



DIS Case Number: 09-0604-EL-AGG

Section A: Application Information

A-1. Provider type:

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

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

Legal Name: Muirfield Energy, Inc. **Country:** United States
Phone: (614) 336- **Extension (if applicable):** **Street:** 425 Metro Place North Suite 550
8877 **City:** Dublin **Province/State:** OH
Website (if any): www.muirfieldenergy.com **Postal Code:** 43017

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
Muirfield Energy, Inc.	Official Name	425 Metro Place North, Suite 550 Dublin, OH 43017	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
Muirfield Energy, Inc.	Official Name	425 Metro Place North, Suite 550 Dublin, OH 43017	Yes	File

A-5. Contact person for regulatory matters



Public Utilities Commission

Perry Oman
425 Metro Place North Suite 550
Dublin, OH 43017
US
poman@muirfieldenergy.com
6143368877

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

Perry Oman
425 Metro Place North Suite 550
Dublin, OH 43017
US
poman@muirfieldenergy.com
6143368877

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

Phone: (888) 370-8898	Extension (if applicable):	Country: United States
Fax: (888) 370-8878	Extension (if applicable):	Street: 425 Metro Place North Suite 550
Email: poman@muirfieldenergy.com	City: Dublin	Province/State: OH
	Postal Code: 43017	

A-8. Applicant's federal employer identification number

25-0229675

A-9. Applicant's form of ownership

Form of ownership: Corporation

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

AEP Ohio

DP&L

Duke Energy Ohio

FirstEnergy - Cleveland Electric Illuminating

FirstEnergy - Ohio Edison

FirstEnergy - Toledo Edison

Class of customer selection

Commercial

Industrial

Mercantile

Residential

A-11. Start date

Indicate the approximate start date the applicant began/will begin offering services: 08-08-2009

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
Perry Oman	poman@muirfieldenergy.com	Pres	425 Metro Place North Suite 550 Dublin, OH 43017 US
Ann Marie Oman	aoman@muirfieldenergy.com	Office Manager	425 Metro Place North Suite 550 Dublin, OH 43017 US

A-13. Company history

Muirfield Energy is an energy management company with over 100 years of combined experience in both the regulated and deregulated energy market. At Muirfield Energy, we specialize in energy procurement for electricity supply, natural gas supply and renewable energy at the best possible price. Our commercial and industrial customers include businesses of all sizes located throughout the country and matched to the right supplier with the most compatible terms to meet their unique business needs.

06/01/2009 – Muirfield Energy, Inc. was incorporated and started by Perry S. Oman.

08/08/2009 – Public Utilities Commission of Ohio certified Muirfield Energy, Inc. as an Ohio competitive Retail Electric Service and Natural Gas Provider.



Public Utilities Commission

09/23/2010 – Muirfield Energy, Inc. moved to 5850 C Venture Drive, Dublin, OH 43017.

05/05/2011 – Muirfield Energy, Inc. became BBB Accredited.

10/31/2011 - Public Utilities Commission of Pennsylvania certified Muirfield Energy, Inc. as a competitive Retail Electric Service Provider.

06/27/2012 - Public Utilities Commission of Illinois certified Muirfield Energy, Inc. as a competitive Retail Electric Service Provider.

09/01/2013 – Muirfield Energy, Inc. moved to 425 Metro Place North, Dublin, OH 43017.

11/13/2014 - Public Utilities Commission of Pennsylvania certified Muirfield Energy, Inc. as a competitive Natural Gas Provider.

04/15/2015 - Public Utilities Commission of New Jersey certified Muirfield Energy, Inc. as an Energy Agent, Private Aggregator and Energy Consultant.

08/23/2016 - Public Utilities Commission of Maryland certified Muirfield Energy, Inc. as a competitive Retail Electric and Natural Gas Provider.

02/28/2018 - Public Utilities Commission of Delaware certified Muirfield Energy, Inc. as a competitive Retail Electric Provider.

03/02/2018 - Public Utilities Commission of Massachusetts certified Muirfield Energy, Inc. as a competitive Retail Natural Gas Provider.

04/25/2018 - Public Utilities Commission of Massachusetts certified Muirfield Energy, Inc. as a competitive
Retail Electric Provider.

07/13/2018 - Public Utilities Commission of District of Columbia certified Muirfield Energy, Inc. as a competitive Retail Electric and Natural Gas Provider.

