



Public Utilities Commission

Competitive Retail Natural Gas Service (CRNGS) Provider Application

Case Number: _____ - _____ -GA- _____

Please complete all information. Identify all attachments with a label and title (example: Exhibit C-2 Financial Statements). For paper filing, you can mail the original and two complete copies to the Public Utilities Commission of Ohio, Docketing Division, 180 East Broad Street, Columbus, Ohio 43215-3793.

A. Application Information

A-1. Provider Type.

Select the competitive retail natural gas service (CRNGS) provider type(s) for which the applicant is seeking certification. Please note you can select more than one.

Retail Natural Gas Aggregator

☐

Retail Natural Gas Broker

☒

Retail Natural Gas Marketer

☐

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

Provide the name and contact information of the business entity.

Legal Name: Protocall Communications, Inc.

Street Address: 204 Main Street

City: Laurel State: MD Zip: 20707

Telephone: 301-361-1122 Website: www.protocall.net

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: Protocall Communications, Inc.

Street Address: 204 Main Street

City: Laurel State: MD Zip: 20707

Telephone: 301-361-1122 Email: deb@protocall.net

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

Provide all business names the applicant uses in North America. You do not need to include the names provided in A-2 and A-3.

Name(s): n/a _____

A-5. Contact person for regulatory matters.

Name: Deborah Liebel Title: President
Street Address: 204 Main Street
City: Laurel State: MD Zip: 20707
Telephone: 301-361-1122 Email: deb@protocall.net

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

Name: Deborah Liebel Title: President
Street Address: 204 Main Street
City: Laurel State: MD Zip: 20707
Telephone: 301-361-1122 Email: deb@protocall.net

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

Street Address: 204 Main Street
City: Laurel State: MD Zip: 20707
Toll-free Telephone: 888-277-2086 Email: deb@protocall.net

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

FEIN: 01-0573340

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

Sole Proprietorship <input type="checkbox"/>	Limited Liability Partnership (LLP) <input type="checkbox"/>	Corporation <input checked="" type="checkbox"/>	Partnership <input type="checkbox"/>
Limited Liability Company (LLC) <input type="checkbox"/>	Other: _____		

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 <input checked="" type="checkbox"/>	Dominion Energy Ohio <input checked="" type="checkbox"/>	Duke Energy Ohio <input checked="" type="checkbox"/>	Vectren Energy Delivery of Ohio <input checked="" type="checkbox"/>
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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.

Date: Upon approval

A-12. Principal officers, directors and partners. see attached

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

A-13. Company history. see attached

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

A-14. Secretary of State. see attached

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

A-15. Proof of Ohio office and employee.

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.

Name: Paracorp Incorporated Title: Agent
Street Address: 4568 Mayfield Road #204
City: Cleveland State: OH Zip: 44121
Telephone: 888-272-3725 Email: _____

B. Managerial Capability

Provide a response or attachment for each of the sections below.

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.

see attached

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 see attached Sections 4928.10 and/or 4929.22 of the Ohio Revised Code.

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. see attached

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? If yes, attach a document detailing the information.

Yes

☐

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? If yes, attach a document detailing the information.

Yes

☐

No

☒

C. Financial Capability

Provide a response or attachment for each of the sections below.

C-1. Financial reporting.

Provide a current link to the most recent Form 10-K filed with the Securities and Exchange Commission (SEC) or attach a copy of 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. see attached

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

see attached

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.

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. see attached

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". see attached

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. see attached

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? If yes, attach a document detailing the information.

Applicant

Parent company of the applicant

Affiliate company that guarantees the financial obligations of the applicant

Any owner or officer of the applicant

Yes

☐

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? If yes, attach a document detailing the information.

Yes

☐

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. see attached

C-9. Financial arrangements.

This section is only applicable if power marketer or retail electric generation provider has been selected in A-1.

Not applicable - applicant is broker

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).

D. Technical Capability

Provide an attachment for each of the sections below.

