



# Public Utilities Commission

PUCO USE ONLY – Version 1.08		
Date Received	Renewal Certification Number	ORIGINAL AGG Case Number
		14-0946 GA-AGG

## RENEWAL CERTIFICATION APPLICATION COMPETITIVE RETAIL NATURAL GAS BROKERS/AGGREGATORS

Please **type or print** all required information. Identify all attachments with an exhibit label and title (*Example: Exhibit A-15 - 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 directly input information onto the form. You may also download the form by saving it to your local disk.

### SECTION A - APPLICANT INFORMATION AND SERVICES

#### A-1 Applicant intends to renew its certificate as: (check all that apply)

☒ Retail Natural Gas Aggregator ☒ Retail Natural Gas Broker

#### A-2 Applicant information:

Legal Name Telco Pros Inc  
Address 2020 Center Street, Cleveland, OH 44113  
Telephone No. 877/244-0182 Web site Address tpiefficiency.com  
Current PUCO Certificate No. 14-363G Effective Dates June 27, 2014 through June 27, 2016

#### A-3 Applicant information under which applicant will do business in Ohio:

Name TPI Efficiency  
Address 2020 Center Street, Cleveland, OH 44113  
Web site Address tpiefficiency.com Telephone No. 877/244-0182

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

TPI Efficiency

#### A-5 Contact person for regulatory or emergency matters:

Name Karl Shaw Title COO  
Business Address 2020 Center Street, Cleveland, OH 44113  
Telephone No. 877/244-0182 Fax No. 216/803-9898 Email Address karl.shaw@thetelcopros.com

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

Name Roger Zona

Title President

Business address 2020 Center Street, Cleveland, OH 44113

Telephone No. 877/244-0182

Fax No. 216/803-9898

Email Address roger.zona@thetelcopros.com

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

Customer service address 2020 Center Street, Cleveland, OH 44113

Toll-Free Telephone No. 877/244-0182

Fax No. 216/803-9898

Email Address customerservice@tpiefficient

**A-8 Provide "Proof of an Ohio Office and Employee," in accordance with Section 4929.22 of the Ohio Revised Code, by listing name, Ohio office address, telephone number, and Web site address of the designated Ohio Employee**

Name Renee Jubeck

Title Sales Operations Manager

Business address 2020 Center Street, Cleveland, OH 44113

Telephone No. 877/244-0182

Fax No. 216/803-9898

Email Address renee.jubeck@tpiefficiency.com

**A-9 Applicant's federal employer identification number 27-1278379**

**A-10 Applicant's form of ownership: (Check one)**

☐ Sole Proprietorship

☐ Partnership

☐ Limited Liability Partnership (LLP)

☐ Limited Liability Company (LLC)

☒ Corporation

☐ Other

**A-11 (Check all that apply) Identify each natural gas company service area in which the applicant is currently providing service or intends to provide service, including identification of each customer class that the applicant is currently serving or intends to serve, for example: *residential, small commercial, and/or large commercial/industrial (mercantile) customers*. (A mercantile customer, as defined in Section 4929.01(L)(1) of the Ohio Revised Code, means a customer that consumes, other than for residential use, more than 500,000 cubic feet of natural gas per year at a single location within the state or consumes natural gas, other than for residential use, as part of an undertaking having more than three locations within or outside of this state. In accordance with Section 4929.01(L)(2) of the Ohio Revised Code, "Mercantile customer" excludes a not-for-profit customer that consumes, other than for residential use, more than 500,000 cubic feet of natural gas per year at a single location within this state or consumes natural gas, other than for residential use, as part of an undertaking having more than three locations within or outside this state that has filed the necessary declaration with the Public Utilities Commission.)**

<input checked="" type="checkbox"/> Columbia Gas of Ohio	<input checked="" type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial
<input checked="" type="checkbox"/> Dominion East Ohio	<input checked="" type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial
<input checked="" type="checkbox"/> Duke Energy Ohio	<input checked="" type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial
<input checked="" type="checkbox"/> Vectren Energy Delivery of Ohio	<input checked="" type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial

**A-12** If applicant or an affiliated interest previously participated in any of Ohio's Natural Gas Choice Programs, for each service area and customer class, provide approximate start date(s) and/or end date(s) that the applicant began delivering and/or ended services.

