



DIS Case Number: 10-1283-GA-CRS

Section A: Application Information

A-1. Provider type:

☐ Retail Natural Gas
Broker

☐ Retail Natural Gas
Aggregator

☒ Retail Natural Gas
Marketer

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

Legal Name: Santanna Natural Gas
Corporation

Country: United States

Phone: 7372388702 **Extension (if
applicable):**

Street: 7701 San Felipe Blvd., Suite 200

Website (if any):
<https://santannaenergyservices.com/>

City: Austin

Province/State: TX

Postal Code: 78729

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
Santanna Energy Services	DBA	7701 San Felipe Blvd., Suite 200 Austin, TX 78729	Yes	File

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
Santanna Energy Services	DBA	7701 San Felipe Blvd., Suite 200 Austin, TX 78729	Yes	File



A-5. Contact person for regulatory matters

Thomas Tynes
7701 San Felipe Blvd, Ste 200
Austin, TX 78729
US
ttynes@ses4energy.com
5126877305

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

Louise Kee
425 Quadrangle Dr
Bolingbrook, IL 60440
US
lkee@ses4energy.com
6307896022

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

Phone: 866-295-8617	Extension (if applicable):	Country: United States
Fax: 512-346-8578	Extension (if applicable):	Street: 425 Quadrangle Dr IL
Email: lkee@ses4energy.com	City: Bolingbrook	Province/State: IL
	Postal Code: 60440	

A-8. Applicant's federal employer identification number

74-2500445

A-9. Applicant's form of ownership

Form of ownership: Corporation

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

Columbia Gas of Ohio
 Dominion Energy Ohio
 Duke Energy Ohio

Class of customer selection

Industrial
 Residential
 Small Commercial
 Large Commercial

A-11. Start date

Indicate the approximate start date the applicant began/will begin offering services: 08-02-2010

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
Denise Robles	robles@ses4energy.com		425 Quadrangle Dr Bolingbrook, IL 60440 US
Louise Kee	lkee@ses4energy.com		425 Quadrangle Dr Bolingbrook, IL 60440 US
Thomas Tynes	ttynes@ses4energy.com	General Counsel	7701 San Felipe Blvd, Ste 200 Austin, TX 78729 US
Gregory Rabaey	grabaey@ses4energy.com	President, COO	7701 San Felipe Blvd, Ste 200 Austin, TX 78729 US
Richard McDonald	accountspayable@ses4energy.com	Controller	7701 San Felipe Blvd, Ste 200 Austin, TX 78729 US

A-13. Company history



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Santanna was founded in 1988 and has provided competitive retail electric and gas service for years in multiple jurisdictions in the Midwest. These services are its principal business interests.

A-14. Secretary of State

Secretary of State Link:

A-15. Proof of Ohio Employee and Office

Provide proof of an Ohio Office and Employee in accordance with Section 4929.22 of the Ohio Revised Code. List the designated Ohio employee's name, Ohio office address, telephone number and web site address

Employee Name: Melissa Hammons
4400 Easton Commons Way, Suite 125
Columbus, OH 43219
US
mhammons@ses4energy.com
6307896022

Section B: Applicant Managerial Capability and Experience

B-1. Jurisdiction of operations

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: Illinois, Ohio, Indiana, Pennsylvania, and Michigan

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: Santanna Energy Services (SES) currently has about 100,000 gas and electric retail customers across 5 jurisdictions: IL, OH, MI, PA, IN.

SES plans to use mass marketing sales techniques to reach residential and commercial customers in Ohio to offer a quality product with premium customer service at competitive prices. In addition, SES frequently evaluates potential improvements to its product and service offerings, and when prudent will introduce them to the marketplace. As of this filing, customers will be billed via the utility provided consolidated billing service.

SES is committed to quality, education, and strong internal controls when it comes to consumer protections and sales channel training. Clear, compliant, and truthful information and education of our services to prospective and active customers, and our sales vendors, are of utmost importance to SES's Senior Management and the entire staff. SES has a Quality Assurance (QA) Department whose primary objective is to proactively train, monitor, and communicate with our sales channels to ensure adherence with SES policies and procedures. Our goal is to educate consumers and to disclose all SES program terms and details so that they can make informed decisions.

