

Exhibit No.:
Issue: Advertising
Witness: LEASHA S. TEEL
Sponsoring Party: MoPSC Staff
Type of Exhibit: Direct Testimony
Case No.: EM-96-149
Date Testimony Prepared: April 12, 2002

MISSOURI PUBLIC SERVICE COMMISSION

UTILITY SERVICES DIVISION

DIRECT TESTIMONY

OF

LEASHA S. TEEL

FILED

APR 15 2002

Missouri Public
Service Commission

**UNION ELECTRIC COMPANY,
d/b/a AMERENUE**

CASE NO. EM-96-149

Jefferson City, Missouri
April 2002

****Denotes Proprietary Information****

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DIRECT TESTIMONY

OF

LEASHA S. TEEL

UNION ELECTRIC COMPANY

d/b/a AMERENUE

CASE NO. EM-96-149

Q. Please state your name and business address.

A. Leasha S. Teel, 815 Charter Commons, Suite 100B, Chesterfield, Mo.
63017.

Q. By whom are you employed and in what capacity?

A. I am a Regulatory Auditor for the Missouri Public Service Commission
(MoPSC or Commission).

Q. Please describe your educational background.

A. I graduated from Webster University in December 1998 with a Bachelor's
degree in Accounting.

Q. Have you previously filed testimony before this Commission?

A. Yes, I previously filed testimony in Case No. EC-2002-1, AmerenUE and
GR-2001-629, Laclede Gas Company.

Q. Have you made an investigation or study of the books and records of
AmerenUE (UE or Company) in Case No. EM-96-149?

A. Yes, in conjunction with other members of the Commission Staff (Staff).

Q. What is the purpose of your direct testimony?

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1 A. My direct testimony will discuss the Staff's adjustments to the calculation
2 of credits for advertising expense.

3 Q. What is the basis of Staff's proposal to adjust advertising expense in the
4 determination of the credits?

5 A. The Staff is proposing its adjustments respecting the third and final year of
6 the second AmerenUE experimental alternative regulation plan (EARP) in accordance
7 with the terms of the Stipulation And Agreements approved by the Commission in Case
8 Nos. ER-95-411, respecting the first AmerenUE EARP, and EM-96-149 respecting the
9 second EARP. The relevant terms from the Stipulation And Agreement approved in Case
10 No. ER-95-411 appear on pages 9 and 10 in sections 3.f.vi., 3.f.vii. and 3.f.viii. These
11 same sections also appear on pages 14 and 15 of the Stipulation And Agreement
12 approved in Case No. EM-96-149. These sections state that:

13 7.f.vi.: If Staff, OPC or other signatories find evidence that
14 operating results have been manipulated to reduce
15 amounts to be shared with customers or to misrepresent
16 actual earnings or expenses, Staff, OPC or other
17 signatories may file a complaint with the Commission
18 requesting that a full investigation and hearing be
19 conducted regarding said complaint. UE shall have the
20 right to respond to such request and present facts and
21 argument as to why an investigation is unwarranted.

22 7.f.vii.: UE, Staff, OPC and other signatories reserve the right to
23 bring issues which cannot be resolved by them, and
24 which are related to the operation or implementation of
25 the New Plan, to the Commission for resolution.
26 Examples include disagreements as to the mechanics of
27 calculating the monitoring report, alleged violations of
28 the Stipulation and Agreement, alleged manipulations of
29 earnings results, or requests for information not
30 previously maintained by UE. An allegation of
31 manipulation could include significant variations in the
32 level of expenses associated with any category of cost,
33 where no reasonable explanation has been provided. The
34 Commission will determine in the first instance whether a

1 question of manipulation exists and whether that question
2 should be heard by it.

3 7.f.viii. Staff, OPC and other signatories have the right to present
4 to the Commission concerns over any category of cost
5 that has been included in UE's monitoring results and has
6 not been included previously in any ratemaking
7 proceeding.

8 I would also note that the Reconciliation Procedure, Attachment C, Section 2.g. is
9 relevant and states, in part, that:

10 UE/Staff/OPC reserve the right to petition the Commission for
11 resolution of disputed items relating to the operation or
12 implementation of this Plan.

13 Q. What are the disputed adjustments you are sponsoring which appear on
14 Accounting Schedule 8, Adjustments to Income Statement?

15 A. I am sponsoring the following Income Statement adjustments:

16 Advertising expense S-10.1 and S-12.2

17 **ADVERTISING**

18 Q. Please explain adjustments S-10.1 and S-12.2.

19 A. Adjustments S-10.1 and S-12.2 reflect the disallowance of advertising
20 costs as defined below.

21 Q. Please explain the history of such adjustments before the Commission.

22 A. The Commission, in its Report And Order in Case Nos. EO-85-185 and
23 EO-85-224, involving Kansas City Power & Light Company (KCPL), adopted the
24 ratemaking treatment proposed by the Staff, which separates advertisements into five
25 categories and provides separate rate treatment for each category. The five categories of
26 advertisements recognized by the Commission for purposes of this approach are:

27 (1) General -- informational advertising that is useful in the
28 provision of adequate service;

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- 1 (2) Safety – advertising that conveys the ways to safely use
2 electricity and to avoid accidents;
- 3 (3) Promotional – advertising used to encourage or promote the
4 use of electricity;
- 5 (4) Institutional – advertising used to improve AmerenUE’s
6 public image; and
- 7 (5) Political – advertising, that is associated with political
8 candidates or issues.

9 The Commission adopted these categories for advertisements because it believed
10 that a utility’s revenue requirement should: (1) always include general and safety ads,
11 provided such costs are reasonable; (2) never include the cost of institutional or political
12 ads; and (3) include the cost of promotional ads only to the extent that the utility can
13 provide cost justification for the ads. [KCPL, Report And Order, 28 Mo.P.S.C. (N.S.)
14 228, 269-71 (1986)].

15 Q. Has this standard been used in more recent cases before the Commission?

16 A. Yes. The Commission has upheld the KCPL standard in numerous cases
17 since 1985, most recently in Case No. GR-99-315, Laclede Gas Company.

18 Q. Please discuss the examination performed by the Staff of AmerenUE’s
19 advertising expenditures.

20 A. The Staff performed a review of each advertisement sponsored in whole or
21 in part by AmerenUE that was expensed during the sharing period for the twelve months
22 ending June 30, 2001.

23 Q. How did the Staff determine each advertisement’s classification under the
24 KCPL standard?

25 A. Each advertisement was reviewed to determine which of the following
26 “primary messages” the advertisement was designed to communicate: (1) the

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

5 Q. Have you attached the advertisements that you describe in this testimony?

6 A. Yes, I have attached as Schedule 1 to my direct testimony every
7 advertisement that AmerenUE has provided to the Staff.

8 Q. How has the Staff treated general and safety advertising?

9 A. The Staff made no adjustments to test year expense associated with the
10 advertisements that it classified as general or safety advertising, except for those
11 advertisements Staff classified as errors in booking.

12 Q. Why did the Staff disallow certain advertisements classified as errors in
13 booking?

14 A. The Staff disallowed advertisements that were classified as errors in
15 booking because they pertained to AmerenUE's natural gas operations, but were
16 allocated by the Company to Missouri electric operations. These advertisements clearly
17 should have been allocated in their entirety to Missouri gas operations. Missouri electric
18 customers should not have to pay for an advertisement unrelated to electric service.

19 Q. How has the Staff treated promotional advertising?

20 A. The Staff did not classify any advertisements by AmerenUE as
21 promotional during the third sharing credit period of the second EARP.

22 Q. How has the Staff treated institutional advertising?

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1 A. The Staff has removed the expenses for institutional advertisements from
2 the test year. Institutional (or goodwill) advertising is designed to enhance AmerenUE's
3 public image. This form of advertising is not necessary for AmerenUE to provide safe
4 and adequate service. The Staff believes that this type of image enhancement advertising
5 only benefits the shareholders of the utility.

6 Q. Please give a list of advertisements that the Staff classified as institutional.

7 A. Advertisements regarding the following:

- 8 • SmartLights
- 9 • Holiday-"Snowman"
- 10 • Bump in the Night
- 11 • Environmental-"Yours & Ours"
- 12 • Jane and Fred/Direct Pay (Tree of Lights)
- 13 • Scholarship Awards/"We're Happy"
- 14 • Adopt-the-Shoreline cleanup program/"Save Your Life"
- 15 • GreenLeaf Power Plants
- 16 • The Repertory Theatre
- 17 • Dance St. Louis
- 18 • Fox Theatre
- 19 • Sheldon Concert Hall
- 20 • St. Louis Symphony Opera
- 21 • Edison Theatre
- 22 • St. Louis Rams
- 23 • St. Louis Cardinals
- 24 • St. Louis Blues
- 25 • Gateway International
- 26 • Family Arena
- 27 • Missouri River Otters
- 28 • St. Louis Art Fair
- 29 • Black Repertory Theatre
- 30 • The Muny
- 31 • Urban League
- 32 • The Opera Theatre of St. Louis
- 33 • Fair St. Louis Family Fun Village
- 34

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1 The above advertisements were classified as institutional and disallowed. The
2 Staff does not believe that AmerenUE's involvement and sponsorship of these
3 organizations justifies recovery of these advertising expenses from ratepayers.

4 Q. Please provide a brief description of some examples of the above-
5 mentioned institutional programs.

6 A. The SmartLights program, as stated in AmerenUE's advertisements,
7 "provides funds to help qualified not-for-profit and community groups buy energy
8 efficient public lighting."

9 As listed above in their advertisement, "We're Happy"/Scholarship Awards,
10 AmerenUE funds several college scholarships through the scholarship awards programs
11 to needy and qualified students.

12 The Adopt-the-Shoreline clean-up program, as stated in AmerenUE's
13 advertisement helps "the effort to keep the Lake of the Ozarks shoreline safe and clean."
14 AmerenUE supplies the trash bags and up to \$200 for trash disposal.

15 Q. Why does the Staff believe that AmerenUE's advertising, for other
16 organizations listed previously in this testimony, should not be recovered from ratepayers
17 as the cost of institutional (goodwill) advertising expense?

18 A. The Staff believes that expenditures related to the above-mentioned
19 organizations are not required to provide safe and adequate service and, therefore, the
20 ratepayers should not have these expenditures included in their rates. This type of image-
21 enhancement advertising only serves to benefit the shareholders of the utility.
22 Furthermore, this type of advertising would require the ratepayers of AmerenUE to

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1 contribute, through customer rates, to programs or activities to which the customer may
2 be opposed.

3 Q. How much did AmerenUE spend on institutional advertising during the
4 sharing period?

5 A. **

6 **

7 Q. What advertising media constitute the majority of the "institutional
8 advertising" dollars?

9 A. **

10 ** Sponsorship
11 advertisements are signs prominently displayed at the major St. Louis sporting venues:
12 Busch Stadium, the Edward Jones Dome and the Savvis Center.

13 Q. Did AmerenUE fund any political advertising in the test year?

14 A. No.

15 Q. Is advertising specifically addressed in the EARP?

16 A. Yes, advertising expense is addressed in the reconciliation procedure,
17 which is Attachment C to the Stipulation And Agreement from Case No. EM-96-149
18 (Stipulation And Agreement). Specifically the reconciliation procedure states that when
19 calculating the amount of sharing credits to be credited to customers, \$250,000 of
20 goodwill advertising expense will be eliminated from the income statement. This
21 \$250,000 amount was based at the time of the Stipulation And Agreement in Case No.
22 ER-95-411 and Case No. EM-96-149 on the level of institutional/goodwill advertising

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1 UE incurred in the then most recently litigated rate/earnings complaint case under
2 traditional regulation (Case No. EC-87-114).

3 Q. Does the Staff believe it is prohibited by Attachment C of the Stipulation
4 And Agreement from making an adjustment to eliminate all goodwill advertising from
5 the calculation of sharing credits?

6 A. No. As I mentioned previously in this testimony, Sections 7.f.vi. and
7 7.f.vii of the Stipulation And Agreement state:

8 7.f.vi.: If Staff, OPC or other signatories find evidence that
9 operating results have been manipulated to reduce
10 amounts to be shared with customers or to misrepresent
11 actual earnings or expenses, Staff, OPC or other
12 signatories may file a complaint with the Commission
13 requesting that a full investigation and hearing be
14 conducted regarding said complaint. UE shall have the
15 right to respond to such request and present facts and
16 argument as to why an investigation is unwarranted.

17 7f.vii.: UE, Staff, OPC and other signatories reserve the right to
18 bring issues which cannot be resolved by them, and
19 which are related to the operation or implementation of
20 the New Plan, to the Commission for resolution.
21 Examples include disagreements as to the mechanics of
22 calculating the monitoring report, alleged violations of
23 the Stipulation and Agreement, alleged manipulations of
24 earnings results, or requests for information not
25 previously maintained by UE. An allegation of
26 manipulation could include significant variations in the
27 level of expenses associated with any category of cost,
28 where no reasonable explanation has been provided.

29 I also identified above as relevant Section 2.g of the Reconciliation Procedure,
30 Attachment C which contains language similar to Section 7.f.vii. The current level of
31 goodwill advertising is over five times the amount provided for in the Stipulation And
32 Agreement. The Staff believes that this increase is a significant variation in advertising
33 expense for which no reasonable explanation has been provided. This increase represents

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1 a manipulation of earnings as covered in the Stipulation And Agreements.

2 Q. Has the Company provided an explanation for the increase in advertising
3 expense?

4 A. In the third sharing period of the second EARP, the Company provided an
5 answer to Staff Data Request No. 52. The data request response states that the
6 advertising expense has increased due to "building awareness and recognition of the
7 Ameren name throughout the Union Electric territory." All advertisements have the
8 Ameren logo, the text AmerenUE, and/or the saying we're always there. Another stated
9 reason for the increase was due to sponsoring many programs classified as institutional
10 like the Mid-America Holiday Parade/Christmas in St. Louis, Fair St. Louis Family Fun
11 Village, SmartLights, GreenLeaf, the Scholarship program, and development of the
12 Adopt-the-Shoreline cleanup.

13 Q. How long have UE and Central Illinois Power Company (CIPSCO)
14 existed as Ameren?

15 A. Since January 1, 1998. As of July 1, 2000 the Ameren name has been in
16 existence for over two years. The Staff believes that is a more than an adequate time
17 period for name recognition and awareness amongst Ameren's customers. Therefore, the
18 Staff believes that this is not a reasonable explanation for the rising cost of advertising
19 expense.

20 Q. Why does the Staff believe that these organizations, and Ameren's
21 involvement in them, is not a reasonable explanation including this increase in the
22 cost/amount of goodwill advertising for the calculation of credits?

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1 A. The Staff believes that the above-mentioned organizations are not required
2 to provide safe and adequate service and, therefore, the cost of the related advertising
3 should not be included in the calculation of credits. These types of image enhancement
4 advertising only serve to benefit the shareholders of the utility. The mere fact that the
5 level of expense has increased is not a reasonable explanation for inclusion in the
6 calculation of credits.

7 Q. What is the potential risk if the Company is only required to eliminate
8 \$250,000 per year for goodwill advertising during the EARP?

9 A. The Company would essentially have a "blank check" to spend as much as
10 it wants to on goodwill advertising during the EARP. UE spent ** ** on
11 goodwill advertising during the third sharing period of the second EARP after the
12 elimination of the agreed upon \$250,000 per year for goodwill advertising. The
13 Stipulation And Agreements indicate that when the \$250,000 amount was determined, it
14 was not contemplated that the level of goodwill advertising would escalate to over five
15 times that amount in only four years. The \$250,000 amount was initially agreed upon
16 prior to the announcement of the UE-CIPSCO merger and the Stipulation And
17 Agreement respecting the second EARP was filed with the Commission just after the
18 conclusion of the first year of the first EARP. Furthermore, as has been previously
19 discussed, the Commission has traditionally shielded ratepayers from funding these
20 expenses by disallowing all institutional/goodwill advertising from customers' rates. The
21 Staff does not believe that alternative regulation is intended to provide a mechanism that
22 would require ratepayers to fund costs that have traditionally been disallowed by the
23 Commission.

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1 Q. Does this conclude your direct testimony?

2 A. Yes it does.

BEFORE THE PUBLIC SERVICE COMMISSION

OF THE STATE OF MISSOURI

In The Matter Of The Application Of Union)
Electric Company For An Order Authorizing: (1))
Certain Merger Transactions Involving Union)
Electric Company; (2) the Transfer of Certain)
Assets, Real Estate, Leased Property, Easements)
And Contractual Agreements To Central Illinois)
Public Service Company; And (3) In Connection)
Therewith, Certain Other Related Transactions.)

Case No. EM-96-149

AFFIDAVIT OF LEASHA S. TEEL

STATE OF MISSOURI)
)
) ss.
COUNTY OF COLE)

Leasha S. Teel, being of lawful age, on her oath states: that she has participated in the preparation of the foregoing Direct Testimony in question and answer form, consisting of 12 pages to be presented in the above case; that the answers in the foregoing Direct Testimony were given by her; that she has knowledge of the matters set forth in such answers; and that such matters are true and correct to the best of her knowledge and belief.

Leasha S. Teel
Leasha S. Teel

Subscribed and sworn to before me this 11th day of April 2002.

Toni M. Charlton



TONI M. CHARLTON
NOTARY PUBLIC STATE OF MISSOURI
COUNTY OF COLE
My Commission Expires December 28, 2004



PO BOX 66529
SAINT LOUIS MO 63166-6529



PO BOX 66529
SAINT LOUIS MO 63166-6529



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System 24
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System 24
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Customer
Mailing



2001

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It's our commitment to being a company you can count on to help you and your community. That's been our mission since the first day of business 99 years ago. See the back for a few more of our convenient services.

Payment Options give you a variety of choices. Budget Billing distributes your monthly payments evenly. And, Direct Pay automatically makes your monthly payment from your bank account.

You can even view and pay your bill via the Internet. For more information, or to enroll, go to www.ameren.com.

To order a payment options brochure, call 314-342-1111 (Metro St. Louis) or 1-800-552-7583 (outside metro area).

Dollar More helps over 82,000 local low-income families pay their energy bills. The collected funds are distributed through United Way. To give, check the "Dollar More" box on your bill, or send tax-deductible contributions to P.O. Box 14507, St. Louis, MO 63178-0507.

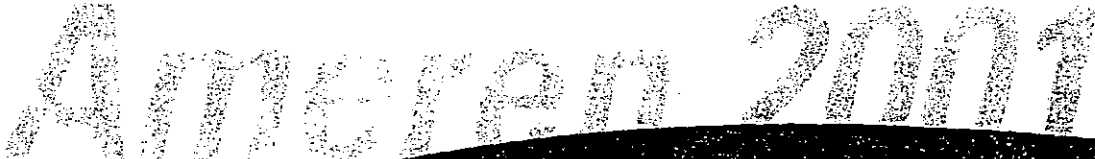
Customer Service Center for billing and general inquiries is available from:

Monday through Friday: 6 a.m. to 10 p.m.
Saturday: 7 a.m. to 5 p.m.

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Address Labels Enclosed. Use your set of our always-popular labels to make mailing your AmerenUE payment easier than ever.

Questions? For more information on AmerenUE services, call 1-800-552-7583 or visit www.ameren.com.



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R O D G E R S



T O W N S E N D

Ameren
Smart Lights/UE Version
"Slide"
5/4/98

ANNCR: Why does AmerenUE provide funds to help communities

light up public areas at night?

Because sometimes there's just not enough hours in the day.

(SUPERS)

The Smart Lights program. Helping communities improve public
lighting. AmerenUE. We're Always There.

R O D G E R S



T O W N S E N D

TV

AMERENUE

Do The Right Thing

"Lightbulb/Thermostat"

1/18/00 As Produced

:15

BOY: Sponsored by Ameren UE.

GIRL: Who reminds you to do the right thing by conserving energy.

Use energy efficient lightbulbs.

BOY: Set your heating thermostat at the lowest comfortable setting.

BOTH: Do the right thing. Conserve energy.

R O D G E R S



T O W N S E N D

TV

AMERENUE
Do The Right Thing
"Lightswitch/Stove"
1/18/00 As Produced
:15

BOY: Sponsored by Ameren UE.

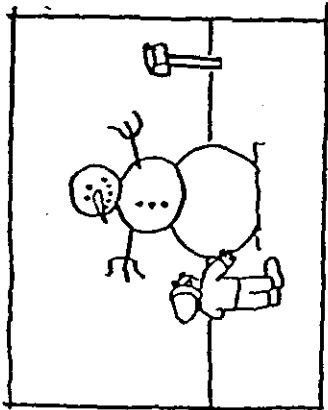
GIRL: Who reminds you to do the right thing by conserving energy.

Turn off the lights when you leave the room.

