Exhibit No.:

Advertising and Promotional Items, Issues:

Dues and Donations, Cash Working

Capital, Depreciation Expense,

Depreciation Reserve,

Franchise Tax, Plant In Service, Property Taxes, Public Service Commission Assessment, Rate Base

Edward F. Began

Witness: MOPSC Staff Sponsoring Party: *Type of Exhibit:* Direct Testimony Case No.: WR-2007-0216

Date Testimony Prepared: June 5, 2007

MISSOURI PUBLIC SERVICE COMMISSION UTILITY SERVICES DIVISION

DIRECT TESTIMONY

OF

EDWARD F. BEGAN, CPA

MISSOURI-AMERICAN WATER COMPANY

CASE NO. WR-2007-0216

Jefferson City, Missouri June 2007

BEFORE THE PUBLIC SERVICE COMMISSION

OF THE STATE OF MISSOURI

In the Matter of Missouri-American Water Company's request for Authority to Implement a General Rate Increase for Water Service provided in Missouri Service Areas) Case No. WR-2007-0216, et al))
AFFIDAVIT OF EDW	ARD F. BEGAN, CPA
STATE OF MISSOURI)) ss. COUNTY OF COLE)	
preparation of the foregoing Direct Testimon	ase; that the answers in the foregoing Direct knowledge of the matters set forth in such
D. SUZIE MANKIN Notary Public - Notary Seal State of Missouri County of Cole My Commission Exp. 07/01/2008	day of June, 20 <u>07</u> . Dhywllankin Notary Public

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1		DIRECT TESTIMONY
2		OF
3		EDWARD F. BEGAN, CPA
4		MISSOURI-AMERICAN WATER COMPANY
5		CASE NO. WR-2007-0216
6	Q.	Please state your name and business address.
7	A.	My name is Edward F. Began. My business address is 9900 Page Avenue,
8	Suite 103, St.	Louis, Missouri 63132.
9	Q.	By whom are you employed and in what capacity?
10	A.	I am a Regulatory Auditor III for the Missouri Public Service Commission
11	(Commission)).
12	Q.	Please describe your educational background.
13	A.	I graduated from Washington University, in St. Louis, Missouri, in
14	January 1972,	and passed the entire Uniform Certified Public Accountant (CPA) examination
15	in May 1972.	I possess a current Missouri CPA license and permit to practice.
16	Q.	Please describe your work background.
17	A.	I have held audit, accounting and controllership duties in public accounting
18	and in indust	ry, which have required progressively increasing responsibility. I have been
19	employed by	the Commission since November 2000.
20	Q.	Please describe your duties while employed by the Commission.
21	A.	In conjunction with other members of the Commission Staff (Staff) I have
22	performed au	dits and examinations of utility companies operating within the state of Missouri
23	with regard to	rate cases and other regulatory proceedings.

- Q. Have you previously filed testimony before this Commission?
- A. Yes, please see Schedule 1 attached to this testimony for a list of cases in which I have filed testimony and the issues I addressed.
- Q. With reference to Case No. WR-2007-0216, have you made an examination of the books and records of Missouri-American Water Company (MAWC or Company)?
- A. Yes, in conjunction with other members of the Staff. Specifically, I reviewed responses to Staff data requests, the general ledger, trial balance reports, past Commission rulings, and prior case files.
 - Q. What matters will you address in your testimony?
- A. I will address rate base, plant in service, depreciation reserve, depreciation expense, cash working capital, property taxes, advertising and promotion, dues and donations, and Public Service Commission assessment.
- Q. What knowledge, skill, experience, training or education do you have in these matters?
- A. I have reviewed the filed testimony, schedules, workpapers and data request responses regarding these issues in this case. I have also reviewed documents from previous rate cases involving issues I will be addressing. I also relied on my experience with these or similar issues in previous cases. In addition, I have relied on the accounting training I have received during college and the training I received through classes and seminars in utility regulation. I also have engaged in discussions with and received guidance and training from my supervisors with regard to these issues

EXECUTIVE SUMMARY

Q. What is the purpose of your direct testimony?

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- A. The purpose of my direct testimony is to describe the components of the Staff's rate base and the Staff adjustments in Accounting Schedule 10 Adjustments to Income Statement that I am sponsoring in this case.
 - Q. Please identify the Accounting Schedules you are sponsoring.
 - A. I am sponsoring:

Accounting Schedule 2 Rate Base

Accounting Schedule 3 Plant in Service

Accounting Schedule 4 Adjustments to Plant in Service

Accounting Schedule 5 Depreciation Reserve

Accounting Schedule 6 Adjustments to Depreciation Reserve

Accounting Schedule 7 Depreciation Expense

Accounting Schedule 8 Cash Working Capital

- Q. Please list the adjustments you are sponsoring.
- A. I am sponsoring the following adjustments: Amortization and Depreciation Expense, Advertising and Promotion Expense, Dues and Donations Expense, Property Taxes, Franchise Tax, and, Public Service Commission assessment. The adjustment numbers listed below are the same for each district.

RATE BASE

- Q. Please discuss Accounting Schedule 2.
- A. Accounting Schedule 2, Rate Base, delineates the net capital investment recommended by the Staff to determine the Company's revenue requirement. Utility Plant in Service and the related depreciation reserve are supported by Accounting Schedules 3 and 5, Plant in Service and Depreciation Reserve, respectively, and are discussed later in this

 testimony. Cash working capital is the daily cash requirement necessary to fund utility operations. This component along with the offsets for interest and income taxes are supported by Accounting Schedule 8, Cash Working Capital, and will be discussed in detail later in this testimony. Prepayments and materials and supplies are increases to rate base since these components represent an investment of funds and present a 13-month average of the balances ending June 30, 2006. The balances for contributions in aid of construction and customer advances are reductions to rate base because these components are customer supplied funds available for use by the Company.

The following items are other components of rate base that are being sponsored by various Staff witnesses and are discussed in their testimonies. Deferred OPEB Asset and Accrued Pension Liability are discussed in the testimony of Staff witness Jeremy K. Hagemeyer. Pre-1971 ITC and Deferred taxes are reductions to rate base and are discussed in the testimony of Staff witness John P. Cassidy.

