



EB-2013-0340

Lauren Bauer Zinman, Esq.  
Corporate Counsel

RECEIVED

SEP 18 2013  
ONTARIO ENERGY BD

September 17, 2013

VIA FEDERAL EXPRESS

Board Secretary  
Ontario Energy Board  
P.O. Box 2319  
2300 Yonge Street, 27<sup>th</sup> Floor  
Toronto, ON M4P 1E4

18/9/13

RE: TFS ENERGY SOLUTIONS, LLC ELECTRICITY RETAILER LICENCE RENEWAL APPLICATION - ER-2008-0320

To Whom It May Concern:

Enclosed please find two originals and one copy of the Electricity Retailer Licence Renewal Application for TFS Energy Solutions, LLC d/b/a Tradition Energy along with a two hundred dollar (\$200) renewal application fee.

If you need any additional information, please contact me at 203-391-2253 or [lzinman@tradition.com](mailto:lzinman@tradition.com). Thank you for your assistance with this matter.

Sincerely,

Lauren Bauer Zinman, Esq.  
Corporate Counsel  
Tradition Energy

Ontario Energy Board  
 P.O. Box 2319  
 2300 Yonge Street  
 27<sup>th</sup> Floor  
 Toronto ON M4P 1E4  
 Telephone: 1-888-632-6273  
 Facsimile: (416) 440-7656

Commission de l'énergie l'Ontario  
 C.P. 2319  
 2300, rue Yonge  
 27<sup>e</sup> étage  
 Toronto ON M4P 1E4  
 Téléphone: 1-888-632-6273  
 Télécopieur: (416) 440-7656



# Application for an Electricity Retailer Licence

For Office Use Only	
Application Number	EB - 2013-0340
Date Received	Sept 18/13

## 1. The Applicant

Legal Name of the Applicant : TFS Energy Solutions, LLC

Name to Appear on Licence: TFS Energy Solutions, LLC d/b/a Tradition Energy

Indicate if the name to appear on the licence is the same as the legal name.

Please note that if the name to appear on the licence is not the same as the legal name, the name on the licence must include the legal name of the applicant and the legal name must appear first. The "Name to Appear on Licence" will appear on the notice of application and on the licence.

Business Classification:

- Sole Proprietor
- Partnership
- Corporation
- Other (describe) Limited liability corporation

Date of formation or incorporation: March 3, 2006

Place of formation or incorporation: Stamford, CT

Province/state Delaware

Country United States

If the applicant is an individual, the applicant must be at least 18 years old.

If the applicant is an individual, is he or she at least 18 years old?

- Yes
- No
- Not applicable - not an individual

## 2. Licence Primary Contact

As a condition of licensing, the licensee shall designate a person who will act as primary contact with the Board on matters related to the licence.

Mr. <input checked="" type="radio"/> Mrs. <input type="radio"/> Miss <input type="radio"/> Ms. <input type="radio"/> Other <input type="radio"/> _____	Last Name	First Name	Initial
	McDermott	Brian	
	Title/Position		
	Senior Director		
Company Name if different from Name to Appear on Licence			
Licence Primary Contact Address:			
680 Washington Boulevard			
City	Province/State	Country	Postal/Zip Code
Stamford	Connecticut	United States	06901
Phone Number	Toll Free (if available)	Fax Number	E-mail Address
203-205-9650	877-51-POWER	203-967-0426	Brian.McDermott@TraditionEnergy.com

If the above address is not in Ontario, the applicant must also provide contact information for service purposes in the province of Ontario. Applicants whose offices are not located in Ontario may provide the address of an agent (an individual who is a resident of Ontario and is at least 18 years old, or a corporation that has its head office or registered office in Ontario) as the address of service.

Mr. <input checked="" type="radio"/> Mrs. <input type="radio"/> Miss <input type="radio"/> Ms. <input type="radio"/> Other <input type="radio"/> _____	Last Name	First Name	Initial
	Robson	Jon	
	Title/Position		
	Clerk		
Company Name if different from Name to Appear on Licence			
Devpie Management Services Limited, a subsidiary of Devry Smith Frank LLP			
Address for Service in Ontario (if different than the Licence Primary Contact Address above)			
95 Barber Greene Road, Suite 100			
City	Province	Postal Code	
Toronto	ONTARIO	M3C 3E9	
Phone Number	Toll Free (if available)	Fax Number	E-mail Address
416-449-1400		416-449-7071	jonathan.robson@devrylaw.ca

### 3. Application Primary Contact

Indicate if same as above. If yes, proceed to section 4.

The primary contact for the licence application may be a person within the applicant's organization other than the licence primary contact noted above. An applicant may also choose to designate a consultant, lawyer, etc. to be the primary contact for the licence application. The Board will communicate with this person during the course of the application but with the licence primary contact after a licence is issued.

Mr. <input type="radio"/>	Mrs. <input checked="" type="radio"/>	Last Name	First Name	Initial
Miss <input type="radio"/>	Ms. <input type="radio"/>	Zinman	Lauren	B
Other <input type="radio"/>		Title/Position		
		Corporate Counsel		
		Company Name if different from Name to Appear on Licence		
Application Primary Contact Address:				
680 Washington Boulevard				
City	Province/State	Country	Postal/Zip Code	
Stamford	Connecticut	United States	06901	
Phone Number	Toll Free (if available)	Fax Number	E-mail Address	
203-391-2253		203-967-0426	lauren.zinman@tradition.com	

### 4. Customer Complaint or Inquiries Primary Contact

Provide contact information of the person to whom correspondence or communication regarding customer complaints or inquiries should be addressed. The mailing address should be in Ontario and the telephone number should be listed in Ontario. If the applicant intends to retail electricity to low-volume consumers (annually consuming less than 150,000 kilowatt hours of electricity), the applicant should also provide a telephone number which may be reached by the general public without a charge.

