Operations Expertise & Key Technical Personnel



Given the operational nature of the applicant's business, provide evidence of the applicant's experience and technical expertise in performing such operations. Include the names, titles, e-mail addresses, and background of key personnel involved in the operations of the applicant's business.

Operations Expertise & Personnel Description: Midwest Energy Choice, LLC was formed to act as a broker and consultant for energy services. Specifically, for the purpose of this application, the company will act as a Broker for in the State of Ohio for both gas and electric. Mark Hegemann, President/Owner, has extensive experience in the consulting business being a Partner/Owner of Financial Performance Partner, LLC. Midwest Energy Choice, LLC has been brokering electric since 2011. The operations will be consistent with the electric brokering and will be tracked and supported in the same manner. The gas brokering will allow full energy consulting services for customers energy needs. Midwest Energy Choice has had not customer or PUCO issues since it's inception in 2011.



Public Utilities
Commission

Application Attachments



DATE: 06/07/2011	DOCUMENT ID 201115800331	DESCRIPTION ARTICLES OF ORGNZTN/DOM. PROFIT LIM.LIAB. CO. (LCP)	FILING 125.00	EXPED .00	PENALTY .00	CERT .00	COPY .00
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Receipt

This is not a bill. Please do not remit payment.

MARK HEGEMANN
8091 EVERGREEN LANE
LIBERTY TWP, OH 45044

**STATE OF OHIO
CERTIFICATE**

Ohio Secretary of State, Jon Husted

2026008

It is hereby certified that the Secretary of State of Ohio has custody of the business records for

MIDWEST ENERGY CHOICE LLC

and, that said business records show the filing and recording of:

Document(s)

ARTICLES OF ORGNZTN/DOM. PROFIT LIM.LIAB. CO.

Document No(s):

201115800331



United States of America
State of Ohio
Office of the Secretary of State

Witness my hand and the seal of
the Secretary of State at Columbus,
Ohio this 6th day of June, A.D.
2011.

Jon Husted

Ohio Secretary of State

Accrual Basis

January through December ~~2020~~ **2021**

Accrual Basis

January through December **2022**

[illegible]

Chase Credit Journey - Score

secure01a.chase.com/web/auth/cjp#/cjp/score/index/index

Apps Lotus Cover Network New folder PUCO Login NJAA Investment Sites Kids Sports Kids Education On Line Odering Vacations Bathroom Ideas Josh Recruiting Other bookmarks

Back to my accountsChase Credit JourneySign out

ScoreAlertsOffersRestoreLearn

powered byexperian.

580670780850

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822

EXCELLENT

View chart as table

Next update: Jul 27, 2020 | based on VantageScore® 3.0

WELCOME BACK

It looks like your score went down since the last time we checked.

Factors that impact your score

Late payments

0

Great

Oldest account

31 yrs

Great

Credit checks

2

Good

Available Credit

\$217,446

See all factors

Chase Auto

Put MyCar Into your financial toolbox

We're here to help you make informed financial decisions about your car. Use MyCar to understand your car's market value and more.

Go to MyCar

Credit usage

No change since 07/05/2020

0.0%

Less than 30% is good

See chart as table | See details

Total Balances

\$554

6 ACCOUNTS

HONDA FEDERAL C U

\$245 / \$10,000

KOHL'S/CAPONE

\$179 / \$1,000

AMEX

\$87 / \$22,000

HONDA FEDERAL C U

\$43 / \$15,000

JPMCB CARD

\$0 / \$20,000

Chase Credit Jo....mhtml

Chase Credit Jour....html

Chase Credit Jour....html

Chase Credit Jour....html

Chase Credit Jour....html

Show all

Competitive Retail Electric Service Affidavit

County of Butler :


State of Ohio :

Mark Hegemann, Affiant, being duly sworn/affirmed, hereby states that:

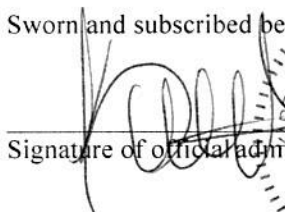
1. The information provided within the certification or certification renewal application and supporting information is complete, true, and accurate to the best knowledge of affiant, and that it will amend its application while it is pending if any substantial changes occur regarding the information provided.
2. The applicant will timely file an annual report of its intrastate gross receipts, gross earnings, and sales of kilowatt-hours of electricity pursuant to Sections 4905.10(A), 4911.18(A), and 4928.06(F), Ohio Revised Code.
3. The applicant will timely pay any assessment made pursuant to Sections 4905.10, 4911.18, and 4928.06(F), Ohio Revised Code.
4. The 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. The applicant 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 will fully comply with Section 4928.09, Ohio Revised Code regarding consent to the jurisdiction of Ohio Courts and the service of process.
7. The applicant will comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
8. The applicant 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 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, 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.
11. The Applicant will inform the Public Utilities Commission of Ohio of any material change to the information supplied in the 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 consumer complaints.

12. The facts set forth above are true and accurate 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.

13. Affiant further sayeth naught.

 President
Signature of Affiant & Title

Sworn and subscribed before me this 21st day of September, 2020
Month Year


Signature of official administering oath



Karen Anaya
Print Name and Title

My commission expires on Mar 14 2022

This foregoing document was electronically filed with the Public Utilities

Commission of Ohio Docketing Information System on

5/20/2021 3:19:12 PM

in

Case No(s). 17-0703-GA-AGG

Summary: In the Matter of the Application of Midwest Energy Choice LLC