

**OFFICIAL FILE**  
**ILLINOIS COMMERCE COMMISSION** STATE OF ILLINOIS

**ORIGINAL**

**ILLINOIS COMMERCE COMMISSION**

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

Docket No. 10-0328

**APPLICATION**

ALFA ENERGY LLC ("*Applicant*"), by and through its attorney, Matthew J. Miller, Miller Legal Group, P.C., 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:

Alfa Energy LLC  
1427 West Elmdale Avenue, Unit 3B  
Chicago, Illinois 60660

2. Related Information:

- Type of business entity.
- Jurisdiction in which and under whose laws business entity was created.
- Other names under which Applicant does business (D/B/A).

Business Entity: Limited Liability Company.

Jurisdiction in which and under whose laws business entity was created: State of Illinois.

Other names under which Applicant does business (D/B/A): N/A.

3. Contact Persons for the following:

- a) issues related to processing this application and
- b) issues related to complaint resolution [454.130]

Provide each contact person's name, title, mailing address, telephone number, and e-mail address for a) and b).

CHIEF CLERK'S OFFICE

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ILLINOIS  
COMMERCE COMMISSION  
2010/5/7

a) Matthew J. Miller  
Miller Legal Group, P.C.  
811 West Evergreen Ave., Suite 302  
Chicago, Illinois 60642  
Phone: 312-929-2233  
Fax: 312-929-3891  
Email: miller@millerlegalgroup.com

b) Kenan Kreso, President  
Alfa Energy LLC  
1427 West Elmdale Avenue, Unit 3B  
Chicago, Illinois 60660  
Phone: 312-972-4220  
Email: kkreso@gmail.com

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

Applicant is an energy brokerage company that specializes in offering highly competitive utility prices by procuring electricity and natural gas through close business relationship with suppliers in the region. Applicant will provide B2B sales with a focus on higher energy consumers in the small to medium enterprise area and lower energy consumers in the industrial and commercial area. Applicant will have the ability to make offers available through a team of highly experienced and knowledgeable energy brokers, dedicated to meet client needs. Applicant has the experience and technical abilities to source utility quotations, advise clients on the market conditions and implement desired contracts.

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)]

Applicant meets all the requirements set for in Section 16-115C of the Act, and will comply will all qualifications and annual reporting specified. Applicant certifies below in questions 7-12 that it meets those requirements and will comply with Section 16-115C of the Act.

Applicant's close business relationship with Alfa Energy Ltd., who has been a leading team of independent energy specialists for the past fifteen (15) years in the United Kingdom dealing in various energy markets (major energy users, restaurants, bars, clubs, pubs, offices and general small businesses, manufacturing and production entities, housing associations, charitable organizations, education bodies, etc.), demonstrates Applicant's ability to efficiently and effectively operate as an energy broker in the State of Illinois.

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)]:

Kenan Kreso, President  
Alfa Energy LLC  
1427 West Elmdale Avenue, Unit 3B  
Chicago, Illinois 60660  
Phone: 312-972-4220  
Email: kkreso@gmail.com

7. Applicant hereby 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)]

Applicant is registered and authorized to transact business in the State of Illinois.

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

Applicant hereby certifies that it will comply with all terms and conditions required by Section 116-115C 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)]

Applicant hereby certifies that any person who acts on behalf of the entity will comply with all Sections of Title 83, 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]

Applicant hereby certifies that any person who acts on behalf of the entity will comply with all terms and conditions required by the Act and all Sections of 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)]

Applicant hereby certifies that any person who acts on behalf of the entity will comply with all of the record retention requirements enumerated in Title 83, Section 454.100(a).

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

Applicant hereby certifies that any person who acts on behalf of the entity will comply with all Sections of Title 83, Section 454.100(b) applicable to the function or functions to be performed.

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).

Applicant meets the managerial qualifications set forth in Part 454.60, as demonstrated in Attachments A. Attachment A includes an exhibit containing a corporate organizational chart and identifies includes an exhibit containing occupational background information on the person.

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).

Details with respect to the technical qualifications of Mr. Elvin Ahmovic, Mr. Ian White, and Mr. Kenan Kreso, the individuals being used to meet the technical licensing qualifications of Part 454.70(a), are set forth in Attachment B.

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 C includes the required \$5,000 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;
- 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].

Applicant hereby certifies that any person who acts on behalf of the entity will comply with all Sections of Title 83, Section 454.90 applicable to the function or functions to be performed. In addition, Applicant hereby certifies that it will comply with all terms and conditions required by Sections 2EE, 2FF, 2GG, and 2HH of the Consumer Fraud and Deceptive Business Practices Act.

REPORTING REQUIREMENTS [SECTION 454.110]

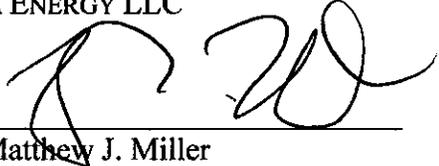
12. Applicant agrees to submit reports in accordance with annual reporting requirements. [454.110]

Applicant hereby agrees that it will submit annual reports in compliance with all annual reporting requirements of Title 83, Section 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,

ALFA ENERGY LLC

By: 

Matthew J. Miller  
Attorney for Applicant

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Fax: 312-929-3891  
miller@millerlegalgroup.com

**VERIFICATION**

STATE OF ILLINOIS        )  
  )  
COUNT OF COOK         )

MATTHEW J. MILLER, being first duly sworn, deposes and says that he is the attorney for ALFA ENERGY LLC; that he has read the foregoing Application of ALFA ENERGY, 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.

  
\_\_\_\_\_  
Matthew J. Miller

Subscribed and sworn to before me  
this 6 day of May, 2010.

  
Notary Public

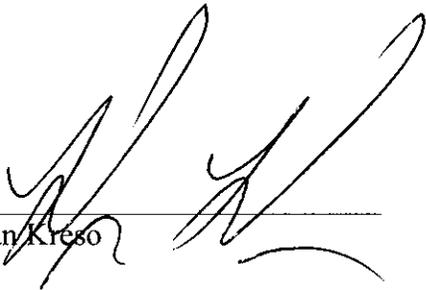
[Stamp of Notary]



**VERIFICATION**

STATE OF ILLINOIS        )  
  )  
COUNTY OF COOK        )

KENAN KRESO, being first duly sworn, deposes and says that he is the President of ALFA ENERGY LLC; that he has read the foregoing Application of ALFA ENERGY, 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.

  
\_\_\_\_\_  
Kenan Kreso

Subscribed and sworn to before me  
this 4 day of May, 2020.

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



[Stamp of Notary]