

Exhibit Number:  
Issue(s): Corporate Allocations  
Witness: James R. Dittmer  
Sponsoring Party: MoPSC Staff  
Case Number: EO-97-144 and EC-97-362

**MISSOURI PUBLIC SERVICE COMMISSION**

**UTILICORP UNITED, INC.  
d/b/a MISSOURI PUBLIC SERVICE**

**EO-97-144 AND EC-97-362**

**DIRECT TESTIMONY**

**OF**

**JAMES R. DITTMER**

Jefferson City, Missouri  
March 1997

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PUBLIC SERVICE COMMISSION

**\*\*Denotes Highly Confidential Information\*\***

**\*\* Denotes Proprietary Information\*\***

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**JAMES R. DITTMER**  
**UTILICORP UNITED INC., d/b/a/ MISSOURI PUBLIC SERVICE**  
**CASE NOS. EO-97-144 and EC-97-362**

1 Q. Please state your name and address.

2 A. My name is James R. Dittmer. My business address is 740 North Blue Parkway, Suite  
3 204, Lee's Summit, Missouri 64086.

4

5 Q. By whom are you employed?

6 A. I am a Senior Regulatory Consultant with the firm of Utilitech, Inc. (formerly Dittmer,  
7 Brosch and Associates, Inc.), a consulting firm engaged primarily in utility rate work.  
8 The firm's engagements include review of utility rate applications on behalf of various  
9 federal, state and municipal governmental agencies as well as industrial groups. In  
10 addition to utility intervention work, the firm has been engaged to perform special studies  
11 for use in utility contract negotiations.

12

13 Q. On whose behalf are you appearing in this proceeding?

14 A. Utilitech, Inc. has been retained by the Missouri Public Service Commission Staff to  
15 assist in the earnings investigation of the electric operations of Missouri Public Service  
16 ("MPS"), a division of UtiliCorp United, Inc. (hereinafter "UCU," "UtiliCorp" or  
17 "Company"). Thus, the testimony I am presenting herein is being offered on behalf of the  
18 Missouri Public Service Commission Staff (hereinafter "Staff" or "the Staff").

19

20 Q. What is your educational background?

21 A. I graduated from the University of Missouri - Columbia, with a Bachelor of Science  
22 degree in Business Administration, with an Accounting Major, in 1975. I hold a Certified  
23 Public Accountant Certificate in the State of Missouri. I am a member of Beta Alpha Psi  
24 National Accounting Fraternity, the American Institute of Certified Public Accountants,  
25 and the Missouri Society of Certified Public Accountants.

1 Q. Please summarize your professional experience.

2 A. Subsequent to graduation from the University of Missouri, I accepted a position as  
3 auditor for the Missouri Public Service Commission. In 1978, I was promoted to  
4 Accounting Manager of the Kansas City Office of the Commission Staff. In that  
5 position, I was responsible for all utility audits performed in the western third of the State  
6 of Missouri. During my service with the Missouri Public Service Commission, I was  
7 involved in the audits of numerous electric, gas, water and sewer utility companies.  
8 Additionally, I was involved in numerous fuel adjustment clause audits, and played an  
9 active part in the formulation and implementation of accounting staff policies with regard  
10 to rate case audits and accounting issue presentations in Missouri. In 1979, I left the  
11 Missouri Public Service Commission to start my own consulting business. From 1979  
12 through 1985 I practiced as an independent regulatory utility consultant. In 1985,  
13 Dittmer, Brosch and Associates was organized. Dittmer, Brosch and Associates, Inc.  
14 changed its name to Utilitech, Inc in 1992.

15  
16 My professional experience since leaving the Missouri Public Service Commission has  
17 consisted exclusively of dealing with issues associated with utility rate, contract and  
18 acquisition matters. For the past sixteen years, I have been appearing on behalf of clients  
19 in utility rate proceedings before various federal and state regulatory agencies. In  
20 representing those clients, I have performed revenue requirement studies for electric, gas,  
21 water and sewer utilities and have testified as an expert witness on a variety of rate  
22 matters. As a consultant, I have filed testimony on behalf of industrial consumers,  
23 consumer groups, the Missouri Public Service Commission Staff, the Missouri Public  
24 Counsel, the Indiana Utility Consumer Counselor, the Mississippi Public Service  
25 Commission Staff, the Arizona Corporation Commission Staff, the Arizona Residential  
26 Utility Consumer Office, the Nevada Office of the Consumer Advocate, the Washington  
27 Attorney General's Office, the Hawaii Consumer Advocate's Staff, the West Virginia  
28 Public Service Commission Consumer Advocate's Staff, municipalities and the Federal  
29 government before regulatory agencies in the states of Arizona, Michigan, Missouri,

1 Ohio, Florida, Colorado, Hawaii, Mississippi, New Mexico, Nevada, New York, West  
2 Virginia, Washington and Indiana, as well as the Federal Energy Regulatory  
3 Commission.

4  
5 Q. Have you and other members of your firm been involved in previous Missouri Public  
6 Service electric rate cases?

7 A. I and/or other members of the firm have been involved in some capacity in every  
8 Missouri Public Service Company electric rate review for the past twenty years. This list  
9 of cases would encompass participation in rate *increase* cases filed by Missouri Public  
10 Service as well as involvement in two earnings investigations/complaint cases wherein  
11 rate reductions were negotiated.

12  
13 Q. Do other members of your firm also have Missouri Public Service Commission Staff  
14 employment experience?

15 A. Yes. Steven Carver of the firm has ten years of experience with the Missouri Public  
16 Service Commission Staff. The last four years of his employment Mr. Carver held the  
17 position of Chief Accountant. Michael Brosch of the firm also has two years experience  
18 with the Missouri Public Service Commission Staff. Doris Cattey Newman recently left  
19 the employment of the firm. Prior to her departure she also had been working on the  
20 present MPS earnings investigation. Prior to her employment with our firm Ms. Newman  
21 also worked as an auditor for the Missouri Public Service Commission Staff.  
22 Cumulatively, members of the firm have approximately 20 years of employment  
23 experience with the MPSC Staff.

24  
25 Additionally, the firm has been retained by the MPSC Staff on numerous occasions in  
26 various capacities -- including assistance in the rate reviews of the two most recently filed  
27 MPS electric rate cases.

1 Q. What is the purpose of your testimony?

2 A. As stated previously, Utilitech, Inc. was retained by the MPSC Staff to assist in the  
3 earnings investigation of the Missouri Public Service Division of UtiliCorp United, Inc.  
4 My specific areas of review included the analysis of MPS payroll and related payroll tax  
5 costs, UCU corporate overhead costs as well as UCU corporate marketing costs. As a  
6 result of such analyses, I have prepared, and am sponsoring herein, adjustments to test  
7 year payroll, payroll taxes, UCU corporate overhead and UCU corporate marketing costs.  
8 Specifically, I am sponsoring the following adjustments:

9		
10	MPS Payroll Annualization	S-5.2
11		S-6.2
12		S-7.2
13		S-8.2
14		S-9.2
15		S-10.2
16		S-11.5
17		
18	MPS Payroll Tax Annualization	S-14.1
19		S-14.2
20		
21	UCU Wage & Benefits Overhead	S-11.3
22		S-11.4
23		
24	UCU Marketing Services	S-10-1
25		

26 Q. How is the remainder of your testimony organized?

27 A. Below I list the various topical areas which I will be addressing, also referencing the  
28 starting page number for each section:

	<u>Page Number</u>
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**Background of UCU's Present Organizational Structure**

- 20
- 21
- 22 Q. Please describe for this Commission UCU's present organizational make up, as well as
- 23 the more significant business operations that UCU presently engages in.
- 24 A. UtiliCorp United provides regulated gas and/or electric utility service in eight states
- 25 including Colorado, Kansas, Nebraska, Iowa, Minnesota, Michigan, West Virginia as
- 26 well as Missouri. UtiliCorp also provides *energy related* services to customers located in
- 27 the previously mentioned eight states in which it provides utility service as well as most
- 28 other mainland states. UtiliCorp wholly owns and operates one Canadian electric
- 29 company and also owns a significant minority interest in energy utilities operating in the
- 30 countries of the United Kingdom, Australia and New Zealand. UCU wholly owns gas
- 31 pipelines operating in Missouri and is a majority owner in Aquila Gas Pipeline which in
- 32 turn owns and operates gas pipelines in Texas and Oklahoma. Finally, through a separate
- 33 subsidiary, UtiliCorp has invested in electric generating stations providing service in
- 34 various American states as well as Jamaica.

1 Some of UCU's significant *energy related* businesses include natural gas marketing,  
2 natural gas pipeline transportation service, appliance service and repairs, home security  
3 sales and service as well as municipal, commercial and industrial energy consulting  
4 services.

5  
6 Organizationally, UtiliCorp operates its domestic electric and gas utility business as  
7 seven different *divisions*. Missouri Public Service has been a division of UtiliCorp  
8 United since 1984. Up until 1984 Missouri Public Service Company was a legal entity  
9 subject to this Commission's jurisdiction with respect to its Missouri retail electric and  
10 gas businesses. In the early 1980's, following a management strategic decision to grow  
11 and diversify the Company through acquisitions, Missouri Public Service Company was  
12 re-incorporated in Delaware and renamed UtiliCorp United, Inc.

13  
14 Since 1984 the following companies have been purchased and established as domestic  
15 regulated utility divisions of UtiliCorp United:

<u>Utility</u>	<u>Date Acquired</u>
Kansas Public Service	1984
Peoples Natural Gas ("PNG")	1985
Northern Minnesota Utilities	1986
West Virginia Power	1987
Michigan Gas Utilities	1989
West Virginia Gas (joined with West Virginia Power division)	1990
West Plains Energy (Centel)	1991
Minnegasco - Nebraska (joined PNG)	1993
Kansas Gas (Arkla) (joined PNG)	1995

1 In addition to the above domestic utility purchases, UCU has also established or  
2 purchased all, or significant portions of, the following businesses:

	Date
<u>Business</u>	<u>Acquired</u>
Aquila Energy Corporation (organized)	1986
West Kootenay Power (Canadian)	1987
UtiliCorp U.K. Inc. (gas marketing joint ventures)	1988
UtilCo Group (electric generation power projects)	various
ServiceOne, Service Today, ServiceGuard (appliance repair and service)	various
UtiliCorp New Zealand., Inc. (electric distribution)	1993
UtiliCorp Australia Holding Limited (electric distribution)	1995
Broad Street Oil & Gas (gas marketing)	1995

18  
19 UtiliCorp's foreign holdings are separate legal corporate entities which are purported to  
20 operate autonomously with little UCU executive oversight. UtiliCorp's energy related  
21 businesses are also separate legal entities, but organizationally, they share numerous  
22 corporate executive and administrative functions with UtiliCorp's domestic regulated  
23 utility divisions.

24  
25 Q. Do you have an organization chart attached to your testimony?