D-1. Operations.

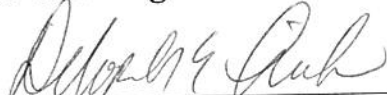
Retail natural gas brokers/aggregators: Include details of the applicant's business operations and plans for arranging and/or aggregating for the supply of natural gas to retail customers. see attached

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.

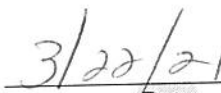
D-2. Operations expertise and key technical personnel.

Provide evidence of the applicant's experience and technical expertise in performing the operations described in this application. Include the names, titles, e-mail addresses, telephone numbers and background of key personnel involved in the operational aspects of the applicant's business. see attached

As authorized representative for the above company/organization, I certify that all the information contained in this application is true, accurate and complete. I also understand that failure to report completely and accurately may result in penalties or other legal actions.



Signature



Date

President

Title

Competitive Retail Natural Gas Service Affidavit

County of Prince George :

State of Maryland :

Deborah Liebel, 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 says that:

Deborah Liebel, President
Signature of Affiant & Title

Sworn and subscribed before me this 22 day of 3, 2021
Month Year

Ellen P. Kleinknecht
Signature of official administering oath

ELLEN P. KLEINKNECHT
Print Name and Title Public-Maryland
Anne Arundel County
My Commission Expires
May 18, 2024

My commission expires on _____

Owners and Officers ProtoCall Communications Inc.

1. Deborah Liebel, President

204 Main Street
Laurel, MD 20707
40% owner

2. Ellen Kleinknecht

204 Main Street
Laurel, MD 20707
40% owner

3. Scott Kleinknecht

204 Main Street
Laurel, MD 20707
20% owner

Protocall

Protocall is a unique sales organization comprised of an inside business to business sales and an outside business to business sales team specializing in delivering top quality results for our clients. Our executive team has 100 years of combined experience in sales and building quality sales teams.

We understand the importance of training. We invest in our people continually as they represent us in the market place. We have developed numerous training programs including sales, leadership, back office and quality control, all of which we currently use in our current business model.

Protocall is a multi- award-winning sales organization, specializing in deregulated sales of telecom and energy since the year 2000. Our clients have included Verizon, AT&T, Bell South, Comcast and Constellation Energy to name a few.

Currently Protocall has over 65 Telesales employees in Maryland working from home during this pandemic. Protocall records 100% of the phone calls and follows all state and regulatory guidelines.

Protocall Management Team

- Deborah Liebel, President – Has over 35 years in sales and marketing experience, with the last 10 years focusing on energy sales for businesses and consumers.
- Ellen Kleinknecht, CFO and Human Resource Director – Has over 30 years' experience building a financially responsible business that allows for growth responsibly. Her years of experience in HR allows us to recruit and retain some of the best sale professionals, all the while keep a keen eye on compliance and awareness of the organization.
- Scott Kleinknecht, COO - Has over 35 years in building a technologically sound business to be able to handle the complexities of compliance for employees working from home and or in the field.

Plan for Brokerage

Protocall's decision to enter into the broker space is based on where we feel our future success, especially in these current economic circumstances. Currently we sell in the energy space for our client. We do not contract directly with customers; we are only contracted with our client to represent our client. We do not have title to supply. We do not have agreements with PJM or utilities and we do not sell supply directly. We also do not contract with the small business customers directly.

Our plan is to launch in Illonois with home agents to start, following all TCPA guidelines and then, launch a door-to-door channel. Our vision is to create a home-based professional who can contact customers and set appointments for our sales professionals to assist with presenting the product and closing the sale. We also believe the home-based agent can grow into a sale's professional role and possibly a leadership role within the organization allowing for opportunity to rise through the organization. By having the sale professional role to help with closing appointments, it ensures the customer receives all information accurately and professionally while training the new upcoming home agents. We believe we can create a best in class model for others to follow.



