STATE OF DELAWARE

PUBLIC SERVICE COMMISSION
861 SILVER LAKE BLVD.
CANNON BUILDING, SUITE 100
DOVER, DELAWARE 19904

TELEPHONE: (302) 736-7500
FAX: (302) 739-4849

May 5, 2016

Mr. Tim Booth
Convenient Ventures, LLC
415 Norway St
York, PA 17403

Re: IN THE MATTER OF THE APPLICATION OF CONVENIENT VENTURES, LLC D/B/A ENERGYOBJECTIVE FOR A CERTIFICATE TO PROVIDE ELECTRIC SUPPLY SERVICES WITHIN THE STATE OF DELAWARE (FILED MAY 4, 2016) - PSC DOCKET NO. 16-0629

Dear Mr. Booth,

The Delaware Public Service Commission ("Commission") is in receipt of the (the "Application") by Convenient Ventures, LLC d/b/a EnergyObjective ("Company") for certification to become an electric supplier in Delaware. In order to recommend approval of the Application, additional information is necessary as indicated below. Staff would appreciate a response by **June 5, 2016,** however, 26 *Del. Admin. C.* § 3001 (the "Supplier Rules") section 2.4 provides that incomplete applications will be closed four months after the filing date, which would require a response prior to **September 1, 2016**. The responses and verifications must be uploaded as a subsequent filing in the Commission's electronic filing system, DelaFile, under **Docket No. 16-0629**.

Section 2.1.1.1 Authority to do Business in Delaware

- Please provide a copy of the Delaware Business License issued by the Delaware Division of Revenue
- Please provide a copy of the Delaware Certificate of Good Standing issued by the Delaware Secretary of State

Section 2.1.1.5.1 Financial statements

- The financial statement are combined for the Shipley Companies, please provide a detailed corporate structure

Section 2.1.1.5.5 Relevant operational experience of each principal officer responsible for Delaware operation

- Please provide a professional resume detailing the work experience of each principal officer responsible for Delaware operations

Section 2.1.1.6 Verification of Application

- Please provide a signed, sworn verification letter with any supplemental filings in support of the application (this should be by a principal or officer authorized to sign on behalf of the Applicant)

Section 2.1.1.8.1 Legal Name of Business

- The documentation submitted in support of the application indicates that the fictitious name that was registered with the New Castle Prothonotary was EnergyObjective. As indicated in the submitted application (see page 2 – Geographic Area Delmarva Power, and Delaware Electric Cooperative Services Territory), this indicates to Staff that you intend to provide service in the entire state therefore the d/b/a must be registered with all three Delaware Counties. Please provide documentation that the d/b/a has been registered with the remaining two counties.

Should you have any questions or if I can be of any assistance you may contact me at (302) 736-7534 or by email at toni.loper@state.de.us .

Respectfully,

Toni Loper

Toni Loper
Public Utility Analyst II

CC: Ms. Donna Nickerson, Commission Secretary
Ms. Malika Davis, Public Utility Analyst

STATE OF PA
COUNTY OF York

On this 24th day of May, 2016, personally came before me, the subscriber, a Notary Public in and for the state and county aforesaid, Matt Sommer as the President, of Shipley Group, LP, known to me personally to be such or having presented to me satisfactory evidence of identity, and acknowledged this document to be his act and deed and the act and deed of such limited liability company, that the signature of such individual is in his own proper handwriting, and that the facts set forth in this application are true and correct to the best of his knowledge, information, and belief.

Signature of individual
Printed Name: Matt Sommer

SIGNED AND SWORN (OR AFFIRMED) before me on this 24 day of May, 2016, by Matt Sommer.

Signature of Notarial Officer

SEAL

COMMONWEALTH OF PENNSYLVANIA
NOTARIAL SEAL
GRETA R WHITACRE
Notary Public
CITY OF YORK, YORK COUNTY
My Commission Expires Aug 10, 2019

Notary Public

My Commission Expires:
Aug 10, 2019

Delaware

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY "CONVENIENT VENTURES, LLC" IS DULY REGISTERED UNDER THE LAWS OF THE STATE OF DELAWARE AND IS IN GOOD STANDING AND HAS A LEGAL EXISTENCE SO FAR AS THE RECORDS OF THIS OFFICE SHOW, AS OF THE THIRTEENTH DAY OF MAY, A.D. 2016.

AND I DO HEREBY FURTHER CERTIFY THAT THE ANNUAL FRANCHISE TAXES HAVE BEEN ASSESSED TO DATE.