☐ Columbia Gas of Ohio

*\* We do not bill - broker only*

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

☐ Dominion East Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

☐ Duke Energy Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

☐ Vectren Energy Delivery of Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

**A-13** If not currently participating in any of Ohio's four Natural Gas Choice Programs, provide the approximate start date that the applicant proposes to begin delivering services:

*\* We do not bill - broker only*

<input type="checkbox"/>	Columbia Gas of Ohio	Intended Start Date
<input type="checkbox"/>	Dominion East Ohio	Intended Start Date
<input type="checkbox"/>	Duke Energy Ohio	Intended Start Date
<input type="checkbox"/>	Vectren Energy Delivery of Ohio	Intended Start Date

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED.

- A-14 Exhibit A-14 "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-15 Exhibit A-15 "Company History,"** provide a concise description of the applicant's company history and principal business interests.
- A-16 Exhibit A-16 "Articles of Incorporation and Bylaws,"** provide the articles of incorporation filed with the state or jurisdiction in which the applicant is incorporated and any amendments thereto, *only if the contents of the originally filed documents changed since the initial application.*
- A-17 Exhibit A-17 "Secretary of State,"** provide evidence that the applicant is still currently registered with the Ohio Secretary of the State.

## SECTION 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 current 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 natural gas service, or retail/wholesale electric services.
- B-2 Exhibit B-2 "Experience & Plans,"** provide a current 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 4929.22 of the Revised Code and contained in Chapter 4901:1-29 of the Ohio Administrative Code.
- B-3 Exhibit B-3 "Summary of Experience,"** provide a concise and current summary of the applicant's experience in providing the service(s) for which it is seeking renewed certification (e.g., number and types of customers served, utility service areas, volume of gas supplied, etc.).
- B-4 Exhibit B-4 "Disclosure of Liabilities and Investigations,"** provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocations 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 for which it is seeking renewed certification since applicant last filed for certification.

- B-5 Exhibit B-5 "Disclosure of Consumer Protection Violations,"** disclose whether the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant has been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws since applicant last filed for certification.

☒ No ☐ Yes

If Yes, provide a separate attachment labeled as Exhibit B-5 "Disclosure of Consumer Protection Violations," detailing such violation(s) and providing all relevant documents.

- B-6 Exhibit B-6 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation,"** disclose whether the applicant or a predecessor of the applicant has had any certification, license, or application to provide retail natural gas or retail/wholesale electric service denied, curtailed, suspended, or revoked, or whether the applicant or predecessor has been terminated from any of Ohio's Natural Gas Choice programs, or been in default for failure to deliver natural gas since applicant last filed for certification.

☒ No ☐ Yes

If Yes, provide a separate attachment, labeled as Exhibit B-6 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation," detailing such action(s) and providing all relevant documents.

## **SECTION C - APPLICANT 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, labeled as Exhibit C-1, or indicate that Exhibit C-1 is not applicable and why.  
(This is generally only applicable to publicly traded companies who publish annual reports.)
- 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 whether 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. 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 account numbers redacted).

**C-4 Exhibit C-4 “Financial Arrangements,”** provide copies of the applicant's financial arrangements to satisfy collateral requirements to conduct retail electric/gas business activity (e.g., parental or third party guarantees, contractual arrangements, credit agreements, etc.,).

Renewal applicants can fulfill the requirements of Exhibit C-4 by providing a current statement from an Ohio local distribution utility (LDU) that shows that the applicant meets the LDU's collateral requirements.

First time applicants or applicants whose certificate has expired as well as renewal applicants can meet the requirement by one of the following methods:

1. The applicant itself stating that it is investment grade rated by Moody's, Standard & Poor's or Fitch and provide evidence of rating from the rating agencies.
2. Have a parent company or third party that is investment grade rated by Moody's, Standard & Poor's or Fitch guarantee the financial obligations of the applicant to the LDU(s).
3. Have a parent company or third party that 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 guarantor company's financials must be included in the application if the applicant is relying on this option.
4. Posting a Letter of Credit with the LDU(s) as the beneficiary.

If the applicant is not taking title to the electricity or natural gas, enter “N/A” in Exhibit C-4. An N/A response is only applicable for applicants seeking to be certified as an aggregator or broker.

