



18-1598-EL-AGG

PUCO USE ONLY		
Date Received	Case Number	Version
	- -EL-AGG	May 2016

INITIAL CERTIFICATION APPLICATION FOR ELECTRIC AGGREGATORS/ POWER BROKERS

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit A-12 Company History). All attachments should bear the legal name of the Applicant. Applicants should file completed applications and all related correspondence with the Public Utilities Commission of Ohio, Docketing Division; 180 East Broad Street, Columbus, Ohio 43215-3793.

This PDF form is designed so that you may input information directly onto the form.

You may also download the form, by saving it to your local disk, for later use.

A. APPLICANT INFORMATION

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



Power Broker



Aggregator

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

Legal Name

Carter Energy Consulting

Address

15769 N. Peninsula Rd. Whitehouse, Texas 75791

Telephone #

903-566-2431

Web site address (if any)

ceconsulting.net

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

Legal Name

Carter Energy Consulting

Address

15769 N. Peninsula Rd. Whitehouse, Texas 75791

Telephone #

903-566-2431

Web site address (if any)

ceconsulting.net

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

Carter Energy Consulting

A-5 Contact person for regulatory or emergency matters

Name

William A. Carter

Title

President

This is to certify that the images appearing are an accurate and complete reproduction of a case file document delivered in the regular course of business.
Technician MN Date Processed OCT 23 2018

Business address 15769 N. Peninsula Rd. Whitehouse, Texas 75791
Telephone # 903-566-2431 Fax # 903-566-2431
E-mail address billc@ceconsulting.net

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

Name William A. Carter
Title President
Business address 15769 N. Peninsula Rd. Whitehouse, Texas 75791
Telephone # 903-566-2431 Fax # 903-566-2431
E-mail address billc@ceconsulting.net

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

Customer Service address 15769 N. Peninsula Rd. Whitehouse, Texas 75791
Toll-free Telephone # NONE Fax # 903-566-2431
E-mail address billc@ceconsulting.net

A-8 Applicant's federal employer identification number # 75-2894655

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

- ☒ Sole Proprietorship ☐ Partnership
☐ Limited Liability Partnership (LLP) ☐ Limited Liability Company (LLC)
☐ Corporation ☐ Other _____

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

- | | | | | |
|---|---|--|--|--|
| <input checked="" type="checkbox"/> First Energy | <input type="checkbox"/> Residential | <input checked="" type="checkbox"/> Commercial | <input checked="" type="checkbox"/> Mercantile | <input checked="" type="checkbox"/> Industrial |
| <input checked="" type="checkbox"/> Ohio Edison | <input checked="" type="checkbox"/> Residential | <input checked="" type="checkbox"/> Commercial | <input checked="" type="checkbox"/> Mercantile | <input checked="" type="checkbox"/> Industrial |
| <input checked="" type="checkbox"/> Toledo Edison | <input checked="" type="checkbox"/> Residential | <input checked="" type="checkbox"/> Commercial | <input checked="" type="checkbox"/> Mercantile | <input checked="" type="checkbox"/> Industrial |
| <input checked="" type="checkbox"/> Cleveland Electric Illuminating | <input checked="" type="checkbox"/> Residential | <input checked="" type="checkbox"/> Commercial | <input checked="" type="checkbox"/> Mercantile | <input checked="" type="checkbox"/> Industrial |
| <input checked="" type="checkbox"/> Duke Energy | <input type="checkbox"/> Residential | <input checked="" type="checkbox"/> Commercial | <input checked="" type="checkbox"/> Mercantile | <input checked="" type="checkbox"/> Industrial |
| <input checked="" type="checkbox"/> Monongahela Power | <input type="checkbox"/> Residential | <input checked="" type="checkbox"/> Commercial | <input checked="" type="checkbox"/> Mercantile | <input checked="" type="checkbox"/> Industrial |
| <input checked="" type="checkbox"/> American Electric Power | | | | |
| <input checked="" type="checkbox"/> Ohio Power | <input type="checkbox"/> Residential | <input checked="" type="checkbox"/> Commercial | <input checked="" type="checkbox"/> Mercantile | <input checked="" type="checkbox"/> Industrial |
| <input checked="" type="checkbox"/> Columbus Southern Power | <input type="checkbox"/> Residential | <input checked="" type="checkbox"/> Commercial | <input checked="" type="checkbox"/> Mercantile | <input checked="" type="checkbox"/> Industrial |
| <input checked="" type="checkbox"/> Dayton Power and Light | <input type="checkbox"/> Residential | <input checked="" type="checkbox"/> Commercial | <input checked="" type="checkbox"/> Mercantile | <input checked="" type="checkbox"/> Industrial |

- A-11** Provide the approximate start date that the applicant proposes to begin delivering services

October 31, 2018

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- A-12** **Exhibit A-12 "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-13** **Exhibit A-13 "Company History,"** provide a concise description of the applicant's company history and principal business interests.
- A-14** **Exhibit A-14 "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.
- A-15** **Exhibit A-15 "Secretary of State,"** provide evidence that the applicant has registered with the Ohio Secretary of the State.

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 "Summary of Experience,"** provide a concise summary of the applicant's experience in providing aggregation service(s) including contracting with customers to combine electric load and representing customers in the purchase of retail electric services. (e.g. number and types of customers served, utility service areas, amount of load, etc.).

B-4 **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.

B-5 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-5 "Disclosure of Consumer Protection Violations"** detailing such violation(s) and providing all relevant documents.

B-6 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-6 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation"** detailing such action(s) and providing all relevant documents.

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 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 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 **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.

