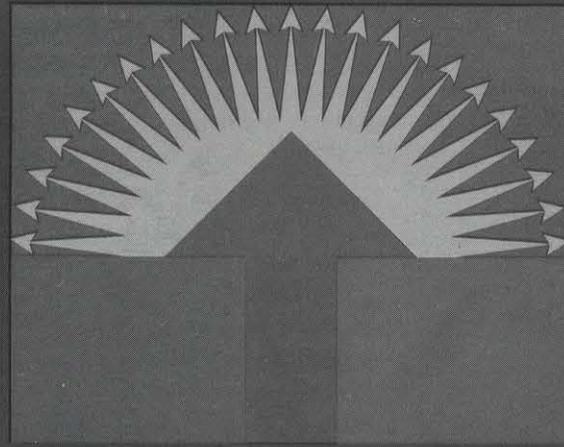


Illuminator

JANUARY 1995

NEW



DIRECTIONS

OUR OBJECTIVES

- 1 PROVIDE A SAFE WORK ENVIRONMENT
- 2 PROVIDE LOW COST ELECTRIC SERVICE
- 3 PROVIDE RELIABLE ELECTRIC SERVICE

AEP
APPALACHIAN
POWER

- 4 CONSISTENTLY EARN A REASONABLE RETURN FOR INVESTORS
- 5 ACHIEVE A REPUTATION AS A COMPANY RESPONSIVE TO ITS CUSTOMERS' NEEDS

- 6 MAINTAIN A WELL QUALIFIED, MOTIVATED, AND PRODUCTIVE WORK FORCE
- 7 PROVIDE APPROPRIATE ADVANCEMENT OPPORTUNITIES, BASED UPON DEMONSTRATED ABILITY, IN ORDER TO DEVELOP A WELL TRAINED AND DIVERSE WORK FORCE

- 8 OPERATE AS A RESPONSIBLE ENVIRONMENTAL CITIZEN
- 9 OPERATE AS A MARKET DRIVEN COMPANY
- 10 IMPROVE QUALITY OF LIFE IN COMMUNITIES WE SERVE

OUR OBJECTIVES

AEP
APPALACHIAN
POWER

OUR MISSION

Our mission shall be the employment and development of a dedicated, diverse work force to safely provide reliable, low cost electric service in a customer-focused and environmentally acceptable manner...to foster economic development...to improve the quality of life in the communities we serve...and to provide a reasonable financial return for our investors

THE INSIDE STORY

Illuminator

Vol. 46, No. 4, January 1995

Published for the employees of



Editorial Office:
PUBLIC AFFAIRS DEPARTMENT
Appalachian Power Company
P. O. Box 2021
Roanoke, Virginia 24022

Articles may be reprinted with proper attribution.
We are equal opportunity employers.

EDITORIAL STAFF

C. Wayne Hasty, APR
public affairs director

B. Don Johnson, APR
public affairs information manager

Betty Lou Carter
editor of publications

ASSOCIATE EDITORS

Bill Roeser
Abingdon

Tom Cloer
John Amos

Dana Perry
Beckley

Karen Simmons
Bluefield

Metzel Turley
Central Machine Shop

Debbie Carder
Centralized Plant Maintenance

Charlie Bias
Charleston

Chuck Perdue
Clinch River

Earl Smith
General Office

Randy Nicewonder
Glen Lyn

Barbara Collins
Huntington

Audra Pauley
Kanawha River

Leta Dingus
Kingsport

Raamie Barker
Logan-Williamson

Mel Wilson
Lynchburg

Janice Adkins
Mountaineer

Glenda Wohlford
Pulaski

Vickie Ratcliff
Roanoke

Jill LaValley
Philip Sporn

Benefits

- 3 Medical, Vacation Plans Change, Pilot Legal Plan Introduced

Community Involvement

- 13 Bluefield Customer Services Employees Donate Funds To Leukemia Victim
Logan-Williamson Division Assists Mingo County Solid Waste Authority
APCo Donates Christiansburg Office To New River Community College
Bluefield Supplies Wood Chips For Arena

Features

- 4 Appalachian President Joe Viperman Shares A Look Into The Future
- 6 Preliminary Results Of AEP Survey Show Employee Support For New Directions
- 8 Nashes Helped Light Up A Nation
- 10 1994: An Exceptional Year For Safety
- 11 Missionary Work Takes Thompson To Caribbean Island Paradise

News

- 7 Social Security, Medicare Changes Effective January 1
Tax-Free Educational Assistance Provision Expires
ABMS Pilot Locations Announced
- 24 Appalachian Power's 1994 OIP Savings Exceed \$6.3 Million

Power People

- 14 Retirements
- 16 Promotions
- 18 Who's News
- 21 Weddings & Births
- 22 Service Anniversaries

About the cover:

This month's cover lists Appalachian Power Company's 10 Mission objectives, focusing on new directions the company is taking in a changing business environment.



BENEFITS

Medical, Vacation Plans Change, Pilot Legal Plan Introduced

Effective January 1, 1995, AEP's prescription drug benefits have been changed and simplified and the vacation schedule for operating company employees not represented by a union has been improved. Also, a legal services plan will be made available to Service Corporation employees on a pilot basis beginning March 1.

