

ATTORNEYS AT LAW
FILE

MURRAY E. BEVAN
mbevan@bmgzlaw.com

March 28, 2017

VIA FEDERAL EXPRESS

Public Utilities Commission of Ohio
Docketing Division
180 East Broad Street
Columbus, Ohio 43215-3793

PUCO
2017 MAR 29 PM 12:11

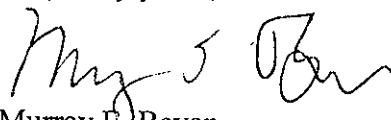
Re: Renewal Application of Choice Energy, LLC for Certification as a Power Marketer – PUCO Certificate # 13-695E – CRS Case No. 13-1016-EL-CRS

To Whom It May Concern:

On behalf of our client, Choice Energy, LLC d/b/a 4 Choice Energy, LLC (“Choice”), enclosed please Choice’s Renewal Application for Certification as a Power Marketer. Financial information filed with this renewal application has been marked as “confidential” and is filed under seal.

Thank you for your consideration of the application. Please do not hesitate to contact me with any additional questions or concerns.

Very truly yours,


Murray E. Bevan

Enclosures

cc: Moses Cheung (via electronic mail only, with attachments)

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Public Utilities Commission

Original CRS Case Number	Version
13 - 1016 -EL- CRS	May 2016

RENEWAL 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 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 renewed as: (check all that apply)

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

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

Legal Name Choice Energy, LLC d/b/a 4 Choice Energy, LLC
Address 1031 Office Park Rd. #9, West Des Moines, IA 50265
PUCO Certificate # and Date Certified 13-695E (1) May 28, 2013
Telephone # (888) 565-4490 Web site address (if any) www.4choiceenergy.com

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

Legal Name Choice Energy, LLC d/b/a 4 Choice Energy, LLC
Address 1031 Office Park Rd. #9, West Des Moines, IA 50264
Telephone # (888) 565-4490 Web site address (if any) www.4choiceenergy.com

PUCO
2017 MAR 29 PM 12:11

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

Choice Energy, LLC

d/b/a 4 Choice Energy, LLC

A-5 Contact person for regulatory or emergency matters

Name Moses Cheung

Title Co-Managing Member

Business address 4257 US Highway 9 Suite 6C, Freehold, NJ 07728

Telephone # (848) 863-6500 Fax # (732) 294-9576

E-mail address mcheung@4choiceenergy.com

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

Name Mike Needham

Title Co-Managing Member

Business address 1031 Office Park Rd. #9, West Des Moines, IA 50265

Telephone # (515) 418-9276 Fax # (515) 280-5448

E-mail address mneedham@4choiceenergy.com

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

Customer Service address 1031 Office Park Rd. #9, West Des Moines, IA 50264

Toll-free Telephone # (888) 565-4490 Fax # (515) 280-5448

E-mail address _____

A-8 Applicant's federal employer identification number # 271708137

A-9 Applicant's form of ownership (check one)

☐ Sole Proprietorship

☐ Limited Liability Partnership (LLP)

☐ Corporation

☐ Partnership

☒ Limited Liability Company (LLC)

☐ 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. 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.
- 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 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 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.

D. TECHNICAL CAPABILITY

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- D-1** Exhibit D-1 "Operations" provide a written description of the operational nature of the applicant's business. Please include whether the applicant's operations include the generation of power for retail sales, the scheduling of retail power for transmission and delivery, the provision of retail ancillary services as well as other services used to arrange for the purchase and delivery of electricity to retail customers.
- D-2** Exhibit D-2 "Operations Expertise," given the operational nature of the applicant's business, provide evidence of the applicant's experience and technical expertise in performing such operations.
- D-3** Exhibit D-3 "Key Technical Personnel," provide the names, titles, e-mail addresses, telephone numbers, and the background of key personnel involved in the operational aspects of the applicant's business.
- D-4** Exhibit D-4 "FERC Power Marketer License Number," provide a statement disclosing the applicant's FERC Power Marketer License number. (Power Marketers only)

