

OFFICIAL FILE
ILLINOIS COMMERCE COMMISSION STATE OF ILLINOIS

ORIGINAL

ILLINOIS COMMERCE COMMISSION

SENTRY ENERGY MANAGEMENT SERVICES, INC.,
Applicant.

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

Docket No.

12-0125

APPLICATION

Sentry Energy Management Services, 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.

Sentry Energy Management Services, Inc.
3579 Wetlands Drive
Elgin, IL 60124

2. Related Information:-

- Type of business entity: Corporation
- Jurisdiction in which and under whose laws business entity was created: Illinois.
- Other names under which Applicant does business (D/B/A): None

3. Contact Persons for the following:

- a) issues related to processing this application and
- b) issues related to complaint resolution [454.130]

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

CHIEF CLERK'S OFFICE

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ILLINOIS COMMERCE COMMISSION

Both a) and b): Tim Landstrom
 3579 Wetlands Drive
 Elgin, IL 60124
 Office 224-856-5582
 Cell 847-321-0553
 FAX 224-856-5584
 timlandstrom@sentryenergy.com

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

Sentry Energy Management Services, Inc. is an energy agent, broker and consultant that works with consumers and suppliers of electricity to assist the consumer in contracting for the purchase of retail electricity upon the most favorable terms available to the consumer.

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)]

The Applicant meets the requirements of Section 16-115C of the Act and is an agent, broker and consultant as defined in Section 16-115C(b) of the Act. As detailed in this Application and the Attachment, the Applicant is qualified for licensure under the Act.

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 requirement information shall be filed with the Chief Clerk of the Commission at its Springfield office. [454.40(c)(3)]

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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.

The Applicant is not licensed as an agent, broker or consultant in any other jurisdiction. Further, the Applicant has had no complaints filed against the Applicant with respect to the provision of any services in the electric or gas industry in 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 Combined Attachment for Questions 9 and 10 attached hereto.

TECHNICAL LICENSING QUALIFICATIONS [Section 454.70]

10. Applicant meets the technical qualifications set forth in Part 454.70, as demonstrated in Combined Attachment for Questions 9 and 10 attached hereto.

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. See Bond attached.

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 Applicant, as the ABC;
 - b) Prior to the customer signing a contract, disclose that they are not employed by the electric utility operating in the applicable service territory;
 - c) Disclose in plain language in writing to all persons it solicits:
 - 1) before July 1, 2011, the total anticipated remuneration to be paid to it by any third party over the period of the proposed underlying customer contract and
 - 2) on or after July 1, 2011, 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;
 - d) Any disclosure required by subsection (c) must be made prior to entering into the contract and signed by the customer;
 - 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;
 - 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;
 - g) Not utilize false, misleading, materially inaccurate, defamatory or otherwise deceptive language or materials in the soliciting or providing of its services;
 - h) Maintain copies of all marketing materials disseminated to third parties for a period of not less than three years;

- i) Maintain copies of all disclosure statements required in subsections (a) and (b) for a period of not less than three years.
- 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
- 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].

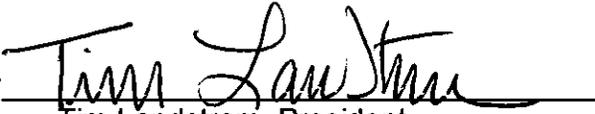
REPORTING REQUIREMENTS [Section 454.110]

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,

SENTRY ENERGY MANAGEMENT
SERVICES, INC.

By 
Tim Landstrom, President

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