26 A. Yes. Schedule 5 demonstrates the complexity of the UtiliCorp corporate structure. In  
27 addition, Schedule 5 demonstrates the management strategic decision to grow and  
28 diversify. As Schedule 5 indicates, this was the corporate structure as of December 10,  
29 1996. It is my understanding that the structure may have changed slightly since that time.

- 1 Q. Have UCU's energy related businesses always shared executive and administrative  
2 functions with UCU's regulated divisions?
- 3 A. In recent years there has always been a modest sharing of executive and administrative  
4 functions. However, prior to 1995 UCU's non-regulated operations as well as UCU's  
5 regulated utilities operated in a fairly autonomous fashion. For instance, prior to 1995  
6 MPS operated largely as an independent combination electric and gas utility company --  
7 much as it had in the early 1980's prior to the creation of UtiliCorp and the numerous  
8 subsequent acquisitions. MPS, like the other UCU regulated and non-regulated  
9 operations, had MPS-dedicated accounting, risk management and human resources  
10 departments. However, beginning in 1995, UCU significantly reorganized operations by  
11 centralizing a number of corporate wide functions.
- 12
- 13 Q. Please elaborate on the reorganization which began prior to 1996.
- 14 A. Beginning in 1994 and continuing into 1995, UCU undertook steps to determine how it  
15 could streamline its various businesses to become more efficient and cost effective, as  
16 well as to prepare for anticipated additional deregulation of the energy industry. It  
17 elected to reorganize itself largely by *business unit* rather than by physical location -- as  
18 had been done up until 1995. Specifically, UtiliCorp Energy Delivery ("UED") was  
19 established as a "wires and pipe" business unit in charge of distributing energy  
20 commodity for all the UCU regulated utility divisions. UtiliCorp Power Services  
21 ("UPS") was established as a business unit to own and operate electric generation and  
22 transmission facilities. UtiliCorp Energy Resources ("UER") was created as a business  
23 unit to acquire and market energy commodity as well as to develop and market energy  
24 alternatives and solutions to large wholesale customers and large industrial customers  
25 who have most of the characteristics of true "wholesale" customers. UtiliCorp Energy  
26 Solutions ("UES") was established as a business unit to market non-regulated energy  
27 and/or energy related goods and services to retail customers. Also worthy of note, in  
28 1995 the Company created a significant marketing group, referred to as UtiliCorp

1 Marketing Services ("UMS"), for the purpose of promoting all of UCU's various energy  
2 and energy related businesses.

3  
4 Following the reorganization, the regulated utility divisions such as Missouri Public  
5 Service continue to exist, although they no longer operate as largely autonomous utilities.  
6 Furthermore, for business management and accounting purposes MPS, as well as the  
7 other regulated utility divisions, have been split into a "wires and pipes" business (i.e.,  
8 MPS-UED) and a generation and transmission business ("MPS-UPS").

9  
10 When UtiliCorp United was established in the mid-1980's, a few "common" services  
11 were centralized at UCU's Kansas City corporate offices. Some of the more significant  
12 common corporate activities which have been centralized at UCU for a number of years  
13 include executive and operational oversight, corporate wide financings,  
14 corporate/shareholder relations, corporate secretary/governance functions as well as  
15 corporate development. Additionally, *oversight* for a number of other activities resided at  
16 UCU's corporate offices including accounting, corporate wide tax filings, information  
17 systems, human resources, internal audit as well as regulatory. While "oversight" for  
18 these activities occurred at the UCU corporate level, each utility division and each  
19 corporate energy-related subsidiary carried out these various activities separately for their  
20 own individual operations.

21  
22 With the 1995 reorganization, significant additional functions were centralized.  
23 Specifically, many of the activities which had occurred in a limited "oversight" capacity  
24 at the corporate level prior to 1995 were entirely centralized on a corporate domestic-  
25 wide basis beginning in 1995.

26  
27 Q. You just stated that a number of activities were centralized on a corporate "domestic-  
28 wide" basis beginning in 1995. Were these same functions and activities centralized for  
29 UtiliCorp's foreign holdings?

1 A. According to the Company, the significant activities surrounding accounting, human  
2 resources, information technology and risk management functions which were centralized  
3 for domestic operations continue to be carried out independently by UCU's foreign  
4 holdings. However, there are indications that UCU's foreign holdings receive at least  
5 "oversight" for some of these activities.  
6

7 Q. Following the 1994-1995 reorganization, how many centralized activities resided as a  
8 UCU corporate wide function?

9 A. During 1996, subsequent to the reorganization, UCU had in place some 20 Enterprise  
10 Support Functions ("ESF") which included the following:

11	Executive	Government Affairs
12	Trade Control	Financial Management & Accounting
13	Operations	Regulatory Affairs
14	Chief Financial Officer	Risk Management
15	Corporate Development	Legal
16	Technology Development	External Communications
17	Idea Realization	Information Technology
18	Public Affairs	Operations Support
19	Human Resources	Trans UCU
20	UtiliCorp Marketing Services	Finance

21  
22 Q. Did these ESFs provide services to utility as well as non-utility operations throughout  
23 1996?

24 A. Most of the above listed ESFs provided services to utility as well as non-utility services  
25 throughout 1996.  
26

- 1 Q. How were the ESF costs allocated or assigned to regulated and non-regulated operations  
2 in 1996?
- 3 A. As discussed in greater detail below, some costs were directly assigned to the individual  
4 business entity benefitting from the given service or activity. In some instances, costs  
5 were allocated to business organizations based upon allocation factors which considered  
6 the cost causative characteristics of a given expenditure or activity. For instance, the cost  
7 of certain payroll accounting functions were allocated on the basis of number of  
8 employees for the various entities who benefitted from, or otherwise required, such  
9 accounting functions. All remaining ESF costs were allocated to the various UCU utility  
10 divisions and non-regulated operations on the basis of a general allocator -- commonly  
11 referred to as the Massachusetts Formula allocator.  
12
- 13 Q. What components are considered in the development of the Massachusetts Formula?
- 14 A. Revenue margins (i.e., gross revenues less fuel, purchased power or purchased gas costs),  
15 payroll expense and investment in plant/non-utility property are considered by UCU in  
16 the development of its general Massachusetts Formula allocator. UCU as well as other  
17 multi-jurisdictional utilities have used the above described or similar formulas to develop  
18 allocation factors when no better cost causative factors can be identified or determined.  
19
- 20 Q. Please summarize the effect of the UCU reorganization occurring throughout much of  
21 1995.
- 22 A. Prior to 1995 UCU operated largely as a holding company owning utility and energy  
23 related businesses in numerous states and some foreign countries. The various UCU  
24 properties were managed and operated fairly independently, with minimal UCU  
25 executive and operational oversight. However, with the 1995 reorganization, authority  
26 and decision making for many aspects of UCU's various operations were centralized and  
27 standardized. As a result of this reorganization, there are fewer costs that are incurred  
28 directly and exclusively for MPS -- and many more costs that are incurred on a UCU

1 corporate wide basis that must be assigned or equitably allocated to benefitting  
2 operational subdivisions -- such as MPS.

### 4 **Overview of the Development of Test Year UCU Corporate Overhead Costs**

6 Q. What has been the overriding goal with regard to your review of UCU corporate overhead  
7 or ESF costs?

8 A. My overall goal has been to develop a reasonable, ongoing normalized level of test year  
9 UCU corporate overhead costs which are of direct benefit to ratepayers. Furthermore,  
10 having developed a reasonable ongoing level of *total UCU* corporate overhead costs, it  
11 has been my goal to arrive at a reasonable method of allocating or assigning such costs to  
12 MPS electric operations.

14 Q. What were your concerns in the corporate overhead review process?

15 A. My concerns were numerous, including:

- 16 • Very limited "actual" data existed to assist in determining what costs  
17 might constitute a normal, ongoing level of expense under the new  
18 corporate organization.
- 19 • A much greater potential for utility subsidization of non-utility, non-  
20 regulated or foreign operations exists given that a much larger pool of  
21 "common" corporate costs must be allocated or assigned between UCU's  
22 regulated and non-regulated companies.
- 23 • The reorganization occurred largely during 1995 but continued during  
24 1996. Thus, there was concern that the 1995 test year or 1996 calendar  
25 year data reviewed could contain significant amounts of "non-recurring" or  
26 "one-time" reorganization costs.
- 27 • During the 1995 test year MPS still operated in large fashion as a fairly  
28 independent UCU utility division. If the Staff were to attempt to reflect  
29 within the adjusted test year cost of service an allocated portion of  
30 centralized UCU corporate overhead costs that could be expected to be  
31 incurred following the corporate reorganization, it logically and equitably  
32 followed that non-recurring MPS direct costs incurred in 1995 would also  
33 need to be identified, quantified and removed.
- 34 • It was determined early on that I would be relying to a large extent upon  
35 1996 actual ESF operating data. Since it was well recognized that the

1 proposed UCU/Kansas City Power and Light Company merger was  
2 significantly affecting costs and operations for at least the first eight  
3 months of 1996, there was a concern that any such merger related costs be  
4 identified, quantified and eliminated from test year cost of service  
5 development.  
6

7 Q. Do your adjustments reflect an ongoing, normalized level of equitably allocated/assigned  
8 UCU corporate overhead costs that are of direct MPS ratepayer benefit?

9 A. Yes, the adjustments which I am sponsoring reflect "best estimates" to achieve such  
10 goals. However, because the Company has not provided all the data I have requested, I  
11 have in some instances used considerable judgement to arrive at what I believed to be an  
12 ongoing, normalized level of MPS operating expense. In those instances where a  
13 judgment call was required to arrive at a normalized level of operating expense, I will set  
14 forth in testimony my reasoning for calculations ultimately made, and where appropriate,  
15 list outstanding data requests, the responses to which, could impact my recommendation.  
16 While I will consider and analyze possible forthcoming data request responses, I would  
17 note that, based upon information received to date, I believe for the most part the  
18 positions I have taken are reasonable, if not conservative (i.e., benefitting shareholders  
19 more than ratepayers). Furthermore, if I am expected to consider new information which  
20 might tend to indicate that I have been overly aggressive in a given issue area, I would  
21 also expect to be able to address other issue areas where new information might prove  
22 that I have been unintentionally generous to UCU's shareholders.  
23

24 Q. If you do not have the necessary information to confidently finalize your position, why  
25 have you elected to proceed with a revenue requirement filing at this point in time?

26 A. Mr. Steven Traxler will address that question in detail. In a nutshell, however,  
27 notwithstanding less-than-perfect information, it has become abundantly clear that a  
28 significant and continuing overearnings condition exists for MPS electric operations. As  
29 the Commission should be well aware, the Company has been extremely slow to respond  
30 to discovery requests. Furthermore, the situation has gotten worse over time -- with the  
31 Company missing self-imposed or Commission-imposed discovery response times and

1 now suggesting even longer response times for recently issued data requests.

2 Accordingly, a Staff decision was made to finalize a revenue requirement filing utilizing  
3 the best information available.

4  
5 Q. Could you describe for this Commission the mechanics of your UCU corporate overhead  
6 cost adjustment?