DATE
03/16/2021

DOCUMENT ID
202106301350

DESCRIPTION
FOREIGN FOR PROFIT CORPORATION -
LICENSE (FLF)

FILING
99.00

EXPED
0.00

CERT
0.00

COPY
0.00

Receipt

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

LICENSELOGIX
140 GRAND STREET
SUITE 300
WHITE PLAINS, NY 10601

STATE OF OHIO CERTIFICATE

Ohio Secretary of State, Frank LaRose
4635320

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

PROTOCOL COMMUNICATIONS, INC.

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

Document(s)

FOREIGN FOR PROFIT CORPORATION - LICENSE

Effective Date: 03/09/2021

Document No(s):

202106301350

Authorization to transact business in Ohio is hereby given, until surrender, expiration or cancellation of this license.



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
16th day of March, A.D. 2021.

Ohio Secretary of State



Business Licenses Detail Report

Entity	Jurisdiction	License	Number	Department	Filed / Approved	Status
ProtoCall Communications Inc. (MA)	State of Massachusetts	Electric Broker License		Department of Public Utilities	3/15/2021	Filed
ProtoCall Communications Inc. (MA)	State of Massachusetts	Natural Gas Broker License		Department of Public Utilities	2/19/2021	Filed
ProtoCall Communications Inc. (MD)	State of Maryland	Electric Broker License	IR-4544	Public Service Commission	3/19/2021	Complete
ProtoCall Communications Inc. (MD)	State of Maryland	Natural Gas Broker License	IR-4543	Public Service Commission	3/19/2021	Complete
ProtoCall Communications Inc. (NJ)	State of New Jersey	Energy Broker License	EA-0661	Board of Public Utilities	9/29/2020 1/27/2021	Complete
ProtoCall Communications Inc. (PA)	State of Pennsylvania	Electric Broker License	A-2020-3022905	Public Utility Commission	3/19/2021	Complete
ProtoCall Communications Inc. (PA)	State of Pennsylvania	Natural Gas Broker License	A-2020-3022974	Public Utility Commission	3/19/2021	Complete

Exhibit B -2

Sales Process Overview

1. All agents will be trained on product and compliance. A test will be administered to ensure they understand the information and the importance of doing business ethically and honestly.
2. Once passed the test the agent will be assigned a trainer (whether in the field or over the phone) The trainer will assist them in learning every process and selling practice. The trainer will be present for the new agents first 3 deals to ensure they understand exactly how to transact business.
3. Home based agent makes the call with the goal of arranging an appointment for the sales professional to meet over the phone and/or in person.
4. Sale professional and home agent present to customer and customer decides to take advantage of the offer. Customer then contracts with Protocall for a specific supplier. Contract will follow supplier guidelines: third party verified, paper contract, or electronic contract.
5. Once the contract is finalized, sale will be input into our tracking system. This will allow us to track all steps of the sale and ensure all quality checks are in followed, as well as tracking for agents. The system will que customer care.
6. Our customer care will call the customer to verify all information, customer name, address, authorized decision maker, rate and term again. This call will be recorded and marked pass or fail accordingly.
7. If the sale passes quality assurance, it will que the administrator who will then process the sale and send it to the supplier with all necessary agreements and or recordings.
8. If the call fails quality assurance, depending on the nature of the fail (i.e. Customer has questions, confusion around offer etc.), the customer will be given the choice to call the sales agent directly or be warm transferred. The sale will be coded as failed in our system, and will not proceed until a clean customer care is made and recorded.

Oversight

1. All Telesales agents will be recorded on 100% of their calls following all tcpa guidelines. Each agent will be monitored each week by quality assurance to ensure following all guidelines. IF they are found to not follow guidelines corrective action will be taken up to and including termination.
2. All Door to Door agents will receive random field visits to ensure they are following all guidelines. IF they are found to not follow guidelines corrective action will be taken up to and including termination.
3. In addition, we will make three attempts to contact the customer with a customer care follow up call to ensure they understand the offer and the contract terms. We will also verify that the business does exist and that the decision maker does work there and make the decisions.
4. All sales will be verified by either written contract, electronic contract and or Third-party verification.
5. We will not be billing customers directly that will be the supplier and utility responsibility.

