

**Ameren Illinois Company's
Response to Illinois Office of Attorney General Data Requests
Docket No. 13-0301
Rate MAP-P Modernization Action Plan - Pricing Annual Update Filing.**

Data Request Response Date: 8/21/2013

AG 7.10

Ref: Ameren Exhibit 14.0, page 46, lines 977-981 (St. Louis Business Journal). Please provide a complete copy of the agenda and list of attendees for the "important educational conference" that is referenced and explain what instruction and skill enhancements are believed to have been received by Ameren attendees.

RESPONSE

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Please see AG 7.10 Attach for the agenda to the St. Louis Business Journal Women's Conference. Over 900 attendees from both Illinois and Missouri attended the conference. Ameren Illinois along with Ameren Missouri offered Energy Efficiency program information in the exhibition area. Mareen Borkowski, President Ameren Transmission Company, was a speaker. Attendees were able to continue building skills and learning about leadership development, successful social media presence, women's health challenges, networking and career building. Ameren's sponsorship included registration for 20. Attendees included Maureen Borkowski, Susan Davis, Crystal Ward, Mary Swan, Marcia Sheer, Mareka Jones, Chris Chamaoun, Amy Jo Miller, Vickie Harris, Peggy Ladd, Sherry Moschner, Jackie French, Mary Heger, Geralynn Lord, Lynn Barnes, Laura Asher, and J.P. Keating. Three diversity suppliers also attended with Ameren.





**THE 8TH ANNUAL
ST. LOUIS BUSINESS JOURNAL
WOMEN'S CONFERENCE**

www.slbjwomensconference.com

Friday, January 11, 2013 • 7:00 a.m. – 5:00 p.m.

SESSION SCHEDULE

REGISTRATION: 7:00 a.m. – 8:00 a.m. (Midway)

EXHIBITOR BOOTHS: 7:00 a.m. – 5:00 p.m. (Regency Ballroom, Midway, Grand Ballroom Foyer C)

MORNING KEYNOTES: 8:00 a.m. – 9:30 a.m. (Grand Ballroom F)

“A View from the Boardroom: How Great Leaders Lead”

Patricia Sellers, editor at large for Fortune Magazine and co-chair, Fortune Most Powerful Women Summit

Entrepreneurs drive economic recovery—and women are key. While Sellers has spent most of her 26 years at *Fortune* writing about leaders of large companies, her purview is much broader. She has written definitive (and exclusive) cover stories on world-changing entrepreneurs and leaders from across the business spectrum. Sellers talks about the common traits of outstanding business-builders and also explores stories of prominent people who have discovered fresh passion to start new lives after their careers in business.

MORNING BREAKOUT SESSIONS: 9:45 a.m. – 10:45 a.m.

“How Great Leaders Lead” (Grand Ballroom A)

Maureen Borkowski, President & CEO, Ameren Transmission Company

Debra Hollingsworth, Regional Vice President-External Affairs, AT&T-Missouri

Emily Pitts, General Partner, Edward Jones

Patricia Sellers, editor at large for Fortune Magazine and co-chair, Fortune Most Powerful Women Summit (*moderator*)

This session will be an extension of the morning keynote speech where Patricia Sellers will reflect on her comments about women entrepreneurs. After which, she will open the discussion to the session's panel to talk about their career aspirations, leadership principles and the greatest lesson they've learned on the job. This session will offer guidance in roles that women executives can immediately take away and apply in their own careers. Get the advice and learn from some of the best in St. Louis business.

“Building your Business from the Ground Up” (Grand Ballroom B)

Pepe Prince Finn, Chairman & CEO, Stern Brothers & Co.

Cassandra Sanford, Co-founder & CEO, KellyMitchell

Ellen Sherberg, Publisher, St. Louis Business Journal (*moderator*)

Melissa Walker, President & Founder, Graematter Inc.

Getting a business off the ground can be one of the most challenging, yet fulfilling, endeavors of your life and this panel of entrepreneurs will tell you how they did it. From topics like financing to motivation

and cash flow to organized growth, the panel will share their insights of building a business from day one. They will also comment on how their industry has changed over the years and how they have adapted to an evolving marketplace.

