



Public Utilities Commission

Original AGG Case Number	Version
09 - 871 -EL-AGG	December 2014

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 A-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's legal name, address, telephone number, PUCO certificate number, and web site address

Legal Name Energy Management Resources of Missouri, Inc.
Address 7501 NW Tiffany Springs Parkway, Suite 500
PUCO Certificate # and Date Certified 09-172E / 10/30/2009
Telephone # (816) 883-1000 Web site address (if any) www.emr-energy.com

A-2 List name, address, telephone number and web site address under which Applicant will do business in Ohio

Legal Name Energy Management Resources of Missouri, Inc.
Address 7501 NW Tiffany Springs Parkway, Suite 500
Telephone # (816) 883-1000 Web site address (if any) www.emr-energy.com

A-3 List all names under which the applicant does business in North America

Energy Management Resources of Missouri, Inc.
Energy Management Resources

A-4 Contact person for regulatory or emergency matters

Name Thomas Maus
Title Senior Vice President
Business address 7501 NW Tiffany Springs Parkway, Suite 500
Telephone # (816) 883-1028 Fax # (816) 883-1001
E-mail address tom.maus@emr-energy.com

A-5 Contact person for Commission Staff use in investigating customer complaints

Name Hilary Trumble
Title Manager, Admin & Client Services
Business address 7501 NW Tiffany Springs Parkway, Suite 500, Kansas City, MO 64153
Telephone # (816) 883-1022 Fax # (816) 883-1001
E-mail address htrumble@emr-energy.com

A-6 Applicant's address and toll-free number for customer service and complaints

Customer Service address 7501 NW Tiffany Springs Parkway, Suite 500, KCMO, 64153
Toll-free Telephone # (816) 883-1000 Fax # (816) 883-1001
E-mail address htrumble@emr-energy.com

A-7 Applicant's federal employer identification number # 43-1793529

A-8 Applicant's form of ownership (check one)

- | | |
|--|--|
| <input type="checkbox"/> Sole Proprietorship | <input type="checkbox"/> Partnership |
| <input type="checkbox"/> Limited Liability Partnership (LLP) | <input type="checkbox"/> Limited Liability Company (LLC) |
| <input checked="" type="checkbox"/> Corporation | <input type="checkbox"/> Other _____ |

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

A-9 Exhibit A-9 "Principal Officers, Directors & Partners" provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.

A-10 Exhibit A-10 "Corporate Structure," provide a description of the applicant's corporate structure, 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 and companies that aggregate customers in North America.

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.

C-2 **Exhibit C-2 "SEC Filings,"** provide the most recent 10-K/8-K Filings with the SEC. If applicant does not have such filings, it may submit those of its parent company. 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.

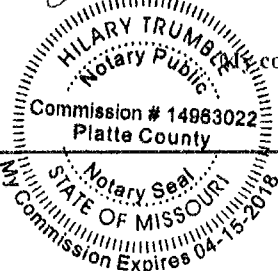
- C-4 Exhibit C-4 "Financial Arrangements," provide copies of the applicant's financial arrangements to conduct CRES as a business activity (e.g., guarantees, bank commitments, contractual arrangements, credit agreements, etc.).
- C-5 Exhibit C-5 "Forecasted Financial Statements," provide two years of forecasted financial statements (balance sheet, income statement, and cash flow statement) for the applicant's CRES operation, along with a list of assumptions, and the name, address, e-mail address, and telephone number of the preparer.
- 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, Dun and Bradstreet Information Services, Fitch IBCA, Moody's Investors Service, Standard & Poors, 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 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.
- 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.
- 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 five most recent years preceding the application.

Thomas Evans
Senior Vice President
Signature of Applicant & Title

Sworn and subscribed before me this 28th day of September, 2015
Month Year

Hilary Trumble
Signature of official administering oath

Hilary Trumble, Not. Public & Clerk Secs
Print Name and Title



My commission expires on 04/15/18

AFFIDAVIT

State of Missouri :

Kansas City ss.
(Town)

County of Platte :

THOMAS MAUS, Affiant, being duly sworn/affirmed according to law, deposes and says that:

He/She is the SP. VICE PRESIDENT (Office of Affiant) of ENERGY MANAGEMENT
Resources of Missouri, Inc. (Name of Applicant);

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

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.

