



January 20, 2012

New Hampshire Public Utilities Commission  
Debra Howland, Executive Director  
21 South Fruit Street, Suite 10  
Concord, NH 03301-2429

NHPUC JAN24'12 AM10:15

Dear Ms. Howland,

We respectfully submit our application for license as an Aggregator in the state of New Hampshire.

Ecova, Inc., company profile:

**Length of time in business:** 16 years

**Length of time in the electric and natural gas business:** 16 years

**Date of Organization:** November 6, 1995

**Company History :** “Founded in 1995, as WWP Energy Solutions (and formerly known as Avista Advantage, Inc.), Applicant pioneered the utility expense management industry, and today, continues as a leader in the field – offering facility information and expense management services not only for utility costs but also for telecom, lease and waste services. As the developer and provider of Performance IQ®, our patented reporting system, Applicant provides world-class outsourced bill payment, auditing, reporting and enhanced consulting services for multi-site companies nationwide. We offer clients a superior and effective solution for the management and payment of facility-related energy and telecom costs – converting bill data into actionable intelligence about each facility.”

Advantage IQ, Inc. changed its name from Avista Advantage, Inc. to Advantage IQ, Inc. on or about June 29, 2006. On or about July 2, 2008, Advantage IQ, Inc. merged with Cadence Network, Inc., a Delaware corporation, where Cadence Network, Inc. was the disappearing corporation and Advantage IQ, Inc. was the surviving corporation. On or about December 30, 2010, Advantage IQ, Inc. acquired substantially all of the assets and liabilities of The Loyaltongroup, Inc., with offices at 1620 South Frontage Rd, Suite 200; Hastings, MN 55033, web address: [www.loyaltongroup.com](http://www.loyaltongroup.com), and telephone: 651-480-3126.

Ecova is owned by a publicly traded company, Avista Corp, (NYSE: AVA) and therefore our audited financial information can be found at:

<http://investor.avistacorp.com/phoenix.zhtml?c=97267&p=irol-reportsAnnual>

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**Description of Services:** Ecova provides sustainable utility expense management and energy management solutions to multi-site companies across North America to assess and manage utility costs and usage. Ecova's invoice processing, auditing and payment services, coupled with energy procurement, comprehensive reporting and advanced analysis, provide the critical data clients need to balance the financial, social and environmental aspects of doing business. Ecova also provides comprehensive energy efficiency program management services to utilities across North America.

With respect to energy procurement and consulting services, Ecova intends to provide such services to commercial, industrial and government customer classes throughout the state of New Hampshire.

Information included with this packet:

- Registration Application, original and 2 copies and a DVD
- Filing fee of \$250.00
- Attachment 1: New Hampshire Certificate of Authority of Ecova, Inc.
- Attachment 2: Corporate Structure Diagram
- Attachment 3: Officers & Directors list
- Attachment 4: Key Operating Personnel

Thank you for your consideration of this application.

Sincerely,



TODD COLTON  
Corporate Counsel

NEW HAMPSHIRE

**Puc 2006.02 Form for Initial and Renewal Registration of Aggregators.**

Mail form to: New Hampshire Public Utilities Commission  
Debra Howland, Executive Director  
21 South Fruit Street, Suite 10  
Concord, NH 03301-2429

Mail cover letter with original and 2 copies of the application. Plus an electronic copy on a CD/DVD.  
Filing fee \$250.00.

(a) The registration application required by Puc 2003.04(a) and Puc 2003.05(b) shall include the following:

(1) The legal name of the applicant as well as any trade name(s) under which it intends to operate in this state:

**Ecova, Inc.**

(2) The applicant's business address, telephone number, e-mail address and website address, as applicable;

**1313 N. Atlantic Street**  
**Suite 5000**  
**Spokane, WA 99201**  
Telephone number: 1-800-791-7564  
E-mail: [bgawboy@ecova.com](mailto:bgawboy@ecova.com)  
Website address: [www.ecova.com](http://www.ecova.com)

(3) 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 the applicant is anything other than an individual.

