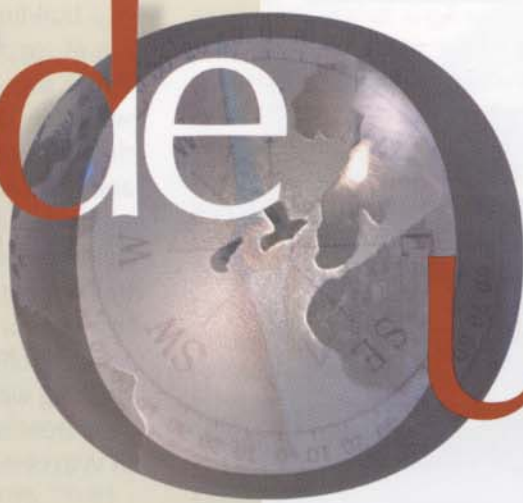


# Inside



Volume 3 ■ Issue 4 ■ 2

# ur world

The impact of technology and innovation on our lives is undeniable. From computer and Internet technology, telecommunications, DVDs and video technology to automotive and household inventions, our lives are constantly being updated with new products that bring more information to us faster and generally help to make us more mobile, productive and efficient.

At Alliant Energy, much is happening in terms of innovation and technological advances on all levels of the

## Technology and innovation

corporate landscape. From power generation and Energy Delivery on the customer and distribution sides, to Alliant Energy Services' diversified operations, Corporate Services, and the upcoming E-business and Enterprise Resource Planning (ERP) initiatives, the company is evolving and changing. Why? Because the utility industry is in a changing environment. It will change even more when deregulation of the industry happens, sooner or later, giving customers choice.

In fact, there is so much happening in terms of technology and innovation at Alliant Energy that we will have to show it to you in two issues. This issue of *inside our world* is Part One, and will feature initiatives that are taking place in power generation and the customer side of Energy Delivery. In addition, there are some recollections and thoughts on Alliant Energy's place in a changing environment by retired Alliant Energy Board Chairman Lee Liu.



## Paving the

### Fly ash a "foundation" for our role as a national leader

What do the Rock and Roll Hall of Fame in Cleveland, The Mall of America in the Twin Cities and the Monona Terrace Convention Center in Madison all have in common?

Each of these buildings contains Alliant Energy fly ash in the concrete that was used to construct them.

Alliant Energy is a national leader in discovering alternative uses for coal-combustion by-products, finding beneficial reuses for more than 80 percent of its coal by-products. The national average is around 30 percent.

Fly ash is a fine talcum powder-like product that is left after coal is burned, which is different than the heavier sand-like bottom ash that falls out of the bottom of the boiler when coal is burned at coal-fired generating stations. The major use for fly ash in Wisconsin and Iowa is in the ready-mix manufacture of concrete – whether it is for use in buildings or highway construction, according to **Randy Pollek**, by-product specialist in the Fossil Fuel



crete used in a silo at the