



DIS Case Number: 11-3946-EL-AGG

## 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:** Blue & Silver Energy Consulting LLC    **Country:** United States  
**Phone:** 7136511522    **Extension (if applicable):**    **Street:** One Cowboys Way Suite 262  
**Website (if any):** www.prostarenergy.com    **City:** Frisco    **Province/State:** TX  
**Postal Code:** 75034

### 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
Pro-Star Energy Services	DBA	One Cowboys Way, Suite 262 Frisco, TX 75034	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
Pro-Star Energy Services	DBA	One Cowboys Way, Suite 262 Frisco, TX 75034	Yes	File

### A-5. Contact person for regulatory matters



Todd Sherrod  
One Cowboys Way, Suite 262  
Frisco, TX 75034  
US  
tsherrod@prostarenergy.com  
9728903693

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

Todd Sherrod  
One Cowboys Way, Suite 262  
Frisco, TX 75034  
US  
tsherrod@prostarenergy.com  
9728903693

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

<b>Phone:</b> 972-890-3693	<b>Extension (if applicable):</b>	<b>Country:</b> United States
<b>Fax:</b>	<b>Extension (if applicable):</b>	<b>Street:</b> One Cowboys Way, Suite 262
<b>Email:</b> tsherrod@prostarenergy.com		<b>City:</b> Frisco <b>Province/State:</b> TX
		<b>Postal Code:</b> 75034

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

26-4289959

**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

Duke Energy Ohio  
FirstEnergy - Cleveland Electric Illuminating  
FirstEnergy - Ohio Edison  
FirstEnergy - Toledo Edison  
AES Ohio

**Class of customer selection**

Commercial  
Industrial  
Mercantile

**A-11. Start date**

Indicate the approximate start date the applicant began/will begin offering services: 08-23-2023

**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
Todd Sherrod	tsherrod@prostarenergy.com		One Cowboys Way, Suite 262 Frisco, TX 75034 US

**A-13. Company history**

Blue & Silver Energy Consulting, L.L.C. dba ProStar Energy Services provides energy management consulting services to a wide range of industries and governmental entities, both nationally and internationally. The Company was formed February 2009 in the State of Texas. Our value proposition includes the following service offerings: energy procurement, utility invoice auditing, risk management, bill payment, renewable/sustainability initiatives and demand side solutions.

**A-14. Secretary of State**

Secretary of State Link:



## 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..

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

File(s) attached

### **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: NA

### **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.

File(s) attached

### C-3. Forecasted financial statements



## Public Utilities Commission

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.

File(s) 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'.

File(s) 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**



## Public Utilities Commission

**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.

File(s) 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?

- 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.

File(s) attached

## **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.

File(s) attached

**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.

File(s) attached





Public Utilities  
Commission

# Application Attachments

Entity	Jurisdiction	License	Number	Department	Frequency	Submit By	Renewal	Filed / Approved	Status
Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services (CT)	State of Connecticut	Electric Energy Aggregator		Connecticut Department of Energy & Environmental Protection	Every Year			7/10/2023	Filed
Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services (MD)	State of Maryland	Electric Broker License	IR-3301	Public Service Commission	Every Year	04/15/2024	04/15/2024	3/26/2023 6/15/2023	Complete
Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services (MD)	State of Maryland	Natural Gas Broker License		Public Service Commission					In Process
Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services (MA)	State of Massachusetts	Electric Broker License	EB-526	Department of Public Utilities	Every Year	07/01/2024	07/01/2024	6/20/2023	Filed
Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services (MA)	State of Massachusetts	Retail Gas Agent	RA-125	Department of Public Utilities	Every Year	07/01/2024	07/01/2024	6/20/2023	Filed
Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services (NJ)	State of New Jersey	Energy Broker License	EA-0572	Board of Public Utilities	Every Year	10/17/2023	11/17/2023	10/19/2022	Filed
Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services (NY)	State of New York	Energy Broker Registration		Department of Public Service, Finance and Budget Section	Every Year				In Process
Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services (OH)	State of Ohio	Electric Broker License	11-377E(4)	Public Utilities Commission	Every 2 Years	08/23/2023	08/23/2023	8/24/2021 10/4/2021	Complete
Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services (OH)	State of Ohio	Electric Energy Broker License Annual (OCC) Assesment Fee	11-377E(4)	Public Utilities Commission	Every Year	11/01/2023	11/01/2023	11/7/2022 1/4/2023	Complete
Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services (OH)	State of Ohio	Electric Energy Broker License Annual Report	11-377E(4)	Public Utilities Commission	Every Year	04/30/2024	04/01/2024	3/24/2023 3/24/2023	Complete
Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services (OH)	State of Ohio	Electric Energy Broker License Quarterly Report	11-377E(4)	Public Utilities Commission	Quarterly	10/30/2023	11/01/2023	6/29/2023 6/29/2023	Complete
Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services (OH)	State of Ohio	Natural Gas Broker License	18-662G	Public Utilities Commission	Every 2 Years	06/01/2024	07/01/2024	5/27/2022 7/20/2022	Complete
Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services (OH)	State of Ohio	Natural Gas Broker License Annual Report	18-622G	Public Utility Commission	Every Year	04/30/2024	04/30/2024	3/24/2023 3/24/2023	Complete
Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services (OH)	State of Ohio	PUCO Assessment FEE - Electric	11-377E	Public Utilities Commission	Every Year	11/01/2023	11/01/2023	10/7/2022 10/7/2022	Complete
Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services (OH)	State of Ohio	PUCO Assessment FEE - Gas	18-662G	Public Utilities Commission	Every Year	11/01/2023	11/01/2023	10/7/2022 10/7/2022	Complete
Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services (PA)	State of Pennsylvania	DBA	7073037	Department of State				6/15/2020 6/29/2020	Complete
Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services (PA)	State of Pennsylvania	Electric Broker License	A-2021-3024813	Public Utility Commission	Every Year	04/30/2024	04/30/2024	4/18/2023 7/18/2023	Complete
Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services (PA)	State of Pennsylvania	Electric Broker License (Contact Update)	A-2021-3024813	Public Utility Commission	Every Year			5/17/2023	Filed
Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services (PA)	State of Pennsylvania	Foreign Qualification	6961572	Department of State, Bureau of Corporations and Charitable Organizations				10/9/2019 10/23/2019	Complete
Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services (PA)	State of Pennsylvania	Publication		Local Newspaper	Every Year			7/1/2020 9/30/2020	Complete
Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services (PA)	State of Pennsylvania	Surety Bond		A1 Surety	Every Year				Complete
Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services (PA)	State of Texas	Electric Broker License	BR190561	Public Utilities Commission	Every 3 Years		8/22/2025	08/22/2022	Complete

## Competitive Retail Electric Service Affidavit

County of Collin :

State of Texas :

Todd Sherrard

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.

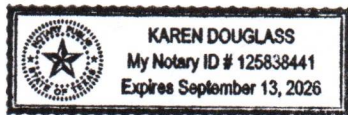
13. Affiant further sayeth naught.

Todd Shul Sr. Vice President - Procurement  
Signature of Affiant & Title

Sworn and subscribed before me this 16th day of Aug, 2023  
Month Year

Karen Douglass  
Signature of official administering oath

Karen Douglass  
Print Name and Title Controller



My commission expires on 9/13/2026

## Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services

FEIN 26-4289959

OH: Concise description of company history and principal business interests:

ProStar is an energy management company, that was founded in 2009. Since that time, ProStar has worked with over 800 clients with their retail energy procurement agreements. Initially ProStar worked exclusively on retail energy procurement. The founders of ProStar all decades of experience with various Retail Energy Providers. With the last positions served all being in leadership positions. Today ProStar has expanded to also include energy efficiency, and renewable solutions as well as continuing to provide energy procurement management consultation.