Jeffrey W. Bullock, Secretary of State

6009473 8300

SR# 20163179504

Authentication: 202315238

Date: 05-13-16

You may verify this certificate online at corp.delaware.gov/authver.shtml

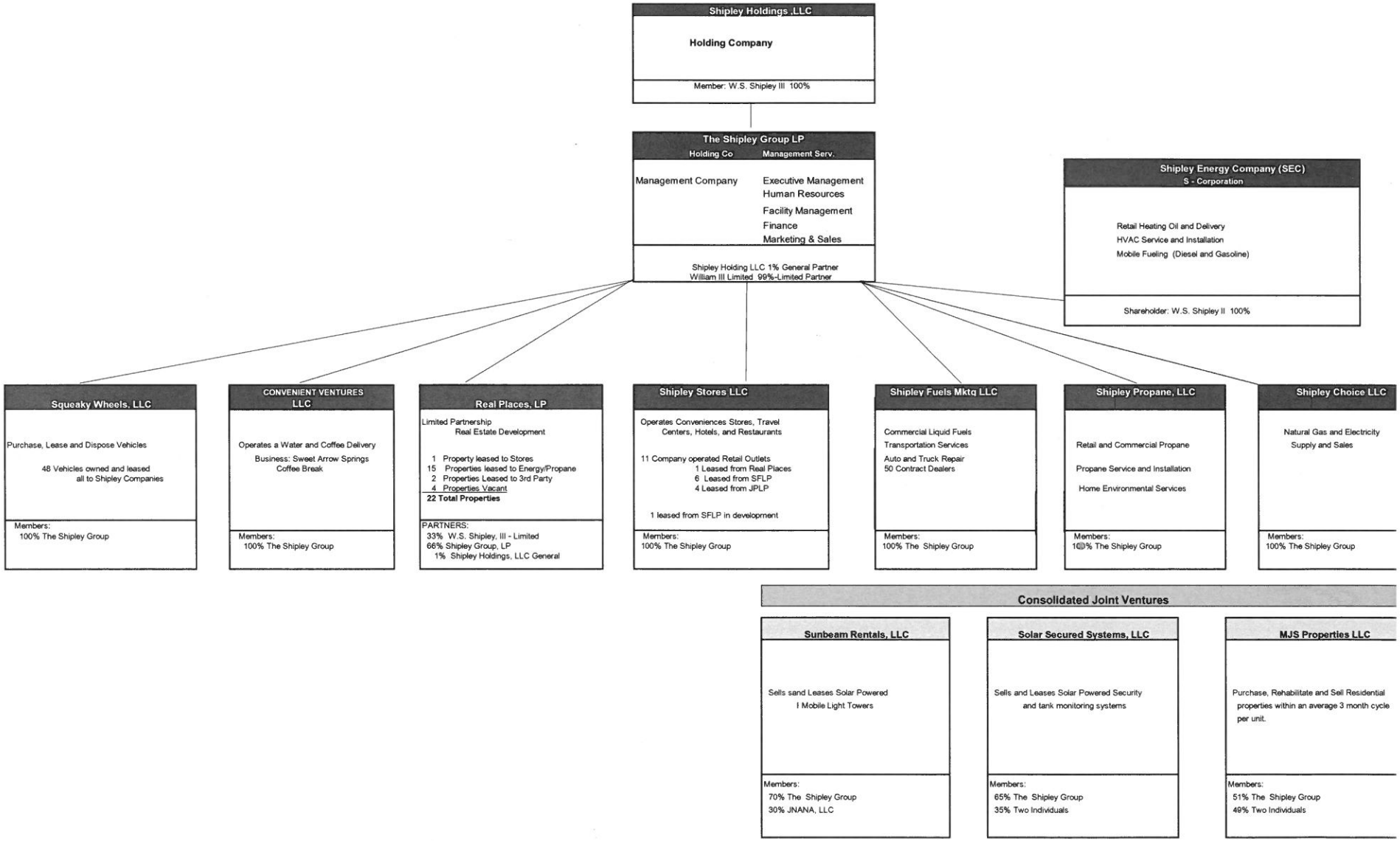
State of Delaware
Division of Revenue
Temporary License

License Number:	2016603397
Business Name:	Convenient Ventures, LLC
Business Address:	415 NORWAY ST YORK, PA 17403 USA

Revenue Code:	**Subtype:**	**Temp License Expiration:**	**Tax Period:**	**Business Code:**
0101	01	60 Days from Receipt Date	2016	120-BROKER
Receipt Date:	**Document Location Number:**		**Amount:**	**Officer:**
5/11/2016	169213204		$37.50	**(INTERNET ONE STOP LICENSE)**

