

## Section A: Application Information

### A-1. Provider type:

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

### A-2. Applicant's legal name and contact information.

**Legal Name:** Trebel LLC      **Country:** United States  
**Phone:** 6144254885      **Extension (if applicable):**      **Street:** 1216 Lexington Ave STE 301  
**Website (if any):** www.trebelllc.com      **City:** Mansfield      **Province/State:** OH  
**Postal Code:** 44907

### A-3. Names and contact information under which the applicant will do business in Ohio

Provide the names and contact information the business entity will use for business in Ohio. This does not have to be an Ohio address and may be the same contact information given in A-2.

Name	Type	Address	Active?	Proof
Trebel LLC	Official Name	1216 Lexington Ave STE 301 Mansfield, OH 44907	Yes	Link

### A-4. Names under which the applicant does business in North America

Provide all business names the applicant uses in North America, including the names provided in A-2 and A-3.

Name	Type	Address	Active?	Proof
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### A-5. Contact person for regulatory matters

Scott Belcastro  
 1216 Lexington Ave., Suite 301  
 Mansfield, OH 44907



## Public Utilities Commission

US

scott@electricsuppliers.org

6144254885

### A-6. Contact person for PUCO Staff use in investigating consumer complaints

Mayra Hernandez

1216 Lexington Ave., Suite 301

Mansfield, OH 44907

US

mhernandez@electricsuppliers.org

6147853049

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

**Phone:** 8778612772

**Extension (if  
applicable):**

**Country:** United States

**Fax:**

**Extension (if applicable):**

**Street:** 1216 Lexington Ave STE 301

**Email:** scott@electricsuppliers.org

**City:** Mansfield

**Province/State:** OH

**Postal Code:** 44907

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

273430717

### A-9. Applicant's form of ownership

**Form of ownership:** Limited Liability Company (LLC)

### A-10. Identify current or proposed service areas

Identify each service area in which the applicant is currently providing service or intends to provide service and identify each customer class that the applicant is currently serving or intends to serve.

#### Service area selection

AEP Ohio

DP&L

Duke Energy Ohio

FirstEnergy - Cleveland Electric Illuminating

FirstEnergy - Ohio Edison



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FirstEnergy - Toledo Edison

### Class of customer selection

Commercial  
Industrial  
Mercantile  
Residential

### A-11. Start date

Indicate the approximate start date the applicant began/will begin offering services: 08-12-2020

### A-12. Principal officers, directors, and partners

Please provide all contacts that should be listed as an officer, director or partner.

Name	Email	Title	Address
Mayra Hernandez	mhernandez@electricsuppliers.org	Energy Management Specialist	1216 Lexington Ave., Suite 301 Mansfield, OH 44907 US
Scott Belcastro	scott@electricsuppliers.org	Energy Consultant/Principal	1216 Lexington Ave., Suite 301 Mansfield, OH 44907 US

### A-13. Company history

Trebel is an Ohio-owned and operated company in energy aggregation that is looking for the opportunity to serve your community. Created in 09/2010, we now have over 160 combined electric and natural gas programs and utilize a resident-focused approach to ensure communities are protected.

### A-14. Secretary of State

Secretary of State Link: <https://businesssearch.ohiosos.gov?=businessDetails/1961324>

## Section B: Applicant Managerial Capability and Experience

### B-1. Jurisdiction of operations



## Public Utilities Commission

List all jurisdictions in which the applicant or any affiliated interest of the applicant is certified, licensed, registered or otherwise authorized to provide retail natural gas service or retail/wholesale electric service as of the date of filing the application..

Jurisdiction of Operation: OH- Licensed since 2012

### **B-2. Experience and plans**

Describe the applicant's experience in providing the service(s) for which it is applying (e.g., number and type of customers served, utility service areas, amount of load, etc.). Include the 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 Sections 4928.10 and/or 4929.22 of the Ohio Revised Code.

Application Experience and Plan Description: Trebel operates in Ohio in a Consulting / Broker capacity to residential, Commercial, and Governmental Aggregator customers. Trebel assists customers with the purchase of electricity to be served by one of the many PUCO licensed electric providers.

Trebel will not be involved in any direct billing. While we may assist customers with billing questions most billing related questions can be direct to the supplier themselves. Other issues will be directed to AEP Ohio directly.

Trebel, LLC has experience in managing numerous governmental programs in the Ohio market and is now one of the largest Governmental Aggregation consultants in Ohio based on the number of programs managed. Trebel also has served numerous commercial and residential customers to choose generation service for their facility or home.

