

STATE OF ILLINOIS  
ILLINOIS COMMERCE COMMISSION

Midwest Energy Alliance, LLC

Docket No.

11-0242

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

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ILLINOIS  
COMMERCE COMMISSION

APPLICATION

Midwest Energy Alliance, 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]

Midwest Energy Alliance, LLC  
301 Astoria Rd.  
Springfield IL 62704

2.

- Type of business entity: LLC
- Jurisdiction in which and under whose laws business entity was created: Illinois
- Business Name: Midwest Energy Alliance, LLC

3.

- Contact Persons for the following:
- a) issues related to processing this application and
  - b) issues related to complaint resolution [454.130]

a) And b) :

Angela Woodworth  
Vice President  
Midwest Energy Alliance, LLC  
301 Astoria Rd.  
Springfield IL 62704

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(217) 698-1252  
angelawoodworth@gmail.com

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

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

Midwest Energy Alliance serves as the energy procurement advisor for many Illinois grain elevators, Community Colleges, YMCA's and other customers of IL utility companies allowing their customers to select an energy Supplier of their choice.

5. A statement in support of application (including supporting documents and schedules if necessary) certifying the applicant meets the requirements of Section 16-115C of the Act. [454.40(d)(1)]

Midwest Energy Alliance, LLC hereby certifies that it meets the requirements of Section 16-115C of the Act. [454.40(d)(1)]

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)]

Angela Woodworth

301 Astoria Rd.

Springfield IL 62704

217-698-1252

Fax: 217-698-1253

angelawoodworth@gmail.com

7. Midwest Energy Alliance, LLC is not licensed as an agent, broker or consultant in any other jurisdictions. Midwest Energy Alliance, LLC has not had any complaints filed against it for its provision of any services in the electric or gas industry in this or any other jurisdiction.

8. Midwest Energy Alliance, LLC certifies that it:

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- 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]

- 9. Midwest Energy Alliance, LLC 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]

- 10. Midwest Energy Alliance, LLC 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).

FINANCIAL LICENSING REQUIREMENTS [SECTION 454.80]

- 11. Midwest Energy Alliance, LLC 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

[Department of the Treasury's Listing of Approved Sureties (Department Circular 570) (<http://www.fms.treas.gov/c570/c570.html>)]

CODE OF CONDUCT [SECTION 454.90]

12. Midwest Energy Alliance, LLC certifies that it shall:

- a) Disclose in plain language in writing the nature of the services offered by Midwest Energy Alliance, LLC.
- 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]

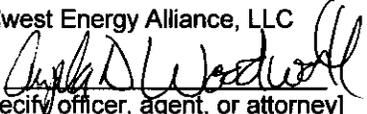
13. Midwest Energy Alliance, LLC agrees to submit reports in accordance with annual reporting requirements. [454.110]

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WHEREFORE, Midwest Energy Alliance, LLC 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,

Midwest Energy Alliance, LLC

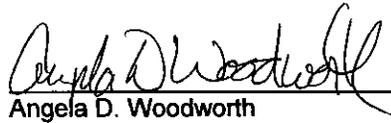
By:   
[Specify officer, agent, or attorney]

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VERIFICATION

STATE OF ILLINOIS  
COUNTY OF SANGAMON

Angela D. Woodworth, being first duly sworn, deposes and says that she is vice president of Midwest Energy Alliance, LLC that she has read the foregoing Application of Midwest Energy Alliance, 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 her knowledge, information and belief.

  
Angela D. Woodworth

Subscribed and sworn to before me  
this 9<sup>th</sup> day of March, 2011.

  
Notary Public

[Stamp of Notary]



VERIFICATION

STATE OF Illinois  
COUNTY OF McLean

BJ Hilton, being first duly sworn, deposes and says that she/ is  
[the] President [of] <sup>Midwest</sup> Energy Alliance, LLC that /she has read the foregoing  
Application of [Applicant], 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 [her][his] knowledge,  
information and belief.

BJ Hilton  
[Name of person verifying application]

Subscribed and sworn to before me  
this 8<sup>th</sup> day of March, 2011.

Karen E. Horn  
Notary Public

