

ILLINOIS COMMERCE COMMISSION

E1, LLC )  
 )  
Application for Licensure of )  
Agents, Brokers, and Consultants )  
Under Section 16-115C )  
Of the Public Utilities Act )  
 )

Docket No. 09-0615

APPLICATION

E1, LLC ("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

1. Applicant's name and street address is:

E1, LLC  
123 N. Wacker Drive  
Suite 700  
Chicago, IL 60606

2. Applicant is a limited liability company organized in Illinois. Applicant does business under the trade name e-One.

3. Contact person for issues related to processing this application:

Caitlin Dorsey  
Director of Research and Compliance  
E1, LLC  
123 N. Wacker Drive, Suite 700  
Chicago, IL 60606  
312-496-6811  
cdorsey@eone.pro

MR  
ILLINOIS  
COMMERCE COMMISSION  
2009 DEC 23 A 10:29  
CHIEF CLERK'S OFFICE

Contact person for issues related to complaint resolution:

Caitlin Dorsey  
Director of Research and Compliance  
E1, LLC  
123 N. Wacker Drive, Suite 700  
Chicago, IL 60606  
312-496-6811  
cdorsey@eone.pro

4. Applicant helps businesses and organizations improve their operations, facilities and products through advances in environmental and energy technologies. Applicant is a subsidiary of CallOne, one of the first certified Competitive Local Exchange Carriers in Illinois. Like e-One, Callone has helped small businesses and organizations in Illinois use aggregated purchasing power to take advantage of advances in telecommunication technologies.
5. Applicant's mission is to make the "triple bottom line" (that is, sustainability's benefits in terms of economy, environment and equity) more accessible to small business. To reach a wider audience, we will work with Illinois trade associations to help them design, implement and manage an energy and environmental program that makes the most economic sense for their members. Our energy assessments will focus on an aggregate of industry clients with similar profiles. In this way, we can develop a purchasing program that integrates appropriate technologies with utility contracts to control and reduce cost and demand. In performing such services, Applicant may attempt to procure electric service on behalf of or sell retail electric service to an electric customer in the State.

Applicant includes a summary of Applicant's business in Attachment A.

6. Registered Agent:

Bruce Menkes  
Mandell Menkes LLC  
333 West Wacker Drive  
Suite 300  
Chicago, IL 60606  
312-251-1000  
312-251-1010 (fax)  
bmenkes@mandellmenkes.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;
- B) Shall comply with all terms and conditions required by Section 16-115C of the Act;
- 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;
- D) Shall remain in compliance with the provisions of the Act and Part 454;

- 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
- F) Shall preserve the confidentiality of its customers ' data.

#### Managerial Licensing Qualifications

- 8. Applicant meets the managerial qualifications set forth in Part 454.60, as demonstrated in Attachment B. Attachment B includes an exhibit identifying the persons who are being used to meet the requirements of Part 454.60(a), as well as their titles and occupational background information.

#### Technical Licensing Qualifications

- 9. Applicant meets the technical requirements set forth in Part 454.70, as demonstrated in Attachment C. Attachment C includes an exhibit containing occupational background information on the persons who are being used to meet the requirements of Part 454,70(a).

Applicant acknowledges that our experience and focus is more closely related to managing energy demand than supply. However, Applicant will work with Illinois trade associations to aggregate the purchasing power of members to negotiate lower rates with utilities. Applicant will also assist members in adopting non-traditional, alternative energy sources. In addition to our own experience, Applicant will rely on the technical expertise of our vendor partners and the industry knowledge of the trade associations.

#### Code of Conduct

- 10. Applicant includes in Attachment D a permit bond in the name of the People of the State of Illinois issued by Old Republic Surety Company, a Wisconsin Corporation authorized to do business in Illinois, in the amount of \$5,000.
- 11. Applicant certifies that it shall:
  - A) Disclose in plain language in writing the nature of the services offered by E1, LLC;
  - 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 Practices Act [815 ILCS 505/2EE, 2FF, 2GG, and 2HH].

Reporting Requirements

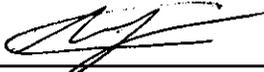
12. Applicant agrees to submit reports in accordance with annual reporting requirements.

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 electricity supply for third parties.

Respectfully submitted,

E1, LLC

By:

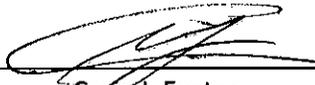
  
\_\_\_\_\_  
Craig J. Foster, CEO

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Chicago, IL 60606  
bmenkes@mandellmenkes.com

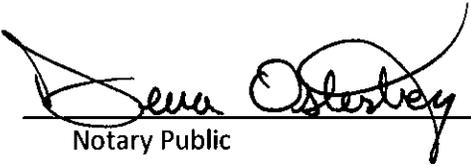
VERIFICATION

STATE OF ILLINOIS  
COUNTY OF COOK

Craig J. Foster, being first duly sworn, deposes and says that he is the Chief Executive Officer of Applicant; that he has read the foregoing Application of E1, LLC, 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 his knowledge, information and belief.

  
\_\_\_\_\_  
Craig J. Foster

Subscribed and sworn to before me  
this 18 day of December, 2009.

  
\_\_\_\_\_  
Notary Public