Mr. <input checked="" type="radio"/>	Mrs. <input type="radio"/>	Last Name	First Name	Initial
Miss <input type="radio"/>	Ms. <input type="radio"/>	McDermott	Brian	
Other <input type="radio"/>		Title/Position		
		Senior Director		
		Company Name if different from Name to Appear on Licence		
Customer Complaint or Inquiries Primary Contact Address:				
680 Washington Boulevard				
City	Province	Postal Code		
Stamford, CT	ONTARIO	06901		
Phone Number	Toll Free	Fax Number	E-mail Address	
203-205-9650	877-51-POWER	203-967-0426	brian.mcdermott@traditionenergy.com	

## 5. Type of Application

- New licence
- Renewal, please provide the licence number and expiry date of the existing licence

Licence Number: ER- 2008-0320      Expiry Date: February 8, 2014

## 6. Trade Names

The electricity retailer licence authorizes the licensee to conduct business using the name under which the licence is held. It also provides for the use of trade names by the licensed electricity retailer.

Does the applicant intend to use trade names?

Yes, provide a list of trade names the applicant intends to use in the space provided below.

No, proceed to 7.

Tradition Energy

## 7. Applicant's Licensing Status and History

(a) Has the applicant, an affiliate of the applicant, or an associated entity (e.g., a partnership or limited partnership) ever been licensed by the Ontario Energy Board? (the *Business Corporations Act* definition for affiliate can be found at [www.e-laws.gov.on.ca](http://www.e-laws.gov.on.ca)).

Yes, provide details of current and expired licences in the table below.

No, proceed to 7(b).

Licensee Name	Relation to the applicant (e.g., applicant itself, affiliate, partner...etc.)	Licence Number
TFS Energy Solutions, LLC	Applicant itself	EB-2008-0320

(b) Does the applicant, an affiliate of the applicant, or an associated entity (e.g., a partnership or limited partnership) have any other application(s) before the Ontario Energy Board?

Yes, provide details in the table below.

No, proceed to 7(c).

Applicant Name	Type of Application	Ontario Energy Board File Number (if applicable)

(c) Has the applicant, an affiliate of the applicant, or an associated entity (e.g., a partnership or limited partnership) ever undertaken licensed energy sector activity in any other jurisdiction within North America?

Yes, provide details of current and expired licences in the table below

No

Company Name	Jurisdiction	Business Activity	Name of Licensing Body	Licence/Registration No.
SEE ATTACHED				
SCHEDULE 7(c)				

## 8. Officers, Directors and Key Individuals

(a) If the applicant is a corporation, provide as a separate attachment a list of all officers and directors, including name and title.

(b) Provide a list of key individuals below. The individuals listed must be the individuals that are responsible for the following functions for the applicant: regulatory requirements and conduct, financial matters and technical matters. These key individuals may include the Chief Executive Officer, the Chief Financial Officer, other officers, directors and proprietors.

**Note: Please list a minimum of three key individuals. If unable to provide a minimum of three, please explain.**

Name of Key Individual	Title/position within applicant's business (or identify company if not the applicant's business)
Alan Kurzer	President
Justin Maccarone	Managing Director
Brian McDermott	Senior Director

## 9. Intended Services and Markets

(a) Intended Services: please identify which of the following services the applicant intends to offer. You may select as many as applicable.

- to sell or offer to sell electricity to low-volume consumers (annually consuming less than 150,000 kilowatt hours of electricity) in Ontario.
- to sell or offer to sell electricity to large-volume consumers (annually consuming more than 150,000 kilowatt hours of electricity) in Ontario.
- to act as an agent or broker for a retailer with respect to the sale or offering for sale of electricity to large-volume consumers, or as an agent or broker for large-volume consumers with respect to the sale or offering for sale of electricity in Ontario.
- to act as an agent or broker for a retailer with respect to the sale or offering for sale of electricity to low-volume consumers, or as an agent or broker for low-volume consumers with respect to the sale or offering for sale of electricity in Ontario.

Is the applicant currently providing any of the above listed services?

Yes, provide a list of the services the applicant is currently providing.

TFS Energy Solutions, LLC provides electricity brokering services to commercial and industrial  
customers in Ontario.

No, indicate when the applicant intends to provide these services.

(b) Wholesale Market Participation: does the applicant intend to operate in the IESO-administered markets and settle bilateral contracts through the IESO?

Yes

No, please explain how the applicant intends to participate.

Applicant intends to act as a broker by soliciting bids from energy suppliers; assisting in the selection of an energy  
supplier and managing its customers' energy costs. Applicant will never take title to or supply electricity.

(c) Retail Market Participation: does the applicant intend to settle the wholesale market cost of electricity consumed by its customers through a distributor's settlement system?

Yes

No, please explain how the applicant intends to participate.

Applicant intends to act as a broker by soliciting bids from energy suppliers; assisting in the selection of an energy  
supplier and managing its customers' energy costs. Applicant will never take title to or supply electricity.