

South Shore Trading and distributors, Inc

Application for Licensure of
Agents, Brokers, and Consultants
under Section 16-115C
of the Public Utilities Act.

Docket No. CHIEF CLERK'S OFFICE

09-0531

APPLICATION

Shore South Trading and Distributors, Inc.] ("Applicant"), hereby requests that the Illinois Commerce Commission ("Commission") grant it a license pursuant to Section 16-115C of the Public Utilities Act ("Act"). In support of its application, Applicant states as follows:

GENERAL [454.40, 454.50, 454.100]

1. South Shore Trading and Distributors, Inc. 2937 W. Estes Ave. Chicago, Il 60645
2. Related Information:
 - Type of business entity: corporation
 - Jurisdiction in which and under whose laws business entity was created: Illinois
 - Other names under which Applicant does business (D/B/A): South Shore Energy Solutions
3. Contact Persons for the following: Ruth Rotenberg, CFO, 2937 W. Estes Ave. Chicago, Il 60645 PH:773.2627792 FX:773.262.7784, ruth@shoretrading.com
 - a) issues related to processing this application and
 - b) issues related to complaint resolution [454.130]

Provide each contact person's name, title, mailing address, telephone number, and e-mail address for a) and b).

4. Description of Applicant's business. [454.40(c)(1)]

Our business acts as consultant, agent and brokers for energy purchasing.

5. A statement in support of application, supporting documents, and schedules containing information showing that the applicant meets the requirements of Section 16-115C of the Act. [454.40(d)(1)]

SST meets all requirements of section 16-115C, applicant is in compliance with all requirements and certifies that every entity that acts on our behalf will comply with all applicable functions.

6. The name, address, telephone number, any facsimile number and any e-mail address of the agent registered with the Illinois Secretary of State. This information shall be kept current and any change regarding the licensee shall be reported within 15 days after the change occurs. The required information shall be filed with the Chief Clerk of the Commission at its Springfield office. [454.40(c)(3)]

Agent registered will be Glenn Miller, 2937 W. Estes Ave, Chicago, IL 60645, PH: 773.262.7793, FX: 773.262.7784, glenn@shoretrading.com.

7. Applicant certifies that it:
- a) is licensed to do business in the State of Illinois and is in compliance with all other applicable laws, regulations and Commission rules and orders; [454.40(c)(2)]
 - b) shall comply with all terms and conditions required by Section 16-115C of the Act; [454.40(d)(2)]
 - c) shall ensure any person who acts on behalf of the entity will comply with all sections of Part 454 applicable to the function or functions to be performed; [454.40(d)(3)]
 - d) shall remain in compliance with the provisions of the Act and Part 454; [454.50]
 - e) shall ensure that authorizations received from customers, and all other applicable records are retained for a period of not less than three calendar years after the calendar year in which they were created; and [454.100(a)]
 - f) shall preserve the confidentiality of its customers' data. [454.100(b)]

SST certifies it in compliance with all requirements in 7a-f of this application.

MANAGERIAL LICENSING QUALIFICATIONS [Section 454.60]

8. Applicant meets the managerial qualifications set forth in Part 454.60, as demonstrated in Attachment 1. Attachment 1 includes an exhibit containing a corporate organizational chart and identifying the persons who are being used to meet the requirements of Part 454.60(a). Attachment 1 includes an exhibit containing occupational background information on the person or persons who

are being used to meet the requirements of Part 454.60(a). [Attachment should include narrative and/or resume of key personnel showing clearly how the managerial experience requirement is being met.]

TECHNICAL LICENSING QUALIFICATIONS [Section 454.70]

9. Applicant meets the technical qualifications set forth in Part 454.70, as demonstrated in Attachment 1. Attachment 1 includes an exhibit containing occupational background information on the person or persons who are being used to meet the requirements of Part 454.70(a). [The attachment shall identify the persons who are being used to meet each of the requirements of Part 454.70. Attachment should include narrative and/or resumes of key personnel showing clearly how the technical experience requirement is being met.]

FINANCIAL LICENSING REQUIREMENTS [SECTION 454.80]

10. Applicant is required to execute and maintain a license or permit bond in the name of the People of the State of Illinois issued by a qualifying surety or insurance company authorized to transact business in the State of Illinois. The amount of the bond shall equal \$5,000. [Attach the license or permit bond required by Part 454.80(a) and proof that the surety meets the definition of "qualifying surety" as set forth in Part 454.10.]

