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# Ohio Public Utilities Commission

Original AGG Case Number	Version
14-1933-EL-AGG	May 2016

## 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 C-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 intends to be certified as: (check all that apply)

Power Broker       Aggregator

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

Legal Name Options Consulting Services LLC  
 Address 7300 International Drive, Suite 200, Holland, OH 43528  
 PUCO Certificate # and Date Certified 14-899E (1) 12/08/14  
 Telephone # (419) 740-5478 Web site address (if any) www.teamccm.com

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

Legal Name Options Consulting Services, LLC  
 Address same as above  
 Telephone # \_\_\_\_\_ Web site address (if any) \_\_\_\_\_

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

Options Consulting Services LLC  
 \_\_\_\_\_  
 \_\_\_\_\_

A-5 Contact person for regulatory or emergency matters

Name Mr. Douglas Teskey  
 Title President and CEO  
 Business address 7300 International Dr, Suite 200, Holland, OH 43528  
 Telephone # (419) 491-4682 Fax # (419) 794-7742  
 E-mail address doug@teamccm.com

PUCO  
 2016 NOV 21 PM 12:34  
 PUCO DOCKETING DIV.

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 MJ Date Processed NOV 21 2016

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

Name Gwyneth Minicozzi  
Title Commissions/Business Analyst  
Business address 7300 International Dr, Suite 200, Holland, OH 43528  
Telephone # (419) 740-5478 Fax # (419) 794-7742  
E-mail address gwyn@teamccm.com

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

Customer Service address 7300 International Dr, Suite 200, Holland, OH 43528  
Toll-free Telephone # \_\_\_\_\_ Fax # (419) 794-7742  
E-mail address \_\_\_\_\_

**A-8 Applicant's federal employer identification number # 260480906**

**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 checked="" type="checkbox"/> Limited Liability Company (LLC) |
| <input type="checkbox"/> Corporation                         | <input type="checkbox"/> Other _____                                |

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

**A-10 Exhibit A -10 "Principal Officers, Directors & Partners" provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.**

**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. (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 the applicant does not have such filings, it may submit those of its parent company. An applicant may submit a current link to the filings or provide them in paper form. 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. 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 conduct CRES as a business activity (e.g., guarantees, bank commitments, 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 **ELECTRIC 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 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 credit report from Experion, 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.

*Gym Mj* Commission/Business Analyst  
 Signature of Applicant & Title

Sworn and subscribed before me this 15 day of November 2016  
 Month Year

*Michelle C. Lockard*  
 Signature of official administering oath

*Michelle C. Lockard*  
 Print Name and Title



MICHELLE C. LOCKARD  
 Notary Public, State of Ohio  
 My Comm. Expires Nov. 20, 2019

My commission expires on 11-20-2019

# AFFIDAVIT

State of OH :

Holland ss.  
(Town)

County of Lucas :

Gwyneth Minicozzi, Affiant, being duly sworn/affirmed according to law, deposes and says that:  
He/She is the Common Business Analyst (Office of Affiant) of Optima Consulting Services (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.

Erin M. Commission Business Analyst  
Signature of Affiant & Title

Sworn and subscribed before me this 15 day of November 2016  
Month Year

Michelle C. Lockard  
Signature of official administering oath

Michelle C. Lockard  
Print Name and Title

My commission expires on 11-20-2019



MICHELLE C. LOCKARD  
Notary Public, State of Ohio  
My Comm. Expires Nov. 20, 2019

Exhibit A-10 "Principal Officers, Directors & Partners"

***Mr. Douglas Teskey, President and CEO***

Mr. Teskey has ten (10) years of experience in the Utility/Energy deregulation industry and has been marketing electricity and natural gas to business and residential customers. He began in 2005 in the United Kingdom marketing energy for companies such as British Gas, Scottish Power, EDF, and Opus Energy. Mr. Teskey started Options Consulting Services in 2007.



## Exhibit B-1 "Jurisdictions of Operation"

Options Consulting Services, LLC is currently marketing business through the Public Utility Commission in the following states and has had NO complaints filed against it:

California, Colorado, Connecticut, Delaware, Washington DC, Florida, Georgia, Illinois, Indiana, Kentucky, Massachusetts, Maine, Michigan, New Hampshire, New Jersey, New Mexico, New York, Ohio, Oklahoma, Pennsylvania, Rhode Island, and Texas.