6. Protocall will work with the suppliers to provide customer support. For the sale process Protocall will have inhouse Customer care and for billing inquiries or after sale inquiries the respective suppliers will handle.
 - Customers will be billed by supplier and or utility based on the supplier agreements

B3

Protocall Communications does not currently or previously have any adverse rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matter that could adversely impact our financial or operational status or ability to provide the services we are seeking at this time.

A handwritten signature in black ink, appearing to read "Deborah K. Kuhl". The signature is written in a cursive style with a large, stylized initial 'D'.

Protocall Communications, Inc. is a privately held company and as such, 10-K filing with the SEC are not required.

C-2 and C-3

Filed confidentially.

Protocall Communications, Inc. does not have a credit rating.

CreditScoreSM Report

as of: 09/25/20 10:32 ET

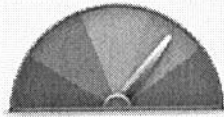
Protocall Communications, Inc

Address:	204 Main St Laurel, MD 20707-4308 United States	Key Personnel:	Ellen Kleinknecht Christopher Magaha Janice Obrien
Phone:	301-361-1111	SIC Code:	4800-Communications 7389-Business Services, Nec 5065-Electronic Parts & Equipment, Nec
Website:	www.protocall.net	NAICS Code:	517000-Telecommunications 541420-Industrial Design Services 423690-Other Electronic Parts And Equipment Merchant Wholesalers
Experian BIN:	713166457	Business Type:	Corporation
Agent:	Business Filings Incorporated	Experian File Established:	March 1994
Agent Address:	4400 Easton Commons Way Suite 125 Columbus, OH	Experian Years on File:	26 Years
Also is (or has been) operating as:	Protocall Communications Inc	Years in Business:	More than 26 Years
Family Linkage:		Total Employees:	2
Ultimate Parent	Protocall Communications, Inc 204 Main St Laurel, MD	Sales:	\$91,000
Branches / Alternative Locations	Protocall Communications, Inc 204 Main St Laurel, MD United States	Filing Data Provided by:	Maryland
		Date of Incorporation:	01/16/2014

Experian Business Credit Score

54

Business Credit Score



Low-Medium Risk

The objective of the Experian Business Credit Score is to predict payment behavior. High Risk means that there is a significant probability of delinquent payment. Low Risk means that there is a good probability of on-time payment.

Key Score Factors:

- Number of commercial accounts with net 1-30 days term.
- Number of commercial collection accounts.
- Nbr of active commercial accts within the last 12 mos.
- Number of recently active commercial accounts.

Business Credit Scores range from a low of 1 to high of 100 with this company receiving a score of 54. Higher scores indicate lower risk. This score predicts the likelihood of serious credit delinquencies within the next 12 months. This score uses tradeline and collections information, public filings as well as other variables to predict future risk.

3

Financial Stability Risk
Rating



A Financial Stability Risk Rating of 3 indicates a 2.95% potential risk of severe financial distress within the next 12 months.

Key Rating Factors:

- Number of commercial collection accounts.
- Risk associated with the company's industry sector.
- Number of active commercial accounts.
- Risk associated with the business type.

Financial Stability Risk Ratings range from a low of 1 to high of 5 with this company receiving a rating of 3. Lower ratings indicate lower risk. Experian categorizes all businesses to fit within one of the five risk segments. This rating predicts the likelihood of payment default and/or bankruptcy within the next 12 months. This rating uses tradeline and collections information, public filings as well as other variables to predict future risk.

Credit Summary

This location does not yet have an estimated Days Beyond Terms (DBT), or a Payment Trend Indicator. This is often the result of too few active Payment Tradelines.

Please refer to Experian's www.BusinessCreditFacts.com website for more information on establishing Payment Tradelines.