The Shipley Companies

10/17/2013 Structure



Technical and Managerial Competency

Convenient Ventures, LLC, d/b/a EnergyObjective is a division of parent Shipley Group, LP, which is a fourth-generation family-owned company started in 1929. Based out of York, Pennsylvania, The Shipley Group has been supplying natural gas since about 2002 and electricity since early 2013. Our gas territory serves 4 BCF/year to all customer classes in UGI, Columbia Gas of PA, PECO, BG&E and WG&L; our electric supply territory currently includes 2,500 PPL and Met-Ed residential customers. We have been a member of PJM since late 2012. Under a separate license, EnergyObjective has also brokered electricity to about 300 commercial and industrial customers in Pennsylvania since 2014. In additional to electricity and natural gas, the separate companies of Shipley Group, LP serve fuel oil, propane, gasoline, HVAC service, and several additional services to a total of 60,000 residential, commercial and industrial customers.

We are excited to expand our success east into Delaware. Over time, the company plans to expand in all service areas in the state but will begin in New Castle. The plan is to serve C&I customers, as soon as we are approved and establish working relationships. As we grow, we will look to expand into the other utilities in Delaware.

William Shipley III (CEO), Steve Passio (President of Shipley Energy), and Matthew Sommer (President of Shipley Group) guide the strategic plans of the company and will help lead the Delaware approach. Richard Beamesderfer (CFO) leads a competent and well-staffed finance team. Tim Booth (General Manager of EnergyObjective) controls all supplier relationships, scheduling, pricing, administration, and customer-level sales strategy. He will be instrumental in both the setup and day-to-day operations of the Delaware business. (Resumes for each of these key personnel are below.)

A team of experienced commercial and industrial salespeople will focus on customer relationships and help get us off the ground in the new state. Each C&I customer will then be assigned a dedicated renewal representative. Marketing will be done primarily in-house and will focus on website promotion, referrals and direct outreach. Customer service will be handled by our impressive current team of cross-trained representatives.

WILLIAM S. SHIPLEY, III

Shipley Group, Chairman	2012-Present
Shipley Energy, Chief Executive Officer	1982-Present
Southland Corporation, 7-11 Store Manager	1980-1982
Pennsylvania State University, MBA	1980
Emory University, BA, History	1978

RICHARD M. BEAMESDERFER

Shipley Group and Shipley Energy, CFO, Treasurer	1996-Present
Health South Corporation, CFO – Rehab Hospital of York	1987-1996
Manor Care, Tax Investment Analyst	1983-1987
George Washington University, MBA, Finance	1989
Certified Public Accountant	1986
Andrews University, BBA, Accounting	1983

STEPHEN J. PASSIO

Shipley Energy, President	2013-Present

Shipley Energy, Vice President Commercial Fuels	2003-2013
BP, Capabilities Project Manager	2001-2003
BP Amoco, Mid-Atlantic Region Manager	1999-2001
BP Amoco, Pricing Manager Atlantic BU	1997-1999
Amoco Corporation, Financial/Strategic Analyst	1995-1997
Amoco Corporation, Sales Operations Manager	1990-1995
Robert Morris College, MBA	1995
Temple University, BS, Business Administration	1989

MATTHEW A. SOMMER

Shipley Group, President	2013-Present
Shipley Energy, Chief Marketing Officer	2012-2013
Shipley Energy, Vice President of Natural Gas and Electricity	2002-2011
George Washington University, BA, Economics	2001

Tim Booth

EnergyObjective, General Manager	2014-Present
Shipley Energy, Manager of Electricity	2011-2014
Shipley Energy, Gas and Power Market Specialist	2009-2001
Millersville University of PA, MBA	2008
York College of PA, BA, Mass Communications	2003

Steve Stetler

To: Toni Loper
Subject: application amendment

Toni,

Please see the attached email from Tim Booth, General Manager of EnergyObjective. We would like to amend our original application to be a broker in the state of DE to reflect we only want to do business in New Castle County. Should the business plan for the company change, we will amend and also file d/b/a's in the appropriate counties.

Thanks,
Steve

ShipleyEnergy
Stephen Stetler
Assistant to the President
Shipley Group

415 Norway Street
York, PA 17403
PH: 717-850-7485
Committed, Responsive, Progressive

Steve Stetler

From: Tim Booth
Sent: Wednesday, June 01, 2016 11:55 AM
To: Steve Stetler
Subject: Delaware County Change

Steve,

We'd like to amend the original application to only include only New Castle County in Delaware instead of all three counties.

Thanks,
Tim

energyobjective
A Shipley Energy Company

Tim Booth
General Manager

415 Norway Street
York, PA 17403

P: 717.771.1894
C: 717.654.7556
F: 717.771.0796
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