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CHIEF CLERK'S OFFICE

November 20, 2009

Chief Clerk of the Commission
Illinois Commerce Commission
527 E. Capitol Ave.
Springfield, IL. 62701

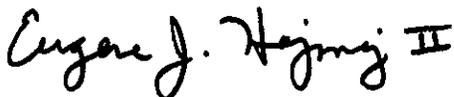
RE: CHOICE Energy Resources, Inc. Response to the Notice of Administration Law Judge's Ruling dated 11/17/09 regarding ABC License Application Section 454.70 Technical Licensing Requirements under Docket # 09-0477.

Dear Chief Clerk:

Attached you will find the response to the Administrative Law Judge Ruling providing, in additional detail, the technical background history of the person being used to satisfy the section requirements as requested. Additional copies are enclosed for forwarding to the parties copied in below.

I ask that you return to me a stamped copy showing receipt of this response by your office in the enclosed self addressed stamped envelope. Thank-you.

Sincerely,



Eugene J. Hejmej II
CHOICE Energy Resources, Inc.
1311 W. Army Trail Blvd.
Addison, IL. 60101

cc: Administrative Law Judge Stephen Yoder
ALJ's Assistants
Mr. Steve Hickey-ICC
Mr. Phil Hardas-ICC
Mr. Yassir Rashid-ICC
CHOICE Energy Resources, Inc.

CHOICE Energy Resources, Inc.
Electronic Response to: Section 454.70 Technical Licensing
Requirements
Illinois Commerce Commission
Notice of Administrative Law Judge's Ruling of November 17, 2009
Docket No. 09-0477
(November 20th, 2009)

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

Per my application, Addendum 3 and the attached resume page indicate, by the companies shown in the box, my work and technical experience in the Retail Electric Supply Market. I will provide a more detailed description of my job responsibilities to show my fulfillment of the Technical Licensing Requirements.

Glacial Energy/TriNet was activated on April 18th, 2007 as an approved Alternative Retail Electric Supplier (ARES) in the State of Illinois under Docket No. 07-0177. I was hired in to the position of Business Development Manager to sell for Glacial its Index Rate product to Retail Customers on a Business to Business basis. I worked for Glacial Energy for a period of 15 months, from August 2007 to November 2008, selling Retail Electric Supply Service in the ComEd and Ameren service territories.

Upon being hired, I received a week of initial training pertaining to the company history and culture, the status of the Retail Electric Market in Illinois, pricing and proposal procedures and sales techniques. Each month, a sales meeting was conducted to discuss quota, current market trends, success stories in how we brought savings and value to various industry customers who became Glacial Energy clients and competitor information (ie: Company history, retail electric supply products and market approaches). Our product was an Index Product and our service agreements were month to month so I needed to maintain close relationships with my customers to advise them of rates trends in the market. I explained to and reviewed customer bills each month until the customer was comfortable with his understanding and decision options. If our Index Rates became noncompetitive to the utility rates, I advised the customer as such and as to the seasonality of the market. Some customers left during peak rates times during the year and others stayed with Glacial Energy saving over a 12 month period.

My technical duties required me to secure a copy of the customer's current electric bill(s), analyze their current electric rate base, pull their usage, submit a rate request application, discuss rate request information (ie: consumption patterns, capacity, transmission etc.) with the corporate analyst working to secure the best possible rate(s) for the prospective client, upon receiving the rate proposal-review it for completeness and determine whether the Glacial Energy proposal would indeed bring savings and

value to the prospective client, if not, I would advise the customer to stay with their current provider or in many cases the customer asked me to review their other electric rate offers to clarify whether they were indeed better off going with another ARES or staying with the utility. I often found myself in a teaching role with the customers helping to educate them to understand the parameters of their electric rate proposals they were considering. Making sure the customer understood what an "Energy Only" rate versus an "All-In Rate" means as well as what the utility Distribution costs and services provide the customer are critical in helping the customer evaluate their electric supply proposal(s).

