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Witness: Richard Mark
Sponsoring Party: Union Electric Company
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MISSOURI PUBLIC SERVICE COMMISSION

CASE NO. ER-2010-0036

REBUTTAL TESTIMONY

OF

RICHARD MARK

ON

BEHALF OF

UNION ELECTRIC COMPANY

d/b/a AmerenUE

St. Louis, Missouri
February 11, 2010

CO. Exhibit No. 139
Date 3/26/10 Reporter pf
File No. er-2010-0036

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REBUTTAL TESTIMONY

OF

RICHARD MARK

CASE NO. ER-2010-0036

Q. Please state your name and business address.

A. My name is Richard Mark. My business address is One Ameren Plaza,
1901 Chouteau Avenue, St. Louis, MO 63103.

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

A. I am employed by AmerenUE as Senior Vice President Customer Operations.

Q. Please describe your employment history with AmerenUE.

A. I joined Ameren Services as Vice President of Customer Relations in January of
2002 and then became Vice President of Governmental Policy and Consumer Affairs. In
December of 2004, I was promoted to Senior Vice President of Missouri Energy Delivery. In
2009, I was named to my current position at AmerenUE. Prior to my current employment, I
spent seven years as President and Chief Executive of St. Mary's Hospital of East St. Louis and
five years as the hospital's Chief Operating Officer.

**Q. Please describe your duties and responsibilities as Senior Vice President
Customer Operations.**

A. I am responsible for AmerenUE's electric and natural gas distribution systems
and operations, as well as the Company's customer service operations, consisting of the
customer contact center, customer accounts, and customer credit assistance, including
AmerenUE's Dollar More Program and community relations. I have recently become
responsible for managing AmerenUE's Energy Efficiency programs.

1 **Q. What is the purpose of your rebuttal testimony?**

2 A. The purpose of my rebuttal testimony is to respond to the portion of the Staff
3 Report on Revenue Requirement and Cost of Service (Staff Report) which dealt with
4 AmerenUE's advertising expense, sponsored by Staff witness Lisa Ferguson on pages 88 and 89.

5 **Q. Why did Ms. Ferguson recommend disallowance of some of the Company's**
6 **advertising expenditures?**

7 A. The Staff Report does not specify other than to state that she "...proposed an
8 adjustment to exclude the costs of institutional and promotional advertising..." Nowhere is there
9 any explanation of how she reached this conclusion or what standards she used to determine that
10 these advertisements were institutional or promotional. In total, Ms. Ferguson recommended a
11 disallowance of \$2,854,429 with no explanation other than the sentence I quoted above. There is
12 no explanation of how she determined any particular advertisement was promotional or the
13 standard for making that determination she used. Without some semblance of explanation of
14 how she reached her conclusions, Staff has not met its burden to overcome the presumption that
15 our expenditures are prudent. Accordingly, I believe the entire disallowance recommendation
16 should be rejected.

17 **Q. Do you agree with the exclusions proposed by Ms. Ferguson?**

18 A. I do not. In fact, I have a basic disagreement with the approach taken by Staff. In
19 AmerenUE's last rate case, the Commission set forth very clear direction on how Staff should
20 evaluate advertisements in rate cases. Ms. Ferguson did not follow that direction.

21 **Q. Can you explain what you mean?**

22 A. The Commission's Report and Order was very explicit, "The fault was...with
23 Staff's attempt to individually categorize each and every advertisement produced by AmerenUE.

Rebuttal Testimony of
Richard Mark

1 As Mr. Mark testified for AmerenUE, it makes more sense to look at an advertising campaign as
2 a whole.”¹ The Report and Order continued, “In the future, Staff would do well to examine
3 advertisements on a campaign basis rather than becoming ensnared in the effort to evaluate
4 individual ads within a larger campaign. If on balance a campaign is acceptable then the cost of
5 individual advertisements within that campaign should be recoverable in rates.”²

6 **Q. Why do you believe Staff failed to follow the Commission’s direction?**

7 A. Ms. Ferguson did not make a determination that the Power On campaign was not
8 an inappropriate campaign. However, she failed to follow the Commission’s direction because
9 she went through advertisement types and recommended a disallowance of \$840,340 in Power
10 On advertising on an ad-by-ad basis. She recommended the Commission allow only a portion of
11 the Power On campaign. If, as the Commission had directed, she’d looked at the campaign as a
12 whole, she would have allowed those expenses in their entirety.

13 **Q. Is the Commission bound by its previous ruling from Case No.**
14 **ER-2008-0318?**

15 A. It is not. However, unless there is some basis to justify changing the standard by
16 which a cost is judged recoverable as advertising, to do so would place the Company in a
17 position where it cannot know which expenditures are acceptable and which are not from rate
18 case to rate case. As I stated above, many of the advertisements Ms. Ferguson seeks to disallow
19 are identical to advertisements which were approved in our last rate case. I believe these costs
20 were prudently incurred and, in addition, consistency and fairness would dictate that they be
21 recoverable in this case just as they were in the last case.

¹ ER-2008-0318, Report and Order, p. 118

² Id.

1 **Q. What Power On advertising costs did Ms. Ferguson recommend disallowing?**

2 A. While Ms. Ferguson recommended recovery of newspaper advertisements for the
3 Power On campaign, she recommended disallowance of other types of Power On advertising,
4 including all television advertisements. Interestingly, the majority of the television
5 advertisements disallowed were the exact television advertisements the Commission allowed
6 cost recovery for in the Company's last rate case, Case No. ER-2008-0318. Attached to this
7 testimony as Schedule RJM-ER1 are several screen shots from the television Power On
8 advertisements as well as the complete script for each television advertisement. It should be
9 noted that each advertisement included our website address so that customers could find more
10 information.

11 **Q. Did Ms. Ferguson indicate why television would be an unacceptable medium
12 for AmerenUE to use in communicating with its customers?**

13 A. No, she did not and because she didn't recommend disallowance of television
14 advertisements related to AmerenUE's budget billing program, I presume Ms. Ferguson agrees
15 that television can be an effective method for communicating with customers in our service
16 territory.

17 **Q. Some individuals testified at the local public hearings that they don't know
18 why AmerenUE advertises on television as it doesn't need to attract customers. Why does
19 the Company advertise on television?**

20 A. I have heard those comments, but the purpose of these advertisements is not to
21 convince a customer to choose AmerenUE over a competitor. AmerenUE's advertisements
22 contain information for our customers, whether it is a safety message or about Power On. The
23 Company believes there is an inherent value in initiating these customer communication

Rebuttal Testimony of
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1 programs. Generally, customer communications can cover a range of topics and issues,
2 including customer education (concerning, for example, budget billing), information on
3 corporate initiatives (Power On), clarifying Company policies or dispelling mistaken
4 perceptions.

5 Television is only one medium AmerenUE uses to communicate with its
6 customers. The Company uses a variety of advertising media, including television, radio,
7 newspaper, outdoor advertising and online media. Having a good mix of communication
8 channels is important as it allows the Company to most effectively reach its customers as well as
9 to reinforce the message being delivered. Television generates the broadest reach of all mass
10 media because of its vast appeal to the general public. The Company is able to target the
11 audience which views the advertisements and customer recall of television messages is better
12 than those delivered by other media alone. Television advertisements are short, typically 30
13 seconds in length, so the advertisements must draw customer attention and direct them on how to
14 take action or find more information. The awareness generated by television advertising
15 supports the messages delivered through other media and makes those messages stronger.

16 AmerenUE tracks the effectiveness of its advertising through ongoing customer
17 satisfaction surveys. Customers are asked to identify any message they have heard over a certain
18 period of time. In our last year of surveys, Power On messages have been rated as our top four
19 recalled messages.

20 **Q. Are there other Power On campaign costs that Ms. Ferguson recommended**
21 **not be recovered?**

22 A. There were. Ms. Ferguson recommended disallowance of the cost of all
23 AmerenUE's Power On billboards. Again, the majority of these billboards were exactly the

1 same billboards whose cost the Commission allowed recovery of in our last rate case. As
2 explained above, our billboards are part of an overall campaign to educate and inform our
3 customers. As the Commission stated, "...a simple billboard advertisement that by its nature
4 cannot convey a great deal of information to a motorist rushing by at 70 miles per hour, may
5 motivate and direct that customer to seek out more detailed information from another source."³
6 I have included copies of these billboards as Schedule RJM-ER2.

7 There were also adjustments made for much more minor Power On expenditures,
8 but the fact that Staff sought to disallow them is troubling. The best example is that of the
9 magnetic signs which identify our outside contractors as doing work for AmerenUE's Power On
10 project. These expenditures were allowed by the Commission in our last rate case. The facts
11 behind that decision have not changed; letting the public know that these contractors are
12 associated with AmerenUE is important to our customers. First, it is important that they know it
13 is AmerenUE trimming the tree lines and ultimately, the Company is responsible for the work
14 that is completed, so knowing that the contractor is working on behalf of AmerenUE provides
15 customers with information on who to contact if there is a question or concern about the work. It
16 is not image advertising to let customers know that AmerenUE is responsible for the tree
17 trimming work going on in their neighborhood. To suggest otherwise does not make sense.

18 **Q. Were there disallowance recommendations not related to Power On with**
19 **which you disagree?**

20 A. There are. First, Ms. Ferguson recommended disallowance of our sponsorship of
21 the St. Louis July parade. This cost had been allowed in AmerenUE's last two rate cases.
22 AmerenUE uses the parade to send a safety message to our customers as we rely upon Louie the

³ Id., p. 118.

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1 Lighting Bug, who is our ambassador for safety and carries the safety message wherever he is
2 seen. This disallowance was for \$6,750.

3 Ms. Ferguson disallowed costs associated with media storage, traffic and talent
4 for AmerenUE's television and radio advertisements. These are basic and necessary
5 expenditures for any television or radio advertisements and should not be a controversial cost.
6 The media storage costs are necessary to maintain the integrity of the original advertisement and
7 shipping of the recorded message. Talent costs are the costs of voiceovers, actors and actresses,
8 photography and filming. All of these are simply part of the cost of doing business in the
9 advertising world and should be allowed by the Commission. These expenditures cost \$18,220.

10 Ms. Ferguson also recommended a \$62,500 disallowance related to Power On
11 advertising as part of a St. Louis Rams advertising package. (This cost is not included in the
12 Power On number listed above.) AmerenUE did not put the entire cost of this sponsorship into
13 our revenue requirement, only the value of the advertising portion. This is exactly what
14 AmerenUE did in its previous rate case with Dollar More advertising with the Rams and the
15 Commission found that the cost of those advertisements should be recoverable. Copies of these
16 advertisements are attached as Schedule RJM-ER3.

17 Another disagreement I have with Ms. Ferguson's recommendation is related to
18 the retainer AmerenUE pays to advertising agencies. AmerenUE pays a retainer to the agencies
19 that create many of AmerenUE's advertisements. The agencies bill against the retainer fee for
20 work related to the development of communication plans, tracking industry trends, consumer
21 behavior research and creative services (meaning concept development as opposed to production
22 costs.) It is not billed against for any production costs of any actual advertisement. The use of
23 retainer fees in this manner is standard in the industry. Ms. Ferguson recommended allowing or

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1 disallowing this cost according to the percentage of advertisements she allowed. While at first
2 blush that may seem to make some sense, there is not any correlation between the two costs. The
3 retainer costs do not correspond to the particular advertisements that are run. Production costs do
4 correspond (and are included in the total advertisement cost we provided.) The retainer fees
5 represent general costs, were appropriately incurred and should be allowed in full. The amount
6 Ms. Ferguson recommended to disallow was \$361,934.

7 Ms. Ferguson recommended disallowance of the out-of-pocket media costs and
8 credits. When AmerenUE initiates a new advertising campaign, we pay an estimated cost for the
9 campaign up front. If the actual cost turns out to be less, then AmerenUE receives a credit.
10 During the test year, several credits were received. AmerenUE accounted for those credits in the
11 information provided to Staff, so Ms. Ferguson's actions result in a double adjustment on this
12 item. The credits totaled \$82,056.

13 During the test year, AmerenUE spent \$426 on a Callaway Plant statistics and
14 information sheet. A copy is attached as Schedule RJM-ER4. Ms. Ferguson recommended
15 disallowance. The reasoning behind this recommendation is not clear; the sheet clearly contains
16 information about our Callaway Plant and is the same information sheet we have used for years.
17 To be clear, this fact sheet has nothing to do with a second plant that had been proposed at the
18 Callaway site. The cost has been recovered in the past and should be allowed again in this case.

19 In 2008, AmerenUE sent a letter to all customers. This letter was a direct
20 communication from our Company President to the customers we served and contained important
21 information about our efforts to improve system reliability and Power On. This letter cost
22 \$41,729 and is a legitimate cost of business. Staff's efforts to restrict our ability to communicate
23 with our customers should be rejected. A copy of the letter is attached as Schedule RJM-ER5.

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Richard Mark

1 Ms. Ferguson recommended disallowance of a storm related advertisement that
2 AmerenUE took out in newspapers in the area hardest hit by the January 2009 ice storm in
3 Southeast Missouri. These advertisements are attached as Schedule RJM-ER6 and cost \$916.
4 The purpose of these advertisements was to communicate with our customers. At that time, the
5 high school was receiving repeated complaints alleging that they had asked our Company to
6 vacate school property (which had been our staging area). This allegation was not true – our work
7 was completed and we were leaving. It became apparent that there was a bit of misinformation in
8 the community and this advertisement helped to clarify that issue. In addition, I believe it
9 important to communicate with our customers that we have finished restoration work. If there is a
10 remaining line down or an individual home still with power out, that customer will know to notify
11 us. This advertisement met all of those goals and thanked our customers for the tremendous
12 amount of support we received during the time our workers were in their area. I believe Staff's
13 exclusion of this basic communication should be rejected.

14 AmerenUE spent \$14,500 on a survey of our building sign locations to record the
15 location, size, if it is lighted, and other information, which was recommended to be disallowed.
16 The Company often receives telephone calls that a sign has been damaged or is not working, but
17 the caller doesn't know the exact location or remember exactly what type of sign they saw, so
18 having a database of this information is helpful to the Company in responding to those calls. It is
19 classified as advertising, but really serves an operational need for the Company.

20 AmerenUE spent \$7,000 on truck wraps for our hybrid graphics. All of our trucks
21 are detailed, but because this was a different type of detailing (wrap), it showed up as a separate
22 cost. Ms. Ferguson allowed the normal detailing costs but not this one. It contains the same
23 markings identifying AmerenUE but is designed to also raise customer awareness that AmerenUE

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Richard Mark

1 is exploring the use of vehicles with alternative fuels. I believe the cost of this advertisement
2 should be recovered in our revenue requirement.

3 Ms. Ferguson disallowed \$1,775 that was spent on a digital camera and two
4 lenses. This equipment is used to record damage from storms, capture pictures of logistical areas
5 to be used in our storm restoration efforts and to do some basic photography that we would
6 otherwise be required to hire out. The recommendation to exclude the cost of this equipment
7 should be rejected.

8 AmerenUE spent \$24,000 on its sponsorship of the Tour of Missouri bike race.
9 At each of the race stops that occurred within AmerenUE's service territory, four in total,
10 AmerenUE had a table with safety information, energy efficiency information and Louie the
11 Lighting Bug. This sponsorship was used to raise awareness and educate our customers about
12 these important aspects of our business and the sponsorship should be allowed by the
13 Commission.

14 Finally, Ms. Ferguson recommended disallowance of the Company's sponsorship
15 of Earth Day. This event was all about energy efficiency education and the main theme was "The
16 greenest kilowatt hour is the one not used." This event cost \$2,000 and the Company should be
17 allowed to recover this expenditure in our revenue requirement.

18 There are likely more advertisement costs that Staff disallowed that should be
19 recoverable. However, as Staff failed to describe their reasons for rejecting any of the
20 advertisements, AmerenUE believes it has more than demonstrated these costs should be
21 recovered. As is obvious by this testimony, the majority of Ms. Ferguson's recommendations
22 was either made without consideration of the Commission's previous decision or reflects a lack

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Richard Mark

1 of understanding of how advertising works and the expenditures involved and must be rejected.

2 I am confident these expenditures were prudent and should be allowed by the Commission.

3 **Q. Does this conclude your rebuttal testimony?**

4 **A. Yes, it does.**

BEFORE THE PUBLIC SERVICE COMMISSION
OF THE STATE OF MISSOURI


In the Matter of Union Electric Company d/b/a) Case No. ER-2010-0036
AmerenUE's Tariffs to Increase its Annual) Tracking No. YE-2010-0054
Revenues for Electric Service.) Tracking No. YE-2010-0055

AFFIDAVIT OF RICHARD MARK

STATE OF MISSOURI)
) ss
CITY OF ST. LOUIS)

Richard Mark, being first duly sworn on his oath, states:

1. My name is Richard Mark. I work in the City of St. Louis, Missouri, and I am employed by AmerenUE as Senior Vice President Customer Operations.
2. Attached hereto and made a part hereof for all purposes is my Rebuttal Testimony on behalf of Union Electric Company d/b/a AmerenUE consisting of 11 pages and Schedules RM-ER 1 through RM-ER 10, all of which have been prepared in written form for introduction into evidence in the above-referenced docket.
3. I hereby swear and affirm that my answers contained in the attached testimony to the questions therein propounded are true and correct.



