

STATE OF ILLINOIS

ILLINOIS COMMERCE COMMISSION

North Shore Energy Consulting, LLC	:	
	:	
Application for Licensure of	:	Docket No.
Agents, Brokers, and Consultants	:	
under Section 16-115C	:	
of the Public Utilities Act.	:	

STATEMENT IN SUPPORT OF APPLICATION AS REQUESTED IN #5 OF ILLINOIS ABC FORM – EXHIBIT #1

NOW COMES, Chris Greulich, Affiant, being duly sworn according to law, deposes and says that:

He is Vice President of North Shore Energy Consulting, LLC (“Applicant”) and that he is authorized and does make this affidavit for said Applicant.

That Applicant meets all the requirements of 220 ILCS 5/16-115C as required by Section 454.40(d)(1) of the Illinois Administrative Code.

That Applicant has answered the questions on the application correctly, truthfully, and completely and provided supporting documentation as required.

That the facts above set forth are true and correct to the best of his/her knowledge, information, and belief, and that he expects said Applicant to be able to prove the same at hearing.



 Signature of Affiant

Sworn to and subscribed before me this 23 day of NOV, 2010



 Signature of official administering oath

My commission expires _____

 SAL SARACUSA
 NOTARY PUBLIC, STATE OF OHIO
 MY COMMISSION EXPIRES 11-29-14

Exhibit 2 - Organizational Structure

North Shore Energy Consulting, LLC is a Limited Liability Company headquartered in Sagamore Hills, Ohio. North Shore Energy Consulting, LLC does not have any subsidiary companies.

Graphical Depiction of Corporate Structure:



Exhibit 3 - Chief Officers Including Names And Their Professional Resumes

Chief Officers:

Gary Greulich, President

Chris Greulich, Vice President

Professional Resumes:

Gary Greulich, President, recently retired from FirstEnergy Solutions, after working for the company for 38 years (regulated and unregulated). He has direct selling expertise in the deregulated electric markets of OH, MI, MD and PA. In his capacity at FirstEnergy Solutions, he was responsible for managing their Broker network, as well as direct retail electric sales and group aggregation programs. He will primarily manage the direct sales effort.

Chris Greulich, Vice President, has 10 years of engineering and sales management expertise. He has 1.5 years of energy procurement expertise, currently serving clients in FirstEnergy Ohio and Duke Ohio service territories. He will primarily manage the operations of the company.

Christopher J. Greulich

7829 Crestwood Lane
Northfield Center, OH, 44067
Phone: (330) 701-7553
Email: chris.greulich@gmail.com

Objective Obtain a leadership position with a strong company offering opportunities to make a significant impact on the organization, creatively solve problems, and deliver an outstanding client experience.

Education The University of Akron - Bachelor of Science in Mechanical Engineering, August 1999
University Honors Student, Sigma Nu Fraternity Member

Experience 2/2006 – current Automatic Data Processing, Inc. Home Office - Northfield, OH
National Field Learning Consultant

Driving change in the way ADP Major Accounts sells. Develop field ready messages to arm the sales force with stories and storytelling skills to build value with ADP's buyers and differentiate ADP from the competition. Developed and delivered a blended learning Workforce Management series to elevate the awareness and confidence of the sales force to position a total solution vs. selling core payroll products – resulting in a significant increase of HRIS and BPO sales.

- Opportunity Consultant – called in to coach top performing sales reps on positioning large, complex deals resulting in over \$1 million in closed business.
- Corporate Visions, Inc. *Power Messaging* Certified Trainer
- Miller Heiman – *Negotiate for Success* Certified

10/2003 – 2/2006 Automatic Data Processing, Inc. Independence, OH
Major Account District Manager

Successful district manager selling Time, Labor & Expense Management solutions to companies in Northeast Ohio with 100-1000 employees. Strong Value Based Selling techniques, aligning our solutions to the overall business objectives of our customers. Pioneered web based survey technology to identify & prioritize clients with immediate interest in additional services, to shorten sales cycle and increase close ratio.

- Top Dollar Producer for position in the entire Ohio Valley Region for FY 2005
- Top Overall District Manager in the Cleveland Office for FY 2005
- Selected to be on the Future Leaders Board and Sales Advisory Board
- 125% of sales plan for FY 2004

01/2001 – 10/2003 Digibahn, Ltd. Cleveland, OH
Vice President · eSolutions

Entrepreneurial leader of a technology integration and consulting firm serving large and mid-size corporations. Primary consulting practices include: customer focused software usability analysis, competitive intelligence, business process automation and emarketing. Successfully cultivated business opportunities from new and existing clients by analyzing business processes and offering unique technology solutions with maximum ROI impact.

- Developed concept and execution strategy for a web-based eProcurement service which allowed our client to secure a multi-million dollar account, which resulted in a project cost recovery period of less than 8 months.
- Expanded consulting engagement at a Fortune 500 client by 400% over a 6 month period by building relationships, identifying new opportunities and offering creative solutions.
- Successfully negotiated a partnership with Autonomy Corporation to offer professional integration services, which resulted in a 15% increase in total sales during the first year.

Computer Skills Microsoft Windows, Ubuntu Linux, Apple OSX, Microsoft Office, Salesforce.com, Audio & Video Podcast Editing & Development, MediaWiki

Personal Enjoy digital media, podcasting, riding ATV's with the family
Recently read books: The ROI of Human Capital, Made to Stick, The Leaders Guide to Storytelling

References Available upon request.

Gary B. Greulich
423 Meadowview Road
Sagamore Hills, Ohio 44067
(330) 807-4438

Experience:

FirstEnergy Solutions

Akron, Ohio

Major Account Executive

2001 to 2008

Assigned to unregulated subsidiary with responsibilities including developing strategies to market and sell electric commodity products to large Commercial & Industrial customers in newly opening markets of OH, PA, MI, NJ and MD. Consistently led sales results in all years and remained in the top 10% of annual sales results. Was instrumental in starting the "Inside Sales" team initiative to effectively deliver competitive electric product offers to a large segment of small to mid size C&I customers. Further, was tasked with developing a strong and effective Agent/Broker/Consultant (A, B, C) channel to efficiently bring competitive products to market. The results of this successful effort were recognized by First Energy Solutions being awarded, "The best supplier to work with" by the A, B, C channel as determined by KEMA.

FirstEnergy Corporation

Akron, Ohio

National Account Executive

2000 to 2001

Assigned to commercial and industrial account management from regional new business construction market. Responsibilities include building and retaining relationships at highest management levels in the mid-market commercial/industrial segment in the Northeast Ohio territory. Field activities include developing, implementing, and managing business development strategies and cultivating strong internal relationships in order to deliver high quality products and services. Achieved **340%** of sales target for 2000.

Sales Manager

1997 to 1999

Led diverse team of 11 sales and support representatives selling energy commodity and value-added services in the commercial and residential markets. Led regional sales to **115%** of target in 1998 and to **131%** in 1999. Successfully earned a distinctive position in the company's "Circle of Excellence." Field activities include a strong sales coaching platform with administrative responsibilities including developing sales forecasts, implementing territory management plans, managing a \$500,000 budget and conducting performance evaluations and salary reviews.

Centerior Energy Corporation

Cleveland, Ohio

Sales Manager

1993 to 1997

Promoted from Senior Account Executive to manage a staff of 12 sales representatives selling energy-related products and services through multiple channels in the residential market. Group responsibilities included account retention, technology conversions and new business development, primarily in the new construction, apartment and HVAC segments. Successfully led team to **107%** of 1995 and **119%** of 1996 sales targets. Field activities included negotiating program offerings and contracts, coaching and counseling field sales personnel and acting as a company liaison between community and industry trade organizations.

Account Executive

1982 to 1993

Sold energy services, technologies and product applications to builders, contractors, architects, engineers and developers in the residential and commercial markets. Personally responsible for developing sales leads and proposals, conducting sales presentations and negotiating contracts. Exceeded annual sales targets and was recognized consistently for performance achievements. Sales cycle involved prospecting, proposal development, and project management.

Marketing Analyst

1976 to 1982

Led the development of strategic marketing programs to sell electrotechnologies in the residential segment. Prepared business plans to capitalize on new product research and advertising opportunities. Conducted profitability studies and utilized strategic analysis and

planning skills. Conducted competitive product research and drafted technical briefs for use by field sales representatives to address potential threats.

Sales Support Analyst

1973 to 1976

Led the development of a sales support activity and marketing information center that resulted in the successful support of field sales. Enhanced customer satisfaction by providing timely turnaround on inbound product and technology inquiries.

Education:

Cleveland State University

Cleveland, Ohio

BBA

1973

Major – Management

University of Virginia

Charlottesville, Virginia

Continuing Education

1995

Darden Management

License or Permit Bond

License or Permit Bond No: 0537549

International Fidelity Insurance Company
One Newark Center, 20th Floor, Newark, New Jersey 07102-5207

KNOW ALL MEN BY THESE PRESENTS, That we, **Bmark Energy, Inc.** as Principal, and **International Fidelity Insurance Company a New Jersey Corporation**, and authorized to do business in Illinois, as Surety, are held and firmly bound unto THE PEOPLE OF THE STATE OF ILLINOIS as Oblige, in the Sum of Five Thousand and 00/100 Dollar (\$5,000.00) for which sum, we bind ourselves, our heirs, executors, administrators, successors and assigns, jointly and severally, by these presents.