Prescription Drugs

Deductibles and out-of-pocket maximums are no longer part of the prescription drug benefits provided in AEP's Comprehensive Medical Plan. Participants pay a flat dollar copayment for prescriptions purchased through the PAID Prescriptions retail network or the National Rx Services mail order program. As before, there are no claim forms to file.

When using the retail network, participants show their PAID Prescriptions ID card and pay a flat copayment for up to a 30-day supply of medication — \$5 for a generic drug and \$15 for a brand-name drug. If they choose a brand-name drug when a generic is available and allowed by their physician, they pay \$15 plus the difference between the brand and the generic retail price.

When using the National Rx Services mail order program, participants may order a 90-day supply of medication for the same copayments that apply to the retail network.

Participants are encouraged to use mail order when a drug is necessary over an extended period of time.

Participants should continue using their current PAID Prescriptions ID card for retail purchases. Because of new negotiated discounts, a small number of pharmacies have elected not to participate in the PAID Prescriptions network. To check whether a pharmacy is participating, call the



prescription drug customer service number 1-800-841-3045. Hours are Monday through Friday, 8 a.m. to 12 midnight, and Saturday, 8 a.m. to 6 p.m., EST.

Pre-addressed mail order envelopes and patient profile questionnaires are available in Human Resources. Payment for mail order drugs can be made by personal check or credit card. Prescriptions will be sent in confidential packages via U.S.

mail or UPS and participants should allow at least 14 days for delivery. If a prescription order allows refills, a refill form will be included with the first order.

A Preferred Prescriptions Formulary is also available. A formulary is a list of commonly prescribed medications preferred by medical professionals for their effectiveness and cost. To be included on the list, a drug must meet standards of

approval set by a committee of medical professionals. Participants are encouraged to share the formulary with their doctors before medications are prescribed. When formulary medications are used, AEP's Comprehensive Medical Plan saves on prescription drug costs.

Vacations

Beginning January 1, operating company employees not represented by a union are eligible for three weeks of vacation after five years of service, rather than seven years of service.

Group Legal Plan

The Hyatt Group Legal Plan, which offers access to a national network of attorneys, will be made available to full-time Service Corporation employees on a pilot basis beginning March 1. If the pilot is successful, the

plan will be extended to other System locations at a later date.

When Plan members require legal services, they may call a Hyatt customer service representative who will confirm eligibility and determine whether the requested services are covered. Hyatt will then provide a referral to the nearest or most appropriate network attorney along with an authorization number to receive services. Covered services provided by a network attorney are covered at 100 percent. Hyatt will also reimburse covered services provided by a non-network attorney based on a fee schedule available in Human Resources.

Employee contributions for coverage are made monthly by after-tax payroll deductions. Unmarried employees with no dependents pay \$6.95, employees with one dependent pay \$14.25, and employees with two or more dependents pay \$16.75.

Hyatt customer service representatives are available prior to enrollment to answer questions about how the Plan works, which attorneys in that locality are in the network, and what constitutes covered and non-covered services.

A Hyatt Legal Services brochure and enrollment form will be provided to Service Corporation employees later this month. □

Appalachian President Joe Vipperman Shares A LOOK INTO THE FUTURE

In his annual videotape message to employees, which has been shown throughout the company in early January, Appalachian Power President Joe Vipperman reemphasized the importance of the Mission Project not only to the company but to employees as well.

The company president pointed out there were two reasons for the Mission Project, which concluded in December. First, employees have indicated they want to know where the company is going; second, the competition that is coming to the electric utility industry.

As an example of Appalachian's competition on the wholesale level, Vipperman noted that the Blue Ridge Power Agency, which represents the company's municipal customers in Virginia, has opted to purchase 40 megawatts of power from Public Service Indiana — power which was previously purchased from Appalachian. The Agency also is considering bidding an additional 19 megawatts; and, at the end of their current contract, may bid the entire amount of power currently supplied by Appalachian.

On the retail level, Vipperman revealed that Louisville Gas & Electric has had discussions with some of Appalachian's major industrial customers, including the DuPont Company. So far these discussions have not led to any loss of the company's load.

Another of Appalachian's customers, Union Carbide Corporation in West Virginia, already generates part of its own electricity needs and may possibly generate even more.

Commending the Mission teams for their diligent work, Vipperman commented that they have done an excellent job over the past seven months in examining every aspect of the company.

Vipperman pointed out that the Phase I employee teams not only helped revise Appalachian's mission statement but came up with 10 objectives which, if reached, means "we will accomplish our mission and we will stay competitive."

The Phase II employee teams looked at whether or not Appalachian is organized and is allocating its resources in a way that would help meet the objectives. Some team recommendations for organizational and other changes will be implemented.

Vipperman pointed out that "Our Mission Project approach and our expected results are Appalachian specific. We didn't take a 'cookie cutter' approach." He described Appalachian's new structure as being hybrid. "It will consist of areas and our existing nine divisions with some activities at regional

and state levels and, as appropriate, some continuing to be centralized in the General Office."

