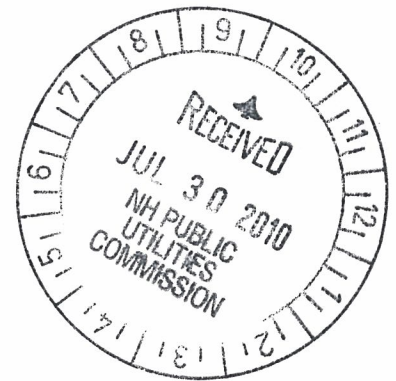


DM 10-203

Debra A. Howland
Executive Director and Secretary
State of New Hampshire
Public Utilities Commission
21 South Fruit Street, Suite 10
Concord, NH 03301-2429

**South Jersey Energy Company
d/b/a Halifax American Operating Company**



Re: Registration Application of the above mentioned entity to become
Competitive Natural Gas Supplier

Dear Ms. Howland;

Please find enclosed our application to become a CNGS in New Hampshire. We have enclosed the required fee and responded to all questions to the best of our understanding. I would also note that this entity has been registered as a Competitive Electricity Supplier since 2007.

For any questions that arise in connection with the processing of this application, please direct them to A. Bartholomew Fromuth. He can be reached at 603-625-2244.

Regards

Lou DeCicco
LDECICCO@sjindustries.com
609-568-9028 ext. 6915
South Jersey Energy Company
Lockbox # 6471
P.O. Box 8500
Philadelphia, PA 19178-6471

A. Bartholomew Fromuth
Halifax American Energy Company
bart.fromuth@haecpower.com
603-625-2244
816 Elm Street, Suite 364
Manchester, NH 03101

**REGISTRATION APPLICATION OF SOUTH JERSEY ENERGY COMPANY
TO BECOME A COMPETITIVE NATURAL GAS SUPPLIER**

I. Information Required by Puc 2003.01 ©

- (1) The legal name of the applicant as well as any trade name(s) under which it intends to operate;

South Jersey Energy Company

d/b/a

Halifax American Operating Company (trade name)

Also will be doing business with Halifax American Energy Company, LLC through natural gas joint venture in New England states.

- (2) The applicant's business, principal place of business, telephone number, facsimile number and email address;

South Jersey Energy Company

1 South Jersey Plaza

Folsom, New Jersey 08037

Phone 609-561-9000

Email: Bart.Fromuth@HAECpower.com

Can be contacted through New Hampshire office at:

Halifax American Energy Company, LLC

816 Elm Street, Suite 364

Manchester, NH 03101

Fax 603 625 8448

Phone: 603 625 2244

Email: Bart.Fromuth@HAECpower.com

- (3) The applicant's place of incorporation;

South Jersey Energy Company is incorporated in New Jersey

- (4) The names, titles, business addresses, telephone numbers and facsimile numbers of the applicant's principal officers;

The applicant, South Jersey Energy Company is involved in a joint venture with Halifax American Energy Company, LLC incorporated in NH) for the purpose of selling energy-related products and services including the supply of natural gas to the retail market. South Jersey Energy Company is a wholly owned subsidiary of South Jersey Industries (SJI). SJI stock is traded on the New York Stock Exchange under the symbol SJI. As of December 31, 2009, the latest available date, our records indicate that there were 7,324 shareholders of record.

Officers of South Jersey Energy Company are the following:

**Michael J. Renna – President
David Robbins, Jr. – Treasurer and Secretary
William R. Deter – Assistant Vice President
Joseph M. Scheufele – Assistant Vice President**

Officers of South Jersey Industries are the following:

**Edward J. Graham – Chairman, President and CEO
Jeffrey E. DuBois – Vice President
David A. Kindlick – Vice President and CFO
Michael J. Renna – Vice President
Kevin D. Patrick - Vice President
Sharon M. Pennington – Vice President
Gina M. Merritt-Epps, Esq. – Corporate Counsel and Secretary
Stephen H. Clark – Treasurer
Kenneth A. Lynch – Assistant Vice President
Christine Mari-Mazzola – Assistant Vice President**