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 are no 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 it is seeking to be certified to provide. However, SES is a named party in an ongoing PUCO complaint. See PUCO DOCKET 19-362

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

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



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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

C-9. Financial arrangements

Provide copies of the applicant's financial arrangements to satisfy collateral requirements to conduct retail electric/natural gas business activities (e.g., parental guarantees, letters of credit, contractual arrangements, etc., as described below).

Renewal applicants may provide a current statement from an Ohio local distribution utility (LDU) that shows that the applicant meets the LDU's collateral requirements. The statement or letter must be on the utility's letterhead and dated within a 30-day period of the date the applicant files its renewal application.

First-time applicants or applicants whose certificate has expired must meet the requirements of C-9 in one of the following ways:

1. The applicant itself states that it is investment grade rated by Moody's Investors Service, Standard & Poor's Financial Services, or Fitch Ratings and provides evidence of rating from the rating agencies. If you provided a credit rating in C-4, reference the credit rating in the statement.
2. The applicant's parent company is investment grade rated (by Moody's, Standard & Poor's, or Fitch) and guarantees the financial obligations of the applicant to the LDU(s). Provide a copy of the most recent credit opinion from Moody's, Standard & Poor's or Fitch.
3. The applicant's parent company 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 parent company's financials and a copy of the parental guarantee must be included in the application if the applicant is relying on this option.
4. The applicant can provide evidence of posting a letter of credit with the LDU(s) listed as the beneficiary, in an amount sufficient to satisfy the collateral requirements of the LDU(s).

Preferred to file confidentially

Section D: Applicant Technical Capacity

D-1. Operations

Gas Marketers: Describe the operational nature of the applicant's business, specifying whether operations will include the contracting of natural gas purchases for retail sales, the nomination and scheduling of retail natural gas for delivery, and/or the provision of retail ancillary services,



as well as other services used to supply natural gas to the natural gas company city gate for retail customers.

Operations Description: Santanna has been in business for over 30 years, providing natural gas and/or electric services to around 100,000 residential, commercial, and industrial customers in Illinois, Ohio, Pennsylvania, Michigan, and Indiana. Santanna does not generate power.

Santanna Energy Services's Operations Team has more than 30 years of combined experience in all aspects of delivery, forecasting, scheduling, nomination, and inventory management. Santanna's Operations Team works closely with Santanna's primary supplier, Twin Eagle Resource Management (TE), in all aspects of retail power. As part of Santanna's Energy Management Agreement with TE, TE provides Santanna services necessary to meet technical requirements to schedule retail power for transmission and delivery, for the provision of retail ancillary services, and other services used to arrange for the purchase and delivery of electricity to retail customers.

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: Biographies of Santanna's leadership are provided below:

DOUG CUELLER

Chief Executive Officer

Doug Cueller holds a M.B.A. in finance and management from Lewis University and a B.S. in accounting from the University of Illinois.

Doug Cueller has over 25 years of experience in the natural gas and electric industry in Illinois, included product development, customer service and broker relationships. Doug Cueller began his career at Nicor Gas as a division accountant and financial analyst. Over the course of his 5 years at Nicor Gas, Doug Cueller responsibilities included transportation analyst, assisted in the



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creation of deregulation policies, worked with the various brokers and pipelines, and worked with transportation billing for customers.

At Santanna, Doug Cueller began as a key leader in the development of Santanna's marketing programs and energy products. In addition, Doug Cueller oversaw the daily operations of Santanna's Hinsdale and Bolingbrook offices, staffed by over 50 professionals and non-professionals who provide customer service, sales, product development, and collections services. His staff interfaced with thousands of gas and electric customers that Santanna serves and or seeks to serve in Illinois. He has since risen to the role of Chief Executive Officer where he oversees all of the company's operations.

