

FILE



Electricity • Demand Response • Natural Gas

tsmall@keytexenergy.com

November 22, 2019

Public Utilities Commission of Ohio
Docketing Division
180 East Broad Street
Columbus, OH 43215-379
Via Overnight Mail: 1Z3R91022310000836

RE: Renewal Certification Application for Competitive Retail Natural Gas
Broker/Aggregators

Dear Sir/Madam:

Enclosed herein, please find an original and three (3) copies of the Renewal Application for Competitive Retail Natural Gas Broker/ Aggregators pursuant to Chapters 4901:1-27 and 4901:1-29 of the Ohio Administrative Code, and Section 4929.20 of the Ohio Revised Code.

Thank you and if you have any questions, please feel free to contact us.

KEYTEX Energy Solutions, LLC

Tiffany Small
Tiffany Small, Office Manager

w/enclosures

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Technician A Date Processed 11/25/19

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

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED.

- A-14 **Exhibit A-14 "Principal Officers, Directors & Partners,"** provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.
- A-15 **Exhibit A-15 "Company History,"** provide a concise description of the applicant's company history and principal business interests.
- A-16 **Exhibit A-16 "Articles of Incorporation and Bylaws,"** provide the articles of incorporation filed with the state or jurisdiction in which the applicant is incorporated and any amendments thereto, *only if the contents of the originally filed documents changed since the initial application.*
- A-17 **Exhibit A-17 "Secretary of State,"** provide evidence that the applicant is still currently registered with the Ohio Secretary of the State.

SECTION B - APPLICANT MANAGERIAL CAPABILITY AND EXPERIENCE

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED

- B-1 **Exhibit B-1 "Jurisdictions of Operation,"** provide a current list of all jurisdictions in which the applicant or any affiliated interest of the applicant is, at the date of filing the application, certified, licensed, registered, or otherwise authorized to provide retail natural gas service, or retail/wholesale electric services.
- B-2 **Exhibit B-2 "Experience & Plans,"** provide a current description of the applicant's experience and plan for contracting with customers, providing contracted services, providing billing statements, and responding to customer inquiries and complaints in accordance with Commission rules adopted pursuant to Section 4929.22 of the Revised Code and contained in Chapter 4901:1-29 of the Ohio Administrative Code.
- B-3 **Exhibit B-3 "Summary of Experience,"** provide a concise and current summary of the applicant's experience in providing the service(s) for which it is seeking renewed certification (e.g., number and types of customers served, utility service areas, volume of gas supplied, etc.).
- B-4 **Exhibit B-4 "Disclosure of Liabilities and Investigations,"** provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocations of authority, regulatory investigations, or any other matter that could adversely impact the applicant's financial or operational

status or ability to provide the services for which it is seeking renewed certification since applicant last filed for certification.

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

☒ No ☐ Yes

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

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

☒ No ☐ Yes

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

SECTION C - APPLICANT FINANCIAL CAPABILITY AND EXPERIENCE

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED

- C-1 Exhibit C-1 "Annual Reports,"** provide the two most recent Annual Reports to Shareholders. If applicant does not have annual reports, the applicant should provide similar information, labeled as Exhibit C-1, or indicate that Exhibit C-1 is not applicable and why.
(This is generally only applicable to publicly traded companies who publish annual reports.)
- C-2 Exhibit C-2 "SEC Filings,"** provide the most recent 10-K/8-K Filings with the SEC. If applicant does not have such filings, it may submit those of its parent company. If the applicant does not have such filings, then the applicant may indicate in Exhibit C-2 whether the applicant is not required to file with the SEC and why.
- C-3 Exhibit C-3 "Financial Statements,"** provide copies of the applicant's two most recent years of audited financial statements (balance sheet, income statement, and cash flow statement). If audited financial statements are not available, provide officer certified financial statements. If the applicant has not been in business long enough to satisfy this requirement, it shall file audited or officer certified financial statements covering the life of the business. If the applicant does not have a balance sheet, income statement, and cash flow statement, the applicant may provide a copy of its two most recent years of tax returns (with social security numbers and account numbers redacted).

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

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

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

1. The applicant itself stating that it is investment grade rated by Moody's, Standard & Poor's or Fitch and provide evidence of rating from the rating agencies.
2. Have a parent company or third party that is investment grade rated by Moody's, Standard & Poor's or Fitch guarantee the financial obligations of the applicant to the LDU(s).
3. Have a parent company or third party that is not investment grade rated by Moody's, Standard & Poor's or Fitch but has *substantial financial wherewithal in the opinion of the Staff reviewer to guarantee* the financial obligations of the applicant to the LDU(s). The guarantor company's financials must be included in the application if the applicant is relying on this option.
4. Posting a Letter of Credit with the LDU(s) as the beneficiary.