## Exhibit B-2 "Experience & Plans"

Options Consulting Services, LLC is currently marketing business through the Public Utility Commission in the following states:

California, Colorado, Connecticut, Delaware, Washington DC, Florida, Georgia, Illinois, Indiana, Kentucky, Massachusetts, Maine, Michigan, New Hampshire, New Jersey, New Mexico, New York, Ohio, Oklahoma, Pennsylvania, Rhode Island, and Texas.

Our customers are based off of "warm" leads from our brokers in the field. We plan to continue this marketing process and will not do any cold calling or door to door contact. Once we have secured an agreement on behalf of the energy supplier, it is then out of our hands. All energy service and/or billing matters are handled between the supplier and the customer directly.

### Exhibit B-3 "Summary of Experience"

Options Consulting Services, LLC is licensed to do business through the Public Utility Commission in the following states:

California, Colorado, Connecticut, Delaware, Washington DC, Florida, Georgia, Illinois, Indiana, Kentucky, Massachusetts, Maine, Michigan, New Hampshire, New Jersey, New Mexico, New York, Ohio, Oklahoma, Pennsylvania, Rhode Island, and Texas.

In 2013 we averaged 100,776 MCF from new natural gas accounts per month and currently we have roughly 51,500 active accounts.

### C-1 "Annual Reports"

C-1 is not applicable. Company is privately held and does not have shareholders.

## C-2 "SEC Filings"

C-2 is not applicable. Our company is not required to complete a SEC filing due to the fact we are a privately owned Company.

Exhibit C-3 "Financial Statements"

Consumer Choice Marketing and Options Consulting Services LLC  
 Income Statement  
 For the Year Ended Decemeber 2015

Revenues

Commission Income	\$2,352,658.00	
OUS Sales and Lincesn Dee	\$444,062.00	
Other Income	\$48,698.00	
Total Revenues		\$2,845,418.00

Expeses

Broker Commissions	\$1,056,587.00	
Bank Service Charges	\$34,350.00	
Dumpster Service	\$1,795.00	
Insurance Expense	\$20,329.00	
Legal Expenses	\$13,619.00	
Marketing Expenses	\$68,220.00	
Meals and Entertainment	\$12,248.00	
Membership Dues	\$500.00	
OTHER G & A	\$1,598.07	
Office Supplies	\$8,062.00	
Payroll & Related Taxes & Benefits	\$781,150.00	
Postage	\$5,392.00	
Professionsl Fess	\$30,428.00	
Rent Expenses	\$81,987.00	
Technology Expense	\$23,162.00	
Telephone Expense	\$15,636.00	
Travel Expense	\$104,914.00	
Total Expenses		\$2,259,977.07
NET Income		\$585,440.93

C-4 "Financial Arrangements"

C-4 The Company does not take the title of the Electric Utility.

C-5 Forecasted Financial Statements Electric

	2016	2017	2018
OH Revenue	\$866,652.00	\$953,317.00	\$1,048,648.00
OH Expenses	\$538,000.00	\$591,800.00	\$650,980.00
Net Income	\$328,652.00	\$361,517.00	\$397,668.00



## C-6 "Credit Rating"

C-6 Non Applicable- The Company is not rated by any rating agencies.

C-7 "Credit Report"

C-7 Non Applicable- The Company is privately owned and does not have any credit reporting agency records.