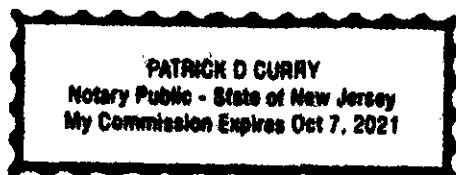

Signature of Applicant and Title

Sworn and subscribed before me this 23 day of March, 2017
Month Year


Signature of official administering oath

Patrick Curry Notary
Print Name and Title

My commission expires on Oct 7, 2021



AFFIDAVIT

State of New Jersey :

Freehold ss.
(Town)

County of Monmouth :

Moses Cheung, Affiant, being duly sworn/affirmed according to law, deposes and says that:

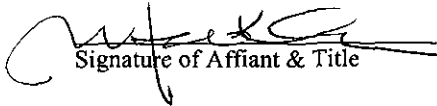
He/She is the Co-Managing Member (Office of Affiant) of Choice Energy, LLC (Name of Applicant);

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 comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
7. 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.
8. 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.
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.

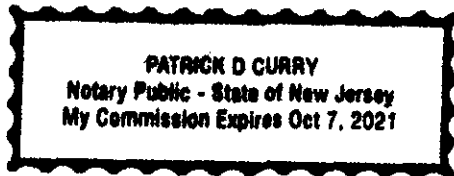

Signature of Affiant & Title

Sworn and subscribed before me this 23 day of March, 2017
Month Year


Signature of official administering oath

Patrick Curry Notary
Print Name and Title

My commission expires on Oct 7, 2021



Choice Energy, LLC d/b/a 4 Choice Energy, LLC
Renewal Application for Retail Generation Providers and Power Marketers
Exhibit A-10
Principal Officers, Directors & Partners

1. Rick Baldaramos
Co-Managing Member/Treasurer
PO Box 1117, Citrus Heights, CA 95611
916-801-2314
2. Moses Cheung
Co-Managing Member/Finance & Operations
4257 US Highway 9 Suite 6C, Freehold, NJ 07728
848-863-6500
3. Brent Hood
Co-Managing Member/Sales
1031 Office Park Rd. #9, West Des Moines, IA 50265
515-418-9277
4. Mike Needham
Co-Managing Member/Customer Service
1031 Office Park Rd. #9, West Des Moines, IA 50265
515-418-9276

Choice Energy, LLC d/b/a 4 Choice Energy, LLC
Renewal Application for Retail Generation Providers and Power Marketers
Exhibit B-1
Jurisdictions of Operation

As of the date of this filing, the Company is licensed as a retail electric supplier and serving load in Connecticut, New Jersey, Pennsylvania and Ohio. In addition, the Company is also licensed as a retail electric supplier but not serving load in Massachusetts and Maine pending further development of the Company's marketing plan.

Choice Energy, LLC d/b/a 4 Choice Energy, LLC
Renewal Application for Retail Generation Providers and Power Marketers
Exhibit B-2
Experience and Plans

The Company has operated successfully as a competitive retail electric provider serving load from inception since August 2010. The four founders of the company have personally and jointly served as co-managing members since inception with individually designated responsibilities. More information on the Company founders and their respective scope of responsibilities can be found in Exhibit D-3 to this filing.

The Company uses telemarketing as its primary method of customer acquisition. All telemarketing and customer service functions are performed exclusively by Premiere Business Solutions, LLC, a professional telemarketing firm wholly owned and operated by two of the Company owners and managing members for quality assurance and control purposes. The Company utilizes utility consolidated billing and collection in all service areas where it does business. The Company also has contracted for the P2C enterprise system from Energy Services Group for customer account management, which includes the functionality of dual billing should that become necessary or when preferred by the customer.

The Company will continue to conduct its competitive retail electric provider business in Ohio in a manner that complies with applicable rules and regulations. All of the Company's marketing and solicitations will be fair and forthright. Consistent with applicable rules/regulations and utility tariffs, contracts will be written clearly in plain language that is easy for the customer to understand and will include required information, customer enrollment with the Company will be completed in a timely manner, customer accounts will be billed by the host utility in accordance with its tariff, or in certain cases by the Company, depending on the needs of the individual customer, and the Company will make quarterly disclosures of its environmental data accordingly.