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

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

C-6 Exhibit C-6 “Credit Rating,” provide a statement disclosing the applicant's current credit rating as reported by two of the following organizations: Duff & Phelps, Fitch IBCA, Moody's Investors Service, Standard & Poor's, or a similar organization. In instances where an applicant does not have its own credit ratings, it may substitute the credit ratings of a parent or an affiliate organization, provided the applicant submits a statement signed by a principal officer of the applicant's parent or affiliate organization that guarantees the obligations of the applicant. If an applicant or its parent does not have such a credit rating, enter “N/A” in Exhibit C-6.

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

- C-8 Exhibit C-8 "Bankruptcy Information,"** provide a list and description of any reorganizations, protection from creditors or any other form of bankruptcy filings made by the applicant, a parent or affiliate organization that guarantees the obligations of the applicant or any officer of the applicant in the current year or within the two most recent years preceding the application.
- C-9 Exhibit C-9 "Merger Information,"** provide a statement describing any dissolution or merger or acquisition of the applicant within the two most recent years preceding the application.
- C-10 Exhibit C-10 "Corporate Structure,"** provide a description of the applicant's corporate structure, not an internal organizational chart, including a graphical depiction of such structure, and a list of all affiliate and subsidiary companies that supply retail or wholesale electricity or natural gas to customers in North America. If the applicant is a stand-alone entity, then no graphical depiction is required and applicant may respond by stating that they are a stand-alone entity with no affiliate or subsidiary companies.

SECTION D – APPLICANT TECHNICAL CAPABILITY

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED.

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

Applicant Signature and Title

Lennie Davis SENIOR VP, RETAIL OPERATIONS

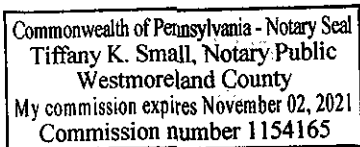
Sworn and subscribed before me this *22nd* day of *November* Month *2019* Year

Tiffany K. Small

Tiffany K. Small, Notary Public

Signature of official administering oath

Print Name and Title



My commission expires on November 12, 2021



The Public Utilities Commission of Ohio

Competitive Retail Natural Gas Service
Affidavit Form
(Version 1.07)

In the Matter of the Application of)

KEYTEX Energy Solutions, LLC)

for a Certificate or Renewal Certificate to Provide)

Competitive Retail Natural Gas Service in Ohio.)

Case No. 13 - 2389 -GA-AGG

County of Westmoreland

State of PA

Lennie Davis

[Affiant], being duly sworn/affirmed, hereby states that:

- (1) The information provided within the certification or certification renewal application and supporting information is complete, true, and accurate to the best knowledge of affiant.
- (2) The applicant will timely file an annual report of its intrastate gross receipts and sales of hundred cubic feet of natural gas pursuant to Sections 4905.10(A), 4911.18(A), and 4929.23(B), Ohio Revised Code.
- (3) The applicant will timely pay any assessment made pursuant to Section 4905.10 or Section 4911.18(A), Ohio Revised Code.
- (4) Applicant will comply with all applicable rules and orders adopted by the Public Utilities Commission of Ohio pursuant to Title 49, Ohio Revised Code.
- (5) Applicant will cooperate with the Public Utilities Commission of Ohio and its staff in the investigation of any consumer complaint regarding any service offered or provided by the applicant.
- (6) Applicant will comply with Section 4929.21, Ohio Revised Code, regarding consent to the jurisdiction of the Ohio courts and the service of process.
- (7) Applicant will inform the Public Utilities Commission of Ohio of any material change to the information supplied in the certification or certification renewal application within 30 days of such material change, including any change in contact person for regulatory or emergency purposes or contact person for Staff use in investigating customer complaints.
- (8) Affiant further sayeth naught.