Lowest 6 Month Balance:	\$392
Highest 6 Month Balance:	\$392
Current Total Account Balance:	\$0
Highest Credit Amount Extended:	\$0

Payment Tradelines (see charts):	5
UCC Filings:	0
Businesses Scoring Worse:	53%
✓ Bankruptcies:	0
✓ Liens:	0
✓ Judgments Filed:	0
✓ Collections (see detail, summary):	1

Payment Trend Summary

Insufficient information to produce
Monthly Payment Trends
chart.

Insufficient information to produce
Quarterly Payment Trends
chart.

Insufficient information to produce
Continuous Payment Trends
chart.

Insufficient information to produce
Newly Reported Payment Trends
chart.

Insufficient information to produce
Combined Payment Trends
chart.

Collection Filings

Date	Agency	Agency Phone	Status	Closed Date	Amt Disputed	Amt Collected	Comments
10/15	Jonathon Neil & Associates	800-331-6333	Paid in Full	06/16	\$1,400	\$0	

Collections Summary

Status	Number of Items	Amt Disputed	Amt Collected
Paid in Full	1	\$1,400	\$0

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Exhibit C6-C7

NA

C-8

Protocall is a standalone entity with no affiliates or subsidiaries

Protocall

Protocall is a unique sales organization comprised of an inside business to business sales and an outside business to business sales team specializing in delivering top quality results for our clients. Our executive team has 100 years of combined experience in sales and building quality sales teams.

We understand the importance of training. We invest in our people continually as they represent us in the market place. We have developed numerous training programs including sales, leadership, back office and quality control, all of which we currently use in our current business model.

Protocall is a multi- award-winning sales organization, specializing in deregulated sales of telecom and energy since the year 2000. Our clients have included Verizon, AT&T, Bell South, Comcast and Constellation Energy to name a few.

Currently Protocall has over 65 Telesales employees in Maryland working from home during this pandemic. Protocall records 100% of the phone calls and follows all state and regulatory guidelines.

Protocall Management Team

- Deborah Liebel, President – Has over 35 years in sales and marketing experience, with the last 10 years focusing on energy sales for businesses and consumers.
- Ellen Kleinknecht, CFO and Human Resource Director – Has over 30 years' experience building a financially responsible business that allows for growth responsibly. Her years of experience in HR allows us to recruit and retain some of the best sale professionals, all the while keep a keen eye on compliance and awareness of the organization.
- Scott Kleinknecht, COO - Has over 35 years in building a technologically sound business to be able to handle the complexities of compliance for employees working from home and or in the field.

Plan for Brokerage

Protocall's decision to enter into the broker space is based on where we feel our future success, especially in these current economic circumstances. Currently we sell in the energy space for our client. We do not contract directly with customers; we are only contracted with our client to represent our client. We do not have title to supply. We do not have agreements with PJM or utilities and we do not sell supply directly. We also do not contract with the small business customers directly.

Our plan is to launch in Illinois with home agents to start, following all TCPA guidelines and then, launch a door-to-door channel. Our vision is to create a home-based professional who can contact customers and set appointments for our sales professionals to assist with presenting the product and closing the sale. We also believe the home-based agent can grow into a sale's professional role and possibly a leadership role within the organization allowing for opportunity to rise through the organization. By having the sale professional role to help with closing appointments, it ensures the customer receives all information accurately and professionally while training the new upcoming home agents. We believe we can create a best in class model for others to follow.