OH: Describe the company'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:

ProStar personnel has over 30 years of retail energy pricing and negotiation experience. ProStar serves all commercial & industrial customer classes from small businesses, to large 24 hour energy usage customers, across multiple jurisdictions across the U.S. ProStar exercises significant caution to ensure that all customers that in which it provides advisory, consulting, or brokerage services are fully aware of all price & product elements. Furthermore, contractual details with any retail energy supplier are made available for customer review & provide opportunity for discussion & issues addressed on key contractual elements. PSES does not issue billing statements to customers, as these originate from the selected retail energy supplier. Throughout any contracted term, PSES will assist our customers with billing, usage inquiries & work on their behalf as their advocate to seek resolution should it arise.

OH: For the company, affiliate, predecessor, or any principal officer, 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:

N/A

OH: Provide details of the company's business operations and plans for arranging for the supply of natural gas to retail customers:

ProStar exercises significant caution to ensure that all customers that in which it provides advisory, consulting, or brokerage services are fully aware of all price & product elements. Furthermore, contractual details with any retail energy supplier are made available for customer review & provide opportunity for discussion & issues addressed on key contractual elements. PSES does not issue billing statements to customers, as these originate from the selected retail energy supplier. Throughout any contracted term, PSES will assist our customers with billing, usage inquiries & work on their behalf as their advocate to seek resolution should it arise.

OH: Provide evidence of the company'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 business:

See Eric Sudol, Todd Sherrod and Tom Walker resumes.

OH: Concise description of company history and principal business interests:

ProStar is an energy management company, that was founded in 2009. Since that time, ProStar has worked with over 800 clients with their retail energy procurement agreements. Initially ProStar worked exclusively on retail energy procurement. The founders of ProStar all decades of experience with various Retail Energy Providers. With the last positions served all being in leadership positions. Today ProStar has expanded to also include energy efficiency, and renewable solutions as well as continuing to provide energy procurement management consultation.



## Eric Sudol

### President & Chief Executive Officer

ProStar Energy Solutions

**KEY QUALITIES:** Executive Leadership | Sales Consulting

Eric has spent the majority of his career in professional sports sales, marketing and consulting, leading some of the most visible and innovative sales campaigns in U.S. sports history. Within these projects, he has led teams which set industry records in sponsorship, seat license and suite sales while also consulting on numerous other projects throughout the world (amphitheaters, attractions, collegiate athletic properties, casinos, mixed use developments, among others).

#### **RELEVANT EXPERIENCE:**

##### **Allegiant Stadium / Las Vegas Raiders – Las Vegas, NV**

Oversaw the go-to market strategy development and sales execution of all revenue streams, which has become the most successful brand-new market relocation in NFL history.

Role: SVP, Global Partnerships, Legends Global Sales

##### **The Star / Dallas Cowboys World Headquarters – Frisco, TX**

Developed and implemented first-of-its-kind sponsorship strategy across all areas of the Dallas Cowboys World Headquarters, practice facility and mixed-use development. The platform led to double digit revenue growth and quickly became a catalyst for similar projects across professional sports.

Role: Vice President, Corporate Partnerships, Dallas Cowboys

##### **AT&T Stadium – Arlington, TX**

Managed sales teams across tickets, suites and sponsorships, which exceeded revenue goals and set industry records. His sponsorship team leads the National Football League in revenue and has averaged double digit growth each year of his tenure.

Role: Vice President, Corporate Partnerships / Director of Sales, Dallas Cowboys

#### **YEARS OF EXPERIENCE:**

15

#### **EDUCATION:**

Bachelor of Arts,  
Economics & Business  
*Cornell College*

Master of Sports  
Administration /  
Master of Business  
Administration,  
*Ohio University*

#### **AWARDS & RECOGNITION**

Dallas Business  
Journal 40 Under 40  
(2015)

Sports Business  
Journal 40 Under 40  
(2019)

Cornell College Young  
Alumni Achievement  
Award (2018)

**Todd Sherrod**

Blue & Silver Energy Consulting, LLC d/b/a Pro-Star Energy Services

Chief Client Services Offices

**Professional Work History****Dec. 2012 – Current - Blue & Silver Energy Consulting, LLC d/b/a Pro-Star Energy Services**

*Sr. Director – Business Development*

*Vice President, Operations & Market Analytics*

*Chief Client Services Officer*

Responsibilities include, market communication for customer consultation regarding market design and procurement opportunities in deregulated markets across North America. Work with large commercial and Industrial customers to design and implement hourly hedging schedules to conform with risk tolerances with regard to energy procurement. Contract negotiation in conjunction with customers & energy suppliers to arrive at agreeable contract language. Weekly market reporting, and communication via company newsletter discussing energy market activity & regulations.

**May 2006 – Dec. 2012 – Hudson Energy**

Director, Commercial Structuring

Responsibilities included management of deal structuring, energy pricing team for deregulated electric & natural gas customers across U.S. & Canada. Portfolio hedging, and scheduling responsibilities in ERCOT, PJM, NYISO, & ISO-NE.

**June 2004 – May 2006 – Direct Energy**

Manager, Energy Structuring/Contracts

Responsibilities included establishing energy pricing for ERCOT commercial & industrial customers, as well as contract negotiation for structured energy transactions.

**Jan 1987 – June 2004 – TXU Energy**

Load forecasting for commercial & industrial customers. Upon deregulation of TX market, analytic reporting for commercial & industrial energy contracting.

Stephen F. Austin 1990, B.B.A, with a minor in Economics



# Thomas L. Walker

## Chief Financial Officer

11906 Brookmeadow Lane  
Dallas, TX 75218  
USA

Business: +1 972 556 9394  
Mobile: +1 214 929 6945  
Email: twalker@dallascowboys.net

### Career Summary

- ❖ Extensive experience in the areas of individual and fiduciary income tax, estate and gift tax, retirement planning, cash flow planning, investment planning, insurance planning and general financial planning.
- ❖ Primary focus on financial planning matters for corporate executives and tax planning (including both income and transfer taxes) for high net worth individuals and families.
- ❖ Significant experience in management of all tax affairs (including income tax, transfer tax, sales tax and payroll tax) for a high net worth family and all related entities

### Professional Experience

April 2004 to  
Present

#### **Dallas Cowboys Football Club Ltd. Frisco, Texas** ***Tax Director***

- ❖ Responsible for all tax matters related to professional sports franchise, real estate holdings and oil & gas operations
- ❖ Responsible for income and transfer tax matters for family of high net worth individuals
- ❖ Primary contact for all external accountants and attorneys related to income and transfer tax issues
- ❖ Significant dealings with taxing authorities regarding appeals and settlement of income, payroll and sales tax issues
- ❖ Worked extensively with family members in planning and implementing wealth transfer programs and estate planning matters

May 2001 to  
September  
2003

#### **KPMG International Headquarters, Amsterdam, the Netherlands,** ***Senior Manager - Global Tax and Legal Quality Performance and Risk Management***

- ❖ Primary contact for all global tax and legal risk management matters in 155 member firms
- ❖ Liaise with the Office of General Counsel, the Professional Indemnity Committee, the Global Risk Steering Group, the Office of Global Risk Management, the Global Chief Operating Officer and the Global Managing Partner – Tax and Legal to ensure that firm risk management standards are applied across all functions and in all member firms
- ❖ Responsible for the identification and establishment of a global network of financial planning providers focusing on high net worth individuals
- ❖ Primary contact for non-US member firms with high net worth individuals in need of US financial planning matters
- ❖ Member of the Klegal High Net Worth Individual Steering Group – a unique practice area of the related legal firm focusing on high net worth individuals
- ❖ Member of the KPMG Global Wealth Services Group – a combination of financial planning and international expatriate service providers focused on serving the needs of high net worth individuals internationally

**Thomas L. Walker**  
**Chief Financial Officer**

January 1996  
to May 2001;

