

**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.**

Bobby H. Schiff  
Manager  
6922 Flint Cove Drive  
Dallas, Texas 75248  
(214) 202-2875

**Exhibit A-15**  
**"Company History"**

**Provide a concise description of the applicant's company history and principal business interests.**

Ultimate Energy Advisors, L.L.C. was formed on June 2, 2008 as a limited liability company under the Texas Business Organizations Code to provide energy consulting and procurement for its customers.

In July, 2012, Ultimate Energy Advisors began offering gas utility products and services to its clients. To date, Ultimate Energy Advisors has completed 12 contracts for its clients in Georgia, Illinois, New Hampshire and Texas. Ultimate Energy Advisors has pursued and developed excellent working relationships with many nationally recognized Natural Gas providers including Constellation, Hess, Direct Energy and Centerpoint.

**Exhibit A-16**  
**"Articles of Incorporation and Bylaws"**

**If applicable, provide the articles of incorporation filed with the state or jurisdiction in which the Applicant is incorporated and any amendments thereto.**

Not Applicable / Ultimate Energy Advisors, L.L.C. is a limited liability company.

**Exhibit A-17**  
**"Secretary of State"**

Provide evidence that the applicant has registered with the Ohio Secretary of the State.

See the attached State of Ohio Certificate #201029401059 dated 10/19/2010



**Entity#:** 1971001  
**Filing Type:** FOREIGN LIMITED LIABILITY COMPANY  
**Original Filing Date:** 10/19/2010  
**Location:** --  
**Business Name:** ULTIMATE ENERGY ADVISORS, L.L.C.  
  
**Status:** Active  
**Exp. Date:** -

## Agent/Registrant Information

CORPORATION SERVICE COMPANY  
50 WEST BROAD STREET, SUITE 1330  
COLUMBUS OH 43215  
11/10/2016  
Active

## Filings

Filing Type	Date of Filing	Document ID
REG. OF FOR. PROFIT LIM. LIAB. CO.	10/19/2010	201029401059
FOREIGN/DESIGNATED APPOINTMENT OF AGENT	11/10/2016	201631501436

**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 natural gas service, or retail/wholesale electric services.**

UEA is authorized to provide retail natural gas services in Georgia, Illinois, New Hampshire, New Jersey, New York and Texas, and is authorized to provide retail and wholesale electric services (including aggregation of services) in the states of Delaware, Illinois, Maryland, New Hampshire, New Jersey, New York, Pennsylvania and Texas.

**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.**

Ultimate Energy Advisors, LLC does not take possession of the electricity it sells and does not bill clients. All our transactions are done through Electricity providers.

The code of conduct for Ultimate Energy, LLC:

1. Prohibits against unfair, deceptive, and unconscionable acts and practices in the marketing, solicitation, and sale of such a competitive retail electric service and in the administration of any contract for service.
2. All Contract Terms are provided by the electricity providers and are subject to the laws and regulations of the State of Ohio.
3. All Service Termination processes and fees are provided to us by the electricity providers.
4. Minimum content of customer bills are handled directly by the electricity providers.
5. Disconnection and Termination fees are determined by the providers.
6. Minimum service quality, safety, and reliability are assured by the electricity providers.
7. Generation resource mix and environmental characteristics of power supplies are provided by the electricity providers.
8. Customer information and records are kept by the electricity providers.

**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 to be certified to provide (e.g., number and types of customers served, utility service areas, volume of gas supplied, etc.).**

Ultimate Energy Advisors has closed transactions in the numerous deregulated gas markets: 4 in Texas, 6 in Illinois, 1 in New Jersey, 2 in New Hampshire and 2 in Georgia. To date, Ultimate Energy Advisors has established relationships with large natural gas suppliers, including, Direct Energy, Constellation, Champion Energy, GDF Suez, NA and Centerpoint. Ultimate Energy Advisors expects to expand its presence in the deregulated natural gas markets due to demand from existing electricity customers.

**Exhibit B-4**  
**"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.**

Not Applicable / Ultimate Energy Advisors, L.L.C. is not aware of any existing, pending or past rulings, judgments, contingent liabilities, revocation of authority or regulatory investigations.

**Exhibit D-1  
“Operations”**

**Provide a current written description of the operational nature of the applicant’s business functions.**

Ultimate Energy Advisors sets up a request for proposal for various electricity and natural gas users in deregulated markets across the US. Ultimate has relationships with approximately 25 suppliers across the US that are licensed in these markets. After the bids are submitted, we prepare a summary presentation to the customer showing all bids received; we provide recommendations and then assist with the negotiation of any contract language (if applicable). Ultimate Energy Advisors then monitors the account as well as the gas market in the event any opportunities arise at any point in time.

**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.**

The managing partner of Ultimate Energy Advisors, L.L.C. – Bobby Schiff – has over 13 years’ experience in deregulated electricity markets across the US and has either consummated or assisted on over 1,000 contracts during that time. This includes a very wide range of users – from restaurants to office buildings to general manufacturers. Mr. Schiff has also established relationships with some of the largest retail energy providers in the US and the World, including: GDF Suez, NA (largest utility company in the world), Con-Edison Solutions (oldest electricity company in the US), Constellation New Energy (second oldest in the US and wholly-owned subsidiary of Exelon, the largest utility company in the US), Nextera Energy (Florida based supplier and also one of the 5 largest), Direct Energy (parent based in UK) and Mid-American Power (owned by Berkshire Hathaway).

**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.**

Financial and accounting is overseen by Mark Fisher, who has over 30 years’ experience in various accounting and finance positions throughout his career. Mark has been active in this industry since the inception of Ultimate Energy in June of 2008. Ultimate Energy Advisors currently has 2 salespeople and is actively looking for additional qualified sales personnel throughout the US. Growth in actual sales personnel depends on the availability of quality of experienced sales professionals. Ultimate Energy Advisors is only interested in mature individuals who are straightforward and honest in their sales approach; Ultimate has a fairly strict process for evaluating these individuals.

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

**Commission of Ohio Docketing Information System on**

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**Case No(s). 14-0096-GA-AGG**

Summary: Amended Application Updated information for Sections A14-A17,B1-B4 and D1-D3 on Gas Renewal Application electronically filed by Mr. Mark J Fisher on behalf of Ultimate Energy Advisors