PLANT IN SERVICE

- Q. Please discuss Accounting Schedule 3, Plant in Service, and Accounting Schedule 4, Adjustments to Plant in Service.
- A. The amount of plant the Company is using to serve customers is shown in Accounting Schedule 3, Plant in Service, which provides the details for Staff's rate base component of utility Plant in Service, stated at original cost, recorded on the Company's books as of December 31, 2006. Accounting Schedule 4, Adjustments to Plant in Service, depicts the Staff's adjustments to Plant in Service and the Staff witnesses supporting each adjustment. Plant in Service and Depreciation Reserve (discussed below) balances at December 31, 2006 were used to determine the rate base.

DEPRECIATION RESERVE

Q. What accounting schedules support the depreciation reserve?

A. Accounting Schedule 5, Depreciation Reserve, provides details of the accumulated depreciation expense related to the plant balances on Accounting Schedule 3. The purpose of Accounting Schedule 6, Adjustments To Depreciation Reserve, is to provide the detail of any adjustments made to the depreciation reserve by the indicated Staff witnesses.

DEPRECIATION EXPENSE

Q. Please explain Accounting Schedule 7, Depreciation Expense.

A. This schedule shows the calculation of the annual depreciation expense on the Company's utility Plant in Service. The adjusted Plant in Service balances from Accounting Schedule 3, Plant in Service, are multiplied by depreciation rates recommended by Staff witness Gregory E. Macias, of the Engineering and Management Services Department. The result represents the Staff's annualized depreciation expense.

CASH WORKING CAPITAL

Q. What is Cash Working Capital (CWC)?

A. CWC is the amount of cash necessary for a utility to pay the day-to-day expenses it incurs in providing service to the ratepayer. CWC is designed to address only the cash requirements of the company. Annual expenses which do not require cash payments, such as depreciation and deferred income tax expense do not require cash payments. Items such as these are in fact sources of cash, since the Company collects the funds from ratepayers

but is not required to make payments to vendors. For this reason, these items are not included in a CWC analysis, which is designed to measure the daily cash needs of a company.

- Q. What are the sources of CWC?
- A. Ratepayers and shareholders are the sources of CWC.
- Q. How do the ratepayers supply CWC?
- A. The ratepayers supply CWC when the Company receives payment for service before the Company pays for the expenses it incurred to provide that service. The ratepayer is compensated for the CWC provided through a reduction to rate base.
 - Q. How do the shareholders supply CWC?
- A. When the Company must pay for an expense incurred to provide service before the ratepayer has paid for the related usage, shareholders provide cash to cover that expense. This cash outlay represents a portion of the shareholder's total investment in the Company. The shareholder is compensated for the CWC provided through an increase in rate base.
 - Q. How does Staff calculate CWC?
- A. The Staff uses a lead/lag study to calculate CWC. In a lead/lag study, Staff analyzes the cash inflows and outflows of payments the Company receives from its customers for the service it provides and the disbursements it makes to vendors to provide that service. These cash flows are measured in numbers of days. A lead/lag analysis compares the number of days the company is allowed to take or actually takes to make payments after receiving service from a vendor, with the number of days it takes the company to receive payment for the service provided to customers. The lead/lag study also determines who provides CWC. The use of a lead/lag study to calculate a company's CWC requirement and the components included by the Staff has been adopted by the Commission in many rate cases.

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- Q. How are the results from a lead/lag study interpreted?
- A. A negative CWC requirement indicates that ratepayers provided the working capital in the aggregate during the test year. This means that ratepayers provided the necessary cash, on average, before the Company must pay for expenses incurred to provide that service. A positive CWC requirement indicates, in the aggregate, that shareholders provided the cash necessary during the year. This means that the company must pay, on average, for the expenses incurred in providing service before ratepayers pay for that service.
- Q. Please explain the components of the Staff's calculation of CWC, which appear on Accounting Schedule 8.
- A. Column A on Accounting Schedule 8, lists the expenses that the Company Column B lists the Staff's annualized expense amounts. pays on a day-to-day basis. Column C, Revenue Lag, denotes the amount of time expressed in days, between the midpoint of the period during which the Company provides service and the payment for that service by the ratepayer. Column D, Expense Lag, denotes the amount of time, expressed in days, between the receipt of and payment for the goods and services (i.e., cash expenditures) used by the Company to provide service to the ratepayer. Column E, Net Lag, results from the subtraction of the Expense Lag from the Revenue Lag. Column F, Factor, expresses the Net Lag in days as a fraction of the total days in the year. This result is derived by dividing the net lags in Column E by 365 days. Finally, Column G, CWC Requirement, is the average amount of cash necessary, on a daily basis, to provide service to the ratepayer, which is calculated by multiplying the annualized test year expense amounts (Column B) by the CWC factor (Column F). The Staff's determination of the Company's CWC requirement was based primarily on Staff's extensive and specific lead-lag study completed for Case No.

WR-2003-0500, the prior rate case. Upon examination, the Company concluded many expense lags determined by Staff in the prior case were still correct and adopted those for this case. Unless the Staff believed the lag needed to be changed, if the Company adopted Staff's prior case expense lags, these lags were used by Staff in this case. Some revenue and expense lags, or, components of them, were recalculated by Staff for this case and will be discussed later in this testimony.

- Q. Please explain the revenue lag.
- A. The revenue lag is defined as the amount of time between the provision of service by a utility and the utility's receipt of the payment for that service from the ratepayers. The Company developed the total revenue lag for each operating district for this case. The Staff compared each district's total revenue lag to the total revenue lag developed by the Staff in Case No. WR-2003-0500, noting the reasonableness of the Company's total revenue lag days and adopted that total revenue lag for the Staff's analysis. The revenue lag is the sum of three subcomponent lags. They are defined as follows:

<u>Usage Lag</u> The midpoint of the average time elapsed from the beginning of the first day of a service period through the last day of that service period.

Billing Lag The period of time between the end of the last day of a service period and the day the bill is placed in the mail by a utility.

Collection Lag The period of time between the day the bill is placed in the mail by a utility and the day the utility receives payment from the ratepayer for services performed.

Q. Please define how you are using the term "service period" in this testimony.

A. In reference to the revenue lag, a service period is merely the amount of time, in days, in which the customer receives utility service for billing purposes. In discussion of expense lags, this term denotes the period in which a utility receives materials or services from its suppliers.

