

Original



*Novo Energy Service LLC  
243 Main Street  
Buzzards Bay MA 02532*

September 17, 2020

Executive Director  
New Hampshire Public Utilities Commission  
21 S. Fruit St, Suite 10  
Concord, N.H. 03301-2429

RE: Non-Regulated Power Producers Registration

The Honorable Commission;

Please find one original and two copies of the renewal application as an electric load aggregator by Novo Energy Services LLC. An email copy will also be sent to [executive.director@puc.nh.gov](mailto:executive.director@puc.nh.gov).

If there are any questions, I can be reached at 857-222-0958 or at Michael [mgiery@novo-cg.com](mailto:mgiery@novo-cg.com)

Thank you in advance for your assistance and consideration.

Respectfully,

Michael B Giery  
Director of Operations, Counsel  
Novo Energy Services  
[mgiery@novo-cg.com](mailto:mgiery@novo-cg.com)



## Competitive Electric Power Supplier Application Form

This form may be used to: (1) apply for initial registration as a competitive electric power supplier (CEPS) in New Hampshire, (2) apply for renewal of registration as a CEPS in New Hampshire, and (3) notify the Commission of any changes to information in a previously filed CEPS application. *This form is provided as a convenience for filing only; you are required to provide all information specified under Puc 2006.01 when applying for initial or renewal registration as a CEPS, but you are not required to use this form when doing so.*

Indicate whether this application is for an initial registration or for a renewal. Initial <input type="checkbox"/> Renewal <input checked="" type="checkbox"/>		
Applicant's General Information		
Puc 2006.01(a)	Legal Name	NOVO ENERGY SERVICES LLC
	Trade Name (d/b/a) (if applicable)	
Puc 2006.01(b)	Business Mailing Address	243 Main Street Buzzards Bay MA 02532
	Telephone Number	774-247-4945
	E-Mail Address	INFO@NOVOENERGYSERVICES.COM
	Website Address	www.novoenergyservices.com
	Puc 2006.01(c)	Provide the state or jurisdiction of organization, if anything other than an individual.
Puc 2006.01(d)	Provide the name(s), title(s), business address(es), telephone number(s), and e-mail address(es) of the applicant if an individual, or of the applicant's principal(s) if it is anything other than an individual. Use additional sheets as needed.	
	Name	John Maguire
	Title	Founder
	Business Mailing Address	243 Main Street BUZZARDS BAY MA 02532
	Telephone Number	201-638-7505
	E-Mail Address	jmaguire@novo-cg.com
	Name	Michael Giery
	Title	Counsel, Directr of Operations
	Business Mailing Address	243 MAIN STREET BUZZARDS BAY MA 02532
	Telephone Number	857-222-0958
	Email Address	mgiery@novo-cg.com
	Name	Brad Quester
	Title	President
	Business Mailing Address	243 MAIN STREET BUZZARDS BAY MA 02532
	Telephone Number	614-323-5707
	E-Mail Address	bquester@novo-cg.com

1 "Principals" means, for a corporation, any of its officers, directors, or controlling shareholders, for a limited liability company, any of its managers or controlling members, for a partnership, any of its general partners, and for any other business entity, any of its personnel exercising executive functions and any of its controlling equity owners.



Affiliates and Subsidiaries	
Puc 2006.01(e)	Provide the following information regarding any affiliates <sup>2</sup> and subsidiaries of the applicant that are conducting business in New Hampshire. Use additional sheets as needed.
	Name of Entity
	Novo CONSULTING GROUP LLC
	Business Address
	38 Worcester Court
	Falmouth MA 02540
	Telephone Number
	201-638-7505
	Provide a description of the business purpose of the entity. CONSULTING FIRM PRIMARILY FOCUSED AROUND PROFESSIONAL SPORTS HOSPITALITY ASSET MANAGEMENT
	Provide a description of any agreements with any affiliated New Hampshire utility, and the docket number relative to the filing of any such agreements with the Commission. N/A
Name of Entity	
BIG PICTURE SPORTS LLC	
Business Address	
157 13 <sup>th</sup> Street	
Brooklyn, NY 11215	
Telephone Number	
929-286-2293	
Provide a description of the business purpose of the entity. PROFFESIONAL SPORTS HOSPITALITY ACTIVATION AND CLIENT ENGAGEMENT	
Provide a description of any agreements with any affiliated New Hampshire utility, and the docket number relative to the filing of any such agreements with the Commission. N/A	

