

2015 DEC 14 A 11: 34

CHIEF CLERK'S OFFICE

Docket No.
15-0635

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

APPLICATION

Equal Energy of Illinois ("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.

Equal Energy of Illinois, Inc.
Attn: Majdi Alkazaha
430 E. 162nd Street, Ste. 357
South Holland, IL 60473

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 [454.130]

C. Shawn Jones
Attorney
708 Church Street, Ste. 235
Evanston, IL 60201
(847) 475-1700
cshawnjones@gmail.com

- b) issues related to complaint resolution [454.130]

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

Applicant, a third-party sales representative, engages in the marketing of retail electricity in Illinois. In the past, a sister company of applicant, Equal Energy, Inc. of Michigan, acted as a third party sale representative for natural gas in Michigan. Equal Energy of Illinois will act as a sales representative for electricity services only. Applicant will service primarily commercial entities, including gas stations and similar retail establishments.

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's management team has a two year history providing energy assessments and installing energy efficient products in Michigan and Illinois, and has served as energy brokers selling natural gas as a third party sales representative. A history of providing energy assessments gives a level of expertise to the customer-client relationship that not only meets but exceeds the requirements set forth in the Illinois code and regulations. The Applicant's principal, Majdi A. Alkazaha, earned an Electrical Contractor License from the state of Michigan and maintains same (a copy is included with this application).

Applicant's technical competence is evidenced by the Michigan Electrical Contractor license as well as the two year history providing electricity assessments and installations. Applicant has energy sales experience acting as a third party natural gas representative in Michigan.

Mr. Alkazaha has significant managerial experience leading a number of companies over the past several years, including Equal Energy of Michigan and Commercial Refrigeration, LLC, also of Michigan. He leads an experienced team, including a sales manager and sales associate, as shown on Exhibit A to this application. Aid Austifan has worked in the electrical industry for many years, installing energy efficient products, acting as a sale representative for Volunteer Energy in Michigan selling natural gas services, and contracted hundreds of customers for energy efficiency programs. He possesses both technical and management experience.

Estephan Estephan has experience with installation, sales, electrical, repairs and billing. The team is supported by Tiffany Yorks, an office manager with years of experience, assisted by Erica Maginity.

Applicant's financial responsibility is assured by the Western Surety bond attached hereto.

Applicant understands and agrees, without reservation to comply with the State of Illinois annual reporting requirements. Further Applicant certifies and agrees that it will comply with any and all notice requirements set forth in the Illinois code, including disclosure to all potential and active customers that Applicant is not employed by the electric utility operating in the applicable service territory.

By signing this application, Applicant hereby certifies that it meets the requirements of Illinois law for third party energy brokers. Further, Applicant expressly certifies that it will conform to the Code of Conduct set forth in section 12 below. All relevant supporting documents are attached hereto.

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)]

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Evanston, IL 60201
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(847) 739-7248 fax
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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.

The Applicant is a newly formed Illinois corporation, but sister companies (with the same principals) operate as natural gas brokers in Michigan, and offer energy assessments and related services in Michigan and Illinois. Applicant has not had any complaint filed against it. Neither Equal Energy of Michigan nor Commercial

Refrigeration, LLC, have had any complaints filed against either entity for the provision of any services in the electric or gas industry.

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)] (NOTE to Applicant: be certain to include the Certificate of Good Standing obtained from the Illinois Secretary of State)

See attached Certificate of Good Standing.

- b) shall comply with all terms and conditions required by Section 16-115C of the Act; [454.40(d)(2)]

Applicant so certifies.

- 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)]

Applicant so certifies.

- d) shall remain in compliance with the provisions of the Act and Part 454; [454.50]

Applicant so certifies.

- 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)]

Applicant so certifies.

- f) shall preserve the confidentiality of its customers' data. [454.100(b)]

Applicant so certifies.

MANAGERIAL LICENSING QUALIFICATIONS [Section 454.60]

- 9. Applicant meets the managerial qualifications set forth in Part 454.60, as demonstrated in Attachment A. 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).

TECHNICAL LICENSING QUALIFICATIONS [Section 454.70]

10. Applicant meets the technical qualifications set forth in Part 454.70, as demonstrated in Attachment B. Attachment B includes an exhibit containing occupational background information on the person or persons who are being used to meet the requirements of Part 454.70(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.

Applicant submits evidence of compliance in the form of a bond attached hereto.

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
- 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].

Applicant certifies that it will comply with the Code of Conduct set forth in this Section 12.

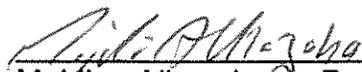
REPORTING REQUIREMENTS [SECTION 454.110]

- 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,

EQUAL ENERGY OF ILLINOIS, Inc.


Majdi Alkazaha, President, Equal Energy of Illinois, Inc.

C. Shawn Jones
Law Offices of C. Shawn Jones
708 Church Street, Ste. 235

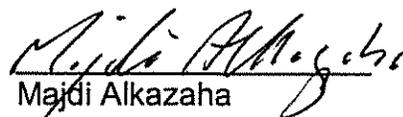
(847) 475-1700
cshawnjones@gmail.com
(847) 739-7248

VERIFICATION

STATE OF ILLINOIS)

COUNTY OF COOK)

Majdi Alkazaha, being first duly sworn, deposes and says that he is the President and Chief Operating Officer of Equal Energy of Illinois, Inc. that he has read the foregoing Application of Equal Energy of Illinois, Inc., 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.


Majdi Alkazaha

To be completed by a Notary Public

Subscribed and sworn to before me

this 9 day of December, 2015



Notary Public

[Stamp of Notary]

Revised 2/15/13