Trebel provides energy related services, including but not limited to the following:

- Evaluate existing energy costs and rates and provide market expertise;
- Assist customers with questions about their service;
- Where applicable prepare Request of Proposal (RFP);
- Assist with usage data collection and verification;
- Pre-screen all energy suppliers and act as point of contact;
- Assist with the preparation and submission of Governmental Aggregation application for the Public Utilities of Ohio (PUCO);
- Assist with preparation of resolutions, public notices, Plan of Operations and Governance, and communications with residents; Work directly with suppliers to meet all requirements related to local governments aggregation plan. This includes preparation of all notifications required to be sent to participants;
- Act as an exclusive sourcing agent with the suppliers;
- Assist with preparation of ongoing reporting requirements of the PUCO.



Over the last few years Trebel has been advising clients with renewable energy and sustainability initiatives. This includes commercial, residential and governmental aggregation customers.

**B-3. Disclosure of liabilities and investigations**

For the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant, describe all existing, pending or past rulings, judgments, findings, contingent liabilities, revocation of authority, regulatory investigations, judicial actions, or other formal or informal notices of violations, or any other matter related to competitive services in Ohio or equivalent services in another jurisdiction..

Liability and Investigations Disclosures: There have been no complaints filed against Trebel, LLC that could adversely impact Trebel's financial or operational status or ability to provide consulting / broker services.

**B-4. Disclosure of consumer protection violations**

Has the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws within the past five years?

**No**

**B-5. Disclosure of certification, denial, curtailment, suspension or revocation**

Has the applicant, affiliate, or a predecessor of the applicant had any certification, license, or application to provide retail natural gas or retail/wholesale electric service denied, curtailed, suspended, revoked, or cancelled or been terminated or suspended from any of Ohio's Natural Gas or Electric Utility's Choice programs within the past two years?

**No**

**B-6. Environmental disclosures**



Provide a detailed description of how the applicant intends to determine its generation resource mix and environmental characteristics, including air emissions and radioactive waste. Include the annual projection methodology and the proposed approach to compiling the quarterly actual environmental disclosure data. See 4901:1-21-09 of the Ohio Administrative Code for additional details of this requirement.

**PJM disclosure option chosen**

## **Section C: Applicant Financial Capability and Experience**

### **C-1. Financial reporting**

Provide a current link to the most recent Form 10-K filed with the Securities and Exchange Commission (SEC) or upload the form. If the applicant does not have a Form 10-K, submit the parent company's Form 10-K. If neither the applicant nor its parent is required to file Form 10-K, state that the applicant is not required to make such filings with the SEC and provide an explanation as to why it is not required.

Does not apply

### **C-2. Financial statements**

Provide copies of the applicant's two most recent years of audited financial statements, including a 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, provide 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 bank account numbers redacted**.

If the applicant is unable to meet the requirement for two years of financial statements, the Staff reviewer may request additional financial information.

Preferred to file this information confidentially

### **C-3. Forecasted financial statements**

Provide two years of forecasted income statements **based solely on the applicant's anticipated business activities in the state of Ohio**.



Include the following information with the forecast: a list of assumptions used to generate the forecast; a statement indicating that the forecast is based solely on Ohio business activities only; and the name, address, email address, and telephone number of the preparer of the forecast.

The forecast may be in one of two acceptable formats: 1) an annual format that includes the current year and the two years succeeding the current year; or 2) a monthly format showing 24 consecutive months following the month of filing this application broken down into two 12-month periods with totals for revenues, expenses, and projected net incomes for both periods. Please show revenues, expenses, and net income (revenues minus total expenses) that is expected to be earned and incurred in **business activities only in the state of Ohio** for those periods.

If the applicant is filing for both an electric certificate and a natural gas certificate, please provide a separate and distinct forecast for revenues and expenses representing Ohio electric business activities in the application for the electric certificate and another forecast representing Ohio natural gas business activities in the application for the natural gas certificate.

Preferred to file confidentially

#### **C-4. Credit rating**

Provide a credit opinion disclosing the applicant's credit rating as reported by at least one of the following ratings agencies: Moody's Investors Service, Standard & Poor's Financial Services, Fitch Ratings or the National Association of Insurance Commissioners. If the applicant does not have its own credit ratings, substitute the credit ratings of a parent or an affiliate organization and submit 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 'Not Rated'.

