



April 24, 2012

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



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. and Advantage IQ, 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.
- Applicant changed its name from Avista Advantage, Inc. to Advantage IQ, Inc. on or about June 29, 2006.
- On or about July 2, 2008, Applicant merged with Cadence Network, Inc., a Delaware corporation, where Cadence Network, Inc. was the disappearing corporation and Applicant was the surviving corporation.

- On or about December 30, 2010, Applicant acquired substantially all of the assets and liabilities of The Loyaltong Group, Inc., with offices at 1620 South Frontage Rd, Suite 200; Hastings, MN 55033, web address: www.loyaltongroup.com, and telephone: 651-480-3126.
- Applicant changed its name from Advantage IQ, Inc. to Ecova, Inc. on or about October 19, 2011.
- On or about January 19, 2012, Applicant acquired substantially all of the assets and liabilities of Prenova, Inc., with offices at 400 Northridge Road, Suite 1000, Atlanta, GA 30350, web address www.prenova.com;
- On or about January 13, 2012, Applicant merged with Ecos IQ, Inc., a Washington Corporation, where Ecos IQ, Inc. was the disappearing corporation and Applicant was the surviving corporation.
- On or about February 3, 2012, Applicant acquired substantially all of the assets and liabilities of LPB Energy Management, with offices at 12700 Park Central Drive, Suite 200, Dallas, TX 75251, web address: www.lpbenergy.com.

Applicant 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>

Description of Services: Applicant provides sustainable utility expense management and energy management solutions to multi-site companies across North America to assess and manage utility costs and usage. Applicant'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. Applicant also provides comprehensive energy efficiency program management services to utilities across North America.

With respect to energy procurement and consulting services, Applicant 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

New Hampshire Public Utilities Commission

April 24, 2012

Page Three

Attachment 1: Corporate Structure Diagram

Attachment 2: Officers & Directors list

Attachment 3: Key Operating Personnel

Attachment 4: New Hampshire Certificate of Authority

Thank you for your consideration of this application.

Sincerely,

A handwritten signature in black ink, appearing to read "Gene Lynes", with a stylized, flowing script.

Gene Lynes
EVP & CFO

NEW HAMPSHIRE

Puc 3006.02 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. An approved initial aggregator application shall be valid for 2 years.

(a) The registration application required by Puc 3003.04(a) and Puc 3003.05(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
Website address: 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. **See attachment "DO List and Committee Members"**

(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
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.

(6) A list of CNGSs in New Hampshire through which the applicant intends to provide service:

Glacial
Hess Corporation
Shell
Sprague Operating Resources, LLC

Global Partners LP (Global Montello)
Santa Buckley Energy
South Jersey Energy

(7) A statement that the applicant is not representing any supplier interest or a listing of any supplier Interest(s) 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) 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
M. Todd Colton, Director, 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

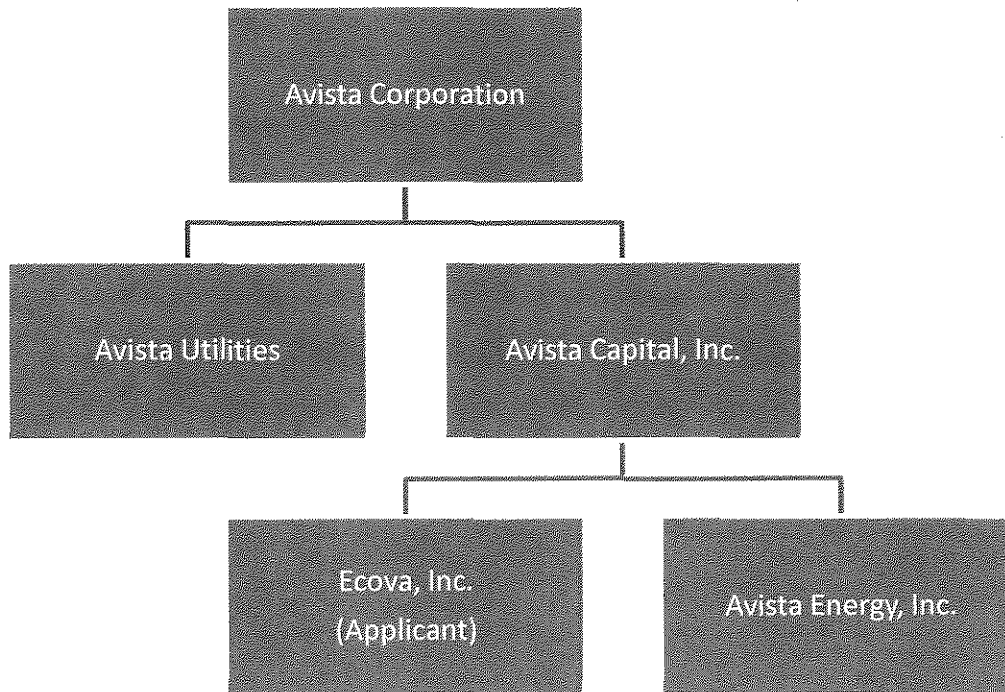


ATTACHMENT 1

ECOVA, INC.