Thomas Maus
Senior Vice President
Signature of Affiant & Title

Sworn and subscribed before me this 28th day of September, 2015
Month Year

Hilary Trumble
Signature of Notary administering oath

Hilary Trumble, MGR ADMIN. & CLIENT SERVICES
Print Name and Title



My commission expires on 04/15/18

**Energy Management Resources of Missouri, Inc. - 09-871-EL-AGG
Renewal Application for Electric Aggregators/Power Brokers**

Exhibit A-9 Principal Officers, Directors and Partners

President
Darrel Palmer
22752 Serenity Lane
Nisswa, MN 56468
816-883-1012

Senior Vice President
Thomas Maus
254 Hwy 33 North
Cloquet, MN 55720
816-883-1028
Vice President Sales and Marketing

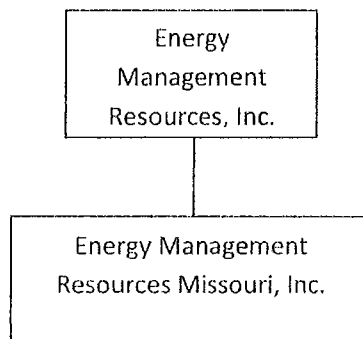
Mr. Palmer and Mr. Maus are directors of the corporation

**Energy Management Resources of Missouri, Inc. - 09-871-EL-AGG
Renewal Application for Electric Aggregators/Power Brokers**

Exhibit A-10 Corporate Structure

Parent
Energy Management Resources Inc.
Incorporated in State of Minnesota

100 percent owned subsidiary
Energy Management Resources of Missouri Inc.
Incorporated in State of Delaware



Energy Management Resources of Missouri, Inc. - 09-871-EL-AGG
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Exhibit B-1 Jurisdictions of Operation

Licensed in Illinois
Licensed in Maryland
Licensed in Massachusetts
Licensed in New Jersey
Licensed in Ohio
Licensed in Pennsylvania
Registered in Delaware
Registered in Missouri
Registered in Minnesota
Registered in New York

Energy Management Resources of Missouri, Inc. - 09-871-EL-AGG
Renewal Application for Electric Aggregators/Power Brokers

Exhibit B-2 Experience and Plans

EMR has experience requesting client quotes, managing power, and working with suppliers serving the Ohio energy market including: Duke Energy, Sempra Energy Solutions, First Energy Solutions, Constellation New Energy, and Direct Energy.

As an independently owned energy management services company, EMR brings cumulative energy expertise to the client in the form of risk management, market analysis, strategic sourcing and logistics, and data management. Each member of the EMR executive leadership team has more than 30 years experience in the energy industry. EMR support staff brings an average of 15 years of energy industry experience.

In compliance with Ohio Administrative Code Chapter 4928.10 of the Revised Code, EMR, through its marketing efforts, employs the practice of contacting the customer directly to discuss the menu of EMR services needed to meet the energy requirements of the customer. Our team of energy experts walks the customer through a professional energy procurement process that provides the lowest price possible and still meet the energy needs of the customer. As an example of one of EMR's services, letters of agency are obtained from interested clients in order to retrieve their utility usage data. From that data, EMR can formulate requests for quotes from potential suppliers.

EMR contracts with each of the certified suppliers and requests an RFQ on behalf of the client based on their usage data. EMR provides the client with a recommendation and contracts with the supplier on the client's behalf when the quote has been accepted by the client.

EMR reviews energy contracts from certified suppliers, provides invoice review, and responds to customers' inquiries and complaints.

Independently owned Energy Management Services company
Energy Management Services is our core business
Providing Energy Management Services for over 20 years
Not affiliated with any Marketer/Producer/Utility
Experienced energy staff (*Avg. 15+ years*)

**Energy Management Resources of Missouri, Inc. - 09-871-EL-AGG
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Exhibit B-2 Experience and Plans (Continued)

All new Customer Inquiries may be directed to:

Darrell Soule, Regional Marketing Account Manager
800-657-9952
7501 NW Tiffany Springs Parkway, Suite 500, Kansas City, MO 64153.

All Existing Customer Inquiries/Complaints may be directed to:

Hilary Trumble, Manager of Client Services
800-657-9952
7501 NW Tiffany Springs Parkway, Suite 500, Kansas City, MO 64153.

Complaints will be handled in accordance with Ohio Administrative Code Chapter 4901:1-21-08 and generally be responded to within 24 hours of receipt. Public Utility Commission contact information will be provided to any customer requesting this information. For the avoidance of doubt, EMR has reviewed Ohio Administrative Code Chapter 4901:1-21 and its plans in Ohio for contracting with customers, providing contracted services, providing billing statements, and responding to customer inquiries and complaints, as applicable, and are expecting to comply with applicable requirements of Chapter 4901:1-21 and any other applicable chapters of the Ohio Administrative Code.