Choice Energy, LLC d/b/a 4 Choice Energy, LLC
Renewal Application for Retail Generation Providers and Power Marketers
Exhibit B-3
Disclosure of Liabilities and Investigations

There are no pending or past rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matter that could materially impact the Company's financial or operational status or ability to provide the services it is seeking to be certified to provide. In the interest of full disclosure, following is information on current or pending investigations in one jurisdiction in connection with the Company's sale or delivery of electricity or natural gas.

CT Docket #14-07-15

The Company offered Connecticut ("CT") customers an annual effective rate guarantee during the 2011 and 2012 calendar years. The aforementioned CT guarantee was formally terminated with proper notice to all customers in January and March 2013, and the Company has not offered any guarantee since. The former CT guarantee provision provided that "each year that a customer was with us, his/her effective rate would compare favorably against utility standard offer of a similar product for the same 12 month period". At all times the Company operated all related customer contracts in accordance with customer terms of agreement. In late March/early April 2014 (more than a year after the guarantee program has terminated) four related accounts (two residential and two commercial with common ownership) filed a complaint to CT Public Utilities Regulatory Authority ("PURA") alleging that they were charged rates greater than standard offer during certain months. These customers ignored the fact that the guarantee program has ended over a year earlier, and further argued that, contrary to terms of agreement, the guarantee should have been for each and every month individually instead of cumulatively each year. On such allegation from a single complaint, and notwithstanding that the guarantee program has terminated, PURA opened docket #14-07-15 on July 14, 2014 to review if the guarantee program was annual or month to month. The Company provided records to substantiate that the guarantee was indeed on an "effective rate each year" basis, and that all related customer contracts were administered accordingly. After extensive hearings and interrogatories throughout which the Company answered all questions and produced all records requested, the Company filed a brief on November 6, 2014 requesting that PURA close the review docket without final decision, or alternatively issue a final Decision supporting the propriety of Choice's implementation of the former CT guarantee program. On May 18, 2016 PURA issued a Notice of Violation with proposed penalty, largely alleging that (a) while the Company provided written advance notice to customers on the discontinuance of the guarantee program in accordance with terms of agreement, the Company nevertheless should have but did not obtain express consent in writing from the customers; and that (b) the Company's written definition of the guarantee program being on an "effective rate each year" basis is insufficient and should have been further defined in order to be considered non-deceptive. The Company filed its response to the NOV on June 3, 2016, a hearing was held on August 1, 2016, and the Company filed a brief on

August 18, 2016 objecting to the findings of alleged statutory violations requesting that the proposed penalties be eliminated. The matter is still pending.

CT Dockets #15-10-82 and #16-08-23

The Company offered CT customers certain green-up options during the 2012, 2013 and 2014 calendar years. Green-up options were for generation services with renewable energy content exceeding the renewable portfolio standards (RPS). At all times the Company operated all related customer contracts in accordance with customer terms of agreement. PURA opened docket #15-10-82 on October 29, 2015 to review the Company's compliance concerning voluntary renewable energy products for the years 2010 through 2015. Contemporaneously PURA also opened a docket to review compliance by all other third party suppliers believed to have green-up offerings. On March 3, 2016 PURA cancelled the then scheduled March 8, 2016 hearing and all calendarized actions pending further notice. On August 4, 2016 PURA opened a general rule making docket #16-08-23 to develop rules for addressing voluntary renewable offerings but without any indication as to the disposition of any of the existing dockets pertaining to the review of various third party suppliers' green-up offerings. There has not been any further action on docket #15-10-82. On information and belief, there also has not been any further action on the parallel docket on other third party suppliers.