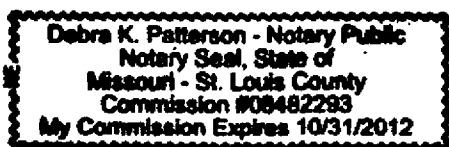
Richard Mark

Subscribed and sworn to before me this 10th day of February, 2010.



Notary Public

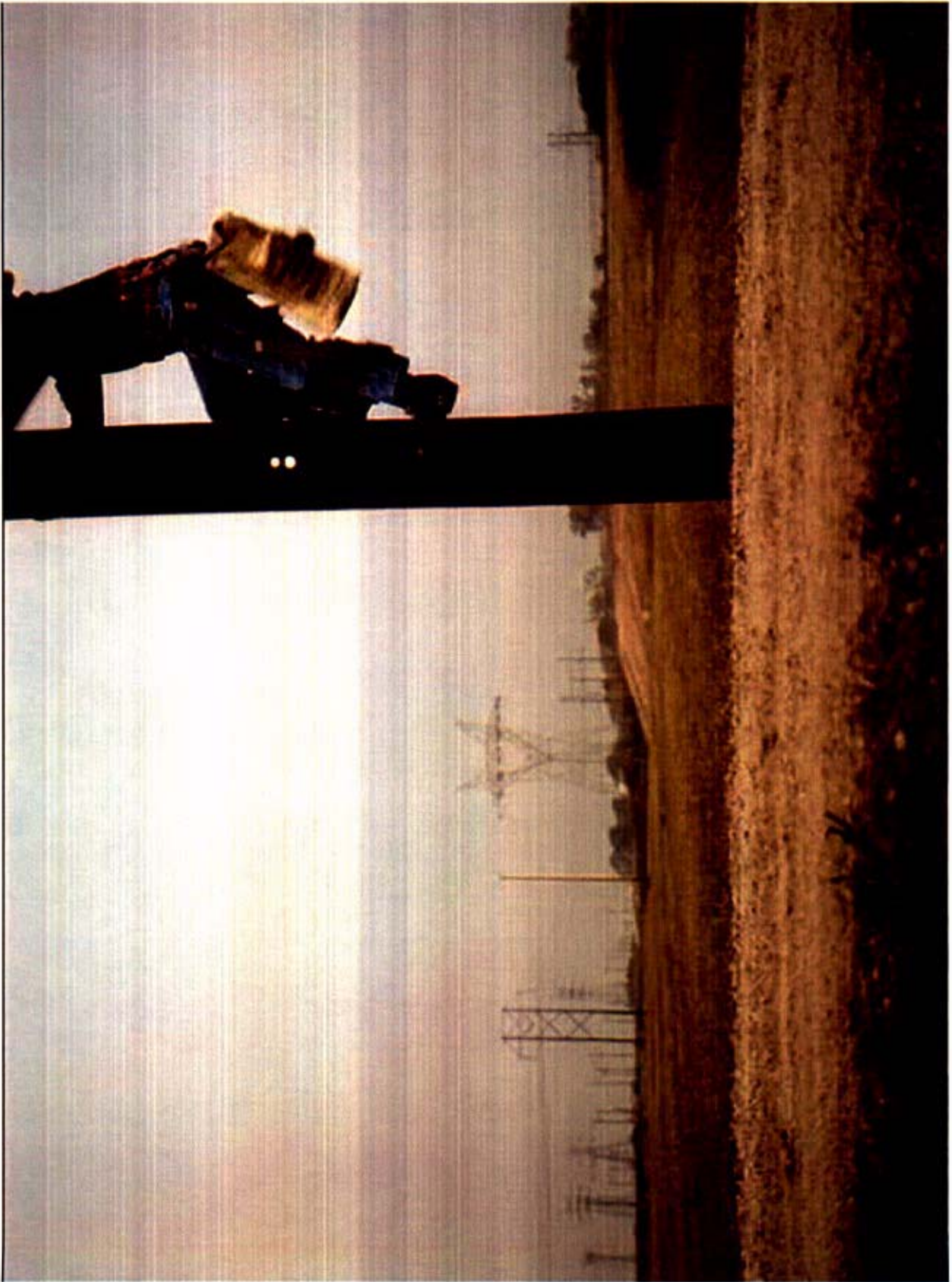
My commission expires:





RJM-ER1-1



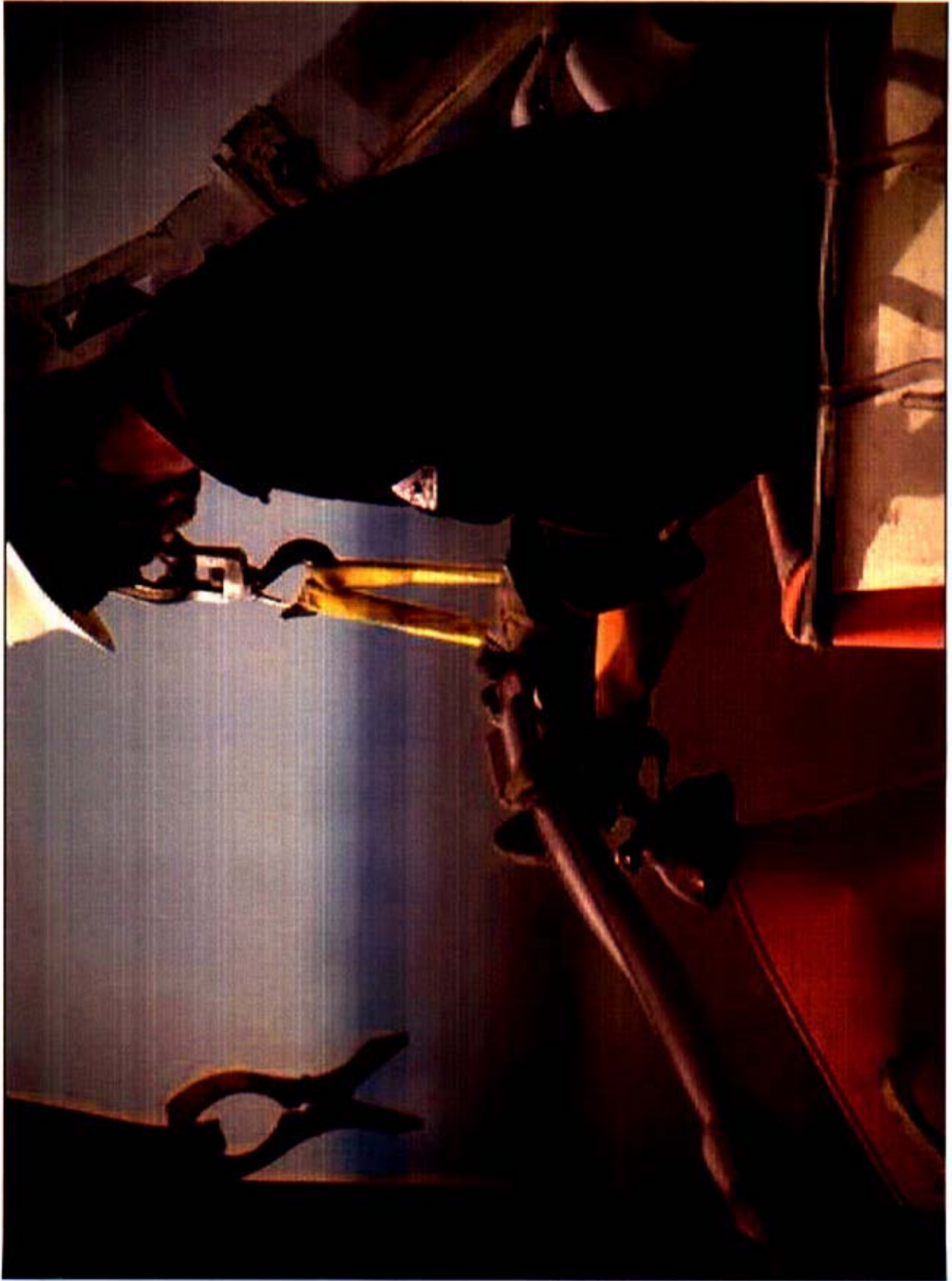




RUM-ER1-4



RJMER1-5



RJM-ER1-6

POWER

ENERGY SERVICES | 2014

A \$1 billion plan of action.



Ameren.com/PowerOn



RJM-ER1-9



rodgers|townsend

AMEREN UE
POWER ON
PHASE 2 RADIO
TITLE: Lineman 2
:60

ANNCR

Meet the people behind Power On. Ameren UE's billion dollar plan of action.

EMPLOYEE

Hey. This is <name>. I'm a lineman for Ameren UE and I'm here with some updates on our project, Power On.

Trimming trees near power lines and strengthening the power grid are two phases of the project.

And since overhead lines leave the reliability of the system exposed to the elements, a portion of the billion dollars is committed to relocating the lines below ground.

See, at some point in the delivery from the power plant to your home or business, electricity has to run through overhead lines. It's simply a matter of how far.

We have crews digging with backhoes. Drills. Even hand shovels. But wherever feasible, it's their job to minimize the distance that the electricity has to run above ground.

And while I'm partial to working up in the bucket truck, sometimes the best protection for power lines is a healthy layer of dirt.

We're working hard to improve reliability and environmental stewardship across Missouri. And burying power lines under ground is just one way we're getting it done.

ANNCR

To learn more about the ways the billion dollars is being invested, visit Ameren.com/PowerOn.



rodgers/townsend

AMEREN UE
POWER ON
PHASE 2 RADIO
TITLE: Tree Trimmer
:60

ANNCR Meet the people behind Power On, Ameren UE's billion dollar plan of action.

EMPLOYEE This is <name>. I supervise a tree trimming crew contracted by Ameren UE. And I'm here with some updates on our project.

One phase focuses on strengthening the power grid. Burying lines underground is another.

And since trees tend cause the most trouble, a portion of the billion dollars is committed to limit their ability to do so.

While most new housing developments are now built with the power lines buried, it wasn't always the case.

Over the years, the pines and oaks and maples that were planted have grown tall enough to mess with the lines supplying power throughout the neighborhood.

The overgrowth can loosen or damage connections. And when a storm hits, those are the locations most likely to falter.

That's why we're focusing our efforts to make sure the power lines have plenty of room to operate.

We're working hard to improve reliability and environmental stewardship across Missouri. And trimming trees near power lines is just one way they're getting it done.

ANNCR To learn more about the ways the billion dollars is being invested, visit Ameren.com/PowerOn.



rodgersjtownsend

AMEREN UE
POWER ON
PHASE 2 RADIO
TITLE: Engineer
:60

ANNCR

Meet the people behind Power On. Ameren UE's billion dollar plan of action.

EMPLOYEE

Hey there. This is <name>. I'm an Engineer for Ameren UE.

Normally, I'm out in the field checking the power grid to make sure it's performing its best. But I'm here with some updates on our project.

Over the past few months, you may have seen the crews around town, trimming trees near power lines. Or burying lines under ground.

And since the power grid is only as strong as its weakest link, a portion of the billion dollars is committed to preventive maintenance.

It's an ongoing battle - so dedicated teams are checking our equipment for wear-and-tear or corrosion.

They're looking for loose or rusty connections.

Or poles that are ready to be retired.

And when a crew spots a problem, it will be fixed then and there. Or marked for a team of specialists following close behind. All to make the system stronger through replacement or repair.

We're working hard to improve reliability and environmental stewardship across Missouri. And strengthening the power grid is just one way we're getting it done.

ANNCR

To learn more about the ways the billion dollars is being invested, visit Ameren.com/PowerOn.

AMEREN UE
POWER ON CAMPAIGN 10.16.07
UNDERGROUND LINES
TITLE: FEASTS
:30

VO: **Nature feasts on power lines. But she can't eat what she can't find.**

Burying power lines under ground.

Just one phase of Power On.

AMEREN UE
POWER ON CAMPAIGN 10.16.07
TREE TRIMMING
TITLE: CHAINSAW

**VO: A little chainsaw before the storm means less chainsaw
after.**

Trimming trees near power lines.

Just one phase of Power On.

AMEREN UE
POWER ON CAMPAIGN 10.16.07
ENVIRONMENTAL STEWARDSHIP
TITLE: DUCKS & DEER
:30

VO: **Ducks and deer don't use power. But they still have a say.**

Improving air quality.

Just one phase of Power On.

AMEREN UE
POWER ON CAMPAIGN 10.16.07
DEVICE INSPECTION AND REPAIR
TITLE: HIDE AND SEEK
:30

VO: **Early detection: A high stakes game of hide-and-seek.**

Strengthening the power grid.

Just one phase of Power On.



rodgers|lowmsend

**AMEREN UE
POWER ON
PHASE 2 RADIO
TITLE: UNDERGROUND
:60**

ANNCR **Meet the people behind Power On, Ameren UE's billion-dollar plan of action.**

EMPLOYEE **Hey. This is Lisa Gendron. I'm Managing Supervisor for the Ameren UE's Underground Reliability Program, here with some updates on our progress.**

Since UE launched Power On last summer, we've been getting our hands dirty burying power lines.

We started with the areas most susceptible to outages and have already helped over 10,000 customers. And projects currently under way will impact 23,000 more.

Moving forward, we'll be looking for areas that make the most sense in terms of cost and benefit. Then making our delivery system more dependable by planting our lines firmly in the ground.

This is just one phase of our project. Other crews are:

- **Trimming trees near power lines.**
- **Strengthening the power grid.**
- **Or installing new equipment to improve air quality.**

Through Power On, UE is working hard in each of these areas to increase reliability and environmental stewardship across Missouri. And creating 8,500 jobs in the process.

ANNCR **To learn more about the ways the billion dollars is being invested, visit UEPowerOn.com.**



rudgers/townsend

**AMEREN UE
POWER ON
PHASE 2 RADIO
TITLE: TREES
:60**

ANNCR

Meet the people behind Power On, Ameren UE's billion-dollar plan of action.

EMPLOYEE

This is Peggy Voelker. I supervise tree-trimming crews contracted by UE. And I'm here with a progress report.

For all of their beauty, trees are almost always responsible for interruptions during severe weather. While we can't bury every power line underground, we can help make sure overhead lines are kept out of harm's way.

Since UE launched Power On last summer, we've cleared tree limbs and overgrowth from over 6,800 miles of power lines. That's a big step forward, but there's plenty more to be done.

This is just one phase of our project. Other crews are:

- **Burying lines underground.**
- **Strengthening the power grid.**
- **Or installing new equipment to improve air quality.**

Through Power On, UE is working hard in each of these areas to increase reliability and environmental stewardship across Missouri. And creating 8,500 jobs in the process.

ANNCR

To learn more about the ways the billion dollars is being invested, visit UEPowerOn.com.



rogers | townsend

**AMEREN UE
POWER ON
PHASE 2 RADIO
TITLE: STRENGTHEN
:60**

ANNCR

Meet the people behind Power On, Ameren UE's billion-dollar plan of action.

EMPLOYEE

Hey there. This is Tim Webers. I'm a Supervisor for UE. And I'm here to fill you in on our progress.

Strengthening the power grid is a lot like searching for a needle in a haystack. Only our haystack is 57-counties wide.

Since UE launched Power On last summer, our teams have inspected over 8,000 miles of power lines. And tested 102,000 power poles for strength.

We're looking for anything that's not as strong as it could be. And if it seems like it won't stand up to the next round of severe weather, it gets replaced or repaired.

This is just one phase of our project. Other crews are:

- **Trimming trees near power lines.**
- **Burying lines underground.**
- **Or installing new equipment to improve air quality.**

Through Power On, UE is working hard in each of these areas to increase reliability and environmental stewardship across Missouri. And creating 8,500 jobs in the process.

ANNCR

To learn more about the ways the billion dollars is being invested, visit UEPowerOn.com.

TITLE: RELIABILITY
:15

VO: We're AmerenUE, ratcheting up our routine so you
can enjoy undisturbed comfort in yours.

Learn how we're improving reliability at
UEPowerOn.com.

AMEREN
POWER ON TV
RELIABILITY VO
AS RECORDED 8.5.08

TITLE: RELIABILITY
:30

VO: Connecting Missouri with 27,000 miles of power lines means each and every mile must be reliable.

Because when the skies turn dark, every mile must show its strength.

We're AmerenUE...working every day...improving our delivery system.