- Q. Please explain the calculation of the usage lag.
- A. The usage lag is computed by dividing the number of days in the test year (365) by the number of billing periods in a year, twelve (12) for monthly billings and four (4) for quarterly billings and dividing those results by two (2) to derive the average service period. The usage lag is 15.21 days for monthly billings and 45.625 days for quarterly billings (the St. Louis operating district is the only operating district with quarterly billing). These lags hold true with the exception of the public fire and private fire rate classifications. The St. Louis operating district is the only district that has a public fire rate classification and it is billed in advance on both a monthly and quarterly basis. As such, the respective usage lag for the public fire rate classification is negative (15.21) days for monthly billings and negative (45.625) days for quarterly billings. (Negative numbers will be denoted in parentheses.)

All operating districts have a private fire rate classification and are also billed in advance. All operating districts with the exception of the St. Louis district are billed on a monthly basis resulting in a usage lag of (15.21) days. In the St. Louis operating district, there are two (2) billing types for the private fire rate classification: quarterly, and monthly.

The overall usage lag for each district was determined by weighting each applicable usage lag described above by the revenue dollars associated with each rate classification.

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Q. What period of time did the Staff use for the billing lag?

A. Staff used a billing lag of two days. This lag was determined in the prior case based on information obtained from the Company and the Company stated that it was still valid.

- Q. How did the Staff determine the collection lag in this case?
- The Staff has adopted the Company's total revenue lag as reasonable for this A. The collection lag was calculated by subtracting the weighted average usage lag, incorporating the "prepaid" fire services' advance billings for each district, and the billing lag of 2.00 days from the total revenue lag adopted for the current case.
 - Q. Please give the summary of the total revenue lag.
- The following is a summary of the revenue lags for each operating district A. within the Company's system:

<u>District</u>	<u>Usage Lag</u>	Billing Lag	Collection Lag	<u>Total</u>
Brunswick	14.43	2.00	20.35	36.78
Jefferson City	14.34	2.00	22.07	38.41
Joplin	14.34	2.00	22.30	38.64
Mexico	14.13	2.00	21.90	38.03
Parkville	14.38	2.00	23.49	39.87
St. Charles	14.76	2.00	23.16	39.92
St. Joseph	14.88	2.00	21.30	38.18
St. Louis	34.12	2.00	25.96	62.08
Warrensburg	14.39	2.00	26.01	42.40
Warren County	15.21	2.00	25.19	42.40
Each Sewer District	15.21	2.00	22.66	39.87

- Q. Please discuss the determination of the expense lags for each item on Accounting Schedule 8.
- A. As stated above, in the prior rate case, WR-2003-0500, Staff performed extensive and specific analysis to determine expense lag days listed on Accounting

Schedule 8. The Company also used the lead/lag method in preparing its current case. Upon examination, the Company incorporated many expense lags calculated by Staff in the prior case. The Company and the Staff are using the same expense lag for the expense items on lines 7-401(k), 8-EIP, 9-Fuel & Power, 12-Purchased Water, 14-Group Insurance, 15-OPEB's, 16-Pensions, 17-EIP-Employer Match, 18-401(k)-Employer Match, 21-Rents, 22-Cash Vouchers, 26-Federal Unemployment, 27-State Unemployment, 28-Property Taxes, 30-PSC Assessment, 33-Gross Receipts Tax and 35-Missouri Primacy Fees of the CWC Schedule. The following discussion of expense lags will address the items where the Company and the Staff are using different lags.

- Q. Please explain the expense lags associated with payroll and related taxes withholdings.
- A. The expense items listed on Accounting Schedule 8, Lines 2, 4, 5 and 6, relate to the CWC requirement for annualized payroll and withholding taxes. Payroll has been divided into the following six components: 1) Base Payroll (net pay), 2) FICA Employee Withholding, 3) Federal Income Tax Withheld, 4) State Income Tax Withheld, 5) 401(k), and, 6) Employee Investment Plan (EIP.) These payroll lines represent different payment timing requirements; or, unique employee withholding plans.
- Q. Please explain the Base Payroll and expense lag calculated on Line 2 of Accounting Schedule 8.
- A. The Base Payroll expense is the net pay received by employees. The lag is the time lapse between the midpoint of the period in which employees earn wages, and the date the Company pays those wages. The Company has a bi-weekly payroll period (service period

of 14 days divided by two to obtain a midpoint service lag of 7.00 days plus a 6.00 day payment lag. The resulting Base Payroll lag of 13.00 days was utilized by Staff in this case.

- Q. Please explain the FICA Employee Withholding and Federal Withholding Taxes expense lags calculated on Lines 4 and 5, respectively.
- A. The Employee FICA Withholding (Social Security and Medicare) and Federal Income Taxes Withheld are due on the first banking day following the payroll date. That one banking day lag plus intervening weekend/holiday days are added to the base payroll lag of 13.00 lag days to determine total lag days for Federal withholding taxes. The resulting Federal withholding tax expense lag is 16.19 days.
 - Q. Please explain the State Income Taxes Withheld and associated lag on Line 6.
- A. State Income Taxes Withheld from employees' paychecks are due on the third banking day following the payroll date. The allowed three days plus intervening weekend/holiday days are added to the base payroll lag to determine total lag days for State income taxes withholding. The resulting State withholding expense lag is 18.19 days.
- Q. Please explain the treatment of chemicals and materials and supplies expense on Accounting Schedule 8 at Lines 10 and 11.
- A. Chemicals and materials and supplies inventories are already included in the rate base calculations because the utility pays for these items in advance of their use in providing service. This rate base inclusion provides a rate of return on the inventory and compensation for the funds advanced to purchase these items. Including this item in CWC would, in essence, result in a double counting in the Staff's overall calculation of revenue requirement. Therefore, Staff has assigned an expense lag equal to the revenue lag for these items in order to produce a zero CWC revenue requirement effect.