7 A. As stated previously, it was my intent to reflect an ongoing, normalized level of total  
8 UCU corporate overhead costs allocated or assigned, as appropriate, to MPS electric  
9 operations. Additionally, I intended to remove all MPS direct costs incurred during 1995  
10 that would be "non-recurring" at the MPS direct level as a result of those functions and  
11 processes being centralized at the UCU corporate level. The steps involved were  
12 intended to consist of:

13 Determine an ongoing calendar year 1996 level of centralized  
14 UCU corporate overhead costs which were of direct ratepayer  
15 benefit.

16  
17 Review and modify, as appropriate, Company's method of  
18 allocating or assigning such 1996 costs to MPS' electric operations.  
19 Reflect within the adjusted test year an ongoing level of ratepayer  
20 beneficial ESF expenses equitably assigned/allocated to MPS  
21 electric retail operations.

22  
23 Having determined an ongoing, normalized level of UCU  
24 corporate overhead costs allocable/assignable to MPS, eliminate  
25 from 1995 test year operating results:

- 26 a) UCU corporate overhead costs recorded  
27 during the 1995 test year and,  
28 b) MPS direct costs incurred during the 1995  
29 test year which will be "non-recurring" as a  
30 result of the UCU centralization process.

31  
32 Q. Were you able to perform the above-described intended calculations as you had planned?

33 A. I was able to develop and quantify or estimate all the elements listed above *except for* the  
34 1995 MPS direct non-labor, non-benefits costs which will be non-recurring as a result of  
35 the reorganization. Because I have been unable to obtain the 1995 MPS direct non-labor,

1 non-benefits costs which will be non-recurring as a result of the reorganization, my  
2 adjustment has been effectively limited to reflecting the estimated impact of the  
3 reorganization upon wage and benefits costs. I fully expect that if I could obtain accurate  
4 non-wage, non-benefits costs, a further downward adjustment to test year operating  
5 results would be warranted.  
6

7 Q. Have you requested the 1995 MPS direct non-labor, non-benefits costs which you believe  
8 to be non-recurring as a result of the reorganization?

9 A. Certainly. In early September 1996 we learned in an interview with Ms. Deborah Hines,  
10 a UCU accountant, that a number of MPS Responsibility Centers utilized during 1995  
11 had captured the MPS direct costs which would be eliminated in the future as a result of  
12 the reorganization. On September 12, 1996, in Case EM-96-248, two data requests were  
13 submitted as a follow up to the interview with Ms. Hines. One data request was  
14 submitted to confirm the Responsibility Centers ("RC's") that Ms. Hines had identified as  
15 containing the non-recurring MPS direct costs. The second data request asked for a  
16 breakdown of 1995 costs for those Responsibility Centers into labor, benefits and "all  
17 other" components. Those data requests have been affixed to this testimony as Schedules  
18 1 and 2.  
19

20 Because Case No. EM-96-248 was terminated prior to UCU answering the above  
21 referenced data requests, those same two data requests were submitted on October 28,  
22 1996 in Docket No. EO-96-144 as Data Request Nos. 625 and 626. The Company's  
23 response to Data Request No. 625, which confirmed that a number of identified RC's had  
24 been eliminated as result of the reorganization, was provided on December 27, 1996.  
25 However, as of the time this testimony was being prepared, the Company has not  
26 responded to Data Request No. 626, which asked for a breakdown of those non-recurring  
27 MPS direct costs.  
28

1 Q. Do you believe that a full and complete response to Data Request No. 626 would likely  
2 result in a further downward adjustment to MPS' electric jurisdictional operating  
3 expense?

4 A. Yes. The adjustments I have developed thus far reflect only the net impact of the  
5 reorganization on labor and benefits cost. As expected, the impact of the centralization  
6 process is a net reduction to test year labor and benefits costs. If the non-labor piece can  
7 also be identified, it logically follows that a further net downward adjustment should be  
8 posted.

9  
10 Q. Why have you reflected ongoing, normalized ESF costs by starting with 1996 actual ESF  
11 cost data?

12 A. In my opinion, using 1996 ESF cost data was the only practical way to develop an  
13 ongoing level of MPS direct and allocated/assigned ESF costs. Upon first impression,  
14 such approach may appear to be slightly inconsistent with a June 30, 1996 cut off period.  
15 However, in support of the use of 1996 ESF operating data as my starting point for  
16 addressing this issue, I first note that calendar year 1996 is the first full twelve month  
17 consecutive period following the 1994/1995 corporate reorganization. Any prior annual  
18 period would contain a hybrid of business under the old way of doing business as well as  
19 the new centralized method of operating.

20  
21 Second, throughout calendar year 1996 ESF costs were distributed to the various UCU  
22 operating divisions and companies on the basis of the 1996 ESF *budget*. Only in  
23 December 1996 did UCU attempt to true up ESF costs and allocation/assignment  
24 procedures. Furthermore, in many instances the Company claims that the documentation  
25 supporting the 1996 ESF allocation process is simply no longer available, and therefore, I  
26 was never able to obtain the underlying support for most of the 1996 ESF costs being  
27 allocated/assigned to the various divisions on an estimated accrual basis through  
28 November 1996. Thus, ESF costs hitting MPS' books through June 1996 contain only  
29 estimates of ESF costs being incurred. Furthermore, I have learned that the 1996 true up

1 allocation/assignment procedures utilized differed in many respects from the 1996  
2 budgeted allocation procedures -- which the Company has not fully provided.

3  
4 Finally, Staff has annualized major cost of service components through June 30, 1996.  
5 The June 30, 1996 cut off point for other cost of service components annualized falls in  
6 the middle of the calendar year 1996 operating results utilized for developing ongoing  
7 ESF costs. It is reasonable to expect that any increasing or decreasing ESF costs that  
8 could have theoretically been annualized as of June 30, 1996 would have closely  
9 approximated unadjusted 1996 operating results. In summary, for all the above stated  
10 reasons, I believe use of 1996 ESF operating results is the best and perhaps only practical  
11 way to develop an ongoing, reasonable level of ESF costs to be allocated or assigned to  
12 the MPS division following the UCU corporate reorganization.

#### 13 14 **Development of Ongoing, Normalized Total UCU Corporate ESF Costs**

15 Q. If you have completed your overview discussion of the development of test year UCU  
16 corporate overhead costs, could you proceed to describe the individual steps undertaken  
17 to arrive at the total amount of 1996 ESF operating costs assigned/allocated to MPS  
18 electric operations?

19 A. Yes. At the outset I note that the calculations which I am about to describe are complex.  
20 For that reason, I have affixed as Schedule 3 the workpapers used to calculate the steps  
21 which I am about to describe.

22  
23 As stated previously, the first step in the ESF annualization process was to develop an  
24 ongoing level of total corporate ESF expense that is of direct benefit to ratepayers . For  
25 reasons stated above, I started my analysis by utilizing 1996 actual ESF operating results.  
26 During 1996 19 UCU ESFs incurred \$132,181,322 of costs (Schedule 3, page 4, column  
27 (j), line 19). I should also note at the outset that this \$132 million amount includes all  
28 UCU ESF *except for* UtiliCorp Marketing Services ("UMS"). Because UMS is distinct

1 from the other ESFs in purpose, operation and accounting, my discussion of the UMS  
 2 cost analysis is set forth in a separate section of testimony (See page 44). Thus, in this  
 3 section of testimony I will be addressing the development of ongoing ESF costs *except*  
 4 *for UMS*.

5  
 6 As a result of my review of all ESF costs *excluding UMS*, I propose a number of total  
 7 company adjustments which sum to \$11,782,743. An itemized breakdown of the various  
 8 adjustments is shown below:

	Schedule 3	
	Adjustment Page 4, Col. (j)	
<u>Adjustment Description</u>	<u>Amount</u>	<u>Line No. Ref.</u>
12 Remove non-recurring severance pay incurred as result 13 of workforce downsizing following the reorganization	\$898,425	22
15 Remove accrual for Other Postretirement Benefits 16 Other Than Pensions ("OPEB")	360,389	23
18 Eliminate non-recurring moving and relocation costs	4,166,957	24
20 Eliminate country club dues	87,112	25
22 Eliminate "discretionary" bonuses	786,778	26
24 Eliminate EnergyOne merchandise awards	41,622	28
26 Eliminate non-recurring "Energy, Life of a Nation" book costs	183,756	29
29 Eliminate Public Affairs ESF as non-recurring and/or charitable 30 giving	2,842,569	30
31 Eliminate one-half of Governmental Affairs ESF costs as 32 lobbying expense	1,562,343	31
34 Eliminate non-recurring personnel recruiting costs	<u>852,792</u>	32
36 Total Company ESF Adjustments	<u>\$11,782,743</u>	

1 Subtracting the \$11,782,743 of specific disallowances from total 1996 ESF costs results  
2 in \$120,398,781 of remaining ESF costs to be allocated or assigned to regulated and non-  
3 regulated UCU operations (Reference Schedule 3, page 4, line 54, column j).  
4

5 Q. Earlier you stated that because you were lacking needed information, your ESF  
6 adjustment had been effectively limited to reflecting the estimated impact of the  
7 reorganization upon *only* wage and benefits costs. However, some of the above listed  
8 adjustments appear to address non-wage/benefits cost. How do you reconcile this  
9 apparent discrepancy?

10 A. I am still hopeful that I might be able to obtain the level of MPS direct costs for 1995 that  
11 are non-recurring as a result of the ESF centralization process. In anticipation of that  
12 information, I have gone through the exercise of identifying an ongoing level of ratepayer  
13 recoverable labor, labor-related and "all other" ESF costs. Furthermore, in ensuing  
14 portions of my testimony I will address such ESF adjustments that deal with all elements  
15 of overhead costs -- including labor, benefits *and non-labor* portions. However, for now,  
16 Adjustment S-11.3 reflects only wage related ESF costs. In other words, while the total  
17 UCU ESF adjustment amounts shown above reflect wage, benefits *and non-wage costs*,  
18 Adjustment S-11.3, which is posted to the Staff's EMS run, reflects only the wage and  
19 benefits elements of the total ESF amounts shown above.  
20

21 Q. Turning to the first disallowance specified above, could you please elaborate upon why  
22 you have eliminated ESF severance pay expense during 1996?

23 A. The corporate reorganization has enabled UCU to reduce its workforce. In at least some  
24 instances severance was required to be paid. I am proposing to eliminate such 1996  
25 severance pay inasmuch I consider the downsizing with attendant severance cost  
26 incurrence to be a one-time, non-recurring event. Furthermore, even if some additional  
27 severance costs were anticipated to be incurred, it has been my observation that there is a  
28 very quick payback vis-a-vis payroll cost savings when severance costs are incurred.

1 Thus, it would be inequitable to consider additional severance costs when developing the  
2 test year cost of service unless the attendant payroll cost savings were also considered.

3  
4 Q. Please explain the basis for excluding OPEB accruals from 1996 ESF costs.