According to the president, a hybrid organization best suits Appalachian because its service area covers 19,000 square miles and its customer base is relatively sparse with the exception of a few large cities. "It is important that employees be located where the work is located in order to minimize travel time to the extent possible," he said. "Building blocks will be the areas and nine current divisions with certain functions on a regional and state basis where it makes sense to do so." Examples include certain human resources activities, environmental, station and transmission, and the company's new Key Account Marketing Program (KAMP). Spans of supervisory oversight will be increased and, as appropriate, reporting chains and approval levels pushed further down in the organization to where the work is done.

Vipperman reiterated the company's 10 Mission objectives and outlined some of the more important steps that will be taken to reach the goal for each objective. These include:

Objective I: Provide safe work environment

Goal: Be best safety program among comparable neighboring companies

Actions:

- Improve safety training
- Increase safety administrative and training staff
- Update safety videotapes and other resources
- Strengthen enforcement of safety rules

Objective II: Provide low-cost electric service

Goal: Be 15% below competitors

Actions:

- Implement regional transmission organization
- Implement regional station organization
- Optimize inventory levels and improve methods of material distribution
- Develop strategic alliances with vendors
- Modify processes to streamline work whenever possible

Objective III: Provide reliable electric service

Goal: Average one interruption per year for two hours per year

Actions:

- Movement to a 5-year right-of-way clearing and maintenance cycle

- Installation of automatic and manual sectionalizing devices
- Improvement of material and equipment quality assurance programs
- Establish a power quality team

Objective IV: Consistently earn a reasonable rate of return for investors

Goal: 12.2% in 1995

- Actions:
- Improve company's capabilities to determine customer and product specific profitability
 - Implement more effective cost management systems
 - Implement value-added activities to retain existing wholesale customers
 - Implement marketing and customer support strategies to maintain modest residential and commercial annual customer growth
 - Apply improved cost/benefit methodologies to evaluate major expenditures

Objective V: Achieve a reputation as a company responsive to its customers' needs

Goal: Have lowest customer complaints and highest customer approval rating

- Actions:
- Provide internal and external customer relations training to most employees
 - Implement an expedited customer complaint resolution process
 - Deploy new technology, such as Interactive Voice Response (IVR) and Trouble Entry Reporting System (TERS) to enhance customer service company-wide
 - Implement Rapid Response Plan (RRP) company-wide to achieve quicker installation of new services

Objective VI: Maintain a well qualified, motivated, and productive work force

Goal: Use various measures to assess results

- Actions:
- Reorganize the human resources function to provide greater emphasis on safety, training, and employee relations
 - Streamline the very important Employee Involvement Process (EIP)
 - Centralize the field compensation and benefits administration in two geographic offices — one each in Virginia and West Virginia
 - Recruit the best qualified available candidates

- Adopt effective revisions to employee hiring, needs assessment, training, and retention practices

Objective VII: Provide appropriate advancement opportunities, based upon demonstrated ability, in order to develop a well trained and diverse work force

Goal: Use various measures to achieve quantitative and qualitative performance

- Actions:
- Conduct ongoing employee training needs assessments
 - Provide improved facilities for centralized training and new technology for decentralized training
 - Provide a curriculum of training and individual training profiles to enhance job effectiveness of all employees
 - Provide a means to encourage the company's non-physical work force to have, at minimum, basic computer literacy
 - Conduct diversity awareness informational programs for all employees

Objective VIII: Operate as a responsible environmental citizen

Goal: Use government inspectors and public perception to measure results

- Actions:
- Provide additional environmental staff for operating facilities
 - Retrofit environmentally sensitive stations with secondary oil containment
 - Institute recycling and waste minimization at each facility

Objective IX: Operate as a market driven company

Goal: Load growth and area job creation used to measure progress

- Actions:
- Create a strategic planning process for use of information technology throughout the company
 - Enhance economic development efforts and implement KAMP strategies to obtain an industrial sales growth rate greater than the 2% historical level

(continued on page 12)

Preliminary Results Of AEP Survey Show EMPLOYEE SUPPORT FOR NEW DIRECTIONS

Preliminary results of the recently conducted AEP System employee survey show that employees believe the System needs to change the way it does business in order to meet the challenges of an increasingly competitive environment.

System employees also voiced strong support for AEP's newly adopted vision statement, goals and enabling characteristics, noting that the company's New Directions can be beneficial for customers, shareowners and employees alike.

"We are very delighted with the enthusiastic response we've received to the survey," said E. Linn Draper Jr., AEP chairman, president and chief executive officer. "Although we are still in the process of analyzing the results, a number of general themes have emerged from these responses," Draper said.

"On average, over 80 percent of the employees responding to the survey said they understand the company's new vision statement, goals and enabling characteristics, agree with them, and believe they are worth achieving. But fewer employees thought the company is doing an excellent job to date of achieving the goals and enabling characteristics. Fifty-one percent agreed that the company is doing an excellent job of environmental leadership, while only 19 percent agreed that the company is currently doing an excellent job of employee development. The

responses indicate that we clearly have a lot of work ahead of us in order to achieve these goals, but that's understandable in light of the fact that these goals were just recently developed."

Particularly gratifying, Draper said, was the fact that 3,000 employees wrote additional remarks or comments in the space provided at the end of the survey form. Six common themes have emerged from the write-in comments.