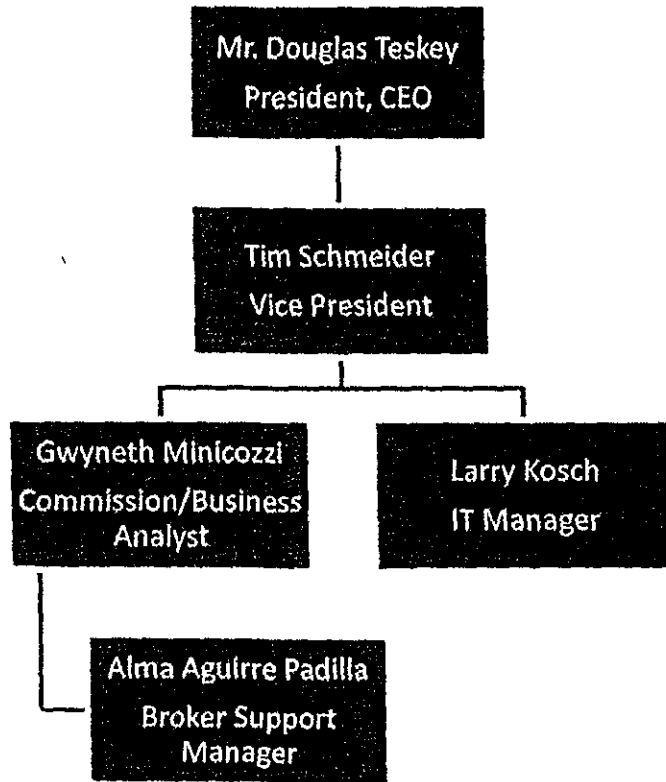
C-8 "Bankruptcy Infamtion"

C-8 Non Applicable- The Company has no Bankruptcy filings

## Exhibit C-9 "Merger Information"

In March of 2012 we had 75% of our company acquired by another entity. In June 2014, we acquired all of the shares back. Doug Teskey is 99% owner and his wife Autumn is 1%.

C-10 "Corporate Structure"



## Exhibit D-1 "Operations"

Options Consulting Services, LLC is a marketing company. We are "consultants" who market for choice energy suppliers. Options Energy Consulting proposed to sell natural gas and related services throughout Ohio.

Our brokers supply our in-house staff with warm leads, in which calls are made to reach out and market for choice energy suppliers. We do not do any cold calling or door to door marketing.

We follow all of the policies and procedures of our suppliers to ensure proper enrollment and agreement execution.

## Exhibit D-2 "Operations Expertise"

### ***Mr. Douglas Teskey, President and CEO***

Mr. Teskey has ten (10) years of experience in the Utility/Energy deregulation industry and has been marketing natural gas and electricity to businesses and residential customers. Mr. Teskey started Options Consulting Services, LLC in 2007. Mr. Teskey has several years of experience in outbound consulting for both commercial and residential utilities. Mr. Teskey not only consults in the utility industry, but also in the telecommunications, wireless, and home automation industries as well.

### ***Mr. Tim Schmieder, Executive Vice President***

Mr. Schmieder has over (20) years of sales experience, product management and the development of distribution channels. In 1994 he began his career in sales in the wholesale building products industry with companies such as Moen Incorporated, a Fortune Brands Company. Thereafter his career and experiences lead him to the architectural glass industry. Mr. Schmieder built a successful business and its infrastructure that led the organization's growth from a regionalized business to a true global company.

— Exhibit D-3 “Key Technical Personnel”

***Mr. Douglas Teskey, President and CEO***

**doug@teamccm.com**

Mr. Teskey has ten (10) years of experience in the Utility/Energy deregulation industry and has been marketing natural gas and electricity to businesses and residential customers. Mr. Teskey started Options Consulting Services, LLC in 2007. Mr. Teskey has several years of experience in outbound consulting for both commercial and residential utilities. Mr. Teskey not only consults in the utility industry, but also in the telecommunications, wireless, and home automation industries as well.

***Mr. Tim Schmieder , Executive Vice President of Sales and Distribution***

**tim@teamccm.com**

Mr. Schmieder has over (20) years of sales experience, product management and the development of distribution channels. In 1994 he began his career in sales in the wholesale building products industry with companies such as Moen Incorporated , a Fortune Brands Company. Thereafter his career and experiences lead him to the architectural glass industry. Mr. Schmieder built a successful business and its infrastructure that lead the organizations growth from a regionalized business to a true global company.

***Mrs. Gwyneth Minicozzi, Commissions/Business Analyst***

**gwyn@teamccm.com**

Mrs. Minicozzi has been with the company for four (4) years. She has helped develop procedures and processes for our customer database and our commission structure. Mrs. Minicozzi has helped mold the operational development of the tracking system, payout system, supplier databases, as well as manage the sales staff and Broker Support department.

**Address for the above: 7300 International Drive, Suite 200, Holland, OH 43528**

**General Phone Number: 419-794-1404**