[Department of the Treasury's Listing of Approved Sureties (Department Circular 570) (<http://www.fms.treas.gov/c570/c570.html>)] *SEE addendum # 2*

CODE OF CONDUCT [SECTION 454.90]

11. Applicant certifies that it shall:
 - a) Disclose in plain language in writing the nature of the services offered by the ABC;
 - b) Disclose in plain language in writing to all persons it solicits the total anticipated remuneration to be paid to it by any third party over the period of the proposed underlying customer contract. Any such disclosure must be made prior to entering into the contract and signed by the customer;
 - c) Not hold itself out as independent or unaffiliated with any RES, or both, or use words calculated to give that impression, unless the person or entity offering service under this Section 16-115C of the Act has no contractual relationship with any RES or its affiliates regarding retail electric service in Illinois;
 - d) Not utilize false, misleading, materially inaccurate, defamatory, or otherwise deceptive language or materials in the soliciting or providing of its services;

- e) Maintain copies of all marketing materials disseminated to third parties for a period of not less than three years;
- f) Maintain copies of all disclosure statements required in subsections (a) and (b) for a period of not less than three years;
- g) Not present electricity pricing information in a manner that favors one supplier over another, unless a valid pricing comparison is made utilizing all relevant costs and terms; and
- h) Comply with the requirements of Sections 2EE, 2FF, 2GG, and 2HH of the Consumer Fraud and Deceptive Business Practices Act [815 ILCS 505/2EE, 2FF, 2GG, and 2HH].

SST certifies it will adhere to all criteria set forth in section 11 a-h.

REPORTING REQUIREMENTS [SECTION 454.110]

12. Applicant agrees to submit reports in accordance with annual reporting requirements. [454.110]

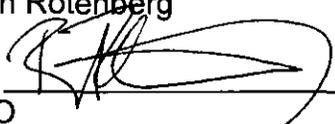
SST agrees to submit annual reports adhering to all set requirements.

Form for ABC Applicants

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

Respectfully submitted,

Ruth Rotenberg

By: 
CFO

Name of Attorney
Attorney's Firm or Company Name
Address of Attorney
Attorney's Telephone Number
Attorney's Fax and E-mail (optional)

VERIFICATION

STATE OF Illinois
COUNTY OF Cook

Ruth Rotenberg, being first duly sworn, deposes and says that she/he is
[the] [a(n)] CFO [of][for] [Applicant]; that he/she has read the foregoing
Application of [Applicant], and all of the attachments accompanying and referred to
within the Application; and that the statements contained in the Application and the
attachments are true, correct and complete to the best of [her][his] knowledge,
information and belief.


[Name of person verifying application]
Ruth Rotenberg

Subscribed and sworn to before me
this 27th day of October, 2009


Notary Public

[Stamp of Notary]



SOUTH SHORE

RUTH ROTENBERG

CFO

ruth@shoretrading.com

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C 312.909.1836

F 773.262.7784

2937 W Estes Ave. Chicago, IL 60645

Addendum 1

8-10. Applicant, South Shore Trading and Distributors, Inc is run by Glenn Miller, President and Ruth Rotenberg, CFO. Ruth Rotenberg owned and operated her own business, Endless Possibilities, from 1992-1997. In 2005, Ruth joined South Shore Trading as the CFO. Ruth also acts an assistant to Glenn Miller, the President of South Shore Trading. Glenn Miller founded South Shore Trading in 2001. Glenn was a commodity trader from 1978-2005. The electric industry is a derivative of the natural gas industry. Glenn Miller has followed futures and options for 30 years. Specifically as it relates to electricity, we have been following this industry for 8 years. Tim Krezmer is salesman hired in July of 2009. Tim has an accounting and finance background. Tim has been thoroughly trained and meets all criteria set forth.

Addendum #2

Bond was applied for and approved but has yet to be issued by NSI a division of West Bend Mutual Insurance Co. West Bend is an approved company on the Treasury's list of Approved Sureties. The bond should be issued in the next few days and I will forward a copy as soon as we receive it.

Thank you,

A handwritten signature in black ink, appearing to read 'Ruth Rotenberg', with a large, stylized flourish extending to the right.

Ruth Rotenberg