

STATE OF ILLINOIS

ILLINOIS COMMERCE COMMISSION

Energy Edge Consulting, LLC

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

Docket No.  
10-0123

CHIEF CLERK'S OFFICE  
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ILLINOIS  
COMMERCE COMMISSION

APPLICATION

Energy Edge Consulting, 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 [454.40, 454.50, 454.100]

1. Applicant's name and street address.  
Energy Edge Consulting, LLC  
1183 Brittmoore Rd.  
Suite 300  
Houston, TX 77043
2. Related Information:
  - Type of business entity:  
Energy Edge Consulting, LLC is a Limited Liability Corporation
  - Jurisdiction in which and under whose laws business entity was created:  
Energy Edge Consulting, LLC was established in the State of Texas
  - Other names under which Applicant does business (D/B/A):  
Energy Edge Consulting, LLC does not use a D/B/A. All business is conducted under the Energy Edge Consulting name and brand.
3. Contact Persons for the following:
  - a) issues related to processing this application  
Brian Walker  
Principal  
1183 Brittmoore Rd.  
Suite 300

Houston, TX 77043  
214.414.3033 ext. 701  
bwalker@energyedgeconsulting.com

b) **issues related to complaint resolution [454.130]**

Brian Walker  
Principal  
1183 Brittmoore Rd.  
Suite 300  
Houston, TX 77043  
214.414.3033 ext. 701  
bwalker@energyedgeconsulting.com

Matt Hobson  
Principal  
1183 Brittmoore Rd.  
Suite 300  
Houston, TX 77043  
713.300.0680 ext. 702  
mhobson@energyedgeconsulting.com

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

Energy Edge Consulting, LLC provides energy consulting and energy management services to retail users of electricity and natural gas. The services offered by Energy Edge to its clients include:

- Developing an integrated energy management strategy that is in line with a client's business objectives, risks and operations
- Identifying qualified suppliers, issuing RFPs and coordinating the procurement process
- Assisting clients with supplier contract negotiations
- Analyzing supplier proposals and product attributes
- Assist clients manage power and gas contracts once executed with a supplier
- Serve as the client's advocate with respect to customer service and contractual issues with their supplier(s)
- Assist clients in managing intra-contract buying decisions

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)]**

Energy Edge Consulting, LLC has reviewed Section 16-115C of the Act and affirms that it is complying and will continue to comply with the stated requirements. All documentation provided as a part of this application is true and accurate and meets the guidelines of Section 16-115C of the Act.

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)]

National Registered Agents, Inc.

200 West Adams St. Chicago, IL 60606 (888) 927-7550

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)]

**Documentation supporting this has been provided as Attachment D to this application.**

- 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 A. Attachment A 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 A 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 B. Attachment B 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>)]

**A copy of the license bond has been included as Attachment C to this application.**

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].

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,

Energy Edge Consulting, LLC

By:   
Brian Walker, Principal

**Name of Attorney:** Troy Murrell

**Attorney's Firm or Company Name:** Barnes and Harrington

**Address of Attorney:** 3710 Rawlins St. Suite 950 Dallas, TX 75219

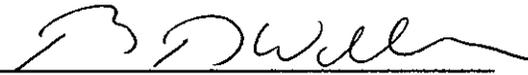
**Attorney's Telephone Number:** 214.615.7928

**Attorney's Fax:** 214.615.7926

VERIFICATION

STATE OF Texas  
COUNTY OF Dallas

Brian Walker, being first duly sworn, deposes and says that he is the Principal for Energy Edge Consulting, LLC; that he has read the foregoing Application of Energy Edge Consulting, 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.

  
Brian Walker

Subscribed and sworn to before me  
this 15<sup>th</sup> day of February, 2010.

  
Notary Public

[Stamp of Notary]

