

COMPETITIVE RETAIL ELECTRIC SERVICE

(check all that apply):

AGGREGATOR

GOVERNMENTAL AGGREGATOR

POWER MARKETER

RETAIL ELECTRIC GENERATION PROVIDER

POWER BROKER

INTRASTATE ANNUAL REPORT

OF

North Shore Energy Consulting, LLC

(Exact legal name of respondent)

If name was changed during the year, show also the
previous name and date of change.

423 Meadowview Dr., Sagamore Hills, Ohio 44067

(Address of principal business office at end of year)

**TO THE
PUBLIC UTILITIES COMMISSION OF OHIO**



**FOR THE
YEAR ENDED DECEMBER 31, 2010**

Name, title address and telephone number (including area code) of the person to be contacted concerning this report.

CHRIS GREULICH, VICE PRESIDENT, 330-468-7724

423 MEADOWVIEW DR., SAGAMORE HILLS, OH 44067

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IDENTITY OF RESPONDENT

1. State whether respondent is a corporation, a joint stock association, a firm or partnership, or an individual.

Ohio Limited Liability Corporation

2. Identify names of affiliate and subsidiary companies of the respondent.

None

3. Date when respondent began operations in Ohio.

August 2008

4. If a consolidated or merged company, give names of each such incident, date, and Commission authority. If a reorganized company, give name of original corporation.

Not applicable

5. If incorporated specify (a) Date of filing articles of incorporation, **August 2008**
(b) State in which incorporated, **Ohio**

6. Ohio certificate number, case number granting authority and date issued.

09-167E(1), 09- 793-EL-AGG, October 14, 2009

7. State whether or not the respondent during the year conducted any part of its business under a name or names other than that shown on Title Page. If so, give full particulars.

No

8. Description of Ohio service territory served by respondent.

Ohio Edison

Toledo Edison

The Illuminating Company

Duke Ohio

AEP Ohio Power & Columbus Southern

Dayton Power & Light

IMPORTANT CHANGES DURING THE YEAR

Report important changes of the types listed. Except as otherwise indicated, data furnished should apply to the same period the report covers. Answers should be numbered in accordance with the inquiries and if "none" states the fact, it should be used. If information, which answers an inquiry, is given elsewhere in the report, identification of the other answer will be sufficient.

1. Changes in ownership or control (shareholders holding 5% or more of outstanding stock).
None
2. Other important changes: Give brief particulars of each other important change, which is not disclosed elsewhere in this report.
None

*Please note any material changes that occurred during the year are also required to be filed in the respective CRES case docket (EL-CRS, EL-AGG, EL-GAG) pursuant to CRES Rule 4901:1-24-20.

**STATEMENT OF INTRASTATE
GROSS RECEIPTS AND KWH SALES**

Customer Class	Sales (kWh)	Earnings(\$)
Residential		
Commercial		
Industrial		
Other		
Total	N/A	N/A

Instructions:

This information is used for PUCO annual assessment purposes pursuant to Section 4905.10, Revised Code. The reporting company shall report its intrastate gross earnings for the provision of retail services (e.g. Retail Electric Generation, Broker, Marketer, Governmental Aggregator) for which it is subject to certification by the PUCO under Section 4928, Revised Code. In addition, power providers please provide all corresponding sales of kilowatt hours of electricity. Sales of kilowatt hours of electricity are deemed to occur at the meter of the retail customer.

The reporting company shall maintain supporting and/or subsidiary records to separately record receipts and sales of electricity derived from operations other than in Ohio. Information presented herein is subject to audit by the PUCO.

COMPANY CONTACTS

IN ORDER TO ENSURE THAT PUCO CORRESPONDENCE IS DIRECTED TO THE APPROPRIATE PERSON AT THE CORRECT ADDRESS, PLEASE COMPLETE THE FOLLOWING.

**Name, Title, Address, and Phone Number of the Company's Contact Persons
To Receive Entries and Orders from the Docketing Division**

<u>Chris Greulich</u> Name	<u>Vice President</u> Title
<u>423 Meadowview Dr., Sagamore Hills, OH 44067</u> Address	
<u>330-468-7724</u> Phone Number (Including Area Code)	
<u>chris@northshoreenergy.com</u> E-Mail Address	

**Name, Title, Address, and Phone Number of Person to whom Invoice
Should be directed**

<u>Chris Greulich</u> Name	<u>Vice President</u> Title
<u>423 Meadowview Dr., Sagamore Hills, OH 44067</u> Address	
<u>330-468-7724</u> Phone Number (Including Area Code)	

Name and Address of the President

<u>Gary Greulich</u> Name	<u>President</u> Title
<u>423 Meadowview Dr., Sagamore Hills, OH 44067</u> Address	

VERIFICATION

The President or Chief Officer of the company must verify the foregoing report. The oath required may be taken before any person authorized to administer an oath by the laws of the State in which the same is taken.

OATH

State of Ohio

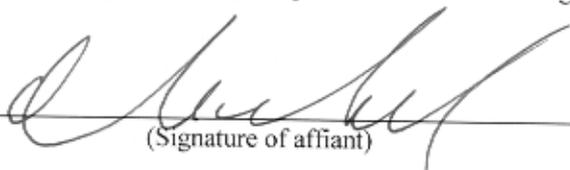
County of Summit

Gary Greulich makes oath and says that
(Insert here the name of the affiant)

he is President
(Insert here the official title of deponent)

of North Shore Energy Consulting, LLC
(Insert here the exact legal title or name of the respondent)

that he has examined the foregoing report; that to the best of his knowledge, information, and belief, all statements of fact contained in the said report are true and the said report is a correct statement of the business and affairs of the above-named respondent in respect to each and every matter set forth therein during the period from and including Jan. 1, 2010, to and including Dec. 31, 2010.


(Signature of affiant)

This foregoing document was electronically filed with the Public Utilities

Commission of Ohio Docketing Information System on

4/28/2011 9:24:46 AM

in

Case No(s). 11-0003-GE-RPT

Summary: Annual Report electronically filed by Mr. Chris Greulich on behalf of North Shore Energy Consulting LLC