

STATE OF NEW HAMPSHIRE

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Jared S. Chicoine

DEPUTY COMMISSIONER  
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November 19, 2021

Robert J Gaudette, President  
Direct Energy Business Marketing, LLC  
910 Louisiana Street  
Houston, TX 77002

Re: Direct Energy Business Marketing, LLC  
CEPS Registration Renewal

Dear Mr. Gaudette:

On August 4, 2021, Direct Energy Business Marketing, LLC (DEBM) filed an application to renew its registration as a competitive electric power supplier (CEPS). DEBM subsequently submitted additional information and materials to complete its application, including clarification of its current intent not to serve any large commercial or industrial customers within the service territories of Unitil Energy Systems, Inc. (Unitil), Public Service Company of New Hampshire d/b/a Eversource Energy (Eversource),

Liberty Utilities (Granite State Electric) Corp. d/b/a Liberty (Liberty), and New Hampshire Electric Cooperative, Inc. (NHEC), and not to serve any residential or small commercial customers. DEBM's application and additional information and materials demonstrate compliance with the requirements of N.H. Code of Administrative Rules Puc 2003 and Puc 2006.01.

Under RSA 374-F:7, as amended effective July 1, 2021, the Department of Energy (Department) is now responsible for registration and regulation of CEPS and electric aggregators and for the adoption of related rules. The Department therefore is authorized to enforce the relevant provisions of the Puc 2000 rules, including those related to CEPS registration. *See* RSA 12-P:14.<sup>1</sup>

Pursuant to that statutory authority, and the applicable provisions of Puc 2003 and Puc 2006.01, I find that DEBM has met the requirements for renewal of its registration as a CEPS. Accordingly, DEBM's application for renewal of its registration as a CEPS, authorized to operate in the franchise areas of Unitil, Eversource, Liberty, and NHEC and to provide service only to large commercial and industrial customers, is approved for a

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<sup>1</sup> On July 1, 2021, the Department came into existence and many functions previously performed by the Public Utilities Commission (PUC) were transferred to the Department. Under RSA 12-P:14, "[e]xisting rules, orders, and approvals of the [PUC] which are associated with any functions, powers, and duties, transferred to the [Department] pursuant to RSA 12-P:11 or any other statutory provision, shall continue in effect and be enforced by the commissioner of the [Department] until they expire or are repealed or amended in accordance with applicable law." *See* 2021 N.H. Laws Chapter 91 (House Bill 2-FN-A-Local).

three-year term beginning on October 9, 2021 and ending at the close of business on October 9, 2024. Pursuant to Puc 2003.02(a), DEBM must submit its renewal application at least 60 days prior to the expiration of the approved registration period, on or before August 10, 2024.

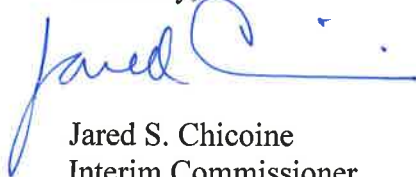
Please be aware that registered CEPS are subject to specific requirements contained in Puc 2000 - Competitive Electric Power Supplier and Aggregator Rules. These rules are available at: <http://www.puc.nh.gov/Regulatory/Rules/PUC2000.pdf>. In particular, note that, under Puc 2003.03(e), if a CEPS's financial security instrument will not be renewed or extended beyond its expiration date, it must (1) provide written notice to the Department of such non-renewal or non-extension no less than 60 days prior to the expiration date, and (2) submit to the Department a replacement financial security instrument meeting the requirements of the rules no less than 30 days prior to the expiration date, and that, under Puc 2003.03(f), a CEPS that fails to comply with the requirement to file a replacement financial security instrument is subject to fines, suspension, or revocation pursuant to Puc 2005.

Please also note that each CEPS must input information regarding its standard pricing policies, charges, and key terms for residential and small commercial customers into a shopping comparison website, maintained by the Department. This information must be updated whenever it changes, but no less frequently than once per month. These requirements are intended to comply with RSA 374-F:4-b, II and Puc 2004.03(a). Following its initial registration, each CEPS will be sent by electronic mail a link to the website portal through which it must input the required information.

In addition, all CEPS must comply with the renewable portfolio standard (RPS) requirements of RSA 362-F. The RPS obligation applies to every "provider of electricity," as defined in RSA 362-F:2, XIV, which includes registered CEPS. Please also refer to the Puc 2500 rules for further details regarding RPS compliance and reporting requirements. RPS compliance is on a calendar year basis and must be reported to the Department by July 1 of the subsequent calendar year.

Pursuant to RSA 378:49 and Puc 2004.05, all CEPS also must comply with the requirement to disclose environmental characteristics of the electricity they sell to retail customers.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jared S. Chicoine", with a stylized flourish at the end.

Jared S. Chicoine  
Interim Commissioner