September  
2003 to April  
2004

**KPMG LLP, Dallas, Texas**

***Senior Manager – Personal Financial Planning, September 2003 – April 2004***

***Manager – Personal Financial Planning, June 2000 – May 2001***

***Supervising Senior Tax Specialist – Personal Financial Planning, June 1999 – June 2000***

***Senior Tax Specialist – Personal Financial Planning, June 1998 – June 1999***

***Tax Specialist – Personal Financial Planning, June 1997 – June 1998***

***Tax Specialist (Tulsa, Oklahoma), January 1996 – June 1997***

- ❖ Responsible for business development activities related to financial planning services for high net worth individuals and corporate executives
- ❖ Managed the preparation and review of income and transfer tax returns for high net worth individuals (including related entities) and corporate executives
- ❖ Managed the development and implementation of financial plans for corporate executives of various publicly traded companies
  - Worked with financial providers to prepare an overall financial status report
  - Based on the financial status report, worked with the client to identify financial goals
  - Developed action plans designed to achieve the financial goals
  - Monitored and reported on the progress of achieving the financial goals
- ❖ Assisted high net worth individuals in developing wealth transfer plans designed to minimize the effects of transfer tax while meeting the stated financial and non-financial objectives of the client
- ❖ Worked with various financial advisors to implement proper investment strategies designed to achieve the stated investment objectives

**Professional  
Certifications**

**Certified Public Accountant – Oklahoma, Texas**

**Certified Financial Planner**

**Personal Financial Specialist**

**Chartered Financial Consultant**

**Chartered Life Underwriter**

**Education**

**Oklahoma State University, Stillwater, Oklahoma**

***Masters of Accounting*, May 1997, Concentration: Tax**

**Oklahoma State University, Stillwater, Oklahoma**

***Bachelor of Science*, May 1997, Finance**

## **EXHIBIT B-2 "Experience & Plans"**

The leadership team at ProStar has worked with thousands of end use customers around the nation to enter in to retail electric supply agreements in multiple jurisdictions, including all competitive markets in the United States, some areas of Canada and London.

Since its inception in February 2009, ProStar represents over 1000 commercial and industrial clients in Texas and nationwide. These clients range in size from over 100,000 MWH annually to as small as 500 MWH annually. ProStar currently serves a natural gas customer base of approximately 28 customers and volume in excess of 1,000,000 Dth.

These end users became clients of ProStar through execution of a consulting agreement which sets forth the relationships between the parties, provides contact information for both ProStar and the client, and includes the fees and services that ProStar provides to its clients.

In addition to negotiating standardized terms, the professionals at ProStar also used in-house developed methodologies to minimize the risk of cross-subsidies among clients. We review and vet contracts with potential suppliers to ensure energy agreements are fair and any risk is not disproportionately transferred. For larger clients with more sophisticated needs, we provide additional contract negotiations as well as more extensive product analysis to help them determine the best product to manage their energy-purchasing risk.

Since ProStar provides exclusively consulting services and never takes title to electricity or natural gas, we believe that the requirements of Section 4929.22 and contained in Chapter 4901:1-29 of the Ohio Administrative Code do not apply.

## Blue & Silver Energy Consulting, LLC dba Pro-Star Energy Services

FEIN 26-4289959

OH: Concise description of company history and principal business interests:

ProStar is an energy management company, that was founded in 2009. Since that time, ProStar has worked with over 800 clients with their retail energy procurement agreements. Initially ProStar worked exclusively on retail energy procurement. The founders of ProStar all decades of experience with various Retail Energy Providers. With the last positions served all being in leadership positions. Today ProStar has expanded to also include energy efficiency, and renewable solutions as well as continuing to provide energy procurement management consultation.

OH: Describe the company'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:

ProStar personnel has over 30 years of retail energy pricing and negotiation experience. ProStar serves all commercial & industrial customer classes from small businesses, to large 24 hour energy usage customers, across multiple jurisdictions across the U.S. ProStar exercises significant caution to ensure that all customers that in which it provides advisory, consulting, or brokerage services are fully aware of all price & product elements. Furthermore, contractual details with any retail energy supplier are made available for customer review & provide opportunity for discussion & issues addressed on key contractual elements. PSES does not issue billing statements to customers, as these originate from the selected retail energy supplier. Throughout any contracted term, PSES will assist our customers with billing, usage inquiries & work on their behalf as their advocate to seek resolution should it arise.

OH: For the company, affiliate, predecessor, or any principal officer, 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:

N/A

OH: Provide details of the company's business operations and plans for arranging for the supply of natural gas to retail customers:

ProStar exercises significant caution to ensure that all customers that in which it provides advisory, consulting, or brokerage services are fully aware of all price & product elements. Furthermore, contractual details with any retail energy supplier are made available for customer review & provide opportunity for discussion & issues addressed on key contractual elements. PSES does not issue billing statements to customers, as these originate from the selected retail energy supplier. Throughout any contracted term, PSES will assist our customers with billing, usage inquiries & work on their behalf as their advocate to seek resolution should it arise.

OH: Provide evidence of the company'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 business:

See Eric Sudol, Todd Sherrod and Tom Walker resumes.

OH: Concise description of company history and principal business interests:

ProStar is an energy management company, that was founded in 2009. Since that time, ProStar has worked with over 800 clients with their retail energy procurement agreements. Initially ProStar worked exclusively on retail energy procurement. The founders of ProStar all decades of experience with various Retail Energy Providers. With the last positions served all being in leadership positions. Today ProStar has expanded to also include energy efficiency, and renewable solutions as well as continuing to provide energy procurement management consultation.



## Eric Sudol

### President & Chief Executive Officer

ProStar Energy Solutions

**KEY QUALITIES:** Executive Leadership | Sales Consulting

Eric has spent the majority of his career in professional sports sales, marketing and consulting, leading some of the most visible and innovative sales campaigns in U.S. sports history. Within these projects, he has led teams which set industry records in sponsorship, seat license and suite sales while also consulting on numerous other projects throughout the world (amphitheaters, attractions, collegiate athletic properties, casinos, mixed use developments, among others).

#### **RELEVANT EXPERIENCE:**

##### **Allegiant Stadium / Las Vegas Raiders – Las Vegas, NV**

Oversaw the go-to market strategy development and sales execution of all revenue streams, which has become the most successful brand-new market relocation in NFL history.

Role: SVP, Global Partnerships, Legends Global Sales

##### **The Star / Dallas Cowboys World Headquarters – Frisco, TX**

Developed and implemented first-of-its-kind sponsorship strategy across all areas of the Dallas Cowboys World Headquarters, practice facility and mixed-use development. The platform led to double digit revenue growth and quickly became a catalyst for similar projects across professional sports.

Role: Vice President, Corporate Partnerships, Dallas Cowboys

##### **AT&T Stadium – Arlington, TX**

Managed sales teams across tickets, suites and sponsorships, which exceeded revenue goals and set industry records. His sponsorship team leads the National Football League in revenue and has averaged double digit growth each year of his tenure.

Role: Vice President, Corporate Partnerships / Director of Sales, Dallas Cowboys

#### **YEARS OF EXPERIENCE:**

15

#### **EDUCATION:**

Bachelor of Arts,  
Economics & Business  
*Cornell College*

Master of Sports  
Administration /  
Master of Business  
Administration,  
*Ohio University*

#### **AWARDS & RECOGNITION**

Dallas Business  
Journal 40 Under 40  
(2015)

Sports Business  
Journal 40 Under 40  
(2019)

Cornell College Young  
Alumni Achievement  
Award (2018)

## **Todd Sherrod**

Blue & Silver Energy Consulting, LLC d/b/a Pro-Star Energy Services

Chief Client Services Offices

### **Professional Work History**

#### **Dec. 2012 – Current - Blue & Silver Energy Consulting, LLC d/b/a Pro-Star Energy Services**

*Sr. Director – Business Development*

*Vice President, Operations & Market Analytics*

*Chief Client Services Officer*

Responsibilities include, market communication for customer consultation regarding market design and procurement opportunities in deregulated markets across North America. Work with large commercial and Industrial customers to design and implement hourly hedging schedules to conform with risk tolerances with regard to energy procurement. Contract negotiation in conjunction with customers & energy suppliers to arrive at agreeable contract language. Weekly market reporting, and communication via company newsletter discussing energy market activity & regulations.