**Ecova, Inc.**  
**1313 N. Atlantic Street**  
**Suite 5000**  
**Spokane, WA 99201**  
Telephone number: 1-800-791-7564  
E-mail: [bgawboy@ecova.com](mailto:bgawboy@ecova.com)

(4) The telephone number of the customer service department or the name, title, telephone number and e-mail address of the customer service contact person of the applicant, including toll free telephone numbers if available:

**Customer Service Contact:** Steve Huber, Supply Manager  
Telephone number: 651-480-3126  
E-mail address: [shuber@ecova.com](mailto:shuber@ecova.com)  
Toll free number: 1-800-791-7564

(5) A copy of the applicant's authorization to do business in New Hampshire from the secretary of state, if anything other than an individual.

See Attached.

(6) Description of the geographic areas of New Hampshire in which the applicant intends to provide service, consistent with Puc 2006.01(a)(10) above.

Granite State Electric Co  
Public Service Co of New Hampshire  
Unitil Energy Systems

(7) A statement that the applicant is not representing any supplier interest or a listing of any supplier interest the applicant intends to represent; and

Ecova does not represent any one particular supplier's interest. However, Ecova does enter into Non Exclusive Fee Agreements and other types of broker agreements with the majority of suppliers in order to allow commercial, industrial and government clients to pay for our services through suppliers fees.

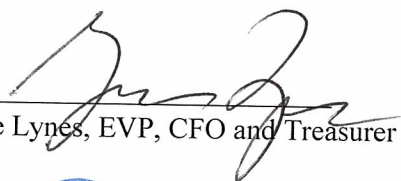
(8) Except as provided in 2003.04(e), payment of the required filing fee; and

(9) The signature of the applicant or its representative.

WHEREFORE, Applicant requests that the Commission grant its application for licensure as an aggregator to engage in the procurement or sale of retail electricity supply for third parties.

Respectfully submitted,

Ecova, Inc.

By:   
Gene Lynes, EVP, CFO and Treasurer



Name of Attorney  
Todd Colton, Corporate Counsel  
Ecova, Inc.  
1313 N. Atlantic St., Suite 5000  
Spokane, WA 99201  
Telephone: 509-329-7198  
Fax: 509-321-0828  
Email: tcolton@ecova.com

**ATTACHMENT 1**

**NEW HAMPSHIRE**

**CERTIFICATE OF AUTHORITY OF ECOVA, INC.**

# State of New Hampshire Department of State

## CERTIFICATE OF AUTHORITY OF

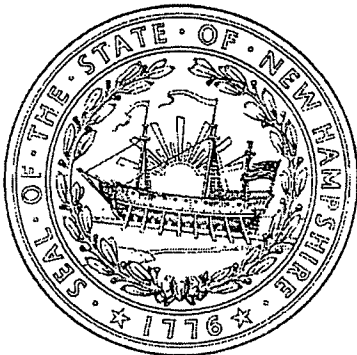
ECOVA, INC.

The undersigned, as Secretary of State of the State of New Hampshire, hereby certifies that an Application of ECOVA, INC. for a Certificate of Authority to transact business in this State, duly signed pursuant to the provisions of the New Hampshire Business Corporation Act, has been received in this office.

ACCORDINGLY the undersigned, as such Secretary of State, and by virtue of the authority vested in him by law, hereby issues this Certificate of Authority to ECOVA, INC. to transact business in this State under the name of ECOVA, INC. and attaches hereto a copy of the Application for such Certificate.

Business ID#: 663202

IN TESTIMONY WHEREOF, I hereto  
set my hand and cause to be affixed  
the Seal of the State of New Hampshire,  
this 15th day of December, 2011 A.D.