The Company is also disclosing two recent customer complaint actions in Pennsylvania and New Jersey:

PUC Docket No. C-2016-2581006 – Krain v. Choice Energy

The Pennsylvania Public Utility Commission ("PSC") forwarded a written complaint from a customer, Meyer Krain, on or about December 28, 2016. Mr. Krain alleges he received repeated telemarketing calls from the Company and demanded that the telemarketing calls cease. The Company put Mr. Krain's phone numbers on its internal do-not-call list on December 28, 2016, and responded to Mr. Krain's complaint. The Company has offered to engage in settlement discussions with Mr. Krain but he has refused to participate in any discussions. The PUC will schedule a hearing on this matter in the coming months. Based on the Company's investigation, it did not violate any laws or regulations as Mr. Krain's phone numbers were not and are not listed on the Federal Do-Not-Call list, and no telemarketing calls have been made by the Company to Mr. Krain since his complaint was received. The Company does not expect Mr. Krain to succeed on his complaint and anticipate a dismissal of this matter after a hearing. The Company is unlikely to incur any monetary penalty as a result of Mr. Krain's complaint.

REQUEST TO ESTABLISH A NEW DOCKET ON PURA's OWN MOTION

FROM: Michael Coyle

DATE: July 14, 2104

PROPOSED TITLE: PURA Review of Choice Energy, LLC

REASON FOR REQUEST: The purpose of this proceeding is to review Choice Energy, LLC's marketing and billing practices in Connecticut. Specifically, Choice marketing materials guarantee savings in comparison with local EDC rates, but Choice maintains that those savings are only certain if the customer remains with Choice for a period of no less than one year.

REVIEWED BY:

PAP: PAP

DATE: 7/14/14

SDC: SDC

DATE: 7/15/14

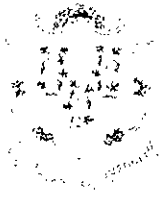
NEN: N.E. Neeley

DATE: 7/15/14

APPROVED BY:

AHH: AHH

DATE: 7/17/14



STATE OF CONNECTICUT

PUBLIC UTILITIES REGULATORY AUTHORITY

DOCKET NO. 15-10-82

REVIEW OF CHOICE ENERGY, LLC'S VOLUNTARY RENEWABLE PRODUCTS

NOTICE OF PROCEEDING

Pursuant to §§16-245o(h)(5) and 16-245o(h)(6) of the General Statutes of Connecticut, and on its own motion, the Public Utilities Regulatory Authority (Authority) established the above cited docket to review Choice Energy, LLC's compliance with statutory provisions concerning voluntary renewable energy products for the years 2010 through 2015.

Specifically, §16-245o(h)(5) provides "Each electric supplier shall disclose to the Public Utilities Regulatory Authority in a standardized format (A) the amount of additional renewable energy credits, if any, such supplier will purchase other than required credits, (B) where such additional credits are being sourced from, and (C) the types of renewable energy credits purchased beyond those required pursuant to sections 16-245a and 16-243q and shall report to the authority the renewable energy sources of such credits and any changes to the types of renewable energy sources offered." Further, Conn. Gen. Stat. §16-245o(h)(6) provides: "Any electric supplier offering any services or products that contain renewable energy attributes other than the minimum renewable energy credits used for compliance with the renewable portfolio standards pursuant to section 16-245a shall disclose in each customer contract and marketing materials for each such service or product the renewable energy content of the product or service offering and shall make available, on the electric supplier's Internet web site, information sufficient to substantiate the marketing claims about such content." Additional information is available at the Authority's website: <http://www.ct.gov/pura/> regarding the procedural practices of the Authority and subsequent filings to the Authority. The PURA case coordinator assigned to this docket is Laura Lupoli, who can be reached at (860) 827-2631 and/or laura.lupoli@ct.gov.

The Authority has designated Choice Energy, LLC; the Office of Consumer Counsel (OCC); The Connecticut Light and Power Company d/b/a Eversource Energy (CL&P); the United Illuminating Company (UI); and the Commissioner of the Department of Energy and Environmental Protection (DEEP Commissioner) as Participants to this proceeding. Section 16-1-15 of the Regulations of Connecticut State Agencies requires Participants to serve a copy of each filed document to every person or entity on the service list. In addition, all Participants are required to provide two (2) copies of all materials submitted in this docket directly to the OCC and one (1) copy to the DEEP Commissioner. Those copies should be addressed directly to the OCC and the DEEP Commissioner, not the Authority.