- Q. Please explain the expense lag on Line 13 for Management Fees.
- A. The 21.41 lag days was intentionally selected to equal the Cash Vouchers expense lag. The reasoning for the use of this lag is discussed in the testimony of Staff witness Lisa K. Hanneken.
- Q. Please explain how the expense lag for insurance other than group on Line 19 was developed.
- A. The Company calculated separate expense lags for each district. Staff then calculated a dollar-weighted average of 42.44 days as an overall expense lag for insurance other than group.
- Q. Please explain the treatment of uncollectible accounts on Accounting Schedule 8 at Line 18.
- A. The uncollectible account is an expense in name only. It is actually a lack of revenue collection and, therefore, does not represent a cash flow for payment of an expense. Therefore, the expense lag has been set equal to the revenue lag to produce a zero net CWC lag and CWC revenue requirement.
- Q. Please explain the cash voucher expense lag on Accounting Schedule 8 at Line 22.
- A. The expense lag for Line 22 was determined by Staff in the prior case and adopted by Company and Staff for this case. The amount of test year expense associated with cash vouchers is equal to the Staff's total operation and maintenance expense, less all the preceding expense amounts listed on Schedule 8. This item includes all the O&M expense that was not specifically categorized, analyzed and assigned expense lags.

- Q. Please explain the expense lag for the employer's portion of FICA tax on Accounting Schedule 8 at Line 25.
- A. The employer's portion of FICA taxes is the amount of taxes paid by the employer on payroll paid to the employees. The expense lag is calculated using the same method that is used to calculate the lag for the employee's portion of FICA taxes. This calculation was discussed previously in my direct testimony (see page 12 of this testimony.) The expense lag for the employer's portion of FICA taxes is 16.19 days.
- Q. Please explain the corporation franchise tax expense lag on Accounting Schedule 8 at Line 29.
- A. Corporation franchise taxes are paid annually. The expense lag considers the time elapsed between the midpoint of the taxable period (the current calendar year) and the statutory due date (April 15 of the current calendar year). Staff determined the expense lag for corporation franchise taxes is (77.50) days.
 - Q. Why are Other Expenses included in CWC?
- A. Although these items do not appear in the Staff's Income Statement, cash is still collected from ratepayers to make payments for these items. In the case of taxes, the utility acts as a conduit between the customer and the taxing authority.
- Q. Why does the revenue lag for gross receipts taxes, sales taxes, and Missouri Primacy Fee on Lines 33, 34, and 35 of Accounting Schedule 8 differ from the revenue lag discussed above?
- A. The Company acts solely as an agent of the taxing authority in collecting sales taxes from the ratepayer and in forwarding the collected taxes on a timely basis. The Company does not provide any service to the ratepayer associated with these taxes. Since the

Company's liability for forwarding sales taxes does not begin until the taxes are collected, the disbursement lag for sales taxes is measured from the date these taxes are collected, and no service, billing or collection lapse time is appropriate. Therefore, sales taxes have revenue lags of zero. Gross receipts taxes are imposed by municipalities on billings within their municipal boundaries. Consequently, while similar to sales taxes in that the Company is only an agent of the taxing authorities and provides no service to the ratepayers associated with gross receipts taxes and Primacy Fees, the Company's liability for forwarding gross receipts taxes and Primacy Fees begins with its billing date to the ratepayer. Therefore, only the collection component of the revenue lag is appropriate as the revenue lag.

- Q. Please explain the sales tax payments lag on Line 34, of Accounting Schedule 8.
- A. Sales taxes are a composite of state and local sales taxes. The Company makes five payments each month for sales taxes four quarter-monthly payments during each month and a final catch-up, or reconciling, payment for the preceding month's taxes. Dollar weighted lags of the five payments were calculated using the required deposit dates. The weighted average of these payment dates yielded an 8.12 days expense lag.
- Q. Please explain and describe the inclusion of interest and income taxes in the Staff's analysis of CWC.
- A. Interest and income taxes are known and certain obligations of the Company with payment periods and payment dates established by statute or by the terms of the debt. Amounts collected for interest and income taxes represent a source of cash to the Company until paid to the appropriate creditor or taxing authority, and, therefore, should be included in a lead/lag analysis. Interest expense is included in the cost of service though the application

of the weighted cost of capital times rate base. Income taxes are included through the calculation of revenue requirement as shown on Accounting Schedules 1 and 11, Revenue Requirement and Income Taxes.

- Q. How was the interest expense lag computed?
- A. The interest expense lag was calculated using actual test year data provided by the Company. The lags represent the frequency of the payments made during the year. For example, an instrument requiring an annual payment at the end of the year would have an expense lag of 182.5, reflecting the time period between the midpoint of the service period and the payment date (365/2). The Staff calculated a weighted average expense lag based on the various debt instruments issued by the Company.
- Q. Please explain how the tax expense lags were calculated for federal and state income taxes as shown on Lines 39 and 40 on Accounting Schedule 8, CWC, and Lines 17 and 18 on Accounting Schedule 2, Rate Base.
- A. These lags were calculated by using the taxable periods set by the respective taxing entities. Additionally, Staff used the statutory due dates in order to obtain a weighted expense lag. The Staff is currently waiting for additional information regarding the income tax payment dates and amounts and may need to revise its calculation of the income tax lags.
 - Q. What was the result of the Staff's lead/lag calculation?
- A. The individual calculations, when summed, results in total net shareholder supplied funds and illustrate the excess of CWC supplied by the shareholder over the amount supplied by the ratepayers. The CWC component is added to rate base to compensate the shareholders for the use of their funds.

PROPERTY TAXES

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Q. Please explain the property tax adjustment S-17.6.

A. This adjustment increases the test year's level of expense to reflect the actual taxes paid at December 31, 2006. These are the most recent payments actually made. No new payments will be made until December 31, 2007.

ADVERTISING AND PROMOTIONAL ITEMS

- Q. Please explain adjustments S-14.17, S-14.18, and S-19.
- A. These adjustments restate the test year advertising levels to reflect allowable advertising expense.
 - Q. Please explain the history of such adjustments before the Commission.
- A. The Commission, in its Report and Order for Case Nos. EO–85–185 and EO-85-224 involving Kansas City Power & Light Company (KCPL Report and Order), adopted the following treatment which separates advertisements into five categories and provides separate rate treatment for each category. The five categories of advertisements recognized by the Commission for purposes of this approach are:
 - (1) General advertising that is useful in the provision of adequate service;
 - (2) Safety advertising which conveys the ways to use the Company's service safely and to avoid accidents;
 - (3) Promotional advertising used to encourage or promote the use of the particular commodity the utility is selling;
 - (4) Institutional advertising used to improve or retain the Company's public image; and,
 - (5) Political advertising associated with political issues.