Sales Process Overview

1. All agents will be trained on product and compliance. A test will be administered to ensure they understand the information and the importance of doing business ethically and honestly.
2. Once passed the test the agent will be assigned a trainer (whether in the field or over the phone) The trainer will assist them in learning every process and selling practice. The trainer will be present for the new agents first 3 deals to ensure they understand exactly how to transact business.
3. Home based agent makes the call with the goal of arranging an appointment for the sales professional to meet over the phone and/or in person.
4. Sale professional and home agent present to customer and customer decides to take advantage of the offer. Customer then contracts with Protocall for a specific supplier. Contract will follow supplier guidelines: third party verified, paper contract, or electronic contract.
5. Once the contract is finalized, sale will be input into our tracking system. This will allow us to track all steps of the sale and ensure all quality checks are in followed, as well as tracking for agents. The system will que customer care.
6. Our customer care will call the customer to verify all information, customer name, address, authorized decision maker, rate and term again. This call will be recorded and marked pass or fail accordingly.
7. If the sale passes quality assurance, it will que the administrator who will then process the sale and send it to the supplier with all necessary agreements and or recordings.
8. If the call fails quality assurance, depending on the nature of the fail (i.e. Customer has questions, confusion around offer etc.), the customer will be given the choice to call the sales agent directly or be warm transferred. The sale will be coded as failed in our system, and will not proceed until a clean customer care is made and recorded.

Oversight

1. All Telesales agents will be recorded on 100% of their calls following all tcpa guidelines. Each agent will be monitored each week by quality assurance to ensure following all guidelines. IF they are found to not follow guidelines corrective action will be taken up to and including termination.
2. All Door to Door agents will receive random field visits to ensure they are following all guidelines. IF they are found to not follow guidelines corrective action will be taken up to and including termination.
3. In addition, we will make three attempts to contact the customer with a customer care follow up call to ensure they understand the offer and the contract terms. We will also verify that the business does exist and that the decision maker does work there and make the decisions.
4. All sales will be verified by either written contract, electronic contract and or Third-party verification.
5. We will not be billing customers directly that will be the supplier and utility responsibility.
6. Protocall will work with the suppliers to provide customer support. For the sale process Protocall will have inhouse Customer care and for billing inquiries or after sale inquires the respective suppliers will handle.

Exhibit D-2. Operations expertise and key technical personnel

Provide evidence of the applicant's experience and technical expertise in performing the operations described in this application. include the names, titles, e-mail addresses, telephone numbers and background of key personnel involved in the operational aspects of the applicant's business.

1. Deborah Liebel, President

204 Main Street
Laurel, MD 20707
40% owner
deb@protocall.net
301-361-1122

2. Ellen Kleinknecht

204 Main Street
Laurel, MD 20707
40% owner
ellen@protocall.net
301-361-1125

3. Scott Kleinknecht

204 Main Street
Laurel, MD 20707
20% owner
scott@protocall.net
301-361-1126

DEBORAH E. LIEBEL

SUMMARY:

Results-oriented, executive sales director with over 25 years experience in the following key areas: executive level leadership, strategic planning and execution, financial accountability, mentoring, sales aptitude, training & development, performance management, project management, competitive analysis, problem solving, analytical aptitude, adaptability, organized, team player.

EXPERIENCE:

Protocall Communications, Laurel, MD
President

Dec 2009-present

Manage 400 plus employees to generate positive results for our clients and our business model.

- Developed business plan to grow organic revenue by 10% and add additional clients to grow revenues by 25%
- Created key list of potential industries and clients to solicit
- Recruited and hired key leadership personnel to implement our strategy
- Developed a process to measure effectiveness and track accomplishments
- Identified key areas of opportunities and developed plan of action to ensure success
- Landed 3 of our 5 clients needed to grow our revenue stream
- Currently concentrating on growing our B to B and Consumer business

NOVO 1, Inc.
Chief Operating Officer

2001-Dec 2009

Manage our day to day operations of 400 + employees

- Brought on AT&T SE and grew it to 30% of our revenue
- Grew AT&T relationship to add consumer business producing over 3M in additional revenue
- Develop strong process for order entry, reconciliation that resulted in our being able to offer to all clients creating an additional revenue stream
- Developed and implemented a process for leadership team to analyze performance and develop an action plan resulting in an award winning culture of performance for our clients
- Implemented leadership development program to ensure development of all sales representatives who desire to be leaders
- Analyzed and implemented comp plans to ensure success in our ability to meet client needs consistently
- Designed and implemented department level standards to which everyone strives to meet
- Designed and implemented process improvement within our clients to allow us to generate organic growth consistently over first 9 years
- Created sales process to use for prospective clients
- Manage day to day departments, clients and employees