Affiant Signature & Title

Lennie Davis SENIOR VP, RETAIL OPERATIONS

Sworn and subscribed before me this

22

day of

November

Month

2019

Year

Tiffany K. Small

Signature of Official Administering Oath

Tiffany K. Small, Notary Public

Print Name and Title

Commonwealth of Pennsylvania - Notary Seal
Tiffany K. Small, Notary Public
Westmoreland County
My commission expires November 02, 2021
Commission number 1154165

My commission expires on November 12, 2021

EXHIBIT A-14

Principal Officers, Directors & Partners

Greg Cammerata
President
200 Brush Run Road, Suite C
Greensburg, PA 15601
(724) 468-6500 ext. 201

Michael Cammerata
Vice President, Chief Financial Officer
200 Brush Run Road, Suite C
Greensburg, PA 15601
(724) 468-6500 ext. 213

Michael Dandrea
Senior Vice President, Sales and Marketing
200 Brush Run Road, Suite C
Greensburg, PA 15601
(724) 468-6500 ext. 209

Lennie Davis
Senior Vice President, Retail Operations
200 Brush Run Road, Suite C
Greensburg, PA 15601
(724) 468-6500 ext. 212

Sam Perry
Senior Vice President, Gas Operations
200 Brush Run Road, Suite C
Greensburg, PA 15601
(724) 468-6500 ext. 215

EXHIBIT A-15

Company History

KEYTEX Energy Solutions, LLC (“Applicant”), an energy consulting and brokering company, was duly formed under the laws of the Commonwealth of Pennsylvania in 2007. Since its founding, Applicant’s mission has been to become a leader in the deregulated energy market focusing on customer service and providing end-users of electricity and natural gas the best possible value available in the marketplace.

Applicant has been a licensed electricity broker in Pennsylvania since March 11, 2010. Since then KEYTEX has received licenses in the electricity and/or natural gas markets in Delaware, Illinois, Maryland, Massachusetts, and New Jersey. Applicant also has a pending electricity brokerage license in Texas.

Applicant has been servicing the residential, commercial and industrial markets in the aforementioned jurisdictions, with a focus on the medium to large sized commercial/industrial customer market. Applicant works with dozens of energy suppliers that are known to provide best in class service.

EXHIBIT A-16

Articles of Organization and Bylaws

These documents are not provided pursuant to renewal application instructions that for Exhibit A-16 need only be included where “the contents of the originally filed documents changed since the initial application.” These documents have not changed since their original filing or since their inclusion in Applicant’s original license application.

EXHIBIT A-17

Secretary of State

[See Attached]

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

I, Frank LaRose, do hereby certify that I am the duly elected, qualified and present acting Secretary of State for the State of Ohio, and as such have custody of the records of Ohio and Foreign business entities; that said records show KEYTEX ENERGY SOLUTIONS LLC, a Pennsylvania For Profit Limited Liability Company, Registration Number 2029598, filed on June 21, 2011, is currently in FULL FORCE AND EFFECT upon the records of this office.



*Witness my hand and the seal of the
Secretary of State at Columbus, Ohio
this 8th day of November, A.D. 2019.*

A handwritten signature in cursive script, appearing to read "Frank LaRose".

Ohio Secretary of State

Validation Number: 201931201268

EXHIBIT B-1
Jurisdictions of Operation

1. Ohio CRES and CRNG (Electricity & Natural Gas Broker)
2. Pennsylvania EGS and NGS (Electricity & Natural Gas Broker)
3. New Jersey (Electricity & Natural Gas Broker)
4. Illinois ABC (Electricity Broker)
5. Delaware Electric Supplier (Broker)
6. Maryland (Electricity & Natural Gas Broker)
7. Massachusetts (Electricity & Natural Gas Broker)
8. Texas (Pending Electricity Broker)

EXHIBIT B-2

Experience & Plans

KEYTEX Energy Solutions, LLC (Applicant), an energy consulting and brokering company, was duly formed under the laws of the Commonwealth of Pennsylvania in 2007. Since its founding, Applicant's mission has been to become a leader in the deregulated energy market focusing on customer service and providing end-users of electricity and natural gas with the best possible value available in the marketplace.

Applicant has been a licensed electricity broker in Pennsylvania since March 11, 2010. Since then KEYTEX has received licenses in the electricity and/or natural gas markets in Delaware, Illinois, Maryland, Massachusetts, and New Jersey. Applicant also has a pending electricity brokerage license in Texas.

Applicant has been servicing the residential, commercial and industrial markets in the aforementioned jurisdictions, with a focus on the medium to large sized commercial/industrial customer market. Applicant works with dozens of energy suppliers that are known to provide best in class service.

Applicant reaches prospective customers through internal marketing methods focusing on direct marketing, as well as internet marketing through its website, www.keytexenergy.com.

Applicant will continue, at all times, to handle customer inquiries and complaints in accordance with any and all applicable Commission rules, regulations and orders pursuant to Section 4928.10 of the Ohio Revised Code.