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The Commission adopted these categories for advertisements because it believed that a utility's revenue requirement should: (1) always include general and safety ads, provided such costs are reasonable; (2) never include the cost of institutional or political ads; and (3) include the cost of promotional ads only to the extent that the utility can provide cost–justification for the ads (KCPL Report and Order, pp. 50–51).

- Q. What examination has the Staff performed in relation to the Company's advertising expenditures?
- A. The Staff performed an advertisement-by-advertisement review of the advertisements provided by the Company in response to Staff Data Request No's. 61 and 65, for advertising cost charged to Missouri during the test year ending June 30, 2006. Schedule 2, attached, presents those advertisements that Staff removed from cost of service with a copy of that ad (if available.) Some of the Company's advertising was disallowed because the Company failed to provide a photocopy of the actual ad. If the Company provides this information at a later date, Staff will review those ads for possible inclusion in the cost of service, based on the Commission's accepted criteria. Additionally, the Company's response to Staff Data Request No.65 identified promotional give-a-way items (i.e. mugs, rain gauges, Tee shirts, etc.) and one ad to maintain name recognition. Expenses related to these items were removed from cost of service due to their being considered of institutional advertising nature.
- Q. How did the Staff determine the classification of each advertisement under the standard established by the <u>KCPL Report and Order</u>?
- A. Each advertisement was reviewed to determine which of the following "primary messages" the advertisement was designed to communicate: (1) the dissemination

of information necessary to obtain safe and adequate service (general, safety); (2) the promotion of a particular product or service (promotional); (3) the enhancement of the Company's image (institutional); or (4) the endorsement of a political candidate or message (political).

- Q. Has the Staff used all of the Commission's classifications in the segregation and review of the Company's advertisements?
- A. No. The Company did not submit, nor is the Staff aware of, any advertisements of a political or promotional nature.
 - Q. How has the Staff treated general advertising?
- A. The Staff made no adjustment to the Company's test year expense associated with Staff's categorized general advertising.
 - Q. How has the Staff treated safety advertising?
- A. The Staff included in the cost of service all of the advertising it categorized as safety. Safety advertising conveys to the customer messages to protect or promote their well being.
 - Q. How has the Staff treated institutional advertising?
- A. Institutional advertising is designed to enhance the Company's public image. The Staff asserts that this form of advertising is not necessary for the Company to provide safe and adequate service, and therefore, should not be included in the cost of service. The Staff believes that this type of image enhancement advertising only serves to benefit the shareholders of the utility.

DUES AND DONATIONS

Q. Please explain adjustments S-14.17, S-14.20, and S-14.21.

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A. These adjustments remove various dues, donations and miscellaneous items expensed by the Company during the test year from the cost of service. In the past it has been the Commission's position to disallow dues and donations that: (1) provided no direct, quantifiable benefit to the ratepayer, (2) were not necessary in providing safe and adequate service to the ratepayer, or, (3) represented an involuntary contribution on the part of the ratepayer to an organization. The Staff contends that although the Company's management may choose to make these types of expenditures, the cost should be borne by the shareholder, not the ratepayer. A listing of those items removed from cost of service is attached to this Direct Testimony as Schedule 3.

FRANCHISE TAX

- Q. Please explain adjustment S-17.4 to Franchise tax.
- A. This adjustment increases the test year's level of expense to the actual Franchise tax paid for the current calendar year.

PUBLIC SERVICE COMMISSION ASSESSMENT

- Q. Please explain adjustment S-17.5 to the Missouri Public Service Commission's (PSC's) Assessment.
- A. This adjustment increases the test year's level of expense to reflect the current actual assessment amount for the fiscal year ending June 30, 2007.
 - Q. Does this conclude your direct testimony?
 - A. Yes.

CASE PROCEEDING PARTICIPATION

EDWARD F. BEGAN, CPA

PARTICIPATION	TESTIMONY		
COMPANY CASE NO.		ISSUES	
Citizens Electric Cooperative	ER-2002-217	Direct - Advertising; Dues Donations and Memberships; Maintenance Expense including Tree Trimming; Postage; PSC Assessment; and, Rate Case Expense	
Laclede Gas Company	GR-2001-629	Direct - Advertising; Property Taxes; Other Rate Base Items; Plant, and Amortizing Assets, Their Related Reserves, and Current Amortization and Depreciation Expense; PSC Assessment; and, Rate Case Expense	
Northeast Missouri Rural Telephone Company TR-2001-344		Direct - Advertising; Memberships, Dues, Donations, and Subscriptions; Payroll	
Missouri - American Water Company	WR-2003-0500	Chemicals, Fuel & Power, Purchased Water Removal & Salvage, Revenue, and Uncollectible	
Laclede Gas Company	GR-2005-0284	Dental, Medical Vision Expenses, and 401K Fees, Payroll	
Atmos Energy Corporation	GR-2006-0387	Cash Working Capital; Other Rate Base Items; Rate Case Expense; Depreciation Expense; Interest on Customer Deposits	
Union Electric Company d/b/a AmerenUE	ER-2007-0002	Cash Working Capital, Depreciation Expense, Depreciation Reserve, Interest On Customer Deposits, Osage Plant Adjustments, Plant in Service, Property Taxes, Public Service Commission Assessment, Rate Base, Rate Case Expense.	
Union Electric Company d/b/a AmerenUE GR-2007-06		Cash Working Capital, Depreciation Expense, Depreciation Reserve, Interest On Customer Deposits, Plant In Service, Property Taxes, Public Service Commission Assessment, Rate Base, Rate Case Expense	

Schedule 2

Missouri-American Water Co

WR-2006-0216

Disallowed Advertising

Attached
Deference

	Reference Number	Description	Amount	Reason for Disallowance
D00R61R9	2-2	Promote poster contest winners	600	Institutional Advertising
DR0061R12	2-3; 2-4	Poster Winners	390	Institutional Advertising
DR0061R10	2-5; 2-6 ;2-7	High school graduation salute	116	Institutional Advertising
DR0061	JFC 6/30	Salute to July 4'th	280	Ad & Invoice Not Available
DR0061	STL 5/1	High School Advertisement	50	Ad & Invoice Not Available
DR0061	STL 2/27	Customer Call In Info	1408	Ad & Invoice Not Available
DR0061	STL 9/19	Customer Call In Info	15839	Ad & Invoice Not Available
DR0061	STL Aug '05	Ad to promote good communication	715	Ad & Invoice Not Available
DR0064R13	2-8	Children's' Theatre Production	9800	Public Image Enhancement
DR0065	2-9	Promotional Giveaways	9994	Public Image Enhancement