**C-5 Exhibit C-5 “Forecasted Financial Statements,”** provide two years of forecasted income statements for the applicant's **NATURAL GAS related business activities in the state of Ohio Only**, along with a list of assumptions, and the name, address, email address, and telephone number of the preparer. The forecasts should be in an annualized format for the two years succeeding the Application year.

**C-6 Exhibit C-6 “Credit Rating,”** provide a statement disclosing the applicant's current credit rating as reported by two of the following organizations: Duff & Phelps, Fitch IBCA, Moody's Investors Service, Standard & Poor's, 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 an 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. If an applicant or its parent does not have such a credit rating, enter “N/A” in Exhibit C-6.

**C-7 Exhibit C-7 “Credit Report,”** provide a copy of the applicant's current credit report from Experian, Dun and Bradstreet, or a similar organization. An applicant that provides an investment grade credit rating for Exhibit C-6 may enter “N/A” for Exhibit C-7.

- 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 two most recent years preceding the application.
- C-10 Exhibit C-10 “Corporate Structure,”** provide a description of the applicant’s corporate structure, not an internal organizational chart, 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 in North America. If the applicant is a stand-alone entity, then no graphical depiction is required and applicant may respond by stating that they are a stand-alone entity with no affiliate or subsidiary companies.


## SECTION D – APPLICANT TECHNICAL CAPABILITY

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED.

- D-1 Exhibit D-1 “Operations,”** provide a current written description of the operational nature of the applicant’s business functions.
- D-2 Exhibit D-2 “Operations Expertise,”** given the operational nature of the applicant’s business, provide evidence of the applicant’s current experience and technical expertise in performing such operations.
- D-3 Exhibit D-3 “Key Technical Personnel,”** provide the names, titles, email addresses, telephone numbers, and background of key personnel involved in the operational aspects of the applicant’s current business.

  
Applicant Signature and Title

Sworn and subscribed before me this 23rd day of June Month 2016 Year

  
Signature of official administering oath

Karen A Burns, Notary  
Print Name and Title

My commission expires on 12/1/2020



**KAREN BURNS**  
NOTARY PUBLIC  
STATE OF OHIO  
Recorded in  
Cuyahoga County  
My Comm. Exp. 12/7/2020



# The Public Utilities Commission of Ohio

Competitive Retail Natural Gas Service  
Affidavit Form  
(Version 1.07)

In the Matter of the Application of )

Telco Pros Inc )

for a Certificate or Renewal Certificate to Provide )  
Competitive Retail Natural Gas Service in Ohio. )

Case No. 14 - 0946 -GA-AGG

County of Cuyahoga

State of Ohio

Roger Zona

[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.
- (2) The applicant will timely file an annual report of its intrastate gross receipts and sales of hundred cubic feet of natural gas pursuant to Sections 4905.10(A), 4911.18(A), and 4929.23(B), Ohio Revised Code.
- (3) The applicant will timely pay any assessment made pursuant to Section 4905.10 or Section 4911.18(A), Ohio Revised Code.
- (4) 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) Applicant will cooperate with the Public Utilities Commission of Ohio and its staff in the investigation of any consumer complaint regarding any service offered or provided by the applicant.
- (6) Applicant will comply with Section 4929.21, Ohio Revised Code, regarding consent to the jurisdiction of the Ohio courts and the service of process.
- (7) Applicant will inform the Public Utilities Commission of Ohio of any material change to the information supplied in the certification or certification renewal application within 30 days of such material change, including any change in contact person for regulatory or emergency purposes or contact person for Staff use in investigating customer complaints.
- (8) Affiant further sayeth naught.

Affiant Signature & Title

*[Signature]*, President

Sworn and subscribed before me this 23rd day of June 2016 Year

*Karen A Burns*

*Karen A Burns, Notary*

Print Name and Title



Signature of Official Administering Oath  
**KAREN BURNS**  
NOTARY PUBLIC  
STATE OF OHIO  
Recorded in  
Cuyahoga County  
My Comm. Exp. 12/7/2020

My commission expires on

12/7/2020



Telco Pros Inc dba TPI Efficiency  
Case #14-0946-GA-AGG

A-14 Principal Officers, Directors & Partners

Roger Zona, President  
2020 Center Street, Cleveland, OH 44113  
216/926-6173

Karl Shaw, COO  
2020 Center Street, Cleveland, OH 44113  
330/524-7937

TELCO PROS INC. dba TPI EFFICIENCY  
Case#14-0946-GA-AGG

A-15 Company History

Telco Pros Inc. was founded in June of 2009 by Roger Zona. The business was formed to consult with businesses and non-profits in driving down corporate operating expenses and eliminating waste within their budget where ever possible.