Energy Management Resources of Missouri, Inc. - 09-871-EL-AGG
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Exhibit B-3 Disclosure of Liabilities and Investigations

EMR as of this filing date is not involved in any proceeding that would affect its ability to provide consulting services to any potential client in Ohio. EMR has no history of any client or regulatory agency having any proceedings against it.

Energy Management Resources of Missouri, Inc. - 09-871-EL-AGG
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Exhibit C-1 Annual Reports

The company does not have annual reports to shareholders for 2013 and 2014. EMR is a private, closely-held corporation whose owners are involved in the day-to-day affairs of the business. Accordingly, other than financial statements provided in Exhibit C-3, preparing an annual report with the information that would typically be contained in an annual report to shareholders is not necessary for EMR's business or shareholders because of their involvement with the business.

**Energy Management Resources of Missouri, Inc. - 09-871-EL-AGG
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Exhibit C-2 SEC Filings

EMR made no SEC filings as the corporate stock is not publicly traded.

**Energy Management Resources of Missouri, Inc. - 09-871-EL-AGG
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Exhibit C-3 Financial Statements

This Exhibit contains confidential and proprietary information and is being submitted under seal.

TRADE SECRET

Energy Management Resources of Missouri, Inc. - 09-871-EL-AGG
Renewal Application for Electric Aggregators/Power Brokers

Exhibit C-4 Financial Arrangements

Not Applicable

**Energy Management Resources of Missouri, Inc. - 09-871-EL-AGG
Renewal Application for Electric Aggregators/Power Brokers**

Exhibit C-5 Forecasted Financial Statements

This Exhibit contains confidential and proprietary information and is being submitted under seal.

TRADE SECRET

Energy Management Resources of Missouri, Inc. - 09-871-EL-AGG
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Exhibit C-6 Credit Rating

EMR has not issued any mortgage bonds and does not have any credit rating issued by the agencies listed in the commission's request.

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Exhibit C-7 Credit Report

Please find attached a recent credit report from Experian.

Energy Management Resources of Missouri, Inc. - 09-871-EL-AGG

Renewal Application for Electric Aggregators/Power Brokers



Report

Report Originally Retrieved 09/17/2015

Note: This report was requested and billed to your account within the past 7 days.

You have viewed this report, please click on our sample report.

Search query: Energy Management Resources Of Missouri Kansas City MO (only company)

ProfilePlusSM Report

7/21/2015 11:15:00 AM EDT

Energy Management Resources Of Missouri


Address:	7501 NW Tiffany Springs Parkway Kansas City, MO 64119-1701 United States	Key Personnel:	David P. Bishop Thomas Mann Lance Hunter
Phone:	816-443-7000	SIC Code:	8740 Business Consulting Services, Not 171149 Consulting, Planning & Arch Contractors 8742 Management Consulting Services
Website:	emr-energy.com	NAICS Code:	541801 Other Scientific And Technical Consulting Services 238220 Plumbing, Heating, Air-Conditioning Contractors 541612 Human Resources Consulting Services
Experian BIN:	17418-8400	Business Type:	Corporation
Agent:	Steve Taylor	Experian File Established:	April 2012
Agent Address:	7501 NW Tiffany Springs Parkway Kansas City, MO	Experian Years on File:	13 Years
Family Linkage:		Years in Business:	40 Years
Corporate Party ID:	Energy Management Resources Of Missouri 7501 NW Tiffany Springs Parkway Kansas City, MO	Total Employees:	10
Branches (City and State):	Energy Management Resources Of Missouri, Inc. 7501 NW Tiffany Springs Parkway Kansas City, MO 64119-1701	Sales:	\$1,375,000
		Filing Data Provided by:	Equifax
		Date of Incorporation:	03/01/1958
		Payment Tradelines (see details, details):	6
		UCC Filings (see details) (see summary):	1
		Business Scoring Worse:	54%
		✓ Bankruptcies	0
		✓ Liens	0
		✓ Judgments Filed	0
		✓ Collections	0

This location was not yet rated an estimated Days Late in
Form D910 and a Payment Period of 10. This is after the
normal 30-day Payment Tradelines.

Company background: Located in Liberty, MO, Energy Management Resources is a solution provider. The company offers risk assessment, market evaluation, type selection, planning, alternative supply options, taking measures for companies that wish to produce or produce electricity and storage options.