The CONDITIONS OF THIS OBLIGATION ARE SUCH, That WHEREAS, the Principal has been or is about to be granted a license or permit to business to operate as an ABC (Agent, Broker, or Consultant) Under 220 ILCS 5/16-115C and is required to execute this bond under 83 Illinois Administrative Code Part 454.80 by the Oblige.

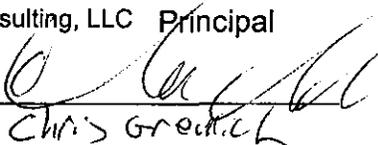
Now, Therefore, if the Principal fully and faithfully perform all duties and obligations of the Principal as an ABC, then this obligation to be void; otherwise to remain in full force and effect.

This bond may be terminated as to future acts of the Principal upon thirty(30) days written notice by the Surety; said notice to be sent to 527 East Avenue, Springfield, Illinois, 62701, of the aforesaid State of Illinois, by certified mail.

Date this 12th day of November , 20 10

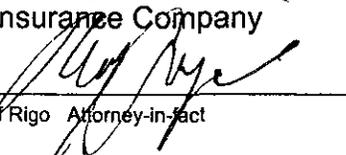
North Shore Energy Consulting, LLC Principal

by


Chris Grochick

International Fidelity Insurance Company

by


Raf Rigo Attorney-in-fact

POWER OF ATTORNEY INTERNATIONAL FIDELITY INSURANCE COMPANY

HOME OFFICE: ONE NEWARK CENTER, 20TH FLOOR
NEWARK, NEW JERSEY 07102-5207

THIS POWER OF ATTORNEY IS VOID IF ALTERED OR ERASED, THE OBLIGATION OF THE COMPANY INDIVIDUAL UNDERTAKINGS NOT TO EXCEED TWO HUNDRED FIFTY THOUSAND DOLLARS (\$250,000.00).

KNOW ALL MEN BY THESE PRESENTS: That INTERNATIONAL FIDELITY INSURANCE COMPANY, a corporation organized and existing laws of the State of New Jersey, and having its principal office in the City of Newark, New Jersey, does hereby constitute and appoint

RALF RIGO

Syracuse, NY.

its true and lawful attorney(s)-in-fact to execute, seal and deliver for and on its behalf as surety, any and all bonds and undertakings, contracts of indemnity and other writings obligatory in the nature thereof, which are or may be allowed, required or permitted by law, statute, rule, regulation, contract or otherwise, and the execution of such instrument(s) in pursuance of these presents, shall be as binding upon the said INTERNATIONAL FIDELITY INSURANCE COMPANY, as fully and amply, to all intents and purposes, as if the same had been duly executed and acknowledged by its regularly elected officers at its principal office.

This Power of Attorney is executed, and may be revoked, pursuant to and by authority of Article 3-Section 3, of the By-Laws adopted by the Board of Directors of INTERNATIONAL FIDELITY INSURANCE COMPANY at a meeting called and held on the 7th day of February, 1974.

The President or any Vice President, Executive Vice President, Secretary or Assistant Secretary, shall have power and authority

- (1) To appoint Attorneys-in-fact, and to authorize them to execute on behalf of the Company, and attach the Seal of the Company thereto, bonds and undertakings, contracts of indemnity and other writings obligatory in the nature thereof and,
- (2) To remove, at any time, any such attorney-in-fact and revoke the authority given.

Further, this Power of Attorney is signed and sealed by facsimile pursuant to resolution of the Board of Directors of said Company adopted at a meeting duly called and held on the 29th day of April, 1982 of which the following is a true excerpt:

Now therefore the signatures of such officers and the seal of the Company may be affixed to any such power of attorney or any certificate relating thereto by facsimile, and any such power of attorney or certificate bearing such facsimile signatures or facsimile seal shall be valid and binding upon the Company and any such power so executed and certified by facsimile signatures and facsimile seal shall be valid and binding upon the Company in the future with respect to any bond or undertaking to which it is attached.



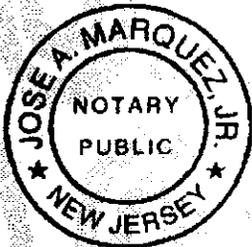
IN TESTIMONY WHEREOF, INTERNATIONAL FIDELITY INSURANCE COMPANY has caused this instrument to be signed and its corporate seal to be affixed by its authorized officer, this 29th day of August, A.D. 2003.