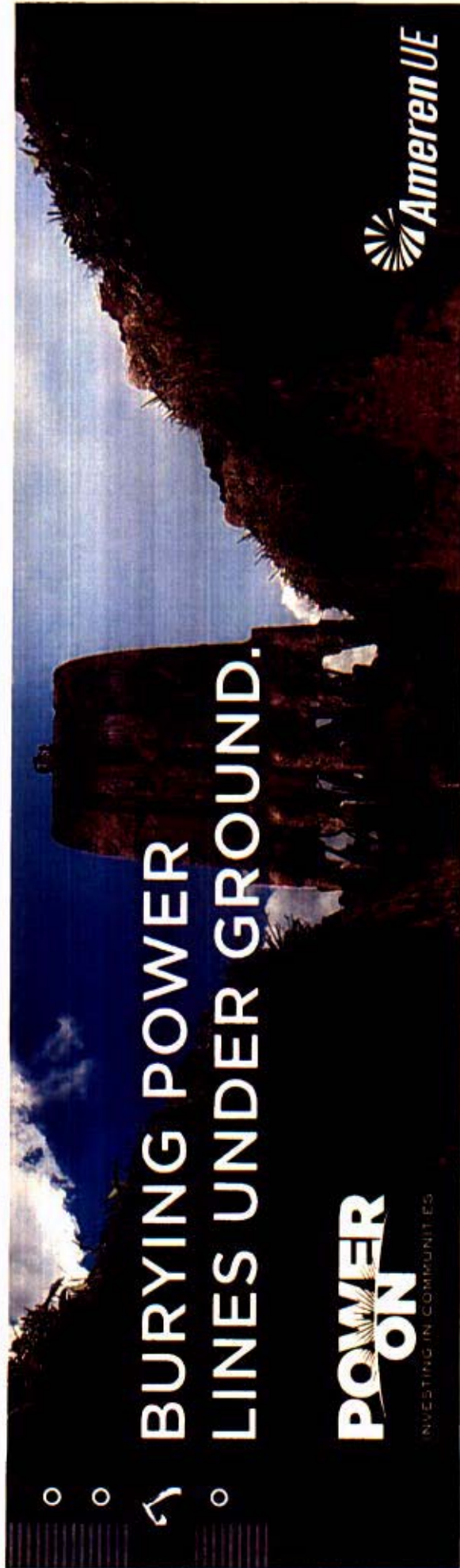
UE – ratcheting up our routine so you can enjoy undisturbed comfort in yours.

Learn how we're improving reliability at UEPowerOn.com.

STRENGTHENING
THE POWER GRID.

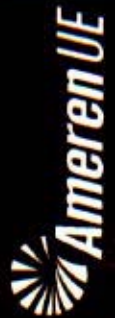
**POWER
ON**
INVESTING IN COMMUNITIES





BURYING POWER
LINES UNDER GROUND.

**POWER
ON**
INVESTING IN COMMUNITIES





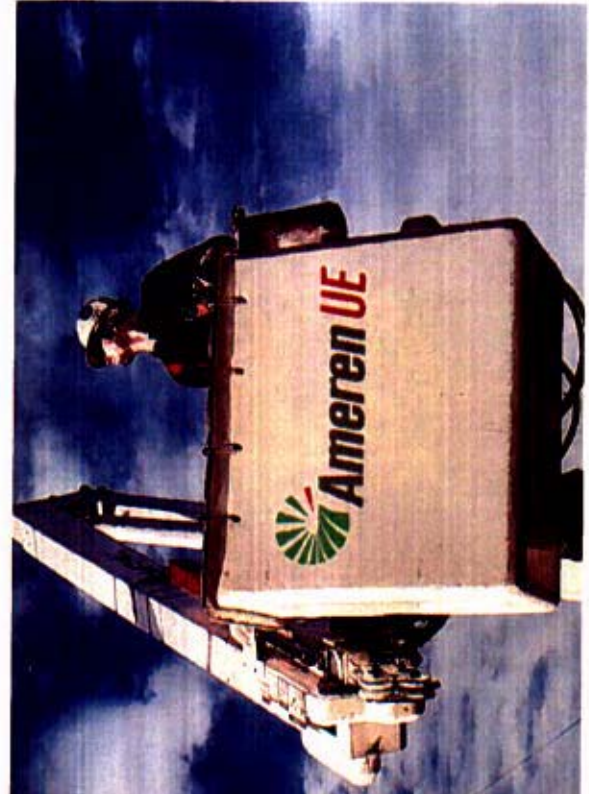
○ IMPROVING
○ AIR QUALITY.

**POWER
ON**
INVESTING IN COMMUNITIES



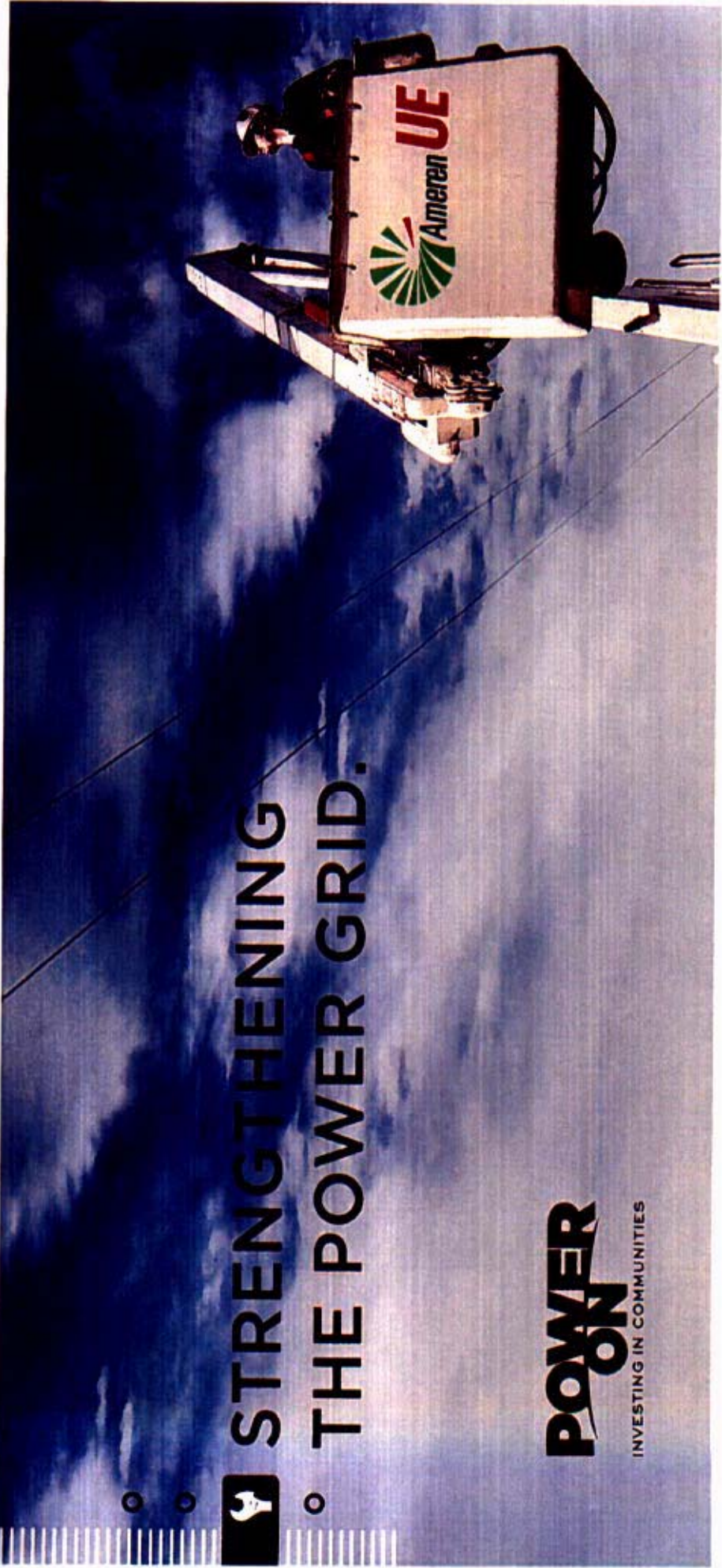
A \$1 BILLION
PLAN OF ACTION.

POWER
ON
INVESTING IN COMMUNITIES



STRENGTHENING THE POWER GRID.

**POWER
ON**
INVESTING IN COMMUNITIES





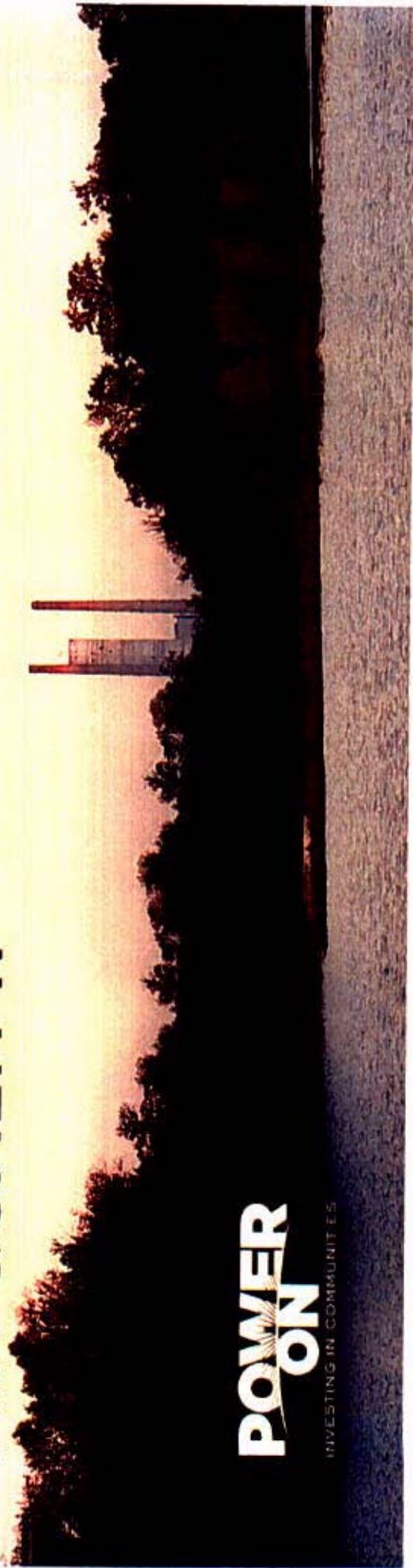
○ BURYING POWER LINES
○ UNDER GROUND.

**POWER
ON**
INVESTING IN COMMUNITIES





 **IMPROVING
AIR QUALITY.**



**POWER
ON**
INVESTING IN COMMUNITIES



TRIMMING TREES NEAR POWER LINES.

**POWER
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STRENGTHENING
THE POWER GRID.

POWER
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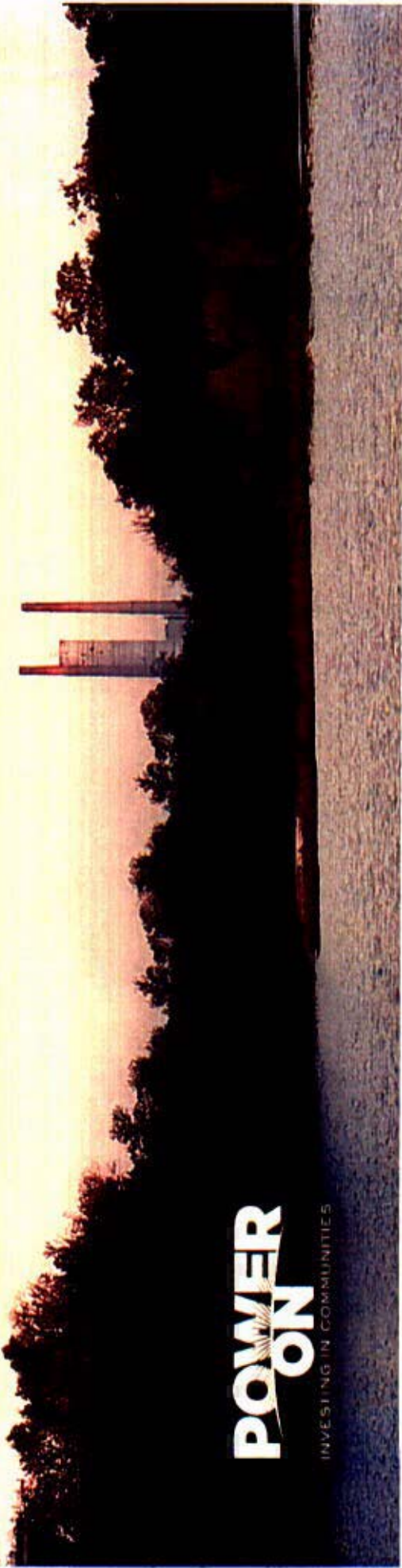
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**IMPROVING
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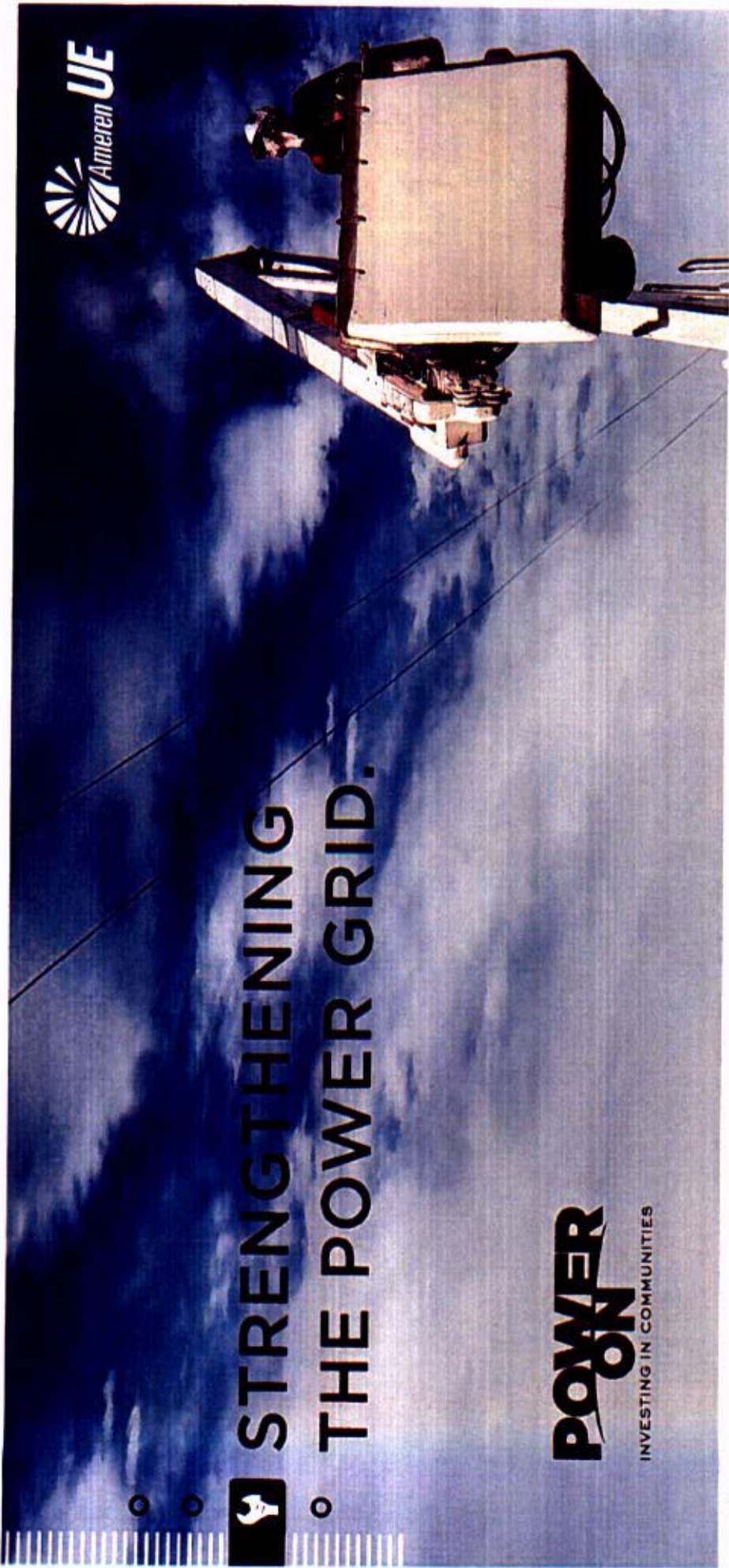


**POWER
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INVESTING IN COMMUNITIES



TRIMMING TREES NEAR POWER LINES.

**POWER
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STRENGTHENING THE POWER GRID.

**POWER
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INVESTING IN COMMUNITIES





◦ BURYING POWER LINES
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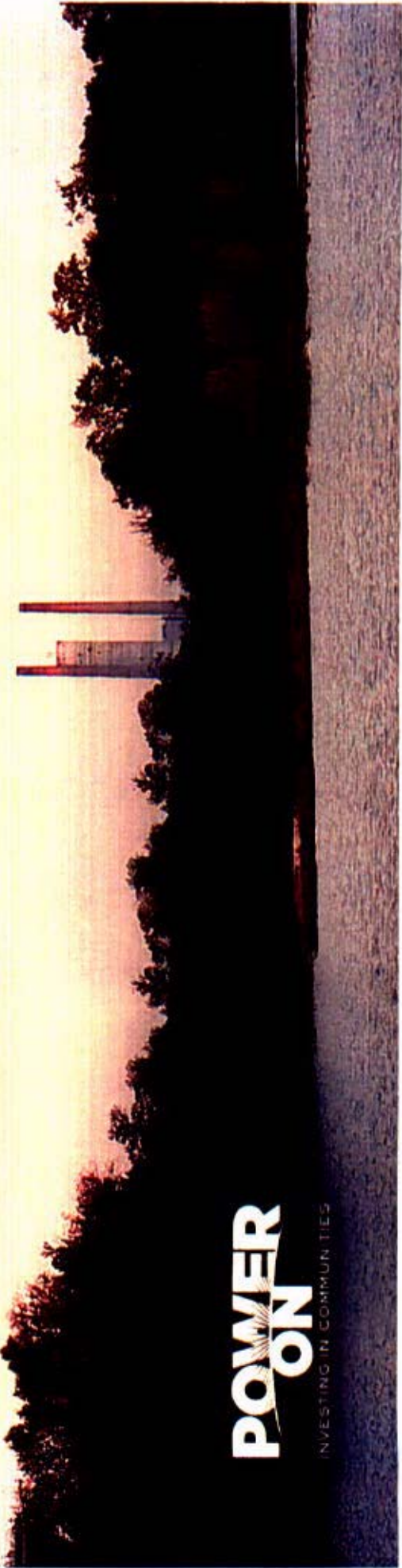
**POWER
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INVESTING IN COMMUNITIES





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■ **IMPROVING
AIR QUALITY.**



**POWER
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INVESTING IN COMMUNITIES



TRIMMING TREES NEAR POWER LINES.

