



February 4, 2015

Ms. Barcy F. McNeal, Secretary
Public Utility Commission of Ohio
180 E. Broad Street, 11th Floor
Columbus, OH 43215-3793

Re: Case No. 12-2459-EL-CRS

Dear Ms. McNeal,

Iron Energy understood that this notice was previously filed in July of 2015, but it has come to our attention that this was not the case. Therefore, pursuant to Rule 4901:1-24-11(B)(1) of the Ohio Administrative Code, I am notifying the Commission of a significant change in ownership of Iron Energy LLC d/b/a Kona Energy. The new owner is a wholly owned subsidiary or affiliate of Vantage Commodities Financial Services, LLC. Iron Energy LLC d/b/a Kona Energy will continue to hold Certificate No. 12-574E and will continue to provide competitive retail electric service in Ohio.

The following will also take place as a result of the transaction:

- John Edgar will be the President, regulatory contact and individual responsible for managerial and technical fitness. Please see attached for Mr. Edgar's brief biography.
- Steve Malkeiwicz of ESCO Advisors will also be responsible for technical fitness. Please see attached for Mr. Malkeiwicz's biography.
- Amber Kelley will assume the position of Vice President of Operations and will also offer technical and managerial expertise. Please Ms. Kelley's biography attached.

Additionally:

- The old address was 901 S. Mopac Expressway Barton Oaks Plaza One, Suite 300, Austin, TX 78746.
- The new address is 8350 N. Central Expressway, Suite 1250 Dallas, TX 75206.

Iron Energy has also submitted the first two pages of the PUCO electricity application which include updated addresses and contact information.

This is to certify that the images appearing are an accurate and complete reproduction of a case file document delivered in the regular course of business.
Technician MN Date Processed **FEB 09 2016**

REFRESHINGLY SIMPLE ELECTRICITY & NATURAL GAS

8350 N. Central Expwy. Suite 1250 Dallas, TX 75206 Phone: 855.Kona.Now www.KonaEnergy.com

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In the future, please direct all regulatory correspondence to:

John Edgar, President
8350 N. Central Expwy.
Suite 1250
Dallas, TX 75206
Phone: (214) 871-5568
regulatory@konaenergy.com

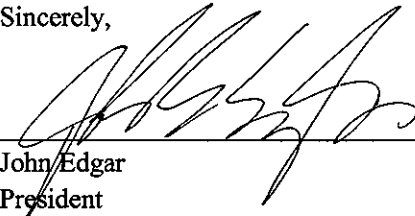
Brennan Williams, Regulatory/Compliance
8350 N. Central Expwy.
Suite 1250
Dallas, TX 75206
Phone: (214) 871-5505
brennanw@konaenergy.com

Amber Kelley, VP Operations
8350 N. Central Expwy.
Suite 1250
Dallas, TX 75206
Phone: (214) 871-5507
amberk@konaenergy.com

Should you have any questions or need any further information, please contact:

Natara G. Feller, Esq.
Feller Energy Law Group, PLLC
159 20th Street, Suite 1B
Brooklyn, NY 11232
Phone: (212) 590-0145
Email: natarafeller@fellerenergyllaw.com

Sincerely,



John Edgar
President

KEY TECHNICAL PERSONNEL

Name	Title	Address	Phone No.	Email Address
John Edgar	President	8350 N. Central Expwy. Suite 1250 Dallas, TX 75206	214.871.5568	jedgar@konaenergy.com
Amber Kelley	Vice President of Operations	8350 N. Central Expwy. Suite 1250 Dallas, TX 75206	214.871.5507	amberk@konaenergy.com
Steve Malkiewicz	CFO, ESCO Advisors	5103 Rolling Fairway Dr., Valrico, FL 33596	813.657.9340	steve@escoadvisors.com

Financial & Admin including P&L
John Edgar, President, Iron Energy LLC

Energy Executive	10 Yrs	Energy contract negotiations	10 Yrs
Regulatory Compliance	10 Yrs	Corporate Governance	10 Yrs
Direct P&L responsibility	10 Yrs		
Corporate Risk Control	10 Yrs		

Mr. Edgar has ten years of experience in the deregulated Retail Energy Industry having served a variety of Retailers in mainly senior financial roles including being the Chief Financial Officer (“CFO”) at several such companies. He began his career at the Royal Dutch Shell Group of Companies where he spent 16 years in a wide range of financial positions and worked in all aspects of the broader Energy industry. His experience there included a long stint in Shell’s Corporate Mergers and Acquisitions group. In 2005, John became the CFO at Shell Energy Services Company in the deregulated Retail Energy industry. Shell sold that business in 2006 to MXenergy where John joined as Vice President Finance. John moved on to become the CFO at StarTex Power in 2010 until shortly after it was sold to Constellation. Mr. Edgar then joined Entrust Energy as CFO which was just launching its business in the Texas market. Since leaving Entrust in 2012, Mr. Edgar worked briefly outside the Retail Energy industry then worked as a consultant within the Retail Energy industry.