GREGORY (GREG) F. RABAEY

President

Greg Rabaey holds a B.S. in Mathematics and Physics from Mankato State University, Mankato, MN and both a M.S. and Ph.D. in Physics from the University of Arizona.

After several years as a research scientist at the University of Arizona, Greg relocated to Central Texas to join a high-tech start-up company as a staff scientist. This company developed sophisticated nondestructive testing tools for the power generation, petro-chemical and pulp/paper industries. After holding several positions with this company, including Manager of Physics and Software Systems, Greg joined Santanna Natural Gas Corporation in June of 1996.

Greg Rabaey has over 15 years experience of experience in the energy marketplace working with the rules, practices and tariffs of all major gas and electric utilities in Illinois and Michigan. In addition, Greg Rabaey draws on his technical expertise in hardware and software system design, database management and data analysis. Data quality tools have been developed, single point data entry has been enforced, and electronic transmission and collection of data has been implemented. Greg Rabaey has developed or lead projects as diverse as Customer Service applications, Billing and Invoicing, Risk Management, and Contract Management.

Greg Rabaey serves as the principal officer of Santanna Energy Service's corporate office in Austin, TX, which handles daily operations related to IT, Finance, and Energy Operations.

CHRIS TESSLER

Vice President, Energy Operations

Chris holds a B.A. in Economics and Government from the University of Texas at Austin. He has worked for multiple deregulated energy companies managing both wholesale and retail portfolios. He has end-to-end knowledge of deregulated business models for both retail load and generation. As the Vice President of Energy Operations, he utilizes his experience in portfolio management, finance, IT, contracts, data management, pricing, hedging, and load



forecasting to develop and implement policies and procedures which strengthen the core of the company's day to day operations.



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Commission

Application Attachments

Entity#: 1952828
Filing Type: REGISTERED TRADE NAME
Original Filing Date: 07/27/2010
Location: ---
Business Name: SANTANNA ENERGY SERVICES

Status: Active
Exp. Date: 07/27/2025

Agent/Registrant Information

SANTANNA NATURAL GAS CORPORATION
7701 SAN FELIPE BLVD
STE 200
AUSTIN TX 78729
07/27/2010
Active

Filings

Filing Type	Date of Filing	Document ID
TRADE NAME/ORIGINAL FILING	07/27/2010	201021601257
LETTER/RENEWAL NOTICE MAILED	03/26/2015	201508500182
TRADE NAME RENEWAL	06/02/2015	201515304698
LETTER/RENEWAL NOTICE MAILED	03/26/2020	202008600238
TRADE NAME RENEWAL	07/17/2020	202019901542

Fri Aug 28 2020

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

I, Frank LaRose, Secretary of State of the State of Ohio, do hereby certify that this is a list of all records approved on this business entity and in the custody of the Secretary of State.



*Witness my hand and the seal of the
Secretary of State at Columbus,
Ohio this 28th of August, A.D. 2020*

Ohio Secretary of State

A handwritten signature in blue ink that reads "Frank LaRose".

Competitive Retail Natural Gas Service Affidavit

County of Travis :

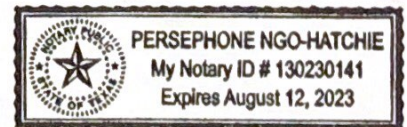
State of Texas :

Thomas Tynes, 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 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 Sections 4905.10 and 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 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. 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 comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
8. 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.
9. 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.

10. Affiant further sayeth naught.

[Signature], General Counsel
Signature of Affiant & Title



Sworn and subscribed before me this 2nd day of September, 2020
Month Year

[Signature]
Signature of official administering oath

Persephone Ngo-Hatchie
Print Name and Title

My commission expires on August 12, 2023

This foregoing document was electronically filed with the Public Utilities

Commission of Ohio Docketing Information System on

9/23/2020 5:49:13 PM

in

Case No(s). 10-1283-GA-CRS

Summary: In the Matter of the Application of Santanna Natural Gas Corporation