The response most frequently seen in the write-in comments was, "New

"More timely, honest communication is needed all around," was the third most common response from the write-in comments.

"We must focus on our customers," "Morale has been depressed by the job eliminations from restructuring," and "Training and career development need to be addressed," were the other commonly expressed viewpoints.

Employees expressed a desire for more information about the changes taking place in the electric utility industry,

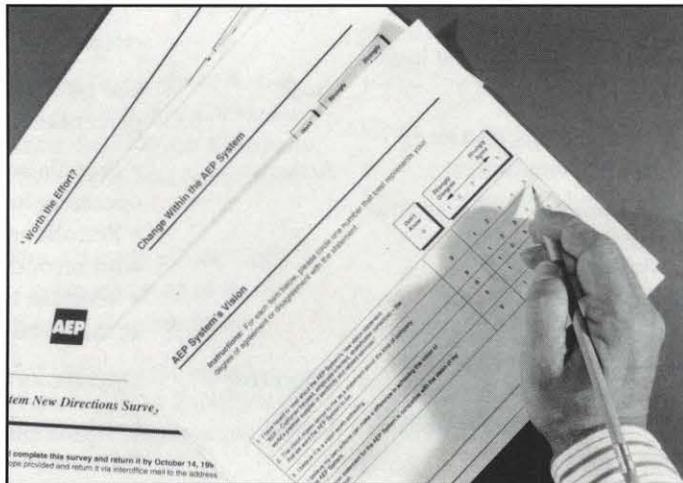
very important element of our New Directions," Draper indicated. "We need to understand employees' views and communicate effectively with employees to make these changes happen. And we will be sharing the final results of the survey with employees Systemwide once all the analyses and tabulations are complete.

"The employee survey is going to help us to know what information employees need and the best way of getting that information to employees. It will also give us a starting point against which we can measure our progress as we go forward.

"At this point, I want to thank each and every employee who participated in the survey," Draper concluded.

The results of the employee survey — in addition to the work of the AEP Strategic Planning Team, the Policy Development Task Force, the Culture Task Force, and the AEP Executive Program for participants in last July's Leadership Summit — will be used to help the AEP System develop its plan to meet this new era of heightened competition.

The next step is to bring together the recommendations and the strategies from each of these groups and activities. After that, AEP's senior management will begin putting together a plan or overall strategy that outlines how the System makes the transition to a competitive environment. □



More than 55 percent of the AEP System's employees — 11,300 out of nearly 20,000 — participated in the recent employee survey.

Directions is the way for success — we must address the marketplace."

The second most frequently expressed theme in the write-in comments was: "AEP is a top-down organization. AEP senior management needs to show commitment and follow through for results."

and for more information about the implications that changes in the industry have for the AEP System. They indicated that, of all the various communication channels available, they prefer to receive company information from their immediate supervisor.

"The employee survey is a

NEWS

Social Security, Medicare Changes Effective January 1

All Social Security recipients will receive a 2.8 percent cost-of-living increase this month — only slightly higher than last year's 2.6 percent raise. This year's figure is based on an increase in the Consumer Price Index from the third quarter of 1993 to the third quarter of 1994.

The maximum monthly Social Security benefit for a person retiring at age 65 in 1995 is \$1,199, up from \$1,147 in 1994.

The 1995 wage base subject to Social Security taxes is increasing to \$61,200, up from the 1994 amount of \$60,600. That means an employee will be taxed on the first \$61,200 of earnings, with no tax on earnings exceeding that amount. The Social Security tax rate remains at 6.2 percent in 1995.

A separate, higher wage base for Medicare purposes was created by the Omnibus Budget Reconciliation Act of 1990. As part of the Omnibus Budget Reconciliation Act of 1993, Congress removed the wage base limit and extended the 1.45 percent Medicare tax to all earnings.

Consequently, an employee who earns \$61,200 in 1995 will pay \$4,681.80 in Social Security and Medicare taxes during the year (\$61,200 x 7.65 percent). Each employee's Social Security and Medicare taxes are matched by equal payments from the company.

In 1995, Social Security recipients who are 65 through 69 are permitted to earn \$11,280 from a job with no reduction in benefits, up from \$11,160 in 1994. Recipients under age 65 are allowed to earn \$8,160 in 1995 without benefit reductions, an increase from \$8,040 in 1994. There are no earnings limitations for those 70 and over.

Medicare changes for 1995 include an increase in the Medicare Part B monthly premium for medical expenses, from \$41.10 to \$46.10. □

Tax-Free Educational Assistance Provision Expires

Appalachian and Kingsport Power employees taking advantage of their companies' educational assistance program may find themselves with an additional tax bill this year. The provision of the federal income tax law permitting employers to pay tax-free educational assistance benefits to employees expired December 31, 1994.

Congress failed to renew the tax-free provision, and it will be at least next fall before there is a chance for the passage of any such provision. Then it may not be retroactive to December 31. Therefore, educational assistance benefits paid on or after January 1, 1995, will be subject to the withholding of social security, medicare, and federal, state, and local income taxes.