5 A. Mr. Robert O'Keefe of the Missouri Public Service Commission accounting staff is  
6 explaining the Staff's position with regard to this issue. I have merely eliminated the  
7 OPEB accrual reflected within 1996 ESF operating expenses.

8  
9  
10 Q. Please explain the basis for eliminating 1996 employee moving and relocation costs.

11 A. The significant centralization process that largely occurred during 1995 continued to a  
12 lesser extent during 1996. Accordingly, I have eliminated all employee moving and  
13 relocation costs as "non-recurring."

14  
15 Q. Even though the reorganization process is largely if not totally completed, is it reasonable  
16 to assume that no employee moving and relocation costs will be incurred on a going  
17 forward basis?

18 A. No. I have requested actual moving and relocation data for historical years 1994 through  
19 1996 as well as budget year 1997 for MPS as well as all UCU ESFs (Data Request Nos.  
20 817 and 818) . Receipt of such data could result in a revision to this adjustment.  
21 However, while I have eliminated all 1996 ESF moving and relocation costs, no  
22 comparable adjustment has been made to MPS direct moving and relocation costs. Upon  
23 receipt of the requested information I will revisit this issue to determine if a different  
24 adjustment to combined MPS-direct and ESF-allocated moving and relocation costs is  
25 warranted.

26  
27 Q. Please discuss the basis for your proposed exclusion of all country club dues.

28 A. I have eliminated all country club dues from ESF operating expense on the basis that  
29 incurrence of such expense results in no direct ratepayer benefit. Any "business" that

1 might arguably be conducted on a country club golf course could just as easily be  
2 conducted within UCU offices.

3  
4 Q. Please explain why you have eliminated discretionary bonuses from 1996 operating  
5 results.

6 A. First, I would note that in addition to the discretionary bonuses the Company has in place  
7 a formal incentive compensation plan which considers corporate, business unit and  
8 individual achievements. Often times rate recovery of formal incentive plans such as  
9 UCU's are challenged by regulatory staffs on various grounds, including:

- 10 • Utility employees are paid a regular salary to perform tasks  
11 required. There is no need to incur incentive pay on top of  
12 regular pay to motivate employees to do that which they are  
13 already expected to do. Furthermore, often times the goals  
14 that must be achieved in order to receive an incentive award  
15 appear to be rather routine.
- 16 • Incentive pay on top of regular pay represents excessive  
17 costs which should not be borne by ratepayers. Many of  
18 the goals which facilitate the payment of incentives largely,  
19 if not exclusively, benefit shareholders. Accordingly, in  
20 those instances such incentive pay should be borne by  
21 shareholders -- not ratepayers.
- 22 • Many times the goals or tasks set forth to earn an incentive  
23 award are not well documented and/or the grader almost  
24 automatically "forgives" a missed goal because of  
25 circumstances purported to be out of the candidate's  
26 control.

27  
28 However, for purposes of this case, Staff decided not to challenge UCU's formal  
29 incentive plan based on time and resource constraints.

30  
31 Thus, while I have not challenged UCU's formal incentive plan for purposes of this case,  
32 I have eliminated the cost of UCU's "discretionary" bonuses. The basis for this  
33 adjustment is simply that I have not been able to identify the need for, or ratepayer  
34 benefits derived from, awarding such discretionary bonuses on top of the regular salaries  
35 plus UCU's formal incentive plan allowed by Staff.

1 Q. Has the Company explained why such bonuses are necessary or what is hoped to be  
2 accomplished as a result of offering such bonuses?

3 A. Data Request No. 738 issued on January 24, 1997 requested such information, but the  
4 Company has not responded. Barring receipt of meaningful information in this regard, I  
5 recommend that the Commission disallow the cost of all such ESF discretionary bonuses.  
6

7 Q. Please discuss the EnergyOne merchandise disallowance.

8 A. During 1995 UCU rolled out the "EnergyOne" brand name under which it intends to  
9 market most of its energy and energy related products and services. I discuss this event  
10 in much greater detail in the UtiliCorp Marketing Services portion of this testimony (See  
11 page 44). During 1996 UCU awarded certain employees merchandise that displayed the  
12 EnergyOne brand name. In the UtiliCorp Marketing Services portion of this testimony I  
13 discuss why I do not believe the promotion of a national brand name is a cost that should  
14 be borne by today's regulated retail utility customers. For the reasons stated in that  
15 section of testimony, I am recommending herein that the 1996 ESF costs of awarding  
16 EnergyOne merchandise should also be eliminated for rate making purposes.  
17

18 Q. Please continue by discussing your proposed disallowance of the cost of a book entitled  
19 "Energy, Life of a Nation."

20 A. While reviewing the income statement of the Executive ESF I noted that a line entitled  
21 "Public Affairs" was charged \$61,252 for the months of January, February and March  
22 1996. In response to a data request I learned that the charges related to the cost of  
23 publishing a book entitled "Energy, Life of a Nation." I also learned that such costs were  
24 incurred and deferred in 1994, but that such costs were being amortized to expense in  
25 early 1996.  
26

27 While I have not yet seen the book, it is difficult to imagine what possible ratepayer  
28 benefit could be derived from UCU's underwriting of the cost of publishing the book.  
29 However, assuming *arguendo* there were some ratepayer benefits to be derived from

1 publishing the book, I would still recommend disallowance of the entire amount on the  
2 grounds that such costs are non-recurring and out-of-period, and therefore, not  
3 appropriate for test year inclusion.  
4

5 Q. Please describe your proposed Public Affairs ESF disallowance.

6 A. By way of background, during 1996 the Public Affairs ESF was in charge of developing  
7 and implementing UCU's corporate responsibility program, distributing corporate  
8 contributions, managing the UtiliCorp United Foundation Fund, coordinating corporate  
9 sponsored events, managing UCU's civic and community involvement as well as  
10 coordinating the assignment of company delegates to industry associations.  
11 Approximately half of the 1996 Public Affairs ESF costs were for charitable gifts and  
12 contributions which UCU voluntarily recorded in FERC account 426 -- a below the line  
13 account typically not charged to ratepayers. While UCU voluntarily recorded its actual  
14 contributions below-the-line, it did not record any of the attendant administrative costs of  
15 its gift giving program below the line.

16  
17 \*\* \_\_\_\_\_  
18 \_\_\_\_\_  
19 \_\_\_\_\_  
20 \_\_\_\_\_ \*\*

21  
22 To summarize, most of the 1996 Public Affairs expenditures either were, or should have  
23 been, recorded below-the-line. \*\* \_\_\_\_\_  
24 \_\_\_\_\_ \*\* In light of  
25 these events, I am recommending that, except for professional association dues, all 1996  
26 Public Affairs costs be eliminated from above-the-line rate recovery.  
27

- 1 Q. Please discuss your proposed adjustment to eliminate one-half of the Government Affairs  
2 ESF costs.
- 3 A. The intent of such recommendation is to eliminate lobbying cost. However, since I have  
4 been unable to identify exactly how much of this ESF's cost constitutes lobbying or  
5 lobbying related costs, I have simply eliminated one-half of this ESF's 1996 costs.  
6
- 7 Q. What activities take place within the Government Affairs ESF?
- 8 A. According to the Company's response to Data Request No. 539, the major activities and  
9 services occurring within the Government Affairs ESF include:
- 10 1) monitoring introductions to federal and state legislatures;
  - 11 2) identifying issues that impact UCU operations;
  - 12 3) communicating information back to affected groups;
  - 13 4) determining appropriate actions, such as educating;  
14 legislators about impact on the company, working with  
15 other companies, etc.; and
  - 16 5) informing affected parties on passed legislation to comply  
17 with new rules or requirements.  
18
- 19 Q. Do you consider any of the above listed activities to be "lobbying?"
- 20 A. The carefully worded response avoids use of the word "lobbying." However, I submit  
21 that the referenced "educating legislators about the impact on company" clearly  
22 represents lobbying activities. Furthermore, part (e) of Company's response to Data  
23 Request No. 539 references outside consultants retained by the Government Affairs ESF  
24 who are "contract legislative representatives." Thus, notwithstanding avoidance of use of  
25 the word "lobbying," there is no doubt that lobbying activities do take place within this  
26 ESF.  
27
- 28 Q. Why should lobbying costs be disallowed for rate making purposes?
- 29 A. As a matter of rate making policy lobbying costs should be a below-the-line activity.  
30 Indeed, the Federal Energy Regulatory Commission's Uniform System of Accounts  
31 requires that expenditures incurred "for the purpose of influencing public opinion"

1 regarding referenda, legislation or ordinances be recorded in Account 426.4 -- a below-  
2 the-line account. Some lobbying activities of UCU as well as other investor owned  
3 utilities may occasionally result in ratepayer benefits. However, the potential for  
4 lobbying activities that could result in adverse consequences for ratepayers is significant -  
5 - particularly for diversified, international companies such as UCU. Furthermore, it is my  
6 understanding that this Commission, as well as most federal and state commissions  
7 nationwide, routinely treat lobbying as a below-the-line expense.

8  
9 Q. Did UCU/MPS record any of Governmental Affairs costs incurred in 1996 in Account  
10 426?

11 A. A portion of 1996 Governmental Affairs costs was recorded in Account 426. However,  
12 from descriptions given, it would appear that only contributions and gifts made by the  
13 Governmental Affairs ESF were recorded in Account 426. It does not appear that the  
14 Company properly recorded any Governmental Affairs payroll or outside services costs  
15 incurred "for the purpose of influencing public opinion" regarding referenda, legislation  
16 or ordinances below-the-line.

17  
18 Q. What is the basis for disallowing one-half of 1996 Government Affairs as "lobbying"  
19 expense?

20 A. Lacking detailed information as to what 1996 costs are "lobbying" versus monitoring or  
21 communication expenditures, I have simply assumed that one-half of total 1996  
22 Government Affairs costs is lobbying related. If I eventually receive information that  
23 demonstrates that my assumption is significantly in error, I would consider revising the  
24 percentage of Government Affairs costs deemed to be lobbying.



1 modest amount of time was initially charged to the merger effort, ultimately all such ESF  
2 payroll costs were allocated out to the business units.

3  
4 I note that UCU has voluntarily retained (i.e., not attempted to allocate to its various  
5 business units) most costs incurred by its Corporate Development ESF during 1996.  
6 Corporate Development is the ESF primarily in charge of mergers and acquisitions.  
7 Clearly a significant effort regarding the proposed KCPL merger would have originated  
8 from within that ESF. However, a merger of the magnitude of the KCPL deal could not  
9 materialize without significant additional effort from senior executive management  
10 working for other ESFs including, but not necessarily limited to, the Executive,  
11 Operations, Finance and External Communications ESFs.