Total Disallowed Advertising	39192
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THE JOPLIN GLOBE: PO BOX 7 JOPLIN MO 64802-0007

(417) 623-3480

Fax (417) 623-1188

Advertising Invoice and Statement

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MISSOURI AMERICAN WATER	Amount Paid:	
C/O ACCTS PAYABLE DEPT PO BOX 5605	Comments:	
CHERRY HILL NJ 08034	·	-
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Please Return Upper Portion With Payment

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Statement of Account - Aging of Past Due Amounts

06/2006

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THE JOPLIN GLOBE

10507

(417) 623-3480	•	* UNAPPLIED AMOUNTS ARE INCLUDED IN TOTAL AMOUNT DUE							
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ADVERTISING INVOICE/STATEMENT SOUGH-R12



MO AMERICAN WATER C

ACCURAT NUMBER
11398

MISSOURI • St. Joseph News-Press • Smithville Herald • Kearney Courier • Liberty Tribune • Raytown Tribune
Wednesday Magazine • Green Acres Publication • Sun Tribune • Sun Gazette • Sun Newspapers

KANSAS - Alchison Globe - Illawatina violio - Intakani County (Appolic - Csawatonila Crapino - Econocoty (Intaka										
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05/14/06	NP	124464	RETAIL ADVERTISING	3.0	10.00	30.00	13.00	390.00	390.00
			FLUSHING MAIN						
05/21/06	NP	127456	RETAIL ADVERTISING FLUSHING MAIN	3.0	10.00	30.00	13.00	390.00	390.00
05/28/06	NP	127483	RETAIL ADVERTISING POSTER WINNERS MAIN	3.0	10.00	30.00	13.00	390.00	390.00

Pad P-Card 6-6-06 (Sht Via Mail

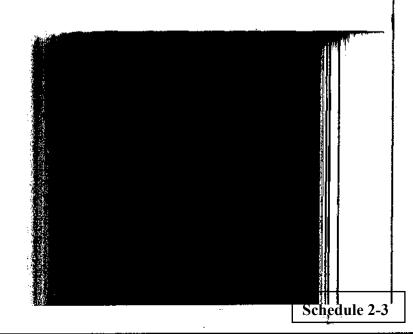
 CURRENT AMOUNT
 OVER 30 DAYS
 OVER 60 DAYS
 OVER 90 DAYS
 OVER 120 DAYS
 AMOUNT DUE

 780.00
 0.00
 0.00
 0.00
 \$780.00

FINANCE CHARGES OF 1.50% PER MONTH

TERMS OF PAYMENT: Net 30

NPG NEWSPAPERS, INC.





NEWS TRIBUNE COMPANY 210 MONROE STREET JEFFERSON CITY: MO 65101

05/01/06 - 05/31/06 MISSOURI AMERICAN WATER

DUE UPON RECEIPT

59439

116.00

323.48

207.48

.00

.00

05/31/06

3268

ACCOUNTS PAYABLE DEPARTMENT MISSOURI AMERICAN WATER

PO BOX 5086

MT LAUREL NJ 08054-1108

210 MONROE STREET

PO BOX 420

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JEFFERSON CITY, MO 65102

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TOTAL P.01







Jennifer McCurley



Stephanie McCurley



Megan McGinnis



Leandra McGruder



Jili McIlwain



Sabrina McKechnie



Emily Meller



3124 W. Edgewood, Jefferson City, MO 573-636-9198 or 877-524-9928 www.ffcu4u.com



All your protection under one roof

PROUD TO BE YOUR AGENT 573-635-8864

Chris Deover, Agent 1304 Southwest Bloc



Missouri **American Water**



Have a question or a problem? Call our 24 Hour Customer Call Center 1-866-430-0820



Adam Meredith



Hermon Mehari





Matthew Mercer





Trevor Penno



Gary Stewart



Malinda Meredith



Glenn Merrell



1426 Creek Trail Dr., Jefferson City, MO 893-4979



Jct. C & Hwy. 179 - Jefferson City • 636-4373

Rte. MM, Sunrise Beach - 5 minutes from Porta Cima



Riverview Cemetery

"Caring for you and your loved ones"

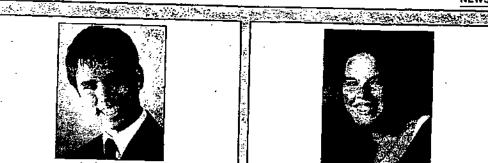
CANAL AT AN AN AND MANAGEMENT OF THE STATE O

2600 West Main

636-6713



NEWS TRIBUNE, Jefferson City, Missouri, Saturday, May 21



Jordan Gilbert



1511 Friendship Road 635-0019

JEHEISOH CIEV * COMMINIO - DICARCO 573.635.6196 • 573.442.6171 • 573.581.1640 www.williamskeepers.com



Casey Gilmore



Program for County Clerk, Rick Proffer 3UO (VIUIIUE 3UCC) Jefferson City, MO • 556-6606



Katherine Gredell



Drew Green



Get more in the exchange.

A DESIGN AND CONSTRUCTION COMPAN



Kiersten Grundstrom



Megan Rackers



Thomas Harlow



Zack Hernbuckle



Margaret Hansen



DENTISTRY WITH THE SOFT TOUCH

Talva Grundstrom, D.M.D. GENERAL DENTISTRY

573-634-4414

2022 WILLIAMS STREET, JEFFERSON CITY, MO 65109



Have a question or a problem? **Call our 24 Hour Customer Call Center** 1-866-430-0820



CREDIT UNION*

Personal, Banking, Service.



1815 Southwest E P.O. Box 104 Jefferson MO 65110-4 Phone: 573-635-8 Out of area: 1-877-MSC-M

AND THE PARTY OF T



March 1, 2006

News Release

For more information, contact: Ann Dettmer 314-996-2356 (ofc) or 314-623-3822 (cell) Ann.dettmer@amwater.com

Theater Group Will Teach Grade-School Students Important Water Lessons Next Week (March 6 – 14)

Missouri American Water has contracted with The National Theatre for Children, based in Minneapolis, Minnesota, to bring the "The Water Pirates of Neverland Ocean's 3-1/2!" live show to 12 elementary schools in the St. Louis area from March 6 to 14.