**POWER
ON**
INVESTING IN COMMUNITIES





STRENGTHENING THE POWER GRID.



**POWER
ON**
INVESTING IN COMMUNITIES

RJM-ER2-17



IMPROVING AIR QUALITY.



**POWER
ON**

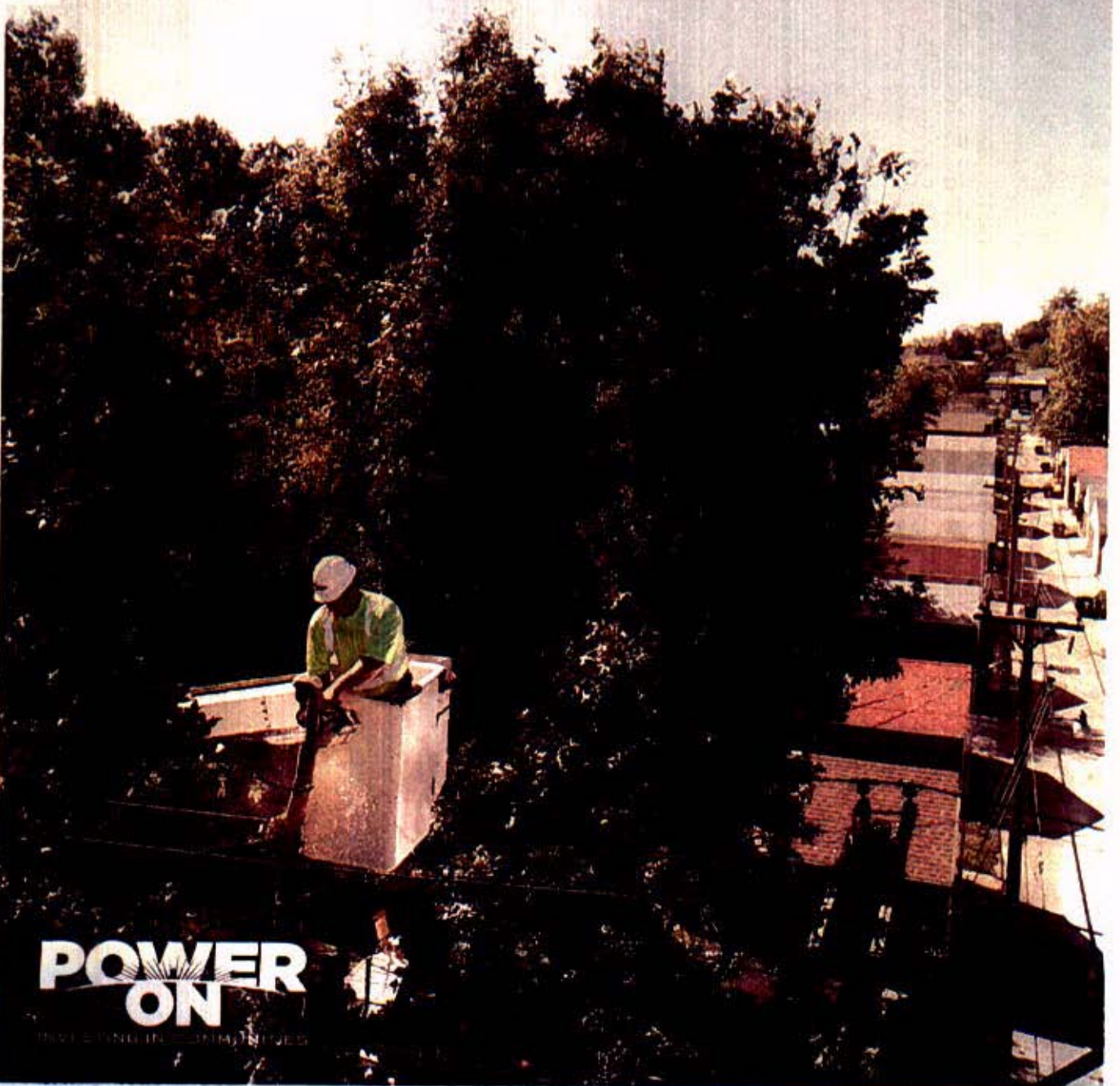
INVESTING IN COMMUNITIES



TRIMMING TREES



NEAR POWER LINES.



**POWER
ON**

TRIMMING IN COMMUNITIES



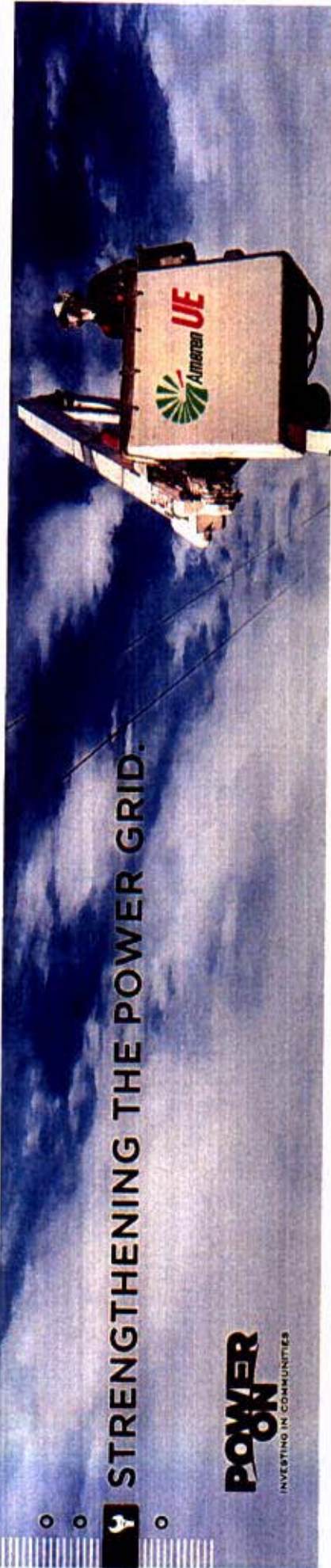
MOVING POWER LINES UNDERGROUND.

**POWER
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INVESTING IN COMMUNITIES

STRENGTHENING THE POWER GRID.

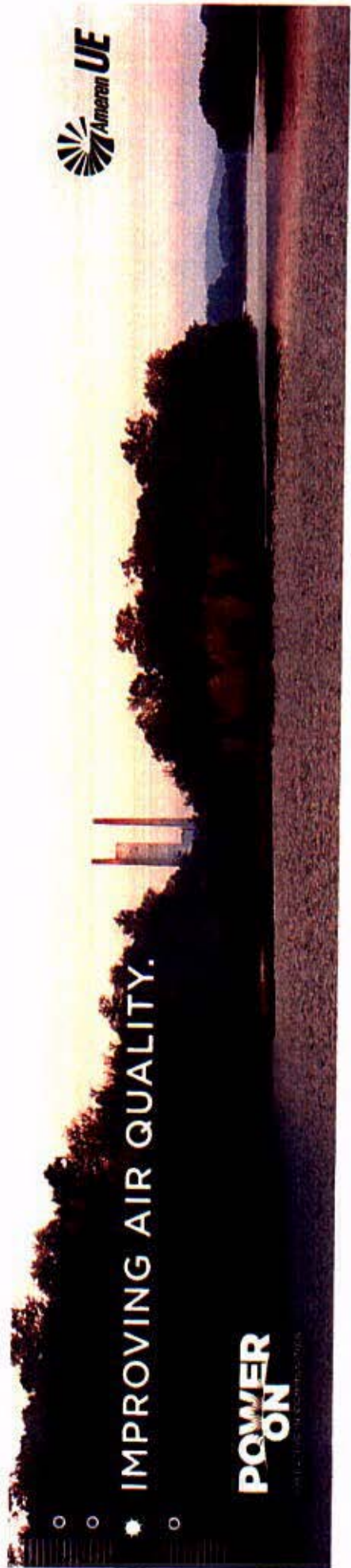
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- BURYING POWER LINES
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**POWER
ON**



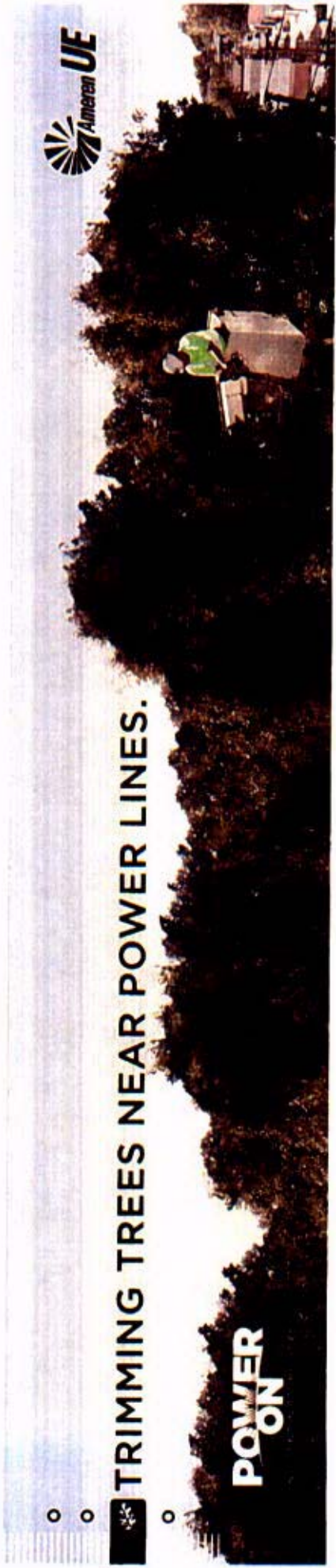
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IMPROVING AIR QUALITY.

**POWER
ON**

TRIMMING TREES NEAR POWER LINES.

**POWER
ON**



ameren.com/poweron

RJM-ER3

FALL MEANS FOOTBALL. It's also an opportunity to make improvements before the winter storms. To do it, we're aggressively inspecting the entire grid to find potential faults in advance, and ensure the system is as strong as it possibly can be. All to make certain the power is there when you need it.

**POWER
ON**



**STRENGTHEN THE LINE,
STRENGTHEN THE DEFENSE.**

Callaway Plant Facts and Statistics — 2008

SAFETY PERFORMANCE

- AmerenUE's Callaway Plant has established a consistent record of safe operation throughout its 23-year operating history.
- In its most recent performance assessment, covering calendar year 2007, the U.S. Nuclear Regulatory Commission (NRC) staff stated that the plant "operated in a manner that preserved public health and safety and fully met all cornerstone objectives."
- The Callaway Plant is a very safe place to work. In 2007, Callaway employees had no accidents resulting in a lost workday. In 2006, the plant received the prestigious Edison Electric Institute (EEI) Safety Achievement Award for outstanding worker safety.



OPERATING PERFORMANCE

- In 2007, the Callaway Plant was the second largest power producer on the Ameren system — accounting for 19 percent of AmerenUE's generation and 12 percent of the total generation on the entire Ameren system.
- Since beginning operation in 1984, Callaway has achieved the fourth highest lifetime generation among the 104 nuclear power plants operating in the United States (209,187,723 megawatt-hours). Callaway's lifetime generation also ranked 20th in the world out of 435 nuclear plants operating in 31 countries for which data was available.
- Callaway's 2007 net generation of nearly 9.4 million megawatt-hours was enough to supply all the electricity needs of 780,000 average households.
- Reliable, low-cost electricity from the Callaway Plant has been a key factor in keeping the price of electricity low for AmerenUE's 1.2 million customers. In 2007, AmerenUE's overall rates were 38 percent below average in an Edison Electric Institute survey.

BENEFITS TO THE LOCAL ECONOMY

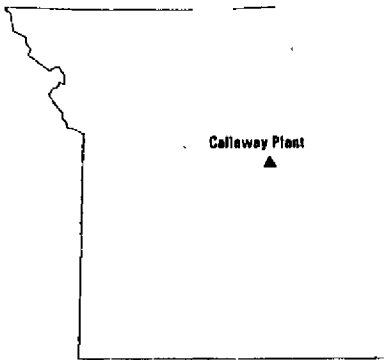
- More than 1,000 AmerenUE employees and contractors work at the plant, with a total annual payroll of approximately \$100 million. During refueling outages, which occur every 18 months, hundreds of additional workers are usually brought in for several weeks — providing another major boost to the local economy.
- The Callaway Plant is a major source of tax revenue to fund education and other critical services. In 2007, the plant accounted for \$8.6 million of AmerenUE's property taxes paid to Callaway County, with nearly \$6 million of that amount going to local schools. In addition, assessed values based on AmerenUE's investment in the plant resulted in another \$20 million in taxes shared by the remaining 66 counties in AmerenUE's Missouri service area where the company has facilities.

SECURITY

- AmerenUE has spent more than \$20 million on security enhancements and additional security manpower since the Sept. 11, 2001 terrorist attacks on New York and Washington, D.C. For the

U.S. nuclear power industry as a whole, such expenditures have totaled more than \$2 billion.

- Security enhancements at Callaway have included:
 - Extending and fortifying security perimeters around the plant;
 - Increasing patrols within security zones;
 - Installing new barriers to provide greater protection against vehicle bombs;
 - Installing additional high-tech surveillance equipment;
 - Strengthening the coordination of security efforts with local, state and federal agencies.
- Plant security is routinely tested in drills and exercises. In addition, the NRC requires "force on force" exercises at each plant — using highly-trained paramilitary personnel — at least once every three years.
- The most recent force-on-force exercise was conducted at Callaway in January 2008. Although details are confidential, plant security personnel performed at a very high level, resulting in no regulatory findings, violations, or unresolved items.



CALLAWAY PLANT PROFILE

LOCATION: Callaway County, Missouri. Ten miles southeast of Fulton, 25 miles northeast of Jefferson City, 100 miles west of St. Louis.

OWNER: AmerenUE (formerly known as Union Electric Company). AmerenUE is a subsidiary of St. Louis-based Ameren Corporation. The Ameren companies serve 2.4 million electric customers and nearly one million natural gas customers in a 64,000-square-mile area of Missouri and Illinois.

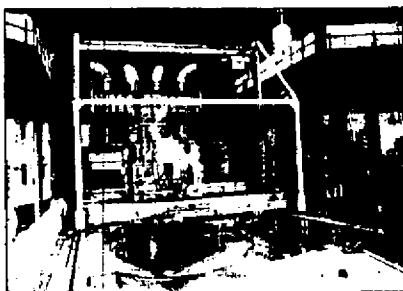
PLANT DESIGN: Standardized Nuclear Unit Power Plant System (SNUPPS), using a Westinghouse four-loop pressurized water reactor and a General Electric turbine-generator.

GENERATING CAPACITY: 1,100 megawatts (net).

COST TO BUILD: \$3 billion.

ENGINEERING/CONSTRUCTION:

Bechtel Power Corporation, architect-engineer; Sverdrup & Parcel and Associates, Inc., architect-engineering consultant for site development; Daniel International Corporation, general contractor.



During refueling, which occurs every 18 months, Callaway operators use the refueling machine to replace nearly half of the 193 nuclear fuel assemblies in the reactor core.

CONSTRUCTION HISTORY:

July 16, 1973

Project announced and site selected.

April 1, 1975

Certificate of Convenience and Need granted by the Missouri Public Service Commission.

August 14, 1975

Limited Work Authorization granted by the U.S. Nuclear Regulatory Commission (NRC).

April 16, 1976

Construction permit granted by the NRC.

October 19, 1979

Application made to the NRC for the plant's operating permit.

November 16, 1982

Initial fuel delivery.

June 11, 1984

"Low power" operating license issued by the NRC.

June 13, 1984

Initial fuel load.

October 2, 1984

First nuclear chain reaction took place.

October 18, 1984

"Full power" operating license issued by the NRC.