“When They Rely on You: Caring for an Aging Parent” (Grand Ballroom C)

Cathy Goetz, pharmacist, St. Luke’s Hospital

Diane Jorgenson, social worker, St. Luke’s Hospital

Suzanne Newman, home health nurse coordinator, St. Luke’s Hospital

Diane Ray, Vice President of Patient Services, St. Luke’s Hospital (*moderator*)

Hana Tepper, MD, internal medicine, St. Luke’s Hospital

One in four people in the U.S. serve as caregivers of a loved one, often an aging parent. If you are one of them or know that responsibility will fall on you some day, you understand what a daunting task it can be. Arm yourself with knowledge about how to best care for your aging parent and you – from medical issues and care coordination to social/emotional concerns and legal aspects.

MORNING BREAKOUT SESSIONS: 11:00 a.m. – 12:00 p.m.

“Building Success Through Social Media” (Grand Ballroom B)

Courtney Frank, Account Director, Fusion Marketing

Danielle Grubbs, Director of Social Media, AVALA Marketing Group

Social media has changed the marketing landscape and is, and will continue to be, vital in the success of any brand plan moving forward. This medium not only helps to establish a brand voice and identity, but also allows interaction with consumers to stay top of mind in every stage of purchasing. In this seminar we will discuss how to set up an effective strategy and educate women on the tools and best practices to utilize to ensure a successful social media presence.

“Selling Despite a Digital World” (Grand Ballroom C)

Greta Schulz, President, Schulz Training

In this age, what do you do when a client says “can you just send us a quote?” Or in a digital world, how do you finalize the sale when the client responds with a “just email me?” These are questions Greta Schulz, president of Schulz Training, will answer during the session along with her tips about building client relationships in an increasingly disconnected world.

“Do This, Not That: Making Sense of Mixed Health Messages & What’s Best for You” (Grand Ballroom A)

Divya Chauhan, MD, family practice, St. Luke’s Hospital

Julie Gould, DO, OB/GYN, St. Luke’s Hospital

Jan Hess, vice president, St. Luke’s Hospital (*moderator*)

Carrie Morrison, MD, breast radiology, St. Luke’s Hospital

Susan Bromberg Schneider, MD, allergy & immunology, St. Luke’s Hospital

Join this interactive panel of women physicians as they discuss the health topics that matter most to women, yet often come with mixed messages. Find out what’s best for you as they sort through the changing recommendations for hot topics like hormone replacement therapy, mammograms and preventive breast health, seasonal, environmental and food allergies, cervical cancer screening and Pap test guidelines, the sometimes vague symptoms of thyroid disorders and more.

LUNCHEON KEYNOTE: 12:00 p.m. – 1:45 p.m. (Grand Ballroom F)

“Overview of Women’s Leadership Today in Business in the US: Opportunities and Solutions for Women in their Careers”

Tiffany Dufu, President, The White House Project

Join us for a look into what Tiffany has learned from the women she trains, and how those women advance their own leadership.

AFTERNOON BREAKOUT SESSION: 3:00 p.m. – 4:00 p.m.

“Coffee Lunch Coffee: A Practical Field Guide to Master Networking” (Grand Ballroom A)

*****Note this particular session begins at 2:30 p.m., and goes until 4:00 p.m.*****

Alana Muller, Master Networker and President, Kauffman FastTrac

This session will enable participants to:

- Identify key connectors presently in their networks

- Consider others in their communities who they wish to add to their relationship bases

- Determine names and types of companies with which they would like to become acquainted

- Outline their “non-negotiables,” e.g., the factors most important in their personal value sets and around which they plan to build their networks and careers.

“Personal Branding Through Strategic Storytelling” (Grand Ballroom C)

Tiffany Dufu, President, The White House Project

A critical key to advancing your leadership is leveraging the art and strategy of storytelling to connect with an audience, raise your visibility, and move people to action. This is how you shape your brand: the conversation people have about you.

“Your Recipe for Better Health” (Grand Ballroom B)

Dawn DuBois, exercise physiologist and certified health coach, St. Luke’s Hospital

Maria Motta, sleep specialist, St. Luke’s Hospital

Darla Wertenberger, director of community outreach, St. Luke’s Hospital (*moderator*)

Gloris Xynos, registered dietitian, St. Luke’s Hospital

We all know we have to eat better and exercise more. But honestly, who has time? Find easier ways to make healthy choices, including quick recipe ideas and nutritious short-cuts from a dietitian; tips on how to get the best bang for your exercise time from an exercise physiologist and certified health coach; and strategies for more restful sleep from a sleep expert.

NETWORKING RECEPTION: 4:00 p.m. – 5:00 p.m. (Regency Ballroom, Midway)