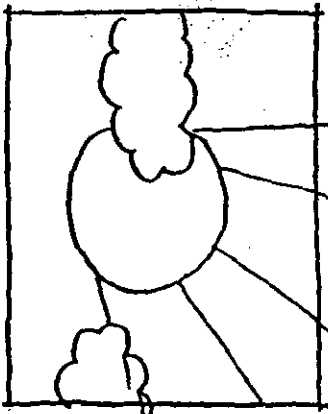
BOY: Buy appliances with high energy efficiency ratings.

BOTH: Do the right thing. Conserve energy.

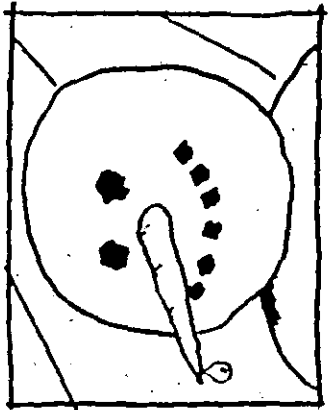
Ameren (The Saint Louis Electric Company) Holiday TV :30



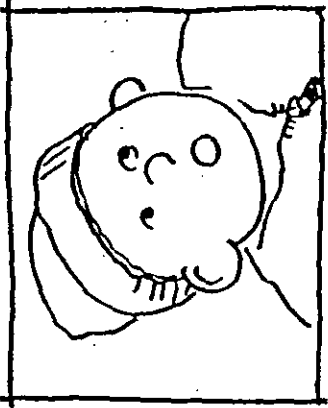
open on kid (six to nine years old?) putting the finishing touches on snowman



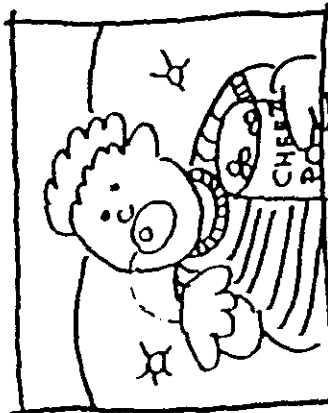
as he positions the last charcoal button on a drop of water hits his hand—he looks up and we cut to see the sun breaking through the clouds



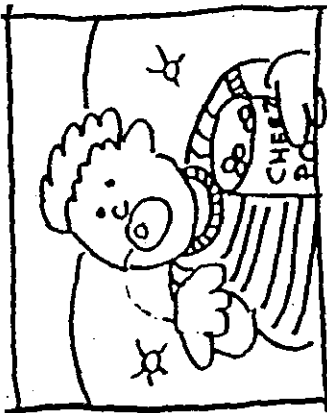
cut to snowman headshot, a droplet of water catches the sunlight at the end of his already slumping carrot nose



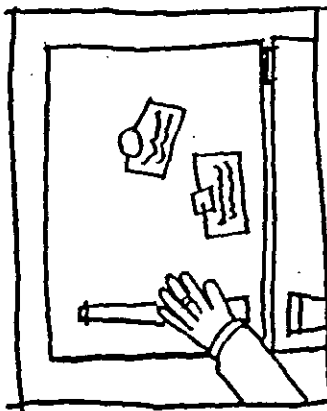
cut back to kid, his face shows concern then he hatches a plan and trots off toward the house—as the sound of his footsteps through the snow fade,



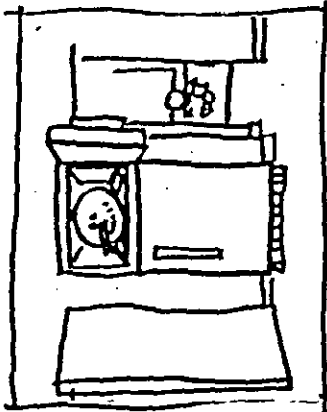
we cut to later that evening—it's the same kid eating cheese puffs on the couch watching TV



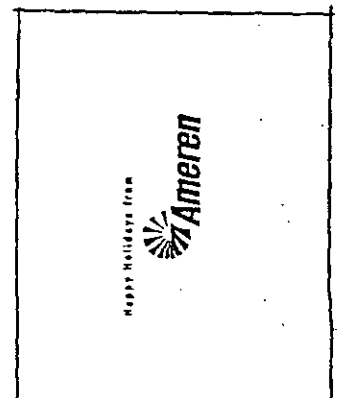
as she begins to pull we cut back to kid on couch just as we hear a startled shriek from the kitchen—the kid momentarily pauses, then resumes munching his puffy, cheesy snacks



we cut to the kitchen where we see his mom reaching for the freezer door handle



a cut back to the kitchen reveals an open freezer compartment with the snowman's head wedged in amongst the frozen peas and ice cream sandwiches.



cut to end card.

Happy holidays from Ameren.

R O D D G E R S



T O W N S E N D

TELEVISION

AMEREN
4th Quarter TV
"Bump In The Night/UE"
:30

TIGHT ON SERIES OF NIGHTLIGHTS.

VO: At AmerenUE, we have programs in place to help the environment...
improve neighborhood safety...attract new businesses and jobs...
even help students pay for college.
But of course, all that's nothing compared to our ability to chase away
things that go bump in the night.

CUT TO LOGO AND TAG.

VO: AmerenUE. We're always there.

R O D G E R S



T O W N S E N D

TELEVISION

Ameren
Environmental TV
"Yours and Ours" :30
4/15/99

OPEN ON KIDS OUTDOORS. DISSOLVE THROUGH VARIOUS SCENES OF
KIDS RUNNING, JUMPING, PLAYING AND ENJOYING NATURE.

VO: Your kids climb the same trees as ours.

 Yours play in the same streams as ours.

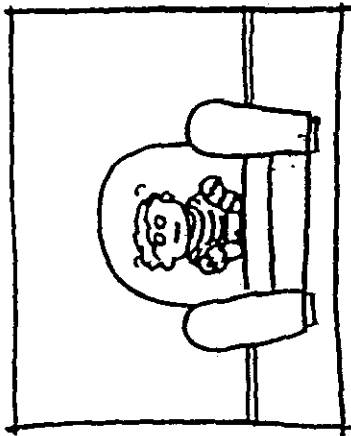
 Yours breathe the same air as ours.

 So, when we tell you Ameren is doing everything we're asked—and
 more—to protect the environment, you don't have to look far to see
 the reasons why...

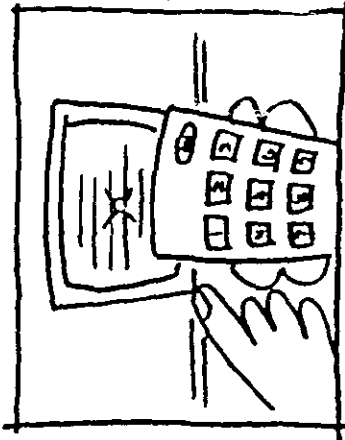
 ...yours and ours.

SUPER: AmerenUE (AmerenCIPS)

AmerenUE - Do the Right Thing Ice Cream Truck :15



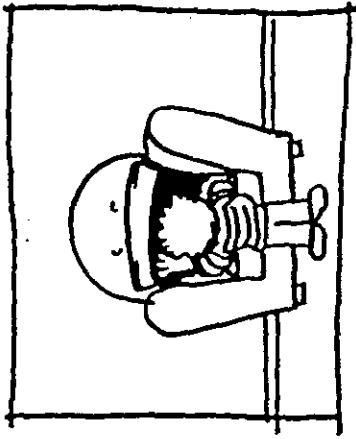
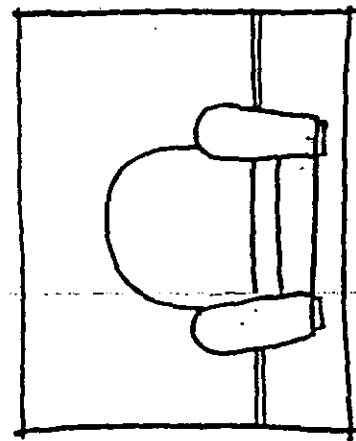
Open to a kid sitting in an overstuffed chair. He's pretty entranced by TV as it's just another lazy summer afternoon. In the distance we hear the unmistakable music of the ice cream truck. Our kid reacts subtly at first, making sure he's hearing what he's hearing. Then, in a mad scramble, he bounds out of the chair and trots out of frame.



aims it at the TV and turns it off.

Then off he goes again in pursuit of the ice cream truck.

VO: Ameren reminds you that conserving energy is a great way to do the right thing.



As his excited footsteps trail away, we hear the front door opening. And then, curiously, we hear the kid running back. He wrestles the seat cushion up (maybe cut to a under the cushion shot of coins, lint, a long lost corn chip, then the remote control for the TV), he grabs the remote,



SUPER : Ameren logo

SCRIPT

"DELIVERY"

**SFX: SOUNDS ASSOCIATED WITH A LABOR AND DELIVERY ROOM
AT A HOSPITAL.**

Beep...beep...beep...

DAD: Remember the short breaths? Just short breaths.

Beep...beep...beep...

NURSE: She's doing fine.

Beep...beep...beep...

DAD: What about a focal point? Do you have your focal point?

Beep...beep...beep...

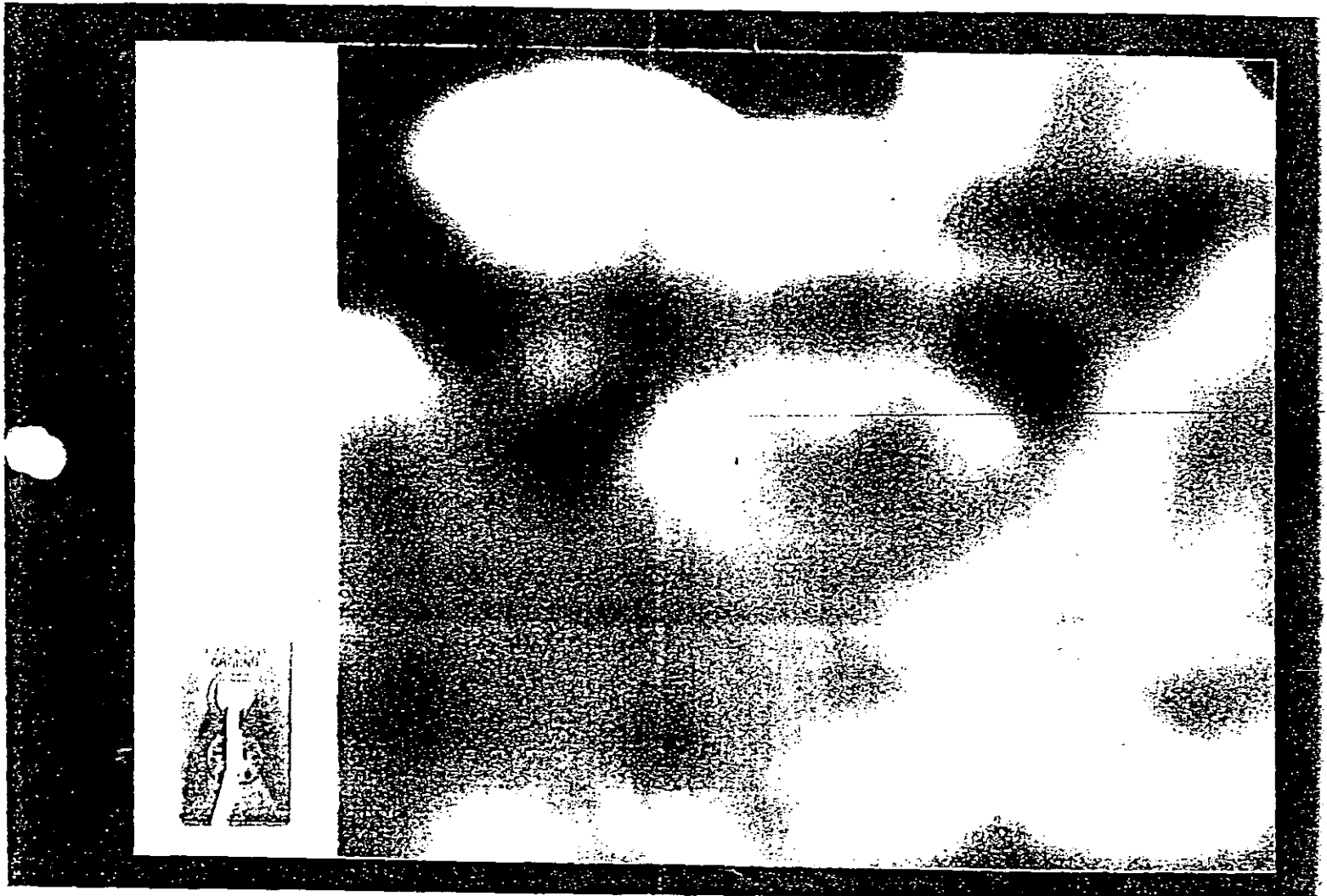
DOCTOR: Okay...Let's do this. You about ready?

DAD: She's looking for her focal point.

NURSE: She's ready.

DOCTOR: Okay...

VO: Life. Powered by Ameren.
AMEREN LOGO UP



SCRIPT

"GARAGE BAND"

**SFX: SOUNDS ASSOCIATED WITH TEENS PLAYING ELECTRIC
INSTRUMENTS IN THEIR GARAGE**

(DRUM SOLO IN PROGRESS)

(SCREECHING GUITAR ENTERS)

(VOCALS ENTER)

(SCREECHING GUITAR CONTINUES)

(WITH A CRASH, SONG ENDS)

GUY 1: Cool. Let's do it again.

GUY 2: Yeah.

(SCREECHING GUITAR)

**VO: Life. Powered by Ameren.
AMEREN LOGO UP**



SCRIPT

"ALARM CLOCK"

SFX: SOUNDS ASSOCIATED WITH SOMEONE IN BED, BESIDE HIS BEDROOM WINDOW, AT DAWN.

ZZZZZZZZ...

ZZZZZZZZ...

ZZZZZZZZ...

DOG BARK IN DISTANCE

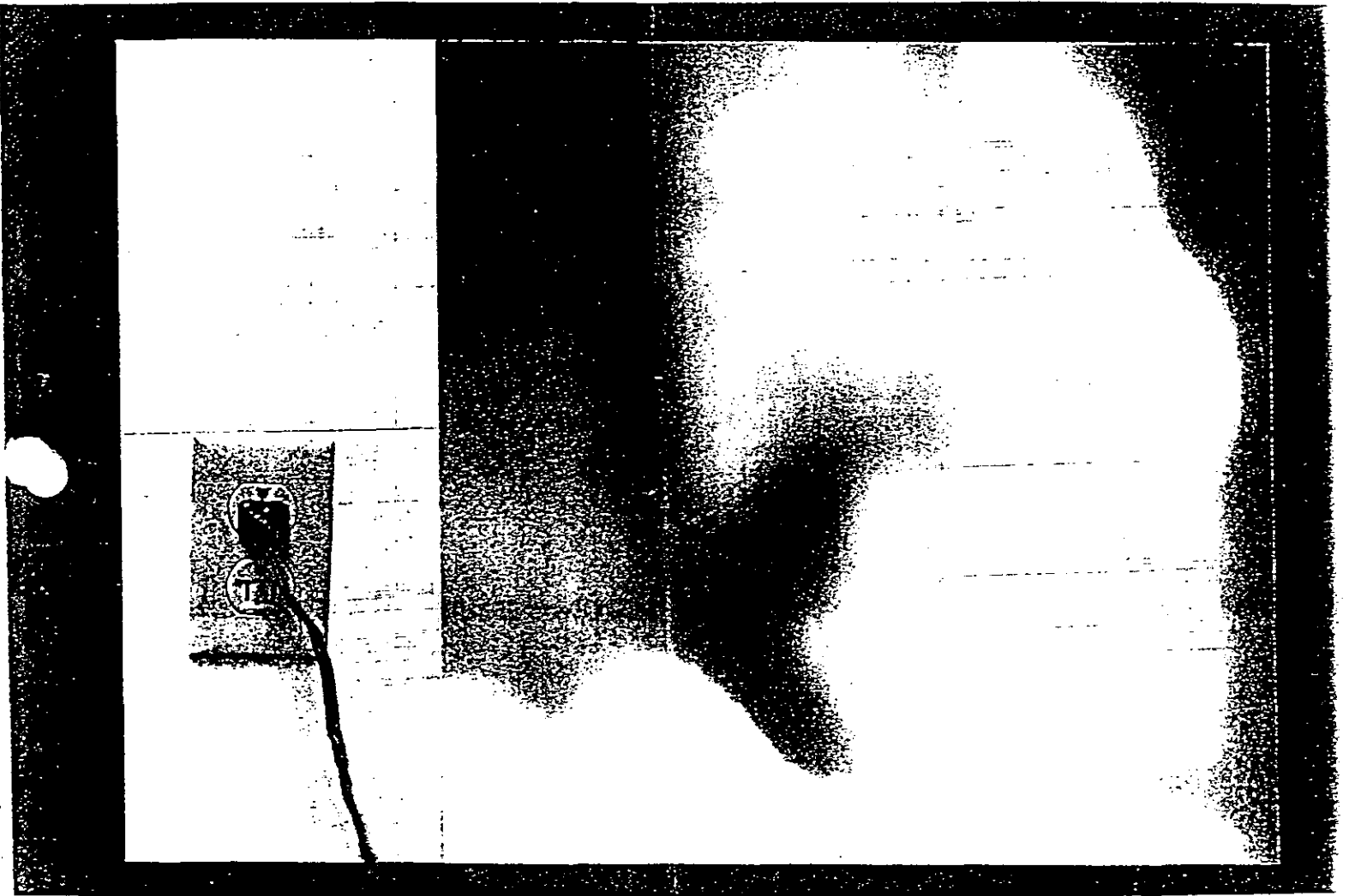
ZZZZZZZZ...

ZZZZZZZZ...

CLOCK RADIO: CLICK! "...but first let's go to Skycopter 7. Franko? How's it look out there?"

MAN SITS UP: Ugghhh...

VO: Life. Powered by Ameren.
AMEREN LOGO UP



R O D G E R S



T O W N S E N D

AMERENUE
"SmartLights Outfield/Concert"

:60

7/16/99

As produced

SFX: NIGHTTIME AMBIENCE; ALUMINUM BAT HITS BALL

GUY: I got it . . . I got it. I got it. I . . .

SFX: BALL HITS HIM ON THE HEAD; HE HITS THE GROUND;
CROWD GOES "Ooooooh."

GUY: . . . got it.

ANNCR: If there's a park, ballfield, playground or other public space in your community that could use better lighting, have your neighborhood group or not-for-profit organization call AmerenUE to apply for a SmartLights grant. Call 1-800-552-7583. AmerenUE. (MUSIC)
We're always there.

[PAUSE]

SFX: NIGHTTIME AMBIENCE; CLASSICAL MUSIC

MAN: (Sigh) These Concerts in the Park are so romantic. Being here with you. Under the stars. Barely enough moonlight to see. And yet, I feel your presence next to me. Breathing the same air. Our inner spirits perfectly aligned. Oh, Sally . . .

MAN2: Sally? Who's Sally? Let go of my hand! Security!

ANNCR: If there's a park, ballfield, playground or other public space in your community that could use better lighting, have your neighborhood group or not-for-profit organization call AmerenUE to apply for a SmartLights grant. Call 1-800-552-7583. AmerenUE. (MUSIC)
We're always there.

**AMERENUE****"SmartLights Night Vision/Pepper"****:60****7/16/99****As produced****SFX: DOORBELL****WOMAN: Oh, it's the good-looking guy I met at the park last night!****SFX: OPENS DOOR****WOMAN: GASPS; GROANS****SFX: SLAMS DOOR****ANNCR: If there's a park, ballfield, playground or other public space in your community that could use better lighting, have your neighborhood group or not-for-profit organization call AmerenUE to apply for a SmartLights grant. Call 1-800-552-7583. AmerenUE. (MUSIC)
We're always there.****[PAUSE]****SFX: DOOR OPENS; CLOSES; DOG PANTING, COLLAR JINGLING****WOMAN: Good boy, Pepper. You like walking in the park at night, don't you? Yes, you do. Oh, you're such a good boy. Hold on, let me turn on the light.****SFX: PULLS CORD ON LAMP****WOMAN: Hey. You're not Pepper. (SFX: Grrrrr.)****ANNCR: If there's a park, ballfield, playground or other public space in your community that could use better lighting, have your neighborhood group or not-for-profit organization call AmerenUE to apply for a SmartLights grant. Call 1-800-552-7583. AmerenUE. (MUSIC)
We're always there.**

R O D G E R S



T O W N S E N D

RADIO

Ameren
Direct Pay/Tree of Lights
"Jane and Fred" :60
REVISED 11/1/99

(HOLIDAY MUSIC UP AND UNDER)

ANNCR 1: Thanks to the time she saved using Direct Pay to pay her AmerenUE bill, at a holiday party last year, Jane was able to linger just long enough under the mistletoe for Fred to notice. (SFX: LIP SMACK)

Well, as you can imagine, that innocent peck on the cheek ignited love's eternal flame. Jane and Fred started dating, talk of marriage soon followed, a date was set, Jane picked out a dress, Fred bought the rings, the ceremony was beautiful, the honeymoon was great, they bought a house, moved in, and are now expecting twins any day now...all thanks to Direct Pay from AmerenUE.

