



DIS Case Number: 18-0390-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:** LouElla Enterprises LLC    **Country:** United States  
**Phone:** 8149354477    **Extension (if applicable):**    **Street:** 161 Hunter Drive  
**Website (if any):** www.epngstrategy.com    **City:** Cranberry Twp.    **Province/State:** PA  
**Postal Code:** 16066

### 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
Enerchange Power and Gas (EP&G)	DBA	161 hunter drive cranberry twp, PA 16066	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
Enerchange Power and Gas (EP&G)	DBA	161 hunter drive cranberry twp, PA 16066	Yes	File

### A-5. Contact person for regulatory matters



## Public Utilities Commission

Cynthia Maser  
161 Hunter Drive  
Cranberry Twp, PA 16066  
US  
cmaser@louellae.com  
8149354477

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

Cynthia Maser  
161 Hunter Drive  
Cranberry Twp, PA 16066  
US  
cmaser@louellae.com  
8149354477

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

<b>Phone:</b> 8149354477	<b>Extension (if applicable):</b>	<b>Country:</b> United States
<b>Fax:</b> 8149411673	<b>Extension (if applicable):</b>	<b>Street:</b> 322 N shore drive
<b>Email:</b> cmaser@louellae.com		<b>City:</b> Pittsburgh PA
		<b>Province/State:</b> PA
		<b>Postal Code:</b> 15212

### A-8. Applicant's federal employer identification number

82-1595644

### 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

Duke Energy Ohio  
FirstEnergy - Cleveland Electric Illuminating

FirstEnergy - Ohio Edison  
FirstEnergy - Toledo Edison  
AES Ohio  
American Electric Power (AEP)

**Class of customer selection**

Commercial  
Industrial

**A-11. Start date**

Indicate the approximate start date the applicant began/will begin offering services: 04-09-2018

**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
Cynthia Maser	cmaser@louellae.com		161 Hunter Drive Cranberry Twp, PA 16066 US

**A-13. Company history**

100% WBE certified commercial energy brokerage founded in 2017.

**A-14. Secretary of State**

Secretary of State Link: <https://businesssearch.ohiosos.gov?=businessDetails/4159356>

## 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..



## **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: Current broker services in the states listed above. Utilize warm market leads. We do not advertise in OH, we do not bill the customer. We serve small, medium and large commercial , industrial and government customers. Any inquiries are addressed with customers via email or phone call

## **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..

Liability and Investigations Disclosures: NO pending past or present judgements or legal matters

## **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.

File(s) attached

### 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.



This does not apply.

#### **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.



Operations Description: 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-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: Cynthia Maser CEO of LouElla Enterprises has 10 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,PA and MA. 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 10 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





Public Utilities  
Commission

# Application Attachments

# LouElla Enterprises LLC dba (EP&G)

## Balance Sheet

As of December 30, 2020

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
LouElla Business Checking Acct	133,716.83
<b>Total Bank Accounts</b>	<b>\$133,716.83</b>
Other Current Assets	
Uncategorized Asset	1,512.26
<b>Total Other Current Assets</b>	<b>\$1,512.26</b>
<b>Total Current Assets</b>	<b>\$135,229.09</b>
<b>TOTAL ASSETS</b>	<b>\$135,229.09</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
Credit Card	-1,091.74
Hilton LouElla Amex	1,145.76
PNC Credit card	-2,622.75
<b>Total Credit Cards</b>	<b>\$ -2,568.73</b>
<b>Total Current Liabilities</b>	<b>\$ -2,568.73</b>
<b>Total Liabilities</b>	<b>\$ -2,568.73</b>
Equity	
Opening Balance Equity	1,590.45
Owner's Pay & Personal Expenses	-272,349.02
Retained Earnings	96,734.98
Net Income	311,821.41
<b>Total Equity</b>	<b>\$137,797.82</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$135,229.09</b>

# LouElla Enterprises LLC dba (EP&G)

## Balance Sheet

As of December 30, 2021

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
LouElla Business Checking Acct	160,071.00
<b>Total Bank Accounts</b>	<b>\$160,071.00</b>
Other Current Assets	
Uncategorized Asset	1,505.90
<b>Total Other Current Assets</b>	<b>\$1,505.90</b>
<b>Total Current Assets</b>	<b>\$161,576.90</b>
<b>TOTAL ASSETS</b>	<b>\$161,576.90</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
Credit Card	-1,391.13
Hilton LouElla Amex	-2,685.47
PNC Credit card	-4,312.49
<b>Total Credit Cards</b>	<b>\$ -8,389.09</b>
<b>Total Current Liabilities</b>	<b>\$ -8,389.09</b>
<b>Total Liabilities</b>	<b>\$ -8,389.09</b>
Equity	
Opening Balance Equity	1,590.45
Owner's Pay & Personal Expenses	-484,349.02
Retained Earnings	408,537.66
Net Income	244,186.90
<b>Total Equity</b>	<b>\$169,965.99</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$161,576.90</b>

C3 Forecasted Statements: LouElla Enterprises LLC

LouElla currently does not have any customers in Ohio

# **Competitive Retail Electric Service Affidavit**

County of Butler :

State of PA :

Cynthia Maser, 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.

CEO LouElla Enterprises LLC

Gyenia Maser  
Signature of Affiant & Title

Sworn and subscribed before me this 1 day of February, 2022  
Month Year

Tracy Patterson  
Signature of official administering oath  
Commonwealth of Pennsylvania - Notary Seal  
TRACY L PATTERSON - Notary Public  
Butler County  
My Commission Expires March 4, 2026  
Commission Number 1282093

Tracy Patterson Notary  
Print Name and Title

My commission expires on March 4, 2026

**This foregoing document was electronically filed with the Public Utilities  
Commission of Ohio Docketing Information System on**

**2/3/2022 8:10:45 AM**

**in**

**Case No(s). 18-0390-EL-AGG**

**Summary: In the Matter of the Application of LouElla Enterprises LLC**