12  
13 Third, ESF employees have generally represented that any time spent working on behalf  
14 of international properties is directly charged to that property. However, with but one  
15 exception to date the Company has not shown how 1996 ESF payroll and related costs  
16 are being assigned to international operations. \*\* \_\_\_\_\_

17  
18 \_\_\_\_\_ \*\*

19  
20 Fourth, Ken Jones, the Financial Management and Accounting ESF's Team Leader -  
21 Accounting Services, noted in a May 22, 1996 memo that improvements in assigning  
22 M&A and international activities were needed. Specifically, Mr. Jones' memo states in  
23 part:

24 The purpose of this memorandum is to communicate UCU's  
25 accounting policy concerning employees' charging of time and  
26 expenses to the International Business Units, as well as confirm  
27 our accounting policy related to the KCPL merger. *It is imperative*  
28 *that we improve our performance in accounting for these types of*  
29 *costs.* (Excerpt from response to DR 330; *emphasis added*)  
30

1 Later in the memo Mr. Jones went on to state:

2 Accounting Services has initiated a project to identify costs,  
3 through a review of our accounting records, with the objective of  
4 the assignment of these costs to these International Business units,  
5 and we will implement additional controls to help ensure proper  
6 accounting for all international expenses. However, *the most*  
7 *effective process is to have all the UCU employees working with*  
8 *the international companies identify and properly account for*  
9 *their time and expenses. (emphasis added)*  
10

11 Fifth, evidence of improper assignment of time to international activities was noted in the  
12 last MPS electric rate proceeding. Specifically, Mr. Michael Brosch noted on behalf of  
13 the MPSC Staff that in at least some instances senior executive management was only  
14 charging time to international activities when they were physically working on the  
15 foreign holding's premises. They apparently were not charging any time spent working  
16 on international activities while in the Company's state side corporate offices. Thus,  
17 inadequate reporting has been a continuing problem for many years.

18  
19 Finally, the Michigan Public Service Commission Staff noted in a recent Michigan Gas  
20 Utilities Company rate investigation that it, too, had found the Company to have been  
21 remiss in assigning employees' time to international activities. Specifically, Ms. Susan  
22 Crimmins Devon, testifying on behalf of the Michigan Public Service Commission Staff  
23 in a 1996 UCU/Michigan Gas Utility Company rate proceeding stated, in part:

24  
25 Q. Does any corporate employee charge their time directly to  
26 entities, such as international ventures, not included in the  
27 Massachusetts Formula?

28  
29 A. No. At least, not that I have been able to determine. I  
30 reviewed the time reports and expense vouchers of all of  
31 UCU's officers, including Richard Green, Robert Green,  
32 James Brook, Dale Wolf, Randal Miller and Nancy Schulte  
33 for the entire test year. I also reviewed the time reports and  
34 expense vouchers of all "key" employees including Robert  
35 Howell, Leo Morton, Sally McElwreath, Philip Daddona,

1 Michael Bruhn, Joe Colosimo, Paul Perkins, Jim Miller,  
2 Bill Burgess, and William Bandt. In addition, I have  
3 reviewed the May 1995 time reports of all UCU corporate  
4 employees. I did these reviews to determine how much, if  
5 any, time is charged to an entity not included in the  
6 Massachusetts formula. I was unable to discover any  
7 instances when this was done. In fact, Applicants's  
8 corporate time reports do not provide any type of  
9 information which would allow an auditor to make an  
10 independent determination as to how any corporate  
11 employees, including officer and key employees, are  
12 spending their time.  
13

14  
15 Q. Are there outstanding discovery requests that could clear up UCU's accounting for these  
16 non-utility activities?

17 A. There is some outstanding discovery which could demonstrate that UCU has been  
18 accounting for its international activities more accurately than has been documented in  
19 discovery responses to date. In particular, I have requested to see the hours charged by  
20 ESF employees to international activities (Outstanding Data Request No. 790 issued on  
21 February 17, 1997). While this outstanding data request could potentially reveal  
22 instances where some ESF employees have been charging time to international activities,  
23 I do not believe there is any question that ESF employees have generally failed to  
24 adequately account for time spent on M&A activities.  
25

26 Q. Please describe the steps you have undertaken to allocate ESF costs to M&A and  
27 international activities.

28 A. First, I believe that nearly every ESF was called upon in 1996 to assist with M&A or  
29 international activities. However, based upon my understanding of activities taking place  
30 within certain ESFs, I believe it is reasonable to assume that some ongoing cost level of  
31 these ESFs should be allocated to M&A and international activities. Specifically, it is my  
32 professional judgement that at a minimum a portion of the following ESF's costs should  
33 be allocated to M&A and international activities:

1 Executive Finance  
2 Chief Financial Officer External Communications  
3 Operations  
4

5 Q. Taking each ESF individually, could you please describe the major functions and  
6 activities taking place within each ESF and why you believe it is logical to conclude that  
7 a portion of each ESF's cost should be allocated to M&A or international activities?  
8

9 A. I requested a listing of functions and activities taking place within each ESF (Data  
10 Request No. 539). However, for some of the ESFs, including the Executive ESF, I did  
11 not receive an answer. Nonetheless, I do know that UCU's Chief Executive Officer,  
12 Mr. Richard Green, Jr., heads the Executive ESF. Furthermore, while I do not have  
13 written documentation to this effect, I believe it is logical to assume that this ESF would  
14 be responsible for establishing corporate strategies and visions, setting corporate policy,  
15 guiding and assisting senior executive management as well as coordinating the various  
16 business units and divisions activities to ensure consistent direction.  
17

18 I also know that Mr. Green has traveled to UCU's foreign business operations -- both  
19 during the acquisition phases as well as subsequent to the acquisition. Furthermore, as  
20 evidenced by Mr. Green's significant public profile during the KCPL merger attempt, I  
21 believe it is obvious that Mr. Green has been heavily involved in previous M&A  
22 activities.  
23

24 During 1996 the Executive ESF incurred approximately \$1.5 million. Of that amount,  
25 \$200,000 was charged to foreign operations. The explanation for the assignment of the  
26 \$200,000 to foreign holdings was:

27 In the Executive RC 30% was charged direct to foreign based on  
28 the estimates of time Rick Green spends on foreign related issues  
29 (Response to Data Request No. 730, page 101).  
30

1 The above explanation would indicate, contrary to other responses received, that  
2 Mr. Green does not account for actual time spent on foreign related issues, but instead,  
3 estimates such efforts sometime after the fact. Furthermore, I note that there are no  
4 indications that the Executive ESF charged any payroll expense to M&A activities.

5  
6 For purposes of this case, I have not taken exception to the 30 percent estimate of time  
7 spent on foreign activities. I have, however, applied the 30 percent factor to *total* 1996  
8 Executive ESF costs (net of previously described specific disallowances for items such as  
9 country club dues, discretionary bonuses, etc.). The effect of such proposal is to allocate  
10 approximately \$250,000 more Executive ESF costs to non-utility activities. I believe this  
11 to be a very conservative approach (i.e., judgement call in favor of the utility  
12 stockholders) given that I have not made a specific assignment of additional efforts to  
13 M&A activities.

14  
15 Q. Please continue with a discussion of the Operations ESF.

16 A. Like the Executive ESF, the Company has not provided a written description of the  
17 activities and functions taking place within this ESF. This ESF is headed by Mr. Robert  
18 Green, Richard Green, Jr.'s brother. Like Richard Green, Robert Green has travelled  
19 internationally on UCU business both before and after foreign acquisitions. The  
20 Company has no written job description for Mr. Robert Green's position -- or any other  
21 ESF heads for that matter. Nonetheless, based upon the ESF's descriptive title, I would  
22 expect that Mr. Robert Green's duties parallel Mr. Richard Green's with perhaps a greater  
23 emphasis on "operating" the various businesses and a lesser emphasis on "strategic  
24 planning."

25  
26 It is not apparent from the 1996 ESF closing allocation workpapers that any of the  
27 Operations ESF costs have been assigned or allocated to either M&A or international  
28 activities. However, there are outstanding data requests regarding this concern. For now,  
29 I have allocated ten percent of 1996 Operations ESF costs to international and M&A

1 activities based upon my professional judgement that, at a minimum, some modest effort  
2 of this senior oversight ESF would be devoted to such non-utility activities.

3  
4 Q. Please continue with your discussion of the Chief Financial Officer ESF.

5 A. Like the Executive and Operations ESF, the Company did not provide a written  
6 description of activities and functions taking place within this ESF. \*\* \_\_\_\_\_

7 \_\_\_\_\_  
8 \_\_\_\_\_  
9 \_\_\_\_\_ \*\*

10 As previously stated, UCU voluntarily retains most of the cost of the Corporate  
11 Development ESF, recognizing that its efforts are not directly related to providing service  
12 to existing UCU operations. As discussed in greater detail below, the Finance ESF is  
13 involved in a number of activities, including some M&A work as well as limited  
14 international transactions.

15  
16 In light of the M&A and international activities of the ESFs which report to the CFO, I  
17 believe that it is reasonable to allocate a portion of the CFO's cost to M&A and  
18 international activities. Accordingly, like the Operations ESF, I have used professional  
19 judgement in concluding that a modest ten percent of the 1996 CFO ESF costs should be  
20 allocated to M&A and international activities.

21  
22 Q. Please continue with a discussion of the Finance ESF.

23 A. In response to Data Request No. 539 the Company listed a number of activities  
24 undertaken by the Finance ESF including: external financings, daily cash management,  
25 lockbox interface, cash collections, pension management, check signing, financial  
26 community relations and administering the customer finance program.

27  
28 The response also indicates that the Finance ESF has assisted in obtaining permanent  
29 financing for certain international ventures. \*\* \_\_\_\_\_



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\_\_\_\_\_ \*\*

Q. In your discussions thus far you have often referenced events relating to the KCPL merger. Furthermore, you have also referred to UCU's "ongoing" M&A program. Will the activities which occurred during 1996 with regard to the failed KCPL merger attempt recur on an "ongoing" basis?

A. First, I note that I have not made calculations based upon 1996 KCPL-related events. While it is apparent that UCU personnel did not keep accurate records of time spent on that merger that would permit such a detailed calculation, I believe the amounts that I have allocated to M&A and international activities are considerably smaller than what would result if accurate records of the KCPL merger had been kept. In support of such statement I would note that I did not even attempt to allocate to M&A/international activities the payroll of a number of ESFs that I know to have been involved in the process. For instance, I am aware that personnel from Regulatory Services, Government Affairs and Financial Management and Accounting were involved in the merger process. Yet, I did not attempt to allocate any of these ESF costs to M&A activities as an "ongoing" event.

\*\* \_\_\_\_\_  
\_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ \*\*

It is more important than ever for regulators to recognize the dual purpose for which UCU senior management exists, and to be ever aware of the subsidization problems that

1 can arise when M&A activities are not accurately tracked and support services are not  
2 properly allocated to such non-utility activities.

3  
4 Q. At various points in this section of your testimony you have characterized a particular  
5 position as being "conservative." Do you believe your *overall* approach to allocating ESF  
6 costs to M&A and International activities is "conservative?"

7 A. I believe my overall approach is very conservative. In support of such characterization I  
8 reiterate that I did not even attempt to allocate costs of certain support ESFs, such as  
9 Financial Management and Accounting, to M&A/international activities. \*\* \_\_\_\_\_  
10 \_\_\_\_\_  
11 \_\_\_\_\_  
12 \_\_\_\_\_

\*\*

13  
14 I would also note that the recommendations being made are for purposes of this case  
15 only. The Staff, or perhaps I or other members of my firm on behalf of another party in a  
16 different UCU proceeding, may elect to revisit and reevaluate these issues, hopefully with  
17 the benefit of having more complete information than has been provided to date in this  
18 case.

19  
20 Q. Do you have an alternative recommendation should the Commission elect to reject your  
21 allocation of ESF costs to M&A and international activities?

22 A. Yes. If the Commission should reject my recommendations to allocate a modest amount  
23 of costs to UCU's M&A and international activities, I would recommend as an alternative  
24 that the Commission amortize above-the-line for rate making purposes the net proceeds  
25 received from the failed KCPL merger attempt. Specifically, I would recommend that the  
26 Commission amortize over five years an allocated portion of the \$55 million which it  
27 received from KCPL when KCPL failed to perform under the terms of the UCU/KCPL  
28 merger agreement. Of course, if the proceeds from KCPL were to be amortized above the  
29 line, I would furthermore recommend that the Commission amortize an allocated portion

1 of the \$16 million of KCPL merger related M&A costs incurred in the attempt to  
2 consummate the transaction.

3  
4 Normally I would not argue to reflect the net proceeds from such an event in a regulated  
5 utility's cost of service. However, if the Commission expects ratepayers to pay the  
6 salaries and benefits of UtiliCorp personnel who are partially devoted to such activities, it  
7 logically and equitably follows that ratepayers should share in the proceeds from such  
8 transactions.

9  
10 Q. Have you calculated the required adjustment assuming the Commission desired to simply  
11 pass on the net benefit of the failed KCPL merger attempt to ratepayers in lieu of  
12 attempting to allocate overhead costs to such activities?

13 A. Yes, as shown below, I calculate the before tax impact of amortizing an allocated portion  
14 of the net proceeds from the failed merger attempt to be \$1,951,164:

15		
16	Gross proceeds received from KCPL	\$55,000,000
17	Direct external costs incurred related to merger effort	11,000,000
18	Net proceeds	\$44,000,000
19	Massachusetts formula -- allocate to MPS	25.76%
20	Total net proceeds allocated to MPS	\$11,344,400
21	Amortization period	5 years
22	Total MPS Amortization of Proceeds	\$2,266,880
23	Percent to Electric Operations	87.49%
24	Total MPS Electric Amortization of Proceeds	\$1,983,293
25	Electric Retail Jurisdictional Allocation Factor	98.38%
26	Total MPS Retail Electric Jurisdictional	
27	Amortization of Proceeds	\$1,951,164
28		
29		

1           **Allocation of Net Remaining ESF Costs to MPS Electric Operations**

2           Q.     You have thus far described how you have developed specific adjustments to recorded  
3                 1996 ESF costs, and furthermore, how you have assigned a portion of the cost of certain  
4                 ESFs to M&A and international activities. Please continue by describing how net  
5                 remaining 1996 ESF amounts were allocated or assigned to MPS.

6           A.     With minor exception, I have utilized the methods and procedures that UCU utilized  
7                 when developing its end-of-1996-calendar-year UCU overhead distribution accounting  
8                 entry.

9  
10          Q.     Please explain.

11          A.     Throughout the first eleven months of 1996 UCU simply distributed ESF costs to the  
12                 various regulated and non-regulated business units on the basis of its 1996 budget. In  
13                 other words, regardless of ESF amounts actually being spent, and regardless of the  
14                 projects or activities actually undertaken, the various business units and divisions within  
15                 each business were "charged" ESF costs based upon the 1996 ESF budget. In December  
16                 of 1996, UCU "trued-up" ESF expenditures as well as the allocation/assignment of such  
17                 costs to the various business units. However, because total actual 1996 ESF costs were  
18                 not available for such consideration, the Company performed such calculation by  
19                 utilizing ten months of 1996 actual data and two months of budgeted 1996 data. The  
20                 Company compared the results of the "true up" calculation to the amounts that had been  
21                 accrued on each business unit's income statement to develop a December 1996 adjusting  
22                 entry that more accurately assigned total 1996 ESF costs to benefitting business units.

23  
24                 The Company's "true up" assignment/allocation procedure basically involved a three step  
25                 process. First, wherever the ESF accounting system had been established so as to capture  
26                 expenditures which could be directly assigned to a business unit, or perhaps a business  
27                 activity that should be allocated to a small population of business units or subdivisions  
28                 thereof benefitting from the activity, such costs were directly assigned to the extent

1 possible. Second, to the extent the cost causative characteristics of an activity which had  
2 been separately accounted for could be determined, the cost of such activities were  
3 allocated on the basis of statistical factors which considered the cost causative  
4 characteristics of the activity. For instance, the cost of UCU's payroll accounting was  
5 allocated on the basis of number employees in each business unit and subdivision therein.

6  
7 Finally, all remaining costs were allocated to benefitting business units on the basis of the  
8 Massachusetts formula. As stated previously, the Massachusetts Formula produces a  
9 general allocator that considers the revenue margins (i.e., gross revenues less fuel,  
10 purchased power or purchased gas costs), payroll expense and investment in plant/non-  
11 utility property of business units benefitting from the activity. In those instances where  
12 costs had been accumulated in centers that clearly benefitted only a portion of UCU's  
13 business units or division, such costs were allocated on the basis of a "mini"  
14 Massachusetts formula that considered only the revenue, payroll and investment statistics  
15 of benefitting business units/divisions. For instance, the Regulatory Services ESF  
16 provides services primarily to UCU's "regulated" utility divisions. Accordingly, 1996  
17 Regulatory Services costs were allocated on the basis of a Massachusetts Formula  
18 derived from the revenues, payroll and investment statistics of only "regulated" divisions  
19 such as MPS.

20  
21 UCU developed its end-of-1996 ESF "true up" entry based upon ten months actual and  
22 two months budgeted data. However, by February 1997, total 1996 actual ESF costs  
23 were available to me. Accordingly, I basically undertook the same steps that UCU  
24 performed for its end-of-1996 "true up" entry, but utilizing actual data for all of calendar  
25 year 1996. As stated previously, there are only a few instances wherein I did not accept  
26 the Company's approach.

27  
28 Q. Does your previous answer suggest that you are in general agreement with the Company's  
29 approach?

1 A. I would state that, given the constraints of the accounting system in place during 1996,  
2 and other than the previously described deficiencies in allocating costs to  
3 International/M&A activities, the Company has made an earnest attempt to fairly allocate  
4 or assign overhead costs to benefitting business units. (This statement does not apply to  
5 UtiliCorp Marketing Services which was technically an ESF during 1996, but which is  
6 being addressed separately in a following section of testimony.) I would note, however,  
7 that there are a few cost centers for which the descriptive title is too cryptic to conclude  
8 with certainty that the allocation procedure employed is the most reasonable. In those  
9 instances, I have submitted follow up discovery to which the Company has not responded  
10 as of the time this testimony was prepared. I would also like to note that I still have not  
11 seen, even though I have requested, the underlying statistics utilized to develop the  
12 Massachusetts formula, as well as the "mini" Massachusetts formulas, which were in turn  
13 used to allocate 1996 ESF costs. With those caveats, however, I would state that I am in  
14 general agreement with the Company's allocation/assignment approach.

15  
16 Q. Would you please describe for the Commission those instances wherein you did not agree  
17 with the Company's approach for assigning or allocating 1996 ESF costs?

18 A. Yes. First, UCU has allocated the 1996 cost of its "Trading Control" ESF to business  
19 units on the basis of the Massachusetts formula general allocator. According to the  
20 Company's response to Data Request No. 679, the major services provided by Trading  
21 Control are:

- 22 1) Establish corporate wide policy regarding the management  
23 of commodity price risk and the control of trading  
24 activities;
- 25 2) Determine corporate aggregate and individual subsidiary  
26 business unit's trading limits;
- 27 3) Evaluate trading portfolios, hedging strategies, and new  
28 derivative based products for sale to third parties;
- 29 4) Ensure policy compliance and effective management  
30 control for corporate wide trading activity; and
- 31 5) Advise individual subsidiary business unit heads and senior  
32 UCU management on strategic business development

1 issues in concert with ongoing control environment  
2 enhancements.  
3

4 From the wording, it appears that this service relates to UCU's unregulated gas marketing  
5 program. I have submitted follow up discovery in this regard. However, for purposes of  
6 developing my adjustment, I have assumed that no Trading Control ESF costs should be  
7 allocated to MPS electric operations.  
8

9 Q. Please continue explaining the next exception which you have taken to the Company's  
10 1996 ESF allocation/assignment procedure.

11 A. The Corporate Development ESF focuses primarily on mergers and related activities.  
12 UCU did not attempt to allocate the majority of Corporate Development costs to the  
13 various business units, no doubt recognizing that such activities are of no direct benefit to  
14 ratepayers. However, it did, for reasons not yet apparent to me, allocate the cost of an  
15 Ernst and Young study undertaken to identify synergies to be achieved by merging with  
16 KCPL. The results of the study were actually filed with Company's application in Case  
17 No. EM-96-248. I have reviewed such study and do not observe that it serves any  
18 significant purpose other than to identify synergies that can be expected assuming a  
19 merger with KCPL were to occur. I have submitted some discovery in this regard that  
20 remains outstanding as of this point in time. Nonetheless, for now I am recommending  
21 that none of the cost of the study be allocated to the various business units.  
22

23 Q. Please continue with the next exception taken to the Company's 1996 ESF  
24 allocation/assignment process.

25 A. UCU's Information Technology ESF is in charge of designing, developing and  
26 maintaining the Company's computer and telecommunications hardware and software.  
27 Additionally, it is charged with identifying and implementing new and innovative  
28 technology. The Information Technology ESF has numerous Responsibility Centers that  
29 capture the cost of activities that are undertaken for specific business units or  
30 subcomponents thereof. In fact, from the short descriptive titles of the various

1 Responsibility Centers, it appears the Information Technology ESF does a better job of  
2 directly assigning costs to benefitting business units than do most of the other ESFs.

3  
4 However, based entirely upon their short descriptive titles, I am proposing to eliminate  
5 the cost of two Responsibility Centers. Specifically, I am proposing that costs included  
6 within the "Business Development" Responsibility Center be retained by the Company  
7 (i.e., not allocated or assigned to the various business units). If the RC's title is indicative  
8 of the activities taking place therein, such costs should be retained -- just as the Company  
9 voluntarily retains costs incurred by its Corporate Development ESF. Clearly, if costs  
10 incurred within this RC are incurred in an effort to find, create or develop new business,  
11 such costs should not be borne by present day ratepayers. I have submitted follow up  
12 discovery on this item which remains outstanding. Following receipt of the requested  
13 information, I may have to reconsider my position on this issue. However, for now I  
14 recommend that all costs recorded in this RC be retained by UCU.

