

fool you, he is very competitive, yet easy to be with and doesn't put on airs."

Voss has worked closely with Rainwater for more than 10 years. "The best thing about working with Gary is that he always asks 'what is the right thing to do for the company?'" Voss adds, "He is very performance-driven and cares very much about Ameren's reputation."

When not at the helm at Ameren, Rainwater helps guide more than a dozen civic and professional organizations. He is a board member

of the Edison Electric Institute, the Boy Scouts of Greater St. Louis, the National Association of Manufacturers, the RGCA, Civic Progress, the Missouri Historical Society, the St. Louis USO, the Urban League, and US Bank. And he's vice chair of RCGA's new regional economic development initiative.

Ameren also has a long history of charitable giving and Rainwater points to The United Way campaign as a longstanding company tradition. He chairs the Tree of Lights Campaign and last

year the company and its employees gave almost \$3 million to the United Way through company and employee donations.

Community safety is another important issue at Ameren. The company recently brought back its safety spokesbug,

Louie the Lightning Bug, who was a fixture from 1990 to 1998. Rainwater says Louie is the company's way of educating young children on the importance of safety around power lines and electrical equipment. "Louie and the new gas safety characters—Ernesto and Maurice—help us demonstrate our corporate commitment to customer and employee safety."

Rainwater sums up his vision for Ameren by saying, "We want to be the best utility company in the U.S. We're already one of the best and are gaining ground on the leaders. We pay the best dividend in our industry. We have among the lowest electric rates in the United States. Our customer satisfaction ratings are among the best in our industry. And our power plant environmental emissions are among the lowest in the U.S."

Rainwater says his job is simply to, "keep the lights on and the gas flowing." He jokes, "In this business you want things to be boring. You don't want things to get too exciting." Don't expect to see a "melt-down" from either Rainwater or Ameren Corporation any time soon. ■

## LAURNA GODWIN

Partner

Vector Communications Corp.

## BOOMER Q&A

### Q. How does/will the growing boomer market affect your business?

A. Vector Communications is a public engagement and communications consulting firm. As public engagement specialists, we bring citizens together to discuss and resolve public policy issues in areas such as transportation, parks and recreation, education and healthcare. The growing boomer market appears to be socially conscious and concerned with their community, and we will be more involved in issues affecting them and their neighbors. We are hopeful that the services we offer will have a greater impact on communities as more and more people become involved with what is happening in their neighborhood and work to improve them.

### Q. What do you think about this statement: Age 50 is the new 30?

A. I agree more as I get closer to age 50! Today people are more health conscious and are open to numerous professional experiences instead of just remaining in one field for decades until retirement. The new attitude that each day brings forth numerous opportunities for growth and development has people thinking healthier and living longer.

### Q. How do you stay fit?

A. I stay fit by doing Pilates.

### Q. Were you ever a hippie? Or a yuppie?

A. I definitely was never a hippie. As to whether I am a yuppie, that's hard to say. I am 45-years-old. If a yuppie is a hard working, "middle aged" professional that's trying to better her community, then I am one.



KIGERPHOTO.COM