

OFFICIAL FILE
ILLINOIS COMMERCE COMMISSION

ORIGINAL

STATE OF ILLINOIS

ILLINOIS COMMERCE COMMISSION

Electric Advisors, Inc. :

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

Docket No. 11-0678

APPLICATION

Electric Advisors, Inc. ("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.

Electric Advisors, Inc.
7700 Old Georgetown RD Suite 550
Bethesda, MD 20814

2. Related Information:

- Type of business entity: Close Corporation
- Jurisdiction in which and under whose laws business entity was created: Maryland
- 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

Brian Lacey
7700 Old Georgetown RD Suite 550
Bethesda, MD 20814
240 752-6866
brian@electricadvisors.com

CHIEF CLERK'S OFFICE

2011 OCT 11 A 10:40

Handwritten signature and notes

b) issues related to complaint resolution [454.130]

Russell Lacey
7700 Old Georgetown RD Suite 550
Bethesda, MD 20814
240 752-6136
Russell@electricadvisors.com

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

Electric Advisors, Inc. is an energy brokerage firm that helps business customers procure electricity and natural gas contracts in deregulated markets.

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)]

See Attachment A for supporting document.

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)]

InCorp Services, Inc.
2501 Chatham Road, Suite 110
Springfield, IL 62704
Sangamon County

7. A statement to disclose whether the Applicant is licensed as an agent, broker or consultant in any other jurisdictions, similar to the licensure required under Section 16-115C of the Illinois Public Utilities Act. Additionally, the Applicant is directed to disclose whether it has had any complaints filed against it for its provision of any services in the electric or gas industry in this or any other jurisdiction. If yes, the Applicant is directed to include in its response the nature of the complaint, the jurisdiction, and the ultimate resolution.

Electric Advisors, Inc. is licensed as a broker in Maryland, Washington, D.C, Delaware, Pennsylvania, New York, New Jersey, Connecticut, Massachusetts, and Texas. Electric Advisors, Inc. has not had any complaints filed against it or its provision of any services in the electric or gas industry in Illinois or any other jurisdiction.

8. 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)]

Form for ABC Applicants

Electric Advisors, Inc. 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. The file number is 99039787. See attachment B.

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

Electric Advisors, Inc. will 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)]

Electric Advisors, Inc. will 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]

Electric Advisors, Inc. will 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)]

Electric Advisors, Inc. will 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)]

Electric Advisors, Inc. will preserve the confidentiality of its customers' data. [454.100(b)]

MANAGERIAL LICENSING QUALIFICATIONS [Section 454.60]

9. Applicant meets the managerial qualifications set forth in Part 454.60, as demonstrated in Attachment __. Attachment __ 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 __ 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.]

See attachment A.

TECHNICAL LICENSING QUALIFICATIONS [Section 454.70]

10. Applicant meets the technical qualifications set forth in Part 454.70, as demonstrated in Attachment __. Attachment __ 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).

See attachment A.

FINANCIAL LICENSING REQUIREMENTS [SECTION 454.80]

11. 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 464.80(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>)]

CODE OF CONDUCT [SECTION 454.90]

12. 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;

Form for ABC Applicants

- 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].

Electric Advisors, Inc. certifies that it shall comply with all conditions of the code of conduct [Section 454.90].

REPORTING REQUIREMENTS [SECTION 454.110]

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

Electric Advisors, Inc. agrees that it will submit reports in accordance with annual reporting requirements in [Section 454.110].

Attachment A

Supporting Documents for Application

Technical Competence

Electric Advisors was incorporated in 2006 and has 5 years experience as energy brokers assisting business customers in the procurement of electric and natural gas contracts. In 2010, Electric Advisors entered into an agreement with Washington Gas Energy Services (WGES) to procure electric and natural gas contracts for residential customers.

The Principal Officers of Electric Advisors, Russell and Brian Lacey have gained significant knowledge of the de-regulation of the electricity market since incorporation. Through industry research and continued interaction with industry insiders from suppliers such as Direct Energy, Washington Gas Energy Services, CNE, Suez Energy and NextEra they continue to expand their knowledge of the industry and are able to provide their customers and prospects with up-to-date statistics and trends in the electricity market as it relates to their businesses.

Electric Advisors is currently licensed to do business as energy Brokers in the following states: Maryland, Washington, D.C., Delaware, Pennsylvania, New Jersey, New York, Texas, Connecticut, and Massachusetts and have active relationships with ten electricity suppliers.

Managerial Experience

Russell Lacey

The President of Electric Advisors and 50% owner, Russell Lacey has been an active part of the business community for over 20 years. Prior to starting Electric Advisors, Mr. Lacey managed the production offices for bank owned mortgage operations for CitiBank, Chase Manhattan, and Washington Mutual. During those years he has been and continues to be involved in business community activity through various chambers of commerce and professional organizations related to his field of employment. Russell has a strong commitment to the growth of the company, to the retention of the customer base, and to the continuation of excellent customer service.