15  
16 Another RC included within the Information Technology ESF is "Reengineering."  
17 Generally I understand that when UCU refers to "reengineering" projects it is referring to  
18 "systems" development. For instance, development of a new customer service system  
19 would be one example of a "reengineering" project. Others would include a new  
20 materials management system or a new accounting/general ledger system. UCU  
21 appropriately capitalizes costs incurred in designing or developing these new systems.  
22 Consistent with this UCU approach, I am recommending that all "Reengineering" RC  
23 costs incurred within the Information Technology ESF be capitalized rather than  
24 expensed and allocated down to the various business units. I have submitted discovery  
25 regarding the nature of activities taking place within the "Reengineering" RC. Receipt of  
26 such information may cause me to reconsider my position on this issue.

27  
28 Q. Have you taken exception to any other UCU allocation procedure?

1 A. Yes. UCU leases three corporate planes. Whenever UCU personnel use such planes for  
2 business purposes, the appropriate ESF or business unit is charged the "fair market value"  
3 for using the plane. I am awaiting confirmation in an outstanding data request, however,  
4 I believe the "fair market value" is based upon the cost of a commercial airline ticket to  
5 the same destination. Charging for use of the planes based upon fair market value  
6 resulted in net unallocated airplane operating cost of nearly \$3 million for 1996. With its  
7 1996 ESF true up entry, UCU proposed to allocate such residual aircraft cost to all  
8 business units based upon the Massachusetts formula.

9  
10 While I do not oppose ratepayer recovery of the "fair market value" of trips taken on the  
11 plane (assuming such prices charged are truly "fair" and the trips truly necessary), I  
12 strongly oppose ratepayer recovery of the residual amount. Almost by definition,  
13 charging ratepayers amounts in excess of "fair market values" results in passing on  
14 imprudently incurred costs. UCU has not sought recovery of such costs in any prior MPS  
15 rate proceeding. I strongly urge this Commission to adhere to such precedent when  
16 establishing rates in the instant case.

### 20 **Payroll Annualization**

21 Q. If that completes your discussion of corporate overhead costs, would you please continue  
22 by describing the payroll adjustment which you are sponsoring.

23 A. As Staff witness Mr. Steven Traxler explains, Staff is filing a 1995 test year updated for  
24 known and measurable events through June 30, 1996. To that end, I have developed  
25 normalized MPS payroll expense by annualizing June 1996 payroll costs. More  
26 specifically, I have multiplied regular pay for June 1996 times the appropriate number of  
27 pay periods to arrive at an annualized MPS payroll amount. In so doing I have developed

1 a level of payroll expense that considers actual number of employees as of June of 1996  
2 as well as actual authorized wages paid in June 1996.

3  
4 I have also included an allowance for overtime pay by applying a three year historic  
5 average ratio of overtime-pay-to-regular-pay to the above described annualized regular  
6 wages.

7  
8 Finally, I have also eliminated certain elements of 1995 wages that are either non-  
9 recurring or have been determined to be of no direct benefit to ratepayers.

10  
11 Q. Please explain.

12 A. As with the ESF costs, I have eliminated all severance pay incurred by MPS. I consider  
13 such costs to be non-recurring. Furthermore, even if MPS should incur additional  
14 severance pay, presumably there would be a near immediate realization of payroll savings  
15 which has not been captured in my payroll annualization. Additionally, the Company has  
16 identified in discovery responses two other elements of 1995 employee compensation that  
17 have been discontinued. Accordingly, I have also removed the cost of these two  
18 discontinued pay programs.

19  
20 Finally, for reasons set forth in earlier testimony, I have also eliminated the cost of  
21 discretionary bonuses and country club dues recorded as operating expense on MPS'  
22 books during 1995.

23  
24 Q. Was it necessary to allocate your adjusted payroll level to MPS electric jurisdictional  
25 operations?

26 A. Yes. All calculations described were performed on a total MPS basis. Accordingly, it  
27 was necessary to allocate total adjusted MPS payroll to construction versus expense  
28 functions, as well as between electric and gas operations. I made such calculations on the  
29 basis of MPS' 1995 actual distribution of payroll costs. Finally, I allocated total MPS

1 electric payroll to electric retail operations on the basis of allocation factors supplied to  
2 me by MPSC Staff accountant Steve Traxler. The results of all the above describe  
3 calculations are reflected within Staff Adjustment Nos. S-5.2, S-6.2, S-7.2, S-8.2, S-9.2,  
4 S-10.2 and S-11.5.

5  
6 Q. Have you also calculated the related impact of your payroll adjustment on employer's  
7 payroll tax expense.

8 A. Yes. I have also calculated Adjustment Nos. S-14.1 and S-14.2 which reflect the rollout  
9 effect my payroll adjustment on social security taxes as well as federal and state  
10 unemployment taxes, respectively.

11  
12 **UtiliCorp Marketing Services**

13 Q. Please continue by describing your next adjustment.

14 A. Adjustment No. S-10.1 eliminates the vast majority of UtiliCorp Marketing Services  
15 ("UMS") costs allocated to MPS during 1995 inasmuch as such expenditures and  
16 activities provide no benefit to present day utility customers. Specifically, I have  
17 concluded:

- 18  
19 • A significant portion of UMS' costs were incurred in the  
20 process of rolling out the EnergyOne brand name.  
21 Inasmuch as the branding of the EnergyOne name is  
22 directed at marketing present or anticipated-to-be-  
23 deregulated services, it follows that present day ratepayers  
24 should bear no cost of this activity.

- 25 • \*\* \_\_\_\_\_  
26 \_\_\_\_\_  
27 \_\_\_\_\_  
28 \_\_\_\_\_  
29 \_\_\_\_\_

- 30 \_\_\_\_\_ \*\*  
31 • Much of the advertising and promotional materials  
32 produced were "image building" in nature -- a category of

1 expense that this Commission disallows for rate making  
2 purposes.

- 3 • Much of the UMS' advertising campaign dealt with non-  
4 utility and unregulated services, yet in 1995 100% of UMS'  
5 costs were allocated to UCU's regulated utility divisions.
- 6 • A portion of UMS' expenditures were directed at promoting  
7 electric or gas load growth (i.e., heat pump advertising, gas  
8 furnaces, etc). This Commission has historically rejected  
9 such promotional advertising.

10  
11 Q. What is "EnergyOne?"

12 A. "EnergyOne" is the brand name that UCU has created for the purpose of marketing its  
13 many present and future energy and energy related goods and services.

14  
15 Q. Why was the EnergyOne branding implemented?

16 A. EnergyOne brand marketing was implemented primarily in anticipation of marketing  
17 energy services that have been recently, or are expected in the near future to be,  
18 deregulated. By rolling out the EnergyOne brand name today for its regulated energy as  
19 well as non-regulated energy-related products and services, UCU hopes to achieve brand  
20 name recognitions as a provider of comfort, safety, reliability and security to homes and  
21 small business. Of course, UCU hopes this imaging will provide it with a distinct  
22 advantage in marketing products and services if and when the industry is further  
23 deregulated. These conclusions are well evidenced in the following discussion of the  
24 EnergyOne concept that was included in UCU's 1995 Annual Report to Shareholders:

25 In the new, emerging world of utilities, the old days of sitting back  
26 and just hooking up new customers who move into a monopoly  
27 service territory are fading away. Today, companies more and  
28 more must compete for market share by working to serve  
29 customers' total energy needs and providing related services. With  
30 gas and electricity viewed as faceless commodities, energy users  
31 increasingly will choose suppliers based on factors that  
32 differentiate -- not only price, but service, expertise and  
33 technology. *The ability of consumers to choose keeps growing as*  
34 *electricity begins to follow in the deregulation footsteps of*  
35 *natural gas. That is why in 1995 UtiliCorp introduced*  
36 *EnergyOne*, the first national brand in the utility industry.

1 EnergyOne unifies the company's wide range of energy products  
2 and services coast to coast and gives them a recognizable face.  
3 Although an innovation in the world of utilities, brand recognition  
4 is a valuable, proven weapon for penetrating new markets and  
5 building market share in existing ones. (*emphasis added*)  
6

7 Later the Shareholder Report discussion concludes "UtiliCorp envisions a time in the  
8 future when its customers can order EnergyOne electric and gas services from a menu on  
9 their home computer."

10  
11 \*\* \_\_\_\_\_  
12 \_\_\_\_\_  
13 \_\_\_\_\_  
14 • \_\_\_\_\_  
15 \_\_\_\_\_  
16 \_\_\_\_\_  
17 \_\_\_\_\_  
18 \_\_\_\_\_  
19 • \_\_\_\_\_  
20 \_\_\_\_\_  
21 \_\_\_\_\_ \*\*  
22

23 Q. Did UtiliCorp allocate all the cost of promoting the EnergyOne brand name to its various  
24 regulated utility divisions?

25 A. UtiliCorp purchased an EnergyOne hot air balloon as well as an EnergyOne trailer which  
26 it showcased in a number of shows and festivals nationwide. In 1995 the direct cost of the  
27 EnergyOne balloon and trailer, which were recorded on UMS' income statement, were  
28 not allocated to UtiliCorp captive utility ratepayers. However, all other EnergyOne  
29 development and promotional costs were allocated to UtiliCorp's utility customers.  
30

1 Q. In your opinion, should any portion of the costs of creating, implementing or sustaining  
2 the EnergyOne brand name promotion be borne by present day regulated utility  
3 customers?

4 A. Absolutely not. The branding concept maybe a good, if not brilliant, idea. However, costs  
5 incurred today relating to the promotion of the concept have absolutely nothing to do  
6 with providing safe, reliable and efficient present day regulated utility service.  
7 If the plan is successful, it is UtiliCorp shareholders who will eventually become the big  
8 winners. It would be patently unfair to gamble today with funds provided by captive  
9 utility customers that will only benefit UtiliCorp shareholders in the future. Clearly it is  
10 UtiliCorp shareholders who stand to gain from the plan. Accordingly, just as clearly, it is  
11 UCU shareholders who should bear all the cost of developing the brand name.  
12

13 Q. In an earlier answer you indicated that UMS had incurred costs during 1995 to perform  
14 market surveys in anticipation of deregulating additional energy products. Please expand  
15 upon what you were able to observe in this regard.