Of course, we're not saying that the time you save having your AmerenUE bill paid directly from your checking or savings account thanks to Direct Pay will change you life the way it did Jane and Fred's...but you never know. (SFX: LIP SMACK)

ANNCR 2: Sign up for Direct Pay before January 31st, 2000, and AmerenUE will donate \$10 to the Salvation Army Tree of Lights. To sign up—and help the Salvation Army—call 1-800-555-5555.

AmerenUE. We're always there.

Ameren Radio"Powered By Ameren/Mildred"

SFX: (VARIOUS SOUNDS FROM AN OLD TV SHOW, CUT TOGETHER, BACK TO BACK. WE HEAR THE HOST OF THE SHOW, AND OLD MUSIC THAT IS ALWAYS SWEET, GENTLE AND POLITE.)

VO: (SONG ENDS)

VOICE: Thank you, thank you, bootiful, bootiful. Now your favorite, Hans and his alpine horn!

SFX: (APPLAUSE)

SFX: (MUSIC CHANGES TO A TANGO)

SFX: (MUSIC CHANGES TO SALSA)

SFX: (MUSIC CHANGES TO A CHA-CHA-CHA)

VOICE: "Let's welcome Doug Davis, singing, *You're Not Just My Pal, You're My Gal.*"

SFX: (APPLAUSE)

VO: Mildred looks forward to one thing every day.

VOICE: "It's the Lawrence Lanier Hour, with the Lady Lanier Singers and their guests!" (THEME MUSIC BEGINS)

VO: Reruns of the Lawrence Lanier Hour, filmed live from the Crystal Ballroom in Flynt, Michigan.

SFX: SINGERS: Oh melancholy moon, did you see us kissing...
Under the bamboo tree...

VO: Mildred's weeknights. Powered by television.
Television. Powered by AmerenUE/CIPS.

VOICE: You folks at home! Let's all sing along!

Ameren Radio"Powered By Ameren/Fran's/Revised"

SFX: SOUNDS OF A BUSY DINER ON SATURDAY MORNING.

SIZZLING SKILLETS...TOASTERS POPPING UP... .

JUKEBOX PLAYING...

AND ONE WAITRESS YELLING ORDERS BACK TO THE COOKS.

FRAN: You're finished, Pete. Goodbye.

ROB: Morning, Fran.

FRAN: Hurry up.

ROB: Pancakes, bacon...

FRAN: Got sausage.

ROB: Wheat toast...

FRAN: Got white.

ROB: And a glass of grapefruit juice.

FRAN: (YELLING) A number 4 with Orange!

VO: Rob starts ever Saturday with breakfast at Fran's.

GUY2: Can I get some more coffee?

FRAN: Forget it.

VO: For his weekly dose of her famous pancakes.

FRAN: Number 4!

VO: And her award-winning personality.

ROB: *Fran...I'm still hungry.*

FRAN: *You don't say.*

ROB: *Could you bring me some hash browns?*

FRAN: *No. Got fries.*

ROB: *Could you bring me some cereal?*

FRAN: *No. Got grits.*

ROB: *Anything you'd recommend?*

FRAN: *Sure.*

ROB: *What's that?*

RAN: *The bill.*

ROB: *I'll take it.*

VO: Saturday mornings. Powered by Fran's.

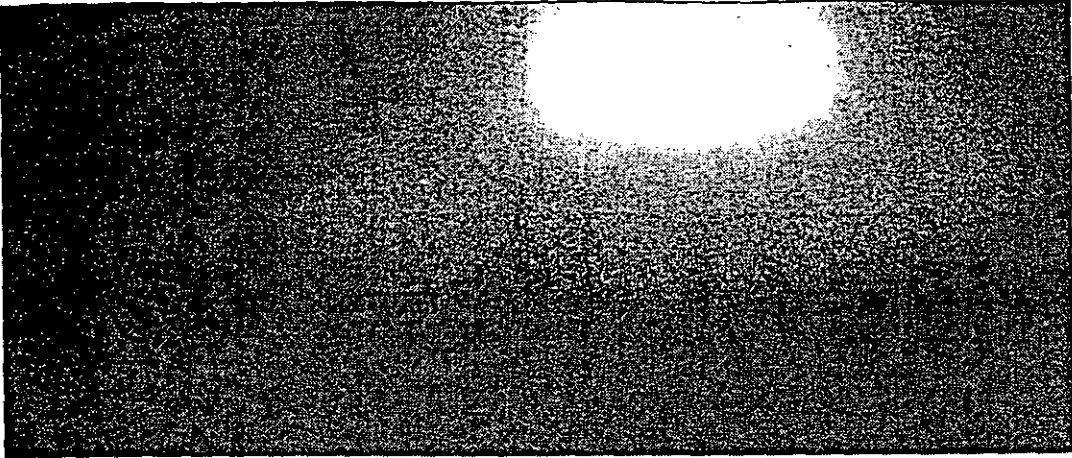
FRAN: *You've got a napkin for a reason.*

VO: Fran's. Powered by AmerenUE/CIPS.

ROB: *Thanks Fran.*

FRAN: *Sure. Here's a mint. There's the door.*

ROB: *Oky-doke.*

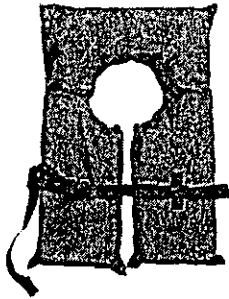


*Your community's
nightlight.*

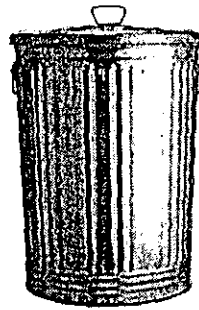
AMERENUE SMARTLIGHTS PROGRAM.

We're not promising to play watchdog in the public areas you enjoy the most, but we can help to add a sense of security to them. For over 100 years, we have developed programs to improve communities like yours. Our commitment to positive community change continues with the AmerenUE SmartLights program. This program provides funding to qualified not-for-profit and community organizations for energy-efficient lighting equipment to enhance public parks, community areas, recreational fields, etc. To be eligible for funds, groups within the AmerenUE service area must submit a completed SmartLights application and proposal plan for energy-efficient lighting by September 30, 2000. For more information or a SmartLights application, visit us on the web at ameren.com or call 314-554-6441 or toll-free 1-877-4AMEREN, ext. 46441. Together we can make your community a better and brighter place to live.





THIS COULD
SAVE YOUR LIFE.



THIS COULD
SAVE OUR LAKE.

ADOPT THE SHORELINE AND GIVE SOMETHING
BACK TO THE LAKE THAT GIVES YOU SO MUCH.

Join hundreds of volunteers in their effort to keep the Lake of the Ozarks shoreline safe and clean. Approximately 500 miles of lakefront are now being maintained. However, 600 miles still remain up for adoption under Ameren's Adopt-The-Shoreline program at the Lake of the Ozarks. We'll supply trash bags and up to \$200 in disposal costs for every 5 miles of shoreline. Let's do something good for the lake that's so good to us. Call AmerenUE's Shoreline Protection Hotline at 573-365-9310 or visit our website at www.ameren.com.



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AMEREN UE "SAVE YOUR LIFE" - VARIOUS PAPERS

333A-1

R O D G E R S T O W N S E N D

PREPARED 5/8/2001

SIZE: 5 1/2" x 10"

Schedule 1-23

WE'RE HAPPY TO HELP
BRIGHTEN THE FUTURE FOR
ONE HUNDRED STUDENTS.

This year, Ameren will fund 100 college scholarships, each worth \$2,500. The scholarships are need-based and are available to qualified students from among our AmerenUE and AmerenCIPS customers. To be eligible, applicants must be enrolling full-time and seeking an associate or baccalaureate degree at an accredited Missouri or Illinois college.

For an application, send a self-addressed stamped envelope to The Scholarship Foundation, 8215 Clayton Road, St. Louis, Missouri 63117. Application deadline is April 16, 2001. Recipients will be notified by the first week of June. For more information, call The Scholarship Foundation at 314-725-7990, or e-mail them at schlrshpfd@stlnet.com. Employees and dependents of Ameren and The Scholarship Foundation are not eligible.



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AMEREN UE - SCHOLARSHIP AD 2001 "WE'RE HAPPY"

AC01073AU1

R O D G E R S  T O W N S E N D

PREPARED 1/29/2001

SIZE: 5K x 10" B&W

Schedule 1-24

Ameren UE funds

100 COLLEGE SCHOLARSHIPS.

In this case,
POWER IS KNOWLEDGE.

As part of a four-year, \$1 million commitment to education, Ameren recently provided one hundred \$2,500 scholarships awarded through The Scholarship Foundation of St. Louis. Recipients, some of whom are listed below, live in the Ameren service area and will attend accredited Missouri or Illinois colleges. Many are recent high school graduates; others are adults returning to school. But to each worthy recipient, whether you're 18, 50-plus, or some age in between, we say congratulations. Go for it. And more power to you.

Tony Amstutz	Candice Love
Stephen Anderson	Jared Marshall
Trenton Bromley	Abbey McAdow
Olta Cuci	Jeffrey Merkel
John Cunningham	Pamela Moore
Desi Dennis	Amanda Sue Presley
Erin Fenton	Jimmy Reece
John Fesler	Casey Reid
Felicia Flinn	Brandi Rhodes
Stacey Foster	Candace Robison
Roshonda Franklin	Matthew Sanders
Laurie Goldring	Brianne Shew
Shawn Hilleary	Kelly Sullivan
Chanita Holman	Kathy Tucker
Serifa Hozdic	Sonja Underwood
Edina Jasarevic	Bruce Walker, Jr.
Aaron Karstetter	Nina Wilkes
Nathan Kitzman	Joseph Winner
Yelena Lapteva	Hope Wolverton



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Ameren UE



AMEREN UE "2000 SCHOLARSHIP WINNERS"

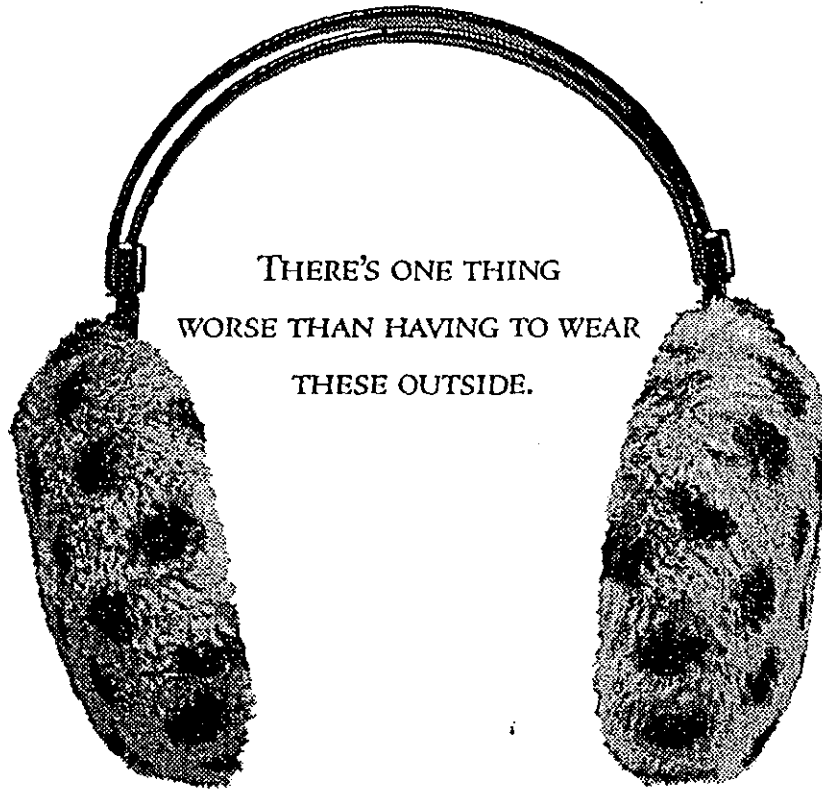
AC00311AU-1

R O D G E R S T O W N S E N D

PREPARED 7/20/2000

SIZE: 5 1/2" x 10"

Schedule 1-25



THERE'S ONE THING
WORSE THAN HAVING TO WEAR
THESE OUTSIDE.

HAVING TO WEAR THEM INSIDE.

With natural gas prices on the rise, and temperatures beginning to fall, the less fortunate in this area have never needed our help more. So please check the Dollar More box on your next AmerenUE bill. Your contributions, combined with ours, will be used to pay the energy bills of needy families this winter. In other words, your warmth will help provide others with heat.



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AMEREN UE "EARMUFFS"

AC00427A1

R O D G E R S T O W N S E N D

PREPARED 10/25/2000

SIZE: 5/8" x 10" 8/W

Schedule 1-26

SHUT THE DOOR!

AND OTHER ENERGY-SAVING TIPS

Your parents were right. Keeping doors and windows tightly shut is an important and easy way to keep heat in its place. And energy bills in check. Here are some other simple things you can do: Lower your thermostat a few degrees. Every degree results in a savings of about three percent. To boost the energy efficiency of windows, open drapes and shades during the day, and close them at night. To help keep your furnace running smoothly, change the filter every month. And be sure to weather-strip and caulk doors and windows. A well-caulked, weather-stripped home can result in savings of up to 30 percent. By taking these simple steps, you'll save energy. You'll save money. And your parents will be very proud. For more information on making your home energy efficient, visit us on the web at www.ameren.com.



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AMEREN UE - WINTER ENERGY TIPS 2000 "SHUT THE DOOR"

AC00419AU

R O D G E R S  T O W N S E N D

PREPARED 10/17/00

SIZE: 5 1/2" x 10"

Schedule 1-27

IT'S NOT JUST THE ENVIRONMENT
WE'RE PROTECTING.



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AMEREN UE "PROTECTING" - VARIOUS NEWSPAPERS

330BU1

R O D D G E R S  T O W N S E N D

PREPARED 4/24/2001

SIZE: 9 7/8" x 6"

5114 CUSTOMER SERVICE NUMBER 1-800-4-A-MEREN DATE 07/2001

SOME REQUIRE US
TO PROTECT THE ENVIRONMENT.

OTHERS COMPEL US.



©2001 Ameren Corp.

AMEREN UE "OTHERS COMPEL US" - VARIOUS NEWSPAPERS

330AU1

R O D G E R S T O W N S E N D



Our newest
POWER PLANTS
are just around the corner.

AMERENUE GREENLEAF GRANTS.

It may be January, but we're already thinking spring. Because once again we're giving non-profit groups the power to plant trees and shrubs. This year, we're giving away a total of \$60,000 in GreenLeaf Grants. To be eligible, your organization must hold a tax-exempt status, be a current AmerenUE customer in qualifying Missouri and Illinois counties and plant the trees and landscaping on public property within the AmerenUE service area. This year's deadline is March 3, with grant winners announced in plenty of time for the spring and summer planting season. So call us toll-free at 1-877-4AMEREN ext. 46441. Or, for an online application, visit our website at www.ameren.com.



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AMERENUE "POWER PLANTS"

AC01042AU1

R O D G E R S  T O W N S E N D

PREPARED 1/11/2001

SIZE: 5 1/2" x 10"

Schedule 1-30

ALL THE HARD HATS AND
STEEL-TOED BOOTS IN THE WORLD
CAN'T DO AS MUCH AS A SINGLE
PHONE CALL.

Wherever you work, whatever the job, please be
aware of high voltage. Whether it's an earth
mover or just a ladder, an auger or just a shovel,
contact with power lines is always dangerous
and often fatal. Regardless of how big or how
small the job at hand, call 1-800-DIG RITE for high
voltage information. At Ameren, we understand
that you've always got a job to do. And we're
always there to help you get it done safely.



ameren.com

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AMEREN UE "HARD HATS" - LABOR TRIBUNE

00055A-1

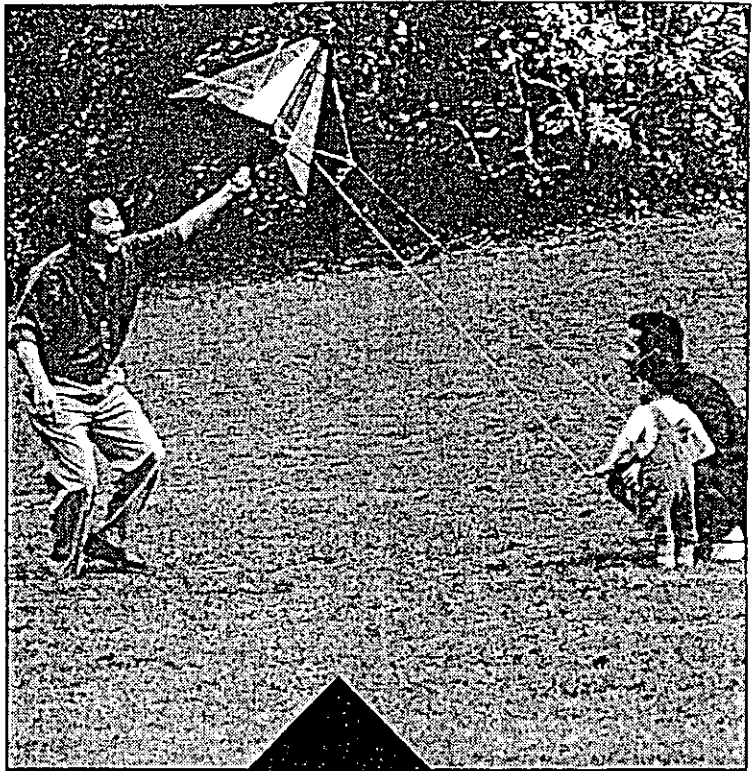
RODGERS TOWNSEND

PREPARED 4/12/2001

SIZE: 6 1/4" x 10" B/W

Schedule 1-31

Safety



WARNING!

Overhead power lines can be dangerous. Even fatal. So be sure to avoid them when you're handling kites, model airplanes, pool skimmers and other outdoor toys and equipment. Because it's more fun when you play it safe.



Presented in the interest of public safety. www.ameren.com

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AMEREN UE "WARNING!"

AC01075BU1

R O D G E R S T O W N S E N D

PREPARED 2/23/2001

SIZE: 3'4" x 8"

Schedule 1-32



HAZARD!

If you come in contact with an underground power line, the results could be fatal. So please be careful with shovels, landscaping tools and construction equipment. If you're not sure where the power lines are in your area, call 1-800-DIG-RITE.



Presented in the interest of public safety. www.ameren.com

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AMEREN UE "HAZARD!"

AC01075AU1

R O D G E R S  T O W N S E N D

PREPARED 2/23/2001

SIZE: 3'4" x 8"

Schedule 1-33



CAUTION!

If you or something you're carrying comes in contact with an overhead power line, the results could be fatal. So please be careful with ladders, pool skimmers, tree pruners and other outdoor equipment. Thank you for working safely.



Presented in the interest of public safety. www.ameren.com

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AMEREN UE "CAUTION!"

AC01075CU1

R O D G E R S T O W N S E N D

PREPARED 2/23/2001

SIZE: 3 1/4" x 8"

Schedule 1-34

WHAT'S THAT SMELL?

If it smells like rotten eggs it could be a natural gas leak. So, whatever you do, don't light a flame or use electrical equipment. Open the windows and leave the area. Then call AmerenUE at 1-800-552-7583. To prevent carbon monoxide buildups, check chimneys and gas appliance vents at least once a year. And before doing any digging, call JULIE (Joint Utility Location Information) at 1-800-892-0123.



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AMEREN "GAS SAFETY" – JULIE - VARIOUS PUBLICATIONS

AC01074B1

R O D G E R S  T O W N S E N D

PREPARED 2/5/01

SIZE: 5 1/2" x 10" B&W

Schedule 1-35

WHAT'S THAT SMELL?

If it smells like rotten eggs it could be a natural gas leak. So, whatever you do, don't light a flame or use electrical equipment. Open the windows and leave the area. Then call AmerenUE at 1-800-552-7583 or in Jefferson City at (573) 635-0171. To prevent carbon monoxide buildups, check chimneys and gas appliance vents at least once a year. And before doing any digging, call 1-800-DIG-RITE.



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AMEREN "GAS SAFETY" - DIG RITE - VARIOUS PUBLICATIONS

AC01074A1

R O D G E R S  T O W N S E N D

PREPARED 2/5/01
SIZE: 5 1/2"x10" B&W

Schedule 1-36



KEEP SHINING.

AMEREN IS PROUD TO SUPPORT THE REPERTORY THEATRE OF ST. LOUIS.