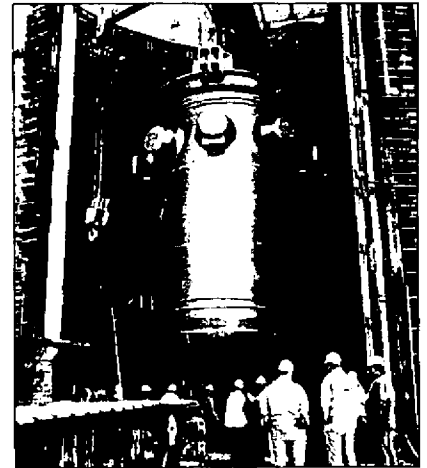
December 19, 1984

Required testing completed; plant declared "fully operational."

SITE

- Plant is five miles north of the Missouri River on a plateau 300 feet above the average river level.
- AmerenUE owns 7,200 acres of land at the site, 6,300 of which are administered by the Missouri Department of Conservation as the Reform Conservation Area (named after the small town of Reform that was once located there).
- More than 70 sites in four states were studied before the Callaway County site was selected.

A key milestone in the Callaway Plant's construction occurred in March 1979 when workers hoisted the 330-ton reactor vessel into place inside the reactor building.



REACTOR CONTAINMENT BUILDING

- 205 feet tall.
- 150 feet in diameter.
- Constructed of reinforced concrete and steel.

COOLING TOWER

- 553 feet tall (77 feet shorter than the St. Louis Gateway Arch).
- 430 feet in diameter at the base.
- Constructed of reinforced concrete. More than 40,000 cubic yards of concrete were used in its construction.
- Cools approximately 585,000 gallons of water per minute when the plant is operating at full power.
- About 15,000 gallons per minute are lost out the top through evaporation, and another 5,000 gallons per minute are sent to the Missouri River as "blow-down" to flush suspended solids from the cooling tower basin. This water is replaced with water from the river, which is five miles south of the plant.
- Cooling tower basin holds 11 million gallons. The water is 12 feet deep under the tower, and 20 feet deep at the intake to the circulating water pumps that pump the water through the plant.
- Temperature of the water going into the tower is 125 degrees Fahrenheit. The tower cools it to 95 degrees.



Dear Customer:

As your energy provider, we at AmerenUE take seriously our responsibility to listen to you and respond to your needs. Knowing we've had numerous challenges over recent years, we are reaching out across Missouri to hear your ideas and concerns. And we're listening.

Today UE is providing an even higher level of service through a number of initiatives . . . including our \$1 billion investment in reliability and environmental upgrades called *Power On*. This is just one of numerous ways our employees are working every day to better serve you.

As we move forward in 2008, we want to stress that this is our commitment to you:

***At AmerenUE, we pledge to connect Missouri by providing reliable power,
dedicated customer service and vision for the future.***

As always, our goal is to provide clean, safe, reliable power to you now and into the future. We will continue to communicate with you and hope you will keep in touch with us.

The nearly 4,000 men and women of UE are committed to listen to you, respond to your needs and deliver results . . . today and into the future.

Sincerely,

A handwritten signature in cursive script that reads "Tom Voss".

Thomas R. Voss
Chairman, President and Chief Executive Office
AmerenUE

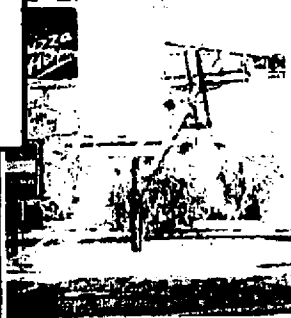
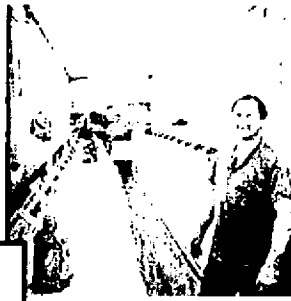
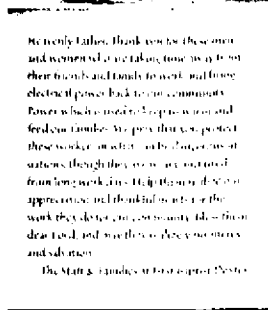
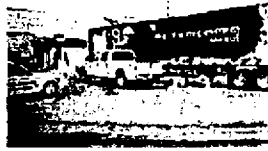
RJM-ER5

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Cape Storm Ad

\$ 916.00

General.



WE DID NOT EXPECT TO STAY SO LONG BUT, BOY, WERE YOU EVER GREAT HOSTS!

For the 4,000-person AmerenUE contingent fighting the ice storm that devastated your area, you opened your schools, your churches and your hearts.

Banks, fire departments, and local businesses allowed us to park in their lots. That really helped since we shipped in more than 50 mobile trailers and four mobile kitchens to house and feed workers. We also shipped more than 5,000 poles—to replace all those downed by the ice.

Your community centers, churches and schools also provided warm places to eat and sleep for hundreds of our own staffers and the almost 2,000 outside line workers who came to Southeast Missouri from as far away as Colorado, Texas and Alabama – from more than 10 states.

Then, there were the terrifically helpful city officials and emergency teams from fire and police departments who worked with us to shut down areas so our crews could battle freezing temperatures for 16- and 18-hour days, repairing some of the worst damage our system has ever seen.

And as we moved from town to town—many of you were there with home-baked cookies, coffee—even bowls of chili for our crews.

Yes, UE fought the storm—but so did all of you. And you did so with great courage, remarkable patience and enormous kindness. Through it all, you showed the kind of resilience and decency that make us proud to serve you.



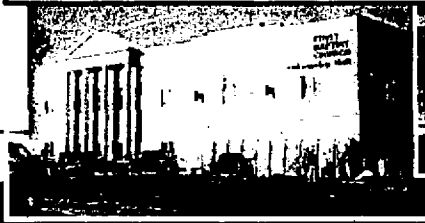
At AmerenUE, we pledge to connect Missouri by providing reliable power, dedicated customer service and vision for a sustainable future.

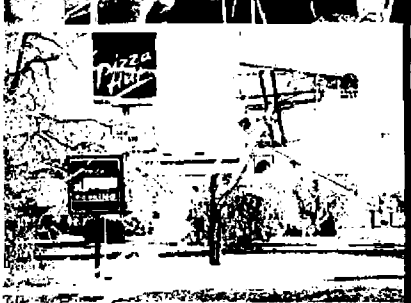
We Listen. We Respond. We Deliver.

Recently taken, thank you for these memories and moments of us taking time to give to our neighbors and family to get our power and electric power back to our communities.

Power was used to help us warm and feed our families. We pray that you protect these workers and their families as they work to get the power back to our communities. We appreciate and thank you for the work they do to our community. We are here for you and your family. We are here for you and your family.

The Staff & Family of AmerenUE





WE DID NOT EXPECT TO STAY SO LONG BUT, BOY, WERE YOU EVER GREAT HOSTS!

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02090330

Ice Storm

Ad

2/19

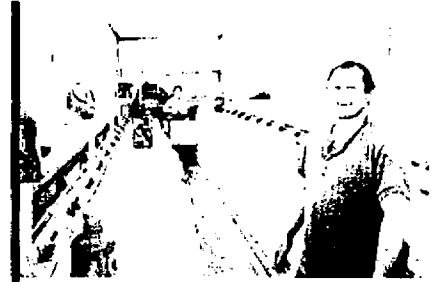


Exhibit No.:
Issue(s): Fuel Adjustment Clause
Witness: Gary M. Rygh
Sponsoring Party: Union Electric Company
Type of Exhibit: FAC Rebuttal Testimony
Case No.: ER-2010-0036
Date Testimony Prepared: February 26, 2010

MISSOURI PUBLIC SERVICE COMMISSION

Case No. ER-2010-0036

**REBUTTAL TESTIMONY REGARDING
AMERENUE'S FUEL ADJUSTMENT CLAUSE**

OF

GARY M. RYGH

ON

BEHALF OF

**UNION ELECTRIC COMPANY
d/b/a AmerenUE**

**St. Louis, Missouri
February, 2010**

FUEL ADJUSTMENT CLAUSE REBUTTAL TESTIMONY

OF

GARY M. RYGH

CASE NO. ER-2010-0036

1 **Q. Please state your name and business address.**

2 A. My name is Gary M. Rygh. My business address is 745 Seventh Avenue - 25th
3 Floor, New York, New York 10019.

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

5 A. I am employed by Barclays Capital Inc. as a Managing Director.

6 **Q. Please describe Barclays Capital Inc.**

7 A. Barclays Capital Inc. (Barclays Capital) is the investment banking division of
8 Barclays Bank PLC, a leading global financial institution with over \$2.3 trillion of total assets.
9 Using a distinctive business model, Barclays Capital provides large companies, institutions and
10 government clients with solutions to their financing and risk management needs. Barclays Bank
11 PLC is a major global financial services provider engaged in retail and commercial banking,
12 credit cards, investment banking, wealth management and investment management services, with
13 an extensive international presence in Europe, the United States, Africa and Asia. With over
14 300 years of history and expertise in banking, Barclays Bank PLC operates in over 50 countries
15 with over 145 thousand employees.

16 **Q. Please describe your employment history with Barclays Capital.**

17 A. Prior to joining Barclays Capital, I worked in the power and utility area at Morgan
18 Stanley beginning in 1998, was in the global power and utility group at Lehman Brothers starting

1 in July 2007, and have been with Barclays Capital since September 2008, when Lehman
2 Brothers became a part of Barclays Capital.

3 **Q. Please describe your qualifications as well as your duties and responsibilities**
4 **as a Managing Director.**

5 A. I am currently a Managing Director in the global power and utility group. Our
6 group is responsible for the corporate finance related analysis and strategic and capital markets
7 transactions in the utility and power sectors. I have been in the utility, power and energy
8 investment banking business for approximately 15 years. I have worked extensively on strategic
9 merger and acquisition assignments, debt and equity capital markets transactions and other
10 corporate finance related assignments in the electric, water and gas utility sectors. I have a
11 Bachelors of Science degree in Commerce, with a concentration in Finance from the University
12 of Virginia.

13 **Q. Are you the same Gary M. Rygh who filed rebuttal testimony in Case No.**
14 **ER-2008-0318?**

15 A. Yes, I am.

16 **Q. What is the purpose of your rebuttal testimony in this case?**

17 A. The purpose of my testimony is primarily to rebut the contentions of Missouri
18 Industrial Energy Consumers witness Maurice Brubaker as well as the Office of the Public
19 Counsel witness Ryan Kind, both of whom contend that the current AmerenUE fuel adjustment
20 clause (FAC) should be significantly modified, even though no problem with the FAC has been
21 demonstrated in the review and monitoring process established by the Missouri Public Service
22 Commission (the Commission), and after a very limited amount of time has passed since the
23 FAC was established. My rebuttal testimony focuses on the importance of the FAC AmerenUE

1 currently has as it pertains to capital and financing related issues, which are increasingly
2 important for AmerenUE and utilities in general given the large capital needs they face now and
3 in the coming years. I also address how the establishment of AmerenUE's FAC has had a
4 significant positive impact on the perceived regulatory environment for AmerenUE and the
5 effect of that perception on AmerenUE's overall financial health and credit quality, and most
6 importantly how it has benefited AmerenUE's access to and the cost of financial capital. These
7 financial market and investor perceptions are important to AmerenUE and its ratepayers because
8 it is those financial markets and investors on whom AmerenUE must rely to provide capital for
9 investments in its rate base. My discussion will focus on the importance of maintaining
10 AmerenUE's FAC as-is, and in particular, I will discuss how modifying the 95% pass-through
11 mechanism would cause significant harm to the ability of AmerenUE to secure the lowest cost
12 capital possible. All of these considerations mitigate strongly against the modifications to
13 AmerenUE's FAC proposed by the above-named witnesses.

14 **Q. Please summarize the key points made in your rebuttal testimony?**

15 **A.** In order to address these topics thoroughly, I will in my testimony:

- 16 • Discuss the significant importance for investors of a highly diligent
17 regulatory process as well as the critical need for AmerenUE to maintain a
18 productive relationship with the Commission.
- 19 • Discuss how investor and credit rating agency perceptions of the
20 regulatory process affect access to and the cost of new capital for
21 AmerenUE.
- 22 • Discuss how keenly aware investors, underwriters, credit rating agencies
23 and researchers are of the importance of balanced, mainstream ratemaking

- 1 policy and their ability to discern key differences amongst competing
2 issuers of capital and their associated regulators.
- 3 • Describe why investors, credit rating agencies and other market
4 participants view the current AmerenUE FAC as a highly valuable tool for
5 risk management as well as reasonable and timely cost recovery.
 - 6 • Discuss how establishment of the current FAC in the ratemaking process
7 has affected credit rating agency analysis of AmerenUE as well as the
8 assessments of investors and their views of the regulatory climate in which
9 AmerenUE is operating.
 - 10 • Discuss the potential for significant and long-term detrimental
11 repercussions to the cost of capital of AmerenUE if significant changes are
12 made to the FAC where no problems in the FAC's operation have been
13 identified in the established review process and after only approximately
14 one year of AmerenUE operating with its FAC.

15 **Q. Is the purpose of your testimony to inform the Commission that financial**
16 **investors, credit rating agencies and other Wall Street perceptions of the Commission**
17 **should be its primary concern and their views should be of greater importance than the**
18 **Commission's duty to ratepayers?**

19 A. Absolutely not. While it can certainly be demonstrated that the financial
20 community had a positive reaction to the establishment of the AmerenUE FAC, it was not
21 because of a perception that AmerenUE had pulled off an investor friendly regulatory coup. The
22 positive reaction was based on the Commission's willingness to diligently address the volatility
23 and financial risk created by the absence of a FAC with such investigation correctly determining

1 the critical need for the establishment of the FAC for AmerenUE. It was also well understood
2 that the FAC was established after an exhaustive regulatory review, was consistent with those
3 previously established in Missouri and largely consistent with those established in other
4 regulatory jurisdictions and that it appropriately balances the concerns of ratepayers and
5 investors.

6 **Q. Do investors value diligent regulation?**

7 A. Yes, they do. There is a common misconception that investors are looking for
8 lackadaisical and weak regulation; this could not be more incorrect. Investors who put capital to
9 work at regulated utilities not only appreciate strong regulators, they rely on them. Investors
10 count on regulators and their staffs to ensure the safety of their capital by consistently monitoring
11 utilities to ensure reliability, performance and prudent risk management. Investors not only
12 place a great deal of significance on the quality of regulation but also to the ability of a utility to
13 maintain a healthy and productive relationship with its regulators, especially in the current
14 challenging economic environment. A well-run utility produces the stability of cash flow,
15 earnings and financial performance that utility investors prize and need to ensure that the risk
16 inherent in their investment is appropriate for the return they are receiving. Since investors lack
17 the technical expertise and oversight capabilities of regulators, they consider diligent regulation
18 critical.

19 **Q. Then what is the issue with potential modification to the FAC at this time?**

20 A. The issue with any potential modifications to the FAC at this juncture is that it has
21 the ability to leave investors with several very negative impressions, including: i) the
22 Commission is less concerned with the volatility and operational / financial difficulties created
23 for AmerenUE by operating without a FAC, ii) the Commission has little concern for regulatory

1 stability in Missouri, iii) the Commission does not believe AmerenUE deserves the opportunity
2 to earn a fair return on capital, and most concerning, iv) given the severity of the consequences
3 of altering the FAC in this proceeding just approximately a year after the current FAC was
4 established, the Commission must believe that AmerenUE is not prudently managing its fuel and
5 purchased power costs and off-system sales.

6 What will be of particular concern to the financial community is the surprising evaluation
7 of the AmerenUE FAC outside of the well established prudence and true-up review process
8 already in place. If AmerenUE were to be found in the normal FAC review process to be
9 violating the terms or even the spirit of the FAC, investors want to know and would punish
10 AmerenUE accordingly by either refusing to provide capital or charging higher costs for capital.
11 As stated above, investors and rating agencies expect the Commission to thoroughly review
12 every aspect of the FAC and report on any issues found on a regular basis. However, if the
13 Commission decides to make significant modifications to the FAC, investors want to be assured
14 that a proper investigation was conducted. Unfortunately, an ad hoc review like this, which has
15 arisen without any of the many parties to this rate case raising any substantive concerns
16 whatsoever about the FAC or about AmerenUE's management of its net fuel costs, and which
17 has arisen after such limited track record, would not be considered by investors to be a properly
18 conducted review of the FAC.

19 **Q. Please elaborate on why consistent and thorough reviews are important.**

20 A. The Commission may question why investors would favor consistent and
21 thorough reviews of the FAC. It simply is a matter of risk and reward. There is little to gain
22 from an investor's perspective by not managing the net fuel costs of AmerenUE in the most
23 effective way possible but considerable risk if these critical obligations are mishandled. The

1 debate over the 95% pass-through provision is not only about dollars at risk but more
2 importantly the operational skills, integrity and core values of AmerenUE. If it is ever the
3 Commission's view that AmerenUE lacks the capability to procure fuel in a cost effective
4 manner or is the type of organization that would risk long-term regulatory stability for minimal
5 short-term financial gain, investors want to be informed because that is not consistent with their
6 views of the AmerenUE they have capitalized.