16 A. \*\* \_\_\_\_\_ \*\* I  
17 have requested to review the work product and contract agreements for many of the UMS  
18 vendors. While the Company has not yet provided copies or access to all of the  
19 documents requested, but I have been able to review some of the documents requested.  
20 \*\* \_\_\_\_\_  
21 \_\_\_\_\_  
22 \_\_\_\_\_  
23 \_\_\_\_\_  
24 \_\_\_\_\_  
25 \_\_\_\_\_ \*\*

27 Q. Do you believe that ratepayers should bear the cost of any of the studies just described?

28 A. No.  
29

- 1 Q. But doesn't a prudent utility still need to perform research regarding present and future  
2 demands for energy on its system?
- 3 A. Yes. And in that regard, I would note that traditional utility load research was an activity  
4 carried out by UMS during 1995 and 1996. I was able to identify the cost for such  
5 activities for 1996. Therefore, when calculating my UMS adjustment, I have added back,  
6 or included an allowance for, an allocated portion of such traditional utility load research  
7 efforts.  
8
- 9 Q. You also noted in an earlier answer that some of UMS' efforts were aimed at "image  
10 building." What is your understanding of this Commission's position regarding image  
11 building advertising?
- 12 A. It is my understanding that this Commission has rigidly held that image building  
13 advertising -- also referred to as "institutional" advertising -- should not be recovered  
14 from ratepayers.  
15
- 16 Q. Why do you believe UCU is engaging in image building advertising at this point in time.
- 17 A. Again, I believe these types of activities are aimed at positioning UtiliCorp to be the  
18 provider of choice for products and services that already compete in a deregulated  
19 environment as well as to promote and create a form of brand loyalty as additional energy  
20 products and services become deregulated. For products and services which are presently  
21 regulated, and for which captive utility customers cannot "shop," it simply does not make  
22 good economic sense to expend monies on image building activities.  
23
- 24 Q. Can you cite some examples of UMS' image building activities?
- 25 A. Yes. I would note that I have attached as Schedule 4 a copy of all of UMS' large and  
26 mass market promotional advertising and brochures for the Commission's review.  
27 However, for convenience I have included below two excerpts from Schedule 4 which I  
28 believe are purely "image building" in nature:

1           Put the Power of EnergyOne To Work For You: In today's energy  
2 environment, you have more opportunities to receive low-cost  
3 energy and turnkey energy services. And no other energy provider  
4 offers you greater access to these opportunities than EnergyOne.  
5

6           With EnergyOne, not only do you get a full-service energy  
7 provider, you also get a long-term energy partner. EnergyOne  
8 offers the *strength and performance* of an international company,  
9 along with the experience, knowledge and backing of a company  
10 with an 80-year tradition of providing quality service. Choose the  
11 energy leader. Choose EnergyOne. (excerpt from page 116 of  
12 Schedule 4, *emphasis included in original document*)  
13

14  
15           **UTILICORP HAS A HISTORY OF ENERGY LEADERSHIP**  
16 EnergyOne is a powerful portfolio of high-quality energy products  
17 and services from UtiliCorp United, a company that has been in the  
18 energy business since 1917. With EnergyOne, UtiliCorp provides  
19 homes, businesses and industries across America with everything  
20 from reliable appliance repairs to electric, natural gas and energy  
21 management services. (excerpt from page 97 of Schedule 4)  
22

23           In my opinion, such verbiage serves no other purpose than to promote "warm fuzzy  
24 feelings" about UtiliCorp United and EnergyOne which UtiliCorp hopes will eventually  
25 translate into greater sales of unregulated goods and services.  
26

27       Q.     You also noted in an earlier answer that some of UMS' advertising efforts were designed  
28 to promote utility load growth. Can you cite some examples of such promotional  
29 advertising?

30       A.     I would again refer the Commission to Schedule 4. Specifically I would refer the  
31 Commission to pages 43 through 54 which contain advertising for heat pumps or gas  
32 furnaces in several states.  
33

1 Q. Did UCU or UMS track advertising costs by rate jurisdiction?

2 A. Clearly UCU/UMS did not track costs by product/service, much less by rate jurisdiction  
3 during 1995. I am still awaiting answers to data requests which might reveal how costs  
4 were tracked during 1996.

5  
6 Q. Why do you believe it is improper for captive utility customers to pay for such load  
7 promoting advertising?

8 A. To a large extent, such advertising is designed to attract energy load that would default  
9 automatically to either the local electric company or to the local gas company. The  
10 electric company's "gain" which occurs when a heat pump is installed is often the gas  
11 company's "loss." The electric company's improved load and load factor is often at the  
12 expense of the local gas company's "lost" load or deteriorated load factor. In my opinion,  
13 it is unfair to require electric and gas company ratepayers to fund such inter-utility  
14 advertising warfare when, in many cases, it is really a zero sum game.

15  
16 Even in instances wherein the advertising campaign is designed to promote electric use  
17 over unregulated energy sources such as propane, it is utility stockholder's who tend to  
18 benefit inasmuch as they are able to retain margins from new customers gained from such  
19 campaigns in between rate cases.

20  
21 Finally, I note that it is my understanding that this Commission has determined that load  
22 promotional costs may be allowable provided the utility can demonstrate that they are  
23 "cost justified." From the information received to date from the Company it is  
24 impossible to identify or even estimate what costs have been incurred in "promoting"  
25 electric energy usage in Missouri. Furthermore, while the Company has not provided the  
26 work product and studies of all outside consultants employed by UMS, of the studies I  
27 have seen, I did not observe where the Company had ever attempted to "cost justify" its  
28 promotional activities related to its regulated utility services.

29

1 Q. You also noted in an earlier answer that some of UMS' efforts were directed toward  
2 promoting sales of UCU's non-utility and unregulated goods and services. Can you cite  
3 for this Commission examples of such activities?

4 A. Yes. A very significant portion of UMS' efforts were directed toward promoting  
5 UtiliCorp's non-utility and unregulated utility services. Specifically, I direct the  
6 Commission's attention to the following pages included in Schedule 4 which were  
7 incurred for the purpose of promoting the following unregulated UCU goods and  
8 services:

	Schedule 4
	Page
<u>Good or Service</u>	<u>Reference</u>
Gas supply services for commercial and industrial transportation customers	23 - 42
Home security sales and service	67 - 86
Home appliance sales and service	87 - 95
Municipal/Industrial Energy Management	96 - 142

17  
18 Q. Did UMS attempt to allocate or assign such advertising cost to UCU's non-utility and  
19 unregulated business operations?

20 A. All UMS costs, including the above referenced non-utility advertising, were charged  
21 entirely to UCU's regulated utility divisions in 1995. I understand that in 1996 a better  
22 attempt was made to assign advertising costs to benefitting business units. However,  
23 during 1995 it is clear that UtiliCorp inappropriately assigned advertising costs related to  
24 its *unregulated* business operations to its *regulated utility operations*.

25  
26 Q. Did you observe any examples of UMS advertising that met this Commission's criteria  
27 for recoverability from ratepayers?

28 A. I found one gas pipeline safety brochure (pages 65 and 66 of Schedule 4) which, if this  
29 were an MPS gas proceeding, and if the ad were directed to MPS' retail service territory, I

1 believe this Commission would undoubtedly allow as "safety" related. However, the ad I  
2 found appears to have been directed to UCU's southern Missouri pipeline subsidiaries.

3  
4 Also, I found Customer Information Handbooks for UCU's Missouri and Minnesota retail  
5 utility operations (pages 1 through 22 of Schedule 4). I would expect this Commission  
6 to allow recovery of such "information" advertising which addresses, in part, items such  
7 as understanding your utility bill, what to do before you dig, what to do if you smell gas,  
8 etc..

9  
10 Q. If you propose to disallow virtually all of UMS' costs allocated to MPS in 1995, aren't  
11 you effectively disallowing a portion of costs that this Commission would deem to be  
12 reasonably recovered from ratepayers?

13 A. First, it is impossible to identify the cost of such permissible advertising. However,  
14 judging from the volume of such *recoverable* advertising in relation to total UMS  
15 advertising, I would expect the amount of recoverable UMS advertising to be de minimis.

16  
17 Second, when developing the UMS adjustment I reflected over \$1.0 million of sales  
18 expense which remained on MPS' books which consisted entirely of non-UMS costs.  
19 Such amount exceeds the amount that the MPSC Staff recommended as reasonable in  
20 MPS' 1993 electric rate case. Thus, I believe I have included an adequate amount for  
21 such Commission approved safety and information advertising.

22  
23 Q. Please summarize your testimony regarding your proposed UMS adjustment.

24 A. I believe it is abundantly clear that the creation of the significant UMS enterprise support  
25 function can be attributable entirely to UCU's grand plans to exploit present and future  
26 opportunities to market unregulated products and services. As such, I strongly  
27 recommend that this Commission recognize that all such costs be borne by UCU's  
28 shareholders who stand to gain from the bold venture -- and not today's still-captive  
29 utility ratepayers.

1                                   **Allocation of Division Specific Assets Benefitting**  
2                                   **Other UCU Divisions and Subsidiaries**

3  
4       Q.     Did you investigate whether assets that remain on MPS' books, and which are included in  
5             MPS' rate base, are in fact benefitting other UCU divisions/subsidiaries, and therefore, in  
6             need of allocation to such benefitting divisions/subsidiaries?

7       A.     I attempted to determine whether any of MPS' assets, such as its Raytown corporate  
8             offices, were now benefitting other UCU properties. I also attempted to determine  
9             whether any assets remaining on other UCU divisions/subsidiaries books were now  
10            benefitting MPS operations. Notwithstanding numerous data requests and attempted  
11            inquiries in interviews, I have not been able to ascertain the extent to which division-  
12            specific assets are now being shared by all the various UCU subsidiaries/divisions.  
13            Likewise, I have not been able to determine whether MPS assets should be allocated in  
14            part to other UCU properties, nor have I been able to determine whether a portion of other  
15            UCU properties' assets should be allocated to MPS. If UCU should ever identify persons  
16            knowledgeable of these topics and make such persons available for interview, and/or  
17            should UCU ever fully and accurately respond to outstanding data requests, it may be  
18            necessary to allocate assets out of or into MPS' jurisdictional rate base. Lacking needed  
19            information, I am proposing no adjustments at this point in time.

20  
21       Q.     Does this conclude your direct testimony?

22       A.     Yes, it does.

BEFORE THE PUBLIC SERVICE COMMISSION  
OF THE STATE OF MISSOURI

In the matter of the Earnings Review of )  
UtiliCorp, Inc. d/b/a/ Missouri Public )  
Service. )

Case No. EO-97-144

The Staff of the Missouri Public Service )  
Commission, Complainant, )

Case No. EC-97-362

v. )

UtiliCorp United, Inc. d/b/a/ Missouri Public )  
Service, )

Respondent. )

**AFFIDAVIT OF**

STATE OF Missouri )  
 )  
COUNTY OF Jackson )

ss.

James R. Dittmer of lawful age on his oath states: that he has participated in the preparation of the foregoing Direct Testimony in question and answer form, consisting of 53 pages to be presented in the above-referenced case; that the answers in the foregoing Direct Testimony were given by him; that he has knowledge of the matters set forth in such answers; and that such matters are true and correct to the best of his knowledge and belief.

James R. Dittmer

Subscribed and sworn to before me this 26 day of March, 1997.

Donald V. [Signature]

Notary Public

My Commission Expires: 1-6-98

EXPIRES: MAR 6 1998  
NOTARY PUBLIC STATE OF MISSOURI  
JACKSON COUNTY  
MY COM. EXPIRES: MAR. 6, 1998