Operations & Sales

Amber Kelley, VP Operations, Iron Energy LLC

Ms. Kelley has 8 years of experience in the energy industry with an emphasis in both sales and operations having worked for several Retail Energy Providers within all deregulated markets in North America. She has experience within many aspects of the deregulated energy industry starting in sales and working her way into Operations. This unique blend of knowledge has allowed her to take on more complex roles within the companies she has worked for.

Ms. Kelley began her energy career in the third party sales group with Direct Energy handling large C&I accounts and working with hundreds of brokers in the Texas market. When Direct Energy restructured their sales group in 2008, she moved on to work with AmeriPower and eventually with Hudson Energy. After Hudson Energy was acquired by Just Energy in 2010, she was able to expand her knowledge of deregulated markets to include all of the United States and Canada. Ms. Kelley then moved over to the operations side of the business to help consolidate the Independent Contractor structure between the two companies. Since leaving Hudson Energy in 2013, she has worked for Kona Energy in a primarily sales based capacity as the Sr. Director of Sales.

Ms. Kelley holds a degree in Art History from The University of Texas at Dallas.

Buying & Selling Power & Energy in wholesale markets

Steve Malkiewicz, CFO, ESCO Advisors

Mr. Malkiewicz is one of the founders of ESCO Advisors, a Connecticut based consulting firm with over 35 years of Energy Industry experience and has managed 3,000 MW and \$750 million in commodity buys. Mr. Malkiewicz will provide Iron Energy DBA Kona with energy operations, energy forecasting, scheduling and settlements, price stability and risk management. He will also provide and manage an extensive suite of systems to both control and increase the efficiency of day-to-day operations

Mr. Malkiewicz was the Managing Director and founder of St. Clair Energy Associates LLC (1997 to 2011), a management consulting firm serving the energy/utilities industry. His experience is a unique blend of financial and analysis assignments, with strategic and operational responsibilities, including helping to establish, finance and build several new businesses. Mr. Malkiewicz has founded or assisted in forming and building several new businesses designed to capture opportunities in restructured energy markets in the US and Canada, serving in roles from Chief Financial Officer to supply management, regulatory and finance responsibilities. Mr. Malkiewicz has held various senior officer capacities at SEMCO Energy Inc. (1990 to 1997), a gas distributor based in Michigan, including Senior Vice President and COO, Vice President and Chief Financial Officer and Controller and Treasurer of its energy marketing and investment subsidiary. Mr. Malkiewicz began his career as an auditor and consultant at Arthur Andersen in the Chicago and Detroit offices (1982 to 1990). He is a Certified Public Accountant and a member of the Global Association of Risk Professionals. He has a Bachelor of Business Administration in Accounting from Eastern Michigan University.



PUCO USE ONLY		
Date Received	Case Number	Version
	EL-CRS	December 2014

CERTIFICATION APPLICATION FOR RETAIL GENERATION PROVIDERS AND POWER MARKETERS

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit A-13 Company History). 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. APPLICANT INFORMATION

A-1 Applicant intends to be certified as: (check all that apply)

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

A-2 Applicant's legal name, address, telephone number and web site address

Legal Name Iron Energy LLC
 Address 8350 N. Central Expressway Suite 1250, Dallas, TX 75206
 Telephone # (214) 871-5500 Web site address (if any) www.konaenergy.com

A-3 List name, address, telephone number and web site address under which Applicant will do business in Ohio

Legal Name Iron Energy LLC
 Address 8350 N. Central Expressway Suite 1250, Dallas, TX 75206
 Telephone # (214) 871-5500 Web site address (if any) www.konaenergy.com

A-4 List all names under which the applicant does business in North America

Kona Energy

A-5 Contact person for regulatory or emergency matters

Name Brennan Williams
Title Regulatory Analyst
Business address 8350 N. Central Expressway, Suite 1250 Dallas, TX 75206
Telephone # (214) 871-5505 Fax # _____
E-mail address brennanw@konaenergy.com

A-6 Contact person for Commission Staff use in investigating customer complaints

Name Brennan Williams
Title Regulatory Analyst
Business address 8350 N. Central Expressway, Suite 1250 Dallas, TX 75206
Telephone # (214) 871-5505 Fax # _____
E-mail address brennanw@konaenergy.com

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

Customer Service address 8350 N. Central Expressway, Suite 1250 Dallas, TX 75206
Toll-free Telephone # (855) 566-2669 Fax # _____
E-mail address customercare@konaenergy.com

A-8 Applicant's federal employer identification number # 453564472

A-9 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 type="checkbox"/> Corporation | <input type="checkbox"/> Other _____ |

A-10 (Check all that apply) Identify each electric distribution utility certified territory in which the applicant intends to provide service, including identification of each customer class that the applicant intends to serve, for example, residential, small commercial, mercantile commercial, and industrial. (A mercantile customer, as defined in (A) (19) of Section 4928.01 of the Revised Code, is a commercial customer who consumes more than 700,000 kWh/year or is part of a national account in one or more states).

- | | | | | |
|--|--------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> First Energy | | | | |
| <input type="checkbox"/> Ohio Edison | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Toledo Edison | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Cleveland Electric Illuminating | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Duke Energy | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> American Electric Power | | | | |
| <input type="checkbox"/> Ohio Power | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |