



**Welcome to the Spring issue of *In Your Community*** — a quarterly publication distributed by Ameren Missouri's Business and Community Relations department.

The first quarter of 2011 has been very busy for us. This issue provides a brief snapshot of our hard work. We faced challenging bouts of inclement weather and the aftermath of Japan's natural disaster, all while balancing our efforts to assist the communities we serve. Moreover, our diversity efforts garnered national recognition.

My thanks to everyone at Ameren Missouri for what we accomplished over the past three months and to our customers for the opportunity to meet your energy needs in a safe, reliable, efficient and environmentally responsible manner.

**Richard J. Mark**

Ameren Missouri Senior Vice President — Customer Operations



### Top 100 military friendly employers

Ameren continues to look to former U.S. military personnel to find highly-qualified, motivated individuals to fill positions throughout our company.

G.I. Jobs listed Ameren in their list of 100 military friendly employers.

If you expect to transition out of the military within the next six months to two years, we invite you to visit [AmerenMissouri.com](http://AmerenMissouri.com) and review our career section. •

### Efficiency changes to Act On Energy®

The Ameren Missouri energy efficiency programs are migrating to the Act On Energy® name. Ameren Illinois has been using Act On Energy® for the Illinois programs since their beginning. While the name and look are changing for Ameren Missouri programs, the rules and requirements will remain the same.

As a result of significant regulatory differences, each state will continue to operate their programs separately. The web site offers program information based on location. Visit [ActOnEnergy.com](http://ActOnEnergy.com) today. •



### CEOs Against Cancer®

Ameren Missouri President and Chief Executive Office Warner Baxter has been named 2011 Chairman of the St. Louis Chapter of CEOs Against Cancer. Baxter joins the leadership role with appointed Vice Chairs Richard Navarre, president and chief commercial officer of Peabody Energy and George Paz, chairman and chief executive officer of Express Scripts, Inc. •

### Ameren Missouri gives bill credits to 100 neediest and military families

In December 2010, Ameren Missouri awarded \$300 bill credits to 100 families in the "Neediest Cases" program. The \$30,000 total contribution will be funded by company profits, not customer electric or natural gas rates.

In another program, the company is giving \$1,000 energy credits to families of active military personnel currently deployed in Iraq or Afghanistan. A total of \$1 million will go toward that program. These programs are part of Ameren Missouri's \$5 million commitment to help customers pay utility bills. •



### Diversity Council award

For the third year, the Ameren Corporate Diversity Council has been recognized among the top 25 organizational diversity councils in the U.S. by the Association of Diversity Councils. Ameren is the only utility and Missouri-based company to make the list.

"I am excited and proud that the Ameren Corporate Diversity Council's efforts are being recognized as an industry leader by this national organization," says Sharon Harvey Davis, director, Diversity, Ameren. •

---

---

## Martin Luther King Day of Service

Mayor Francis Slay, Ameren Missouri Senior Vice President, Richard Mark, Alderman Jeffery Boyd, and Omega Psi Phi Basileus for the St. Louis Chapter, Dr. Edwin Bailey, gathered at City Hall on January 17 to announce a new Energy Saving St. Louis initiative. This collaborative project started with the distribution of 27,000 energy-efficient Compact Fluorescent Light Bulbs (CFLs) to more than 6000 households in the 22nd ward and in the College Hill neighborhood. A group of more than 500 volunteers, led by the AmeriCorps Coordinated Service Team, provided CFLs to City residents.

"This is an excellent collaboration between the City of St. Louis, Ameren Missouri, community partners, and hundreds of volunteers," said Mayor Slay. "It's a huge undertaking, but it is one that will both save City residents money and will decrease the City's carbon footprint."

"Energy efficiency benefits all of us – and that's why Ameren Missouri is proud to provide the CFLs to the City of St. Louis for distribution," said Mark.

---

---



"Ameren Missouri is committed to providing energy efficiency programs like this to meet our customer's energy needs in a safe, reliable, efficient, and environmentally responsible manner."

Each household received a package containing four energy-efficient CFL bulbs and information explaining the benefits and proper use. •

---

---

## DiversityInc

DiversityInc ranked Ameren No. 5 in its top utility companies list during its awards banquet on March 2. DiversityInc's top 50 Companies for Diversity is the leading assessment of diversity management in corporate America and globally.



"We appreciate Ameren's leadership and workforce for placing us on the 2011 DiversityInc Top 5 Utility Companies List," says Sharon Harvey Davis, director, Diversity. "That appreciation is enhanced when we share a room with hundreds of companies vying for placement on one or more DiversityInc's top performers lists, based on a CEO's commitment, supplier diversity efforts, corporate demographics and contributions to their communities." •

---

---

## Ameren Missouri contributes to cancer support

Chuck Naslund, senior VP, Generation and Environmental Projects, Ameren Missouri, presented the Cancer Support Community of Greater St. Louis with \$15,000 on behalf of Ameren Missouri.