<sup>2</sup> "Affiliate" means any of the following:

- (a) Any person or entity that directly or indirectly owns, controls, or holds with power to vote a majority of the outstanding voting securities or such minority thereof as to give such person substantial control of another person or entity;
- (b) Any person or entity that is directly or indirectly owned, controlled, or held by any person or entity described in (a) above through either power to vote a majority of the outstanding voting securities or such a minority so as to maintain substantial control of such person or entity;
- (c) Any person or entity with which another person or entity has a management or service contract or arrangement that provides such person or entity with effective control over the management, supervision, or operation of the other person or entity; or
- (d) Any person or entity who or which actually exercises effective control over the management, supervision, or operation of another person or entity.



Customer Service Department Contact		
Puc 2006.01(f)	Name	Nick Lacasse
	Title	Operations
	Toll-Free Telephone Number (if available)	800-472-0766
	Telephone Number	774-247-4945
	E-Mail Address	nlacasse@novo-cg.com

Customer Complaints Contact		
Puc 2006.01(g)(1)	Name	Michael Giery
	Title	COUNSEL, DIRECTR OF OPERATIONS
	Business Mailing Address	243 MAIN STREET
		BUZZARDS BAY MA 02532
	Telephone Number	800-472-0766
E-Mail Address	mgieri@novo-cg.com	

Regulatory Compliance Matters Contact		
Puc 2006.01(g)(2)	Name	Michael Giery
	Title	COUNSEL, DIRECTR OF OPERATIONS
	Business Mailing Address	243 Main Street
		Buzzards Bay MA 02532
	Telephone Number	857-222-0958
E-Mail Address	mgieri@novo-cg.com	

Commission Assessment Payments Contact		
Puc 2006.01(g)(3)	Name	Michael Giery
	Title	COUNSEL, DIRECTR OF OPERATIONS
	Business Mailing Address	243 MAIN STREET
		Buzzards Bay MA 02532
	Telephone Number	857-222-0958
E-Mail Address	mgieri@novo-cg.com	





Separate Attachments: Business Authority, Trade Name, ISO-NE Market Participation, and EDI Certification	
Puc 2006.01(h)	Provide, as a separate attachment, evidence of the applicant's authorization to do business in New Hampshire from the New Hampshire secretary of state by submitting, with this application form, either of the following:  (1) a recent printout of the applicant's listing on the N.H. Secretary of State website with the status "In Good Standing" or words of similar import; or  (2) a copy of a certificate from the N.H. Secretary of State's office stating that the applicant is authorized to do business in New Hampshire.
Puc 2006.01(i)	Provide, as a separate attachment, evidence of the applicant's registration of the trade name, if any, to be used by the applicant in New Hampshire from the New Hampshire secretary of state by submitting, with this application form, either of the following: (1) A recent printout of the applicant's trade name on the N.H. Secretary of State website with the status "Active" and indicating that the trade name is owned by the applicant; or (2) A copy of a certificate from the N.H. Secretary of State's office indicating that the applicant has registered as doing business under the trade name.
Puc 2006.01(j)	Provide, as a separate attachment, evidence of the applicant's ISO New England market participant membership.
Puc 2006.01(k)	Provide, as a separate attachment, electronic data interchange (EDI) certification from each electric distribution utility in whose franchise area the applicant intends to operate.