Telco Pros Inc. is drawing on over 30 years of combined experience in telecommunications, corporate purchasing, contract negotiations, IT, and sales.

We have located areas where over 75% of all businesses and non-profits can improve operational efficiency through the reduction of their operational costs for deregulated services. These goals are accomplished through an in depth client needs analysis and rigorous contract negotiation with various vendors. Additionally, Telco Pros will make recommendations for operational cost reduction through the utilization of improved technology and the leveraging of events in the competitive landscape. Examples of these improvements would be recommendations for improved lighting solutions, IT virtualization strategies, and advisement on State and Federal rebate programs.

In 2010, TPI developed the trade name Non Profit Efficiency Corporation within the State of Ohio (Document number 201032600695) as a result of over 70% of its client base being in the non-profit sector and has continued to see significant growth in this sector. TPI now assists hundreds of churches, nursing homes, schools, medical facilities, and government municipalities.

In 2011, TPI brought in Karl Shaw as the companies COO, who instantly branded and developed the trade name TPI Efficiency. TPI Efficiency was developed to provide the same founding purpose as Telco Pros Inc.; however, targeted the for-profit business space and rapid growth through a nationwide developing agent channel.

Karl Shaw has been in purchasing and sourcing for 20 years Fortune 500 companies. With Thermo-Fisher Scientific, as VP of Worldwide Strategic Sourcing he managed 3000 suppliers, 24000 products with revenue of \$500 million dollars annually. Karl also spend 15 years in purchasing with some of the largest retailers such as Best Buy, OfficeMax and Circuit City.

Since Telco Pros Inc. inception in 2009, the company has grown to service over 2500 accounts in Ohio, PA, NJ, IL, and Washington D.C.

Telco Pros Inc dba TPI Efficiency  
Case #14-0946-GA-AGG

A-16 Articles of Incorporation and Bylaws

This is non-applicable as there have been no changes since the initial application.

A-17 Secretary of State

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

*I, Jon Husted, do hereby certify that I am the duly elected, qualified and present acting Secretary of State for the State of Ohio, and as such have custody of the records of Ohio and Foreign business entities; that said records show TELCO PROS INC., an Ohio corporation, Charter No. 1866715, having its principal location in Cleveland, County of Cuyahoga, was incorporated on September 1, 2009 and is currently in GOOD STANDING upon the records of this office.*



*Witness my hand and the seal of the  
Secretary of State at Columbus, Ohio  
this 28th day of March, A.D. 2016.*

A handwritten signature in cursive script that reads "Jon Husted".

Ohio Secretary of State

Validation Number: 201608800458

Telco Pros Inc dba TPI Efficiency  
Case #14-0946-GA-AGG

B-1 Jurisdictions of Operation

Ohio  
Illinois  
Pennsylvania  
New Jersey  
District of Columbia  
Maryland  
Massachusetts  
Delaware

Telco Pros Inc dba TPI Efficiency  
Case #14-0946-GA-AGG

## B-2 Experience & Plans

Telco Pros is a natural gas broker. We do not directly bill our customers. Our sales team of 40 people assist residential and commercial customers in choosing a natural gas supplier.

We research every natural gas supplier that we have agreements with and verify their ability to provide reliable service and support to our customers.

Roger Zona, President, has been working with businesses and non-profits since 2000. He has previously worked in the telecommunications industry analyzing customer's needs to help them save money. He started Telco Pros to provide money-saving solutions to his customers.

Our sales and customer service representatives are available from 8 am - 5 pm Monday through Friday. Our phone service forwards after hour calls to a 24 hour support person after business hours and on weekends.

We have accredited status with the Greater Cleveland Better Business Bureau. All of our sales and customer service representatives are trained to provide excellent customer service.