#### **May 2006 – Dec. 2012 – Hudson Energy**

Director, Commercial Structuring

Responsibilities included management of deal structuring, energy pricing team for deregulated electric & natural gas customers across U.S. & Canada. Portfolio hedging, and scheduling responsibilities in ERCOT, PJM, NYISO, & ISO-NE.

#### **June 2004 – May 2006 – Direct Energy**

Manager, Energy Structuring/Contracts

Responsibilities included establishing energy pricing for ERCOT commercial & industrial customers, as well as contract negotiation for structured energy transactions.

#### **Jan 1987 – June 2004 – TXU Energy**

Load forecasting for commercial & industrial customers. Upon deregulation of TX market, analytic reporting for commercial & industrial energy contracting.

Stephen F. Austin 1990, B.B.A, with a minor in Economics

**Thomas L. Walker**  
**Chief Financial Officer**

11906 Brookmeadow Lane  
Dallas, TX 75218  
USA

Business: +1 972 556 9394  
Mobile: +1 214 929 6945  
Email: twalker@dallascowboys.net

**Career**  
**Summary**

- ❖ Extensive experience in the areas of individual and fiduciary income tax, estate and gift tax, retirement planning, cash flow planning, investment planning, insurance planning and general financial planning.
- ❖ Primary focus on financial planning matters for corporate executives and tax planning (including both income and transfer taxes) for high net worth individuals and families.
- ❖ Significant experience in management of all tax affairs (including income tax, transfer tax, sales tax and payroll tax) for a high net worth family and all related entities

**Professional**  
**Experience**

April 2004 to  
Present

**Dallas Cowboys Football Club Ltd.** Frisco, Texas  
***Tax Director***

- ❖ Responsible for all tax matters related to professional sports franchise, real estate holdings and oil & gas operations
- ❖ Responsible for income and transfer tax matters for family of high net worth individuals
- ❖ Primary contact for all external accountants and attorneys related to income and transfer tax issues
- ❖ Significant dealings with taxing authorities regarding appeals and settlement of income, payroll and sales tax issues
- ❖ Worked extensively with family members in planning and implementing wealth transfer programs and estate planning matters

May 2001 to  
September  
2003

**KPMG International Headquarters**, Amsterdam, the Netherlands,  
***Senior Manager - Global Tax and Legal Quality Performance and Risk Management***

- ❖ Primary contact for all global tax and legal risk management matters in 155 member firms
- ❖ Liaise with the Office of General Counsel, the Professional Indemnity Committee, the Global Risk Steering Group, the Office of Global Risk Management, the Global Chief Operating Officer and the Global Managing Partner – Tax and Legal to ensure that firm risk management standards are applied across all functions and in all member firms
- ❖ Responsible for the identification and establishment of a global network of financial planning providers focusing on high net worth individuals
- ❖ Primary contact for non-US member firms with high net worth individuals in need of US financial planning matters
- ❖ Member of the Klegal High Net Worth Individual Steering Group – a unique practice area of the related legal firm focusing on high net worth individuals
- ❖ Member of the KPMG Global Wealth Services Group – a combination of financial planning and international expatriate service providers focused on serving the needs of high net worth individuals internationally



**Thomas L. Walker**  
**Chief Financial Officer**

January 1996  
to May 2001;

September  
2003 to April  
2004

**KPMG LLP, Dallas, Texas**

***Senior Manager – Personal Financial Planning, September 2003 – April 2004***

***Manager – Personal Financial Planning, June 2000 – May 2001***

***Supervising Senior Tax Specialist – Personal Financial Planning, June 1999 – June 2000***

***Senior Tax Specialist – Personal Financial Planning, June 1998 – June 1999***

***Tax Specialist – Personal Financial Planning, June 1997 – June 1998***

***Tax Specialist (Tulsa, Oklahoma), January 1996 – June 1997***

- ❖ Responsible for business development activities related to financial planning services for high net worth individuals and corporate executives
- ❖ Managed the preparation and review of income and transfer tax returns for high net worth individuals (including related entities) and corporate executives
- ❖ Managed the development and implementation of financial plans for corporate executives of various publicly traded companies
  - Worked with financial providers to prepare an overall financial status report
  - Based on the financial status report, worked with the client to identify financial goals
  - Developed action plans designed to achieve the financial goals
  - Monitored and reported on the progress of achieving the financial goals
- ❖ Assisted high net worth individuals in developing wealth transfer plans designed to minimize the effects of transfer tax while meeting the stated financial and non-financial objectives of the client
- ❖ Worked with various financial advisors to implement proper investment strategies designed to achieve the stated investment objectives

**Professional  
Certifications**

**Certified Public Accountant – Oklahoma, Texas**

**Certified Financial Planner**

**Personal Financial Specialist**

**Chartered Financial Consultant**

**Chartered Life Underwriter**

**Education**

**Oklahoma State University, Stillwater, Oklahoma**

***Masters of Accounting*, May 1997, Concentration: Tax**

**Oklahoma State University, Stillwater, Oklahoma**

***Bachelor of Science*, May 1997, Finance**



Search inquiry: Pro Star Energy / Frisco / TX / (Other company)

Enhanced Business Credit Report - under plan

as of: 08/15/23 13:26 ET

Pro Star Energy Solutions, L.P

Address:	1 Cowboys Way Ste 262 Frisco, TX 75034-1963 United States	SIC Code:	4911-Electric Services
Phone:	817-455-2345	NAICS Code:	221118-Other Electric Power Generation
Experian BIN:	483831335	Business Type:	Partnership
Agent:	C T Corporation System	Experian File Established:	April 2020
Agent Address:	1999 Bryan ST Ste 900 Dallas, TX	Experian Years on File:	3 Years
		Years in Business:	3 Years
		Total Employees:	1
Family Linkage:		Sales:	\$382,000
Ultimate Parent	Pro Star Energy Solutions, L.P 1 Cowboys Way Ste 262 Frisco, TX	Filing Data Provided by:	Texas
Branches / Alternative Locations	Pro Star Energy Solutions, L.P 1 Cowboys Way Ste 262 Frisco, TX United States	Date of Incorporation:	07/08/2020

Experian Business Credit Score

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23  
Business Credit  
Score



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 derogatory commercial legal items.
- Number of recently active commercial accounts.
- Percent of delinquent commercial accounts.


Business Credit Scores range from a low of 1 to high of 100 with this company receiving a score of 23. 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.

Experian Financial Stability Risk Rating

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1

Financial Stability Risk Rating



A Financial Stability Risk Rating of 1 indicates a 0.55% potential risk of severe financial distress within the next 12 months.

- Key Rating Factors:
- Number of commercial derogatory public records.
  - Number of active commercial accounts.
  - Percent of commercial accounts delinquent.
  - Employee size of business.

**Financial Stability Risk Ratings range from a low of 1 to high of 5 with this company receiving a rating of 1.** 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.