EXHIBIT B-3

Summary of Experience

In addition to the information set forth in Exhibit B-2 and throughout this renewal application, please see the below experience of Applicant's key operating personnel:

Gregory T. Cammerata – President

In addition to his experience at KEYTEX, Mr. Cammerata has 19 years' experience with Allegheny Energy serving in various engineering and analytical capacities which began in 1991 as a Plant Engineer at a supercritical generation facility. In 1993 he was assigned to the Engineering Studies group where he specialized in the economics of Clean Air Act compliance. In 1999, Mr. Cammerata became a Project Development Engineer with the unregulated side of Allegheny Energy, where he managed all aspects of siting and developing new power generation projects and expansions of existing facilities. He also performed economic evaluations of potential purchases of externally developed generation projects and divestitures of existing assets. In 2002 Mr. Cammerata became a Quantitative Analyst specializing in the area of Load and Generation Modeling as well as wholesale and retail pricing. He developed and modeled hedging strategies for Allegheny's wholesale trading group, developed pricing and load forecasting for structured transactions such as Provider of Last Resort agreements, developed wholesale and retail pricing models, modeled generation unit commitment and hedging strategies for Allegheny's generation fleet and modeled Allegheny's SO₂ and NO_x emission allowance requirements and compliance strategies.

Michael J. Cammerata – Chief Financial Officer

Mr. Cammerata has 15 years of experience in the energy industry. He joined Strategic Energy in 1997 as administrator of its web based electricity usage monitoring program. He later joined the energy management group in 1998 scheduling the company's initial energy deliveries as PA's electricity market first deregulated. In 2002 he became portfolio manager for the Texas region. As such, he was responsible for all forward hedging of electricity, ancillaries and renewable for SE's largest book. He has experience in scheduling and trading in NEPool, New York, PJM, MISO, ERCOT, and CA.

Samuel E. Perry – Sr. Vice President, Gas Operations

Mr. Perry has over 35 years of executive experience in the energy business, with the majority of those years focused in natural gas. With a 28 year career at Equitable Resources, his expertise is extensive: rate making, drilling programs, interstate gas pipelines, gas supply, natural gas trading, FERC regulations, corporate planning, sales and marketing, and acquisitions. Along with various executive sales and management positions, Mr. Perry held the position of Marketing. From 2001 – 2009 he worked at the Hess Corporation as the Regional Sales Manager for the Ohio Valley. In this position, he had P&L responsibilities for the region covering Western Pennsylvania, Ohio, West Virginia, and Kentucky.

Michael A. Dandrea – Sr. Vice President, Sales and Marketing

Mr. Dandrea has 40 years of Engineering, Sales/Marketing, Global Utility/Industrial Business Development, and Operations Management responsibilities with General Electric's Power System Business in Schenectady, NY. Additionally for 10 years he served in various executive positions with Allegheny Energy (AE) until his retirement in 2005. As VP of Retail Energy Sales, Mr. Dandrea had profit and loss responsibility for AE's Retail Business Unit in the Middle Atlantic de-regulated electric energy markets. In this role he led the development of AE's retail energy marketing strategy, costing/pricing methodology, and customer acquisition. As Executive Director of Gas Turbine Operations, Mr. Dandrea was responsible for the operation, management, personnel safety, and availability of AE's gas turbine fleet.

Lennie Davis – Sr. Vice President, Retail Operations

Lennie Davis has 25 years of experience with Allegheny Energy prior to joining KEYTEX Energy. Mr. Davis worked in a variety of business areas including customer service, financial analysis, marketing, market research, and load forecasting. His experience in deregulated retail markets began when Pennsylvania opened in 1997. Mr. Davis was part of the management team that created Allegheny Energy's first retail business unit. Over the next fifteen years his work in various Allegheny retail subsidiaries included oversight of customer service operations, call centers, data entry, EDI activities, billing, and collections. During this period Allegheny took significant market share in New Jersey, Ohio, and Pennsylvania. In addition to his energy background Mr. Davis has also managed the customer service organization for a food manufacturer, and provided technical support for a start-up software company.

EXHIBIT B-4
Disclosure of Liabilities and Investigations

Applicant has never had or been subject to any investigations, pending or past rulings or judgment, liabilities or any other matter that could adversely impact its financial or operational status or ability to provide power broker and aggregation services in the State of Ohio for which it is seeking recertification thereof.

EXHIBIT C-1
Annual Reports

This section is not applicable to Applicant. Applicant is a limited liability company with no shareholders. Annual reports are not generated or otherwise regularly provided to holders of ownership interests in Applicant.

EXHIBIT C-2

SEC Filings

This section is not applicable to Applicant. Neither Applicant nor its parent company is required to make any filings with the SEC.

EXHIBIT C-4

Financial Arrangements

Not applicable.

EXHIBIT C-6

Credit Rating

N/A. Credit reporting agencies are only able to provide the credit report attached hereto as Exhibit C-7. Please see Exhibit C-7 for credit reporting and related information applicable to Applicant.