The address, phone number, and fax number for all officers is the following;

**South Jersey Industries
1 South Jersey Plaza, Route 54
Folsom, NJ 08037
Telephone: 609-561-9000
Fax Number: 609-561-7130**

(5) A copy of the applicant's most recent audited financial statement;

A copy of South Jersey Industries' 2009 Annual Report has been attached. This financial statement has been audited by Deloitte & Touche, LLP. Additional financial statement and SEC filings are available on our web site at <http://www.sjindustries.com/>

(6) The following regarding any affiliate and/or subsidiary of the applicant:

a. The name and business address of the entity;

**Affiliate: Halifax American Energy Company, LLC
816 Elm Street, Suite 364
Manchester, NH 03101**

b. A description of the business purpose of the entity; and

Purpose of Affiliated Entity: To market and sell energy related products and services to the New Hampshire marketplace on behalf of South Jersey Energy Company

c. Regarding any agreements with any affiliated New Hampshire jurisdictional electric distribution company, a description of the nature of the agreement;

No such agreements exist

(7) The toll free telephone number of the customer service department or the name, title and toll free telephone number of the customer service contact person;

Howard Plante, Marketing Manager

877-292-HAEC (4232)

(8) Name, title, business address, telephone number, facsimile number and email address of the individual responsible for responding to commission inquiries;

**Gina Merritt-Epps, Esq.
General Counsel, South Jersey Energy Company
1 South Jersey Plaza, Route 54
Folsom, NJ 08037
609-561-9000
Fax: 609-561-7130
Email: Gmerritt@sjindustries.com**

Or,

**Howard Plante, Marketing Manager
Halifax American Energy Company
816 Elm Street**

Suite 364
Manchester, NH 03101
Email: energy49@comcast.net
Phone: 603-625-2244
Fax: 603-625-8448

- (9) Name, title, business address and telephone number of the applicant's registered agent in New Hampshire for service of process;

Howard Plante, Marketing Manager
Halifax American Energy Company
816 Elm Street
Suite 364
Manchester, NH 03101
Email: energy49@comcast.net
Phone: 603-625-2244
Fax: 603-625-8448

- (10) A copy of the applicant's authorization to do business in New Hampshire from the New Hampshire Secretary of State;

Authorization Attached

- (11) Description of geographic areas of New Hampshire in which the applicant intends to provide service, described by:

- a. A distribution company's existing franchise area;
- b. Existing town boundaries; or
- c. A map with the boundary limits delineated;

South Jersey Energy Company intends to sell natural gas at retail in the following service territories: The National Grid territory formerly known as Keyspan. And the Northern Utilities territory now owned by Unitil.

- (12) A description of the types of customers the applicant intends to service, and the customer classes as identified in the applicable utility's tariff within which those customers are served;

South Jersey Energy Company intends to sell natural gas at retail to end-users that use greater than 10,000 therms per month.

- (13) A listing disclosing the number and type of customer complaints concerning the applicant or its principals, if any, filed with a state licensing/registration agency, attorney general's office or other governmental consumer protection agency for the most recent calendar year in every state in which the applicant has conducted business relating to the sale of natural gas;

None

- (14) A statement as to whether any of the applicant's principals, as listed in a. through c. below, have ever been convicted of any felony that has not been annulled by a court:

- a. For partnerships, any of the general partners
- b. For corporations, any of the officers or directors; or
- c. For limited liability companies, any of the managers or members;

None

- (15) A statement as to whether the applicant or any of the persons listed in (14) above has, within the 10 years immediately prior to registration:

- a. Had any civil, criminal or regulatory sanctions or penalties imposed against them pursuant to any state or federal consumer protection law or regulation;
- b. Settled any civil, criminal or regulatory investigation or complaint involving any state or federal consumer protection law or regulation; or
- c. Is currently the subject of any pending civil, criminal or regulatory investigation or complaint involving any state or federal consumer protection law or regulation;