Brian Lacey

The Vice President of Electric Advisors and 50% owner, Brian Lacey was involved in many aspects of the hospitality industry for over 20 years before joining the company. Mr. Lacey has intimate knowledge of the restaurant industry including liquor and food sales and distribution and restaurant management. His knowledge in the restaurant industry has proved to be an asset in assisting restaurant owners and managers with their energy supply options.

Organizational Chart

Russell and Brian Lacey hold 50% share each in the corporation. There are nine 1099 employees acting as energy brokers for Electric Advisors, Inc.

CERTIFICATION TO DO BUSINESS
IN ILLINOIS



SERVICES PROGRAMS PRESS PUBLICATIONS DEPARTMENTS CONTACT

CORPORATION FILE DETAIL REPORT

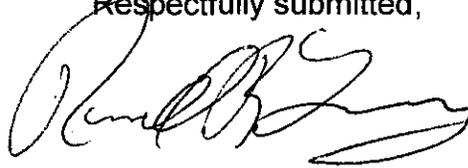
Entity Name	ELECTRIC ADVISORS, INC.	File Number	99039787
Status	ACTIVE		
Entity Type	CORPORATION	Type of Corp	FOREIGN REGISTERED NAME
Qualification Date (Foreign)	08/30/2010	State	MARYLAND
Agent Name		Agent Change Date	00/00/0000
Agent Street Address		President Name & Address	
Agent City		Secretary Name & Address	
Agent Zip		Duration Date	00/00/0000
Annual Report Filing Date	00/00/0000	For Year	

[Return to the Search Screen](#)

[BACK TO CYBERDRIVEILLINOIS.COM HOME PAGE](http://apps.ilsos.gov/corporatellc/CorporateLlcController)

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,

A handwritten signature in black ink, appearing to read "Russell Lacey", written over the text "Respectfully submitted,".

Electric Advisors, Inc.

By: Russell Lacey
President
Electric Advisors, Inc.

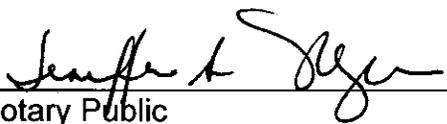
VERIFICATION

STATE OF Maryland
COUNTY OF Montgomery

Russell Lacey, being first duly sworn, deposes and says that she/he is
 [a(n)] Representative [of] [for] [Applicant]; that he/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.


[Name of person verifying application]

Subscribed and sworn to before me
this 22nd day of September, 2011.


Notary Public

[Stamp of Notary]

JENIFFER A. MEJIA
Notary Public-Maryland
Montgomery County
My Commission Expires
May 11, 2014

Selective Insurance Company of America
Branchville, NJ

B 1104625

ABC (Agent, Broker, or Consultant) License or Permit Bond

KNOW ALL MEN BY THESE PRESENTS: That Electric Advisors, Inc.

located at (address/city/state/zip) 7700 Old Georgetown Rd.. Bethesda MD 20814 as

Principal; (hereinafter called Principal) and **Selective Insurance Company of America,** located in Branchville, New Jersey, as **Surety** (hereinafter called Surety) are held and firmly bound unto The People of The State of Illinois as Obligee, in the sum of FIVE THOUSAND AND NO/100 Dollars (\$5,000.00) to be paid to said Obligee, its successors and assigns, for the payment thereof well and truly to be made, we jointly and severally bind ourselves, our heirs, executors, administrators, successors and assigns firmly 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 do 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 454.801 by the Obligee.

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.

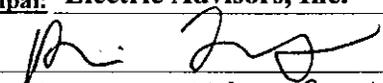
WHEREAS the effective date of this bond is 8/10/2011

It is hereby agreed and understood:

- (1) Regardless of the number of years this bond shall remain in force and the number of annual premiums paid thereafter, the aggregate liability of the Surety hereunder is limited to the penal sum of this bond and any payment or payments made shall reduce the amount of the bond to the extent of such payment or payments.
- (2) This bond may be terminated as the future acts of the Principal upon thirty (30) days written notice by the Surety; said notice to be sent to 527 East Capitol Avenue, Springfield, Illinois 62701, of the aforesaid State of Illinois, by certified mail.

SIGNED SEALED AND DELIVERED this 10 day of August, 2011.

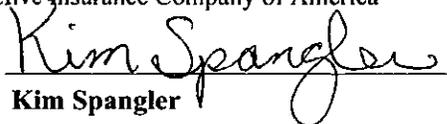
Principal: Electric Advisors, Inc.

