

## BEFORE

This is the version I received from the client ...

November 2000

Dear CUB Members:

As you know, the Citizens' Utility Board (CUB) is currently having elections for members of the Board of Governors. The individuals signing this letter are all former CUB Board and staff members and we write to you because we are all very impressed with the accomplishments of CUB in the last year. Because of those accomplishments, we are asking you to vote for Carl VanderZanden, who is running for re-election in Congressional District 3. He deserves to return to his seat on the board and continue working with his colleagues representing you.

Almost exactly 16 years ago, Oregon voters created CUB to represent ratepayers of regulated utilities in the state. Until that time, utility consumers had only token representation while the utilities, with its powerful lobbyists, thought they should be able to do whatever they wanted with rates.

Many of us have been a part of CUB since those early days. Others have come along more recently. But no matter when we were active in CUB, it's hard to think of a string of successes that match what CUB has been able to achieve over the last couple of years. Consider:

\* Were you surprised when you opened your phone bill last month and found a credit worth more than \$120? CUB did that and USWest (now Qwest) had to give back a total of \$270 million!

\* Pacific Power filed a rate case about a year ago, proposing to dramatically raise rates by more than 18%. CUB put up a fight and ended up knocking it down by over \$60 million, a mere 2% increase.

\* CUB was a key leader in pushing the Fair and Clean Energy Plan, which protected residential consumers by keeping them under a regulated rate structure in a restructured electricity environment. The plan also created a \$300 million fund that will support energy conservation, low-income weatherization and renewable energy investments over the next 10 years.

\* Spearheaded a grassroots coalition to send Measure 90 to a resounding defeat in November's election, with over 1 million Oregonians voting No. This stopped special interest legislation designed to allow utilities to collect profits on power plants that don't work anymore. And CUB's Trojan settlement brings benefits similar to what could have been achieved even if CUB had won its lawsuit against Portland General Electric.

All told, CUB's achievements in the last two years equal the amount CUB saved consumers in the first five or six years of its existence. And CUB is positioned to keep on protecting consumers over the next years.

So, again, we ask for you to vote for Carl VanderZanden. He has been a board member for the last two years and has been a leader on the board. He has experience in consumer issues and brings his professional work as an organizational development expert to board discussions. He has taken a keen interest in telecommunications issues. Allow him to continue to work with his fellow board members in helping to bring about even more victories for consumers.

Thank you for your consideration. If you have any questions for Carl, please call him at 503-701-4132.

Sincerely,

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## AFTER

This is the revised draft I produced for the client ...

November, 2000

Dear CUB Member:

Were you surprised when you opened your Qwest phone bill last month and found a credit worth more than \$120? That was CUB's work – a refund to ratepayers worth \$270 million statewide.

We'd like to see that trend continue. Each of us has been a member of CUB's staff or Board of Governors at some point in its 16-year history. We're writing today to ask you to vote for Carl VanderZanden -- one of the key reasons for CUB's success.

Carl has been a member of CUB's Board of Governors for the past two years. In that time, he's worked hard for core values we all share: fair rates, better service, and a cleaner environment. Consider the record:

- **Big Money for Consumers.** In the last two years alone, CUB saved consumers \$xx million. That's more than it saved consumers in the first five years of its existence.
- **A Cleaner Environment.** CUB was a key leader in protecting consumers and the environment when Oregon's Legislature deregulated power companies statewide last year. It helped establish a \$300 million fund to support energy conservation, low-income weatherization and renewable energy investments for the next 10 years.
- **No Power, No Profits.** This month, over a million Oregonians voted "No!" on Measure 90. The measure would've allowed utilities to collect profits on power plants that were no longer in service. CUB led the grassroots coalition that sent the measure down in flames.

Carl played a part in each of these victories. He's demonstrated strong leadership, especially in telecommunications policy. His experience in consumer issues and expertise in organizational development have been invaluable to the Board. In short, he's done an excellent job representing ratepayers in Congressional District 3 -- and thousands of other utility ratepayers statewide.

We think Carl is bad news for greedy utilities -- and good news for CUB's members. Please join us in voting for him – and for more fair rates, better service, and a cleaner environment. (Make sure your ballot is in by XXXX!)

Sincerely,

P.S. Look for your ballot in the next issue of The Bear Facts. If you have any questions for Carl, please call him at 503-701-4132.