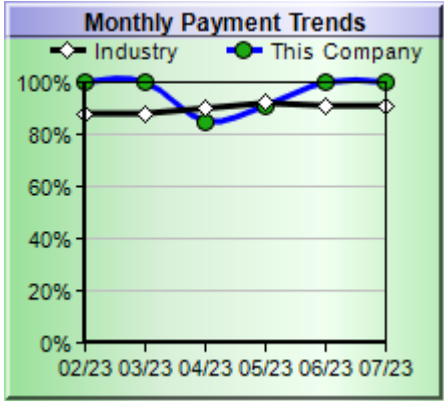
Credit Summary

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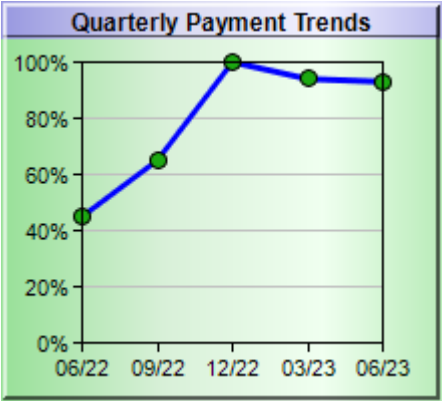
Current Days Beyond Terms (DBT):	0	Payment <a href="#">Tradelines</a> (see <a href="#">charts</a> , <a href="#">detail</a> ):	4
<a href="#">Predicted DBT</a> for 10/11/2023:	1	Business <a href="#">Inquiries</a> (see <a href="#">summary</a> ):	6
Average Industry DBT:	3	<a href="#">UCC Filings</a> (see <a href="#">detail</a> ) (see <a href="#">summary</a> ):	3
Payment Trend Indicator:	No Trend Identifiable	✖ <b>Businesses Scoring Worse:</b>	22%
Lowest 6 Month Balance:	\$0	✔ <b>Bankruptcies:</b>	0
Highest 6 Month Balance:	\$34,300	✖ <b>Liens</b> (see <a href="#">detail</a> ):	4
Current Total Account Balance:	\$0	✔ <b>Judgments Filed:</b>	0
Highest Credit Amount Extended:	\$226,100	✔ <b>Collections:</b>	0
<a href="#">Median</a> Credit Amount Extended:	\$7,200		
Recommended Credit Limit ( <a href="#">help</a> ):	\$87,700		

Payment Trend Summary

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\*Percentage of on-time payments by month.



\*Percentage of on-time payments by quarter.

Monthly Payment Trends - Recent Activity

Date	Balance	Current	Up to 30 DBT	31-60 DBT	61-90 DBT	>90 DBT
02/23	\$6,200	100%	0%	0%	0%	0%
03/23	\$28,100	100%	0%	0%	0%	0%
04/23	\$25,400	85%	15%	0%	0%	0%
05/23	\$34,300	91%	9%	0%	0%	0%
06/23	\$3,100	100%	0%	0%	0%	0%
07/23	\$7,500	100%	0%	0%	0%	0%

Quarterly Payment Trends - Recent Activity

Date	Balance	Current	Up to 30 DBT	31-60 DBT	61-90 DBT	>90 DBT
06/22	\$28,700	45%	29%	26%	0%	0%
09/22	\$93,900	65%	35%	0%	0%	0%
12/22	\$3,200	100%	0%	0%	0%	0%
03/23	\$19,900	94%	6%	0%	0%	0%
06/23	\$15,000	93%	7%	0%	0%	0%

Insufficient information to produce  
**Continuous Payment Trends**  
chart.

Number of Accounts: 2  
Present Balance: \$0  
Highest Balance: \$227,500

Insufficient information to produce  
**Newly Reported Payment Trends**  
chart.

Number of Accounts: 0  
Present Balance: \$0  
Highest Balance: \$0

Insufficient information to produce  
**Combined Payment Trends**  
chart.

Number of Accounts: 2  
Present Balance: \$0  
Highest Balance: \$227,500

Trade Payment Information

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Tradeline Experiences (Continuous Trades)

Supplier Category	Reported Date	Activity Date	Payment Terms	Recent High Credit	Balance	Current	Up to 30 DBT	31-60 DBT	61-90 DBT	>90 DBT	Comments
Elec Distr	8/23		Other	\$226,100	\$0						
Packaging	7/23		Net 30	\$1,400	\$0						Cust 23 Yr

Additional Tradeline Experiences (Aged Trades)

Supplier Category	Reported Date	Activity Date	Payment Terms	Recent High Credit	Balance	Current	Up to 30 DBT	31-60 DBT	61-90 DBT	>90 DBT	Comments
Computers	12/22	11/22	Net 30	\$7,200	\$4,800	100%					
Equip Leas	8/23		Net 30	\$25,100	\$2,600	48%	52%				

Payment Trend Detail									
Date	Industry* DBT	DBT	Industry* Current	Balance	Current	Up to 30 DBT	31-60 DBT	61-90 DBT	>90 DBT
07/23	3	0	91%	\$7,500	100%	0%	0%	0%	0%
06/23	3	0	91%	\$3,100	100%	0%	0%	0%	0%
05/23	3	1	92%	\$34,300	91%	9%	0%	0%	0%
04/23	4	2	90%	\$25,400	85%	15%	0%	0%	0%
03/23	4	0	88%	\$28,100	100%	0%	0%	0%	0%
02/23	4	0	88%	\$6,200	100%	0%	0%	0%	0%

\*Industry: Electric Services

Inquiries

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Summary of Inquiries										
Supplier Category		08/23	07/23	06/23	05/23	04/23	03/23	02/23	01/23	12/22
Bank		0	0	0	1	0	0	0	0	0
General		0	0	1	0	0	0	0	0	0
Insurance		0	0	3	0	0	0	0	0	0
Textiles		0	0	0	1	0	0	0	0	0
Totals		0	0	4	2	0	0	0	0	0

Tax Lien Filings

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Date: 05/22/2023  
Owner: State Of Mississippi  
Filing Location: Mississippi Dept Of Revenue  
Legal Type: State Tax  
Legal Action: Lien  
Document Number:1671431  
Liability Amount: \$960  
Description: Other Tax

Date: 04/20/2023  
Owner: State Of Mississippi  
Filing Location: Mississippi Dept Of Revenue  
Legal Type: State Tax  
Legal Action: Lien  
Document Number:1666120  
Liability Amount: \$914  
Description: Other Tax

Date: 03/20/2023  
Owner: State Of Mississippi  
Filing Location: Mississippi Dept Of Revenue  
Legal Type: State Tax

Legal Action: Lien

Document Number:1655382

Liability Amount: \$860

Description: Other Tax

Date: 02/21/2023

Owner: State Of Mississippi

Filing Location: Mississippi Dept Of Revenue

Legal Type: State Tax

Legal Action: Lien

Document Number:1611744

Liability Amount: \$1,309

Description: Other Tax

UCC Filings

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Date: 11/03/2022

Filing Number: 2200539578

Jurisdiction: Sec Of State TX

Secured Party: Chambers Bank Ar Russellville 72801 110 East Parkway

Activity: Amended

Date: 11/02/2022

Filing Number: 2200536614

Jurisdiction: Sec Of State TX

Activity: Amended

Date: 10/05/2020

Filing Number: 200051325492

Jurisdiction: Sec Of State TX

Secured Party: Chambers Bank Ar Russellville 110 East Parkway Crussel

Activity: Filed

UCC Filings Summary

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Filing Period	Cautionary Filings	Total Filed	Total Released	Total Continued	Amended / Assigned
JUL-Present 2023	0	0	0	0	0
JAN-JUN 2023	0	0	0	0	0
JUL-DEC 2022	0	0	0	0	0
JAN-JUN 2022	0	0	0	0	0
JUL-DEC 2021	0	0	0	0	0
Prior to JUL 2021	0	1	0	0	2

Cautionary UCC Filings include one or more of the following collateral: Accounts, Accounts Receivable, Contracts, Hereafter acquired property, Leases, Notes Receivable, or Proceeds.