This does not apply

#### **C-5. Credit report**

Provide a copy of the applicant's credit report from Experian, Equifax, TransUnion, Dun and Bradstreet or a similar credit reporting organization. If the applicant is a newly formed entity with no credit report, then provide a personal credit report for the principal owner of the entity seeking certification. At a minimum, the credit report must show summary information and an overall credit score. **Bank/credit account numbers and highly sensitive identification information must be redacted.** If the applicant provides an acceptable credit rating(s) in response to C-4, then the applicant may select 'This does not apply' and provide a response in the box below stating that a credit rating(s) was provided in response to C-4.



Preferred to file this information confidentially

#### **C-6. Bankruptcy information**

Within the previous 24 months, have any of the following filed for reorganization, protection from creditors or any other form of bankruptcy?

- Applicant
- Parent company of the applicant
- Affiliate company that guarantees the financial obligations of the applicant
- Any owner or officer of the applicant

No

#### **C-7. Merger information**

Is the applicant currently involved in any dissolution, merger or acquisition activity, or otherwise participated in such activities within the previous 24 months?

No

#### **C-8. Corporate structure**

Provide a graphical depiction of the applicant's corporate structure. Do not provide an internal organizational chart. The graphical depiction should include all parent holding companies, subsidiaries and affiliates as well as 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 the applicant may respond by stating that it is a stand-alone entity with no affiliate or subsidiary companies.

Stand-alone entity with no affiliate or subsidiary companies

## **Section D: Applicant Technical Capacity**

#### **D-1. Operations**





Power brokers/aggregators: Include details of the applicant's business operations and plans for arranging and/or aggregating for the supply of electricity to retail customers.

**Operations Description:** Trebel's operations consist of relationship managers who have direct contact with Trebel's clients and an office of administrative personnel that handles all of our paper work, customer service, and all daily activities. Trebel plans to expand to continue serving customers throughout Ohio in both electric and natural gas.

**D-2. Operations Expertise & Key Technical Personnel**

Given the operational nature of the applicant's business, provide evidence of the applicant's experience and technical expertise in performing such operations. Include the names, titles, e-mail addresses, and background of key personnel involved in the operations of the applicant's business.

**Operations Expertise & Personnel Description:** All operations are overseen by the principal, Scott Belcastro who created Trebel in 09/2010. Scott has managed all facets of the company and continues to work directly with customers.

Daily operations include filing opt out letters, submission of renewal applications, and customer service.

**Mayra Hernandez- Director of Operations**

Manages and handles all operations with Trebel's clients on a daily basis. Works with all of Trebel's workforce including sales team and customer service personnel.

[mhernandez@electricsuppliers.org](mailto:mhernandez@electricsuppliers.org)

Telephone (567) 224-5226

**Nicole Quinn- Customer Service Specialist**

Handles all incoming calls and e-mails in regards to resident's questions about aggregation programs. Also assist with all administration duties.

[nquinn@electricsuppliers.org](mailto:nquinn@electricsuppliers.org)

Telephone (614) 285-3049



Public Utilities  
Commission

# Application Attachments

# Competitive Retail Electric Service Affidavit

County of Richland :

State of Ohio :

Sartt Belcastro, Affiant, being duly sworn/affirmed, hereby states that:

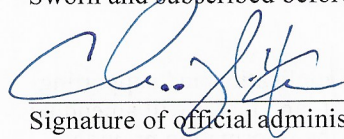
1. The information provided within the certification or certification renewal application and supporting information is complete, true, and accurate to the best knowledge of affiant, and that it will amend its application while it is pending if any substantial changes occur regarding the information provided.
2. The applicant will timely file an annual report of its intrastate gross receipts, gross earnings, and sales of kilowatt-hours of electricity pursuant to Sections 4905.10(A), 4911.18(A), and 4928.06(F), Ohio Revised Code.
3. The applicant will timely pay any assessment made pursuant to Sections 4905.10, 4911.18, and 4928.06(F), Ohio Revised Code.
4. The 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. The applicant 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 will fully comply with Section 4928.09, Ohio Revised Code regarding consent to the jurisdiction of Ohio Courts and the service of process.
7. The applicant will comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
8. The applicant 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 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, 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.
11. The Applicant will inform the Public Utilities Commission of Ohio 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 consumer complaints.

12. The facts set forth above are true and accurate 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.

13. Affiant further sayeth naught.

  
Signature of Affiant & Title

Sworn and subscribed before me this 12 day of August, 2020  
Month Year

  
Signature of official administering oath

CHAD THOMAS MILLER, Notary  
Print Name and Title

My commission expires on 08.21.2023



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

**Commission of Ohio Docketing Information System on**

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**in**

**Case No(s). 14-1390-EL-AGG**

Summary: In the Matter of the Application of Trebel LLC