7 Given the influence the Commission has on the financial health of AmerenUE, it would
8 seem absurd to assume the presence of a FAC would change the focus of AmerenUE on
9 prudently managing its net fuel costs. In the testimony submitted on this issue, there have been
10 references to having "skin in the game." From a much broader and longer term perspective,
11 there is no more "skin in the game" for AmerenUE if the 95% pass-through threshold is reduced.
12 The stability of AmerenUE's relationship with the Commission is at risk in the event AmerenUE
13 fails to manage its net fuel costs properly with the FAC even if the pass-through mechanism
14 were raised to 100%, like most FACs throughout the country. If there were in fact evidence
15 (e.g., when the first prudence review for the FAC is conducted) that AmerenUE needs more
16 financial incentive to abide by its regulatory mandates or that AmerenUE is not capable of
17 correctly managing its largest operating expense, the entire financial community might
18 understand a change in the FAC in view of such evidence. But if changes are made in the
19 absence of such evidence (and particularly based upon the ad hoc process now under way), it
20 would suggest to investors that the Commission is assuming that AmerenUE would risk the
21 foundation of the regulatory relationship that it has with the Commission by not prudently
22 managing net fuel costs. That would infer a much larger regulatory problem than the percentage
23 pass-through issue, and such a signal would create considerable concern for investors.

1 **Q. Please describe investor, rating agency and other reaction to the Commission**
2 **granting AmerenUE's request for a FAC.**

3 A. The reaction to the establishment of the FAC was very positive. Beyond the
4 financial stability that is inherent with operating with a properly designed FAC, many in the
5 financial community perceived the FAC approval as a significant event for AmerenUE as it
6 pertains to the quality of regulation in Missouri and AmerenUE's future prospects in the
7 regulatory process. Due to the fact that the large majority of regulated electric utilities in the
8 country benefit from an established FAC, the absence of a FAC for AmerenUE was perceived as
9 a sign that the Commission was not using an important tool to ensure the long-term credit quality
10 and cash flow stability of AmerenUE. The approval by the Commission of a properly designed
11 FAC was the result of a very detailed regulatory investigation (I recall more than a dozen
12 witnesses on this topic, hundreds of pages of pre-filed testimony, and three days of hearings) and
13 the positive outcome was a strong indication to the financial community that the regulatory
14 process in Missouri was rigorous, deliberate and balanced its duties to ratepayers with investor
15 concerns. Recounted below is a sample of the positive reaction by institutions that drive the
16 overall cost of capital for AmerenUE.

17 • *"[t]he Commission approved a fuel adjustment clause for the utility, which*
18 *Moody's also views as credit supportive and a positive indication that the*
19 *regulatory environment for investor-owned utilities may be improving in the state.*
20 *AmerenUE had long been one of the few utilities without the benefit of a fuel*
21 *adjustment clause due to Missouri law, although legislation was passed in 2005*
22 *permitting the state's utilities to apply for fuel, purchased power, and*
23 *environmental cost recovery via cost recovery mechanisms. As part of the most*

1 *recent rate case decision, AmerenUE will be able to pass through 95% of fuel and*
2 *purchased power costs which should provide some additional stability of cash*
3 *flows going forward and work to reduce regulatory lag . . . The rating outlook is*
4 *stable due to financial metrics that are expected to remain adequate for its*
5 *current Baa2 rating assuming continued supportive regulation, a recently*
6 *constructive rate case decision, and Moody's expectation that the regulatory*
7 *environment for electric utilities in Missouri will continue to improve."* –
8 Moody's 8/17/2009

- 9 • *"Standard & Poor's raised the business profile of AmerenUE to 'excellent' from*
10 *'strong' reflecting the recent constructive regulatory order in Missouri that*
11 *approved an annual electric rate increase of \$162 million and also approved a*
12 *fuel adjustment clause that will allow for the recovery of 95% of the company's*
13 *fuel and purchase power expenses (after netting for off system sales revenue) . . .*
14 *we view the overall regulatory environment in Missouri as a credit enhancing*
15 *situation compared to several years ago."* –Standard & Poor's 2/27/2009

- 16 • In discussing the January 2009 AmerenUE rate case order: *"[w]e believe the fuel*
17 *clause helps to manage volatility for . . . [and] leads to a lower cost of capital. –*
18 Barclays Capital 1/28/09

- 19 • *"Ameren . . . received [a] . . . positive rate order in Missouri . . . and, more*
20 *importantly, a fuel clause at . . . Union Electric Company"*– Goldman Sachs
21 1/28/2009

1 **Q. Does investor perception of the regulatory process have an effect on the**
2 **ability of AmerenUE to raise capital? What is the value of a FAC to financial market**
3 **participants?**

4 A. To address these issues, I have attached as Schedule GMR-FR1 portions of my
5 previously filed testimony in case No. ER-2008-0318, specifically Sections III and IV.

6 **Q. Can it be demonstrated that investors have responded favorably to the**
7 **January 2009 order which granted AmerenUE a FAC?**

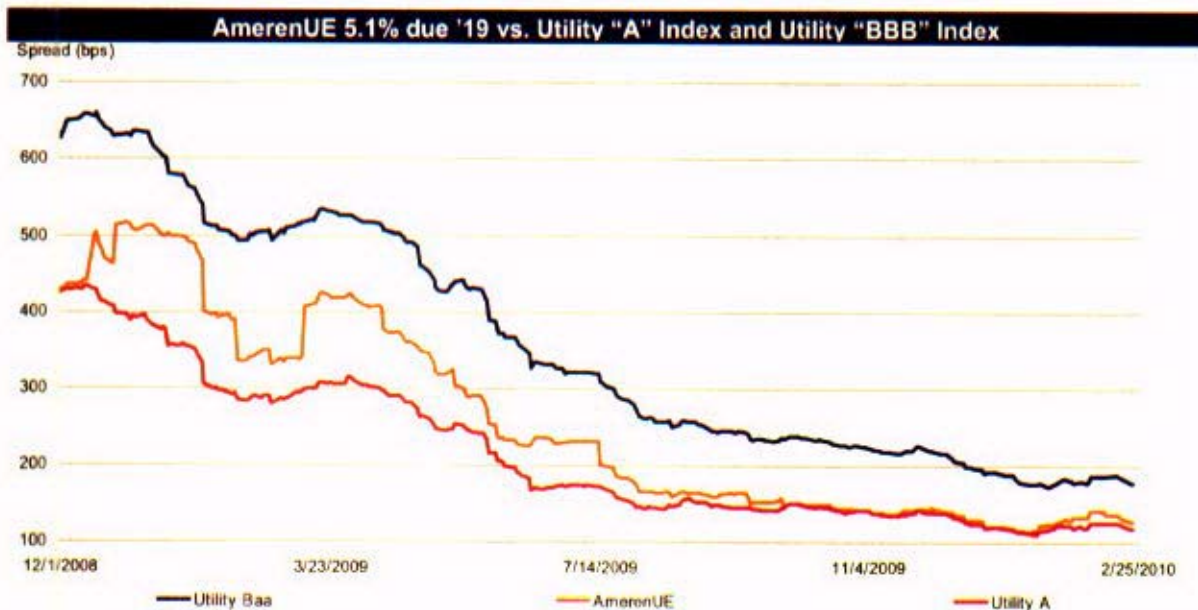
8 A. There is significant evidence that the January 2009 rate case decision has had a
9 materially positive impact on the cost of capital for AmerenUE. The trading levels of
10 AmerenUE debt have significantly outperformed peers since the January Commission order.
11 These secondary trading levels are the basis of the cost investors charge to AmerenUE for new
12 debt capital.

Relevant Security	Spread
AmerenUE spread to the 10-year treasury bond on January 26, 2009:	529 basis points
AmerenUE spread to the 10-year treasury bond today:	163 basis points
Reduction in borrowing cost for AmerenUE since January 26, 2009:	366 basis points
Average reduction of borrowing cost from January 26, 2009 to today of similarly rated utility first mortgage bonds:	222 basis points

13 This data demonstrates the decrease in the cost of capital charged by fixed income
14 investors since the Commission granted the AmerenUE request for a FAC. Since January 26,
15 2009 (the day before the Commission's order was issued), AmerenUE has experienced a
16 reduction in its 10-year borrowing cost of 366 basis points which is approximately 144 basis
17 points better than comparable issuers. While an improving credit market has reduced the

1 borrowing cost for most utilities, this considerable outperformance is mainly attributable to the
2 perceived reduction of regulatory risk by investors.

3 AmerenUE bonds had been trading at significantly higher spreads than the A-rated utility
4 index prior to January 27, 2009, but have since begun to trade in line with the A-rated utility
5 index, providing further evidence of the benefits derived from investors' perception that the
6 regulatory environment in Missouri is improving.



7 The numbers listed are basis points above the relevant U.S. Treasury security. This is the
8 manner in which bonds are quoted by market makers in the secondary corporate bond market. A
9 higher spread indicates a higher risk premium associated with a security and consequently a
10 higher yield or interest rate.

11 **Q. Please describe the potential adverse effects of altering the 95% pass-through**
12 **mechanism of the FAC, as suggested by Messrs. Brubaker and Kind.**

1 A. The reduction of the established pass-through mechanism in this proceeding
2 would have material negative consequences to investor perception of AmerenUE, the
3 Commission and the quality of the regulatory process in Missouri. Not only would a reduction
4 in the pass-through mechanism represent a major adverse modification to the FAC and make it
5 even more challenging for AmerenUE to earn the return on equity granted by the Commission, it
6 will be a far worse “signaling” event to the investors whose capital is needed to ensure the
7 continued safe and reliable operations of AmerenUE.

8 As previously stated, equity and fixed income investors that evaluate allocating capital to
9 AmerenUE are not at odds with the overall goals of the Commission. The financial and
10 operational characteristics that create a safe, reliable and low cost electric power provider the
11 Commission seeks are largely the same as those that produce cash flow stability, prudent risk
12 management and strong regulatory relationships that investors are attracted to.

13 The reduction of the 95% pass-through mechanism will create major investor concerns,
14 chief among those being:

- 15 • The same volatile commodity markets, weak economic outlook and need to attract
16 capital exist today as when the Commission granted the FAC in January 2009.
17 The FAC is in fact more critical to the financial health and credit quality of
18 AmerenUE today than when it was granted. Changes to the FAC would cause
19 investors to be concerned the Commission has reversed course in its belief that a
20 FAC was necessary and would therefore expect the quality of the FAC to
21 continue to erode over time or for the FAC to be removed entirely at some point.
- 22 • The need for a properly designed FAC to allow AmerenUE to earn fair returns
23 was crucial to the original FAC approval and design, which was the result of a

1 very intensive regulatory review. If the Commission were willing to significantly
2 degrade the existing FAC and pass-through mechanism with very little
3 operational track record, under circumstances where there was the lack of any
4 substantive concern expressed by the parties in this case (absent the
5 Commission's recent order and despite many months of audit time and
6 opportunity to express concerns), and in an ad hoc review that appears to be
7 outside the normal review and prudency process, investors would view such a
8 change as capricious and designed to inflict significant harm on AmerenUE.

- 9 • The arguments being offered that support a reduction in the 95% pass-through
10 mechanism are little more than recycled testimony, unfounded accusations as to
11 the lack of AmerenUE performing its fiscal duties to ratepayers and irrelevant
12 comparisons to the performance of other utilities who have had FACs granted by
13 the Commission. In addition to a lack of a legitimate reason to reduce the pass-
14 through mechanism after so little experience with the FAC for AmerenUE, the
15 recent finding by the Staff of the Commission (Staff) that AmerenUE has made
16 considerable effort to successfully implement the FAC and its willingness to
17 make changes to the FAC that benefit both AmerenUE and ratepayers would, in
18 investors' minds, call into question the motives of the Commission.
- 19 • More than 90% of integrated electric utilities across the country operate with a
20 FAC and the vast majority of those have no sharing mechanism at all. A finding
21 by the Commission that AmerenUE needs greater incentive to prudently manage
22 its largest operating expense leads investors to believe AmerenUE would risk its
23 long-term regulatory stability for the sake of short-term and relatively

1 insignificant monetary gain, that AmerenUE is held in very little regard by the
 2 Commission or worse AmerenUE lacks the competency to implement a tool that
 3 the vast majority of other integrated electric utilities have successfully utilized for
 4 years.

5 **Q. What would be the likely result of a reduction of the 95% pass through**
 6 **mechanism from a cost of capital perspective?**

7 A. The result would be that ratepayers would be burdened with excessive costs each
 8 time AmerenUE must access the capital markets. The reason for this will be that the ability of
 9 investors to rely on the two most important tenets of utility regulation, fairness and consistency,
 10 in Missouri will be irreparably harmed.

Issues Concerning Fairness	Issues Concerning Consistency
<ul style="list-style-type: none"> - No filed testimony in this matter even begins to approach the level of proof an investor would expect necessary to make a drastic change to the FAC such as a reduction in the pass through percentage. - The Commission has established a rigorous process to ensure AmerenUE continues to perform its duties to ratepayers and implements the FAC in a manner that is consistent with the rationale for its creation. There has been no showing in that review process that AmerenUE has operated imprudently under the FAC. - In the absence of any evidence, arguments that AmerenUE needs greater incentive to act in a prudent manner with regards to net fuel costs are unfounded and lack any merit or substance. - Without the 95% pass through mechanism, AmerenUE will find it significantly more challenging to earn its allowed returns on capital invested. - If AmerenUE's risk is substantially higher 	<ul style="list-style-type: none"> - Just over a year ago the Commission found that a FAC and the 95% pass through mechanism was necessary for AmerenUE to have the opportunity to earn fair returns and compete for capital, and that investor sentiment is important to procuring low cost capital. All of those findings are just as accurate today, and in fact the current environment makes the FAC even more critical to the financial health of AmerenUE than it was previously. - AmerenUE has complied with the directives of the Commission, cooperated with its Staff and demonstrated its desire to implement the FAC correctly. A major reduction in the effectiveness of the FAC without any reasonable cause calls into question the criteria by which AmerenUE is judged and investors' ability to foresee the future of Missouri utility regulation. - If the criteria used by the Commission to establish that AmerenUE is "imprudent" or lacks the proper incentives to procure the lowest net fuel costs for customers can be based merely on the conclusory arguments

due to the lack of consistent regulation, then investors are not being properly compensated.	submitted by Mr. Kind and Mr. Brubaker, then there has been a significant change in the Commission's views on the importance of AmerenUE's credit quality, or worse yet possible questions have arisen regarding the competency of AmerenUE.
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1 My previous testimony regarding the FAC last year focused on the perception of the
2 Commission by credit rating agencies, investors, financial institutions and researchers and on
3 what criteria was used to evaluate the caliber of regulation from an investor perspective. The
4 key focus of my testimony was the aspects of Missouri regulation that were thought to be lacking
5 by investors, which primarily was the absence of a FAC. What I failed to elaborate on was that
6 fairness and consistency were the foundation of investors' evaluation of regulators and that any
7 criteria used to judge the level of risk and associated capital cost assumed that these core
8 principles existed. From an investor perspective, any investment in a utility that lacked the
9 benefit of regulatory fairness and consistency is essentially not much of a lower risk regulated
10 investment.

11 In summary, the Commission's prior order regarding AmerenUE's FAC, coupled with its
12 approval of quite similar FACs for the other Missouri electric utilities that are eligible to utilize
13 one, suggested that the Commission was building on its track record of consistent, thoughtful and
14 high quality examination of key issues that affect AmerenUE and the ratepayers it serves. The
15 establishment of the FAC was critical to investors, and the Commission's position in granting it
16 was highly visible. A reduction in the 95% pass-through mechanism via this ad hoc process,
17 without the lack of significant justifiable cause, would create negative perceptions of the
18 regulatory climate in Missouri and financial stability of AmerenUE that would cause significant
19 harm to the ratepayers over the long-term. Investors expect and rely on the Commission to hold
20 AmerenUE accountable when it does not perform or does not act prudently. However, from an
21 investor perspective, it is my opinion that making a significant adjustment to the sharing

Fuel Adjustment Clause Rebuttal Testimony of
Gary M. Rygh

1 mechanism in the FAC in the absence of any performance issues would be viewed as lacking in
2 sufficient cause and doing so would create a much less favorable environment in which to
3 consider deploying capital to AmerenUE.

4 With such challenging times ahead for AmerenUE, it would be better for its resources to
5 be concentrated on fulfilling its obligation to ratepayers, not recovering from the significant
6 issues that would arise if the Commission modified its FAC in this proceeding.

7 **Q. Does this conclude your rebuttal testimony?**

8 **A. Yes, it does.**

**BEFORE THE PUBLIC SERVICE COMMISSION
OF THE STATE OF MISSOURI**

In the Matter of Union Electric Company d/b/a) Case No. ER-2010-0036
AmerenUE's Tariffs to Increase its Annual) Tracking No. YE-2010-0054
Revenues for Electric Service.) Tracking No. YE-2010-0055

AFFIDAVIT OF GARY M. RYGH

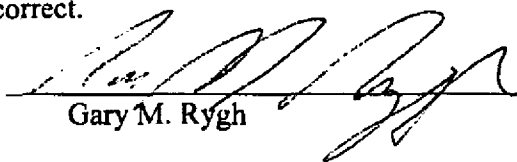
STATE OF NEW YORK)
)**ss**
COUNTY OF NEW YORK)

Gary M. Rygh, being first duly sworn on his oath, states:

1. My name is Gary M. Rygh. I am employed by Barclays Capital Inc. as Senior Vice President.

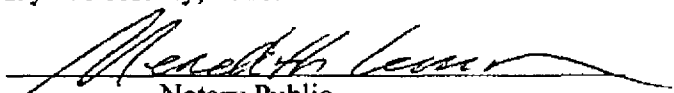
Attached hereto and made a part hereof for all purposes is my Rebuttal Testimony regarding AmerenUE's Fuel Adjustment Clause on behalf of Union Electric Company, d/b/a AmerenUE, consisting of 16 pages and Schedules GMR-FR1, all of which have been prepared in written form for introduction into evidence in the above-referenced docket.