Franchise Areas, Customer Types to be Served, and Other States	
Puc 2006.01(l)	List the utility franchise areas in which the applicant intends to operate and, to the extent the applicant does not intend to provide service in the entire franchise area of a utility, a delineation of the cities and towns where the applicant intends to provide service within each utility franchise area.  ALL NEW HAMPSHIRE FRANCHISE AREAS
Puc 2006.01(m)	Provide a statement whether or not the applicant intends to serve the following types of customers: residential, small commercial, large commercial, and industrial.  THE APPLICANT ONLY INTENDS TO SERVICE COMMERCIAL ACCOUNTS. IT DOES NOT INTEND TO SERVICE RESIDENTIAL CUSTOMERS
Puc 2006.01(n)	List the other states or jurisdictions in which the applicant currently conducts business relating to the sale of electricity.  ME,MA,CT,RI,TX.OH,IL,NY,NJ,MD,PA



Customer Complaints	
Puc 2006.01(o)	<p>Use either the table below or a separate attachment to provide a list disclosing the number and type of customer complaints concerning the applicant or its principals and affiliates filed with or by any commission or regulatory agency, attorney general's office, or other governmental consumer protection regulatory authority, for the most recent 2 calendar years in every state or other jurisdiction in which the applicant has conducted business relating to the sale of electricity.</p> <p>In the table below, enter abbreviations of applicable states or the jurisdiction across the top row, complaint types in the left column, and, for each cell in the table, the number of complaints for each type within the applicable state or jurisdiction.</p>

(enter applicable states/jurisdictions in row just below)											
Complaint Type	N/A										Total
NONE											0
											0
											0
											0
											0
											0
											0
											0
											0
											0
											0
											0
											0
Total	0	0	0	0	0	0	0	0	0	0	0



Statements Regarding Applicant and its Principals		
Respond to each of the following questions with either "Yes" or "No."		
Puc 2006.01(p)(1)	Has applicant or any of its principals ever been convicted of any felony that has not been annulled by a court?	NO
Puc 2006.01(p)(2)	Has applicant or any of its principals, within the 10 years immediately prior to application, had any civil, criminal, or regulatory sanctions or penalties imposed against it, him, or her pursuant to any state or federal consumer protection law or regulation?	NO
Puc 2006.01(p)(3)	Has applicant or any of its principals, within the 10 years immediately prior to application, settled any civil, criminal, or regulatory investigation or complaint involving any state or federal consumer protection law or regulation?	NO
Puc 2006.01(p)(4)	Is applicant or any of its principals currently the subject of any pending civil, criminal, or regulatory investigation or complaint involving any state or federal consumer protection law or regulation?	NO
Puc 2006.01(p)(5)	Has applicant or any of its principals been denied authorization to provide competitive electricity supply service or electric aggregation service in any other state or jurisdiction?	NO
Puc 2006.01(q)	If an affirmative answer is provided to any item above, then provide a detailed explanation of the occurrence and the related circumstances. Use additional sheets as needed.	

Telemarketing		
Puc 2006.01(s)	Does the applicant intend to telemarket? Respond with either "Yes" or "No."	NO
If the response to the question above is "Yes," then respond to the following three questions:		
Puc 2006.01(r)(1)	Will the applicant maintain a list of customers who request being placed on the applicant's do-no-call list for the purposes of telemarketing?	
Puc 2006.01(r)(2)	Will the applicant obtain monthly updated do-no-call lists from the National Do Not Call Registry?	
Puc 2006.01(r)(3)	Will the applicant NOT initiate calls to New Hampshire customers who have either requested being placed on the applicant's do-not-call list(s) or who are listed on the National Do Not Call Registry?	

In-Person Solicitation of Residential Customers		
Puc 2006.01(u)	Does the applicant intend to enroll residential customers through in-person solicitation at the customer's residence? Respond with either "Yes" or "No."	NO
If the response to the question above is "Yes," then provide the following items as separate attachments:		
Puc 2006.01(t)(1)	A plan for in-person solicitation of residential customers at their residences, including provisions to ensure legal and regulatory compliance and quality assurance.	
Puc 2006.01(t)(2)	A description of the applicant's training program for employees or representatives who will conduct in-person solicitation of residential customers at their residences.	
Puc 2006.01(t)(3)	An identification of any third party vendor or vendors the applicant intends to use to conduct in-person solicitation of residential customers at their residences.	
Puc 2006.01(t)(4)	A copy of the applicant's performance standards and code of conduct for any employees, representatives, or vendors who or which will conduct in-person solicitation of residential customers at their residences.	
Puc 2006.01(t)(5)	A copy of field audit standards used to evaluate the performance of employees, representatives, or vendors who or which will conduct in-person solicitation of residential customers at their residences.	