10 Franklin Square, New Britain, CT 06051

An Equal Opportunity Employer

www.ct.gov/pura

Other persons seeking Participant status in this proceeding are requested to file a motion no later than November 18, 2015. Such a motion must be served on all persons/entities on the PURA service list for this proceeding. The current service list for this docket is available on the Authority's website located at www.ct.gov/pura. Each person seeking Participant status may designate up to two persons for inclusion on the service list. Others who wish to receive e-mail notifications, but do not seek official status in the matter, may register on the PURA website for an e-mail notification account. The link for e-mail notification is <http://www.dpuc.state.ct.us/DPUCPublicList.NSF/>. The PURA encourages electronic submission of motions and all other all filings in lieu of paper, using the PURA online filing links at <http://www.ct.gov/pura/>. Persons filing electronically or wishing to be listed as a contact must create an account through the Authority's website under Docket Services (Make a Web Filing). Once registered, you may proceed to the Docket Database Web Filing System to log on and submit your filing.

The application in the above proceeding is accessible at the offices of the PURA or on the PURA's website under the "Docket Info" link. As noted above, the website's e-mail notification link enables subscribers to receive email notification when documents are filed or issued in this docket. For assistance with any PURA online service, contact the PURA case coordinator assigned to this docketed matter.

Please be advised that, even though this is an uncontested matter, the Authority will be strictly observing Conn. Gen. Stat. §4-181, which prohibits ex parte communication. As such, there may be no communication, direct or indirect, with Commissioners or the Authority's staff assigned to assist the Commissioners on any issue of fact or law pertaining to this matter unless that communication takes place in the course of a noticed hearing or meeting, or is made in writing with copies supplied to all other designated participants. Communication with the PURA's case coordinator regarding scheduling is not ex parte and is permitted. Communication with staff assigned to the Prosecutorial Unit, which has status as a participant, is not constrained. The normal discourse that takes place between participants is permitted.

The PURA prefers that documents be filed with the Authority's Executive Secretary in electronic form along with one paper copy. The date and time of filing shall be the date and time the Authority first receives a complete electronic version or the paper version and the required number of paper copies. Unless otherwise specified, filings are due by 4:00 p.m. on or before any required date. If a complete electronic version of the filing is submitted through the Authority's Web Filing System, only one paper version of the filing is generally required. For exceptionally voluminous or complex filings, the Authority reserves the right to request additional paper copies. If a complete electronic version of the filing is not web filed, submit an original and one copy.

The Authority operates with the strong presumption that all documents filed with it are public records subject to the right of public inspection and copying in accordance with the Connecticut Freedom of Information Act, Conn. Gen. Stat. §1-200 et. seq. In those exceptional circumstances where a Participant believes that information it intends to file is confidential under law, it may file a Motion for a Protective Order requesting an exemption from public disclosure. The Motion must provide specific legal arguments with reference to state or federal law describing with supporting facts why the information should be kept confidential. A certified affidavit supplied by a competent witness in support of the Motion, a proposed protective order and nondisclosure agreement must be appended to the Motion. The confidential material itself must be submitted in hard copy only to the Authority for *in camera* review by the Authority. Each page of the confidential information shall be stamped "CONFIDENTIAL," and the material shall be placed in a sealed envelope marked "CONFIDENTIAL – NOT FOR PUBLIC DISCLOSURE." Do not send any proposed confidential information electronically to the Authority. The Authority will rule on the Motion forthwith, and give further direction as necessary. Contact the Authority's Executive Secretary at (860) 827-1553 with questions regarding making a confidential filing.

Dated at New Britain, Connecticut this 29th day of October, 2015.

PUBLIC UTILITIES REGULATORY AUTHORITY

A handwritten signature in black ink, appearing to read 'Jeffrey R. Gaudiosi', written in a cursive style.