In my sales territory, which was the State of Illinois, I brought over 50 accounts to Glacial Energy for electric service and worked on hundreds more electric supply projects in an effort to secure their business for Glacial Energy. Every account was/is unique from a pricing perspective and with each account you make contact with, you learn more about the industry and how better to serve the perspective client base in the ever changing electric market.

In addition to the training received from Glacial Energy, I participated in over 10 Ameren Customer Service Workshops during the spring of 2008. The main focus of these workshops was to educate the Ameren customers attending about their electric power supply and the choices they have in choosing an alternative retail electric supply. I had discussions and/or worked with over a hundred of the attendees from these workshops. Not all accounts were a fit for the product that I sold with Glacial Energy. Over my tenure with Glacial Energy, I learned not one electric product serves all needs.

ROI Business Solutions was established in September 2008 and incorporated in October 2008. That same month, ROI Business Solutions independently contracted with a broker, who has an agreement with Hudson Energy, to sell electric supply service for Hudson Energy. Hudson Energy was activated by the ICC on September 26, 2007 as an Alternative Retail Electric Supply operating in the state of Illinois. ROI Business Solutions has been selling electric supply services for the past 14 months in the State of Illinois.

ROI Business Solution's main business is as a consultant to the systems, controls, conveyor, transportation and small package delivery markets of distribution companies. Bringing a cost savings to these customers who have expressed a desire to save on electric supply costs was a value added service offered by my company.

ROI Business has brought over 20 accounts to Hudson Energy in working through the broker relationship in an independent contractor format. The same technical skill set learned at Glacial Energy is and has been applied at ROI Business Solutions.

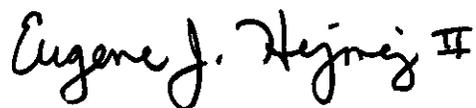
The product sold with Hudson Energy is different from Glacial Energy in that it is a Fixed Rate product whose rate remains the same throughout the term of the agreement. Agreement terms can be 12, 18, 24, or 36 months depending on the customer's business plan. Working with a Fixed Rate product presents its own varied set of circumstances than selling an Index Rate product. Most customers seem

to like Fixed Rate products more than Index Rate products because the rate is the same each month and the customer knows roughly what they will be paying each month for budgeting purposes versus the uncertainty of an Index Rate product. I have worked on nearly 100 electric supply projects with ROI Business Solutions and again one product does not fit every customer's need.

CHOICE Energy Resources was established and incorporated in July 2009 and has contracted with an Alternative Retail Electric Supplier to sell their electric supply products. The supplier is FirstEnergy Solutions which was activated April 9, 2008 under ICC Docket # 08-0142. FirstEnergy Solutions does a thorough, 2 week, background check of an agent application before signing an agreement for that agent to represent its products in the market(s) it serves. The main business focus of the company is to sell electric supply services through an ARES that has generation capability and thus provides a lower cost opportunity to the prospective customer. The product sold is a Fixed Rate with available terms of 12, 18, 24 and 36 months. The technical skill set learned at Glacial Energy and built upon at ROI Business Solutions is being used with prospective customers in the sales and proposal evaluation cycles. I continue to improve my industry knowledge by keeping current on industry trends and maintaining a network of industry contacts. Customer feedback is a great way to learn what direction customer needs are headed as well as gain competitive market information.

In closing, my employment and technical skill set learned while employed at Glacial Energy would seem sufficient to at least meet if not exceed the Technical Licensing Requirements of the Application for Licensure of Agents, Brokers and Consultants. I have worked in this industry for 28 months and have had success building relationships, bringing cost savings and value added service to my customer base while enhancing my market knowledge during this time period. I felt so comfortable with my technical skill set and knowledge of the electric supply industry that I opened up CHOICE Energy Resources to better serve customers in the electric supply market in Illinois. CHOICE Energy Resources is only a one man operation and there are no other "employees" at this time. Confidentiality agreements with current and former suppliers preclude me from providing any more specifics than I have already provided. I ask that the Illinois Commerce Commission and the Administrative Law Judge approve my ABC License application without further delay.

Respectfully submitted,



Eugene J. Hejmej II-President
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