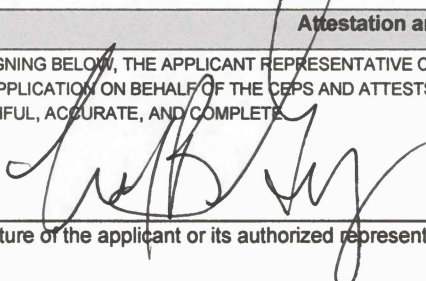
Sample Bill Form		
Puc 2006.01(v)	Does the applicant intend to use only the utility's billing service? Respond with either "Yes" or "No."	YES
Puc 2006.01(v)	If the response to the question above is "No," then provide a sample of the bill form(s) the applicant intends to use as a separate attachment.	

Residential and Small Commercial Customer Contracts		
Puc 2006.01(w)	Does the applicant intend to serve residential and small commercial customers? Respond with either "Yes" or "No."	NO
If the response to the question above is "Yes," then provide the following item as a separate attachment:		
Puc 2006.01(w)	A copy of each contract to be used for residential customers and for small commercial customers, including any schedules or other documentation attached to, incorporated into, or referenced in such contract.	

File Financial Security Instrument		
Refer to Puc 2003.03 for the financial security requirements.		
Puc 2003.01(b)(2)	Provide an original executed financial security instrument that meets the requirements of Puc 2003.03.	
	File the original, executed financial security instrument with the Executive Director. The financial security instrument can be filed separately from the application form, by U.S. mail, overnight express, or hand delivery.	

Submit Application Fee (For Initial Applications Only)		
Puc 2003.01(b)(3)	For an application for initial registration, submit payment of the application fee in the amount of \$250.00 to the Executive Director by U.S. mail, overnight express, or hand delivery. Make check payable to: New Hampshire Public Utilities Commission.	
Note that there is no fee for a renewal application.		

Expected Marketing Start Date		
Puc 2006.01(x)	Provide the date upon which the applicant expects to commence marketing its services to customers in New Hampshire.	JAN 1 2020 Date

Attestation and Signature		
Puc 2006.01(y) and (z)	<p>BY SIGNING BELOW, THE APPLICANT REPRESENTATIVE CERTIFIES THAT IT HAS THE AUTHORITY TO FILE THE APPLICATION ON BEHALF OF THE CEPS AND ATTESTS THAT THE CONTENTS OF THE APPLICATION ARE TRUTHFUL, ACCURATE, AND COMPLETE.</p>  <p>Signature of the applicant or its authorized representative</p> <p>Name: MICHAEL B. GIERY</p> <p>Title: COUNSEL, DIRECTOR OF OPERATIONS</p>	9/17/2020 Date

Filing Instructions		
1) Mail an original and two paper copies of this form and all separate attachments to: Executive Director, NHPUC, 21 South Fruit St., Suite 10, Concord, NH 03301		
2) E-mail a PDF of this form and all separate attachments to: <a href="mailto:Executive.Director@puc.nh.gov">Executive.Director@puc.nh.gov</a>		



## Attachments

The Honorable Commission;

To further clarify the response to PUC 2006.01 (e) *“The following information regarding any affiliates and subsidiaries of the applicant that is conducting business in New Hampshire”*

**Novo Energy Services LLC is a stand-alone, manager-managed Delaware limited liability and has no subsidiary companies. Novo Energy Services LLC has affiliates due only to the fact that John P Maguire also holds majority interests in Big Picture Sports and Novo Consulting Group. All three entities have unique Federal Tax Identification Numbers and are treated as stand-alone companies for tax purposes.**

To further clarify the response to PUC 2006.01 (h) *“Evidence of the applicant's authorization to do business in New Hampshire from the New Hampshire secretary of state, if anything other than an individual”*