06/01/2019 – Celebrated 10 years of Business

07/22/2019 – Public Utilities Commission of New Hampshire certified Muirfield Energy, Inc. as a competitive Retail Electric Provider.

07/29/2019 – Public Utilities Commission of Maine certified Muirfield Energy, Inc. as a competitive Retail Electric Provider.

10/4/2019 – Public Utilities Commission of Virginia certified Muirfield Energy, Inc. as a Competitive Service Provider.

A-14. Secretary of State

Secretary of State Link:

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..



File Attached

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.

File(s) attached

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..

File Attached

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.

Preferred to file confidentially

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.

Preferred to file this information confidentially

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

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



File(s) attached

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.

File(s) attached



Public Utilities
Commission

Application Attachments

Entity#: 1860942
Filing Type: CORPORATION FOR PROFIT
Original Filing Date: 06/01/2009
Location: DUBLIN-
Business Name: MUIRFIELD ENERGY, INC.

Status: Active
Exp. Date: -

Agent/Registrant Information

ATTY J. S. STREB
736 NEIL AVE
COLUMBUS OH 43215
06/01/2009
Active

Filings

Filing Type	Date of Filing	Document ID
DOMESTIC ARTICLES/FOR PROFIT	06/01/2009	200915300278

UNITED STATES OF AMERICA
STATE OF OHIO
OFFICE OF SECRETARY OF STATE

I, Frank LaRose, Secretary of State of the State of Ohio, do hereby certify that this is a list of all records approved on this business entity and in the custody of the Secretary of State.



*Witness my hand and the seal of the
Secretary of State at Columbus,
Ohio this 22nd of July, A.D. 2021
Ohio Secretary of State*

A handwritten signature in blue ink, reading "Frank LaRose".



Exhibit B-1: Jurisdiction of Operations

Muirfield Energy, Inc. is a PUC (Public Utilities Commission) certified Broker/Aggregator in both natural gas and electric for the commercial and industrial sector of District of Columbia, Illinois, Maryland, Massachusetts, New Jersey, Ohio, Pennsylvania and Virginia. Muirfield Energy, Inc. is a PUC certified Broker/Aggregator in either natural gas or electric for the commercial and industrial sector of Delaware, Maine and New Hampshire. Muirfield Energy, Inc is also active in the following states, which do not require PUC certification: Florida, Indiana, Kentucky, Michigan, New York and Texas.

Muirfield Energy, Inc. also provides Muirfield Analytics and a Utility Cost Management service. Muirfield Analytics is a web-based management tool that tracks a customer's current energy use against budgets and benchmarks. The Utility Cost Management service provides an audit of utility charges to identify inconsistencies and help resolve overcharge issues.

Muirfield Energy provides services to multiple industry types such as Agriculture, Automotive, Creative Arts, Construction, Consulting/Management Services, Education, Entertainment, Government, Hospital/Medical Facility, Hotel/Hotel Management, Industrial, Manufacturing, Organizations, Other, Printing, Property Management, Religious Organizations, Restaurants/Bar, Retail, Technology, Transportation Service, and Warehouses. Residential is done by referral only.



Exhibit B-2: Experience & Plans

Perry Oman has over 25 years of experience in the Energy industry. He started out in the commodities trading and left to go into the deregulated power and natural gas industries.

Muirfield Energy, Inc. is a consulting company; all contracting with customers is provided through third party suppliers.

Customer inquiries and complaints are handled through our 800 number and resolved by our dedicated customer service team. Customer service contact information can be found in section A-7: Applicant's address and toll-free number for customer service and complaints.



Exhibit B-3: Disclosure of Liabilities and Investigations

Muirfield Energy, Inc. has had no regulatory action taken against it in any jurisdiction since the corporation was established over 12 years ago.



Exhibit D-1: Operations

Muirfield Energy, Inc. builds trusted partnerships with clients through long-term relationships and personalized service in order to properly manage businesses energy needs and reduce their energy costs. We partner with third party suppliers through whom retail customers contract for their electricity supply.



Exhibit D-2: Key Technical Personnel

Perry Oman, President poman@muirfieldenergy.com 614-336-8877
Perry has over 25 years of experience in the energy industry and is the Owner/Operator of Muirfield Energy. He developed and managed successful sales teams for Equitable Resources, Amerada Hess and Direct Energy. That focus and drive has been instrumental in building Muirfield Energy.