EXHIBIT C-8

Bankruptcy Information

This section is inapplicable to Applicant since neither Applicant, its parent company nor any affiliates thereof have filed for bankruptcy, or any form of reorganization or protection from creditors, within the two (2) most recent years preceding this renewal application.

EXHIBIT C-9

Merger Information

This section is inapplicable to Applicant since neither Applicant, its parent company nor any affiliates has been a party to any dissolution, merger or acquisition within the two (2) most recent years preceding this renewal application.

EXHIBIT C-10

Corporate Structure

KEYTEX Energy Solutions, LLC is an operating entity held by Unplugged Energy Holdings, LP and managed by Unplugged Energy, Inc.

Corporate Graph

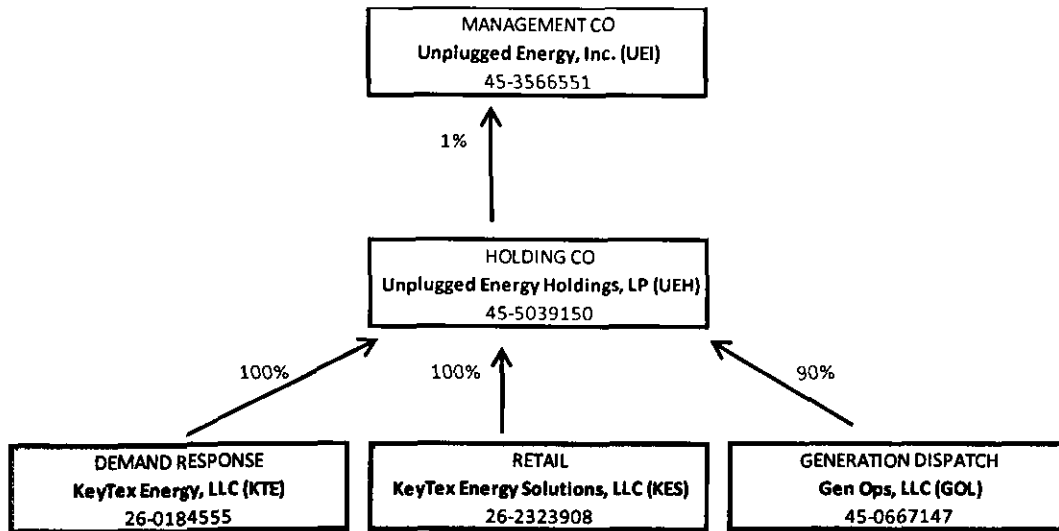


EXHIBIT D-1

Operations

Applicant, a national comprehensive energy management firm, specializes in the complexities of competitive procurement for electricity and gas, demand response, renewable energy, and all energy initiatives. Applicant's comprehensive services are led by a team of energy experts who develop proactive strategic energy solutions that can generate substantial *annual financial savings*.

EXHIBIT D-2

Operations Expertise

Applicant's executive team and key personnel have combined experience in the energy industry as executives, engineers, energy traders, quantitative analysts, dispatchers, and schedulers. Applicant's technical expertise includes wholesale and retail energy sales and pricing, utility tariff design, electric generator development and operation, fuel purchasing, environmental compliance strategies, municipal utility energy supply, both long and short term energy trading, and RTO system operations.

EXHIBIT D-3

Key Technical Personnel

In addition to the information set forth in Exhibit B-2 and throughout this renewal application, please see the below experience of Applicant's key operating personnel:

Gregory T. Cammerata – President

In addition to his experience at KEYTEX, Mr. Cammerata has 19 years' experience with Allegheny Energy serving in various engineering and analytical capacities which began in 1991 as a Plant Engineer at a supercritical generation facility. In 1993 he was assigned to the Engineering Studies group where he specialized in the economics of Clean Air Act compliance. In 1999, Mr. Cammerata became a Project Development Engineer with the unregulated side of Allegheny Energy, where he managed all aspects of siting and developing new power generation projects and expansions of existing facilities. He also performed economic evaluations of potential purchases of externally developed generation projects and divestitures of existing assets. In 2002 Mr. Cammerata became a Quantitative Analyst specializing in the area of Load and Generation Modeling as well as wholesale and retail pricing. He developed and modeled hedging strategies for Allegheny's wholesale trading group, developed pricing and load forecasting for structured transactions such as Provider of Last Resort agreements, developed wholesale and retail pricing models, modeled generation unit commitment and hedging strategies for Allegheny's generation fleet and modeled Allegheny's SO₂ and NO_x emission allowance requirements and compliance strategies.

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