

**DIS Case Number: 19-0437-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:** JMI Consultants LLC      **Country:** United States  
**Phone:** 7164283601      **Extension (if applicable):**      **Street:** 5684 Main St  
**Website (if any):**      **City:** Williamsville      **Province/State:** NY  
<https://jmiconsultants.com/>  
**Postal Code:** 14221

### 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 |
|----------------------|---------------|---|---------|-------|
| JMI Consultants, LLC | Official Name | 5672 Main Street<br>Williamsville, NY 14221 | No      | 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 |
|----------------------|---------------|---|---------|-------|
| JMI Consultants, LLC | Official Name | 5672 Main Street<br>Williamsville, NY 14221 | No      | File  |

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



Matthew LaFlair  
5672 Main Street  
Williamsville, NY 14221  
US  
matthew.laflair@jmiconsultants.com  
7162553227

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

Matthew LaFlair  
5672 Main Street  
Williamsville, NY 14221  
US  
matthew.laflair@jmiconsultants.com  
7162553227

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

|  |                                   |                                 |
|--|-----------------------------------|---------------------------------|
| <b>Phone:</b> 866-987-0995                       | <b>Extension (if applicable):</b> | <b>Country:</b> United States   |
| <b>Fax:</b>                                      | <b>Extension (if applicable):</b> | <b>Street:</b> 5672 Main Street |
| <b>Email:</b> matthew.laflair@jmiconsultants.com | <b>City:</b> Williamsville        | <b>Province/State:</b> NY       |
|  | <b>Postal Code:</b> 14221         |                                 |

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

833236455

**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  
 Mercantile  
 Residential

### **A-11. Start date**

Indicate the approximate start date the applicant began/will begin offering services: 04-01-2019

### **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   |
|-------------------|--------------------------------------|-------------------------|---|
| Ian Finn          | ian.finn@jmiconsultants.com          | Chief Executive Officer | 5672 Main Street<br>Williamsville, NY 14221<br>US |
| Jessica Rosenberg | jessica.rosenberg@jmiconsultants.com | Chief Operating Officer | 5672 Main Street<br>Williamsville, NY 14221<br>US |
| Matthew LaFlair   | matthew.laflair@jmiconsultants.com   | Chief Financial Officer | 5672 Main Street<br>Williamsville, NY 14221<br>US |

### **A-13. Company history**

JMI Consultants, LLC (JMI) was founded in February 2019 by three market veterans with extensive experience in the deregulated energy industry, including direct experience within the State of Ohio. JMI's Principal Officers have accumulated over 25 years of industry experience between them and strive to assist customers navigate the complexities of the energy industry. Over the years, its Principal Officers have assisted some of the largest energy users in the State of Ohio. Through their experience, JMI's Principal Officers have established relationships with multiple third-party suppliers and have learned the many nuances between them. It is through



this experience that JMI's founders decided to launch an organization to continually assist customers in navigating the industry. JMI does not represent one or two energy providers and seeks to expand its service offerings through continued and new supplier relationships. JMI seeks to simplify the process of choosing a third-party supplier through smarter, more informed decisions, rather than picking a price that simply appears favorable on a given day. Exhausting all possible scenarios and understanding each customer's goals are at the forefront of any relationship JMI has with its customers.

#### **A-14. Secretary of State**

Secretary of State Link: <https://businesssearch.ohiosos.gov?=businessDetails/4293961>

## **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: JMI Consultants, LLC is authorized to provide Brokerage services in the State of New York, New Jersey, Illinois, Massachusetts, Maryland, Virginia, Delaware, District of Columbia, Pennsylvania and Texas.

### **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: The applicant's Principal Officers have the necessary experience to conduct business within the State of Ohio. Between the three (3) Principal Officers, the group's combined experience within the energy brokerage arena tallies to over 25 years.

JMI's Principal Officers are the main contributors to the business, each with a unique set of skills and experience adding to the effectiveness of its procurement strategies. Each Principal Officer will oversee the three primary departments structured within the business (sales, analysts, operations).

JMI's services within the State of Ohio are similar to previous go-to-market strategies implemented by its Principal Officers in previous positions. JMI maintains a sales, focused on



initial outreach and introduction to JMI's services. Once permission has been granted to JMI from the customer via a Letter of Authorization, JMI's Analysts will work alongside the customer to devise a customized RFP to submit to JMI's platform of pre-vetted suppliers. Once bids are received back, JMI will scrutinize the results to ensure bid parody and prepare a report to share with the customer alongside the sales rep responsible for effectively communicating throughout the process with the customer. JMI will then work on the customer's behalf to negotiate any contract changes with the supplier and ensure proper enrollment on the customer's behalf to negotiate any contract changes with the supplier and ensure proper enrollment with the customer's selected supplier. JMI's brokerage services are generally performed with no obligation for the customer to choose any of the supply options presented to them.