Telco Pros Inc dba TPI Efficiency  
Case#14-0946-GA-AGG

### B-3 Summary of Experience

Telco Pros is currently serving 1,262 Ohio customers for their natural gas needs. The volume of gas we supply is 1.9 bcf. In Ohio, we currently partner with Agera, Constellation New Energy, Direct Energy, Glacial, Guttman, Hess, IGS, Integrys, Just Energy and Snyder Brothers. Our customers are both residential and commercial customers.

Telco Pros Inc dba TPI Efficiency  
Case #14-0946-GA-AGG

#### B-4 Disclosure of Liabilities and Investigations

Telco Pros Inc has no liabilities, investigations or adverse rulings in its history, nor anything that would affect the services that it is seeking to continue to provide to customers.



Telco Pros Inc dba TPI Efficiency  
Case #14-0946-GA-AGG

#### C-1 Annual Reports

There are no annual shareholder reports. Telco Pros is an S corporation.

Telco Pros Inc dba TPI Efficiency  
Case #14-0946-GA-AGG

#### C-2 SEC Filings

Telco Pros is not required to file with the SEC. We are a privately held S corporation.

Telco Pros Inc dba TPI Efficiency  
Case #14-0946-GA-AGG

#### C-4 Financial Arrangements

Telco Pros does not take title to the natural gas so this is non-applicable.

Telco Pros Inc dba TPI Efficiency  
Case #14-0946-GA-AGG

C-6 Credit Rating

This is non-applicable as Telco Pros Inc does not have a credit rating.

Telco Pros Inc dba TPI Efficiency  
Case #14-0946-GA-AGG

C-8 Bankruptcy Information

This is non-applicable as Telco Pros Inc nor its officers have declared bankruptcy.

Telco Pros Inc dba TPI Efficiency  
Case #14-0946-GA-AGG

#### C-9 Merger Information

This is non-applicable as Telco Pros Inc has not been involved in any mergers or acquisitions.

Telco Pros Inc dba TPI Efficiency  
Case #14-0946-GA-AGG

#### C-10 Corporate Structure

Telco Pros Inc is a stand-alone entity. Our trade name is TPI Efficiency.

Telco Pros Inc dba TPI Efficiency  
Case #14-0946-GA-AGG

#### D-1 Operations

Roger Zona, President, and Karl Shaw, COO, are responsible for Sales and Management of Telco Pros Operations.

They oversee Electricity and Natural Gas Sales and Marketing.

Roger oversees Telecommunication Sales, Finance, Marketing and Personnel.

Karl oversees LED Lighting Sales and Purchasing and Information Technology.



Telco Pros Inc dba TPI Efficiency  
Case #14-0946-GA-AGG

D-2 Operations Expertise

Roger Zona, President  
2020 Center Street, Cleveland, OH 44113  
216/926-6173

Roger has been involved in Sales and Management in the Telecommunications Industry for the last 15 years. In 2009, he founded Telco Pros Inc and has grown the business to over 2500 customers.

Karl Shaw, COO  
2020 Center Street, Cleveland, OH 44113  
330/524-7937

Karl was in Sales and Procurement for over 20 years. He joined Telco Pros in 2011.

Resumes attached

Telco Pros Inc dba TPI Efficiency  
Case #14-0946-GA-AGG

D-3 Key Technical Personnel

Roger Zona, President  
2020 Center Street, Cleveland, OH 44113  
216/926-6173

Roger comes from a telecommunications background in sales, marketing, customer service.

Karl Shaw, COO  
2020 Center Street, Cleveland, OH 44113  
330/524-7937

Karl comes from a management and procurement background with international companies.

Resumes attached

## OBJECTIVE

To grow TPI Efficiency Consulting into every deregulated energy market in the U.S and Canada.

## SUMMARY of QUALIFICATION

Roger Zona brings 15 years of contract negotiation, fiscal management consulting, executive account management, and business operations experience to his role as President and CEO of TPI Efficiency Consulting. In six years, TPI has grown from a single owner operated company to a business with over 25 full-time staff, 35 independent contractors, and nearly 3000 commercial accounts nationwide. In 2014, TPI Efficiency purchased a 15,000 sq. ft. building on the West Bank of the Flats, in Downtown Cleveland and now utilizes the facility as its corporate headquarters. TPI boasts an expansive portfolio of services designed to assist clients in the strategic procurement of electricity, natural gas, LED Lighting, Information Technology, Credit Card Processing, Communications, and other commoditized services.