The presentation is part of Missouri American Water's education program for children.

The National Theatre for Children, a Minnesota-based national touring company, works with organizations to share their educational messages with students. Using simple sets and audience participation, the troupe will be presenting their program to more than 2,000 students in Missouri American Water's service areas this spring.

The shows shares information with students about the importance of water, using water wisely, and preventing pollution -- in a fun, interactive atmosphere.

NOTE TO EDITOR: Schedule attached. Excellent photo opportunity – interaction with kids, theatrical entertainment.

MISSOURI AMERICAN WATER COMPANY

Case No. WR-2007-0216

Please provide a list of all promotional giveaways handed out by the Company, by district, for the test year. Such giveaways would include; but not be limited to pens and pencils with the Company logo, rain gauges calendars; water bottles, umbrelles, etc. Provide the amounts and accounts charged for each item of group of items. Also, provide an explanation of any benefits that the Company obtains from these promotional giveaways. If available, make such promotional giveaways available for Staff to view.

District Name 🐼	Yendor Vendor	a-/Date	Amount	Bus. Unit	Object	・ ・ ・ Benefits to the Company * ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・
st, Joseph	American's Second Hand	October-05	\$225.38	170305	575220	Giveaways STJ Monopoly to benefit American's Second Hand
;	- ,					Floating containers and mini tool kits for expo to heighten brand
loplin	Direct Impact Marketing	December-05	\$2,400.00	171105	57 <u>5220</u>	awareness
St. Joseph	Direct Impact Marketing	April-06	\$1,727.00	170305	575220	Rain gauges for trade show to heighten brand awareness
loplin		-		_	-	Logo ducks for various community events to heighten brand
	Direct Impact Marketing	June-06	\$1,888.65	171105	575220	awareness
oplin						
	Direct Impact Marketing	February-06	\$110.08	<u>17</u> 1105	575220	Shipping Charges on Giveaway Items to Promote Brand Awareness
St. Louis	Cintas	May-96	\$409.92	170121	575220	Logo shirts to wear at Corporate Responsibility booths
					'	
,				!		American Cancer - Race for the Cure logo shirts for employees that
St, Louis	Cintas	April-06	\$115 <u>.</u> 13	170121	575220	volunteer their time to raise money for charitable organizations
				[American Heart Walk logo shirts for employees that volunteer their
St. Louis	Cintas	April-06	\$173.17	170121	575220	time to raise money for charitable organizations
<u></u>						Tee shirts for volunteers that worked on "Operation Clean Stream
	i	1	-	1		2005" - clean Meramec River - a source of supply for Missouri
St, Louis	Roman Art Screenprinters	Nov. 05	\$163.50	170121	57 <u>5030</u>	American Water Company - improves the environment.
Missouri State	Direct Impact Marketing	October-05	\$2,066.00	<u>1</u> 70105	534700	Logo ducks for Business Development and tradeshows
····				Ī		Missouri Ad to promote communication with businesses and
St. Louis	Direct Impact Marketing	August-05	\$715.00	170121	575030	customers served by Missouri American.

A sample of the premium items are being mailed under separate cover and include:

Assorted ducks, water bottle, leather portfoliio, floating container, mini-tool kit, mug and logo tee shirt.



Disallowd Dues & Donations

WR-2007-0216

DUES AND DONATIONS	
Totals per below from DR 0062	204,731
Totals Allocated from Corporate See (page 2)	39,651
Lobbying Portion of NAWC Dues (19.0% per DR-0066)	18,485
Total	262,867

Source: DR 0062 Payee	Reason Excl.	MAWC A/C Code	FERC G/L	BRU	JFC	JOP	MEX	PKW	SCH	SJO	STL	WAR	Corp	Total All
Individual AWWA	Duplicetive	F750:0	000.0	40=										10-
lemberships lo Rural Water Assoc	Duplicative Duplicative	575240 575280		137 201 338										137 201 338
apital Region Med oundation	Not Directly Reladed	575141	930.2		700									700
C High School PTO	Not Directly Related	575141	930.2		500									500
C Betterment Assoc	Duplicative	575280	921		1,200 100									1,200
	Duplicative													0
Carl Junction C of C leosho C of C	Membership Duplicative	575100 575280			_	100 525								100 525
Vildcat Glades &	Not Directly	575444	000.0		L	625								625
Audubon ndividual AWWA	Related	575141	930.2			50,000								50,000
Memberships (2)	Duplicative	575240	930.2			274								274
oplin Museum	Not Directly Related	575240	930.2		-	250								250
C of C	Charitable	575140	930.2		L	50,524	25							50,524 25
american Cancer Society	Charitable	575140	930.2				500							500
Mexico Ledger	Not Directly	575440	000.0				50							50
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/MCA	Charitable	575140	930.2				100							100
laycees	Duplicative	575240					53							53
Progress Mexico	Duplicative	575281	921			ŀ	1,228 250							1,228 250 0
AWWA Research														
Foundation (8) No Municipal League	Duplicative State Wide	575240 575240											31,222 275 31,497	31,222 275 31,497
_eadership Missouri	Duplicative	575280	921										300	300
MO C of C AWWA Individual	State Wide	575280	921										1,525	1,525
Memberships	Duplicative	575280	921										3,300 5,125	3,300 5,125
Platte County EDC	Duplicative	575281	921					500						500
Riverside Area C of C	Duplicative	575281	921					875						875
Rotary Club of Parkville	Duplicative	575281	921				г	510 1,885						510 1,885
AWWA Individual							L	1,000						1,000
Memberships (2)	Duplicative	575281	921					L	274					274 0
Mayor's Thanksgiving Roubidoux Middle	Charitable Not Directly	575140	930.2							120				120
School (9)	Related	575141								2,700				2,700
Optimist Clup	Charitable	575240								160 2,980				160 2,980
Midland Empire HBA	Duplicative Not Directly	575280	921							290				290
Mo Rural Water	Related	575280								25				25
MO EDC Leadership Missouri	State Wide Duplicative	575280 575280								125 300				125 300
SJO Construction Assoc	Not Directly	575280	921							275				275
SJO Country Club (12)	Related	575281	921						Г	7,814 8,829				7,814 8,829
Muscular Dyatrophy (2)		575140	930.2						_		250			250
Country Club of St. Albans (7)	Not Directly Related	575140	930.2								4,375			4,375
Nest St Louis C of C	Duplicative	575240	930.2								940			940
Mid County YMCA Open Space Council	Charitable Charitable	760100 760100									2,000 2,500			2,000 2,500
AWWA Research										[10,065	l		10,065
oudation	Duplicative	575280									5,659			5,659
Vater Environment Bridgeton Parks &	Duplicative Not Directly	575280	921.2								97			97
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Arts & Education 10000	Charitable	760100	930.2						730		9,270			10,000
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Albans w/ SCH 625	Related	575140						Į.	45 4,279	ſ	580 54,346	000		58,625
IDT Decest Committee												200		200
NPT Breast Cancer Total All	Charitable	575281	921	338	1,300	51,149	1,478	1,885	5,940	11,809	94,010	200	36,622	204,731

