

Agency Marketing Center Corporation :

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

Docket No. 12-0491

APPLICATION

Agency Marketing Center Corporation ("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.

Agency Marketing Center Corporation
One Northfield Plaza Suite 300
Northfield, IL 60093

2. Related Information:

- Type of business entity: [corporation]
- Jurisdiction in which and under whose laws business entity was created:
- Other names under which Applicant does business (D/B/A):

3. Contact Persons for the following:

- a) issues related to processing this application [454.130]

Diane Elkins
President
One Northfield Plaza Suite 300
Northfield, IL 60093
888-791-8070
info@buycommercialenergy.com

CHIEF CLERK'S OFFICE
2012 AUG 24 11 A 10:57
ILLINOIS COMMERCE
COMMISSION

- b) issues related to complaint resolution [454.130]

Diane Elkins
President
One Northfield Plaza Suite 300
Northfield, IL 60093
888-791-8070
info@buycommercialenergy.com

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

Diane Elkins
One Northfield Plaza Suite 300
Northfield, IL 60093
(888)791-8070
Fax: (888)791-8073
info@buycommercialenergy.com

7. A statement to disclose whether the Applicant operates as an agent, broker, or consultant in any other jurisdictions in a manner similar to that contemplated under Section 16-115C of the Act. Additionally, regardless of whether Applicant operates as an agent, broker, or consultant in Illinois or any other jurisdiction, 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 any such complaints exist, the Applicant is directed to include in its response the nature of the complaint, the jurisdiction, and the ultimate resolution.
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.

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) 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 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

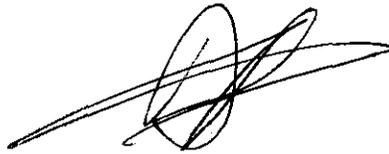
Comply with the requirements of Sections 2EE, 2FF, 2GG and 2HH of the Consumer Fraud and Deceptive Business Practices Act [815 ILCS 505/2EE, 2FF, 2GG and 2HH].

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,

A handwritten signature in black ink, consisting of a large, stylized 'D' followed by a series of loops and a long horizontal stroke extending to the right.

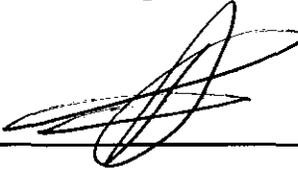
By: Diane J. Elkins, President

VERIFICATION

STATE OF Illinois

COUNTY OF Cook

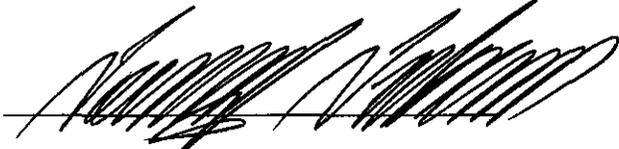
Diane J. Elkins, being first duly sworn, deposes and says that she is the Diane J. Elkins, Applicant; that she has read the foregoing Application of Diane J. Elkins and all of the attachments accompanying and referred to within the Application; and that the statements contained in the Application and the attachments are true, correct and complete to the best of her knowledge, information and belief.



To be completed by a Notary Public

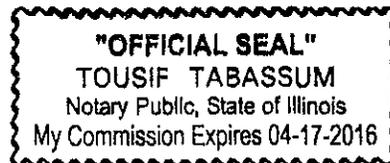
Subscribed and sworn to before me

this 22 day of April, 2012



Notary Public

[Stamp of Notary]



Description of Applicant's Business

No Complaints Filed Against It or Its President, Diane Elkins

With the ABC License, Agency Marketing Center Corporation will act as a Broker in Illinois. We will be offering quotes to Clients from various Retail Energy Suppliers (RES). With these quotes, the Client can choose if they want to switch to a (RES) and which (RES) to switch to.

Agency Marketing Center Corporation will be compensated by the (RES).

Both, Agency Marketing Center Corporation and its President, Diane Elkins, have had no complaints filed against it, in any capacity, including its provisions of any service in the electric or gas industry.

Corporate Structure Agency Marketing Center Corporation

Diane J. Elkins, Sole Proprietor:

CEO, CFO, President, Secretary

Agency Marketing Center Corporation is a C-Corp, Licensed by the Secretary of State.

I am a Sole Proprietor. There is no additional Corporate Structure for this reason.

Diane Elkins	CEO
Diane Elkins	CFO
Diane Elkins	President
Diane Elkins	Secretary

Attachment B

Organizational Chart Agency Marketing Center Corporation

CEO- Diane Elkins

CFO-Diane Elkins

President- Diane Elkins

I am a Sole Proprietor. That is why I hold these positions in the Corporation.

Attachment A

National Sales Director, Business Power Consultants, LLC

Grapevine, Texas

03/2011 to Present

Responsible for:

Managing National 100 Person Sales Consultant Organization including:

Quoting Potential Clients

Checking Paperwork

Recruiting and Training

Creating Training Materials and Brochures

Initiate and maintain Contracts with Energy Suppliers

Initiate and maintain Contracts with Clients

Website Development

Update Sales Consultants on Market Changes

Day to Day Operations

Accounts Payable Maintenance

Multiple Insurance Companies

Licensed Sales Producer/Advisor Health/Life/ Accident/ Property/Casualty,

January, 1999 to Present

Agency Manager :

March 2001- August 2005-Cornerstone Marketing, Texas; American Republic Insurance, Des Moines, Iowa

Responsible for:

Managing Agency Offices including:

Quoting Potential Clients

Checking Paperwork

Recruiting and Training

Creating Training Materials and Brochures

Initiate and maintain Contracts with Insurance Companies

Initiate and maintain Insurance Policies with Clients

Website Development

Update Sales Consultants on Market Changes

Day to Day Operations

Accounts Payable Maintenance

Illinois



Western Surety Company

LICENSE BOND FOR RETAIL ELECTRICITY
SUPPLY AGENTS, BROKERS AND CONSULTANTS
(Ill. Admin. Code tit. 83, § 454.80)

Effective Date: August 15th, 2012

Bond No. 61441271

KNOW ALL PERSONS BY THESE PRESENTS:

That we, Agency Marketing Center Corporation

_____, as Principal(s),
and WESTERN SURETY COMPANY, a corporation authorized to do surety business in the State of Illinois,
as Surety, are held and firmly bound unto THE PEOPLE OF THE STATE OF ILLINOIS, as Obligee, in the
sum of not to exceed FIVE THOUSAND AND NO/100 DOLLARS (\$5,000.00), for the payment of which well
and truly to be made, we bind ourselves and our legal representatives, firmly by these presents.

THE CONDITION of the above obligation is such that WHEREAS the Principal(s) has been or is about to be
granted a license 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 pursuant to 83 Illinois Administrative Code Part 454.80.

NOW, THEREFORE, if the Principal(s) shall fully and faithfully perform all the duties and obligations as an
ABC, then this obligation to be void; otherwise to remain in full force and effect. PROVIDED, this bond is
continuous and may be cancelled by the Surety as to future acts of the Principal(s) by giving thirty (30) days
notice in writing to the Obligee at 527 East Capitol Avenue, Springfield, Illinois 62701, and the Surety shall
be relieved of any further liability under this bond thirty (30) days after such notice is sent by certified mail.
Regardless of the number of years this bond shall continue in force, the number of claims made against this
bond, and the number of premiums which shall be payable or paid, the Surety's total limit of liability shall
not be cumulative from year to year or period to period, and in no event shall the Surety's total liability for
all claims exceed the amount set forth above. Any revision of the bond amount shall not be cumulative.

Dated this 15th day of August, 2012.

Agency Marketing Center
Corporation _____, Principal

By [Signature]
Diane J. Elkins, Principal

By _____

WESTERN SURETY COMPANY, Surety
By [Signature]
Paul T. Bruffat, Vice President



Western Surety Company

POWER OF ATTORNEY

KNOW ALL MEN BY THESE PRESENTS:

That WESTERN SURETY COMPANY, a corporation organized and existing under the laws of the State of South Dakota, and authorized and licensed to do business in the States of Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, District of Columbia, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming, and the United States of America, does hereby make, constitute and appoint

Paul T. Bruflat of Sioux Falls,
State of South Dakota, its regularly elected Vice President,
as Attorney-in-Fact, with full power and authority hereby conferred upon him to sign, execute, acknowledge and deliver for and on its behalf as Surety and as its act and deed, the following bond:

One Retail Electric Agents, Brokers and Consultants

bond with bond number 61441271

for Agency Marketing Center Corporation
as Principal in the penalty amount not to exceed: \$ 5,000.00

Western Surety Company further certifies that the following is a true and exact copy of Section 7 of the by-laws of Western Surety Company duly adopted and now in force, to-wit:

Section 7. All bonds, policies, undertakings, Powers of Attorney, or other obligations of the corporation shall be executed in the corporate name of the Company by the President, Secretary, any Assistant Secretary, Treasurer, or any Vice President, or by such other officers as the Board of Directors may authorize. The President, any Vice President, Secretary, any Assistant Secretary, or the Treasurer may appoint Attorneys-in-Fact or agents who shall have authority to issue bonds, policies, or undertakings in the name of the Company. The corporate seal is not necessary for the validity of any bonds, policies, undertakings, Powers of Attorney or other obligations of the corporation. The signature of any such officer and the corporate seal may be printed by facsimile.

In Witness Whereof, the said WESTERN SURETY COMPANY has caused these presents to be executed by its Vice President with the corporate seal affixed this 15th day of August, 2012.

ATTEST

L. Nelson
L. Nelson, Assistant Secretary

WESTERN SURETY COMPANY
By Paul T. Bruflat
Paul T. Bruflat, Vice President

STATE OF SOUTH DAKOTA }
COUNTY OF MINNEHAHA } ss



On this 15th day of August, 2012, before me, a Notary Public, personally appeared Paul T. Bruflat and L. Nelson, who, being by me duly sworn, acknowledged that they signed the above Power of Attorney as Vice President and Assistant Secretary, respectively, of the said WESTERN SURETY COMPANY, and acknowledged said instrument to be the voluntary act and deed of said Corporation.

S. PETRIK
NOTARY PUBLIC
SOUTH DAKOTA
My Commission Expires August 11, 2016

S. Petrik
Notary Public



SECRETARY OF STATE

Entity Name	AGENCY MARKETING CENTER CORPORATION	File Number	68170478
Status	ACTIVE		
Entity Type	CORPORATION	Type of Corp	DOMESTIC BCA
Incorporation Date (Domestic)	01/12/2012	State	ILLINOIS
Agent Name	DIANE J ELKINS	Agent Change Date	08/15/2012
Agent Street Address	ONE NORTHFIELD PLZ #300	President Name & Address	
Agent City	NORTHFIELD	Secretary Name & Address	
Agent Zip	60093	Duration Date	PERPETUAL
Annual Report Filing Date	00/00/0000	For Year	
Assumed Name	ACTIVE - BUY COMMERCIAL ENERGY, INC.		

Purchase Certificate of Good Standing

(One Certificate per Transaction)