© 2001 Ameren Corp

ameren.com

AMEREN "KEEP SHINING" CURTAIN- THE REPERTORY THEATRE OF ST. LOUIS

477A1

R O D G E R S T O W N S E N D

PREPARED 6/11/2001

SIZE: 7" x 10"

c133r10s

c133r10s blk.itt

21085-A1-P1

Schedule 1-37

EVEN WE WISH WE HAD THAT MUCH ENERGY.



Ameren is happy to be a sponsor of the Fair Saint Louis Family Fun Village.





Ameren is happy to be a sponsor of the Fair Saint Louis Family Fun Village



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AMERENUE "WE WISH" - 2001 FAIR SAINT LOUIS PROGRAM

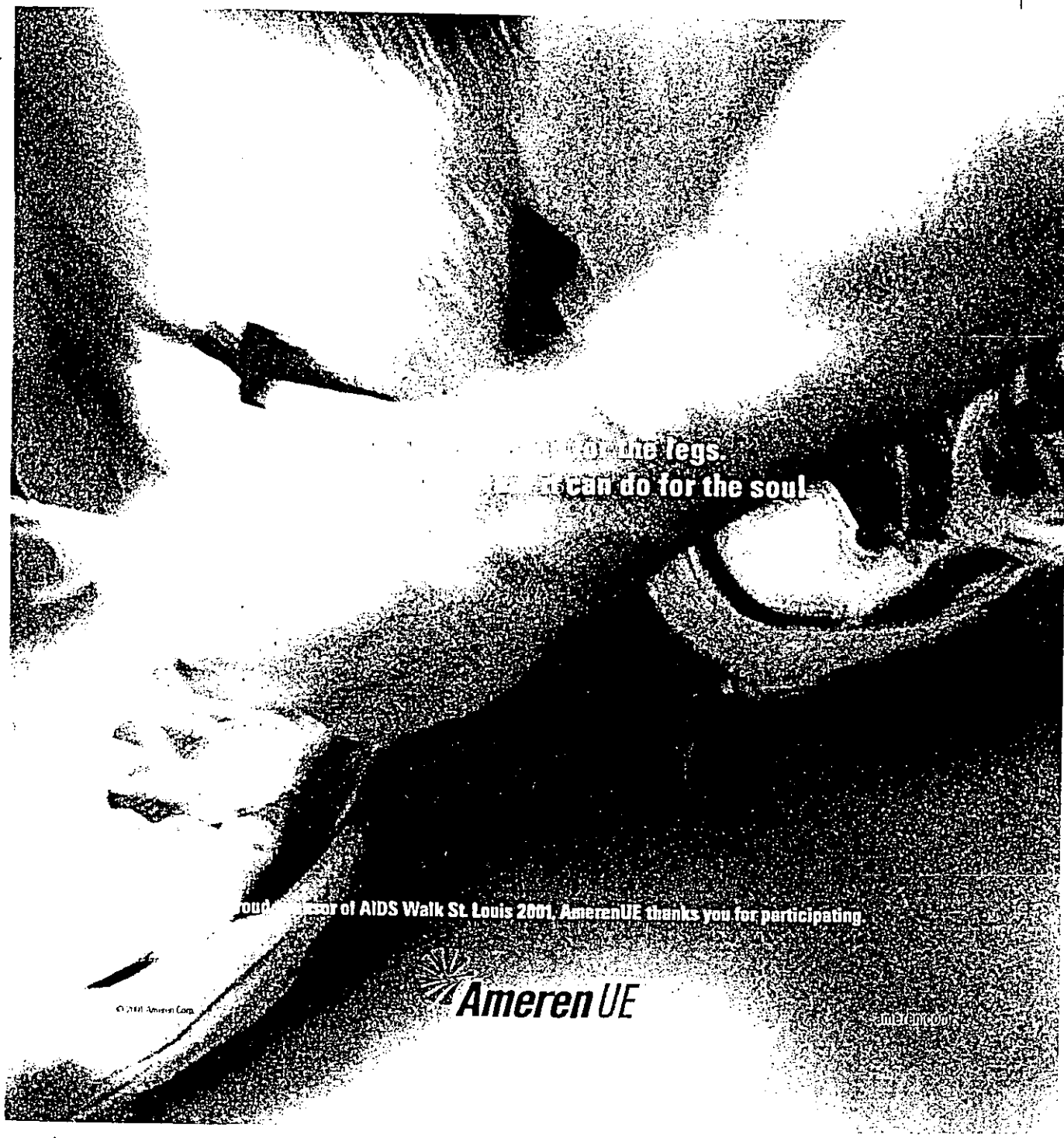
325A1

R O D G E R S T O W N S E N D

PREPARED 4/27/2001

SIZE: 9 1/2" TRIM: 1/4" BLEED: 3/8" PMS: 4000000

community



...for the legs.
...can do for the soul.

...or of AIDS Walk St. Louis 2001. AmerenUE thanks you for participating.

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ameren.com

AMERENUE "WALKING IS GOOD"

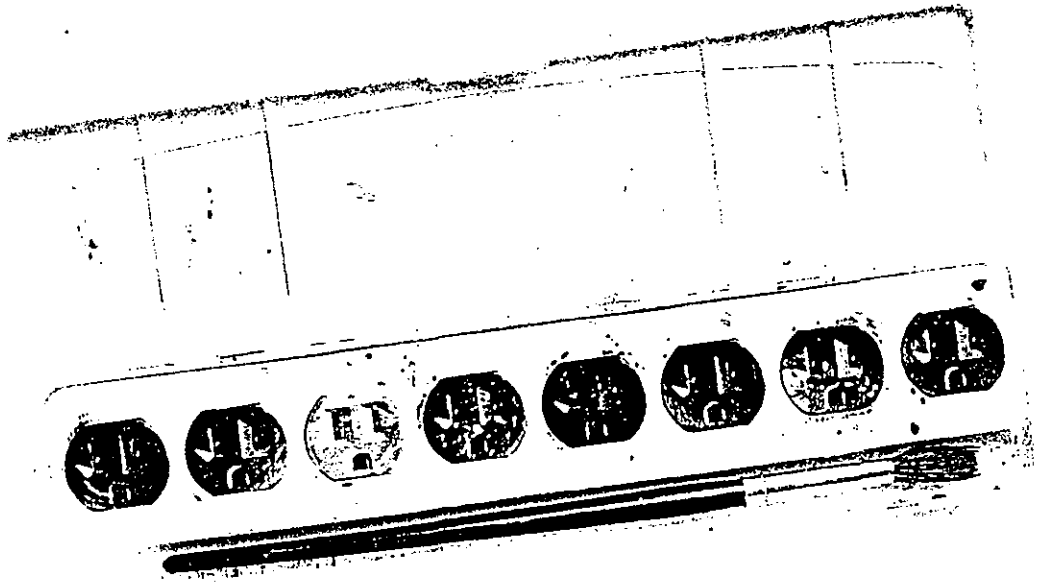
AC01153A1

R O D G E R S  T O W N S E N D

PREPARED 3/23/2001

SIZE: 6" x 8.7" TRIM - 7.175" LIVE - 8.4" x 9.6" BLEED 4-COLOR

Schedule 1-40



PROUD SPONSOR OF THE SAINT LOUIS ART FAIR.

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www.ameren.com

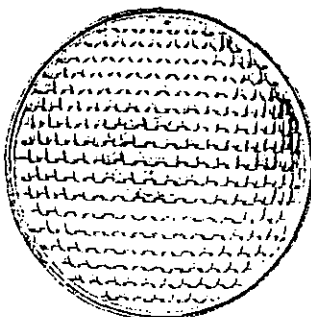
AMEREN UE "WATER COLOR" - ST. LOUIS ART FAIR

AC00315A1

R O D G E R S  T O W N S E N D

PREPARED 8/3/2000
SIZE: 9"x10" 4-COLOR

Schedule 1-41



**Just a reminder.
No one goes
anywhere until
we say so.**

Ameren is a proud sponsor of the Gateway International Raceway.



© 2000 Ameren Corp

AMERENUE "JUST A REMINDER"

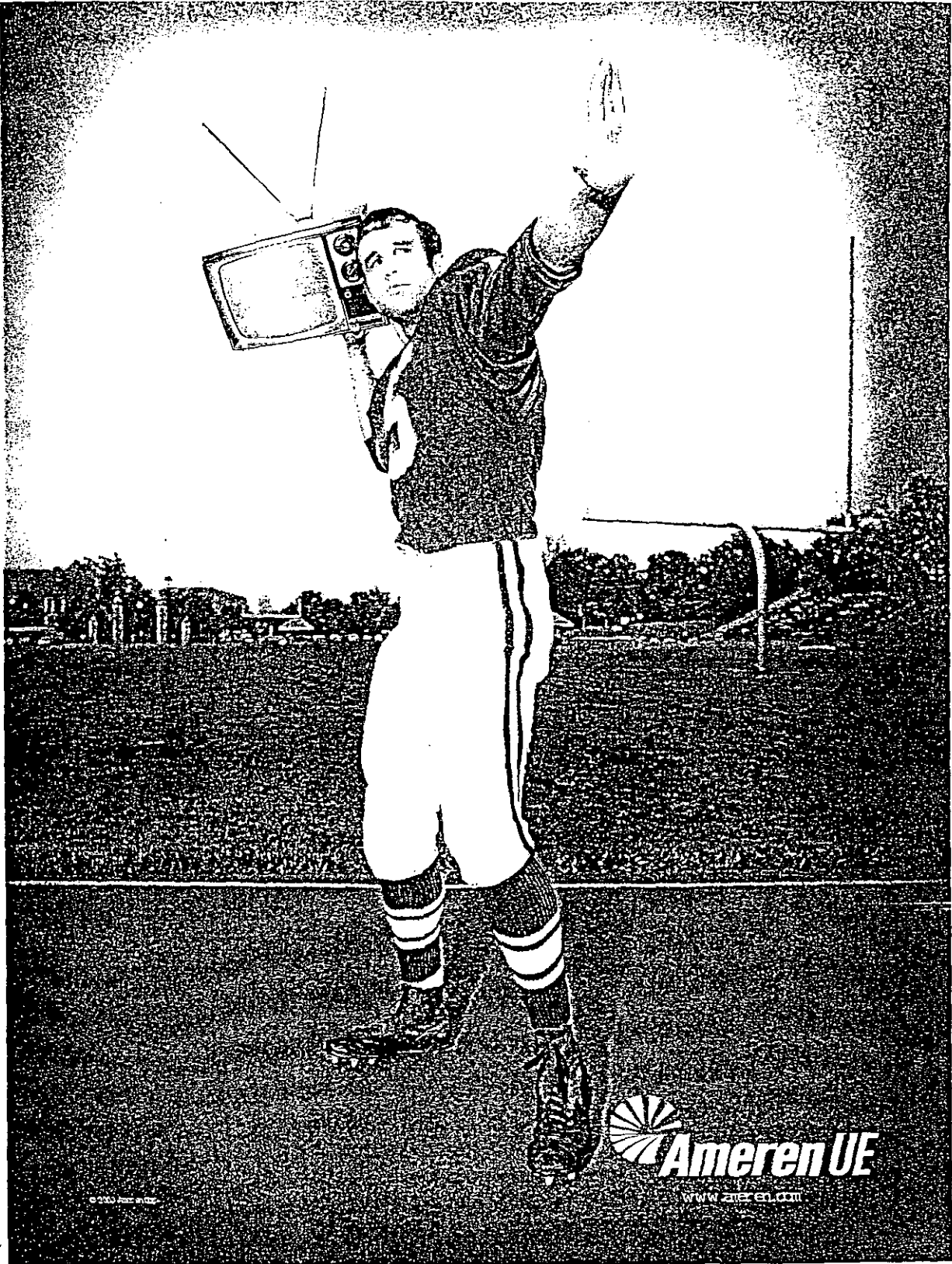
AC00116A1

R O D G E R S  T O W N S E N D

PREPARED 4/3/2000

SIZE: 8 1/2" x 10 1/2" TRIM - 7 1/2" x 10" LIVE 4-COLOR

Schedule 1-42



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 **Ameren UE**
WWW.AMERENUE.COM

AMERENUE "QUARTERBACK/TV" - NFL INSIDER

AC00254A1

R O D G E R S  T O W N S E N D

PREPARED 7/10/2000

LINE & COLOR FROM ORIGINAL BLEED - FINAL LITHO 4x5.25

Schedule 1-43



AMEREN UE "PUNTER/BLENDER" - NFL INSIDER

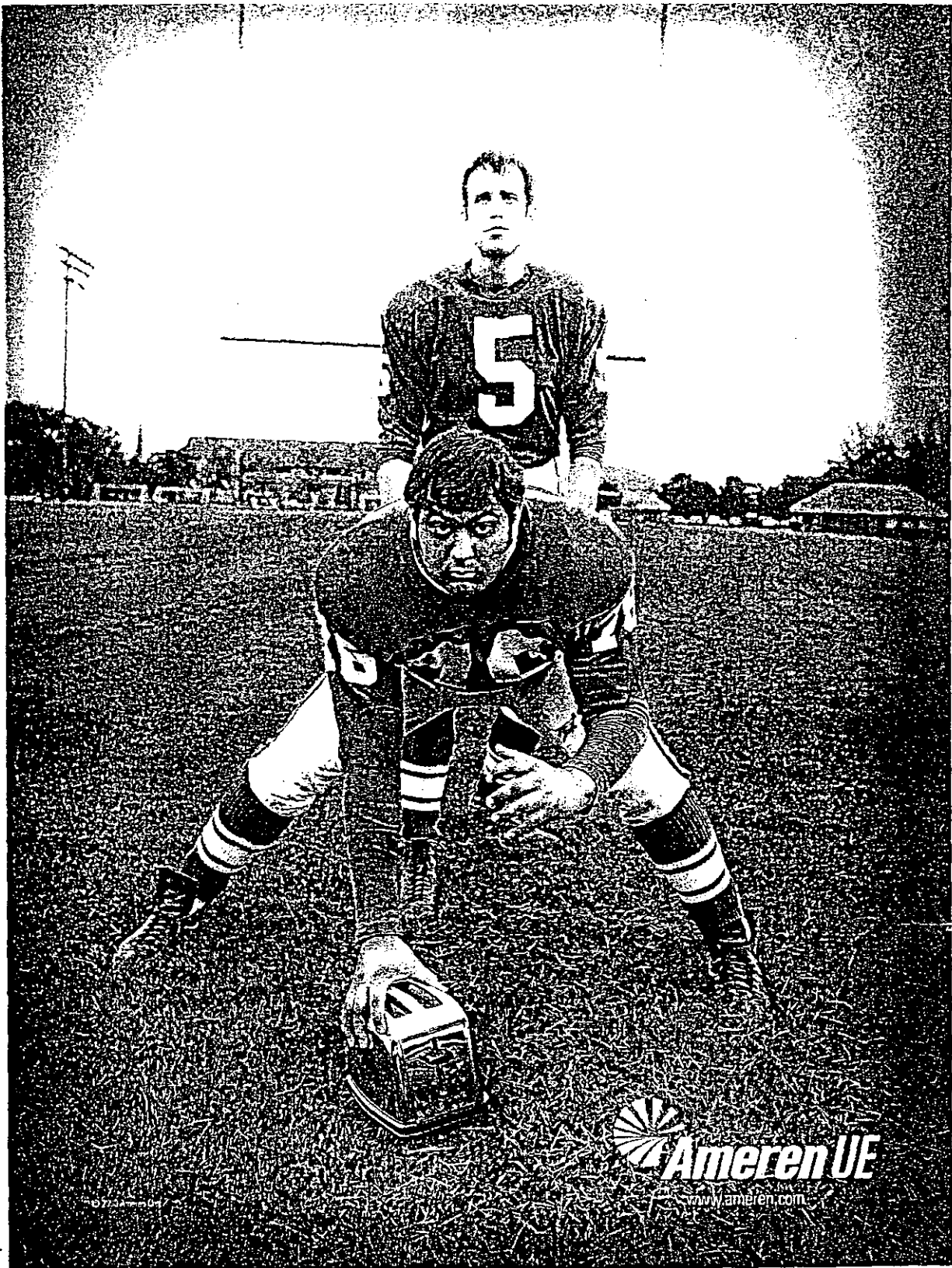
AC00254B1

R O D G E R S  T O W N S E N D

PREPARED 7/11/2000

SIZE: 8.5" x 10.5" TRIM (8.75" x 11.25" BLEED - 7" x 10" LIVE) 4-COLOR

Schedule 1-44



 **Ameren UE**
www.ameren.com

AMEREN UE "HIKE/DASTER" - NFL INSIDER

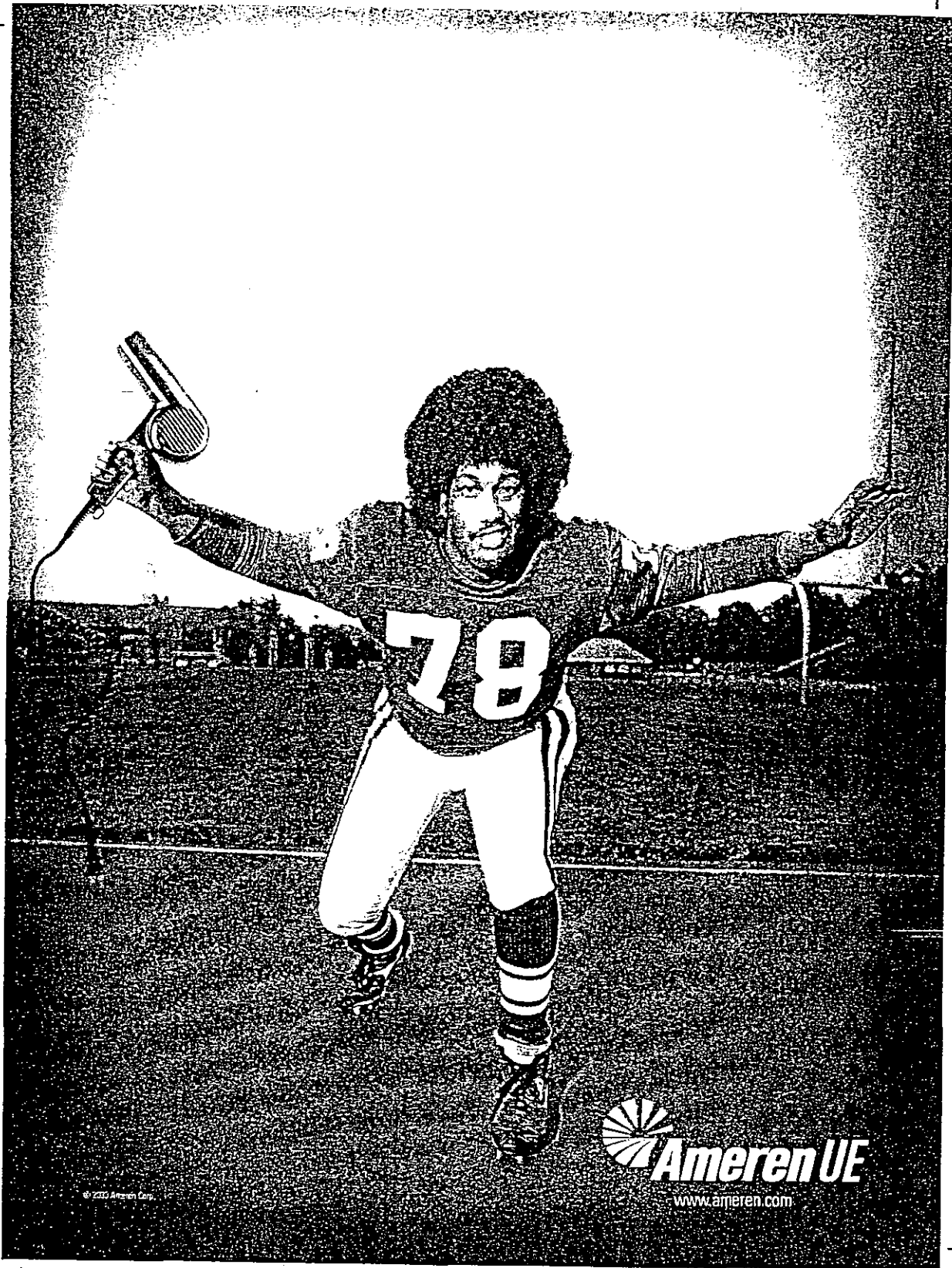
AC0025401

R O D G E R S  T O W N S E N D

PREPARED 8/7/2000

SIZE: 8" x 10" TRIM: 8.1" x 11.4" BLEED: 7" x 10" LIVE: 4-COLOR

Schedule 1-45



AMEREN UE "LINEBACKER/HAIRDRYER" - NFL INSIDER

AC00254C1

R O D G E R S  T O W N S E N D

PREPARED 7/31/2000

SIZE: 8" x 10" TRIM (8 1/2" x 11 1/4" BLEED - 7" x 10" LIVE) 4-COLOR

Schedule 1-46

Thanks Cardinals, for a great season.
We look forward to seeing you again in April. And October.