Legislation in 1995 will be closely monitored to see if there is any change in the taxable status of educational assistance benefits. If so, employees will be advised and the companies will make the appropriate change, including tax refunds if applicable. □

ABMS Pilot Locations Announced

AEP's Activity Based Management System (ABMS) project team has announced the locations where the ABMS planning and budgeting process will be implemented on a pilot basis in 1995.

Pilot sites for the ABMS planning and budgeting process will be Kentucky Power Company (the general office, divisions, and Big Sandy Plant); Indiana Michigan Power Company's Donald C. Cook Nuclear Plant; the AEP Service Corporation's T&D Services, Controller's and Nuclear Generation departments; and the segment of the Service Corporation's Fossil and Hydro Generation Department that provides support to Kentucky Power's Big Sandy Plant.

ABMS is defined as a "best practice" financial management and planning and budgeting method, using a PC network-based system which will drive and support strategic cost management and decision making.

Appalachian Power's ABMS project coordinator is Tom Mitchell. Kingsport Power's coordinator is Mark Williams. □

NASHES HELPED LIGHT UP A NATION

On February 23, 1945, John F. Nash, Sr., Bluefield Division chief electrical engineer, and John F. Nash, Jr., submitted an article to an electrical engineering trade publication that was published five months later. With a simple mathematical equation that was easily verified by the precise data collected painstakingly by his father, 16-year-old John Jr. revolutionized the understanding of catenary formulas.

In the process, Nash provided electrical engineers with the single most important tool in history to carry energy via transmission lines from the point of generation to the customer.

When you flip an electric switch, the power to illuminate your home, cook your meals, and run your television set got there because of a simple mathematical principle discovered by Dr. John F. Nash Jr., the 1994 Nobel prize winner in economics.

In the early 1920s, the senior Nash came to Bluefield to start his career as an electrical engineer with the fledgling Appalachian Power Company.

At about the same time that Nash moved to Bluefield from Texas, the American Gas and Electric Company started acquiring small companies in southern West Virginia and southwestern Virginia. On March 4, 1926, AGE consolidated 13 of the companies and formed Appalachian Electric Power.

Immediately the new

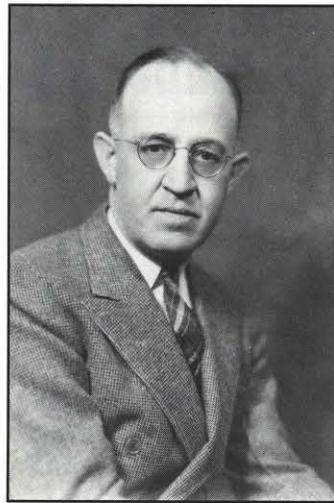
company set out on an aggressive program of building transmission lines through the unforgiving mountainous terrain, across rivers and over Norfolk & Western tracks to serve a coal industry that was fueling America's industrial revolution. Central to the new company's mission was a policy devoted to providing electrical service to every customer within its service area.

In a perfect world, stringing transmission cables from tower to tower would have been an easy task. However, with the variables of temperature, wind, terrain, and the weight of the cables themselves, building power transmission lines was, at best, guesswork.

Although the science of catenary formulas had been around since the time of the third century B. C. Greek mathematician Euclid, the "father of geometry," there was little reason to study the effects of a strand of rope or cable suspended between two points. However, that changed dramatically with the advent of the age of electricity at the start of the 20th Century.

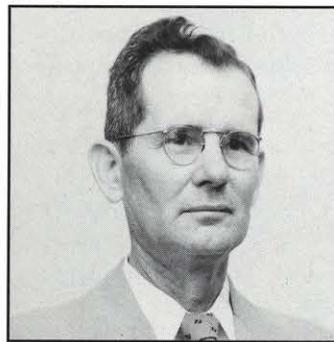
An electrical engineer named James S. Martin published a set of tables using catenary curves to simplify calculations of the "sag gap" between towers. But along with being difficult to use, they were based more on experience — trial and error — than on precise mathematical computations.

The senior Nash was charged



Nash Sr.

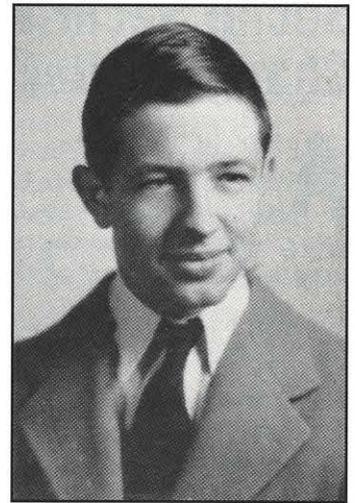
with the assignment of getting power to all of the company's customers regardless of the mountains that surrounded them or the ever-changing weather extremes.



Kidd

"That was what he was working on when I went to work for Appalachian," said William Kidd, retired Bluefield superintendent of T&D. "We had a whole book of sag charts we worked from. I'm not familiar with catenary curves, although I knew they were parabolic. But that's what we worked on.

"There were a lot of lines built before those charts came along, but they were unde-



Nash Jr.

pendable," Kidd said. "Those charts Mr. Nash had made mass producing transmission cables possible. He always told me that his son John helped him with the mathematics."

"What the Nashes discovered were the variables in the equations and came up with the tables," said Joe Hall, engineer senior, GO T&D Civil Engineering, Roanoke. "Nobody uses the tables anymore. They became obsolete in the '60s with the widespread use of computers. But we all use the math.