None

- (16) If an affirmative answer is given to any items in (14) or (15) above, an explanation of events;

Not Applicable

- (17) A statement that the applicant will:

- a. Maintain a list of consumers who request being placed on a do-not-call list for the purposes of telemarketing;
 - b. Obtain, no less than semi-annually, access to updated telephone preferences services lists maintained by the Direct Marketing Association;
- And

- c. Not initiate calls to New Hampshire customers who have either requested being placed on the do-not-call lists or customers who are listed on the Direct marketing Association's telephone preference lists;

Not Applicable, as applicant does not intend to offer supply to residential or small commercial customers

- (18) A sample of the bill form(s) that the applicant intends to use or a statement that the applicant intends to use the LDC's billing service;

Please see Sample Bill attached, however South Jersey may decide to utilize the LDC's billing service at some point in time.

- (19) An initial \$500.00 registration fee;

- (20) A copy of each contract to be used for residential and small commercial customers;

Not Applicable, as will not be serving these customer classifications at this time

- (21) A statement certifying that the applicant has the authority to file the application on behalf of the CNGS and that its contents are truthful, accurate and complete.

David Robbins, Jr., Treasurer, South Jersey Energy Company has the authority to file this application on behalf of South Jersey Energy Company and states that its contents are truthful, accurate and complete.

II. Information Required by Puc 2003.01 (d)

- (d) Each CNGS applicant shall provide the following in or with its application:

- (1) Demonstration of technical ability to provide for the efficient and reliable transfer of data and electronic information between regulated distribution companies and CNGS in the form of:
 - a. A statement from each natural gas distribution company with which the CNGS intends to do business indicating that the applicant has complied with the training and testing requirements for the electronic data interchange;

- and
- b. A statement from each natural gas distribution company with the CNGS intends to do business indicating that the applicant has successfully demonstrated electronic transaction capability;

Not applicable.

(2) A \$500.00 registration fee:

Check attached

(3) Evidence of financial security, as follows:

- a. The security shall be in the form of a surety bond or other financial instrument showing evidence of liquid funds, such as a certificate of deposit, an irrevocable letter of credit, a line of credit, a loan or a guarantee;
- b. The security amount shall:
1. Be the greater of:
 - (i). \$100,000.00; or
 - (ii). 20% of the CEPS_s estimated gross receipts for its first full year of operation, not including revenue from the provision of transition or default service; and
 2. Not exceed \$350,000.00; and
 3. The security shall name the commission as obligee.

License Bond attached.

Signed: David Robbins Jr.

David Robbins, Jr.
Treasurer
South Jersey Energy Company

Dated: 7-28-10

State of New Hampshire

Department of State

CERTIFICATE

I, William M. Gardner, Secretary of State of the State of New Hampshire, do hereby certify that Halifax - American Energy Company, LLC is a New Hampshire limited liability company formed on July 30, 2007. I further certify that it is in good standing as far as this office is concerned, having filed the annual report(s) and paid the fees required by law; and that a certificate of cancellation has not been filed.



In TESTIMONY WHEREOF, I hereto
set my hand and cause to be affixed
the Seal of the State of New Hampshire,
this 16th day of June, A.D. 2010

A handwritten signature in cursive script, reading "William M. Gardner".

William M. Gardner
Secretary of State

License Bond
Bond #K08464819

KNOW ALL BY THESE PRESENTS,

That we, South Jersey Energy Company, One South Jersey Plaza, NJ 08028 as Principal and Westchester Fire Insurance Company, a New York corporation, as Surety, are held and firmly bound unto State of New Hampshire, Public Utilities Commission as Obligee in the sum of One Hundred thousand & no/100-----(\$100,000.00) for which sum, well and truly to be paid, we bind ourselves, our heirs, executors, administrators, successors and assigns, jointly and severally, firmly by these presents.

