

Ontario Energy Board  
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Commission de l'énergie  
l'Ontario  
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Toronto ON M4P 1E4  
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DEC 15 2014



ONTARIO ENERGY BOARD

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Application Number	EB - 2014-0374
Date Received	Dec. 15/14

## Application for an Electricity Retailer Licence

### 1. The Applicant

Legal Name of the Applicant: TransAlta Generation Partnership by its Manager TransAlta Corporation

Name to Appear on Licence: TransAlta Generation Partnership

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) \_\_\_\_\_

Date of formation or incorporation: Oct 1, 2008

Place of formation or incorporation: Calgary

Province/state Alberta

Country Canada

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 type="radio"/>	Mrs. <input type="radio"/>	Last Name	First Name	Initial
Miss <input type="radio"/>	Ms. <input checked="" type="radio"/>	Browning	Carissa	
Other <input type="radio"/>		Title/Position		
		Legal Counsel		
		Company Name if different from Name to Appear on Licence		
		TransAlta Corporation		
Licence Primary Contact Address:				
110 - 12 Avenue SW				
City	Province/State	Country	Postal/Zip Code	
Calgary	Alberta	Canada	T2R 0G7	
Phone Number	Toll Free (if available)	Fax Number	E-mail Address	
403-267-3665		403-267-7255	carissa_browning@transalta.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"/>	Last Name	First Name	Initial
Miss <input type="radio"/>	Ms. <input type="radio"/>	Heaman	Brian	
Other <input type="radio"/>		Title/Position		
		Commercial Manager, East		
		Company Name if different from Name to Appear on Licence		
Address for Service in Ontario (if different than the Licence Primary Contact Address above)				
1475 Vidal Street S				
City	Province	Postal Code		
Sarnia	ONTARIO	N7T 7V2		
Phone Number	Toll Free (if available)	Fax Number	E-mail Address	
519-464-5836		519-464-5832	brian_heaman@transalta.com	

### 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 type="radio"/> Miss <input type="radio"/> Ms. <input type="radio"/> Other <input type="radio"/> _____	Last Name	First Name	Initial
	<input type="text"/>	<input type="text"/>	<input type="text"/>
	Title/Position		
	<input type="text"/>		
	Company Name if different from Name to Appear on Licence		
	<input type="text"/>		
Application Primary Contact Address:			
<input type="text"/>			
City	Province/State	Country	Postal/Zip Code
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Phone Number	Toll Free (if available)	Fax Number	E-mail Address
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

### 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"/> Miss <input type="radio"/> Ms. <input type="radio"/> Other <input type="radio"/> _____	Last Name	First Name	Initial
	<input type="text" value="Heaman"/>	<input type="text" value="Brian"/>	<input type="text"/>
	Title/Position		
	<input type="text" value="Commercial Manager, East"/>		
	Company Name if different from Name to Appear on Licence		
	<input type="text"/>		
Customer Complaint or Inquiries Primary Contact Address:			
<input type="text"/>			
City	Province	Postal Code	
<input type="text" value="1475 Vidal Street S"/>	<input type="text" value="ONTARIO"/>	<input type="text" value="N7T 7V2"/>	
Phone Number	Toll Free	Fax Number	E-mail Address
<input type="text" value="519-464-5836"/>	<input type="text"/>	<input type="text" value="519-464-5832"/>	<input type="text" value="brian_heaman@transalta.com"/>

## 5. Type of Application

- New licence
- Renewal, please provide the licence number and expiry date of the existing licence  
 Licence Number: ER- \_\_\_\_\_ Expiry Date: \_\_\_\_\_

## 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.


## 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
TransAlta Generation Partnership	applicant	EG-2009-0287
TransAlta Cogeneration LP	affiliate	EG-2003-0184
TransAlta Energy Marketing Corp.	affiliate	EW-2011-0136
Canadian Hydro Developers Inc.	affiliate	EG-2003-0134
Canadian Renewable Energy Corporation	affiliate	EG-2003-0013
Ragged Chute Energy Inc.	affiliate	EG-2013-0291

(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				

## 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)
Brett Gellner	Chief Investment Officer, TransAlta Corp.
Maryse C. St.-Laurent	VP Legal & Corporate Secretary - TransAlta Corp.
John Kousinioris	Chief Legal & Compliance Officer - TransAlta Corp.

## 7 Applicant's Licensing Status and History

**(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?**

<u>Company Name</u>	<u>Jurisdiction</u>	<u>Business Activity</u>	<u>Licensing Body</u>	<u>Lic/Reg No.</u>
TransAlta Corporation	New Brunswick	power generation	NBEUB	n/a
TransAlta Energy Marketing Corp.	New Brunswick	power marketing & trading	NBEUB	n/a
TransAlta Centralia Generation LLC	U.S.	power generation	FERC	MBRA Docket No. ER10-2847-001
TransAlta Energy Marketing (U.S.) Inc.	U.S.	power marketing & trading	FERC	MBRA Docket No. ER10-2806-001
TransAlta Energy Marketing Corp.	U.S.	power marketing & trading	FERC	MBRA Docket No. ER10-2818-001

## 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.

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

January 2015

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(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.

Direct connection from generation facility to load.

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(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.

Commercial contract.

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