"Without the math, and the more sophisticated construction techniques, we'd never be able to supply the kind of dependable energy that supplies modern society," he added. "The tools we use are new, but the technique described in the article is the same."

Hall happened on a copy of the article at Logan in 1980 while on his first assignment for Appalachian after graduat-



In the 1920s, oxen carried steel used in the construction of transmission towers up the mountainsides.

ing from West Virginia Tech. “I’ve hung on to the thing for 14 years because it’s still a good teaching tool,” he said. “I do a lot of training now for young engineers. They don’t learn this in school so having the logic behind the math explained so clearly all in one place comes in handy.”

Catenary itself “is almost like a lost art,” Hall said. “There’s nothing really in writing available. There hasn’t been a whole lot done on it. Most of the writing is very old.”

Hall said Martin’s methods — based on observation — are hard to calculate and “is not something that can be easily translated to computers. It’s generally not used.” And while Nash Sr.’s charts were worldwide industry standards for a couple decades, it is Nash Jr.’s computations that survive. “We use the theory.”

“The working formulas used by the writers require only simple arithmetical calculations which can be handled by clerical personnel usually

available in the engineering office,” the Nashes wrote. “The calculations are not laborious and can be easily checked.

“The writers’ method not only develops the sags, tensions, and conductor lengths for the various final and initial conditions of the design span (basic or ruling span) but also similar data for span lengths other than the ruling span.”

The Nashes went on to state that the formula can be applied to determine sag and tension relations in any cable, including copper, steel, or even composite cables.

Nash Jr.’s discovery did not go unnoticed. At the time the paper was submitted for publication, he was in his senior year at Beaver. He also was taking 18 hours of college-level courses in math and English at Bluefield College. In the same month that the Nashes made their findings known, the Westinghouse Scholarship Founda-

tion contacted the BC registrar for his college transcripts.

That summer, after marching to the strains of ‘Pomp and Circumstance’ with his classmates at Beaver, Nash went to Pittsburgh to attend the Carnegie Institute of Technology. The announcement that he was one of ten winners of the George Westinghouse Scholarship was published in the July 1945 edition of *Uncle App’s News*, a forerunner of *The Illuminator*.

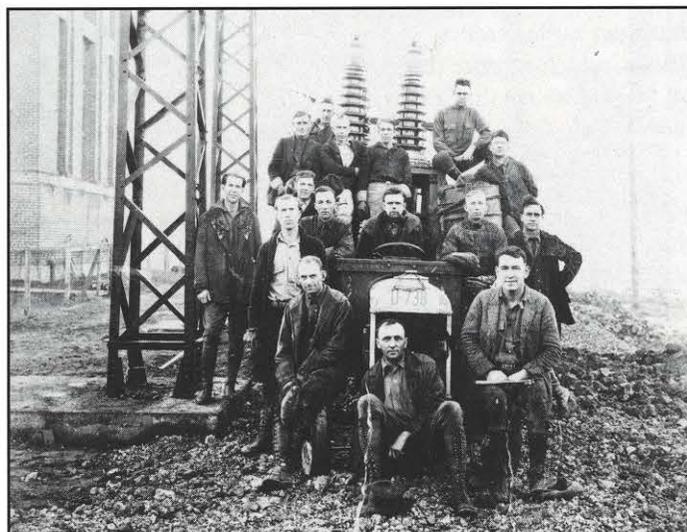
Yet, the mathematical formula Nash presented 50 years ago has been passed on from generation to generation among electrical engineers like a secret handshake or sign to gain entry into an elite professional society. At this point in history, few remember the origin of the formula, but they use it because it works.

When the neon lights burst forth in colorful splendor over the gambling casinos of Nevada . . . when the New York City skyline sparkles with the lights from a thou-

sand million windows in buildings so tall they almost touch the stars . . . when a person reads this article, seated in an easy chair beneath the light of a 60-watt bulb, the power to do all those things got there, in part, through the genius of the 16-year-old son of a former Appalachian Power employee.

Nash’s 1994 Nobel prize was for work he did in 1950 on his doctoral thesis at Princeton University. His work was in “games theory” — distinguishing between cooperative and noncooperative games. He developed an equilibrium concept for non-cooperative games that is now known as “Nash’s Equilibrium.” Seized by economists over the past 15 years as a new way of understanding strategic market and corporate interactions, Nash’s Equilibrium concept has also been applied to other areas of study. □

Adapted with permission from articles by Bill Archer, Bluefield (W. Va.) Daily Telegraph.



A Bluefield Division line crew in the early days of Appalachian Power.

1994: AN EXCEPTIONAL YEAR FOR SAFETY

From a safety standpoint, 1994 was an exceptional year for Appalachian Power Company reported Safety Manager Doug Forbes.

"In terms of raw numbers, this is the second best year in the history of the company," Forbes said. "We had ten disabling injuries in 1994 compared to 18 the year before." (The best year was 1991 with eight injuries.)

Forbes continued, "We still have room for improvement, particularly in the area of Occupational Safety and Health Administration (OSHA) recordable accidents. If we reduce recordable injuries by just one percent, then we have prevented more than 55 accidents in a single year."