2. I hereby swear and affirm that my answers contained in the attached testimony to the questions therein propounded are true and correct.



Gary M. Rygh

Subscribed and sworn to before me this 26 day of February, 2010.



Notary Public

My commission expires: December 17, 2013

**MEREDITH LEMMON
NOTARY PUBLIC-STATE OF NEW YORK
No. 011E6131263
Qualified In New York County
My Commission Expires December 17, 2013**

Exhibit No.:
Issue(s): Capital Access and Costs
and Fuel Adjustment
Clauses
Witness: Gary M. Rygh
Sponsoring Party: Union Electric Company
Type of Exhibit: Rebuttal Testimony
Case No.: ER-2008-0318
Date Testimony Prepared: October 10, 2008

MISSOURI PUBLIC SERVICE COMMISSION

Case No. ER-2008-0318

REBUTTAL TESTIMONY

OF

GARY M. RYGH

ON

BEHALF OF

**UNION ELECTRIC COMPANY
d/b/a AmerenUE**

**St. Louis, Missouri
October, 2008**

Schedule GMR-FR1

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REBUTTAL TESTIMONY
OF
GARY M. RYGH
CASE NO. ER-2008-0318

I. INTRODUCTION AND SUMMARY

Q. Please state your name and business address.

A. My name is Gary M. Rygh. My business address is 745 Seventh Avenue - 25th Floor, New York, New York 10019-6801.

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

A. I am employed by Barclays Capital Inc. as a Senior Vice President.

Q. Please describe Barclays Capital Inc.

A. Barclays Capital Inc. ("Barclays Capital") is the investment banking division of Barclays Bank PLC, a leading global financial institution with over \$2.5 trillion of total assets. Using a distinctive business model, Barclays Capital provides large companies, institutions and government clients with solutions to their financing and risk management needs. Barclays Bank PLC is a major global financial services provider engaged in retail and commercial banking, credit cards, investment banking, wealth management and investment management services, with an extensive international presence in Europe, the United States, Africa and Asia. With over 300 years of history and expertise in banking, Barclays Bank PLC operates in over 50 countries with over 150 thousand employees.

1 **Q. Please describe your employment history with Barclays Capital.**

2 A. I have been employed by Barclays Capital since July of 2007. I have
3 worked in my current position since July 2007, when I joined the Global
4 Power and Utility Group at Lehman Brothers; our group became part of
5 Barclays Capital on September 22, 2008. Prior to joining Barclays
6 Capital I served in a similar role at Morgan Stanley beginning in 1998.

7 **Q. Please describe your qualifications as well as your duties and
8 responsibilities as a Senior Vice President.**

9 A. I am a Senior Vice President in the Global Power and Utility Group.
10 Our group is responsible for the corporate finance related analysis and
11 strategic and capital markets transactions in the utility and power
12 sectors. I have been in the utility, power and energy investment
13 banking business for over 13 years. I have worked extensively on
14 strategic merger and acquisition assignments, debt and equity capital
15 markets transactions and other corporate finance related assignments
16 in the electric, water and gas utility sectors. I have a Bachelors of
17 Science degree in Commerce, with a concentration in Finance from the
18 University of Virginia.

19 **Q. What is the purpose of your rebuttal testimony?**

20 A. The purpose of my testimony is to rebut the contentions of Staff
21 witness Lena Mantle, Noranda Aluminum, Inc. (Noranda) witness
22 Donald Johnstone, and State of Missouri (State) witness Martin Cohen,
23 each of whom contend that AmerenUE does not need a fuel

1 adjustment clause (FAC). My rebuttal testimony focuses on the
2 importance of an FAC for AmerenUE as it pertains to capital and
3 financing related issues, which are increasingly important for
4 AmerenUE and utilities in general given the large capital needs they
5 face now and in the coming years. I also address how the treatment of
6 AmerenUE's FAC request relates to the overall impact of the perceived
7 regulatory environment for AmerenUE and the effect of that perception
8 on AmerenUE's overall financial health, potential changes in credit
9 quality, and access to and the cost of financial capital. These financial
10 market and investor perceptions are important to AmerenUE and its
11 ratepayers because it is those financial markets and investors on
12 whom AmerenUE relies upon for investments in its rate base. All of
13 these considerations mitigate strongly against the opposition
14 expressed by the above-named witnesses to AmerenUE's request for
15 an FAC. In fact, I believe these witnesses' opposition to an FAC for
16 AmerenUE suggests that these witnesses do not fully appreciate the
17 significance of these considerations.

18 **Q. What items do you address in your rebuttal testimony?**

19 A. In order to address these topics thoroughly, I will in my testimony:

- 20 • Briefly describe the current state of and outlook for the financial
21 markets as it pertains to AmerenUE's ability to access capital on
22 a cost competitive and reliable basis over the next several years
23 for rate base investments.

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- Discuss how investor and credit rating agency perceptions of the regulatory process can affect access to and the cost of new capital for AmerenUE. I will provide an overview of how keenly aware investors, underwriters, credit rating agencies and researchers are of the importance of balanced, mainstream rate making policy and their ability to discern key differences amongst competing issuers of capital and their associated regulators.
- Describe why investors, credit rating agencies and other market participants would view the proposed FAC as a highly valuable tool for risk management as well as reasonable and timely cost recovery.
- Discuss how inclusion of a reasonable FAC in the rate making process may affect credit rating agency analysis of AmerenUE as well as the assessments of investors that shape their views of the regulatory climate in which AmerenUE is operating.

Q. Please summarize your key conclusions and observations.

- AmerenUE and its regulators must recognize that challenges lie ahead in procuring reasonably priced capital from investors (both equity and debt), particularly given the state of the capital markets today and for the foreseeable future.
- Utilities, including AmerenUE, have extremely large capital needs and will be competing for the capital they need in difficult

1 capital markets. Utilities that are perceived by investors to be
2 operating in a supportive regulatory environment, including in
3 particular utilities with an FAC, will have a distinct advantage
4 over utilities that are perceived to be operating in a more
5 challenging regulatory environment.

- 6 • The Commission can, in this rate case, support AmerenUE's
7 ability to access the capital markets on reasonable terms by
8 approving AmerenUE's FAC request, granting AmerenUE a fair
9 and reasonable ROE, and otherwise providing reasonable rate
10 treatment for AmerenUE's cost of providing service, with
11 particular attention to the challenges being faced by AmerenUE
12 and utilities generally in the current rising cost environment.
- 13 • The lack of an FAC for AmerenUE has already contributed to an
14 erosion of AmerenUE's credit quality. Failure to approve an
15 FAC in this case would likely cause investors to be even more
16 negatively predisposed to deploy capital at AmerenUE because
17 they have trouble comprehending why a reasonable FAC for
18 AmerenUE could not be implemented.

19 **II. CAPITAL MARKET AND FINANCING ISSUES**

20 **Q. What is the current and foreseeable future environment for the**
21 **capital markets in the United States that AmerenUE must have**
22 **access to?**

1 A. Both the credit and equity markets have been extremely volatile over
2 the last eighteen months with sharply increasing risk premiums. The
3 cost of capital has risen dramatically in many sectors and access to
4 capital and credit has been severely limited. Investment grade utilities,
5 while having fared comparatively well, have not been immune from
6 broader financial market issues and turmoil. The robust credit markets
7 that had prevailed until the summer of 2007 will likely not be
8 experienced for some time (if ever again). AmerenUE and its
9 regulators must recognize that challenges lie ahead in procuring
10 reasonably priced capital from investors (both equity and debt). With
11 the current turbulence in the financial markets not likely to subside in
12 the near future, AmerenUE, its regulators and other concerned parties
13 should be proactively addressing key investor and credit rating agency
14 concerns such as regulatory lag, needed rate relief, the rising cost of
15 procuring fuel and volatile and increasing costs to ensure access to the
16 lowest cost capital available.

17 While recent government action has stemmed a complete
18 collapse, a quick economic turnaround is unlikely. With so many
19 momentous things happening in the U.S. financial system in such a
20 short period, market participants could be forgiven for being
21 dumbstruck. In the space of just a few weeks, here are just some of
22 the things that have happened:

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- The government bailed out Fannie Mae and Freddie Mac, committing up to \$200 billion.
- The Treasury announced that it would buy government sponsored entities' mortgage backed securities, and the Federal Reserve announced that it would begin purchasing short-term debt of Fannie Mae, Freddie Mac and the federal home loan banks.
- The Federal Reserve announced emergency support for financial markets, including expanding collateral eligible for its Primary Dealer Credit Facility and providing non-recourse loans to banks to finance their purchase of asset-backed commercial paper from money markets mutual funds.
- Lehman Brothers Holdings filed for Chapter 11 bankruptcy, Bank of America announced that it would purchase Merrill Lynch, and Goldman Sachs and Morgan Stanley received approval from the Federal Reserve to become bank holding companies.
- The Federal Reserve threw an \$85 billion lifeline to the American International Group.
- The Federal Reserve and the Treasury announced a treasury bill issuance program to provide cash to the Federal Reserve to use to purchase assets from the banking system and expand its balance sheet, something it then did aggressively.

- 1 • The Securities and Exchange Commission halted short selling
2 of 799 financial stocks.
- 3 • The Treasury announced a guarantee program for money
4 market funds to prevent net asset values from falling below \$1
5 and has also announced it will begin to buy commercial paper
6 directly from issuers.
- 7 • The Congress adopted and the President signed into law
8 legislation that will allow the Treasury to buy from banks up to
9 \$700 billion of illiquid assets, which were “weighing down our
10 financial institutions and threatening our economy.” In
11 response, the Dow Jones Industrial Average has since lost
12 nearly an additional 20% of its value as investors failed to gain
13 confidence that the legislation would prevent further economic
14 and financial deterioration.

15 In short, the financial system has been rocked, the investment
16 banking map has been redrawn, and the government and the Federal
17 Reserve have foreshadowed a dramatic expansion of their purchases
18 of problem assets and direct investments to stem the crisis.

19 **Q. What appears to be the near term prospects for the U.S. capital**
20 **markets and investor appetite?**

21 A. I would make three observations. First, at the risk of stating the
22 obvious, there is an inordinate amount of downside risk in the outlook
23 at the moment, which greatly complicates both forecasting and

1 investing. Most notably, it is not clear whether the financial turmoil has
2 reached its crescendo or whether there are further major downside
3 surprises in store.

4 Second, whichever of the above is the case, given the scale of
5 the financial system dysfunction that has been revealed and the
6 shocks that have been delivered to business and household
7 confidence, it seems fairly clear that it will take considerable time for
8 capital markets to return to normalcy. A sustained period of anemic or
9 even negative growth and suppressed spirits can be expected.

10 Third, downside tail risks appear to have been somewhat
11 contained. If there was any doubt about the willingness of the Federal
12 Reserve and the Treasury to do whatever it takes to counter threats to
13 financial stability, the cumulative actions of the past several weeks
14 should provide some relative comfort.

15 As the authorities prepare to implement the myriad of
16 announced initiatives, the question for investors is not so much "will the
17 government act?," as it is "will the actions work?" I like the idea of
18 policymakers taking action to "unclog" the financial system to improve
19 the potential supply of credit, but I believe that the shocks to
20 confidence have resulted in some of the problem being transferred to
21 the demand side of the economy. If so, more rate cuts will be needed
22 and the ability for AmerenUE to access credit will continue to be
23 challenged.

1 **Q. What is the environment like for utilities to access the short-term**
2 **and longer term credit they need?**

3 **A. Utility issuers have experienced more limited market access to address**
4 **their working capital and short-term funding needs due to a number of**
5 **issues impacting the market for short-term credit, including:**

- 6 • Flight-to-Quality – during the credit crisis investors have become
7 more sensitive to lower-rated entities and have reduced their
8 participation in non-A1/P1 names, the highest rated commercial
9 paper.
- 10 • T-Bill Rally – 3-month Treasury Bills have gained significantly as
11 investors look to the highest credit quality short-term
12 investments, while A2/P2 commercial paper rates have
13 increased considerably.
- 14 • The A2/P2 (lower credit quality than A1/P1) market has mostly
15 closed, although it may be available on case-by-case basis.
16 Risk aversion remains a key theme in the credit markets.
- 17 • Companies are more willing to draw on revolving bank lines of
18 credit in order to avoid having to issue new commercial paper,
19 given the current cost for A2/P2.
- 20 • In evaluating funding sources, companies are still generally
21 focused on funding cost (commercial paper, bank credit lines)
22 when evaluating alternatives but are beginning to worry about
23 access to commercial paper and are looking for alternative

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For longer term credit, utility issuers still have approximately \$10 billion left to finance in 2008, while we expect significant new issue supply in 2009 which will put additional pressure on the cost going forward.

- The secondary trading market has been under intense pressure as well, with spreads widening significantly since August.
- The hybrid market has been even more adversely affected by the market volatility as secondary levels have been quoted at their widest spreads in recent weeks amidst limited trading volume.
- Utility new issues that have accessed the market recently have priced at higher spreads to treasuries than similar transactions priced in August. BBB rated utilities have had limited access recently and are much more challenged to issue new capital given the significant increase in cost and limited market appetite.

Q. What are some of the major trends that you expect to affect the utility industry in 2008 and beyond that will shape the environment in which AmerenUE operates?

A. The significant increase in capital expenditures in the utility sector planned over the next several years as well as the rising cost

1 environment will create an extended era of increasing need for utilities
2 to access external capital. Investors and credit rating agencies are
3 highly focused on the strains created by meaningful rate increases and
4 its effects on the utilities' ability to recover on a timely basis the capital
5 deployed on behalf of ratepayers. The significant amount of external
6 funding necessary will strain investor appetite for the utility sector for
7 both debt and equity for an extended period of time.

8 2007 marked the first year since 1983 that the regulated utility
9 sector has posted a pre-dividend free cash flow deficit. Our capital
10 spending and cash flow forecasts indicate this will prevail for years to
11 come. Based on lessons from the last major investment period (1973–
12 1984), we believe that risks will rise for investors due to the need for
13 external debt and equity funding, meaningful rate increases which
14 could cause regulatory strain, and the potential for construction-related
15 mishaps.

16 The regulated utility sector is entering a major capital
17 expenditure (CapEx) cycle, driven by required transmission,
18 infrastructure, and generation upgrades and new build needed to meet
19 growing electricity demand requirements. In addition, the promise of
20 more stringent environmental regulation is driving environmental
21 CapEx spend to upgrade generation portfolios.

- 22 • We forecast \$309 billion of regulated utility CapEx through
23 2012. This is, on average, 16%–18% greater than we forecast

1 last year, and 55%–65% higher than we anticipated in 2006.

2 Inflation has been a major factor.

- 3 • We expect regulated utilities will need \$119 billion of external
4 financing, split between \$93 billion of debt, and \$26 billion of
5 equity, to fund their capital plans. The market to access this
6 capital will be highly competitive, with the key differentiator
7 amongst utilities being the perceived quality of their regulation.
- 8 • Electricity prices, as a percentage of consumer spending, could
9 rise 7.5% per year, and approach all-time highs by 2013.
- 10 • In our opinion, successful implementation of capital plans will
11 likely be influenced by balance sheet strength, quality of
12 regulatory jurisdiction, timing of rate case activity, and access to
13 low cost capital.

14 Both equity and fixed income investors' ever increasing aversion
15 to risk, coupled with the anticipated amount of supply of utility related
16 financing, will create a highly competitive market for capital.

17 AmerenUE will be attempting to access the same investor dollars that
18 other utilities will be competing for. The associated cost of this capital
19 in a competitive market will be highly correlated to the perception of
20 risk at AmerenUE, which is predominantly regulatory related.

21 **Q. What are some of the major issues associated with the significant**
22 **increases in capital expenditures? Why does this CapEx cycle**
23 **have significant risks associated with access to financial capital?**

1 A. Materials costs are up dramatically over the last five years which
2 creates a difficult environment to forecast capital expenditures and the
3 associated rate relief needed. Various raw commodity inputs and
4 skilled labor are necessary to construct the various types of plant in the
5 backlog. These commodities include steel, cement, copper, aluminum,
6 and inputs that impact steel production such as nickel, tungsten, and
7 iron ore. There have been various reasons for the increase in these
8 commodity prices but they have largely been driven by international
9 demand, as infrastructure development continues at a rapid pace in
10 the emerging economies. Furthermore, the decline in the U.S. dollar
11 since peaking in 2001 and 2002 has also contributed to rising costs for
12 U.S. utilities as a significant portion of their equipment and commodity
13 needs are sourced internationally. Moreover, costs of labor in general
14 continue to increase, especially for skilled construction labor.
15 Unfortunately, it may take quite some time for the U.S. to retool its craft
16 and heavy construction labor force due to the shift to a largely service
17 based economy since the early 1980s and the resulting lack of trade
18 schools and apprentice programs. Most likely, this spells more
19 inflation in labor costs to come.