Jeffrey R. Gaudiosi, Esq.
Executive Secretary

REQUEST TO ESTABLISH A NEW DOCKET ON PURA'S OWN MOTION

FROM: Cat Nguyen

DATE: 8/4/16

PROPOSED TITLE: PURA Promulgation of Regulations Concerning RPS and Voluntary Green Products

REASON FOR REQUEST:

In this docket, the Authority will (A) revise Conn. Agencies Regs. §16-245a-1 (annual RPS compliance by load serving entities); (B) revise Conn. Agencies Regs. §16-245a-2 (application for qualification Class I, II and III renewable energy facilities); and (C) develop rules and disclosure forms for voluntary green products.

REVIEWED BY:

SDC SDC DATE 8/4/16
PAP pap DATE 8/4/16

APPROVED BY:

CHAIRPERSON _____ DATE: _____

Choice Energy, LLC d/b/a 4 Choice Energy, LLC
Renewal Application for Retail Generation Providers and Power Marketers
Exhibit C-1
Annual Reports

The Company is a closely held private company, and as such does not distribute or prepare annual reports.

Choice Energy, LLC d/b/a 4 Choice Energy, LLC
Renewal Application for Retail Generation Providers and Power Marketers
Exhibit C-2
SEC Filings

The Company is a closely held private company, and as such does not have any SEC filing requirements.

Choice Energy, LLC d/b/a 4 Choice Energy, LLC
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Exhibit C-3
Financial Statements

The following financial statements for the two most recent years are attached:

- Audited financial statements for the year ended December 31, 2015 – attached.
- Audited financial statements for the year ended December 31, 2016 – attached.

Since the Company's inception in 2010, all annual financials were reviewed and audited by an independent auditor with no exception. The Company has retained the same auditing firm since inception, and has received an unqualified auditor's opinion each and every year.

This exhibit and the attachments contain confidential and proprietary information and has been submitted under seal.

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Exhibit C-4
Financial Arrangements

Attached is a current statement from Duke Energy Ohio, an Ohio local distribution utility (LDC), showing that the Company meets the LDU's collateral requirements. The Company is not active in any other utility territory in Ohio.

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Exhibit C-5
Forecasted Financial Statements

Attached is a copy of the current two years financial projections prepared by Company management. Any questions can be directed to the person below:

Moses Cheung, Co-Managing Member
Choice Energy, LLC
4257 US Highway 9, Suite 6C
Freehold, NJ 07728
Telephone: (848) 863-6500
Email: mcheung@4choiceenergy.com

This exhibit and its attachments contain confidential and proprietary information and has been submitted under seal.

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Exhibit C-6
Credit Ratings

The Company is not rated by any of the credit rating agencies.

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Exhibit C-7
Credit Report

The Company does not subscribe to any credit reporting agency services.

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Exhibit C-8
Bankruptcy Information

The Company has never made any reorganization, protection from creditors or any form of bankruptcy filings. None of the officers of the Company have been a party in any such proceeding in the current year or within the two most recent years preceding the application.

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Exhibit C-9
Merger Information

The Company has never been a party to any dissolution, merger, or acquisition.

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Exhibit C-10
Corporate Structure

The Company is an Iowa Limited Liability Company doing business as (d/b/a) 4 Choice Energy, LLC.

The Company is a standalone company with no other affiliates or subsidiaries.

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Exhibit D-1
Operations

The operational nature of the Company business is one of competitive electricity retail provider. Our business activities include:

- Acquiring electricity for end-user as customers;
- Schedule with the ISO/RTO (e.g. PJM) for the delivery of power;
- Procure power from wholesale counter-parties or from the ISO/RTO day-ahead and real-time for customer load;
- Provide customer support on related issues; and
- Perform all other functions necessary to be a competitive electricity retail provider.

Choice Energy, LLC d/b/a 4 Choice Energy, LLC
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Exhibit D-2
Operations Expertise

The Company has operated successfully as a competitive electric provider serving load from inception since August 2010. The four founders of the company have personally served as co-managing members since inception with individual designated responsibilities. See Exhibit D-3 for a summary of the key management's information.

