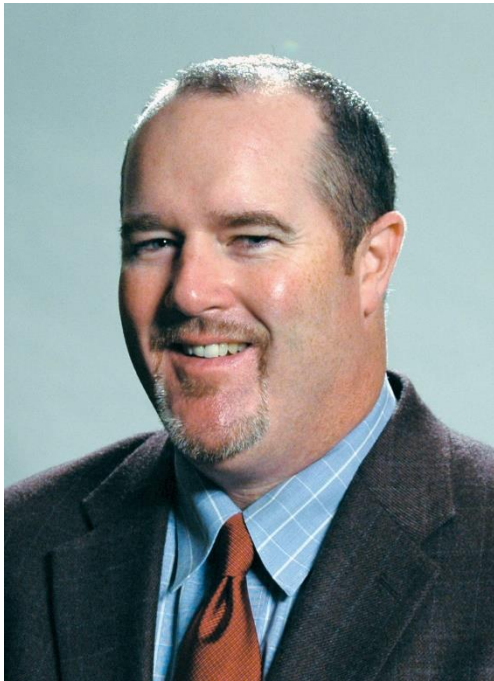
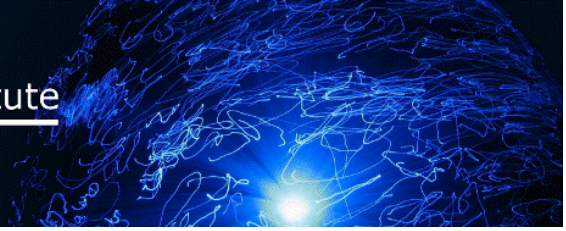




Wisconsin Public Utility Institute



Rob Crain, Manager – Regulatory Affairs, Alliant Energy

Rob Crain has served in a variety of roles for Alliant Energy, since joining the company in 2007. In his current role, as Manager - Regulatory Affairs, Rob assists with the development of regulatory policy and strategy on behalf of the company and its Wisconsin customers. Prior to his time in the regulatory role, Rob served various external relations functions at Alliant Energy, including Customer Relations, Economic Development, and Corporate Communications. He holds a BA from UW-Madison ('93).

Prior to his time in the utility sector, Rob spent 15 years in the broadcast news industry, culminating with stints as News Director in both the Wausau and Madison television markets. Rob actively volunteers as a member of various Boards and Committees in the Madison area, including the Madison Area Sports Commission, the Greater Madison

Convention and Visitors Bureau's Community Relations Committee, and the Madison Edgewood Athletic Association. He lives in Sun Prairie, with his wife and three children.