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**BLUE & SILVER ENERGY CONSULTING, LLC**  
**D/B/A PRO-STAR ENERGY SERVICES**  
**BALANCE SHEET**  
**AS OF DECEMBER 31, 2022**  
**AND AS OF MARCH 31, 2023**

**UNAUDITED**  
**ACCRUAL BASIS**

<b>CATEGORY</b>	<b>YEAR 2022</b>	<b>Q1 2023</b>
Bank Accounts	2,093,318	4,118,503
Accounts Receivable	3,580,537	6,622,019
Inventory	10,096,390	10,228,170
Prepaid Expenses	-	449,855
Fixed Assets	2,563,200	2,563,200
Accumulate Depreciation	(1,503,530)	(1,503,530)
Intangible Assets	7,644,552	7,644,552
Accumulated Amortization	(1,484,642)	(1,484,642)
<b>TOTAL ASSETS</b>	<b>22,989,825</b>	<b>28,638,127</b>
Accounts Payable	3,293,557	2,805,146
Payroll Liabilities	748,263	1,047,425
Sales Tax Payable	1,040,454	1,310,689
Notes Payable	10,808,055	16,215,781
<b>TOTAL LIABILITIES</b>	<b>15,890,329</b>	<b>21,379,041</b>
Capital Accounts	5,520,326	5,628,286
Current Earnings	1,579,170	1,630,801
<b>TOTAL EQUITY</b>	<b>7,099,496</b>	<b>7,259,086</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>22,989,825</b>	<b>28,638,127</b>



**BLUE & SILVER ENERGY CONSULTING, LLC**  
**D/B/A PRO-STAR ENERGY SERVICES**  
**PROFIT & LOSS STATEMENT**  
**FOR THE TWELVE MONTHS ENDED DECEMBER 31, 2022**  
**AND AS OF THREE MONTHS ENDED MARCH 31, 2023**

**UNAUDITED**  
**ACCRUAL BASIS**

<b>CATEGORY</b>	<b>YEAR 2022</b>	<b>Q1 2023</b>
Income	41,436,104	14,631,393
Other Income	81,897	-
<b>TOTAL INCOME</b>	<b>41,518,001</b>	<b>14,631,393</b>
Cost of Goods Sold	27,052,605	9,165,085
<b>TOTAL COST OF GOODS SOLD</b>	<b>27,052,605</b>	<b>9,165,085</b>
<b>GROSS PROFIT</b>	<b>14,465,396</b>	<b>5,466,308</b>
Advertising & Marketing	365,397	57,484
Bad Debts	662,330	-
Bank Charges	37,114	5,591
Charitable Contributions	68,315	14,875
Computer Expense	152,094	32,741
Contractors	102,095	171,607
Furniture Expenses	31,505	-
Insurance	226,014	74,872
Interest Expense	337,132	53,614
Legal & Professional	51,963	17,904
Meals & Entertainment	283,328	24,965
Membership Dues	7,703	5,736
Miscellaneous	92,449	32
Office Supplies	39,389	16,977
Printing	9,150	3,146
Recruiting Expenses	138,057	13,487
Rent Expense	556,830	143,411
Repairs & Maintenance	497	2,357
Salary & Wages	8,662,753	2,999,514
Shipping & Postage	44,484	1,432
Software Subscriptions	407,920	70,044
Taxes & Licenses	(25,258)	1,478
Training / Trade Shows	24,590	8,692
Travel	410,970	99,365
Utilities	199,404	16,183
<b>TOTAL EXPENSES</b>	<b>12,886,226</b>	<b>3,835,507</b>
<b>TOTAL NET INCOME / (LOSS)</b>	<b>1,579,170</b>	<b>1,630,801</b>



**Search inquiry:** Pro Star Energy / Frisco / TX / (Other company)

Enhanced Business Credit Report - under plan

as of: 08/15/23 13:26 ET

Pro Star Energy Solutions, L.P

Address:

1 Cowboys Way Ste 262  
Frisco, TX 75034-1963  
United States

Phone:

817-455-2345

Experian BIN:

483831335

Agent:

C T Corporation System

Agent Address:

1999 Bryan ST Ste 900  
Dallas, TX

Family Linkage:

Ultimate Parent

Pro Star Energy Solutions, L.P  
1 Cowboys Way Ste 262  
Frisco, TX

Branches / Alternative Locations

Pro Star Energy Solutions, L.P  
1 Cowboys Way Ste 262  
Frisco, TX United States

SIC Code:

4911-Electric Services

NAICS Code:

221118-Other Electric Power  
Generation

Business Type:

Partnership

Experian File Established:

April 2020

Experian Years on File:

3 Years

Years in Business:

3 Years

Total Employees:

1

Sales:

\$382,000

Filing Data Provided by:

Texas

Date of Incorporation:


07/08/2020

Experian Business Credit Score


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23

Business Credit Score



Medium-High 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 derogatory commercial legal items.
- Number of recently active commercial accounts.
- Percent of delinquent commercial accounts.


**Business Credit Scores range from a low of 1 to high of 100 with this company receiving a score of 23.** 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.

Experian Financial Stability Risk Rating

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1

Financial Stability Risk Rating



A Financial Stability Risk Rating of 1 indicates a 0.55% potential risk of severe financial distress within the next 12 months.

- Key Rating Factors:
- Number of commercial derogatory public records.
  - Number of active commercial accounts.
  - Percent of commercial accounts delinquent.
  - Employee size of business.

**Financial Stability Risk Ratings range from a low of 1 to high of 5 with this company receiving a rating of 1.** 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.

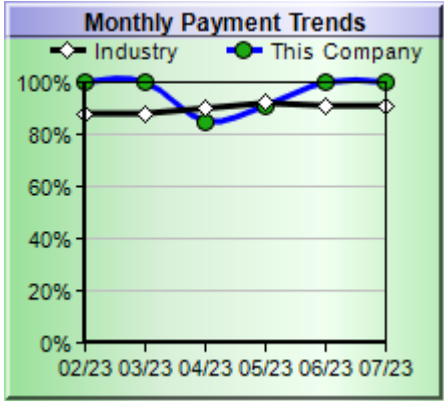
Credit Summary

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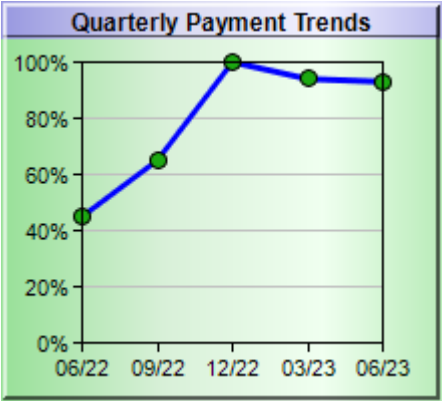
Current Days Beyond Terms (DBT):	0	Payment <a href="#">Tradelines</a> (see <a href="#">charts</a> , <a href="#">detail</a> ):	4
<a href="#">Predicted DBT</a> for 10/11/2023:	1	Business <a href="#">Inquiries</a> (see <a href="#">summary</a> ):	6
Average Industry DBT:	3	<a href="#">UCC Filings</a> (see <a href="#">detail</a> ) (see <a href="#">summary</a> ):	3
Payment Trend Indicator:	No Trend Identifiable	<div>✖ Businesses Scoring Worse:</div>	22%
Lowest 6 Month Balance:	\$0	✔ Bankruptcies:	0
Highest 6 Month Balance:	\$34,300	✖ Liens (see <a href="#">detail</a> ):	4
Current Total Account Balance:	\$0	✔ Judgments Filed:	0
Highest Credit Amount Extended:	\$226,100	✔ Collections:	0
<a href="#">Median</a> Credit Amount Extended:	\$7,200		
Recommended Credit Limit ( <a href="#">help</a> ):	\$87,700		

Payment Trend Summary

Back to top



\*Percentage of on-time payments by month.



\*Percentage of on-time payments by quarter.