## EXPERIENCE

- 10/2009 - Present      **Founder and President, TPI Efficiency Consulting, Cleveland, Ohio**  
Telco Pros is a nationwide full service business consulting firm. The focus of the business is to assist businesses and non-profits in controlling monthly operating expenses through aggressive contract negotiations and the elimination of waste within a clients Budget.
- Telco Pros currently services over 2500 electricity, natural gas, telecommunications, and lighting accounts across the country.
  - Telco Pros has saved its clients over \$3,000,000 in client operating expenses
  - Telco Pros has recovered over \$200,000 in taxes for its clients
- 10/2007 - 10/2009      **National Sales Recruiting Manager, Stanley Staffing, Cleveland, Ohio**  
*Stanley Staffing - Corporate Recruiting Division was started in October 2007 and was created to aid IT and telecommunications companies nationwide in finding and acquiring sales talent.*
- Won 2 sales President's Club Trips for Top Performance (Chicago and Las Vegas)
  - Personally closed recruiting contracts with Comcast (Fortune 94), Cbeyond, Warwick Communications, and Teletronics recruiting outside B2B sales persons.
  - Effectively located and placed over 60 candidates nationally.
  - Most profitable employee in the division
- 10/2006 - 10/2007      **Account Director, Level(3) Communications, Cleveland, Ohio**  
*Level(3) is an International Communications company headquartered in Bloomfield CO. The company operates one of the largest Communications and Internet backbones in the world.*
- Managed day-to-day sales and support to Eaton Corp, Key Bank, the Diocese of Cleveland, Netlink Services and Metro Health.
  - Negotiated contracts created and articulated value propositions, presented customer network solutions, and made technical presentations.
  - Prospected and won 20+ national and global accounts.
  - Closed three-year agreement with Netlink Services for 15+ DS-3's and 25+ DS-1's valued at over 1.2 million dollars.
  - Personally prospected and closed multi-state IP and MPLS agreement with Ohio's second largest call center.
- 10/2005 - 10/2006      **LDMI Communications, Cleveland, Ohio**  
*Long Distance of Michigan was a privately held CLEC headquartered out of Southfield Michigan. The assets of LDMI are currently held by CavTel.*
- Agent Manager - May 2006 - Sept 2006**
- Promoted to Agent Manager in less than 12 months.
  - Personally developed four new agents producing over 5k per month in first 120 days.
  - Responsible for recruiting, training and supporting all new agents.
- Manager of Major Markets - October 2005 - April 2006**

Case# 14.0946-GA-AG6

- Only MMM in entire state of Ohio
- 130% to plan when promoted
- Effectively managed and grew LDMI's largest and most complex accounts
- Average sale was 5x larger than LDMI's average sale

05/2002 – 09/2005

**Major Account Executive/ Strategic Alliance, ATX Communications, Cleveland, Ohio**

*Philadelphia, PA based CLEC founded in 1984. ATX provided full suite of Local, Long Distance, and Internet products to small and medium sized businesses in the Midwest and Mid-Atlantic Regions.*

- Over 150% to plan (\$7.5k mo. quota) throughout tenure with ATX.
- Ranked among the top three reps in the region throughout entire tenure with ATX. (50+ reps)
- Personally developed and managed a billing customer base of over \$400,000 in monthly recurring revenue.
- Successfully managed ATX's largest and most complex accounts in the Midwest including, the Diocese of Cleveland (60k MRR), CityNet (50K MRR), ITS (35k MRR), Columbus Blue Jackets(35k MRR) and DS (55k MRR).
- Generated, trained, and managed over ten business partners and agents.
- Scheduled approximately 6 – 10 appointments per work and closed 5 – 7 accounts per month.
- New sales generated 80% hunting / 20% farming existing base.

03/2001 – 04/2002

**Senior Account Executive, XO Communications, Cleveland, Ohio**

*XO Communications provides leading communications services within the enterprise, government and carrier space.*

- Finished 2001 calendar year at 155% to full quota (5k mo. quota).
- Ranked in the top 10% nationally (400+ reps).
- Awarded the XO Communications XSeller award nine times.