STATE OF NEW JERSEY
County of Essex

INTERNATIONAL FIDELITY INSURANCE COMPANY

[Handwritten Signature]
Secretary

On this 29th day of August 2003, before me came the individual who executed the preceding instrument, to me personally known, and, being by me duly sworn, said the he is the therein described and authorized officer of the INTERNATIONAL FIDELITY INSURANCE COMPANY; that the seal affixed to said instrument is the Corporate Seal of said Company; that the said Corporate Seal and his signature were duly affixed by order of the Board of Directors of said Company.



IN TESTIMONY WHEREOF, I have hereunto set my hand affixed my Official Seal, at the City of Newark, New Jersey the day and year first above written.

[Handwritten Signature]

A NOTARY PUBLIC OF NEW JERSEY
My Commission Expires Nov. 21, 2015

CERTIFICATION

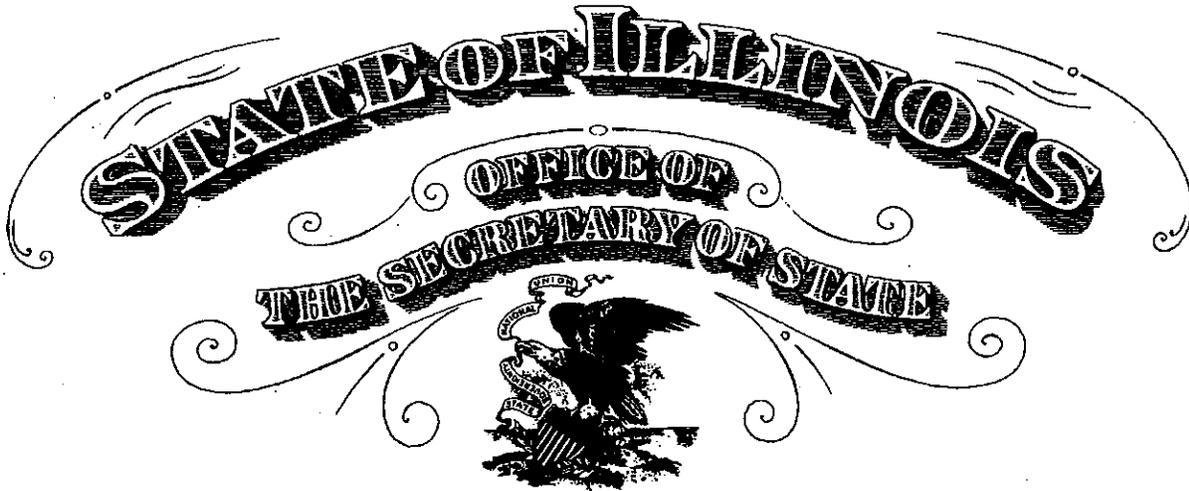
I, the undersigned officer of INTERNATIONAL FIDELITY INSURANCE COMPANY do hereby certify that I have compared the foregoing copy of the Power of Attorney and affidavit, and the copy of the Section of the By-Laws of said Company as set forth in said Power of Attorney, with the ORIGINALS ON IN THE HOME OFFICE OF SAID COMPANY, and that the same are correct transcripts thereof, and of the whole of the said originals, and that the said Power of Attorney has not been revoked and is now in full force and effect

IN TESTIMONY WHEREOF, I have hereunto set my hand this

12th day of November 2010

[Handwritten Signature]

Assistant Secretary



To all to whom these Presents Shall Come, Greeting:

I, Jesse White, Secretary of State of the State of Illinois, do hereby certify that

NORTH SHORE ENERGY CONSULTING, LLC, AN OHIO LIMITED LIABILITY COMPANY HAVING OBTAINED ADMISSION TO TRANSACT BUSINESS IN ILLINOIS ON OCTOBER 28, 2010, APPEARS TO HAVE COMPLIED WITH ALL PROVISIONS OF THE LIMITED LIABILITY COMPANY ACT OF THIS STATE, AND AS OF THIS DATE IS IN GOOD STANDING AS A FOREIGN LIMITED LIABILITY COMPANY ADMITTED TO TRANSACT BUSINESS IN THE STATE OF ILLINOIS.



Authentication #: 1032801830

Authenticate at: <http://www.cyberdriveillinois.com>

In Testimony Whereof, I hereto set my hand and cause to be affixed the Great Seal of the State of Illinois, this 24TH day of NOVEMBER A.D. 2010

Jesse White

SECRETARY OF STATE