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AMEREN "THANKS CARDS" - ST. LOUIS POST DISPATCH

AC00431A1

PREPARED 10/25/2000

000017-01





KEEP SHINING.

AMEREN IS PROUD TO SUPPORT THE SHELDON CONCERT HALL.



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ameren.com



AMEREN "KEEP SHINING" MUSICIANS- SHELDON CONCERT HALL PROGRAM

72A1

R O D G E R S  T O W N S E N D

PREPARED 6/11/2001

SIZE: 5" x 7" B&W

Schedule 1-48

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THE URBAN LEAGUE OF METROPOLITAN ST. LOUIS.



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AMERENUE "KEEP SHINING" - URBAN LEAGUE

AC01125A1

R O D G E R S  T O W N S E N D

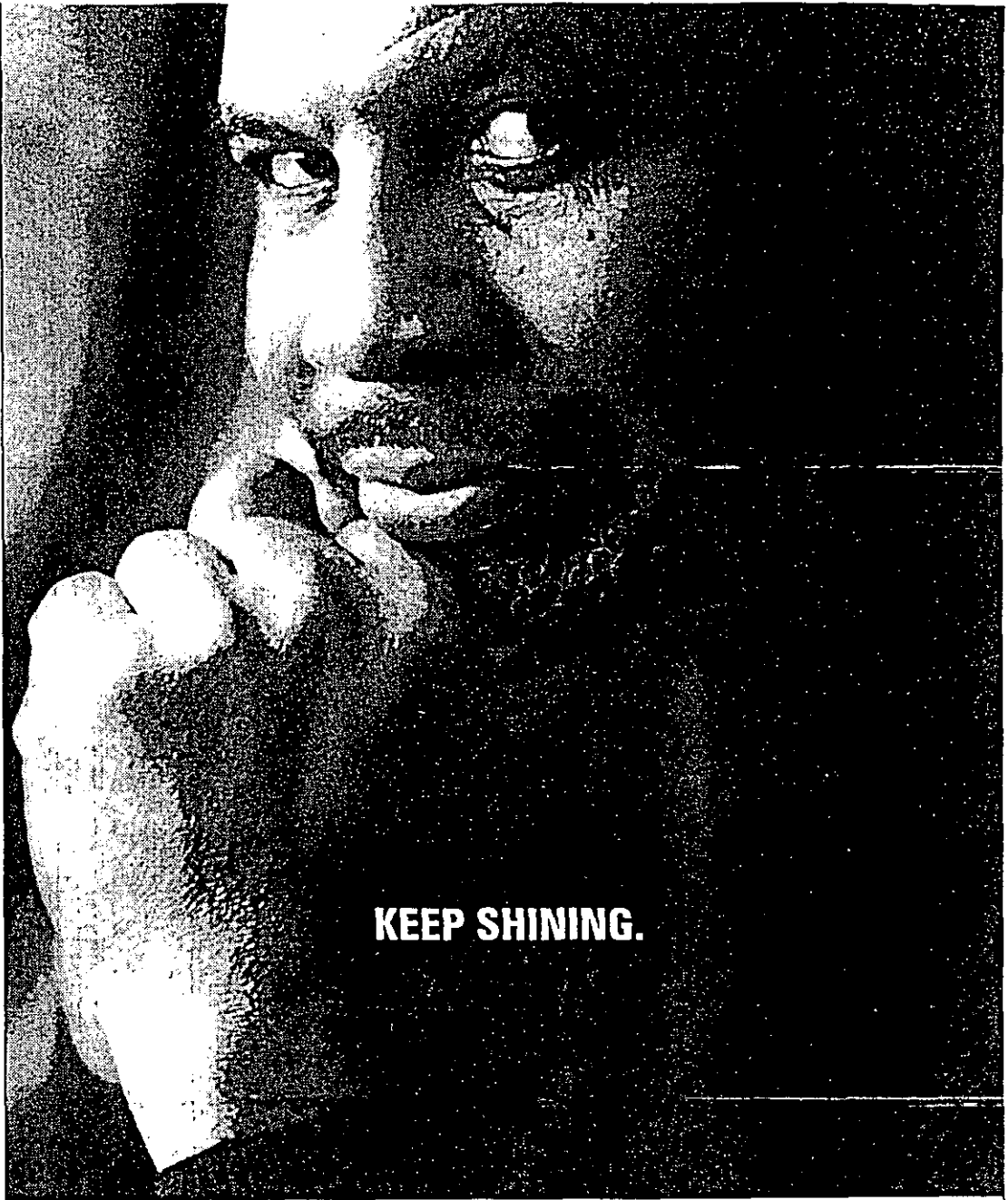
PREPARED 2/20/2001

SIZE: 8"x5" B/W

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AMEREN IS PROUD TO SALUTE BLACK HISTORY MONTH.

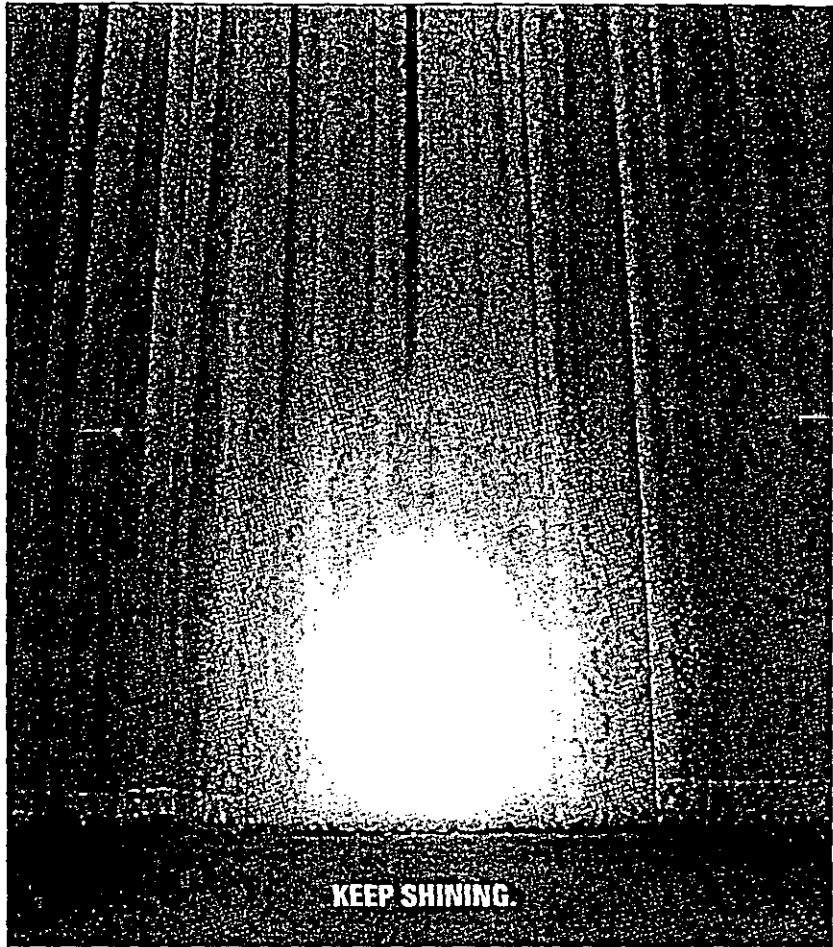


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Schedule 1-50

AMEREN UE KEEP SHINING™ - SEITZ/WEL



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AMEREN "KEEP SHINING" - BLACK REPERTORY COMPANY 2001 PROGRAM

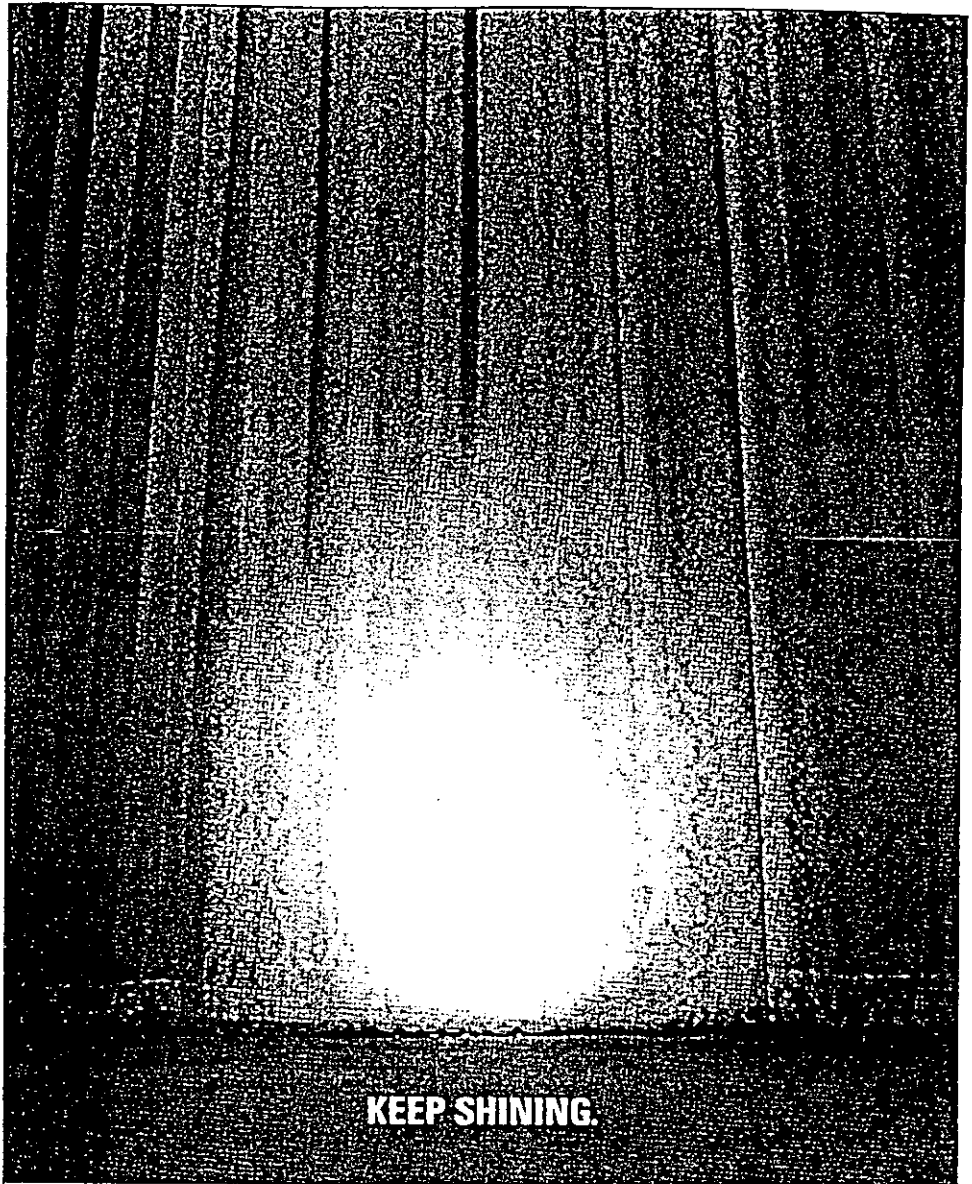
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R O D G E R S T O W N S E N D

PREPARED 11/16/2000

SIZE: 48"x72"

Schedule 1-51



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AMEREN UE "KEEP SHINING" – MUNY PROGRAM

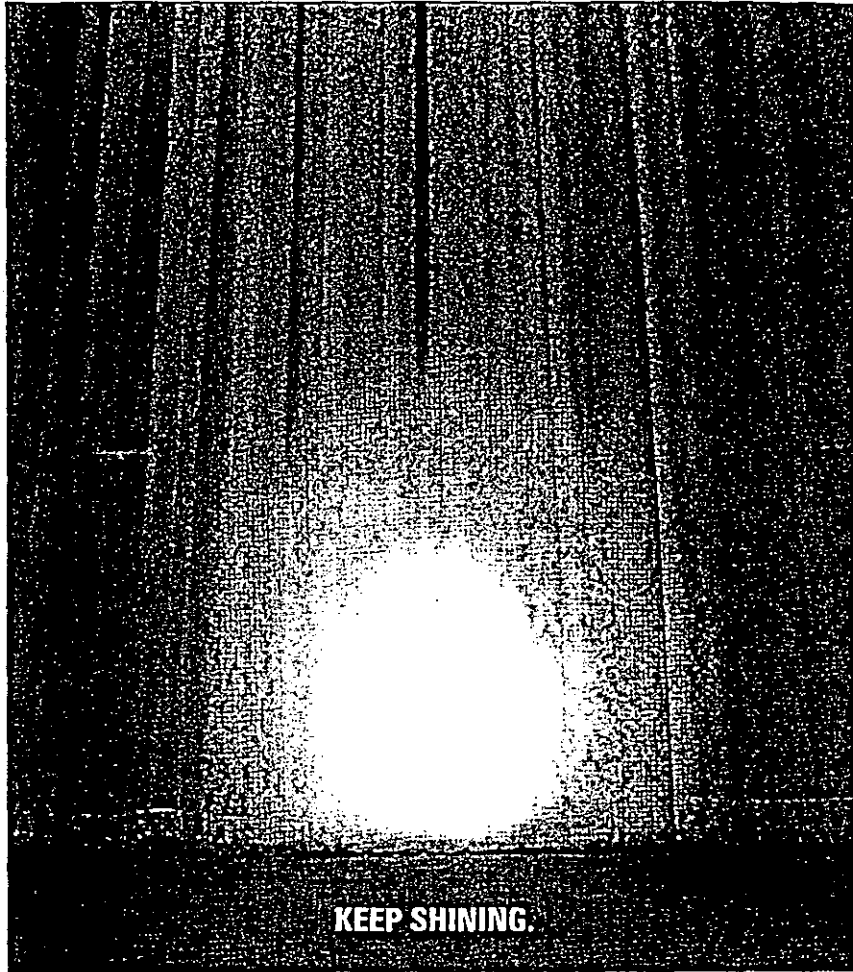
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R O D G E R S  T O W N S E N D

PREPARED 2/20/2001

SIZE: 5" x 7" B&W

Schedule 1-52



KEEP SHINING.

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AMEREN "KEEP SHINING" - FOX THEATER 2001 PROGRAM

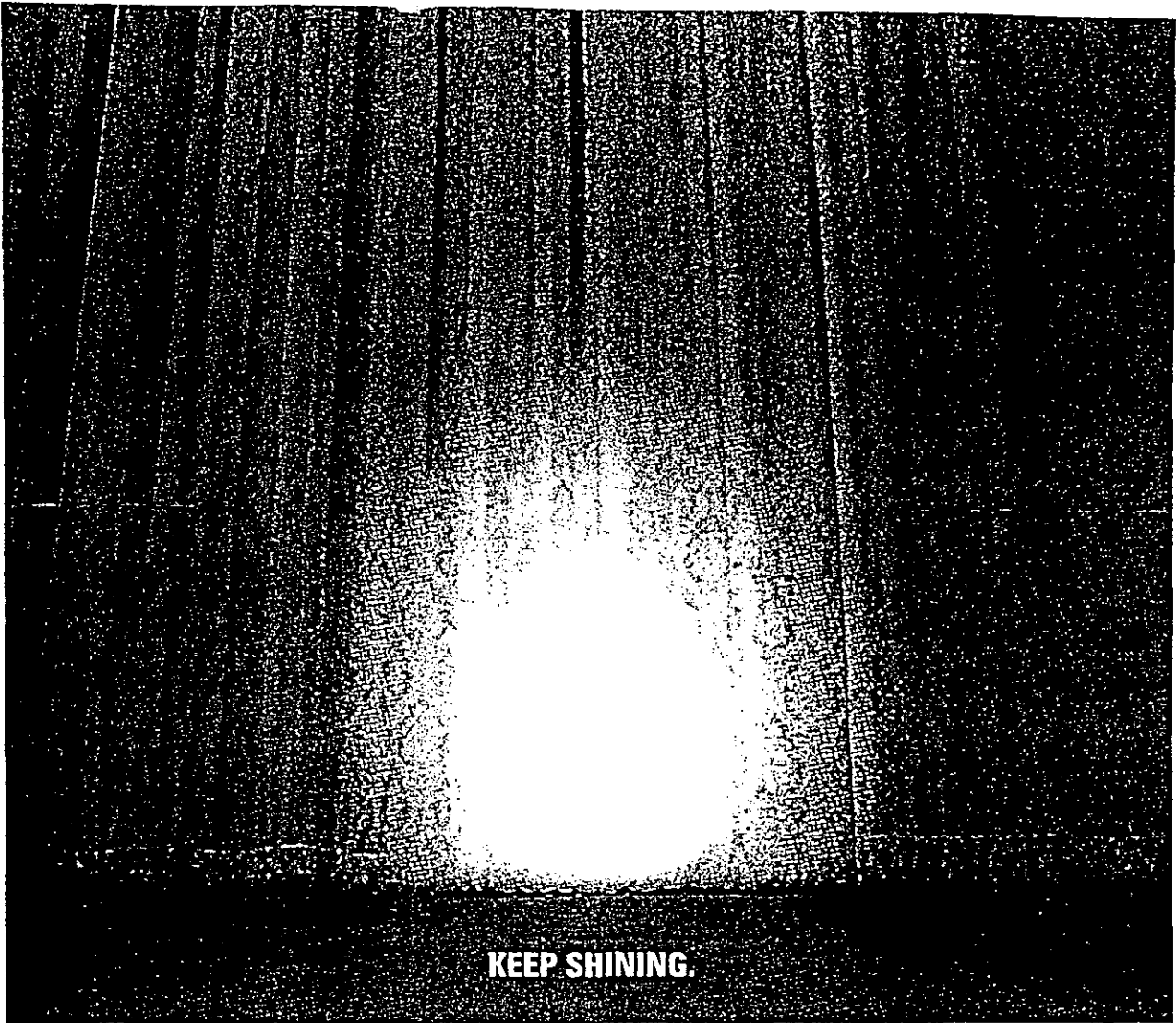
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R O D G E R S  T O W N S E N D

PREPARED 11/16/2000

SIZE: 4 1/2" x 7 1/2"

Schedule 1-53



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AMEREN "KEEP SHINING" - MATHEW DICKEY GIRLS SHEER ELEGANCE SOUVENIR PROGRAM BOOKLET

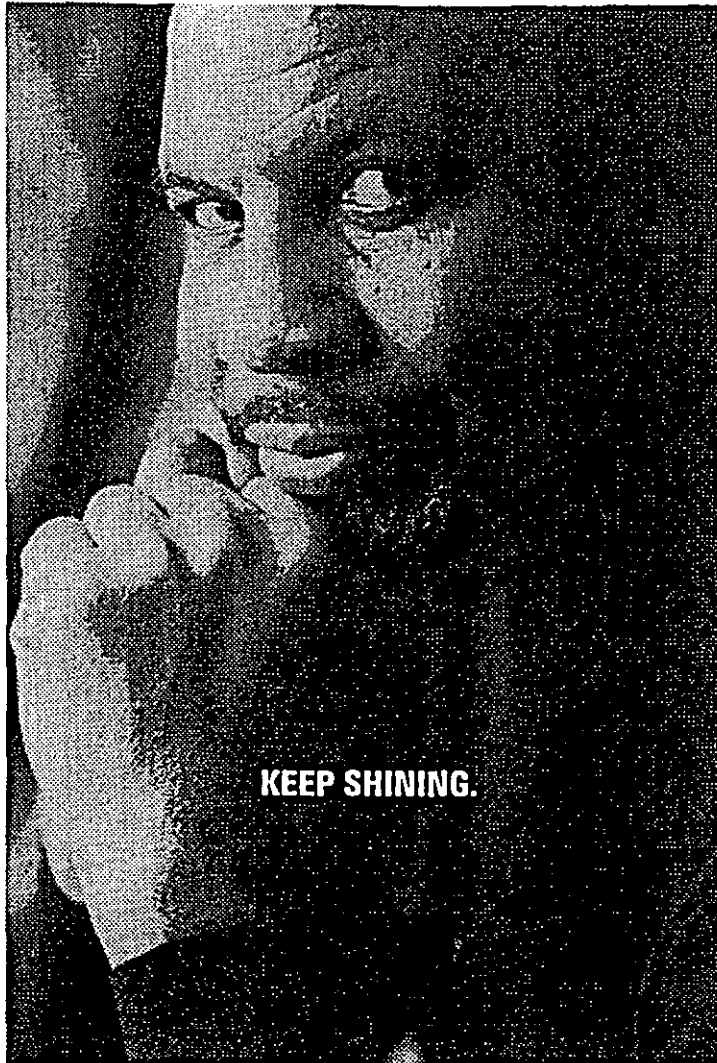
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R O D G E R S  T O W N S E N D

PREPARED 11/2/2000

SIZE: 6" x 10 1/2"