From a driving standpoint, Forbes noted, "Appalachian's record is the best in the AEP System, but we certainly are not in line with the Southeastern Electric Exchange (SEE) companies. We have a frequency rate of 5.34 accidents per million miles driven, which is more than 50 percent above the SEE rate."

He added, "That preventable accidents account for more than 50 percent of our total accidents is a reflection on our driving. Of the total 154 motor vehicle accidents in 1994, 82 were classified as preventable. This means our drivers did not do everything reasonable to prevent the accidents." However, the 5.34 frequency rate is an improvement over the 1993 rate of 6.12.



Roanoke T&D Superintendent Jesse Aird, left, and Appalachian Safety Manager Doug Forbes make a safety inspection on a company vehicle.

Forbes continued, "Our problem with driving is not so much a lack of skill as a lack of alertness. The National Safety Council is developing a new driver training program, which we will look at as soon as it is available."

According to Forbes, "Chance and chance alone determines the severity of an accident once it occurs so we need to emphasize preventing all accidents — not just disabling injuries."

Forbes pointed out that all accidents are investigated by a committee appointed by management. In the case of severe or potentially serious accidents, the committee is appointed by the company president, Joe Vipperman.

He added, "By reducing the recordable rate from 6.13 in 1993 to 5.54 through November 1994, we have shown that accidents can be prevented. Our goal for 1995 is to continue this reduction, and we plan to implement a program similar to 'Finish With A Flourish' to continue

to emphasize our total accident prevention efforts." Finish With A Flourish is a lottery conducted within each of the 132 groups in the company which work a calendar month without a recordable injury. The lottery winners received a \$20 gift certificate from Sears.

Forbes attributes the improved safety record in 1994 to increased employee involvement. Nonexempt employees are now included on accident investigation committees, on safety audits conducted by teams from the GO Human Resources Safety Section, and also on internal audit teams in both divisions and plants.

"An extremely important part of employees' perception of our safety program is visible upper management support," Forbes said. "Even the president participates in local safety meetings from time to time."

Also in 1994, the Safety Section conducted 46 sessions across the company

to present the OSHA maintenance standard to supervision and hourly employees who are stepped up in all divisions, plants, and the General Office.

Forbes reported that the Safety Section presented basic safety training for 62 first line supervisors last year.

Additionally in 1994, a different location was spotlighted each month in *Safety Facts and Figures*. "This gave each location an opportunity to brag on its safety program and accomplishments," Forbes said. "Many of our locations have accomplished long running safety records, which we believe are self-perpetuating. Recognition of such accomplishments is very important."

Forbes noted that the implementation of a new OSHA materials standard will have more impact on the operation of electric utilities than all other previous OSHA standards. "This new standard addresses the activities of electric utilities either by specific standard or reference to other standards," he said.

Forbes concluded, "Our safety program is only as good as our 5,052 individual employees want to make it. Each one is personally responsible to make it happen. It is evident that our employees are applying the principles of accident prevention to each of their jobs."

The slogan for Appalachian's 1995 safety program is "Safety: Alive in '95." □

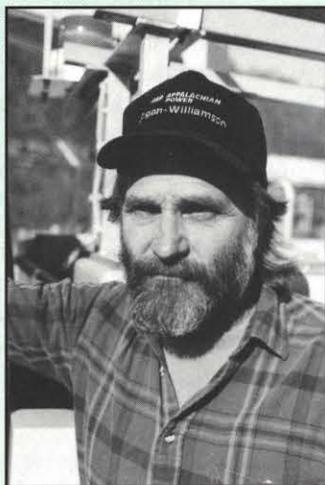
Missionary Work Takes Thompson To CARIBBEAN ISLAND PARADISE

When he's not troubleshooting problems in the Madison area of Logan-Williamson Division, you can find Area Servicer Jerry Thompson busy supporting the work of the Danville (W. Va.) Bible Baptist Church.

Last summer found Jerry in an exotic, tropical port of call — an island off the coast of Grenada. Chaperoning a youth group's missionary visit to Carriacou, he accompanied 15 teens and five other adults on a 10-day summer Bible School program.

"It's a beautiful place; but, aside from that, there's really not all that much there," said Jerry, who had two sons in the group. "The kids raised their own money and made the commitment to go. We even had to carry our own food down there in suitcases because there's just not that much you can buy on the island. And we didn't want to be a burden to the missionary, Walter Robinson, or his family. We had to be prepared to take care of ourselves." Girls making the trip got to sleep inside the Robinson home while the boys had to sleep outside on the porch or in hammocks. They washed their clothes in an outdoor basin.

It wasn't all inconvenience, however, because there were opportunities to go



Madison Area Servicer Jerry Thompson chaperoned his church's youth group on a missionary visit to Carriacou.

swimming in the beautiful Caribbean surf or go snorkeling off a nearby coral reef.