Protocall Communications

2000-2001

Director of Operations

Manage day to day operations and grow Verizon business

- Recruited, hired, and developed sales representatives to deliver results
- Grew Verizon from 15 reps to 100 within 2 years
- Grew sales management team and leadership team
- Designed and implemented management training
- Designed reporting structure to ensure client results
- Designed departments to implement efficiencies and maintain costs while growing results

MCI Mass Markets, Linthicum, MD**1998-2000****Commercial Sales Manager, Small Business**

Manage five commercial outbound sales teams to obtain sales/revenue objectives. Recruit, hire and maintain all minimum headcount levels. Develop and implement strategy to maximize results. Set and communicate clear objectives and standards of performance for all one hundred employees. Monitor, develop and train five call center supervisors daily. Consistently analyze process and implement improvements,

- Developed and implemented a process for supervisors to analyze performance and develop an action plan resulting in an increase in performance of 25%
- Implemented peak performance to ensure development of all sales representatives and supervisors
- Analyzed and implemented a process to ensure success in recruiting, resulting in 60% of our new hires achieving over quota their first two weeks on the floor
- Recruited, trained, and developed three supervisors within six weeks
- Designed a reporting process to drive accountability for the supervisors and the representatives

Supervisor, Small Business**1998**

Manage outbound commercial sales team, of up to twenty representatives, to achieve sales goals. Set and maintain high standards. Develop, coach and monitor all sales representatives to ensure success. Daily feedback and training sessions to optimize sales. Design sales contest to drive results. Encouraged reward recruiting efforts. Schedule, coordinate, and implement strategy to obtain results.

- Applied sales strategies which resulted in the team moving from the bottom 20% to the top 20% in the first two weeks as a supervisor
- Analyzed and implemented a strategy to develop sales professionals to increase production
- Implemented process to build a winning team resulting in a team award for the new recruits

AT&T CAPITAL CORPORATION, Towson, MD**1990 - 1998****Team Manager, Consumer Direct Sales and Operations, Automotive Division**

Managed call center day-to-day problem solving in a fast-paced environment. Managed performance for consumer team. Develop and implement all training, procedures and policies for team. Manage resources for expenses and manpower budgets according to finance volumes. Monitor industry change and competition. Maintain and establish relationships with affinity partners and vendors. Active participant in RFP's for vendors in billing, customer service and end of term.

- Lead person on launch of most successful affinity partner and first venture into small business markets with finance volumes of 19M
- Developed and applied sales strategies to meet business goals which resulted in organic growth volumes of 88M from 74M in 1996.
- Designed and implemented lease training for 40 consumer team members
- Researched, designed, tested, trained and implemented the new Regulation M lease for all 50 states
- Active role in redesigning the organization and process management
- Analyzed and implemented a process improvement resulting in increased efficiencies of 70% on factory orders and 60% on out-of-stock acquisitions
- Through implementation of call management systems and monitoring, increased call handling capability from 250 calls to 500 calls per day and customer satisfaction results from 94% to 98%

Ellen P Kleinknecht

Work Experience

2009- present

Protocall Communications, Inc.

Chief Financial Officer and Co-Owner

Maintain complete financial responsibility, as well as responsibilities including strategic direction, marketing, sales, budgeting, payroll, and Human Resources policy development.

2002-December 2009

NOVO 1, Inc.

Chief Financial Officer

Responsible for leadership and management of all financial operations, as well as all legal and Human Resource functions. Developed and implemented strategic marketing and business development plans to achieve corporate initiatives. Work closely with sales function. Responsible for all personnel issues, payroll, accounts payable and receivable.