By: 

Brian Lacey Vice President

Printed name and title

Surety: Selective Insurance Company of America

By: 

Kim Spangler

** Power of Attorney must be attached to the bond to be valid**



SELECTIVE®

Selective Insurance Company of America
40 Wantage Avenue
Branchville, New Jersey 07890
973-948-3000

Bond No. B 1104625

POWER OF ATTORNEY ABC (Agent, Broker or Consultant) License

SELECTIVE INSURANCE COMPANY OF AMERICA, a New Jersey corporation having its principal office at 40 Wantage Avenue, in Branchville, State of New Jersey ("SICA"), pursuant to Article VII, Section 1 of its By-Laws, which state in pertinent part:

The Chairman of the Board, President, Chief Executive Officer, any Executive Vice President, any Senior Vice President or any Corporate Secretary may, from time to time, appoint attorneys in fact, and agents to act for and on behalf of the Corporation and they may give such appointee such authority, as his/her certificate of authority may prescribe, to sign with the Corporation's name and seal with the Corporation's seal, bonds, recognizances, contracts of indemnity and other writings obligatory in the nature of a bond, recognizance or conditional undertaking, and any of said Officers may, at any time, remove any such appointee and revoke the power and authority given him/her.

does hereby appoint Kim Spangler

, its true and lawful attorney(s)-in-fact, full authority to execute on SICA's behalf fidelity and surety bonds or undertakings and other documents of a similar character issued by SICA in the course of its business, and to bind SICA thereby as fully as if such instruments had been duly executed by SICA's regularly elected officers at its principal office, in amounts or penalties not exceeding the sum of: Five Thousand Dollars (\$5,000.00)

Signed this 10th day of August, 2011.

SELECTIVE INSURANCE COMPANY OF AMERICA

By: Antonio C. Albanese, Its Senior Vice President



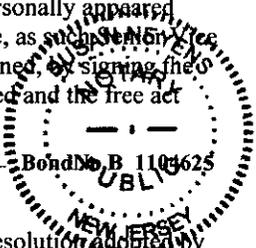
CERTIFIED COPY

STATE OF NEW JERSEY :
:ss. Branchville
COUNTY OF SUSSEX :

On this 10th day of August, 2011, before me, the undersigned officer, personally appeared Antonio C. Albanese, who acknowledged himself to be the Senior Vice President of SICA, and that he, as such Senior Vice President, being authorized so to do, executed the foregoing instrument for the purposes therein contained, by signing the name of the corporation by himself as Senior Vice President and that the same was his free act and deed and the free act and deed of SICA.

SUSAN NEYENS
NOTARY PUBLIC OF NEW JERSEY
MY COMMISSION EXPIRES 12/12/2012

Notary Public



The power of attorney is signed and sealed by facsimile under and by the authority of the following Resolution adopted by the Board of Directors of SICA at a meeting duly called and held on the 6th of February 1987, to wit:

"RESOLVED, the Board of Directors of Selective Insurance Company of America authorizes and approves the use of a facsimile corporate seal, facsimile signatures of corporate officers and notarial acknowledgements thereof on powers of attorney for the execution of bonds, recognizances, contracts of indemnity and other writing obligatory in the nature of a bond, recognizance or conditional undertaking."

CERTIFICATION

I do hereby certify as SICA's Corporate Secretary that the foregoing extract of SICA's By-Laws and Resolution are still in force and effect and this Power of Attorney issued pursuant to and in accordance with the By-Laws is valid.

Signed this 10th day of August, 2011

Michael H. Lanza, SICA Corporate Secretary



Important Notice: If the bond number embedded within the Notary Seal does not match the number in the upper right-hand corner of this Power of Attorney, contact us at 973-948-3000.

POLICYHOLDER DISCLOSURE NOTICE OF TERRORISM INSURANCE COVERAGE

The Terrorism Risk Insurance Act of 2002 establishes a program within the Department of the Treasury under which the federal government shares, with the insurance industry, the risk of loss from future terrorist attacks. The Act applies when the Secretary of the Treasury certifies that an event meets the definition of an act of terrorism. The Act provides that to be certified an act of terrorism the event must cause losses of at least five million dollars and must have been committed by an individual or individuals acting on behalf of any foreign person or foreign interest to coerce the government or population of the United States.

Coverage for acts of terrorism is already included in your current bond. In accordance with the federal Terrorism Risk Insurance Act of 2002, we are required to provide you with a notice disclosing the portion of your premium, if any, attributable to the coverage for terrorist acts certified under that Act.

DISCLOSURE OF PREMIUM

Your current bond includes coverage for terrorist acts certified under the Act for no additional premium.

DISCLOSURE OF FEDERAL PARTICIPATION IN PAYMENT OF TERRORISM LOSSES

The United States Government, Department of the Treasury, will pay a share of terrorism losses insured under the federal program. The federal share equals 90% of that portion of the amount of such insured losses that exceeds the applicable insurer retention.