**See Exhibit 1**

**A Certificate of Good Standing issued to Novo Energy Services LLC on September 16, 2020 by the Secretary of State of the State of New Hampshire and current Business and details received from the Secretary of State webpage on Sept 16, 2020**

To further clarify the response to PUC 2006.01 (i) *“Evidence of the applicant's registration of the trade name, if any, to be used by the applicant in New Hampshire from the New Hampshire secretary of state”*

**See Exhibit 1**

**Response to PUC 2006.01 (j) Not Applicable**

**Response to PUC 2006.01 (k) Not Applicable**

# Exhibit 1

## 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 NOVO ENERGY SERVICES LLC is a Delaware Limited Liability Company registered to transact business in New Hampshire on December 18, 2018. I further certify that all fees and documents required by the Secretary of State's office have been received and is in good standing as far as this office is concerned.

Business ID: **809071**

Certificate Number: **0005005137**



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 September A.D. 2020.

A handwritten signature in black ink, appearing to read "Wm Gardner".

William M. Gardner

Secretary of State



# Business Information

## Business Details

Business Name: NOVO ENERGY SERVICES LLC	Business ID: 809071
Business Type: Foreign Limited Liability Company	Business Status: Good Standing
Business Creation Date: 12/18/2018	Name in State of Formation: NOVO ENERGY SERVICES LLC
Date of Formation in Jurisdiction: 07/27/2018	
Principal Office Address: 26 West 23rd St., 4th Floor, New York, NY, 10010, USA	Mailing Address: 26 West 23rd St., 4th Floor, New York, NY, 10010, USA
Citizenship / State of Formation: Foreign/Delaware	
	Last Annual Report Year: 2020
	Next Report Year: 2021
Duration: Perpetual	
Business Email: mgiery@novo-cg.com	Phone #: 646-599-4039
Notification Email: mgiery@novo-cg.com	Fiscal Year End Date: NONE

## Principal Purpose

S.No	NAICS Code	NAICS Subcode
1	Utilities	Electric Power Distribution

## Principals Information

**Name/Title**

MICHAEL B GIERE ESQ / Other Officer

**Business Address**

243 Main St, Buzzards Bay, MA, 02532, USA

Page 1 of 1, records 1 to 1 of 1

## Registered Agent Information

Name: C T Corporation System

Registered Office Address: 2 1/2 Beacon Street, Concord, NH, 03301 - 4447, USA

Registered Mailing Address: 2 1/2 Beacon Street, Concord, NH, 03301 - 4447, USA

## Trade Name Information

No Trade Name(s) associated to this business.

## Trade Name Owned By

No Records to View.

## Trademark Information

**Trademark Number****Trademark Name****Business Address****Mailing Address**

No records to view.

[Filing History](#)[Address History](#)[View All Other Addresses](#)[Name History](#)[Shares](#)[Businesses Linked to Registered Agent](#)[Return to Search](#)[Back](#)NH Department of State, 107 North Main St. Room 204, Concord, NH 03301 -- [Contact Us \(/online/Home/ContactUS\)](#)

Version 2.1 © 2014 PCC Technology Group, LLC, All Rights Reserved.





# State of New Hampshire

## Department of State



Accepted Date: **12/19/2018**

Business Name: **NOVO ENERGY SERVICES LLC**

Principal Office Address: **26 West 23rd St., 4th Floor, New York, NY, 10010, USA**

RE: Acceptance of Business Formation

This letter is to confirm the acceptance of the following business formation:

Business ID: **809071**

Filing #: **4224371**

Effective Date: **12/18/2018**

Payment Transaction #: **20189970000544001**

To maintain your business registration in good standing you must maintain a Registered Agent at all times.

You must also file an annual report no later than April 1st of each year. To file your annual report please go to <https://quickstart.sos.nh.gov/online/Account>.

It is incumbent upon you to keep this office informed of address or email changes to ensure that all communications from our office reaches you.

Please visit our website for helpful information regarding all your business needs. If you require assistance or should you have any questions, you may contact the Corporation Division using the information provided below.

Please reference your Business ID in your communication.

Thank you,

New Hampshire Department of State  
Corporation Division