



PATRICK D. CROCKER
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August 14, 2012

via the ICC e-docket system

Ms. Elizabeth Rolando, Chief Clerk
Illinois Commerce Commission
527 East Capital Avenue
Springfield, IL 62701

Re: Total Marketing Concepts, Inc.
Application for Licensure of Agents, Brokers, and Consultants
Under Section 16-115C of the Public Utilities Act
Docket No. 12-0464

Dear Ms. Rolando:

In accordance with the NOTICE OF ADMINISTRATIVE LAW JUDGE'S RULING issued on August 7, 2012 in the above captioned matter, please find attached hereto as Attachment 1, occupational background information to satisfy the requirements of Section 141.70(a) of Part 454 that the Applicant possesses sufficient technical capabilities to provide agency, brokering, or consulting services in the energy industry.

Should you have any questions concerning this filing, please contact the undersigned.

Very truly yours,

CROCKER & CROCKER

/s/ Patrick D. Crocker

Patrick D. Crocker

PDC/pas

ATTACHMENT 1

George Lonabaugh
Vice President - Operations- Total Marketing Concepts, Inc.

George Lonabaugh presides over the operations of Total Marketing Concepts Inc. with over 20 years of experience. He reports directly to the President of TMC, Andrew Dorko. George's primary role is managing the internal departments of the organization as well as strategic planning. In addition to internal operations, George is responsible for program development and client relations for our marketing businesses. George began his career with Impact TeleMarketing Consultants Inc., ranked three times by INC. Magazine as one of the fastest growing private companies in the US. Impact later became public as part of NCO Financial Services Inc. (NCO GROUP), the leading accounts receivable organization in the world managing all of its Call center operations in the US and Internationally. Industry experience includes Banking and financial consulting with MBNA America/Bank of America and Capital One. Insurance services, Market Research and Political consulting with the top consulting organizations in the nation, Telecom and Wireless experience with companies such as AT&T, VERIZON and SPRINT as well as a specialization in Utility services with our Energy Department and our internal Internet Marketing team. George attended Temple University in Philadelphia PA, and is also a long term member of the American Teleservices Association.

George worked to develop and implement successful marketing campaigns for several Energy companies. Worked to hire and train staff, and act as liaison between the energy organizations and Total Marketing Concepts. Primarily worked to explain deregulation and enroll customers in the various Choice programs with suppliers across the country in all deregulated markets. Trained Agents to give details and send customers to a third party verifier to explain enrollment. Helped track and manage retention rates of these customers after they switch to the alternate suppliers.

George has worked in marketing with the following companies in the energy industry.

2009 US Gas and Electric
Santana Energy Services
MX Energy
Spark

2010 Liberty Power
Energy Plus, Inc.
Realgy

2011 Blue Star Energy/AEP
IDT Energy
HOP Energy
SBR Energy

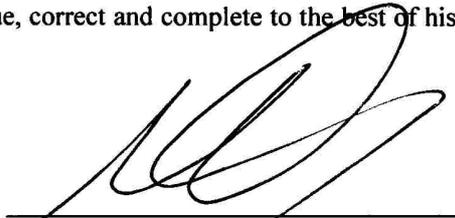
2012 Vista Energy
Just Energy
Glacial Energy
Hiko Energy

VERIFICATION

STATE OF FLORIDA)
)
COUNTY OF SEMINOLE)

George Lonabaugh, being first duly sworn, deposes and says that he is the Vice President of Operations for Total Marketing Concepts, Inc.; that he has reviewed the foregoing response submitted to the Illinois Commerce Commission under Docket No. 12-0464 as a request for supplemental information; and that the statements and information contained therein are true, correct and complete to the best of his knowledge, information and belief.





George Lonabaugh

Subscribed and sworn to before me
this 14 day of August, 2012



Notary Public

- **John D. Albers, Administrative Law Judge**
Illinois Commerce Commission
527 E. Capitol Ave.
Springfield, IL 62701
jalbers@icc.illinois.gov
[12-0464](#) · Miscellaneous and Party of Record
Added to Service List on 08/02/2012
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- **Andrew Dorko, President**
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