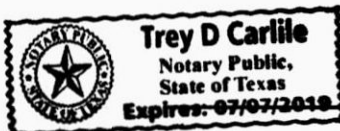
- C-6 **Exhibit C-6 "Credit Rating,"** provide a statement disclosing the applicant's credit rating as reported by two of the following organizations: Duff & Phelps, Dun and Bradstreet Information Services, Fitch IBCA, Moody's Investors Service, Standard & Poors, or a similar organization. In instances where an applicant does not have its own credit ratings, it may substitute the credit ratings of a parent or 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.

William A. Carter - President
Signature of Applicant & Title

Sworn and subscribed before me this 17th day of October, 2018

Trey D Carlile
Signature of official administering oath

Month Year
TRAY D CARLILE
Print Name and Title



My commission expires on 7/07/2019

AFFIDAVIT

State of Texas :

Whitehousess.
(Town)

County of Smith :

William A. Carter

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

He/She is the President (Office of Affiant) of Carter Energy Consulting (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 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 comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
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 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.

William A. Carter - President
Signature of Affiant & Title

Sworn and subscribed before me this 17th day of October, 2018
Month Year

Trey D Carille
Signature of Official administering oath

TREY D CARILLE
Print Name and Title



My commission expires on 07/07/2019

William A. Carter - Carter Energy Consulting

Exhibit A-12 "Principal Officers, Directors & Officers"

William A. Carter, CEC President
15769 N. Peninsula
Whitehouse, Texas 75791
903-566-2431
Fax 903-566-2431
billc@ceconsulting.net

Exhibit A-13 "Company History"

Carter Energy Consulting was founded in October 1998 with the purpose of energy consulting services. The business expanded to include energy aggregation/brokering in January 2002 when Texas started electricity deregulation.

Exhibit A-14 "Articles of Incorporation and Bylaws"

No articles of incorporation have been filed

Exhibit A-15 "Secretary of State"

Document number: 201826802636. See copy of document, next page.



DATE	DOCUMENT ID	DESCRIPTION	FILING	EXPED	CERT	COPY
09/26/2018	201826802636	TRADE NAME REGISTRATION (RNO)	39.00	0.00	0.00	0.00

Receipt

This is not a bill. Please do not remit payment.

CARTER ENERGY CONSULTING
15769 N. PENINSULA RD.
WHITEHOUSE, TX 75791

STATE OF OHIO CERTIFICATE

Ohio Secretary of State, Jon Husted

4235797

It is hereby certified that the Secretary of State of Ohio has custody of the business records for

CARTER ENERGY CONSULTING

and, that said business records show the filing and recording of:

Document(s)

TRADE NAME REGISTRATION

Effective Date: 09/25/2018

Document No(s):

201826802636

Date of First Use: 09/17/1998

Expiration Date: 09/25/2023

WILLIAM A. CARTER
15769 N. PENINSULA RD.
WHITEHOUSE, TX 75791



United States of America
State of Ohio
Office of the Secretary of State

Witness my hand and the seal of the
Secretary of State at Columbus, Ohio this
26th day of September, A.D. 2018.

Jon Husted

Ohio Secretary of State

Exhibit B-1 "Jurisdictions of Operation"

I am authorized in the State of Texas as the following:

- Registered Aggregator (Class I, Class II.A)
- Registered Professional Engineer
- Bachelor of Science in Electrical Engineering
- Certified Energy Manager with the Association of Energy Engineers (AEE)
- Certified Energy Procurement Professional with AEE

Exhibit B-2 "Experience & Plans"

- I have provided electrical engineering consulting (since 1998), energy brokering, and aggregator services (since January 2002) for hundreds of customers..
- My energy brokering process involves acquiring a customer's 12-month load data, sending that data to trusted Retail Energy Providers (REP), and comparing the highest/lowest bids for the customer. I function as a consultant to the customer and facilitate the energy contract between the REP and my customer .
- My customers contract only with the Retail Energy Provider that they select for their electricity. All billing is through the Retail Energy Provider; I do not bill customers directly.
- Customers are given my telephone number, email address and billing address for any complaints. Any other complaints regarding utility services are directed to the Retail Energy Provider and its complaint process.

Exhibit B-3 "Summary of Experience"

- I have approximately 38 current customers with a total of approximately 25-million kWh annually across Texas -- for whom I have consulted in energy procurement.
- I also serve as the energy procurement consultant for a cooperative group of about 50 customers. This aggregated group consists of hospitals, 3 cities, banks, a junior college, and several other large and small members of the buying cooperative. The total annual usage of this aggregation is 175,000,000 kWh. My company put together the entire Request for Proposal (RFP) including accumulation of all customer history with interval data. We determined all details of the RFP including delineating the applicable nodal charges, customer charges, taxes , etc. We presented the results of the RFP and facilitated the signing of electricity contracts with all 50 customers with the winning REP

Exhibit B-4 "Disclosure of Liabilities and Investigations"

- There have been no past or present liabilities or investigations

William A. Carter - Carter Energy Consulting

Exhibit C-1: "Annual Reports"

- Not applicable; this is not a publicly traded entity; there are no shareholders

Exhibit C-2: "SEC Filings"

N/A

Exhibit C-3: "Financial Statements"

I have included copies of the two most recent years income tax returns

Exhibit C-4: "Financial Arrangements"

N/A

Exhibit C-5: "Forecasted Financial Statements"

See next page.

Exhibit C-6: "Credit Rating"

N/A (sole proprietor)

Exhibit C-7: "Credit Report"

N/A

Exhibit C-8 "Bankruptcy Information"

- I have not sought bankruptcy protection, become insolvent, or otherwise been unable to meet my financial obligations on a reasonable and timely basis.

Exhibit C-9: "Merger Information"

- There are no dissolutions, mergers, or acquisitions.

Exhibit C-10: "Corporate Structure"

- Stand-alone entity with no affiliate or subsidiary companies.