Ann Marie Oman, Human Resources aoman@muirfieldenergy.com 614-336-8877
Ann Marie brings over 10 years of human resources experience and has been invaluable to the company's rapid expansion. A 1998 graduate of St. John's University in New York she obtained her Bachelor's Degree summa cum laude in business.

Justin Lavy, Pricing Supervisor jlavy@muirfieldenergy.com 614-336-8877
Justin possesses over eleven years of experience in the energy industry. He is currently running Muirfield Energy's pricing desk and coordinates the preparation of savings analysis. Justin received a Bachelor of Science Degree in Business Administration with a major in economics from Fisher College of Business at the Ohio State University.

Cathy Lydy, Energy Consultant clydy@muirfieldenergy.com 419-265-0758
Cathi Lydy possesses 32 years of management experience that includes management, customer service, and operations in the health care field. She credits her varied experience with providing excellent skills in dealing with the public, allowing her to conduct meetings with potential clients with poise and professionalism necessary to be successful at Muirfield Energy.

Dan Ziegler, Sr Energy Consultant dziegler@muirfieldenergy.com 859-485-1521
Dan spent 27 years with Duke Energy, including roles as Managing Director for Duke Energy Generation Services and Vice President for Duke Energy Industrial Sales, LLC. While there, he built and managed a client-focused coal sales business with three employees that ultimately accounted for \$75 million in revenue.

Ed Kander, Sr Energy Consultant ekander@muirfieldenergy.com 216-978-9083
Ed has sold both electricity and natural gas for over 19 years. He has previously worked for MidAmerican, Direct Energy and Hess. Prior to moving into deregulated supply, Ed worked for Columbia Gas of Ohio. He graduated from Cleveland State with a Bachelor of Arts in Communication.

Geralyn Seng, Finance and Operations Administrator gseng@muirfieldenergy.com 614-336-8877
Geralyn has over 11 years of sales support experience in deregulated energy sales. She also brings years of accounting and management experience to her role. Geralyn received a Bachelor of Science in Business Administration, with emphasis in Accounting and Small Business Management.

2. The applicant's parent company is investment grade rated (by Moody's, Standard & Poor's, or Fitch) and guarantees the financial obligations of the applicant to the LDU(s). Provide a copy of the most recent credit opinion from Moody's, Standard & Poor's or Fitch.
3. The applicant's parent company 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 parent company's financials and a copy of the parental guarantee must be included in the application if the applicant is relying on this option.
4. The applicant can provide evidence of posting a letter of credit with the LDU(s) listed as the beneficiary, in an amount sufficient to satisfy the collateral requirements of the LDU(s).

D. Technical Capability

Provide an attachment for each of the sections below.

D-1. Operations.

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

Power Marketers/Generators: Describe the operational nature of the applicant's business, specifying whether operations will 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. Operations expertise and key technical personnel.

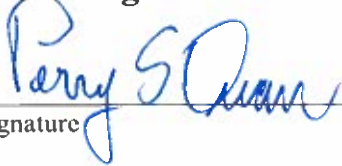
Provide evidence of the applicant's experience and technical expertise in performing the operations described in this application. Include the names, titles, e-mail addresses, telephone numbers and background of key personnel involved in the operational aspects of the applicant's business.


D-3. FERC power marketer authorization.

This section is only applicable if power marketer or retail electric generation provider has been selected in A-1.

Provide the FERC docket granting the applicant power marketer authority.

As authorized representative for the above company/organization, I certify that all the information contained in this application is true, accurate and complete. I also understand that failure to report completely and accurately may result in penalties or other legal actions.


Signature


Date

President
Title

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.

Perry Quinn President
Signature of Affiant & Title

Sworn and subscribed before me this 28 day of September, 2021
Month Year

Kara Maust
Signature of official administrator

Kara Maust Notary
Print Name and Title

KARA MAUST
Notary Public, State of Ohio
My Commission Expires:
July 07, 2026



My commission expires on July 07, 2026

This foregoing document was electronically filed with the Public Utilities

Commission of Ohio Docketing Information System on

9/29/2021 1:29:12 PM

in

Case No(s). 09-0604-EL-AGG

Summary: In the Matter of the Application of Muirfield Energy Inc