Monthly Payment Trends - Recent Activity

Date	Balance	Current	Up to 30 DBT	31-60 DBT	61-90 DBT	>90 DBT
02/23	\$6,200	100%	0%	0%	0%	0%
03/23	\$28,100	100%	0%	0%	0%	0%
04/23	\$25,400	85%	15%	0%	0%	0%
05/23	\$34,300	91%	9%	0%	0%	0%
06/23	\$3,100	100%	0%	0%	0%	0%
07/23	\$7,500	100%	0%	0%	0%	0%

Quarterly Payment Trends - Recent Activity

Date	Balance	Current	Up to 30 DBT	31-60 DBT	61-90 DBT	>90 DBT
06/22	\$28,700	45%	29%	26%	0%	0%
09/22	\$93,900	65%	35%	0%	0%	0%
12/22	\$3,200	100%	0%	0%	0%	0%
03/23	\$19,900	94%	6%	0%	0%	0%
06/23	\$15,000	93%	7%	0%	0%	0%

Insufficient information to produce  
**Continuous Payment Trends**  
chart.

Number of Accounts: 2  
Present Balance: \$0  
Highest Balance: \$227,500

Insufficient information to produce  
**Newly Reported Payment Trends**  
chart.

Number of Accounts: 0  
Present Balance: \$0  
Highest Balance: \$0

Insufficient information to produce  
**Combined Payment Trends**  
chart.

Number of Accounts: 2  
Present Balance: \$0  
Highest Balance: \$227,500

Trade Payment Information

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Tradeline Experiences (Continuous Trades)

Supplier Category	Reported Date	Activity Date	Payment Terms	Recent High Credit	Balance	Current	Up to 30 DBT	31-60 DBT	61-90 DBT	>90 DBT	Comments
Elec Distr	8/23		Other	\$226,100	\$0						
Packaging	7/23		Net 30	\$1,400	\$0						Cust 23 Yr

Additional Tradeline Experiences (Aged Trades)

Supplier Category	Reported Date	Activity Date	Payment Terms	Recent High Credit	Balance	Current	Up to 30 DBT	31-60 DBT	61-90 DBT	>90 DBT	Comments
Computers	12/22	11/22	Net 30	\$7,200	\$4,800	100%					
Equip Leas	8/23		Net 30	\$25,100	\$2,600	48%	52%				

Payment Trend Detail									
Date	Industry* DBT	DBT	Industry* Current	Balance	Current	Up to 30 DBT	31-60 DBT	61-90 DBT	>90 DBT
07/23	3	0	91%	\$7,500	100%	0%	0%	0%	0%
06/23	3	0	91%	\$3,100	100%	0%	0%	0%	0%
05/23	3	1	92%	\$34,300	91%	9%	0%	0%	0%
04/23	4	2	90%	\$25,400	85%	15%	0%	0%	0%
03/23	4	0	88%	\$28,100	100%	0%	0%	0%	0%
02/23	4	0	88%	\$6,200	100%	0%	0%	0%	0%

\*Industry: Electric Services

Inquiries

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Summary of Inquiries										
Supplier Category		08/23	07/23	06/23	05/23	04/23	03/23	02/23	01/23	12/22
Bank		0	0	0	1	0	0	0	0	0
General		0	0	1	0	0	0	0	0	0
Insurance		0	0	3	0	0	0	0	0	0
Textiles		0	0	0	1	0	0	0	0	0
Totals		0	0	4	2	0	0	0	0	0

Tax Lien Filings

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Date: 05/22/2023  
Owner: State Of Mississippi  
Filing Location: Mississippi Dept Of Revenue  
Legal Type: State Tax  
Legal Action: Lien  
Document Number:1671431  
Liability Amount: \$960  
Description: Other Tax

Date: 04/20/2023  
Owner: State Of Mississippi  
Filing Location: Mississippi Dept Of Revenue  
Legal Type: State Tax  
Legal Action: Lien  
Document Number:1666120  
Liability Amount: \$914  
Description: Other Tax

Date: 03/20/2023  
Owner: State Of Mississippi  
Filing Location: Mississippi Dept Of Revenue  
Legal Type: State Tax

Legal Action: Lien

Document Number:1655382

Liability Amount: \$860

Description: Other Tax

Date: 02/21/2023

Owner: State Of Mississippi

Filing Location: Mississippi Dept Of Revenue

Legal Type: State Tax

Legal Action: Lien

Document Number:1611744

Liability Amount: \$1,309

Description: Other Tax

UCC Filings

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Date: 11/03/2022

Filing Number: 2200539578

Jurisdiction: Sec Of State TX

Secured Party: Chambers Bank Ar Russellville 72801 110 East Parkway

Activity: Amended

Date: 11/02/2022

Filing Number: 2200536614

Jurisdiction: Sec Of State TX

Activity: Amended

Date: 10/05/2020

Filing Number: 200051325492

Jurisdiction: Sec Of State TX

Secured Party: Chambers Bank Ar Russellville 110 East Parkway Crussel

Activity: Filed

UCC Filings Summary

Back to top

Filing Period	Cautionary Filings	Total Filed	Total Released	Total Continued	Amended / Assigned
JUL-Present 2023	0	0	0	0	0
JAN-JUN 2023	0	0	0	0	0
JUL-DEC 2022	0	0	0	0	0
JAN-JUN 2022	0	0	0	0	0
JUL-DEC 2021	0	0	0	0	0
Prior to JUL 2021	0	1	0	0	2

Cautionary UCC Filings include one or more of the following collateral: Accounts, Accounts Receivable, Contracts, Hereafter acquired property, Leases, Notes Receivable, or Proceeds.

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Fri Aug 20 2021

**Entity#:** 2026289  
**Filing Type:** FOREIGN LIMITED LIABILITY COMPANY  
**Original Filing Date:** 06/06/2011  
**Location:** --  
**Business Name:** BLUE & SILVER ENERGY CONSULTING, L.L.C.  
  
**Status:** Active  
**Exp. Date:** -

## Agent/Registrant Information

C T CORPORATION SYSTEM  
4400 EASTON COMMONS WAY SUITE 125  
COLUMBUS OH 43219  
02/12/2020  
Active

## Filings

Filing Type	Date of Filing	Document ID
REG. OF FOR. PROFIT LIM. LIAB. CO.	06/06/2011	201115800773
TRADE NAME/ORIGINAL FILING	06/06/2011	201115800774
AGENT ADDRESS CHANGE/LIMITED/LIABILITY/PARTNERS	06/07/2013	201315800641
AGENT ADDRESS CHANGE/LIMITED/LIABILITY/PARTNERS	10/01/2014	201427401008
CORRECT REGISTRATION/FOREIGN LIMITED LIABILITY CO	11/18/2014	201432301052
AGENT ADDRESS CHANGE/LIMITED/LIABILITY/PARTNERS	01/14/2015	201501400544
AGENT ADDRESS CHANGE/LIMITED/LIABILITY/PARTNERS	05/24/2017	201714410220
FOREIGN/DESIGNATED APPOINTMENT OF AGENT	02/12/2020	202004302222



Fri Aug 20 2021

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 20th of August, A.D. 2021*

*Ohio Secretary of State*

A handwritten signature in blue ink, reading "Frank LaRose".