Schedule 1-55



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AMEREN UE "KEEP SHINING" - MISSOURI BLACK EXPO

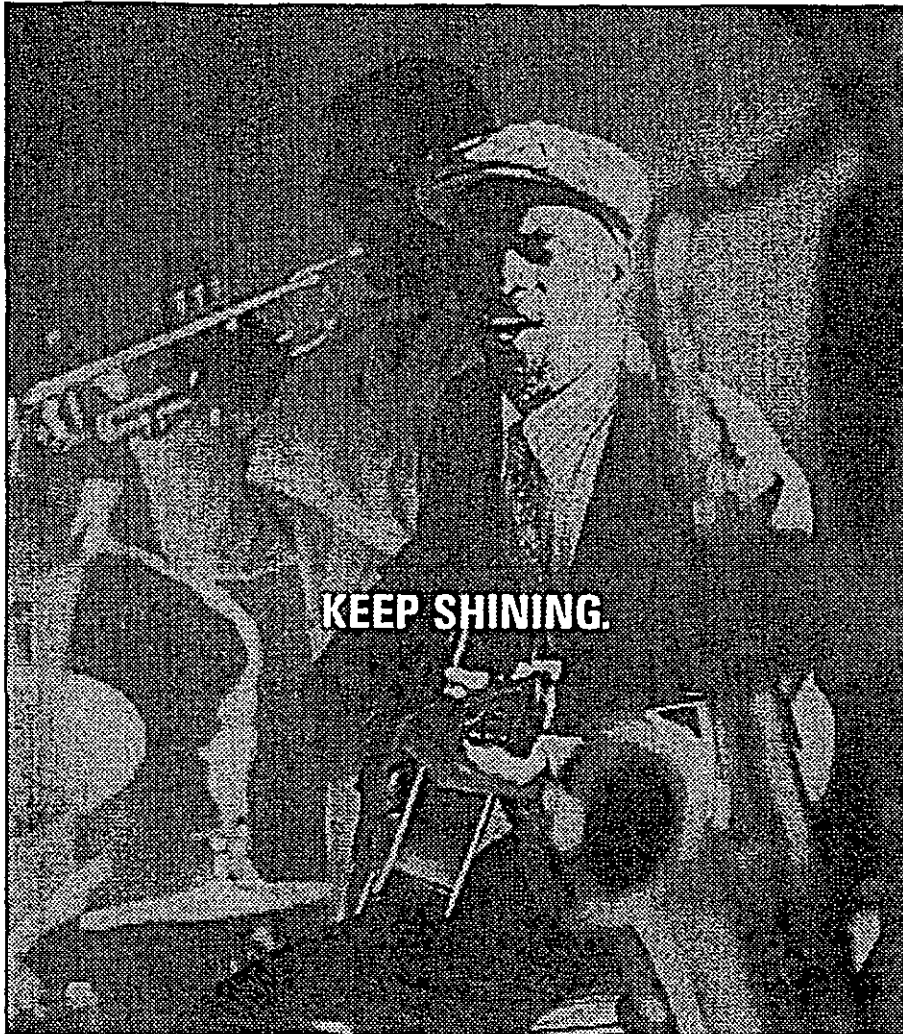
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R O D G E R S  T O W N S E N D

PREPARED 8/8/2000

SIZE: 5" x 12" R/W

Schedule 1-56



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AMEREN UE "KEEP SHINING" – EDISON THEATER

AC00317A1

R O D G E R S  T O W N S E N D

PREPARED 8/21/2000

SIZE: 4.75" x 8" B/W

Schedule 1-57



KEEP SHINING.

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AMEREN "KEEP SHINING" - DANCE ST. LOUIS

AC00318A1

R O D G E R S  T O W N S E N D

PREPARED 8/29/2000

SIZE: 4 1/2" x 7 1/2"

Schedule 1-58



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May the light burn bright in every community.

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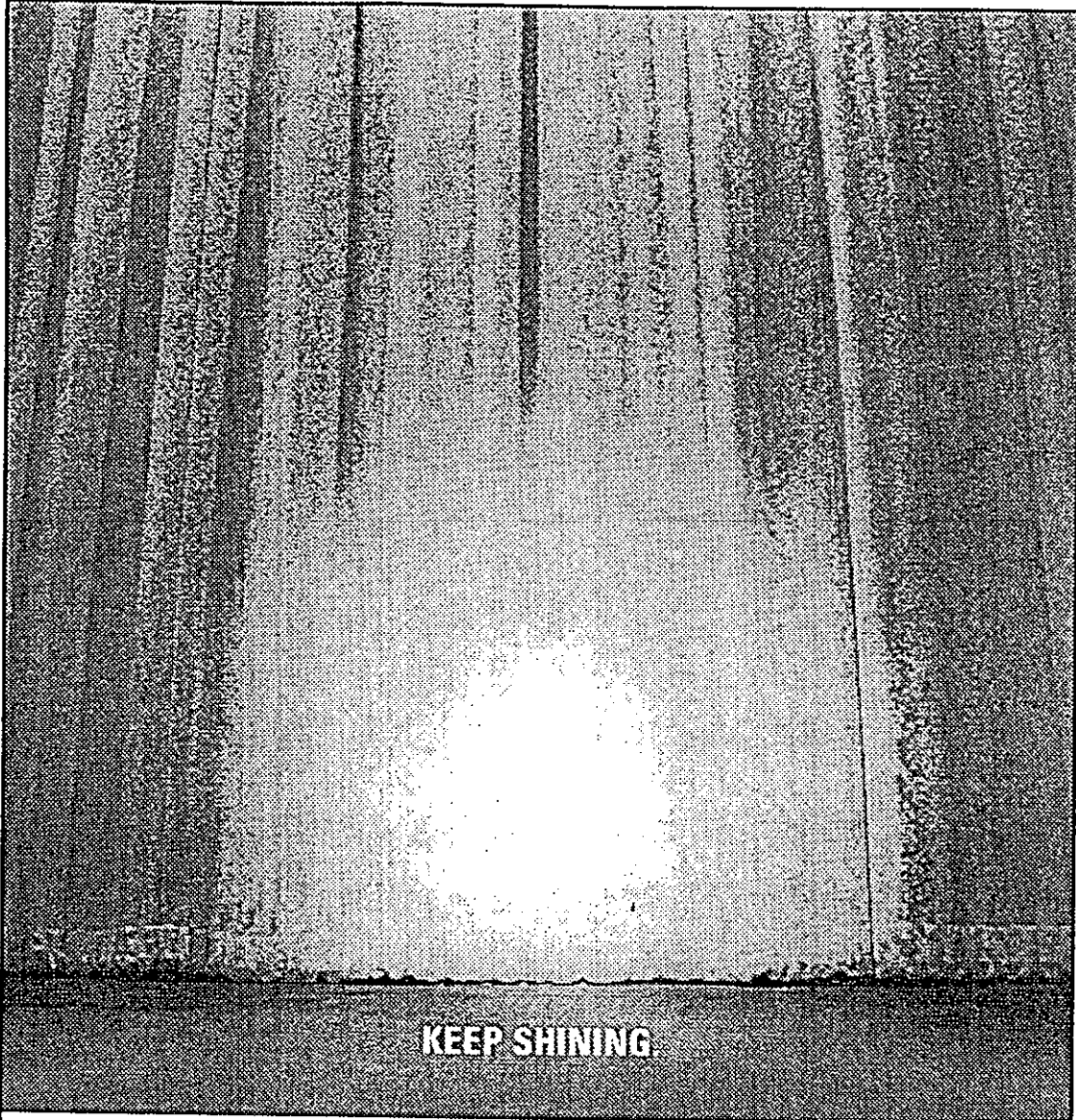
AMEREN UE "MAY THE LIGHT" - INROADS

470A1

R O D G E R S T O W N S E N D

PREPARED 1/2001

SIZE: 8 1/2 x 10 1/2 BAW



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AMEREN UE "KEEP SHINING" - ST. LOUIS REP

AC00237A1

R O D G E R S  T O W N S E N D

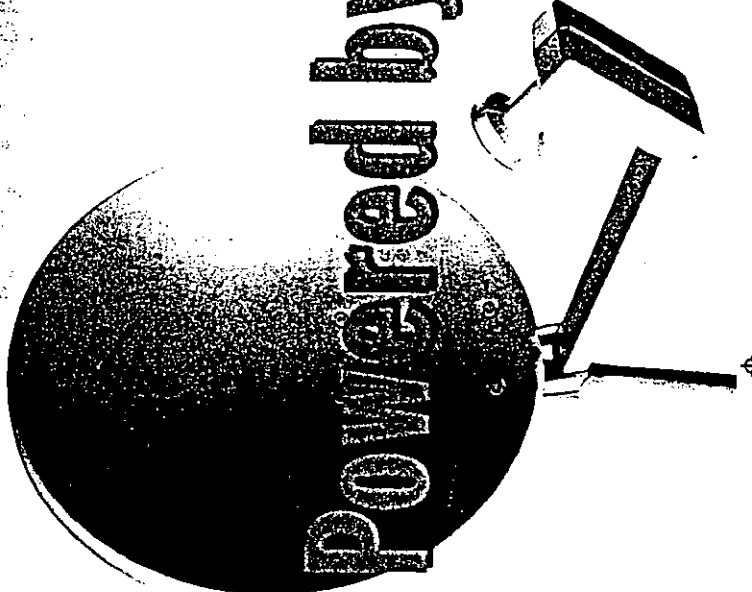
PREPARED 8/11/2000

SIZE: 7" x 10" B+W

Schedule I-60

Outdoor

Indecision. Powered by Ameren.



AMEREN ENERGY
309802

THE POWER AUTHORITY
OF MISSOURI
309802

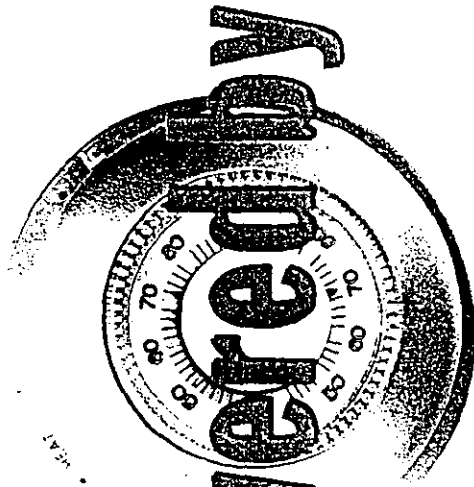
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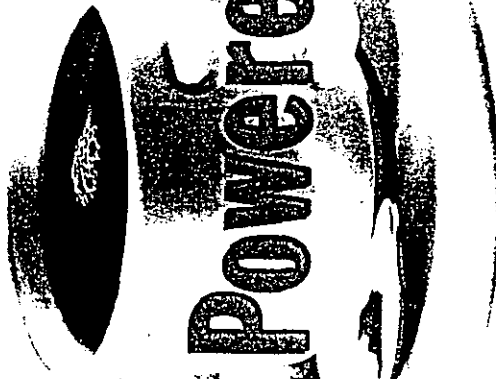


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Morning Joe. Powered by Ameren.

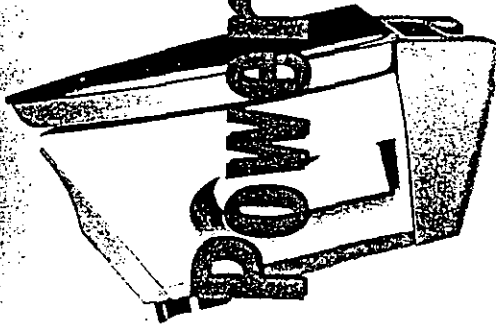


AMERICAN ENERGY SERVICES
309801



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Wrinkle-free. Powered by Ameren.

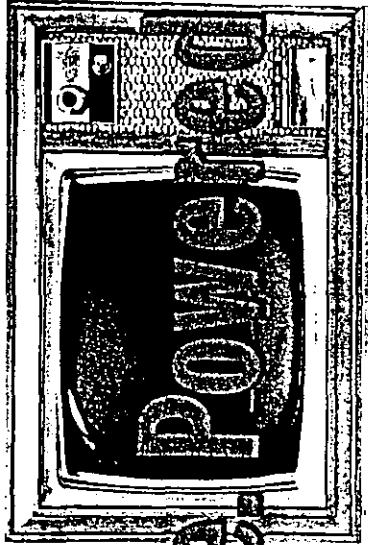


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REGULATORY BOARD OF ILLINOIS

Prime time **Powered** by Ameren.



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Chow. Powered by Ameren.

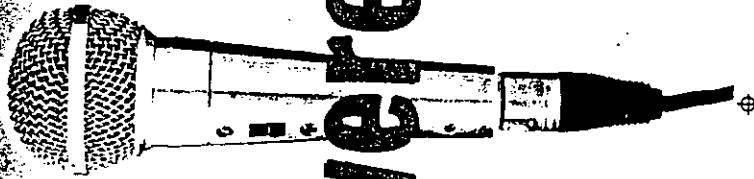


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Karaoke. Powered by Ameren.



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A Report to the Community

Under the Lights!

AmerenUE Grant Helps Eldon Light Up Soccer Park

Ever try playing soccer in the dark? Luckily, the 300 kids who belong to a \$7,500 AmerenUE SmartLights grant.

The soccer association's field in Eldon City Park had no lighting, limiting the available number of playing hours for the boys and girls, age 6-14, soccer association. "This project significantly enhances the park and will allow more live influence on our children," says Mark Oberreither, president of the soccer association.

Parents and other volunteers also contributed their time and talents, making the project a true community effort. The SmartLights grant helped pay for the materials, with the city of Eldon and fundraisers by the soccer association supplying the remaining funds.

The Ameren SmartLights program annually provides grants to

selected community nonprofit organizations for energy-efficient lighting equipment to improve lighting in public areas. Funds can be used to upgrade existing installations, add energy-efficient lighting to areas that already possess some lights, or light areas that are currently not lit.

In 2000, grants totaling \$250,000 went to 41 nonprofit community organizations in Ameren's service area for new or replacement energy-efficient lighting equipment. Winners were chosen from among more than 100 applications.

"AmerenUE's support helped make this project possible," says Oberreither. "This lighting will be an asset to the children of Eldon for years to come."

AmerenUE Customer Service Advisor Lori Hoelscher presents a \$7,500 SmartLights check to Mark Oberreither and other members and sponsors of the Eldon Lake Park Soccer Association. The project was among 41 selected for funding in 2000 from AmerenUE's SmartLights grant. Wal-Mart contributed \$2,000 to the project and the City of Eldon contributed \$5,000. At the center, from left, are: Chad Hanson, Lenny Lohler, Mark Oberreither, Lori Hoelscher, and Ed Young. Back row, from left: Bob Schmitt (AmerenUE district engineer, Lakeside District), Courtney Doherty, Dis-Oberreither, and Emily Oberreither. Horton represented Wal-Mart at the event and Young represented the City of Eldon.



FOR AMERENUE, LIGHTING IS JUST THE BEGINNING

In addition to the SmartLights program, AmerenUE regularly funds nonprofit and community organizations in the Lake of the Ozarks area:

- Through its VIP/TEAMS Grant Program, the company provides small grants to nonprofit organizations where AmerenUE employees volunteer. Grant recipients are chosen by employee committees.
Recent examples include a VIP Grant to the School of the Osage's Project Graduation, sponsored by AmerenUE Lakeside District employee Tom Zander (now retired), and a TEAMS Grant to the Lake Regional Hospital Foundation's Escort-A-Thon, sponsored by AmerenUE Customer Service Representative Sandra Dostal, Callaway Plant Superintendent of Mechanical Work Control John Patterson, AmerenUE Credit Advisor Joan Eisenbeis and retired Lakeside Plant employee Gregory Dostal.
- In 2000, AmerenUE gave \$70,000 to Habitat for Humanity to help make all Habitat Homes built in the company's Missouri service area energy efficient. In the Lake of the Ozarks area, the grant included one home built in Camdenton and one in Versailles.
- In addition, through the company's Dollar More program, customers who are having difficulty paying their bills due to financial hardship get the help they need. Dollar More is funded by customers who make small voluntary contributions with their AmerenUE bills, along with AmerenUE corporate donations.
A network of human services agencies throughout AmerenUE's service area distributes the funds to those in need. In the Lake of the Ozarks area, the program is administered by The Lamb House in Camdenton, which also provides AmerenUE-supplied weatherization kits.
- In 2000, Dollar More distributed nearly \$18,000 to needy families in the Lake of the Ozarks area.
Customers who wish to contribute to Dollar More may do so by calling AmerenUE and pledging to add one dollar or more (in even dollars) to their monthly utility bills. •



Focusing On

An Interview with Larry Merry, AmerenUE District Manager

As manager of AmerenUE's Lakeside and Capital districts, **Larry Merry** supervises the activities of 133 professionals who work to keep the power on and the natural gas flowing. His crews of linemen, engineers, estimators, and customer service supervisors and advisors troubleshoot problems on the system, restore power and respond to a range of customer concerns. Merry recently sat down for an interview on some of the customer service issues at the lake:

Q. What has AmerenUE done in the past year or two to improve customer service at the lake?

A. We have increased our tree-trimming — a major initiative given the density of foliage in the lake area. In 2001, we are adding a half million dollars to our lake area tree-trimming budget so we can continue to reduce the number of service disruptions caused by tree limbs on lines.

We have also begun to use a helicopter with a buzz saw to efficiently trim along our rights-of-way. This equipment can double our trimming efficiency but is not a viable option in tightly congested areas. A few years ago, we also began to use a helicopter to do infrared screening of lines and substations. The infrared screen helps us identify and correct potential trouble spots before customers experience difficulties. We recently initiated major lightning improvement projects and are also focusing on the causes of repetitive interruptions and routinely doing problem circuit upgrades.

Approximately 95 percent of all lake customers now have automated meters, which have vastly reduced estimated readings. Automated meters also help us restore service to customers more quickly when a service disruption occurs. Before we installed these meters, we had to wait for customers to call us and let us know the power was not on. This meter sends us a radio-transmitted signal alerting us about problems and allowing us to respond more quickly.

In recent years, we've also established a job scheduling procedure that expedites service requests that require construction to serve new facilities. With this more structured planning and scheduling system, we can guarantee a date when we will provide service to the new facility, assuming customers have made the necessary preparations and have given us reasonable notice (usually two months in advance of the date the customer needs the service).

Q. That's the good news. Are there areas where we've had problems?

A. Street lights are a problem at the lake. We installed new high-efficiency, high-pressure sodium lights (they cast a yellow opposed to white light). They consume less energy and provide more light.

Superior Service

Unfortunately these lights are also more sensitive to lightning, and that has generated a lot of work for us this year. We've dedicated additional man power to keep up with street light repairs, and our engineers are researching the reasons for the failures.

Q. What community programs does AmerenUE offer to improve the quality of life for lake residents?

A. One program is Ameren SmartLights, which offers grants of up to \$10,000 to civic and nonprofit organizations for new or replacement energy-efficient lighting in public places. Two local organizations have received SmartLights grants in the past couple years, including the Eldon Lake Ozark Soccer Association, which received a \$7,500 grant in 2000, and the Golden Age Senior Center in Osage Beach, which received a \$3,025 grant in 1999.

In 2000, we contributed \$1,500 to the Lake of the Ozarks Habitat for Humanity for a house being built in Camdenton, and \$1,500 to the Morgan County Habitat for Humanity for a house being built in Versailles. These grants are intended to help make homes being built for low-income residents more energy efficient. Another \$2,250 went to other Lakeside District nonprofit organizations for a variety of projects.

AmerenUE also donated \$10,000 to Lake Area Ministries, specifically for Dollar More — an energy assistance fund that helps needy families and individuals cover their energy bills. Customers can also make voluntary contributions to Dollar More by checking a box on their AmerenUE bill, and pledging to contribute a dollar or more each month, in even dollars. AmerenUE and the United Way share all administrative costs of the program. As a result, when a customer contributes to Dollar More, every dollar goes to help people in that customer's own community. In 2000, Dollar More raised nearly \$8,000 from customers in the Lakeside District to help needy families in the lake area.

Q. Does the lake pose any particular challenges in terms of customer service?

A. Because lake residents sometimes are around only on weekends or as tenants for a short time, we sometimes have a tough time offering efficient service. For example, residents who may own second homes at the lake can't always give us access to property as easily as full-time residents, so providing service is a bit more difficult. And with the lake's very mobile population, we're called upon to handle changes in service more frequently.

Q. What distinguishes AmerenUE from other investor-owned utilities?

A. Our service is distinguished from others by our use of innovative, integrated technologies, like our sophisticated outage analysis, distribution metering, mapping and diagnostic systems. These applications help us tell customers what is going on, identify problems quickly and restore power efficiently.

Ameren regularly invests in its infrastructure. We believe our attention to our systems will help us avoid severe, recurring problems, like those encountered by some other utility companies.

Q. We read about shortages of power and transmission bottlenecks in other parts of the U.S. Is AmerenUE likely to experience power shortages or problems with transmission service that would affect the reliable delivery of power?