The Company also has contracted with the following proven providers for support in select key functions:

- Sales Verification, LLC/Trusted TPV for independent verification of customer authorization;
- Energy Services Group, Inc./ESG for EDI transactions management and P2C customer service enterprise system in an application service provider/ASP model;
- The law firm of Bevan, Mosca and Giuditta, P.C. as legal counsel in the PJM control area;
- The law firm of Murtha Cullina LLP as legal counsel in the ISO-NE control area;
- The Curchin Group, LLC as outside independent accountant/auditor and tax reporting agent;
- Premiere Business Solutions, LLC for telemarketing and customer service support;
- Oxxford Group, LLC for quantitative data analytics and operational support;
- Shell Energy North America (US), L.P. for scheduling and credit support; and
- Clear Point Energy, Inc. as industry consultant.

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Exhibit D-3
Key Technical Personnel

The Company has operated successfully as a competitive electric provider serving load from inception since August 2010.

The four founders of the company have personally served as co-managing members since inception with individual designated responsibilities. Information on the Company founders and the key management team is provided below.

Moses Cheung

Moses is a Co-Managing Member of the Company and is responsible for overall/back office operations, including accounting/financial reporting, load forecasting/scheduling, and legal/regulatory compliance. Moses has over thirty-five years of diverse business development and management experience. Moses was the Founder and currently serves as the Chief Executive Officer of the management advisory firm Oxxford Group, providing general IT and certain industry specific advisory services in data analytics, forecasting and optimization. Prior to founding Oxxford Group, Moses was a Consulting Partner and Technical Services Director of Deloitte & Touche, one of the largest accountant/consultancy partnerships worldwide, providing IT and management advisory services to major corporate clients. Moses holds an engineering degree from Yale University, and an MBA from Carnegie Mellon University Tepper School of Management.

Brent Hood

Brent is a Co-Managing Member of the Company and is responsible for sales. He oversees a team of telemarketing professionals to insure proper training, compliance, and quality assurance. Brent was a co-Founder and currently a Co-Managing Partner of Premiere Business Solutions, LLC ("PBS"), a U.S. based inbound and outbound call center service agency, with fully automated, state-of-the-art call center technologies. Prior to the formation of PBS, Brent was a Sales Manager at the Internet service provider LightEdge and McLeod USA, one of the nation's largest independent competitive local exchange carriers (CLEC). Brent had a successful sales career with MCI with increasing responsibility during the initial era of telecommunication deregulation, advancing from Sales Rep to Supervisor to Sales Manager. Brent is a graduate of Kirkwood Community College.

Mike Needham

Mike is a Co-Managing Member of the Company and is responsible for customer support. He oversees a team of customer service professionals to insure timely and satisfactory responses on all customer service issues. Together with Brent, Mike was a Co-Founder and currently a Co-Managing Partner of PBS. Prior to the formation of PBS, Mike was a Vice President with the American Republic Insurance. Prior to that Mike had a long successful career with MCI, with his last position being a Senior Sales Manager.

Mike also graduated from Kirkwood Community College, completed his undergraduate at Mount Mercy College, and obtained his MBA from St. Ambrose University.

Rick Baldaramos

Rick is a Co-Managing Member of the Company in an overall advisory role to the other Managing Members on strategic and key operational issues. Rick has been a successful entrepreneur since an early age. In 1998, Rick launched California Gaming Consultants ("CGC") providing consulting services to various casinos principally in California. The focus of CGC was to ensure that casinos are adequately staffed with highly trained personnel who are constantly monitored while being in compliance with State laws. In this regard, Rick was frequently called upon to provide input on legislation influencing legalized gambling in California. In addition, CGC provided consulting services and support to the casinos on security measures necessary to ensure the integrity of their games and minimize possible exposure to both external and internal loss through these operations.

The Company has also contracted with Clear Point Energy, Inc. to provide wholesale supply services, risk management, and pricing support. Clear Point's founder and President, Angelo Chambrone, has over twenty-five years of energy experience. He held senior level positions with both utilities and energy marketing firms. Angelo was a founder and principle of Blue Rock Energy of Syracuse, a licensed retailer of Natural Gas and Electricity products in New York. Clear Point Energy provides strategic and technical consulting to retail providers on a national basis.

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Exhibit D-4
FERC Power Marketer License Number

The Company's application for market-based rate authority was approved and effective July 12, 2010 under FERC docket #ER10-1472.