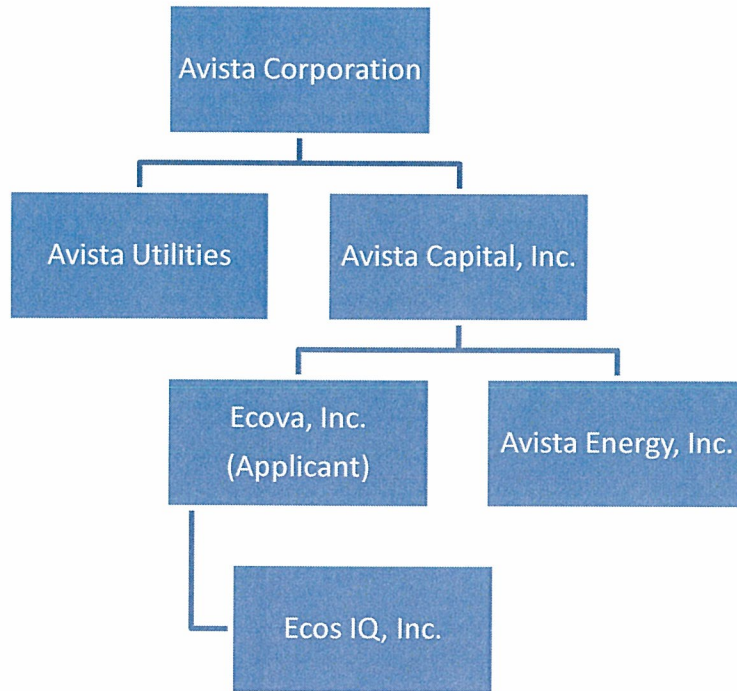
William M. Gardner  
Secretary of State

**ATTACHMENT 2**

**CORPORATE STRUCTURE**

**ECOVA, INC.**

“Corporate Structure” – General Graphical Depiction



Avista Corporation  
1411 E. Mission Avenue  
Spokane, WA 99202

Avista Capital, Inc.  
1411 E. Mission Avenue  
Spokane, WA 99202

Avista Utilities  
1411 E. Mission Avenue  
Spokane, WA 99202

Ecova, Inc. (Applicant)  
1313 N. Atlantic St., Suite 5000  
Spokane, WA 99201

Avista Energy, Inc.  
1411 E. Mission Avenue  
Spokane, WA 99202

Ecos IQ, Inc.  
309 SW 6<sup>th</sup> Ave., Suite 1000  
Portland, OR 97204



**ATTACHMENT 3**

**OFFICERS & DIRECTORS**

**ECOVA, INC.**

**Page 3. 6. Attachment A - Officers. The registering party's officers, directors, or partners.**

Ecova Inc. – Board of Directors			2011	Ecova, Inc. – Officers		
Last Name	First Name	Title & Business Address		Last Name	First Name	Title & Business Address
Anderson	Erik J.	Director 3720 Carillon Point Kirkland, WA 98033		Chamberlain	Steve	Sr. Vice President 210 West Minnehaha Parkway Minneapolis, MN 55419
Blake	Kristianne	Director P.O. Box 28338 Spokane, WA 99228		Durkin	Marian M.	Sr. Vice President 1411 E. Mission Avenue Spokane, WA 99202
Kelly	John F.	Director 142 Isla Dorada Blvd. Coral Gables, FL 33143		Feltes	Karen S.	Sr. Vice President & Corporate Secretary 1411 E. Mission Avenue Spokane, WA 99202
Heggedahl	Jeff	Director 1313 N. Atlantic, Suite 5000 Spokane, WA 99201		Fleming	Susan Y.	Assistant Corporate Secretary 1411 E. Mission Avenue Spokane, WA 99202
Levinsohn	Craig	Director One Merrill Circle St. Paul, MN 55108		Heggedahl	Jeff	President & CEO 1313 N. Atlantic, Suite 5000 Spokane, WA 99201
Lieberman	Jeff	Director 680 Fifth Avenue, 8 <sup>th</sup> Floor New York, NY 10022		Capobianco	Donato	Sr. Vice President & General Counsel 309 SW 6 <sup>th</sup> Avenue #1000 Portland, OR 97204
Morris	Scott L.	Chairman of the Board 1411 E. Mission Avenue Spokane, WA 99202		Kearney	Julie	Vice President 309 SW 6 <sup>th</sup> Avenue #1000 Portland, OR 97204
				Lynes	Gene	EVP, CFO & Treasurer 1313 N. Atlantic, Suite 5000 Spokane, WA 99201
				Nikdel	Hossein	VP & CTO 1313 N. Atlantic, Suite 5000 Spokane, WA 99201
				Morris	Scott L.	Chairman of the Board 1411 E. Mission Avenue Spokane, WA 99202
				Schlect	Ed	Executive Vice President 1313 N. Atlantic, Suite 5000 Spokane, WA 99201
				Thies	Mark T.	Sr. Vice President 1411 E. Mission Avenue Spokane, WA 99202
				Thoren	Diane C.	Assistant Treasurer 1411 E. Mission Avenue Spokane, WA 99202
				Thomsen	Jon	Executive Vice President 309 SW 6 <sup>th</sup> Avenue #1000 Portland, OR 97204