A. Ameren's more than 30 direct connections with other power suppliers, the central location of our power plants, plus a 3,200-mile transmission system give our company a strategic position offering unparalleled access to markets. With 14 coal-fired and hydroelectric plants and combustion turbine facilities, Ameren's net generating capacity is nearly 12,000 megawatts. In the summer of 2000, Ameren also added approximately 680 megawatts of new generation with the start-up of several combustion turbine peaking units. This additional capacity contributed to the company's ability to supply power to new customers and cover its peak demand of approximately 11,640 megawatts — a record set in August 2000. *



People at the Lake

JERRY HOGG

Ask Jerry Hogg how he switched from nuclear power engineering to hydroelectric plant relicensing, and he'll tell you that working with people, juggling multiple responsibilities, managing a range of projects and negotiating with a range of constituencies has been part of his job for more than 25 years.

Hogg grew up in a rural area near Eugene, 15 miles from Jefferson City, and his Central Missouri roots run deep. His grandparents farmed across the road from his home. Hogg, his wife and four children, age 14 to 21, have never lived close to any neighbors.

But in 1976 Hogg left the country life behind to join a global engineering-consultation organization — Bechtel — as a young engineer right out of the University of Missouri-Columbia. After an 18-month stint at a Bechtel-constructed Arkansas nuclear plant, Hogg joined Union Electric — now AmerentUE — as a field engineer, working with crews constructing the company's Callaway Nuclear Plant. His job was to work out the discrepancies between design and actual construction.

After two years, he moved on. "I wanted more hands-on responsibility for the physical construction of the plant, so I left UE and joined a contractor — MELCON, a subsidiary of Daniel International — still working at Callaway. I worked for MELCON for five years," says Hogg, who in 1984 returned to UE and to the Callaway Plant.

But Hogg's career path was anything but static. He moved from Quality Assurance to the plant's Instrument and Controls Department, where he was named

superintendent, to superintendent of the Maintenance Department and later Organizational Development. His final job at Callaway involved supervising engineering in the Nuclear Engineering Department. In August 2000, Hogg applied for and won the post of superintendent for Hydro Regulatory Compliance. He admits it has been an interesting transition from working in AmerentUE's newest plant — Callaway, built in 1984 — to one of its oldest plants do share similarities, Hogg says.

"They both have very good designs. Both have excellent operating records and are very important to providing reliable power to our customers — Callaway because it provides large amounts of electricity as a baseload plant with excellent safety performance, and Osage because it helps us regulate voltages and offers easy, quick start-up for our system when needed. Osage also offers highly reliable and very low-cost power during times of peak demand."

Hogg cites another plus in moving to Osage Plant: He no longer commutes 50 miles one-way. Hogg lives 20 miles from

Bagnell Dam and 20 miles from Jefferson City.

Both locations, and even Washington, D.C., will figure into the multi-year alternative licensing process Hogg is leading. This process promotes the cooperative sharing of information among the more than 120 stakeholders who are actively participating, or have expressed interest, in the relicensing. Those stakeholders include resource agencies, elected officials, flood control and downstream interests, environmental groups, business and economic development organizations, boating industry and local community members. In contrast to the "one-size-fits-all" approach of a more traditional process

ing process, the alternative approach provides a more customized approach in which key stakeholders are involved from the very beginning. It promotes problem-solving at the local level.

So far, Hogg says AmerentUE has sponsored 14 meetings in the process leading to a request for a new license for Bagnell Dam — Osage Hydroelectric Plant. The license expires in 2006.

What will it take to get this mammoth task accomplished? "Patience, diplomacy, attention to detail, a focused commitment to high standards — to excellence, and the ability to build consensus and compromise," says Hogg. Just what an electrical engineer with extensive nuclear and regulatory experience offers in abundance. ■

LORI HOELSCHER

For Lori Hoelscher, a community liaison in AmerentUE's Lakeside District and a customer service advisor (CSA) in the Capital District, no two days are the same. And she wouldn't have it any other way.

"What I like about this job is that there's so much diversity in what I do," Hoelscher says. "In the Lakeside District, my scope is more narrow—I am charged with enhancing community and public relations, particularly with city and economic development organizations. I spend about two days a month in Lakeside District and the remainder of my time in Capital District, where I am focused on both city government needs and the needs of our commercial and industrial customers."

A "typical" day may find Hoelscher visiting with Lake Chamber of Commerce, Osage Beach or Lake Clark officials about economic development or city issues. "I serve as a primary point of contact for Lakeside and many Capital District mayors and city administrators, the community and city administrators, and then, as they typically start with us, and then, as that process proceeds, we'll turn them over to the economic development people within Amerent," Hoelscher explains.

Her goal is to get a first-hand look at how a government, agency or facility operates, so she can explore ways to help. With help from others, Hoelscher recently organized the annual community update meeting AmerentUE conducts for Central Missouri city officials—this year the meeting was at Willmore Lodge and included briefings on legislative issues and company programs and activities.





eriment and economic development agencies."

Hoelscher and the district's other CSA, **Gaye Suggitt**, work with about 180 large commercial and industrial customers.

Not only must they become knowledgeable about these customers' operations, but they're also notified, by pager, when one of their customers has a service interruption, so they can contact the customer and provide information about what happened and when AmerenUE expects to have power restored. How do they manage to stay informed about such a large and diverse group of customers?

"We make lots of visits and phone calls, and attend seminars and training, but we also use the Internet," Hoelscher says. "All our major customers have sites on the Internet, so it's easy to keep track of new developments."

Off the job, Hoelscher has a passion for showing "saddle seat," or English, horses. But she says her work has an influence on that, too.

"It's surprising that after officials and customers find out I do this, a lot of them will ask how my shows are coming," she adds. "Sometimes they even come to them. That puts on extra pressure to do well in the show." •

STEVE BENTON

For a self-professed "country" boy, **Steve Benton** says on the move.

Born in a Washington, Mo., hospital, Benton grew up in Gerald and Iberta — small towns in central and southwest Missouri. His father turned to full-time farming when Benton was a small boy, so tending to hogs and cattle and getting up in the wee hours is not unknown to him.

That's good because as construction supervisor for the Lakeside District, Benton faces some early morning hours keeping the lights on over a far-flung area that includes rural hamlets and upscale lake developments. Benton honed his skills the hard way — by coming up the ranks.

After earning a degree as engineering associate of electronic technology, Benton joined the engineering group of Western Electric in St. Louis, where for two years he was part of the field engineering team, getting projects completed. Then, after a 365-day stint as a sergeant in the infantry in Vietnam, Benton became a Western Electric line engineer — a desk job that had him ordering equipment for Southwestern Bell.

"I hated being inside, so in 1973, I took a pay cut to become an apprentice lineman for Gascoage Co-op in Dixon, Mo.," he recalls. On March 20, 1978, Benton became a lineman in Versailles, Mo., for Missouri Utilities. In the mid-1980s, Union Electric — now AmerenUE — acquired Missouri Utilities, and in 1986 Benton became UE supervisor for the electric and gas line crews in Versailles and Eldon. In 1991, he moved to the position of gas supervisor of the Capital District, based in Jefferson City, and during this period, faced some of the toughest challenges of his career.

"The Flood of 1993 hit us hard — we worked every day fighting the mud, rain and river currents," Benton recalls. "In fact, we camped out for nearly two weeks waiting for the Missouri river to recede, so we could restore gas to our customers with a temporary gas main we were trying to get across a bridge going into Jefferson City. It was a very tough time for everyone, but we learned a lot. Our seasoned crews showed they were up to the chal-



lunge. We handled the entire crisis safely."

In 1996, Benton moved to the Lakeside District, where he helped implement a new scheduling system that has increased responsiveness to customers and operating efficiency.

What special challenges does the lake pose? "The area's population is diverse and growing, and that creates a dynamic situation requiring a lot of diplomacy and flexibility. There's a great deal of new construction in the area and a need for preventive maintenance on the many district lines that cover a lot of miles. You have to be able to adapt quickly and handle a range of assignments to perform well in this district."

Benton adds that the beauty of the area is a bonus to anyone working there, but "I don't fish. I don't boat." However, Benton's parents are 30 miles away and he does own and ride-quarter horses.

"I am a country boy, after all." •

Protecting Resources

AmerenUE's Efforts Gain National Recognition

The Osage River downstream from Bagnell Dam is one of the best fishing and fish catch areas in Missouri, containing more than 80 species. AmerenUE has been working with the Missouri Department of Conservation to enhance this fishery by raising dissolved oxygen levels during the hottest summer months when oxygen levels normally decline.

In 2000, those efforts gained national recognition when the National Hydropower Association (NHA) cited AmerenUE's Osage Plant for "Outstanding Stewardship of America's Rivers." Osage was one of three projects nationwide, receiving this honor.

While it's nice to win awards, what does "dissolved oxygen enhancement" mean for fishermen? Better fishing! Here's why:

In warm-water lakes, like the Lake of the Ozarks, dissolved oxygen levels drop in hot weather because the water stratifies — layers of warm water form near the surface and layers of colder water sink to the bottom. As a result, the amount of dissolved oxygen — which fish

need to survive — decreases deeper in the lake. Since the Osage Plant draws water from the deepest part of the lake to run its generators, the water it discharges into the Osage River has typically been low in oxygen, putting severe stress on the fish population downstream. Boosting that dissolved

oxygen means happier fish — and happier fishermen!

AmerenUE engineers devised ways to make vents above the "runners" — the water wheels that turn the turbine generators — work more efficiently. These vents mix air with water as it goes through the power plant, thus increasing the oxygen levels in the water discharged downstream. The plant staff also found that by alternating operation of the generating units at night — when dissolved oxygen is lowest — they can discharge water with higher oxygen levels more evenly throughout the river.

The result: AmerenUE doubled the amount of dissolved oxygen in water discharged from the dam during times of the year when fish populations have been most affected.

What's more, peak dissolved oxygen has reached levels higher than are known to have been achieved at any other hydro project that uses turbine venting. Not only has this greatly enhanced the fishery, but the improvements were achieved at minimal cost and with minimal impact on power generation — a "win-win" situation for both the environment and low-cost energy production. •

FISH STOCKING

From the time Bagnell Dam was built, AmerenUE has worked to boost the lake's fishery through a fish stocking program. The company operated its own fish hatchery until 1997, when it signed an agreement with the Missouri Department of Conservation to conduct fish stocking at the lake.

Supported by an \$80,000 annual grant from AmerenUE, the new arrangement has resulted in a greater diversity of species being stocked in the lake than was possible with the small hatchery operation in the past. During 2000, 183,000 striped bass, 176,000 hybrid striped bass, 8,190 paddlefish and 601,000 walleye " fry" were introduced into the lake under this program. •

EDUCATING THE PUBLIC

Over the past few years, AmerenUE has conducted several new projects aimed at educating the public about the lake and the importance of protecting and enhancing the lake's natural resources for the benefit of future generations. Those efforts gained national recognition in 2000, when the National Hydropower Association granted its prestigious "Hydro Achievement Award" to AmerenUE for three public education projects completed in the past two years. Those projects include the preservation of Willmore Lodge and creation of a Lake of the Ozarks historical museum, the dedication of a new scenic overlook on a hill above Bagnell Dam, and the creation of a fish and bird observation area at the dam itself.

Willmore Lodge, on Business Route 54 about one mile north of Bagnell Dam, once served as an administration building and lodge to house dignitaries visiting the dam's construction site. The log structure had fallen into disrepair and was in danger of being demolished when AmerenUE re-acquired it in a bankruptcy auction. Today, for a nominal fee, AmerenUE leases the building to the Lake of the Ozarks Area Chamber of Commerce, which has restored it for use as a visitors' center and chamber offices. AmerenUE has also developed a museum highlighting the past, present and future of the lake in one wing of the building.

The scenic overlook, located on Upper Power Plant Road, provides a spectacular view of the lake, dam and Osage River. Facilities include an observation deck, cement patio, shelter house and parking area. They also include informational signs about the history of the lake and dam, plus historic photographs showing how the Osage River Valley looked from that same location before the dam was built.

With help from the Missouri Department of Conservation, AmerenUE also developed a fish and bird observation area along a walkway leading to the Osage Plant's main office on the downstream side of Bagnell Dam. It includes informational signs to help visitors identify the fish and birds they can observe from that location. Signs are changed periodically to highlight the species present at different times of the year.

The public is welcome to visit all of these facilities at no charge. •

Keeping It Clean

Cleanups Worth Their Weight in Trash

Thanks to hundreds of dedicated people, the Lake of the Ozarks gets a "spring cleaning" twice a year. Sponsored by Amerent/E, last year's spring and fall cleanups collected the second highest amount of trash ever—2,716 cubic yards, weighing a hefty 186 tons!

Started in 1992, the Annual Shoreline Beautification Cleanup seeks to reduce the amount of trash that accumulates along the lake's 1,150 miles of shoreline. The Adopt-the-Shoreline program, launched in 1993, provides a core group of volunteers to clean the lake and oversee the annual Shoreline Beautification Cleanup.

In 2009, 558 volunteers from 54 Adopt-the-Shoreline groups participated in the spring cleanup, collecting a total of 2,181 cubic yards of trash, weighing in at 150 tons. Amerent/E covered the cost of disposal, including the use of "roll-off" dumpsters and several trucks at a cost of \$35,000 in the fall. 115 volunteers from 14 groups collected 530 cubic yards of waste, weighing 36 tons—the second highest total ever for a fall cleanup! Amerent/E again paid for thisposal, at a cost of almost \$9,000.

can help, what tools they need to bring and how the events are organized.

Along with the efforts of so many dedicated people, a task force has been established to study the problem of dock foam (expanded polystyrene or EPS), which makes up 95% of trash on the water.

Consisting of 25 volunteers, the task force includes representatives from different chambers of commerce, members of the water patrol, private individuals, members of the Dock Builders Association, marine dealers, Department of Natural Resources, and Adopt-the-Shoreline area coordinators.

Their goals are to determine why EPS is littering the shoreline, to review the regulations and laws regarding the disposal of the foam, and to create a list of recommendations

to send the Adopt-the-Shoreline advisory board.

While some of the foam in the lake is the result of illegal disposal, much of it comes from derelict or abandoned docks.

In 1995, the requirement for dock flotation changed, imposing limits on what materials can be used for flotation.

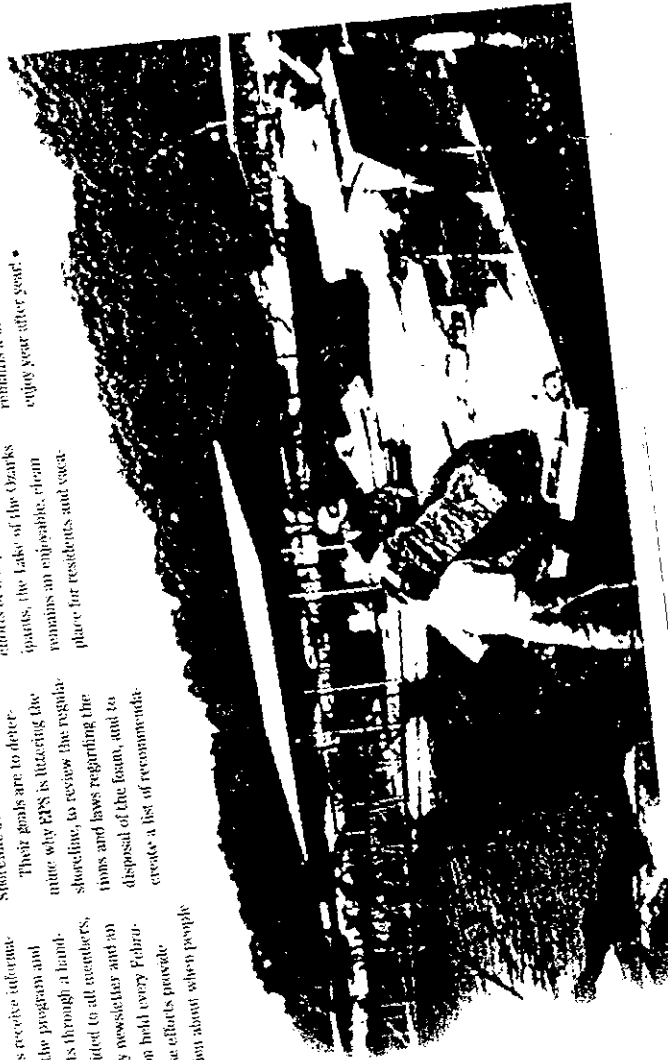
Before 1995, EPS was commonly used for flotation, but eventually it becomes water-logged and breaks apart. Only the encapsulated foam is acceptable for flotation. It is more durable, and it doesn't absorb water.

Each year, thanks to the efforts of many involved parties, the Lake of the Ozarks remains an enjoyable, clean place for residents and vaca-

tioners. But the task of keeping it clean doesn't end there. It's up to all the people who enjoy the lake to dispose of waste responsibly.

To join Adopt-the-Shoreline or for more information, call (573) 365-0310. Volunteers for one or both cleanups are always welcome. Donations and loans of materials, like pontoon boats or other equipment, are also needed.

You can also help by recycling or disposing your own trash in a responsible way and encouraging your neighbors to do the same. Through the combined efforts of Amerent/E and the community, we can assure the Lake of the Ozarks remains a beautiful place to enjoy year after year! •



Going with the Flow

Lake of the Ozarks Guru Tries to Keep Water "On the Level"

Helping one of the largest man-made lakes in the world fulfill it's responsibility is no small task.

Just ask Charlie Kempf, superintendent of operations, Osage Plant and hydraulic engineer. Over his 30 years at AmerenUE, the last 10 at Osage Plant, he's grown used to balancing the needs of the lake, the Osage River, and the people who rely on both.

"One of the most challenging jobs is maintaining the water level at the lake while generating power, even during periods when we have low water levels," says Kempf.

FERC SETS WATER LEVELS

In compliance with the FERC license requirements, the water level must remain at 650-660 feet above sea level, although AmerenUE's federal license permits it to go as low as 646 feet in an emergency. Normal levels run between 654-660 feet above sea level.

"We also have to keep in mind different needs and concerns. That can be a challenge when the demand for energy is at its peak," he says.

Osage Plant is not only concerned about generating power. It also must consider the needs of recreational boaters, farmers downstream, fishermen, environmentalists, residents, and businesses that rely on the lake for their livelihood.

In an effort to maintain these levels, Kempf, along with AmerenEnergy (Ameren's energy trading subsidiary) and AmerenUE's energy dispatch area, develops a yearly "guide curve." The guide curve is a graph used to outline the optimal lake levels maintained at different times of the year.

The dispatch area establishes how much power is needed and from which plant. "They create a plan for energy," explains Kempf.

If some power is not immediately needed, AmerenEnergy finds markets where that extra energy can be sold.

FULL LAKE LEVELS

This past summer, despite minimal rain, Kempf and his team maintained full levels at the lake. At least until August.

"We had to work hard to use the water wisely and maintain our levels. Despite the heavy demand, we stayed above our established curve to keep the water levels up," says Kempf. "It's a tribute to good management."

The minimum amount of water released is 450 cubic feet per second, which helps maintain the aquatic life. The maximum flow through the generators is 34,000 cubic feet of water per second.

During peak demand periods with no rain, the plant can drain 1.6 feet of water per day from the lake at full generation.

"If we release too much water, the downstream region can get flooded, and if the levels get too low in the lake, we not only generate less power, but it creates problems for boats and dock owners," explains Kempf.

LAKE REPORT PHONE LINE

How do low levels affect residents and owners at the lake?

"People need to be aware not just of the levels in their area but the entire lake. If the levels drop too much, boats can become stuck in coves or their docks," says Kempf.

Information on lake levels can be obtained by calling AmerenUE's Lake Report at (573) 365-9205. Kempf revises the update every week day.

"The lake reports provide information on what is happening at the lake on a daily basis. If the forecast calls for the levels to drop, people can make plans to minimize damage to their property," Kempf adds.

TIPS FOR LOW LAKE LEVELS

Low water levels are not uncommon in winter months. In addition to checking the hotline for information, here are other precautions residents can take in cold weather:

- Disconnect hinges linking docks, seawalls and piers to allow the entire structure to fall with the water level.
- Lengthen cables on docks to allow them to drop as the water drops.
- Use defleers or hydra hoists to protect against ice damage.
- Ask a neighbor, local boat dealer or a dock builder to care for your dock in your absence.

For a list of members of the Dock Builders Association, call the Lake and Shoreline Protection Hotline at (573) 365-9205. •



Permits Protect

As the owner and operator of Bagnell Dam and the Osage Power Plant, which created Missouri's Lake of the Ozarks, AmerenUE conducts a number of shoreline management activities as required by Article 41 of its federal license to operate and maintain the Osage Project.

The license, issued by the Federal Energy Regulatory Commission (FERC), allows AmerenUE to establish a program to issue permits giving lakefront property owners the privilege of having a boat dock or other structure on the lake. Among AmerenUE's shoreline management activities, the permit program is clearly the most misunderstood.