The Cancer Support Community is dedicated to providing free support and education to people with cancer and their loved ones. •

---

---



## Ameren listed 'Most Trustworthy' company to work for

With the assistance of Audit Integrity, Forbes identifies the most transparent and trustworthy businesses that trade on American exchanges. This year, Ameren is classified as one of the top five most trustworthy large-cap companies. •

---

---

## Energy reports

It's often said, "Knowledge is power." Since 2009, Ameren Missouri has used the Personal Energy Report to arm customers with knowledge about their energy usage. The report provides information about programs and other ways to manage energy usage.

Positive feedback from residential customers led Ameren Missouri to expand outreach and create a new report for small to mid-sized business customers. This year, the Business Energy Report allows businesses to become more familiar with their energy consumption.

Ameren Missouri distributed energy reports in March to customers in bills. •

---

---

## Ameren Missouri reaches 2 Million CFL milestone

Through Ameren Missouri's Energy Efficient Lighting program, customers have purchased more than 2,000,000 discounted compact fluorescent light (CFL) bulbs since December 2009.

Over their lifetime, those energy efficient bulbs will save more than 74,000,000 kilowatt-hours of electricity—the same environmental impact in terms of reducing pollution as taking more than 120,000 cars off the road for a year. CFLs save about 75 percent on lighting costs, if all bulbs are replaced with CFLs. So, for every \$1 spent on lighting with incandescent bulbs, customers will spend only 25 cents with CFLs. Lighting accounts for about 12 percent of the average customer's electric bill. •

---

---

## Integrated Resource Plan: Leading the way to a secure energy future

Every three years, Ameren Missouri provides the Missouri Public Service Commission with our Integrated Resource Plan (IRP). The IRP reflects our company's analysis of customers' future energy needs and potential approaches to meet those needs.

The IRP reviews critical drivers that determine future energy resource needs:

- Customer Demand
- Customer Expectations
- Environmental Regulations
- Aging Infrastructure

The IRP examines the advantages and disadvantages of various power generation technology options along with their relative costs.

With expected additional, stringent environmental regulations, Ameren Missouri is committed to identifying the most appropriate option to meet our future energy needs. Here is a summary of our options:

- The Natural Gas/Nuclear Plan – Expected new environmental regulations would cause us to replace our oldest coal-fired unit with a combined cycle natural gas plant. Future demand growth would be met with new nuclear generation.
- The Natural Gas-Only Plan – The vast major of our new energy needs would be met with natural gas. This plan helps us reduce carbon emissions, but natural gas-fired plants would still emit half the carbon dioxide of coal-fired units.
- The Energy Efficiency Plan – Future energy needs would be met solely through greater energy efficiency. The success of this approach depends on a state regulatory framework that encourages utility investment in energy efficiency programs and customers' willingness to embrace the programs.

To view a summary of the IRP, a video explaining the IRP, or the entire 900-plus-page document, visit [AmerenMissouri.com/IRP](http://AmerenMissouri.com/IRP). •



### Ronald McDonald House charities received \$250,000

Richard Mark, senior VP, Customer Operations, Ameren Missouri, presented \$250,000 to Ronald McDonald House Charities of Metro St. Louis on Jan. 10. The donation was given to support the recently constructed third St. Louis-area Ronald McDonald House.

The kitchen of the new 18,000-square-foot house will be named for Ameren Missouri. Following the check presentation, Ameren Missouri Business and Community Relations employees prepared lunch for families staying at the house.

"We're pleased to support the Ronald McDonald House in its efforts to provide a home away from home for families caring for sick children. We encourage company and employee involvement throughout the community and are proud of the Ameren Missouri volunteers who are reaching out to these families," Mark said. •

---

---

### Safety tips for Spring

Spring is the time to fly a kite, plant a tree and fix up the house, but each of those projects requires that we begin by focusing on electric and natural gas safety. Throughout the year, Ameren Missouri encourages the safe use of electricity and natural gas. The following tips will help keep you safe this spring.



- Never use kites that have metal, wire or tinsel components. Do not fly kites in the vicinity of overhead electrical wires and trees or when there is a threat of thunderstorms. If your kite gets caught in a power line, do not try to retrieve it.
- When climbing a tree, choose a tree that is well away from power lines. Always check to make sure there are no power lines hidden among the limbs.
- Look up when you are outdoors. Know the location of all overhead utility lines and keep ladders and pole pruners away from these lines.
- Avoid planting trees in locations that will cause problems with power lines once the trees are full grown.
- Before digging in your yard or planting trees, call the service that marks the location of underground utilities in your area. This will help you make sure you do not strike underground power lines or natural gas pipes. In Missouri, this service is called the Missouri One Call System, and it can be reached by calling 1-800-DIG-RITE (1-800-344-7483), or simply 811.
- For additional safety information, visit [www.Ameren.com/safety](http://www.Ameren.com/safety), and the Safe Electricity Web site, [www.safeelectricity.org](http://www.safeelectricity.org). •

## CONTACT US!

We welcome your questions and ideas! If you have any questions regarding any Ameren Missouri activities, please email [businesscommunityaffairs@ameren.com](mailto:businesscommunityaffairs@ameren.com) or call 314-554-6441.