Credit Summary

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<p>Credit Ranking Score: 55</p> <p>High Risk  Low Risk</p>	<p>The objective of the Credit Ranking Score is to predict payment behavior. High Risk means that there is a significant probability of delinquent payment. Low Risk means that there is a good probability of on-time payment.</p>
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Key Score Factors

- No delinquent or late payment activity
- Average credit account delinquency of less than 12 months
- Payment of bills is consistent and timely
- Financially sound and stable with no major debt issues

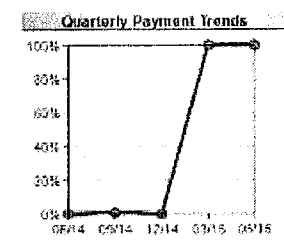
Recommended Action: Low to Medium Risk

Energy Management Resources of Missouri, Inc. - 09-871-EL-AGG
Renewal Application for Electric Aggregators/Power Brokers

Payment Summary

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Monthly Payment Needs



¹ The analysis of the paper is done by the author.

Monthly Payment Trends

Quarterly Payment From 4 - Recent Activity

Date	Balance	Current	Up to 30 DBT	31-60 DBT	61-90 DBT	91-99 DBT
06-14	\$2,000	0%	100%	0%	0%	0%
09-14	\$4,000	10%	60%	20%	10%	0%
12-14	\$2,000	0%	0%	0%	0%	0%
03-15	\$0	0%	0%	0%	0%	0%
06-15	\$0	0%	0%	0%	0%	0%

Continuous Payment Methods

Fig. 1. $\alpha_{\text{eff}} = 2.5 \times 10^{-4}$ cm²/sec;
 $\beta_{\text{eff}} = 0.5$ cm²/sec;
 $\gamma_{\text{eff}} = 0.5$ cm²/sec; $\delta_{\text{eff}} = 0.5$ cm²/sec.

Newly Reported Payment Trends

Department of Agriculture
 Forest Management
 Forest Management

Combined Payment Trends

[illegible]

Trade Payment Information

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Trade Payment Experiences

Supplier Category	Reported Date	Activity Date	Payment Terms	Recent High Credit	Balance Current	Up to 30 DDF	31-60 DDF	61-90 DDF	91-99 DDF	Comments
General Services	11-18		Net 30							Check 10-19
Off-Budget	11-17	12-14	Revolving	\$450						
Reimburse	11-15	12-13	Rev	\$4,000						

Additional Payment Experiences

Supplier Category	Reported Date	Activity Date	Payment Terms	Revised High Credit	Balance Current	Up to 30 DBT	31-60 DBT	61-90 DBT	>90 DBT	Comments
Food Store	07-14		Cash on Delivery	\$10,000						
Insurance	06-01		Net 30	\$200,000	\$200,000					
Utilities	06-15		Net 30							

UCC Filings

Thank you very much

Date: 16.09.2014
 Subj: Name of
 Institution:
 Institute of
 Technology
 Cell Phone:
 Address:

UCC Filings Summary

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Filing Period	Controversy Filings	Total Filed	Total Released	Total Compelled	Amended / Assigned
Q1 '14 - Q1 '15	5	10	7	1	0
Q2 '14 - Q2 '15	5	10	8	2	0
Q3 '14 - Q3 '14	0	0	0	0	0
Q4 '14 - Q4 '14	0	0	0	0	0
Q1 '15 - Q2 '15	0	0	0	0	0
Q3 '15 - Q4 '15	0	0	0	0	0

STATE UNIVERSITY OF NEW YORK AT BINGHAMTON, BINGHAMTON, NEW YORK 13902-6000, U.S.A.

Energy Management Resources of Missouri, Inc. - 09-871-EL-AGG
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Exhibit C-8 Bankruptcy Information

EMR and its affiliates have not done any reorganization or filed for bankruptcy.

Energy Management Resources of Missouri, Inc. - 09-871-EL-AGG
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Exhibit C-9 Merger Information

There has not been any dissolution, merger or acquisition activity by the corporation during the last 5 years.

This foregoing document was electronically filed with the Public Utilities

Commission of Ohio Docketing Information System on

10/1/2015 10:32:31 AM

in

Case No(s). 09-0871-EL-AGG

Summary: Application Renewal Application for Electric Aggregators/Power Brokers
electronically filed by Mr. Stephen M Howard on behalf of Energy Management Resources of
Missouri, Inc.