

Attachments: Response to Notice of Administrative Law Judge's Ruling

Plymouth Rock Energy, LLC

State of New Jersey



Board of Public Utilities

Two Gateway Center – Suite 801, Newark, New Jersey 07102

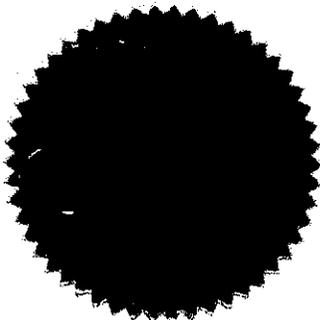
HEREBY REGISTERS

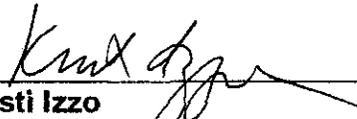
Plymouth Rock Energy, LLC

338 Maitland Avenue
Teaneck, New Jersey 07666

To conduct business in the State of New Jersey as a

Gas Supplier





Kristi Izzo
Secretary of the Board

Registration No. GSL-0038
Effective Date: May 16, 2011
Expiration Date: May 15, 2012

STATE OF NEW YORK DEPARTMENT OF PUBLIC SERVICE
THREE EMPIRE STATE PLAZA, ALBANY, NY 12223-1350
Internet Address: <http://www.dps.state.ny.us>

PUBLIC SERVICE COMMISSION

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General Counsel

JACLYN A. BRILLING
Secretary

March 16, 2009

Mr. Usher Fogel
Attorney at Law
557 Central Avenue, Suite 4A
Cedarhurst, NY 11516

RE: Plymouth Rock Energy

Dear Mr. Fogel:

Thank you for your recent submittal pursuant to Section 2.D.1 of the New York State Department of Public Service's Uniform Business Practices (UBP). This letter is to inform you that the documentation submitted has been reviewed by Staff and determined to be in compliance with the UBP.

Be advised that to maintain your ESCO eligibility, you must notify Staff of any substantive legal, financial or business related changes to your company as they occur. If your business plan changes and you decide to expand your service offerings by choosing to participate in any of the ESCO referral programs or move into other utility service territories, you must immediately submit the appropriate documentation for Staff review and determination of how it affects your current eligibility.

If you are using vendors to provide ESCO related services (e.g., EDI), the ESCO remains fully responsible for any activities the vendors perform. If you have not already done so, or if you have changed vendors since last reporting them to us, please provide Staff a list with contact information for all vendors that you are now using.

Please do not hesitate to contact me if you have any further questions or concerns at (518) 486-2432 or Christine_Bosy@dps.state.ny.us.

Sincerely,

Christine A. Bosy

Christine A. Bosy
Retail Access Section
Office of Industry and
Government Relations

Customer Care Associate Procedures
Plymouth Rock Energy, LLC

1. Upon Arrival Customer Care Associate
 - Log In Shortel Phone
 - Sales Force
 - Check Voice Mail
 - Check Email

2. CCA Introduction Answering Calls
 - Good Morning/Afternoon you have reached the Customer Care Department
 - This is _____ YOUR NAME
 - How may I help you?

3. Assisting Inquiries or Resolving Issues
 - Obtain information from the customer to access and verify the account or premises information
 - Determine the nature of the inquiry and if the Utility or if Plymouth Rock Energy is responsible for assisting the customer
 - CCA will follow normal procedures for responding to inquiries. If the inquiry is specific to the Utility or another internal department the CCA will take one of the following actions:
 - a. Forward/transfer the inquiry to the responsible party;
 - b. Direct the customer to contact the responsible party; or
 - c. Contact the responsible party to resolve the matter and provide a prompt response to the customer.

4. Opening Case Procedure
 - Enter Customer Contact Account information in Sales Force Quick Create
 - Provide Description of customer's complaint
 - Resolve or Create Task to get support from Responsible Department
 - Close Case or Create Follow-up to customer or internal support

5. Customer Emergencies
 - An emergency call means any communication from a customer concerning an emergency situation relating to the distribution system, including, but not limited to, reports of gas odor, natural disaster, downed wires, electrical contact, or fire.
 - The CCA shall provide the distribution utility's emergency number to the customer for direct contact to the distribution utility.

Adam Sokol
13708 72nd Road
Flushing, NY 11367
Telephone: 516-634-2152

Plymouth Rock Energy, LLC (September 2004 to Current)

Plymouth Rock Energy, LLC is an independently owned retail energy provider serving natural gas and electricity to commercial and residential customers.

President

Co-founder of the company in 2004, and has since maintained overall responsibility for the daily management and operation of the company. Responsibilities include:

- Providing strategic guidance and vision to grow the business, leading to a Compounded Annual Growth Rate of 110% in net sales between 2004 and 2011.
- Developing marketing and sales initiatives. The result is the continued expansion into new markets, such as New Jersey, Pennsylvania, and Ohio.
- Maintaining the profitability and growth of the business. This includes review and oversight of all financial information related to the company, including profit and loss responsibilities.
- Managing the wholesale portfolio, including the buying and selling of natural gas and power in the wholesale energy market.
- Ensuring and reviewing of proper risk management policies of the portfolio.
- Ensuring compliance with regulatory and statutory agencies.

Plymouth Rock Fuel Corp (June 1997 to Current)

Plymouth Rock Fuel Corp is a family owned business, delivering heating oil to residential and commercial customers in the NY metropolitan area since 1948.

Vice - President

Oversee the operational and financial aspects of the business. Responsibilities include:

- Daily management of the business.
- Maintaining the profitability and growth of the business. This includes review of all financial information related to the company.
- Managing the wholesale portfolio, including the buying and selling of heating oil in the wholesale energy market, as well as entering into supply arrangement with various wholesale entities.
- Ensuring and reviewing proper risk management policies of the portfolio.
- Ensuring compliance with regulatory and statutory agencies.

David Sokol
801 Addison Street
Woodmere, NY 11598
Telephone: 516-634-2151

Plymouth Rock Energy LLC (September 2004 to Current)

Plymouth Rock Energy LLC is an independently owned retail energy provider serving natural gas and electricity to commercial and residential customers.

Vice -President

Co-founder of the company in 2004, and has maintained overall responsibility for the daily management of the company. Responsibilities include:

- Overseeing all operational aspects of the business including:
 - o Customer acquisition
 - o Customer care
 - o Enrollments
 - o Pricing
 - o Billing
 - o Information Technology
- Managing the wholesale portfolio, including the buying and selling of natural gas and electricity in the wholesale energy market.
- Ensuring and reviewing of proper risk management policies of the portfolio.
- Ensuring compliance with regulatory and statutory agencies.
- Acquisition and integration of businesses.

Plymouth Rock Fuel Corp (August 2002 to Current)

Plymouth Rock Fuel Corp is a family owned business, delivering heating oil to residential and commercial customers in the NY metropolitan area since 1948.

Vice - President

Oversee the operational and marketing aspects of the business. Responsibilities include:

- Daily management of the business.
- Pricing of customer accounts.
- Sales and marketing.
- Managing the wholesale portfolio, including the buying and selling of heating oil in the wholesale energy market, as well as entering into supply arrangement with various wholesale entities.
- Ensuring and reviewing of proper risk management policies of the portfolio.
- Ensuring compliance with regulatory and statutory agencies.