Signed and sealed this 22nd day of July, 2010.

THE CONDITION OF THIS OBLIGATION IS SUCH, That WHEREAS, the Principal has made application for a license to the Obligee to offer, render, furnish or supply natural gas or natural gas services to the public.

NOW THEREFORE, the condition of this obligation is such that the principal must act in accordance to assure compliance with applicable provisions of the Public Utility Code and the rules and regulations of the State of New Hampshire Public Utilities Commission, to ensure the supply of natural gas at retail in accordance with contracts, agreements or arrangements.

NOW THEREFORE, if the Principal shall, during the period commencing on the aforesaid date, faithfully observe and honestly comply with such rules, regulations and statutes that are applicable to natural gas supplier license in New Hampshire and fulfils its obligation to pay the Gross Receipts Tax to the State, and to deliver natural gas at retail in accordance with contracts, agreements and arrangements, require the execution of this bond, then this obligation shall become void and of no effect.

PROVIDED, the Surety may terminate its future liability under this bond sixty (60) days after furnishing written notice of such intention to terminate, to State of New Hampshire, Public Utilities Commission, 21 S. Fruit St., Suite 10 Concord NH 03301. This termination shall not affect the liability of the Surety and the Principal for any liability incurred for the Principal prior to the effective date of termination.

This bond will expire 7/22/11 but may be continued by Continuation Certificate executed by the Surety.

South Jersey Energy Company

By: David Robbins Jr.
Treasurer

Westchester Fire Insurance Company

By: Gina M. Pepe
Gina M. Pepe, Attorney-in-Fact

Power of Attorney

WESTCHESTER FIRE INSURANCE COMPANY

Know all men by these presents: That WESTCHESTER FIRE INSURANCE COMPANY, a corporation of the State of New York, having its principal office in the City of Atlanta, Georgia pursuant to the following Resolution, adopted by the Board of Directors of the said Company on December 11, 2006, to wit:

"RESOLVED, that the following authorizations relate to the execution, for and on behalf of the Company, of bonds, undertakings, recognizances, contracts and other written commitments of the Company entered into the ordinary course of business (each a "Written Commitment"):

- (1) Each of the Chairman, the President and the Vice Presidents of the Company is hereby authorized to execute any Written Commitment for and on behalf of the Company, under the seal of the Company or otherwise.
- (2) Each duly appointed attorney-in-fact of the Company is hereby authorized to execute any Written Commitment for and on behalf of the Company, under the seal of the Company or otherwise, to the extent that such action is authorized by the grant of powers provided for in such persons written appointment as such attorney-in-fact.
- (3) Each of the Chairman, the President and the Vice Presidents of the Company is hereby authorized, for and on behalf of the Company, to appoint in writing any person the attorney-in-fact of the Company with full power and authority to execute, for and on behalf of the Company, under the seal of the Company or otherwise, such Written Commitments of the Company as may be specified in such written appointment, which specification may be by general type or class of Written Commitments or by specification of one or more particular Written Commitments.
- (4) Each of the Chairman, the President and Vice Presidents of the Company is hereby authorized, for and on behalf of the Company, to delegate in writing any other officer of the Company the authority to execute, for and on behalf of the Company, under the Company's seal or otherwise, such Written Commitments of the Company as are specified in such written delegation, which specification may be by general type or class of Written Commitments or by specification of one or more particular Written Commitments.
- (5) The signature of any officer or other person executing any Written Commitment or appointment or delegation pursuant to this Resolution, and the seal of the Company, may be affixed by facsimile on such Written Commitment or written appointment or delegation.

FURTHER RESOLVED, that the foregoing Resolution shall not be deemed to be an exclusive statement of the powers and authority of officers, employees and other persons to act for and on behalf of the Company, and such Resolution shall not limit or otherwise affect the exercise of any such power or authority otherwise validly granted or vested.

