

[The Form for ABC Applicants has been prepared by the Staff of the Illinois Commerce Commission. It is intended to be a source of information and a template that may be of use to entities petitioning the Illinois Commerce Commission to be licensed as an Agent, Broker, and Consultant ("ABC") under Section 16-115C of the Public Utilities Act ("Act") [220 ILCS 5/16-115C] and 83 Ill. Adm. Code 454 ("Part 454"), Licensure of Agents, Brokers, and Consultants. The Form is presented in a generic format and should be individually tailored by each ABC applicant before submitting to the Illinois Commerce Commission. The Form is not intended to constitute legal advice regarding compliance with Section 16-115C of the Act, 83 Ill. Adm. Code 454, or any applicable case law.]

STATE OF ILLINOIS

ILLINOIS COMMERCE COMMISSION

RELIABLE POWER ALTERNATIVES CORP.

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

Docket No.

10-037

APPLICATION

Reliable Power Alternatives Corp. ("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.

Reliable Power Alternatives Corp.
100 Garden City Plaza, Suite 410
Garden City, NY, 11530

ILLINOIS
COMMERCE COMMISSION
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CHIEF CLERK'S OFFICE

2. Related Information:

- Type of business entity: [corporation, LLP, LLC, etc.]:
Corporation
- Jurisdiction in which and under whose laws business entity was created:
New York
- Other names under which Applicant does business (D/B/A):
N/A

3. Contact Persons for the following:

(Provide each contact person's name, title, mailing address, telephone number, and email address for a and b).

- a) issues related to processing this application and

**Stuart Belloff – Executive Vice President
Reliable Power Alternatives Corporation
100 Garden City Plaza, Suite 410
Garden City, NY, 11530
Phone (516)228-8000
Fax (516)228-8005
sbelloff@rpac.net**

- b) issues related to complaint resolution [454.130]

**Stuart Belloff – Executive Vice President
Reliable Power Alternatives Corporation
100 Garden City Plaza, Suite 410
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Phone (516)228-8000
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4. Description of Applicant's business. [454.40(c)(1)]

Reliable Power Alternatives Corp is a consulting/advisory group focused on managing energy procurement for large commercial, industrial, big box retailers, municipalities, not-for-profit, healthcare and cultural users of energy. We represent the interest of the buyers of energy in the marketplace.

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)]

see Attachment A

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)]

**Incorporating Services, Ltd.
1 West Old State Capital Plaza, Suite 805
Springfield, IL 62701
Phone: (800) 346 4646**

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)]

See Attachment B – Authority of Reliable Power Alternatives Corp. to conduct business in the state of Illinois (6704-2662)

- b) shall comply with all terms and conditions required by Section 16-115C of the Act; [454.40(d)(2)]

Reliable Power Alternatives Corp. certifies that is 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; [454.40(d)(3)]

Reliable Power Alternatives Corp. certifies that any person who acts on its behalf will comply with all section 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; [454.50]

Reliable Power Alternatives Corp. certifies that it 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 [454.100(a)]

Reliable Power Alternatives Corp. certifies that it shall retain authorizations and all other applicable records from customers for a period of not less than three calendar years after the calendar year they were created.

- f) shall preserve the confidentiality of its customers' data. [454.100(b)]

Reliable Power Alternatives Corp. certifies that it shall preserve the confidentiality of its customers' data.

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 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 454.70(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 Attachment C – Bond

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;

Reliable Power Alternatives Corp. will disclose in plain language in writing the nature of the services being offered.

- 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;

Reliable Power Alternatives Corp. will disclose in plain language to all persons it solicits the total anticipated remuneration to be paid to it by any third party over the period proposed of the proposed underlying customer contract.

- 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;

Reliable Power Alternatives Corp. will not hold itself out as independent or unaffiliated with any RES, or both, or use words calculated to give that impression.

- d) Not utilize false, misleading, materially inaccurate, defamatory, or otherwise deceptive language or materials in the soliciting or providing of its services;

Reliable Power Alternatives Corp. will 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;

Reliable Power Alternatives Corp. will maintain copies of all marketing materials disseminated to third parties for a period or 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;

Reliable Power Alternatives Corp. will 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

Reliable Power Alternatives Corp. will 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.

- 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].

Reliable Power Alternatives Corp. will comply with all 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]

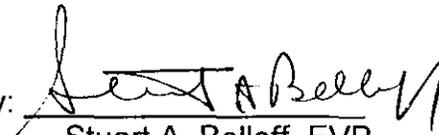
REPORTING REQUIREMENTS [SECTION 454.110]

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

Reliable Power Alternatives Corp. will submit all required 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 retail electricity supply for third parties.

Respectfully submitted,

By: 
Stuart A. Belloff, EVP

Name of Attorney: **Paul F. Belloff, Esq.**

Attorney's Firm or Company Name: **Paul F. Belloff, Esq.**

Address of Attorney: **100 Garden City Plaza, Garden City, NY 11530**

Attorney's Telephone Number: **(516) 877-9577**

Attorney's Fax and E-mail (optional)

VERIFICATION

STATE OF NY
COUNTY OF Nassau

STUART BELLOFF being first duly sworn, deposes and says that he the VICE PRESIDENT of Reliable Power Alternatives Corp; that he has read the foregoing Application of Reliable Power Alternatives Corp, 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.


Stuart A. Belloff

Subscribed and sworn to before me
this 8 day of MARCH, 2010.


Notary Public

[Stamp of Notary]

ALEXANDRA WALDMAN
Notary Public, State of New York
No. 01WA6010329
Qualified in Queens County
Certificate Filed in New York County
Commission Expires July 27, 2012

