

STATE OF ILLINOIS

ILLINOIS COMMERCE COMMISSION

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

Docket No. 10-0010

APPLICATION

PowerPlay, 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. The corporate offices of PowerPlay, Inc. are located at 5659 W. 120<sup>th</sup> Street, Alsip, Illinois, 60803.
2. Related Information:
  - PowerPlay, Inc. is a Corporation.
  - PowerPlay, Inc. was organized under the laws of the State of Illinois.
  - PowerPlay, Inc. does not conduct business under any other assumed names.

3. Contact Persons for the following:
  - a) issues related to processing this application

Name: William J. Mazurowski  
 Title: President/Sole Owner  
 Address: 5659 W. 120<sup>th</sup> Street  
 Alsip, IL 60803  
 Phone: 708-389-4800  
 Fax: 708-389-4819  
 Email: powerplayinc@ameritech.net

CHIEF CLERK'S OFFICE  
 2010 JAN -6 A 10:42  
 ILLINOIS COMMERCE COMMISSION

b) issues related to complaint resolution [454.130]

Name: William J. Mazurowski  
Title: President/Sole Owner  
Address: 5659 W. 120<sup>th</sup> Street  
Alsip, IL 60803  
Phone: 708-389-4800  
Fax: 708-389-4819  
Email: powerplayinc@ameritech.net

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

PowerPlay, Inc. is a utility consulting firm, helping businesses examine the expenditures on their electricity and natural gas bills, and assisting them in reducing those costs. Our consulting allows businesses to review multiple supplier quotes to make an informed and competitive decision on contracting with an alternative energy supplier. PowerPlay, Inc. also assists with any problems that arise during the course of an agreement, including but not limited to billing issues, location changes, contractual issues, and account and meter number changes.

5. PowerPlay, Inc. meets all the requirements of Section 16-115C of this Act [454.40(d)(1)]. Supporting attachments detailing (1) Illinois business license for PowerPlay, Inc.; (2) Managerial and Technical qualifications, and occupational background information of William J. Mazurowski, PowerPlay, Inc.'s President and Sole Owner, as well as PowerPlay Inc.'s organizational chart; and (3) financial responsibility in the form of a License or Permit Bond will show Powerplay, Inc. has the managerial and technical competence to be licensed.

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)]

Name: William J. Mazurowski  
Title: President  
Address: 5659 W. 120<sup>th</sup> Street  
Alsip, IL 60803  
Phone: 708-389-4800  
Fax: 708-389-4819  
Email: powerplayinc@ameritech.net

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)]

MANAGERIAL LICENSING QUALIFICATIONS [Section 454.60]

8. Applicant meets the managerial qualifications set forth in Part 454.60, as demonstrated in Attachment 2. Attachment 2A 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 2B includes proof of continuing education in the energy field, and Attachment 2C 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).

TECHNICAL LICENSING QUALIFICATIONS [Section 454.70]

9. Applicant meets the technical qualifications set forth in Part 454.70, as demonstrated in Attachment 2. Attachment 2A 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).

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. Attachment 3 is 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.]

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 PowerPlay, Inc.;
- 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].

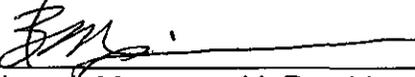
REPORTING REQUIREMENTS [SECTION 454.110]

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

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,

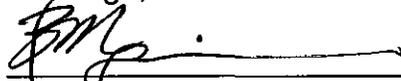
PowerPlay, Inc.

By:   
William J. Mazurowski, President

VERIFICATION

STATE OF ILLINOIS     )  
COUNTY OF COOK     )

William J. Mazurowski, being first duly sworn, deposes and says that he is the President of PowerPlay, Inc.; that he has read the foregoing Application of PowerPlay, Inc., 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.

  
\_\_\_\_\_  
William J. Mazurowski

Subscribed and sworn to before me  
this 14<sup>TH</sup> day of December, 2009

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

[Stamp of Notary]

