

ILLINOIS COMMERCE COMMISSION | A 10:51

Enterprise Utility Procurement LLC dba Enterprise Energy Consulting

CHIEF CLERK'S OFFICE

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

Docket No.

11-0694

APPLICATION

Enterprise Utility Procurement LLC dba Enterprise Energy Consulting ("Applicant"), hereby request 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.

Enterprise Utility Procurement LLC  
26910 Marlan Forest Lane  
Cypress, TX 77433

2. Related Information:

- Type of business entity: LLC
- Jurisdiction in which and under whose laws business entity was created: Texas
- Other names under which Applicant does business (D/B/A): Enterprise Energy Consulting

3. Contact Persons for the following:

- a) Issues related to processing this application  
Laura Elwell-Ham, CEO  
26910 Marlan Forest, Cypress, Texas 77433  
(832) 693-6734, laura@enterpriseenergyconsulting.com
- b) Issues related to complaint resolution [454.130]  
Rob Ham, CIO  
26910 Marlan Forest, Cypress, Texas 77433  
(281) 845-4008, rob@enterpriseenergyconsulting.com

4. Description of Applicant's business. [454.40(c)(1)]NAICS Code: 541618 Utilities management consulting services; we negotiate and manage electricity and natural gas contracts. 221122 (Electric Broker) 221210 (Natural Gas Broker)
5. This applicant meets the requirements of Section 16-115C of the 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)] Enterprise Utility Procurement LLC dba Enterprise Energy Consulting will comply with this requirement.
6. Registered Agent for Illinois: Business Filings Incorporated, Sangamon County , 600 south Second Street, Suite 103, Springfield, Illinois 62704

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)]

7. The Applicant is a licensed agent, broker or consultant in Texas currently, and has no complaints filed against it for its provision of any services in the electricity or gas industry in this 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)]
  - 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. Applicant meets the managerial qualifications set forth in Part 454.60, as demonstrated in Attachment A. Attachment B 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).

TECHNICAL LICENSING QUALIFICATIONS [Section 454.70]

10. 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).

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. The license is in Attachment C.

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;

- 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. Applicant agrees to submit reports in accordance with annual reporting requirements. [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,

Laura Elwell Ham

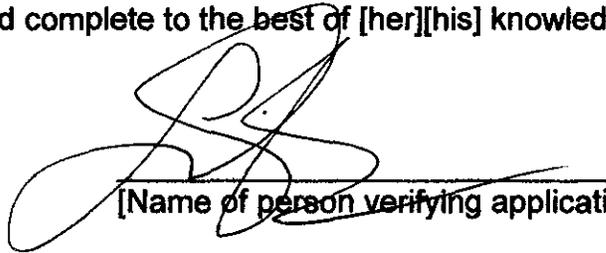
By:   
Officer - CEO

Jerrad D Bloome  
Weyer, Kaplan, Pulaski, and Zuber  
11 E Greenway Plaza, Suite 1400  
Hosuton, TX 77046  
(713) 961-9045

VERIFICATION

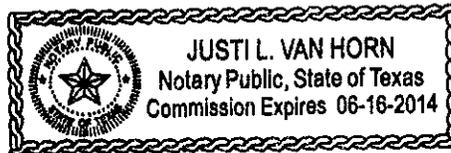
STATE OF TEXAS )  
COUNTY OF HARRIS

Laura Ewell-Ham, being first duly sworn, deposes and says that she is  
the [a(n)] CEO [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 20th day of October, 2011.

Justi L. Van Horn  
Notary Public



[Stamp of Notary]