### **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: Amidst the COVID-19 pandemic, the Pennsylvania Public Utilities Commission temporarily suspended JMI's License to operate as a power broker in the Commonwealth of Pennsylvania due to a failure to furnish a surety renewal document. JMI field a Petition for Reconsideration to the Pennsylvania Public Utilities Commission as the error was caused by improper notification of JMI by the PA Public Utilities Commission via the US Postal Service amidst the COVID-19 pandemic and stay at home orders issued in both the Commonwealth of Pennsylvania and State of New York. The Commission reversed its revocation of JMI's license as a result of JMI's Petition for Reconsideration and JMI's license remains in good standing with the Pennsylvania Public Utilities Commission. Additional information regarding Applicant's Petition for Reconsideration can be found under PA PUC Docket No. A-2019-3009003.

### **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.

Operations Description: JMI's Principal Officers are the main contributors to the business, each with a unique set of skills and experience adding to the effectiveness of its procurement strategies. Each Principal Officer will oversee the three primary departments structured within the business (sales, analysts, operations).

JMI's services within the State of Ohio are similar to previous go-to-market strategies implemented by its Principal Officers in previous positions. JMI maintains a sales, focused on initial outreach and introduction to JMI's services. Once permission has been granted to JMI from the customer via a Letter of Authorization, JMI's Analysts will work alongside the customer to devise a customized RFP to submit to JMI's platform of pre-vetted suppliers. Once bids are received back, JMI will scrutinize the results to ensure bid parody and prepare a report to share with the customer alongside the sales rep responsible for effectively communicating throughout the process with the customer. JMI will then work on the customer's behalf to negotiate any contract changes with the supplier and ensure proper enrollment with the customer's behalf to negotiate any contract changes with the supplier and ensure proper enrollment with the customer's selected supplier on the meter read date agreed to on the Transaction Confirmation. JMI's brokerage services are generally performed with no obligation for the customer to choose any of the supply options presented to them.

## **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-



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mail addresses, and background of key personnel involved in the operations of the applicant's business.

Operations Expertise & Personnel Description: Applicant's Principal Officers have the necessary experience to conduct business in accordance with its Application. JMI's Principal Officers founded the company in February 2019 and have significant experience in the energy industry, specifically in electricity and natural gas supply.

JMI's Principal Officers are:

Ian Finn – President & CEO

Ian.Finn@jmiconsultants.com

716-428-3501

Matthew LaFlair – Chief Financial Officer

Matthew.LaFlair@jmiconsultants.com

716-255-3227

Jessica Rosenberg – Chief Operating Officer

Jessica.rosenberg@jmiconsultants.com

716-428-3501

The Principal Officers of JMI have experience in the deregulated energy industry, previously providing brokerage services to over 3,000 commercial customers throughout the United States. Mr. LaFlair served as Manager of Energy Services at BidURenergy, Inc. (BUE) from March 2010 until January 2019, joining BUE in its infancy stage. His role at BUE included the direct oversight and management of over 50 energy professionals, supplier relations, and filing and maintenance of all required licensing with each jurisdiction BUE was registered. BUE was sold to NRG Energy, Inc in 2013. As of January 2019, BUE had brokered hundreds of electric and natural gas supply transactions within the State of Ohio with over 30 unique suppliers. Mr. LaFlair has experience working with hundreds of thousands of annual MWh's in all deregulated states and utilities. The Association of Energy Engineers (AEE) has certified Mr. LaFlair as a Certified Energy Procurement Professional (CEP Professional).

Mr. Finn joined Energy Curtailment Specialists, Inc, (ECS) in 2007, with his most recent role at NRG as National Sales Director at NRG Distributed Energy Resources. Throughout his tenure at NRG, Mr. Finn was directly responsible for the successful implementation of advanced procurement strategies for some of the largest energy users in the Northeast. Mr. Finn was involved with the contact, design, and implementation of numerous commercial, industrial, and government customers within the State of Ohio in previous roles at ECS and NRG. Mr. Finn's extensive experience within the demand response, energy procurement, utility bill management, and distributed energy fields add to JMI's expertise and fitness to provide the proposed services in the State of Ohio. Mr. Finn has experience working with hundreds of thousands of annual MWh's in all deregulated states and utilities. The AEE has certified Mr. Finn as Certified Energy Procurement Professional, and a Certified Energy Manager (CEM).

Ms. Rosenberg is the COO of JMI Consultants and is responsible for conducting the business' analytics and managing supplier relationships. Ms. Rosenberg previously held the position of Manager of Advisory Services at NRG Energy which put hundreds of electric transactions under her direct oversight. Ms. Rosenberg's role with the Applicant will be to supply customers with



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innovative and optimal solutions to meet their particular goals and initiatives. She is well versed with tariff rate schedules and many active suppliers serving customers within the State of Ohio. The AEE has Ms. Rosenberg as a Certified Energy Procurement Professional.



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# Application Attachments

# **Competitive Retail Electric Service Affidavit**

County of Erie :

State of New York :

Jessica Rosenberg, 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.

Geon, COO - JHI Consultants, LLC  
Signature of Affiant & Title

Sworn and subscribed before me this 20 day of February, 2023  
Month Year

Christi Lichtenhal  
Signature of official administering oath

Christine Lichtenhal  
Print Name and Title

CHRISTINE LICHTENTHAL  
Notary Public, State of New York  
No. 01LI6418700  
Qualified in Erie County  
Commission Expires 01/18/2026

My commission expires on 01/18/2026

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**in**

**Case No(s). 19-0437-EL-AGG**

**Summary: In the Matter of the Application of JMI Consultants LLC**