CORPORATE STRUCTURE

"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

ATTACHMENT 2

ECOVA, INC.

OFFICERS AND DIRECTORS

ECOVA, INC. (formerly Advantage IQ)

(A Subsidiary of Avista Capital, Inc.)

1313 N. Atlantic St., 5th Floor

Spokane, WA 99201

Directors:

Erik J. Anderson

Kristianne Blake

Jeff Heggedahl

John F. Kelly

Craig Levinsohn

Jeff Lieberman

Scott L. Morris

Officers:

Scott L. Morris

Chairman of the Board

Jeff Heggedahl

President & Chief Executive Officer

Ed Schlect

Executive Vice President

Jon Thomsen

Executive Vice President

Gene Lynes

Executive Vice President & Chief Financial Officer

Donato Capobianco

Sr. Vice President & General Counsel

Marian M. Durkin

Sr. Vice President

Mark T. Thies

Sr. Vice President

Karen S. Feltes

Sr. Vice President & Corporate Secretary

Julie Kearney

Sr. Vice President

Jana Schmidt

Senior Vice President – Sales, General Manager

Seth Nesbitt

Vice President & Chief Marketing Officer

Hossein Nikdel

Vice President & Chief Technology Officer

Scott Simmons

Vice President

John Robison

Chief Investment Officer & Treasurer

Ann Wilson

Controller

Susan Y. Fleming

Assistant Corporate Secretary

Compensation and Organization

Audit and Finance Committee

Committee

Scott Morris – Chair

Kristianne Blake – Chair

John F. Kelly

Erik Anderson

Jeff Lieberman

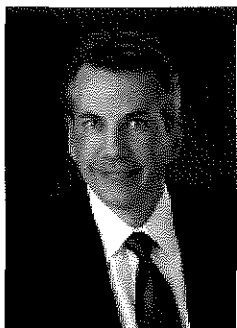
Craig Levinsohn

The Company was formed as Altus Energy Solutions, Inc. and then changed its name to WWP Energy Solutions, Inc. before becoming Avista Advantage. The name was changed to Advantage IQ on June 29, 2006 and changed again to Ecova, Inc. on October 20, 2011.

ATTACHMENT 3

ECOVA, INC.

KEY OPERATING PERSONNEL



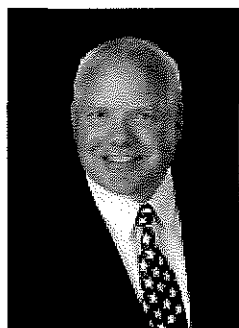
Craig Schilling, Vice President, Energy Management

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 Energy Procurement

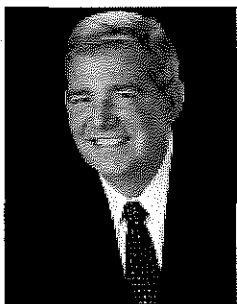
Melody Swanson, Director of Energy Procurement Services at Ecova, is an expert in the field of energy procurement and has worked with Ecova for more than ten years. Melody serves as the primary resource for client risk assessment and analytics, working with clients to evaluate and establish custom energy 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, Rate Analysis & Energy Procurement

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 retired Captain in the U.S. Navy Reserves.



Dennis Pearson, Senior Director, Supply Solutions Energy Procurement

""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.

ATTACHMENT 4

ECOVA, INC.

NEW HAMPSHIRE CERTIFICATE OF AUTHORITY

State of New Hampshire

Department of State

CERTIFICATE OF AUTHORITY OF

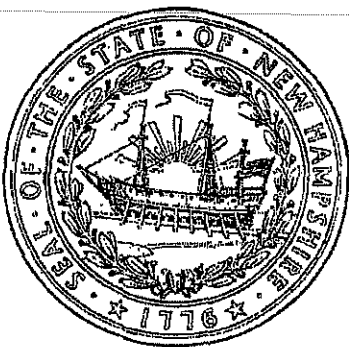
ECOVA, INC.

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.



A handwritten signature in cursive script, appearing to read "William M. Gardner".

William M. Gardner
Secretary of State