1995 – January 2002

Protocall Communications, LLC

Managing Partner, Co-owner

Responsibilities in all aspects of company, including strategic direction, marketing, sales, budgeting, payroll, Human Resources policy development, and program management. Implemented cafeteria plans for benefit coverage. Helped to grow firm from startup to highly profitable company that was sold to Call Solutions of Waukesha, WI (later called NOVO 1).

1993 - April 1995

Computing Devices International (formerly Control Data Corporation)

Manager of Legislative Affairs, Washington DC

Conveyed corporate position to congressional members and staff regarding proposed and existing legislative actions. Assessed impact of congressional testimony on company's strategic plans. Liaison with congressional staffs and members' office staff. Performed staff functions with the company's Political Action Committee Board.

1991 - 1993

Computing Devices International

Shipboard SubSurface Team Leader, Washington, DC

Served as leader of this strategic market segment. Coordinated technology transfer from avionics to shipboard subsurface market segment. Worked with both government and prime contractor procurement offices. Quota averaged \$20 million a year. Achieved 100% Club every year eligible.

1986 - 1991

Computing Devices International

Program Marketing Manager, Washington, DC

Identified, qualified, and developed program opportunities for both avionics and shipboard applications for this international corporation. Developed and implemented pursuit plans and strategies. Quota averaged \$15 million a year. Achieved 100% Club every year eligible.

1984 - 1986

Mainsale Marketing Inc.

Office Manager, Austin, Texas

Managed real estate marketing office. Interviewed, hired and trained job candidates; formed and maintained liaison with local merchants; managed payroll for 25 people.

Education

1982 - 1986

University of Texas at Austin; BBA - Marketing

1990 - 1992

George Washington University; MBA - Management of Science, Technology & Innovation

Professional Organizations

BWCC Chamber of Commerce

Greater Washington Society of Association Executives (past member of Technical Committee)
Computing Devices International Women's Leadership Council - founding board member
American Defense Preparedness Association (ADPA) - Executive Board (elected position),
Publicity Chair (ASW Division),
Electronics Industry Association (EIA) - Defense, Domestic Subcommittees

Areas of Expertise

Telecommunications Operations
Defense Marketing
Six Sigma Certified
Strong written and public speaking skills

Interests

Music, SCUBA, biking, Tex-Mex cooking

References

Upon request

Scott N Kleinknecht

Work Experience

1988 – present

Protocall Communications, Inc.

VP Marketing & Sales, Co-Owner

Responsible for coordination of all sales and marketing, development of strategic marketing plan, development of advertising/PR plan, and management of future additional sales representatives.

Protocall Communications, LLC. (later acquired by NOVO 1)

Member, Co-owner

Responsible for coordination of all sales and marketing, development of strategic marketing plan, development of advertising/PR plan, and management of future additional sales representatives.
Responsible for developing and managing budgets for commissions and sales incentives.

Grew the business from a startup answering service to a technically advanced inbound, outbound and call center with automated capabilities with 350 employees, and sales of approximately \$12M annually.

1983 - 1988

Johnston Lemon and Company

Investment Banker, Washington DC

Traded stocks and bonds. Served as Partnership Coordinator for the Washington branch. Exceeded sales revenues for every year of service.

1979 - 1983

Wall Covering Service, Inc.

President, Suitland MD

Responsible for staffing, inventory, financing of this exclusive wall covering store. Grew from a startup to employing 20 employees. Grew revenues to \$1.2 million.

Education

1974 – 1978

Newberry College; BBA - Business and Accounting

1978 - 1979

Winthrop College; Graduate level courses, Finance

Professional Organizations

American Telemarketing Association

Direct Marketing Association of Washington

Greater Washington Society of Association Executives

Areas of Expertise

Telecommunications Operations

Finance

Marketing

References

Upon request

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Summary: Application Competitive Retail Natural Gas Service Provider Application for Protocall Communications, Inc. electronically filed by Shayna Desai on behalf of Protocall Communications, Inc. and Liebel, Deborah Ms.