**Applicant is 100% owned by the parent company:**

**Parent Company: Blue & Silver Ventures,**

**EIN 20-1444479,**

**Address: 1 Cowboys Way Frisco Tx 75034**

**BLUE & SILVER ENERGY CONSULTING, LLC  
D/B/A PRO-STAR ENERGY SERVICES  
FORECASTED FINANCIALS FOR 2024 & 2025**

<b>CATEGORY</b>	<b>FORECAST FOR 2024</b>	<b>FORECAST FOR 2025</b>
Income	109,080,000	130,896,000
Cost of Goods Sold	78,000,000	93,600,000
<b>GROSS PROFIT</b>	<b>31,080,000</b>	<b>37,296,000</b>
Advertising & Marketing	657,800	756,470
Bank Charges	67,045	77,102
Charitable Contributions	92,000	105,800
Computer Expense	149,500	171,925
Contractors	948,750	1,091,063
Insurance	247,250	284,338
Legal & Professional	246,100	283,015
Meals & Entertainment	339,250	390,138
Miscellaneous	254,150	292,273
Rent Expense	764,750	879,463
Salary & Wages	13,800,000	15,870,000
Software Subscriptions	448,500	515,775
Taxes & Licenses	50,600	58,190
Training / Trade Shows	69,000	79,350
Travel	508,300	584,545
Utilities	94,300	108,445
<b>TOTAL EXPENSES</b>	<b>18,737,295</b>	<b>21,547,889</b>
<b>TOTAL BUDGET NET INCOME / (LOSS)</b>	<b>12,342,705</b>	<b>15,748,111</b>

**BLUE & SILVER ENERGY CONSULTING, LLC**

**d.b.a Pro Star Energy Solutions, LP**

**CT Filing No. 0011098324**

**Officers, Directors, Partners or Similar Officers:**

- **Eric Sudol – President & CEO**
  - **Address:** 1 Cowboys Way, Suite 575, Frisco, TX 75034
  - **Phone No:** (469) 388-6240
  
- **Tom Walker – Chief Financial Officer**
  - **Address:** 1 Cowboys Way, Suite 575, Frisco, TX 75034
  - **Phone No:** (469) 388-6240
  
- **Todd Sherrod – Sr. Vice President, Procurement**
  - **Address:** 1 Cowboys Way, Suite 575, Frisco, TX 75034
  - **Phone No:** (469) 388-6240



## Eric Sudol

### President & Chief Executive Officer

ProStar Energy Solutions

**KEY QUALITIES:** Executive Leadership | Sales Consulting

Eric has spent the majority of his career in professional sports sales, marketing and consulting, leading some of the most visible and innovative sales campaigns in U.S. sports history. Within these projects, he has led teams which set industry records in sponsorship, seat license and suite sales while also consulting on numerous other projects throughout the world (amphitheaters, attractions, collegiate athletic properties, casinos, mixed use developments, among others).

#### **RELEVANT EXPERIENCE:**

##### **Allegiant Stadium / Las Vegas Raiders – Las Vegas, NV**

Oversaw the go-to market strategy development and sales execution of all revenue streams, which has become the most successful brand-new market relocation in NFL history.

Role: SVP, Global Partnerships, Legends Global Sales

##### **The Star / Dallas Cowboys World Headquarters – Frisco, TX**

Developed and implemented first-of-its-kind sponsorship strategy across all areas of the Dallas Cowboys World Headquarters, practice facility and mixed-use development. The platform led to double digit revenue growth and quickly became a catalyst for similar projects across professional sports.

Role: Vice President, Corporate Partnerships, Dallas Cowboys

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Managed sales teams across tickets, suites and sponsorships, which exceeded revenue goals and set industry records. His sponsorship team leads the National Football League in revenue and has averaged double digit growth each year of his tenure.

Role: Vice President, Corporate Partnerships / Director of Sales, Dallas Cowboys

#### **YEARS OF EXPERIENCE:**

15

#### **EDUCATION:**

Bachelor of Arts,  
Economics & Business  
*Cornell College*

Master of Sports  
Administration /  
Master of Business  
Administration,  
*Ohio University*

#### **AWARDS & RECOGNITION**

Dallas Business  
Journal 40 Under 40  
(2015)

Sports Business  
Journal 40 Under 40  
(2019)

Cornell College Young  
Alumni Achievement  
Award (2018)

**Thomas L. Walker**  
**Chief Financial Officer**

11906 Brookmeadow Lane  
Dallas, TX 75218  
USA

Business: +1 972 556 9394  
Mobile: +1 214 929 6945  
Email: twalker@dallascowboys.net

**Career**  
**Summary**

- ❖ Extensive experience in the areas of individual and fiduciary income tax, estate and gift tax, retirement planning, cash flow planning, investment planning, insurance planning and general financial planning.
- ❖ Primary focus on financial planning matters for corporate executives and tax planning (including both income and transfer taxes) for high net worth individuals and families.
- ❖ Significant experience in management of all tax affairs (including income tax, transfer tax, sales tax and payroll tax) for a high net worth family and all related entities

**Professional**  
**Experience**

April 2004 to  
Present

**Dallas Cowboys Football Club Ltd.** Frisco, Texas  
***Tax Director***

- ❖ Responsible for all tax matters related to professional sports franchise, real estate holdings and oil & gas operations
- ❖ Responsible for income and transfer tax matters for family of high net worth individuals
- ❖ Primary contact for all external accountants and attorneys related to income and transfer tax issues
- ❖ Significant dealings with taxing authorities regarding appeals and settlement of income, payroll and sales tax issues
- ❖ Worked extensively with family members in planning and implementing wealth transfer programs and estate planning matters

May 2001 to  
September  
2003

**KPMG International Headquarters**, Amsterdam, the Netherlands,  
***Senior Manager - Global Tax and Legal Quality Performance and Risk Management***

- ❖ Primary contact for all global tax and legal risk management matters in 155 member firms
- ❖ Liaise with the Office of General Counsel, the Professional Indemnity Committee, the Global Risk Steering Group, the Office of Global Risk Management, the Global Chief Operating Officer and the Global Managing Partner – Tax and Legal to ensure that firm risk management standards are applied across all functions and in all member firms
- ❖ Responsible for the identification and establishment of a global network of financial planning providers focusing on high net worth individuals
- ❖ Primary contact for non-US member firms with high net worth individuals in need of US financial planning matters
- ❖ Member of the Klegal High Net Worth Individual Steering Group – a unique practice area of the related legal firm focusing on high net worth individuals
- ❖ Member of the KPMG Global Wealth Services Group – a combination of financial planning and international expatriate service providers focused on serving the needs of high net worth individuals internationally

**Todd Sherrod**

Blue & Silver Energy Consulting, LLC d/b/a Pro-Star Energy Services

Sr. Vice President, Procurement

**Professional Work History****Dec. 2012 – Current - Blue & Silver Energy Consulting, LLC d/b/a Pro-Star Energy Services**

*Sr. Director – Business Development*

*Vice President, Operations & Market Analytics*

*Chief Client Services Officer*

Responsibilities include, market communication for customer consultation regarding market design and procurement opportunities in deregulated markets across North America. Work with large commercial and Industrial customers to design and implement hourly hedging schedules to conform with risk tolerances with regard to energy procurement. Contract negotiation in conjunction with customers & energy suppliers to arrive at agreeable contract language. Weekly market reporting, and communication via company newsletter discussing energy market activity & regulations.

**May 2006 – Dec. 2012 – Hudson Energy**

Director, Commercial Structuring

Responsibilities included management of deal structuring, energy pricing team for deregulated electric & natural gas customers across U.S. & Canada. Portfolio hedging, and scheduling responsibilities in ERCOT, PJM, NYISO, & ISO-NE.

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to May 2001;

September  
2003 to April  
2004

**KPMG LLP, Dallas, Texas**

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**Certified Financial Planner**

**Personal Financial Specialist**

**Chartered Financial Consultant**

**Chartered Life Underwriter**

**Education**

**Oklahoma State University, Stillwater, Oklahoma**

***Masters of Accounting*, May 1997, Concentration: Tax**

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Email: twalker@dallascowboys.net

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***Bachelor of Science***, May 1997, Finance

**This foregoing document was electronically filed with the Public Utilities  
Commission of Ohio Docketing Information System on**

**8/22/2023 1:40:44 PM**

**in**

**Case No(s). 11-3946-EL-AGG**

**Summary: In the Matter of the Application of Blue & Silver Energy Consulting LLC**