05/2000 – 03/2001

**Account Executive, Teligent Communications, Cleveland, Ohio**

*Nationwide Telecommunications company providing services to businesses via a fixed wireless solution.*

- Achieved 147% of annual quota for the 2000 calendar year.
- Received highest overall rating for Cleveland/ Akron territory in annual review. (22 total reps)
- Teligent Communications 3<sup>rd</sup> and 4<sup>th</sup> Quarter MVP award.

#### EDUCATION & CERTIFICATIONS

01/1998 – 05/2000

**John Carroll University, Political Science, Cleveland, Ohio**

Member of Pi Alpha Chi

08/1996 – 12/1997

**Gannon University, Political Science, Erie, PA**

Member of 1996 and 1997 Gannon University Football Team

#### REFERENCES

**Available Upon Request**

Telco Pros D2 + D-3

## Karl Shaw

Case #14-0946-BA-ABC 3020 Center Street • Cleveland Ohio 44113 • Mobile: (330)524-7937  
E-mail: [karl.shaw@thetelcopros.com](mailto:karl.shaw@thetelcopros.com)

### SUMMARY of QUALIFICATION

Karl Shaw brings over 20 years of management, procurement, and sourcing experience to his COO role at TPI Efficiency. His executive experience includes Vice-president of Worldwide Strategic Sourcing with Thermo-Fisher Scientific, Owner of KSSD Management, LLC, Owner and Executive Vice President of ActionLink, CEO of Pulse Interactive, and Founder of Retail Mashup, LLC. In addition, he held senior management and consulting roles for international retailers Best Buy, OfficeMax and Circuit City. Karl's passion and ability to negotiate custom, unique solutions are a driving force at TPI.

### EXPERIENCE

1/2011 – Present

#### **COO at TPI Efficiency Consulting and Telco Pros, Inc.**

TPI is a full-service energy and fiscal management partner, providing money-saving solutions for all your business challenges. We are a one-stop-shop offering clients budget certainty on monthly expenditures such as Electricity, Natural Gas, LED Lighting, Waste Removal, Credit Card Processing and Telecommunications. We are vendor-neutral, offering objective advice throughout the procurement process, negotiating with over 150 vendors, sourcing cost-effective, custom solutions, and providing outstanding customer service throughout the contract term.

Telco Pros, Inc. is a full-service consulting firm specializing in budget analysis, utility cost Reduction, technology assessments, and project management.

11/2009 - Present

#### **Managing Partner at SquareOne Consulting**

SquareOne Consulting provides a full portfolio of online strategic marketing services including: Social Media Strategy, Online Visibility, Web Site Analysis and Redesign, Content Management System Implementation, Business Process Analysis and Web 2.0 Integration and Analytics Strategy Development and Implementation/Training Services.

2/2009 – 3/2011

#### **Owner at Retail Mashup, LLC.**

3/2008 – 1/2009

#### **CEO at Pulse Interactive, LLC.**

CEO and Founder of Pulse Interactive, a company focused on solving the persistent employee Sales training issues faced by consumer electronics retailers. Pulse leveraged social media Platforms coupled with a dynamic learning management system that delivered manufacturer And employee provided training modules. Built strong relationships with C and E level executives At major retailers and created custom networked learning solutions, combining applications and The Telligent social network platform.

4/2004 – 10/2008

#### **Owner/Executive Vice President at ActionLink.**

Participated in cross functional steering committee to provide strategic and operational leadership. Managed up to 8,000 employees across several diverse operational divisions and created new organizational structures to proactively support the flexibility required by our customers. Managed technology initiatives that drove operational efficiencies through implementation online reporting for field employees, developing an online learning strategy with custom educational courses through the use of an integrated LMS, and delivered a complete HRM strategy from employment application to work assignments.

### EDUCATION

1988 – 1991

The University of Connecticut, BS, Business

**This foregoing document was electronically filed with the Public Utilities**

**Commission of Ohio Docketing Information System on**

**6/27/2016 9:06:42 AM**

**in**

**Case No(s). 14-0946-GA-AGG**

Summary: Application Renewal certification application for competitive retail natural gas brokers/aggregators electronically filed by Mr. Marcus H. Pryor II on behalf of Zona, Roger Mr. and Telco Pros Inc.