Missouri-American Water Company Disallowed Dues & Donations Case No. WR-2007-0216

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	575280 CC	AMER WATER WORKS LE		4:		Allowe	·
	575280 CC	AMERICAN BAR ASSN-ME		52		Allows	
	575280 CC	AMERICAN CHEMICAL SO		34		N/A	•
	575280 CC	AMERICAN COALITION FO	DRE 174	-	Disallov		What is this?
	575280 CC	AMERICAN PAYROLL	70	•	Disallov	N	What is this?
	575280 CC	AMERICAN WATER WORK		312	2 Allow	Allowe	đ
•	575280 CC	BBI INTERNATIONAL	10	-	Disallov		What is this?
	575280 CC	D&B DUN&BRAD\$TREET ,			Allow	N/A	•
	575280 CC 575280 CC	DAB MOS BRS MOR DESIGN BUILD INST	198	196		N/A	A
	575280 CC	DIVERSITY INC COM	39 0	39		- N/A N/A	See web printout
	575280 CC	FOREIGN CURRANCY FEE		1		N/A	
	575280 CC	ICC-PUBLIC UTILITIES	- .6	. '	Disallow		'L related
	575280 CC	KENDALLVILLE NEW SUN	2		Disallow		Indiana newspaper
	575280 CC	MISSOURI MUNICIPAL LEA		-	Disallow	/ Disallov	
	575280 CC	MISSOURI SOCIETY OF CE		101		Allowed	<u>,</u>
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	575280 CC	NSPE WEBPAGE	51 81	51 81		Allowed	How does this serve MO customers?
	575280 CC	ORGANIZATION DEVELOP		. "	Disaflow		What is this?
	575280 CC	PORTLAND CUSTOMER	85	_	Disation		What is this?
	575280 CC	SHRM ORG	46	45		Allowed	
	575280 CC	SOCIETY FOR HR MGMT	23	23		Allowed	
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	575280 CC	THE CORP EXEC BOA01 O		-	Disallow		
	575280 CC	THE MADISON PRESSO1 O	_	•	Disallow		Ohio newspaper
	575280 CC 575280 JE	TOWNNEWS COM Reclasses, accruais	10	•	Disallow		Newspaper support website
	575280 PS	AICAP	5,743 35	16	Disallow Allow	Allowed	Rol Wir Partner inv correct BU - 5780. What is this? Allow if receive explanation
	575280 PS	American Bar Association - P		75		Allowed	
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	575280 PS	Bar Association of Metropoliti			Allow		and the same of the same and depression)
	575280 PS	Boston College CCC	401	-	Disallow		What is this?
	575280 PS	ILCMA Regional Developmen		-	Disallow		Illinois related
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	575280 PS	Missouri Dept of Natural Reso		-	Diagnorm		Lobbying organization
,	575280 PS	NJ State Board of Accountant	cy 13	13	Allow	1	¥ •
	575280 P\$	Philadelphia Bar Assoc. PO/F	₹E 45	45	Allow		
	575280 PS	Sam's Club	45	-	Disallow		What is this?
	575280 PS 575280 PS	Secretary Board of Bar Exami			Allow		•
	575280 PV	St Clair County Bar Association American Water Works Assoc		30	Allow		÷
	575280 PV	AMWA	1,767	_	Disallow	Disallous	ed Assoc of Metropolitan Water Agencies - See description provided
	575280 PV	Bureau of national Affairs -R	242	242	Allow	DISCHOM	See web printout .
	575280 PV	Center for Advanced HR Stud		2,032		,	See web printout
	575280 PV	Chesterfield Chamber of Com			Allow	Allowed	The second secon
	575280 PV	Corporate Executive Board	1,819		Disallow		
	575280 PV	Creve Coeur-Olivette Chambe			Allow	Allowed	
	575280 PV 575280 PV	D & B DAMA Center Pennsylvania -	4		Allow		
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	575280 PV	Fisher-Brown Inc	13		Allow Disallow		what is this?
	575280 PV	Growth Association of SW Illin				Disallowe	adRiver Bend Community
	575280 PV	Leadership Missouri - remit	230		Disallow		odMO Chamber
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	575280 PV	Localgovnews.org	191	- 1	Wollsaid		Ifinois related
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	575280 PV	National Assoc of Reg Util Cor			Allow	Allowed	MEDA
	575280 PV	Northwest Chamber of Comme			Allow '		•
	575280 PV	Pensacola Area Chamber of Co			Disallow		Not ouslomer related
	575280 PV	RIA Group - remit	•				
	575280 PV	Sabrix	••				₹ C
	575280 PV 575280 PV	St Louis Post Dispatch - Subsc Telagraph - Alton - remit			Allow		
	575280 RI	Washington State Bar Asso	25 (4)		Disallow Allow ⊹	. 1	II. paper
	575280 ST	Sabrix no tax charged acr	(4) 15		Allow 🧃 Disallow		What is this?
	575280		48,917	10,960	DISTRICT		Autobi 12 Hildl
	•			1,200			
Corporate	575280		18,099	4,055	37%		Staff was unable to clearly identify the locations for acct 575280
SSU	575280	•	1,862	372	3%		Staff used a ratio based on totals for the locations
Çati Cente Panian	575280		2,343	525	5%		
Region	575280		26,813	6,008	55%		•
	•		\$ 48,917 \$	10,980	100%		
Corporate	575281 CC	(none)			Name II o	-	Ala deservation
Ragion	575281 CC	(none)	137 710		Disallow Disallow		No description
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