

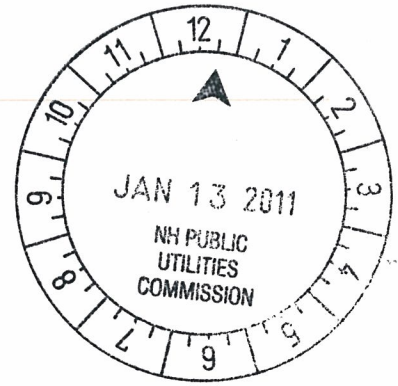


Innovative Energy  
Advisors

DM11-004

December 7, 2010

Executive Director  
New Hampshire Public Utilities Division  
21 South Fruit Street, Suite 10  
Concord, N.H. 03301-2429



Dear Executive Director;

Please accept this letter as the registration application required by Puc 2003.04(a) and Puc 2003.05(b).

**Legal Name:** Innovative Energy Advisors LLC

**Business Address:** One River Center  
331 Newman Springs Rd., Suite 143  
Red Bank, NJ 07701

Tel: (609) 693-6006  
Fax: (732) 676-7708  
email: [jderado@ie-advisors.com](mailto:jderado@ie-advisors.com)  
web: [www.ie-advisors.com](http://www.ie-advisors.com)

**Principal:** Joseph V DeRado III  
Managing Partner  
331 Newman Springs Rd., Suite 143  
Red Bank, NJ 07701

Tel: (609) 693-6006  
Fax: (732) 676-7708  
email: [jderado@ie-advisors.com](mailto:jderado@ie-advisors.com)

**Customer Service:** Donna S. DeRado  
Supervisor - Account Management  
331 Newman Springs Rd., Suite 143  
Red Bank, NJ 07701

Tel: (609) 693-6006  
Fax: (732) 676-7708  
email: [dderado@ie-advisors.com](mailto:dderado@ie-advisors.com)

NHPUC JAN13'11 PM12:14



Innovative Energy  
Advisors

---

Innovative Energy Advisors intends to provide service in the following utility franchise areas.

National Grid Companies  
Public Service of New Hampshire  
Unitil  
New Hampshire Electric Co-operative

Innovative Energy Advisors is an energy advisory and consulting firm and fiduciary responsibility lies with the client. Innovative Energy Advisors represents the client and doesn't represent any suppliers.

If you have any questions please feel free to contact me at (609) 693-6006.

Thanks for your consideration.

Joe DeRado  
Managing Partner