

STATE OF ILLINOIS

ILLINOIS COMMERCE COMMISSION

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**Customized Energy Solutions**

CHIEF CLERK'S OFFICE

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

Docket No. **12-0050**

APPLICATION

**Customized Energy Solutions** ("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.

**Customized Energy Solutions**  
**1528 Walnut Street, 22<sup>nd</sup> Floor**  
**Philadelphia, PA 19102**

2. Related Information:

- Type of business entity: **Corporation**
- Jurisdiction in which and under whose laws business entity was created: **PA**
- 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  
**Erika Schmitt, Compliance Analyst**  
**1528 Walnut Street, 22<sup>nd</sup> Floor**  
**Philadelphia, PA 19102**

**Phone: 267-331-4242, email: eschmitt@ces-ltd.com**

b) issues related to complaint resolution [454.130]

**Rick Gilkey, Vice President Fuels and Demand Response Services**  
**1528 Walnut Street, 22<sup>nd</sup> Floor**  
**Philadelphia, PA 19102**

**Phone: 267-238-4785, email: rgilkey@ces-ltd.com**

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

**Customized Energy Solutions was founded in 1998 by its current President and owner, Stephen Fernands. Customized Energy Solutions currently serves over 200 clients across the value chain in the energy industry in various aspects of wholesale**

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electric services, retail electric services, demand response services, natural gas services, renewable energy services, and other consulting needs. Clients include a variety of types of organizations including, end Use Wholesale Commercial and Industrial Customers, electric utilities including Investor owned and Public Power entities (Municipals and Cooperatives), Independent Power Producers (Merchant Generation), Competitive Load Serving Entities / Distribution companies, Investment Banks and Hedge Funds, Other (occasional demand response only entity, IOU, federal agency, environmental entity, etc.). Customized is committed to helping its customers thrive in the deregulated energy industry.

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)]

**Customized Energy Solutions meets the requirements of 16-115C of the Act.**

**This application and accompanying Attachments demonstrate Customized's managerial, technical and financial qualifications conduct business in the state of Illinois. Customized has over 12 years of experience and has served over 200 clients since its inception, and has a staff of over 60 employees with strong backgrounds in the energy industry.**

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)]

**Michelle Fair, Assistant Secretary  
Business Filings Incorporated  
600 South Second Street, Suite 103  
Springfield, IL 62704**

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.

**Customized is not licensed as an agent, broker or consultant in any other jurisdiction and as such has not had any complaints filed against it.**

8. Applicant 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)]  
**Customized has submitted its application to do business in Illinois, and will forward the certificate upon receipt. It is in compliance with all other applicable laws, regulations and commission rules and orders. A copy of the application is included in Attachment E.**
  
- b) shall comply with all terms and conditions required by Section 16-115C of the Act; [454.40(d)(2)]  
**Customized Energy Solutions certifies that it 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)]  
**Customized Energy Solutions certifies that it 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]  
**Customized Energy Solutions certifies that it 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)]  
**Customized Energy Solutions certifies that it 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)]  
**Customized Energy Solutions certifies that it 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 Attachments A & B. 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 B 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).

**Customized Energy Solutions meets the managerial qualifications set forth in part 454.60, as demonstrated in Attachments A & B.**

### TECHNICAL LICENSING QUALIFICATIONS [Section 454.70]

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

**Customized Energy Solutions meets the technical qualifications set forth in part 454.70, as demonstrated in Attachment C.**

### 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.

**Customized Energy Solutions meets the financial requirements set forth in part 454.80, as demonstrated in Attachment D. Attachment D contains a bond in the amount of \$5,000 from a “qualifying surety” as set forth in Part 454.10.**

### 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; **yes**
  - b) Prior to the customer signing a contract, disclose that they are not employed by the electric utility operating in the applicable service territory; **yes**
  - c) Disclose in plain language in writing to all persons it solicits the total price per kilowatt-hour, and the total anticipated cost, inclusive of all fees or commissions received by the licensee, to be paid by the customer over the period of the proposed underlying customer contract. In the event a person or entity required to be licensed pursuant to this Part uses an electric supply usage estimate for a particular customer, the person or entity required to be licensed pursuant to this Part must use the same electric supply usage estimate for all service offers it presents to that particular customer; **yes**
  - d) Any disclosure required by subsection (c) must be made prior to entering into the contract and signed by the customer; **yes**
  - e) Disclose if applicable, to all customers, prior to the customer signing a contract the fact that they will be receiving compensation from the supplier; **yes**
  - f) 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 Section 16-115C of the Act has no contractual relationship with any RES or its affiliates regarding retail electric service in Illinois; **yes**

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- g) Not utilize false, misleading, materially inaccurate, defamatory or otherwise deceptive language or materials in the soliciting or providing of its services; **yes**
- h) Maintain copies of all marketing materials disseminated to third parties for a period of not less than three years; **yes**
- i) Maintain copies of all disclosure statements required in subsections (a) and (b) for a period of not less than three years; **yes**
- j) 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 **yes**
- k) 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]. **yes**

### REPORTING REQUIREMENTS [SECTION 454.110]

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

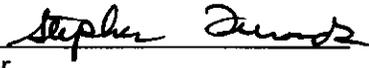
**Customized Energy Solutions, Ltd. agrees to submit reports in accordance with annual reporting requirements.[454.110]**

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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,

Customized Energy Solutions

By:   
Officer  
Stephen Fernands, President

Ariel C. Lager, Esq.  
Customized Energy Solutions  
1528 Walnut Street, 22<sup>nd</sup> Floor  
Philadelphia, PA 19102  
alager@ces-ltd.com

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VERIFICATION

STATE OF Philadelphia  
COUNTY OF Philadelphia

Stephen Fernands, being first duly sworn, deposes and says that she/he is the President of Customized Energy Solutions; that he has read the foregoing Application of Customized Energy Solutions, 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.

Stephen Fernands  
Stephen Fernands

Subscribed and sworn to before me  
this 11 day of January, 2012.

Patricia Yardot  
Notary Public

