



Control Number: 49779



Item Number: 368

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ELECTRICITY BROKER REGISTRATION FORM

RECEIVED
2019 AUG 20 AM 10:00
PUBLIC UTILITY COMMISSION
FILING CLERK

PROJECT NO. 49779

1. Check the most appropriate box to describe this submission:

- ☒ This is a new broker registration
- ☐ This supplies information for a pending broker registration
- ☐ This amends an existing, completed broker registration

Provide an explanation of the amendment:

2. Authorized Representative or Attorney to contact about this application:

Name Don Waldron

Title Executive Director

Business Address 9600 Golf Lakes Trl #3006

City Dallas

State Texas

Zip 75231

Telephone Number 972-900-8078

Email Address theallianceenergy@gmail.com

3. Registering Entity: List the registering entity's legal name, business address, and telephone number.

Name Alliance Energy Consulting

Business address 9600 Golf Lakes Trl #3006

City Dallas

State Texas

Zip 75231

Telephone Number 972-900-8078

4. Type of organization of registering entity:

- ☐ Sole proprietor
- ☐ Corporation
- ☒ Limited Liability Company, L.L.C
- ☐ Limited Partnership

☐ Other

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5. Description of the brokerage services provided by the registering entity and type of customers served.

Description of Services:

Electricity and Natural Gas Procurement & Sustainability/Conservation



Types of Customers: *Check all that apply*

☒ Residential

☒ Industrial

☐ Other

☒ Commercial

☐ Municipalities

6. Other Names. List any trade, commercial, and doing-business-as (d/b/a) names, other than the legal name listed in #3 above, under which the registering entity intends to operate. Any name in which a corporation intends to operate must be registered with the Secretary of State.

1st NA

2nd

3rd

4th

5th

7. Officers. Provide, as **Attachment A**, the names, business addresses, email addresses, and phone numbers of the registering entity's officers, directors, and partners, as applicable.

☒ Attachment A

8. Customer Service Contact. List the telephone number and email address of the customer service department. If the registering entity does not have a dedicated customer service department, then provide the name, title, address, email address, and telephone number of the customer service contact person.

Customer Service Department

Telephone Number

Email Address

theallianceenergy@gmail.com

Name Don Waldron

Title Executive Director

Business address 9600 Golf Lakes Trl #3006

City Dallas

State Texas

Zip 75231

Telephone Number 972-900-8078

Email Address theallianceenergy@gmail.com

9. Regulatory contact person. List the name, physical business address, telephone number, and email address for a regulatory contact person.

Name Don Waldron

Title Executive Director

Business address 9600 Golf Lakes Trl #3006

City Dallas

State Texas

Zip 75231

Telephone Number 972-900-8078

Email Address theallianceenergy@gmail.com

10. Secretary of State Record. Entities who must register with the Secretary of State must provide a copy of the certificate of status issued by the Texas Secretary of State certifying that the registering entity is authorized to transact business in Texas.

☒ Copy of Secretary of State certificate of status is attached.

AFFIDAVIT

My name is Don Waldron. I am the Executive Dir. ☒ of the Registering Entity.

I swear or affirm that I have personal knowledge of the facts stated in the attached registration, that I am competent to testify to them, and that I have the authority to submit this application form on behalf of the registering entity. I further swear or affirm that all statements made in the Registration Form are true, correct and complete and that any substantial changes in such information will be provided to the Public Utility Commission of Texas in a timely manner. I swear or affirm that the registering entity understands and will comply with all requirements of the applicable law and rules, including customer protection provisions, disclosure requirements, and marketing guidelines for retail electric service.



Signature of Registering Entity's Owner, Partner, or Officer

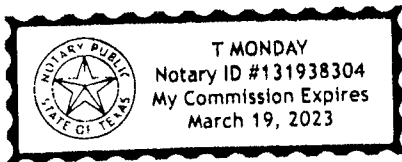
Don Waldron

Printed Name

Alliance Energy Consulting

Name of Registering Entity

Sworn and subscribed before me this 16th day of August, 2019.
Month Year



T Monday 8/16/19
Notary Public in and For the State of Texas.
My commission expires on March 19, 2023.

Attachment A

Name:

Don Waldron

Title:

Executive Director

Address:

9600 Golf Lakes Trl #3006
Dallas, Texas 75231

Tel: 972-900- 8078

Email: theallianceenergy@gmail.com



Office of the Secretary of State

CERTIFICATE OF FILING OF

SUSTAINABLE STUDIOS, LLC

File Number: 802497660

Assumed Name:

ALLIANCE ENERGY CONSULTING

The undersigned, as Secretary of State of Texas, hereby certifies that the assumed name certificate for the above named entity has been received in this office and filed as provided by law on the date shown below.

ACCORDINGLY the undersigned, as Secretary of State, and by virtue of the authority vested in the secretary by law hereby issues this Certificate of Filing.

Dated: 02/14/2019

Effective: 02/14/2019



A handwritten signature in black ink, appearing to read "David Whitley".

David Whitley
Secretary of State

Come visit us on the internet at <http://www.sos.state.tx.us>