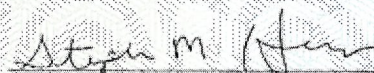
FURTHER RESOLVED, that the Resolution of the Board of Directors of the Company adopted at the meeting held on November 8, 1999 relating to the authorization of certain persons to execute, for and on behalf of the Company, Written Commitments and appointments and delegations, in hereby rescinded.

Does hereby nominate, constitute and appoint Anna Everly, Gina M Pepe, Joseph T Catania, Richard G Anderson, all of the City of WILMINGTON, Delaware, each individually if there be more than one named, its true and lawful attorney-in-fact, to make, execute, seal and deliver on its behalf, and as its act and deed any and all bonds, undertakings, recognizances, contracts and other writings in the nature thereof, in penalties not exceeding Five million dollars & zero cents (\$5,000,000.00) and the execution of such writings in pursuance of these presents shall be as binding upon said Company, as fully and amply as if they had been duly executed and acknowledged by the regularly elected officers of the Company at its principal office,

IN WITNESS WHEREOF, the said Stephen M. Haney, Vice-President, has hereunto subscribed his name and affixed the Corporate seal of the said WESTCHESTER FIRE INSURANCE COMPANY this 14 day of April 2009.

WESTCHESTER FIRE INSURANCE COMPANY

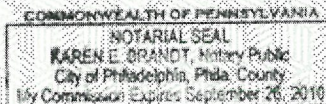



Stephen M. Haney, Vice President

COMMONWEALTH OF PENNSYLVANIA
COUNTY OF PHILADELPHIA ss.

On this 14 day of April, AD. 2009 before me, a Notary Public of the Commonwealth of Pennsylvania in and for the County of Philadelphia came Stephen M. Haney, Vice-President of the WESTCHESTER FIRE INSURANCE COMPANY to me personally known to be the individual and officer who executed the preceding instrument, and he acknowledged that he executed the same, and that the seal affixed to the preceding instrument is the corporate seal of said Company; that the said corporate seal and his signature were duly affixed by the authority and direction of the said corporation, and that Resolution, adopted by the Board of Directors of said Company, referred to in the preceding instrument, is now in force.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed my official seal at the City of Philadelphia the day and year first above written.





Karen E. Brandt
Notary Public

I, the undersigned Assistant Secretary of the WESTCHESTER FIRE INSURANCE COMPANY, do hereby certify that the original POWER OF ATTORNEY, of which the foregoing is a substantially true and correct copy, is in full force and effect.

In witness whereof, I have hereunto subscribed my name as Assistant Secretary, and affixed the corporate seal of the Corporation, this 23 day of July 2010



R.G. ANDERSON, INC.
707 Philadelphia Pike
Wilmington, DE 19809
302-762-7599 Fax 302-762-7939


William L. Kelly, Assistant Secretary

THIS POWER OF ATTORNEY MAY NOT BE USED TO EXECUTE ANY BOND WITH AN INCEPTION DATE AFTER April 14, 2011.



South Jersey Energy

Where we put all of our energy™

Corporate Office
5429 Harding Highway, Building 501
Mays Landing, New Jersey 08330
Phone (609) 568-9028 Fax (609) 625-3994
Billing Questions? 609-568-9028 ext. 6936



Payment Due Date **7/29/2010**

Billing Month	6/1/2010
Invoice Date	7/9/2010
Utility	NJN
Commodity	Gas

Invoice No. **G07091027214**

Account No.	Service Address	Billing Period		Quantity	Measurement Unit
		Start Date	End Date		
220007932839	48 RT. 9	5/3/2010	6/1/2010	357.0000	Decatherms

Line Item Description	Volume	Price*	Total Line Item
Current Charges	357.0000	\$6.01880	\$2,148.71

Total Invoice No. **G07091027214** \$2,148.71

Previous Balance Due \$0.00

Total Balance Due **\$2,148.71**

*For Your
Information:*

PLEASE REMIT TO:
South Jersey Energy, Lockbox #6471, PO Box 8500
Philadelphia, PA 19178-6471