Why issue permits? The permit program helps ensure that structures on the lake meet standards to prevent them from affecting navigation, polluting the lake, or interfering with the safe and reliable operation of the dam and power plant. The program also helps protect property values by requiring that all docks and other shoreline structures be maintained in good condition and by removing docks that have been allowed to deteriorate and become an eyesore.

AmerenUE assumed responsibility for the permit program in 1982. Before that, the U.S. Army Corps of Engineers issued permits.

"Although our permit program remained essentially the same for a long time, in recent years we made a number of changes aimed at improving the program, and that's caused a lot of confusion and misunderstanding," says Jeff Douglas, AmerenUE real estate supervisor, who heads the permit program.

Douglas says the first big change came in 1995, when AmerenUE issued new dock construction standards banning the use of white foam flotation material that had become the number one source of man-made debris in the lake. Docks that already used the foam were "grandfathered" — meaning owners of docks with foam that was still in good condition did not have to replace it right away. However, when the material finally did wear out, it would have to be replaced with an approved flotation material.

PERMIT FEES INTRODUCED

Faced with the skyrocketing cost of conducting and enforcing the permit program (the number of permits processed per year rose from just under 600 in 1986 to more than 5,000 in 1996), in 1997 AmerenUE began charging a one-time processing fee for new permit applications. When fee revenue still fell far short of covering expenses, in 1999 AmerenUE introduced a new fee structure that included an annual "use fee" for large docks and a lump sum use fee for smaller docks.

Douglas says that, while most lake residents and businesses appear to accept the need for fees, a coalition of large dock owners has continued to oppose the fee structure. He notes that FERC recently upheld the second of two rulings confirming AmerenUE's right to charge fees and the "reasonableness" of those fees. He also notes that despite the written FERC rulings, some misunderstanding continues.

"We chose the current fee structure after reviewing fees at other lakes around the country," Douglas says. "Every penny we collect in fees goes into shoreline regulation and enforcement. AmerenUE continues to absorb the entire cost of other shoreline management programs, which are not covered by fee revenue, such as mosquito spraying and shore-line cleanup activities."

NEW ENFORCEMENT TOOL

Permits have always been required for docks at the Lake of the Ozarks. AmerenUE realizes that a portion of the docks still do not have permits. But the company will soon have a new enforcement tool, thanks to a new Graphical Information System (GIS).

"A contractor working for AmerenUE took aerial photos of the entire shoreline and then used digital technology to pinpoint the location of every dock on the lake," Douglas says. "They're now reviewing the photos and county records for every lakefront parcel and matching them to our database of existing permits. When this project is complete in early 2001, we will have an important new tool to identify unpermitted docks, giving a big boost to our enforcement efforts."

FACTS ABOUT PERMIT FEES

As AmerenUE beefs up enforcement of the permit program, the company continues to receive many questions about permits and fees. Here's a summary of the current fee structure:

- Applicants pay a \$100 processing fee for a new permit for a one-slip boat dock, plus \$25 for each additional slip.
- If a dock owner with an existing permit makes a modification — such as adding boat slips, rebuilding the dock, or moving the dock to a new location on the same property — a \$50 permit modification fee applies. This fee covers the addition of one boat slip. If more than one slip is added, there's a \$25 fee for each additional slip.
- The fee for transferring a permit from one owner to another is \$25.
- Owners of docks larger than 3,000 square feet are charged an annual use fee of 4.5 cents per square foot. Owners of smaller docks are not charged an annual fee, but they are charged a use fee when they apply for a new permit or a modification to an existing permit.
- For docks between 1,800 square feet and 3,000 square feet, the use fee is \$400, while for docks smaller than 1,800 square feet, the use fee is \$250.
- Applicants for new permits or permit modifications must pay both the applicable permit processing fee and use fee.
- A \$500 "enforcement fee" may be charged to dock owners who fail to obtain a permit or who do not comply with the requirements of an existing permit.

For a copy of the complete permit regulations with guidelines on how to prepare an application, call (577) 365-8263. Computer users with access to the Internet can find the complete regulations, along with a permit application form, on AmerenUE's Web site (www.ameren.com). Requests for permit applications or permit questions can also be sent to AmerenUE's special Lake of the Ozarks E-mail address (Lake@ameren.com).

License Renewal

"Stakeholders" Play a Key Role

Representatives of a wide range of organizations and interests at the Lake of Ozarks spent 2000 working on a very complex project — the relicensing of AmerentUE's Bagwell Dam and Osage Power Plant. AmerentUE's federal license directs how the company will operate the plant, manage the shoreline and serve as stewards of the water resource.

AmerentUE's existing 30-year license from the Federal Energy Regulatory Commission (FERC) expires Feb. 28, 2006. Hydro plant license periods can range from 30 to 50 years, and AmerentUE plans to seek a new 40-year license. However, a new license application must be prepared for FERC review no later than Feb. 28, 2004. Officials of other hydro projects that have gone through the relicensing process in recent years have one piece of advice — start early.

Relicensing is important to everyone who has a "stake" in the future of the lake because the new license will govern AmerentUE's operations at the lake for decades to come. That's why AmerentUE began the process by seeking active participation from persons with a wide range of interest we could think of," says Jerry Hogg, AmerentUE superintendent of Hydro Regulatory Compliance, who is heading the relicensing project. "In December 1999, we contacted more than 130 organizations and individuals, asking if they would like to participate. They include resource agencies, elected officials, flood control and downstream interests, small business owners, environmental groups, business and economic development organizations, the boating industry and members of local communities. Consultants from Duke Engineering & Services and Kearns & West, who have extensive experience in hydro plant relicensing, were also brought in to assist."

About 50 people attended an introductory meeting on Jan. 12, 2000, with subsequent meetings held nearly every month. Attendance has varied, but a "core group" of about 25 has participated in almost every meeting. One of the stakeholders' first tasks was to decide which relicensing process to use. Both AmerentUE and FERC favored FERC's new Alternative Licensing Process (ALP), rather than the traditional process used in the past. The ALP promotes problem-solving at the local level by encouraging extensive stakeholder participation from the very beginning. After discussing the issue at two meetings, participants chose to follow the alternative process. Then the real work began — identifying the key concerns in the relicensing process.

The task force spent most of 2000 identifying information needs and what studies may be necessary to gather that information. They developed the Initial Consultation Document, which provides information on existing resources associated with the Osage Project. They also developed the Initial Scoping Document, which is aimed at identifying key issues and the "scope" of studies that will be conducted to address those issues. These studies address not only environmental concerns,



The complex process of relicensing AmerentUE's Osage Plant and Bagwell Dam involves balancing competing interests like upstream recreation and downstream flood control. To reach agreement on as many issues as possible before submitting a relicensing application to the Federal Energy Regulatory Commission, AmerentUE has invited "stakeholders" representing a wide range of interests to actively participate in the relicensing project.

but also historic preservation, recreation and socioeconomic issues.

The next step will be a public meeting Feb. 21, 2001, to give the public an opportunity to review and comment on the work the stakeholders have done so far. To accommodate as many people as possible, both an afternoon and an evening session are planned.

Then the major work will be back in the hands of the stakeholders again, as they continue efforts to reach consensus on as many issues as possible — before the final relicensing application is sent to FERC.

"Our hats are off to the stakeholders who have made a continuing commitment to this project," Hogg remarks. "Some are from resource agencies, and it's quite a lot to ask of small business people and others who are serving as unpaid volunteers." *

LakeViews

A Visit with Dan Jarvis, Osage Plant Manager

"I all revolves around Bagnell Dam," says Osage Plant Manager Dan Jarvis, when asked about the relicensing project taking place at the Lake of the Ozarks. "What we do affects a lot of people on both sides of the dam."

Jarvis should know. He's been running the dam and Osage Hydroelectric Plant for more than 11 years. But in the year 2000, he became involved with one of the biggest projects at the dam since construction ended in the 1930s: the six-year process to renew AmerenUE's operating license for the dam and plant.

Jarvis took some time out of his schedule recently to talk about relicensing, the Lake of the Ozarks and the future of Bagnell Dam and the Osage Plant.

Q. Under what authority does AmerenUE operate Bagnell Dam and the Osage Plant?

A. Bagnell Dam and Osage Plant have operated for the past 70 years under a license from the Federal Energy Regulatory Commission (FERC), the government agency that oversees transmission of power and other activities of electric utilities in the United States. The license regulates everything from how we release water through the dam to how we spray for mosquitoes.

The original license expired in 1976, and after some extensions, we finally obtained a new license in 1981, protracted to 1976. That license expires in 2006. So we are currently working on our third license from FERC.

Q. What has the relicensing process been like?

A. In early 2000 we started meeting with various stakeholders at the lake. The core group of most interested stakeholders numbers around 25 people, including representatives of state agencies, community groups and others who have an interest in the lake and the Osage River. We will continue meeting with stakeholders through 2003.

The meetings have been very productive. Our goal is to identify the key issues at the lake. The next stage is reaching agreement on how to resolve those issues so the process can move along as smoothly as possible. We plan to have as many issues as possible resolved, and the application assembled, by February of 2004. This allows a period of two years for the FERC to review the license application and request any additional information they feel is needed to address all of the concerns, prior to the expiration of the existing license on Feb. 28, 2006.

Q. That seems like a long time. Why is the process so slow?

A. The timetable allows all interested parties to voice their concerns. The entire group addresses the issues, and

then AmerenUE determines which need additional data for resolution. Field studies are conducted over a two-year period to gather information. Following the study period, the data is analyzed and the best solution agreed upon by the responsible parties. It is critical that we have the proper information to base any power plant operational decisions upon. The license will be in effect for a long period of time and will affect not only people around the Lake and the Osage River, but all of our electric customers as well.

Q. What key issues have you identified?

A. Downstream from the dam, the most prominent issues are bank erosion and flooding. These are obviously related to AmerenUE because the company controls the flow of water through Bagnell Dam.

Upstream, AmerenUE's role in shoreline management is a major issue. AmerenUE is charged with shoreline management by the existing FERC license. Included in that responsibility is the issuing of permits for docks and seawalls. Most seawalls and docks at the lake are constructed upon, or anchored to, AmerenUE property.

An issue that affects the lake — up and downstream — is the environment, especially the dam's impact on fish and other species, like mussels. AmerenUE is proud of the role we have played in economic development, fish stocking, improving dissolved oxygen levels and other wildlife preservation efforts at the lake, and we look forward to continuing that tradition under a new license.

Q. We hear a lot about combustion turbines that run on natural gas or oil. Are hydroelectric plants still necessary?

A. They certainly are. Hydroelectric power is a clean, inexpensive, environmentally friendly way to produce electricity at times of peak demand. It uses natural forces — water and gravity — to turn its turbines, unlike a plant that burns coal, oil or natural gas to generate electricity.

Almost 100 million barrels of oil would be needed to generate as much electricity as Osage Plant has generated over its 70 years of operation. This is a renewable resource, and as such, is very important to our economy and the environment.

Q. What's in store for the Osage Plant in 2001 and beyond?

A. As the electricity markets become more competitive, inexpensive hydroelectric power, like that generated at Osage Plant, will become increasingly important. As a result, we will be replacing two turbines at the plant that have been operating since it started generating power in 1931. The new turbines will run more efficiently so that we can generate more electricity.

We'll start taking apart the old turbines this fall, and the new turbines will arrive toward the end of the year. We plan to put an old turbine, which weighs about 50 tons and is 12 feet in diameter, on display near the scenic overlook above the dam. We will also apply to upgrade two other turbines.

Also in response to the changing energy marketplace, it is important to centralize activities and work smarter. Osage Plant will soon be the central point of control for all three of AmerenUE's hydroelectric plants. Osage has controlled the company's Taum Sauk Plant for years, but soon it will also control the Keokuk, Iowa, hydro plant. One person in Osage's control room will be able to turn all three plants on or off with the push of a button.

Osage Plant also works continuously with AmerenUE's Energy Supply Department, headquartered in downtown St. Louis, to monitor the amount of water in the lake, the water flowing into it, and how those factors influence the plant's ability to generate electricity.

For all these reasons, Osage Plant is, and will continue to be, a critical part of AmerenUE's system. •



PRESERVING THE PAST: NEW LIFE FOR OLD PHOTOS

When AmerenUE's Bagnell Dam and Osage Power Plant were built in 1929-31, photographers carefully documented each stage of the massive project. The result? Roughly 650 high-resolution black and white photos showing everything from the Osage River Valley before work began to the site when the project was completed.

For nearly 70 years, the 8 x 10-inch negatives remained in manila folders in a file room at the plant. Now the photos are getting a new life in digital format — preserving them for future generations, and at the same time, making them more accessible to the public.

"These old construction photos have been very popular, and some of the negatives have been borrowed numerous times over the years — for use in things like history books, brochures and calendars," says Osage Plant Manager Dan Jarvis. "Unfortunately, the more the negatives are handled, the more they can be damaged. We decided to convert these negatives to digital format to preserve them from further deterioration and yet make the photos available to historians and others who wish to use them."

In early 1999, Jarvis and Maintenance Superintendent Alan Sullivan began working with local photographer Cliff Keeler to get all of the negatives digitized



Bagnell Dam, under construction in 1931.

and stored on compact disks. To protect the negatives, Keeler hand-carried (fill scanner) to convert each image to digital format. The lab used a special high-resolution ware was used to "repair" scratches or other defects that were in the original photos. Keeler says one negative actually shattered when it was removed from the scanner, but since it had already been digitized, the image was saved.

Jarvis says digitizing the old negatives has provided other benefits, beyond simply preserving them. "The digital images allow you to do things you couldn't do before. With the digital photos, you can zoom in and see the expressions on people's faces — even read license plates," Jarvis adds.

Osage Plant's original negatives are now stored under climate-controlled conditions at the Missouri State Archives in Jefferson City. •

AMERENUE CONTACT INFORMATION

E-mail address: Lake@ameren.com
Ameren Website: www.ameren.com

Lake and Shoreline Protection Hotline
(to report pollution problems, derelict docks or other concerns affecting the lake):
(573) 365-9203

For information about permits for docks, seawalls and other structures on the lake:
At the Lake: (573) 365-9203
Outside the Lake Area: (314) 554-4259
Fax: (314) 554-2570

Lake level information:
(573) 365-9205

For information about new connections and other AmerenUE services:
1-800-552-7583



Network

AmerenUE

Being into a hot dog, licking an ice cream cone and switching on a light are ways to sample some of the excitement generated at the 1904 World's Fair, the St. Louis event that introduced America to the hot dog bun, the waffle cone and the joys of electricity. Union Company, AmerenUE's original name, powered the fairgrounds, inspiring Charles Alva Buers to hail the event as "the electrical fair" in a 1904 edition of *The American Inventor*.

The fair prompted a flurry of home wiring, and Union, founded in 1902, turned up the current to begin a tradition of providing low-cost, reliable energy that continues today through AmerenUE.



AmerenUE is an operating company of Ameren Corporation, the parent of energy trading and marketing, and fuels procurement companies, plus an Illinois-based electric and natural gas utility, AmerenCIPS.

AmerenUE supplies electricity to 1.2 million customers and natural gas to 123,000 people in Missouri and Illinois, making it Missouri's largest electric company and the state's third-largest natural gas distributor.

The company paid its first, now uninterrupted, cash dividend in 1906, then spent the next three decades expanding territories, acquiring plants and completing Bagnell Dam on the Osage River. By the 1940s Union Electric's production outstripped demand, so with other power companies, the company built a multistate system of power transmission lines that links Ameren with 30 other providers. Ameren is now the nation's second-most connected utility company.

Expansion continued over the next 40 years, including a move into Missouri's gas market and the construction in 1954 of the state's only nuclear power plant. Near Fulton, Missouri, Callaway Nuclear Plant has set national records for safety, efficiency and production in its 17-plus years of service.

Union Electric merged with CIPSCO Incorporated in 1997 to form Ameren Corporation. The resulting organization provides energy services to more than 1.8 million customers in Missouri and Illinois. At that time, St. Louis-based AmerenUE had a generation capacity of 7,900 megawatts from one nuclear, five fossil-fuel and three hydroelectric generating plants. The merger prepared both utilities for competitive markets, resulting from provider choice legislation enacted in 1997 in Illinois. Today, Ameren's generating capacity has reached 12,600 megawatts and is growing with capacity additions in Illinois.

AmerenUE has built its generating strength while reducing emissions, protecting wildlife habitats and investing in research. Among the prestigious awards the company has received are a 1996 Missouri Governor's Pollution Prevention Award; a 1997 Marlin Perkins Award for supporting a program to install hatching boxes for songbirds on utility poles, and the 1993 Edison Award, the industry's most prestigious honor, for its response to devastating Midwest flooding.

AmerenUE offers assistance with energy bills to low-income customers, and long-life, high-efficiency lighting to community parks, schools and sporting venues.



About 100 years ago, Union Company powered the region's change into the age of electricity. This century, AmerenUE stands ready to lead the industry in developing cleaner methods for generating power while consistently meeting its customers' needs for low-cost, reliable energy.

The first power plant of what is now Ameren Corporation was in downtown St. Louis, near what is now Lockley's Landing. The plant built in 1902 has been a landmark in the city since 1972 and was sold to Bi-State Development Agency in 1983.

Ameren's largest plant at 2,200 megawatts... Lohrle Plant in Franklin County just outside St. Louis — set multiple records in 2000 burning 9 million tons of coal and generating more than 15.7 million megawatt hours of power.

Corporate Sponsors and Donors

We are pleased to acknowledge the following Corporate Sponsors of Energy 2001:



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In addition, we would like to recognize the following local donors of raffle items:

Bagel & Bread, 7960 Lee Blvd., Leawood, KS

Californios, Westport, 4124 Pennsylvania, Kansas City

Comedy City, 3000 Charlotte, Kansas City

Culinary Concepts LLC of Crown Center, 2450 Grand Suite 321, Kansas City

Grandma's Deli & Bake Shop, 120 W. 12th Street, inside Twelve Wyandotte Plaza, Kansas City

Hyatt Regency Crown Center, 2345 McGee Street, Kansas City

Hereford House Restaurant Group, 2 East 20th Street, Kansas City

Hotel Capri Casino-Kansas City, 1800 East Front Street, Kansas City

Westport Inn, 500 Westport Road, Kansas City

The Malibu Steakhouse, 931 Broadway, Kansas City

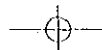
Union Center, 50 West Pershing Road, Kansas City

Special thanks to Midwest Express Airlines for their donation of the chocolate chip cookies at registration and their airline tickets for the raffle.



Lake of the Ozarks Permit Requirements

A Reference Guide
For Property Owners And
Builders/Contractors



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Glossary of Terms

Breakwater: a structure used to protect docks by stopping or slowing waves or wake.

Cantilever: referring to a deck that extends over the lake or shoreline and is supported by a seawall or piers

Creosote: a material used to treat and preserve wood. Wood treated with creosote is prohibited at Lake of the Ozarks.

Dead load: the weight of the entire dock structure, including all permanent attachments such as bumpers, dock boxes, winch stands and roof structures.

Dead load freeboard: the distance from the top of the water to the bottom of the dock's structural frame (a minimum of 7' in these regulations)

Horizontal and vertical slope: this refers to the side of an excavated area. From the bottom of the excavation, the side must be sloped at 3 horizontal feet for each 1 foot vertical rise.

Lake mile: mile markers on Lake of the Ozarks as established by the Corps of Engineers, for the main channel and arms of the Lake. Mile marker "0" starts at Bagnell Dam and runs upstream towards Truman Dam.

Lakeward: The lakeward side of a point or structure is the side that faces the lake. The opposite side is the landward side.

Live load: Vertical: the weight of people, ice and snow Horizontal: the force of wind, waves and boat wakes against a dock.

Penta: (same as creosote)

Project lands: all of the property rights acquired for the construction of Bagnell Dam and the Osage Project as licensed by the Federal Energy Regulatory Commission. AmerenUE owns the majority of the shoreline property around the lake; however, the extent of this ownership does vary. Carefully check ownership records for your property prior to any construction near the lake

Purlins: the horizontal members of the roof structure used to support and attach the roof panels.

Rip-rap: clean limestone or native rock that is 8" to 12" in diameter or larger.

Setback: the distance between the side property line extended lakeward, and the closest point to the applicant's boat dock

Toe of the bank: the bottom or lowest point of an eroded bank on the shoreline.

Waterspace: the area occupied by the dock (including the area within the slips) walkway, boat lifts, breakwater and any other structures.

Wave action: the force of a wave against the exposed surfaces of the dock and boats. Expressed in pounds per square foot (psf) it is used to determine the size of the anchoring system.

Wetlands: areas that are periodically or permanently inundated by surface or ground water and support vegetation adapted for life in saturated soil. These areas are also referred to as swamps, marshes and bogs.

Wind loads: the force of wind against the exposed surfaces of the dock and boats. Expressed in pounds per square foot (psf), it is used to determine the size of the anchoring system.