20 Another key issue is that credit quality has deteriorated
21 significantly since the last CapEx cycle. One key difference between
22 the CapEx cycle today and the cycle of the late 1970s and early 1980s
23 is that in the earlier cycle the utilities held an average credit rating of

1 strong single A. The current average rating is BBB. The utilities did
2 not exit the last CapEx cycle as strong as they entered it and given that
3 the average rating is now much lower, we are concerned about where
4 they will shake out this time. The debt portion of the \$119 billion of
5 external funding we forecast over the next five years is roughly \$93
6 billion. In light of this burden, we examined the relative ratings of
7 electric balance sheets over time. In 1970, just prior to the last CapEx
8 cycle, 97% of utilities had a credit rating of single A or better, by 1980
9 only 76.7% did. Going into this cycle, only 30.6% are A or better.

10 Investors are highly focused on the utilities' need for significant
11 external funds to finance the pending CapEx cycle. It looks like fixed
12 income investors are going to be providing the up-front financing for
13 the CapEx program, considering the regulatory lag on recovery and the
14 fact that most companies are hesitant to issue equity at this stage.
15 Hybrids and other more esoteric structures are replacing pure equity
16 as a means to receive equity credit in a company's capital structure
17 when these products are available and cost competitive. Our equity
18 team anticipates that beginning in 2009, we will see an average of five
19 to 10 formal equity offerings per year versus just two to three for the
20 past 10 years, further increasing the competition for limited investment
21 dollars.

22 With the significant rise estimated in capital expenditures over
23 the next several years, almost every company in the utility sector is in

1 need of external financing. With the considerable spread concession of
2 new issues in the past several months, the market will likely continue
3 to have a difficult time absorbing the new issue supply that is expected
4 in the near future.

5 **III. THE IMPORTANCE OF INVESTOR PERCEPTIONS**

6 **Q. Does investor perception of the regulatory process have an effect**
7 **on the ability of AmerenUE to raise capital?**

8 A. Investors are very cognizant that AmerenUE is operating in a highly
9 challenging environment:

- 10 • Significant need for new capital to service customer needs (\$1
11 billion in 2008, \$750 million to nearly \$1 billion per annum
12 thereafter of CapEx);
- 13 • Rising cost environment;
- 14 • Highly volatile commodity markets;
- 15 • Need for continued rate relief to ensure the timely recovery of
16 capital spent; and
- 17 • A difficult economic environment for ratepayers.

18 Most of these key challenges manifest themselves in the
19 ratemaking process as AmerenUE requires regulatory approval to
20 recover invested capital. Given the high degree that the form of
21 regulation plays in the perception of risk, investors, credit rating
22 agencies, equity and fixed income analysts as well as others have
23 become highly educated on the ratemaking process and the

1 differences of one regulatory body versus another. It is universally
2 recognized that the challenges noted above and the need for
3 continued rate increases to customers create difficulties in balancing
4 the needs of customers with utilities and those who provide them with
5 needed capital. A high degree of analytical thinking is being done to
6 help investors and credit rating agencies differentiate amongst
7 regulatory bodies to better assess what impact risk and the perception
8 of risk has on the cost that should be charged for capital.

9 In a difficult economic environment with a high degree of
10 competition for investors' dollars, AmerenUE may find itself
11 disadvantaged as compared to its peers that enjoy regulation that is
12 thought to expose them to less risk and volatility in recovering their
13 expenditures and costs and earning their allowed returns.

14 **Q. What are the key focus areas of investors as it pertains to**
15 **regulation?**

16 A. Because the majority of the forecasted capital expenditure budget will
17 be spent by the regulated utilities like AmerenUE, having a clear
18 understanding of the regulatory and political environment in which a
19 utility operates will be critical to making profitable investment decisions
20 for investors.

21 Regulation is a key aspect that our team focuses on here at
22 Barclays Capital. Frequently, we publish material which provides an
23 overview of important regulatory trends, the regulatory climate and a

1 ranking of each of the state regulatory commissions. We attempt to
2 evaluate some of the key factors that we consider part of a
3 constructive regulatory environment so that when we are looking at a
4 particular company we consider the likelihood that they will receive fair
5 and adequate treatment of their investment. This becomes
6 increasingly important in a CapEx cycle.

7 The political pressure that regulators and politicians experience
8 from their constituencies when power prices are rising is very difficult in
9 the face of major rate increase decisions. Electricity prices are
10 expected to continue to rise as the price of CapEx inputs continues to
11 rise (cooper, steel, turbines, employee costs, etc.).

12 **Q. What are some of the major factors that you look for when you**
13 **review a regulatory environment?**

14 **A.** A state's political and regulatory environment and its state laws and
15 regulatory policies can affect the credit quality and cash flow stability of
16 the utility company operating in its jurisdiction. We use several key
17 factors to assess whether a regulatory environment is supportive of
18 credit quality. Chief amongst these factors include:

- 19 • Legislative policy that ensures the stability of cash flow,
20 earnings and coverage ratios. We must be convinced that state
21 commissions are cognizant of how their decisions affect a
22 company's credit quality. Constructive regulators consistently
23 aim to adopt legislative policy that results in the stability of cash

1 flow, earnings, and coverage ratios. We analyze rate case
2 outcomes in order to ascertain that the rates of return (ROEs)
3 and equity ratios that are authorized in the state commission's
4 orders are fair and reasonable, and consistent with the industry
5 average. We believe that it is no accident that the state
6 commissions that authorize reasonable ROEs and are aware of
7 how their decisions will affect the credit quality of the utility, also
8 have the highest rated utilities in the country.

- 9 • We give significant weight to regulatory rules/laws that allow the
10 adoption and implementation of adjustment clauses for the
11 recovery of fuel, purchased power, and environmental
12 expenses. We examine whether the adjustment clauses permit
13 rate adjustments that are frequent enough that there is not a
14 significant build-up of deferral balances. The more frequent the
15 adjustments are allowed, the less working capital that the utility
16 has to use to finance the deferral and the more assurance
17 investors have that the company will be able to recover
18 prudently incurred costs on a timely basis.

- 19 • We are encouraged by regulations that allow companies to
20 actively engage in resource planning: the pre-approval of major
21 capital expenditure programs enables companies to add
22 generation, improve infrastructure or purchase power. Several
23 states have implemented resource planning programs requiring

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the utilities to provide on a regular basis a forecast of resource requirements and how they plan to meet the demand growth. The regulatory commissions review and pre-approve the capital program in stages, which reduces the likelihood that large expenditures will be denied recovery when completed.

- We place a tremendous amount of value on commissions that can act quickly on a rate request from a company. The shorter the time between a rate request and a final rate order, the better for the company. We believe that the speed with which a commission acts is key to providing timely recovery and we benchmark commissions against one another.
- We value a commission that has the ability to introduce rate increases on an interim basis. The ability of a commission under law to allow a company to put rates into effect on an interim basis subject to refund is key because it allows the commission to respond quickly to a company's request if there are acute cash flow needs. In addition, interim rates provide some comfort to utility investors until a final order is issued.
- There is tremendous value attributed to state commissions that use current or forecasted costs to set base rates. The use of historical base rates can result in rates that do not reflect a company's current costs or situation. We examine whether a

1 state commission uses an historical/current or forecasted test
2 year in its rate cases.

- 3 • We also favor commissions that facilitate the recovery of
4 Construction Work in Progress (CWIP), essentially capitalized
5 interest during the construction process. With all of the capital
6 expenditure programs that we expect over the next few years,
7 many coming at the regulated utility level, CWIP reduces the
8 risk that recovery of the plant will not take place once the plant
9 is completed.

10 **Q. You mentioned a number of legislative and regulatory policies**
11 **that are supportive of credit quality, which as you note is even**
12 **more important today given the highly challenging and**
13 **competitive credit environment faces by utilities generally, and**
14 **AmerenUE in particular. What can this Commission do, in this**
15 **rate case, to support AmerenUE's ability to effectively compete in**
16 **the credit markets to obtain the capital it needs to invest in its**
17 **infrastructure at the most reasonable cost possible?**

18 **A.** It is my understanding that rates in this case will be set using an
19 historic test year, and that CWIP cannot be recovered in Missouri.
20 Regardless, there are things the Commission can do in this case to
21 support AmerenUE's need to access reasonably priced capital. Stated
22 simply, the Commission can approve an FAC on reasonable terms,
23 grant AmerenUE a fair and reasonable ROE, particularly in view of the

1 risks faced by AmerenUE in this rising cost environment, and
2 otherwise provide reasonable rate treatment for other items in
3 AmerenUE's cost of service, again particularly in consideration of the
4 fact that costs are continuing to rise.

5 **IV. FINANCIAL AND CREDIT CONSIDERATIONS AND FACs**

6 **Q. You noted earlier that the financial and credit considerations**
7 **about which you have testified above mitigate strongly against**
8 **the opposition to AmerenUE's FAC request, as expressed by Ms.**
9 **Mantle, Mr. Johnstone, and Mr. Cohen. Please elaborate more**
10 **specifically on the value of an FAC to investors and other**
11 **financial market participants.**

12 **A. As discussed in other testimony, the volatility and rise in fuel costs**
13 **recently is significant, will likely persist for some time and threatens the**
14 **financial health of AmerenUE. Fuel and purchase power expenses are**
15 **a substantial amount of AmerenUE's cost structure and have a**
16 **significant impact on financial performance and the ability to achieve**
17 **the returns allowed to AmerenUE. As noted in other testimony, the**
18 **degree to which fuel costs are rising is almost unprecedented in a**
19 **historical context and the regulatory lag associated with recovering fuel**
20 **costs is creating substantially more financial burden on AmerenUE**
21 **today and in the future than it has historically.**

22 As also noted in other testimony, AmerenUE, while an important
23 market participant for fuels, has increasingly declining control over the

1 costs of the market prices for the fuels it needs. Global economic,
2 environmental, and financial issues well beyond the control of
3 AmerenUE are the primary reasons for the present commodity
4 environment. AmerenUE is being asked to bear the risk for markets
5 over which it has increasingly less control and less ability to manage its
6 risk.

7 Investors and credit rating agencies are increasingly vocal that
8 ratemaking policy needs to adapt to the new environment where
9 substantial financial risk is being imposed on utilities that lack the
10 regulatory authority to timely recover fuel and purchased power costs
11 from ratepayers. The traditional means for recovery, the filing of a rate
12 case, is considered far less than optimal by investors and credit rating
13 agencies. The time needed to complete a rate case, the difficult
14 political and economic environment for rate increases and the prospect
15 of continued under-recovery make traditional rate case recovery of fuel
16 expenses an increasingly greater threat to the financial health of
17 AmerenUE. In addition, off-system sales prices are also becoming
18 increasingly volatile and at the same time less correlated to key fuel
19 price inputs for AmerenUE, providing a much less optimal off-set to
20 rising fuel costs. Investors and credit rating agencies do not view off-
21 system sales as a useful hedge against the potential for financial
22 distress caused by procuring fuel for regulated operations and the
23 associated time needed to recover these costs in a rate case. As has

1 been stated in other testimony, the majority of utilities with which
2 AmerenUE has to compete for capital benefit from the inclusion of an
3 FAC in their ratemaking process. As I address earlier, that competition
4 for capital now and in for the foreseeable future will be difficult and
5 intense, and will be even more difficult for AmerenUE if it must
6 compete for capital without the benefit of an FAC.

7 Indeed, investors, credit rating agencies and others will likely
8 penalize AmerenUE for the risk associated with the inability to better
9 manage the burden associated with procuring fuel for customers
10 unless an FAC is approved for AmerenUE. In a good environment
11 these penalties would be visible, in the current environment and the
12 environment we expect for the foreseeable future, they could be
13 severe. This will likely cause an increase in the cost of capital which
14 will create a longer term and greater cost for customers. The lack of
15 inclusion of a reasonable FAC will continue to keep AmerenUE in the
16 minority of its peers who have these procedures in place and will also
17 be going to the market to raise capital.

18 Investors will be negatively predisposed to deploying capital at
19 AmerenUE if they believe that its regulators do not share the view that
20 the current and likely future environment for the procurement of fuel is
21 substantially different than what has been experienced historically.
22 Investors are looking for responsive and mainstream regulation that
23 balances the need for prudent fuel procurement and sensitivity to

1 continued rate increases with the need for investors to achieve comfort
2 in the financial viability of AmerenUE. Since fuel adjustment
3 mechanisms are so widely in place in other jurisdictions, it will be
4 difficult for investors to comprehend why a properly functioning fuel
5 cost adjustment framework could not be implemented for AmerenUE.

6 **Q. What have the credit rating agencies, the most visible of parties**
7 **who grade the financial health of AmerenUE and its peers stated**
8 **about AmerenUE's proposed FAC and FACs in general?**

9 A. The credit rating agencies have been critical of AmerenUE's inability to
10 use an FAC. In downgrading AmerenUE, Moody's recently stated:

11 *The downgrade also reflects the challenging regulatory*
12 *environment for electric utilities operating in the state*
13 *of Missouri, as Union Electric is one of the relatively*
14 *few utilities in the country operating without fuel,*
15 *purchased power, and environmental cost recovery*
16 *mechanisms. The lack of such automatic cost recovery*
17 *provisions creates uncertainty regarding the timely*
18 *recovery of the higher costs and investments being*
19 *incurred and leads to significant regulatory lag.*

20 – Moody's on May 21, 2008 upon downgrading
21 AmerenUE

22
23 In November of 2007, Standard and Poor's listed the top ten
24 credit issues facing U.S. utilities. Volatility of fuel prices, rising costs,
25 regulatory lag, and recovery deferrals were chief among these
26 concerns. Specifically as it pertains to FACs, Standard and Poor's
27 stated: *"In our view, states that have fuel adjustment mechanisms to*
28 *smooth out the effect on cash flow and steer utilities toward mitigating*
29 *risk through hedging and supply procurement are best poised to ride*

1 *out a turbulent journey.” Fitch Ratings has stated with regard to FACs:*
2 *“effective and timely commodity cost-adjustment mechanisms provide*
3 *utilities with greater assurance of ultimate recovery in a rising energy*
4 *price environment.”*

5 Specifically, as it pertains to Ameren UE, Moody’s has also said
6 recently *“Ratings are constrained by significant regulatory lag for the*
7 *recovery of costs and investments and a challenging regulatory*
8 *environment in the state of Missouri.”* Moody’s went on to state the
9 ratings outlook for AmerenUE is stable, *assuming* the company
10 receives adequate rate relief and cost recovery mechanisms, *including*
11 *the implementation of a fuel adjustment clause.* Moody’s then goes on
12 to specifically cite the inability to implement a fuel adjustment clause as
13 a key issue for potentially lowering the credit ratings of AmerenUE.
14 Standard and Poor’s has also listed the proposed FAC as a key factor
15 for determining future credit quality at AmerenUE. In addition, the
16 proposed FAC is routinely referenced in equity research material as a
17 key driver of the financial health of AmerenUE and its ability to earn its
18 allowed returns.

19 Given AmerenUE’s current issuer credit ratings of Baa2/BBB-,
20 any downgrade, especially to non-investment grade, would have
21 severe negative consequences. Not only would the cost of capital rise
22 dramatically, the capital that AmerenUE needs over the next several
23 years may not be available at any price.

Rebuttal Testimony of
Gary M. Rygh

1 **Q. Does this conclude your rebuttal testimony?**

2 **A. Yes, it does.**

BEFORE THE PUBLIC SERVICE COMMISSION
OF THE STATE OF MISSOURI

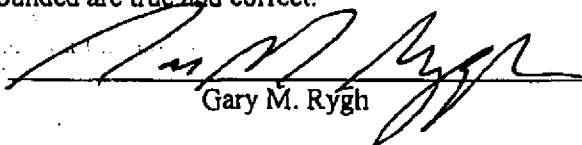
In the Matter of Union Electric)
Company d/b/a AmerenUE for)
Authority to File Tariffs Increasing)
Rates for Electric Service Provided) Case No. ER-2008-0318
To Customers in the Company's)
Missouri Service Area.)

AFFIDAVIT OF GARY M. RYGH

STATE OF MISSOURI)
) ss
CITY OF ST. LOUIS)

Gary M. Rygh, being first duly sworn on his oath, states:

1. My name is Gary M. Rygh. I am employed by Barclays Capital Inc. as Senior Vice President.
2. Attached hereto and made a part hereof for all purposes is my Rebuttal Testimony on behalf of Union Electric Company, d/b/a AmerenUE, consisting of 27 pages, all of which have been prepared in written form for introduction into evidence in the above-referenced docket.
3. I hereby swear and affirm that my answers contained in the attached testimony to the questions therein propounded are true and correct.


Gary M. Rygh

Subscribed and sworn to before me this 10 day of October, 2008.


Notary Public

My commission expires: 8/1/2009

MEREDITH LEMMON
Notary Public, State of New York
No. 01LE6131263
Qualified in Albany County
Commission Expires August 1, 2009