**ATTACHMENT 4**

**KEY OPERATING PERSONNEL**

**ECOVA, INC.**



### **Craig Schilling, Vice President, Procurement and Rates**

As the senior individual responsible for all client service delivery of procurement and rates products, Craig leads a team of Energy Procurement and Rates Analysis experts in providing high level, value driven solutions to the client. Craig has spent four years leading the Energy Procurement and IT team in support of client contract transactions and customer technology collaborative tools. Craig brings 15 years of financial market and trading experience with a BS in Business from the University of Minnesota and an MBA from the University of Phoenix. Craig is a former Naval Aviator and is a Commander in the U.S. Navy Reserve.

### **Melody Swanson Director of Energy Procurement Services**

Melody Swanson, Director of Energy Procurement Services at Ecova, is an expert in the field of energy procurement and has worked with Ecova for more than ten years. Melody serves as the primary resource for client risk assessment and analytics, working with clients to evaluate and establish custom energy procurement strategies. Her team currently manages over \$15 billion in annual energy expenditures for clients and works with nearly 200 multi-site clients. Having worked as a Market Manager in every market in the U.S. and Canada for both gas and electric, Swanson assisted in the development of the Ecova Energy Procurement service offerings.

Melody played a crucial role in the development of proprietary analytic tools including: Value at Risk reporting (VAR); energy forecasting; and historical analytical instruments that evaluate current and historical wholesale energy prices to identify timing and strategy for executing energy hedge positions. She developed complex hedging strategies for large energy users and built custom energy reports, such as benchmark reports, savings calculators, and volatility and risk assessments.



### **Brad Gawboy, Senior Director, Electric Supply Solutions**

A degreed engineer and graduate of the U.S. Naval Academy, Brad has worked in the energy industry for 25 years. He began his career in electric generation and then served for an extended period in the marketing and national account sales arena in the utility industry. Brad leads Ecova's electricity procurement solutions in deregulated states and spearheads service offerings related to demand response and the emerging Smart Grid. He is a Captain in the U.S. Navy Reserves.



### **Dennis Pearson, Senior Director, Natural Gas Supply Solutions**

"Denny" brings nearly 30 years of energy-related experience to Ecova, Inc., including interstate and intrastate pipeline transmission from the producing regions to the citygate, field and market storage operations, distribution from the citygate to the meter, and natural gas and retail electric supply sales on a national basis. During the past 15 years, he has focused on the development and negotiation of a broad range of value-added, energy-related products and services that are tailored to meet the firm energy requirements of common-ownership client portfolios in deregulated environments. He is responsible for developing, managing, maintaining, and growing the non-electric retail supplier network to meet client needs.