Once settled in Robinson's home, the youth blanketed the island, distributing leaflets announcing the Bible School. Each evening they would offer lessons and lead native youngsters in activities and singing. A normal evening would also include games, refreshments, and Bible verses. Some youngsters received gifts the young missionaries brought with them from the United States. "They especially liked getting pencils," Jerry said. He continued, "Attendance was unbelievable. We started with about 80 kids the first night; and, by the end, attendance was over 200." Most walked to the nightly school but some

rode bicycles. The school's location is a mile away from the missionary's home, and many youngsters would walk the dirt and gravel roads with the W. Va. youth. With some of the natives walking four to five miles each day to attend the school, many barefooted, Jerry said it was a sobering lesson for the youth in his group, who sometimes may take the blessings of living in the U. S. for granted. "The playground was dirty and rocky; they had tough feet," Jerry said. "I just don't see how they did it."

Jerry said there were few TVs and modern appliances. He met a man who worked for the power company on the island, but the man didn't have power connected to his own house.

Citing his involvement in the trip as a part of his Christian responsibility, Jerry said the payoff for the future would be that some in his group someday might become missionaries and continue in the ministry in places like Carriacou.

"Here people are used to everything," Jerry noted. "But the people down there are more appreciative. Sometimes when you teach a Sunday School class here at home, it's hard to get some youngsters' attention. But the kids down there, they are glad we came. They'd listen to what you had to say. Several made professions of faith. There they wanted to hear the gospel. It's completely

(please turn to page 12)



Youth from Danville Bible Baptist Church lead Grenadan youngsters in singing at a summer Bible School on the Island of Carriacou in the Caribbean Sea.

A Look Into The Future (continued from page 5)

Objective X: Improve quality of life in communities we serve

Goal: Quantitative methods and surveys to measure performance results

Actions:

- Establish an administrative policy council to set contribution goals and guidelines
- Enhance community involvement through additional participation in community committees, schools, and other organizations

Vipperman said specific details about implementation plans will be developed within a few weeks and communicated to employees as quickly as possible. "The majority of employees will not be impacted in a negative way but there will be some terminations and relocations," he said. "However, we have developed a fair and equitable policy to deal with those situa-

tions. More information about that policy will be included in the February issue of the *Illuminator*.

Vipperman stated that the steps outlined are the "first in a long road of change. We cannot continue to do business as usual. We constantly must evaluate how we do things, how we can make them better, and how we can be more effective. We must change in order to compete and survive in the future. Every employee must become more customer-focused, whether that customer is internal or external. We clearly have a solid company but we must get better."

He concluded, "Good is the enemy of better. If we rely on our laurels of being a good company it will stand in the way of our getting better and we can't let that happen. I am optimistic and excited about the future. I believe there is no question that together we can build an even stronger and better company." □

MISSIONARY WORK (continued from page 11)

different from some of the places back home."

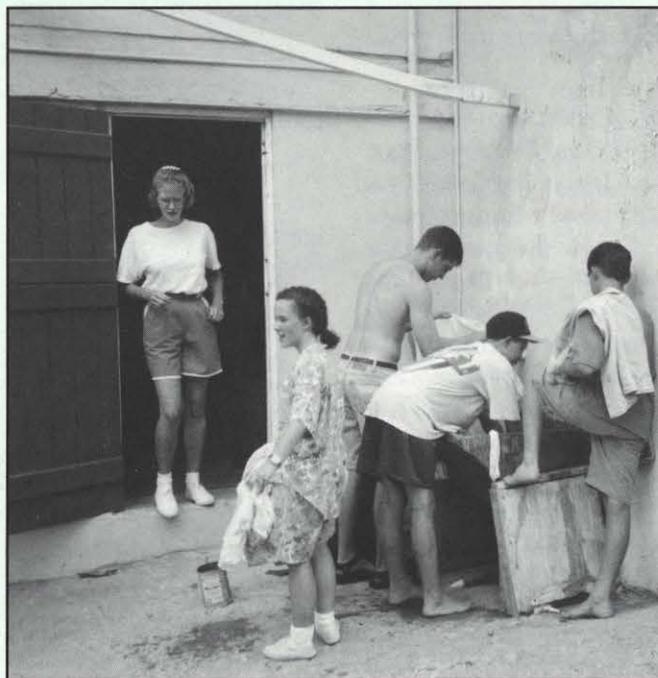
Even though Jerry's been on some similar journeys for the church in the past, he said "It's a once-in-a-lifetime thing for me and for the kids." He'd like to go back, but next summer the group is considering a visit to an inner city in the north.

While the diet of the missionary group consisted mostly of dried and boxed foods such as spaghetti and mixes, they did get to eat what is considered the national dish of Grenada — something Jerry said is called by the locals as a 'Roadie' — a bread shell filled with chicken. "It tasted pretty good, but you

had to pick the bones out of the meat when you ate it."

Visiting paradise was exciting for the group; but, behind the beautiful beaches and palm trees, lies a poverty that's deep. "They really don't have very much down there," Jerry said. "They make some small sailing boats and have a few stores, but most of the people are getting some financial support from families living and working in the United States."

"I'll never forget it," Jerry said of his experience. From the sound of it, the people of that Caribbean Island paradise won't forget him or the youngsters he helped bring there, either. □



Baptist youth washing clothes in an outdoor basin at the home of Missionary Walter Robinson.

Bluefield Customer Services Employees Donate Funds To Leukemia Victim

Every year since 1985, employees of the Bluefield Customer Services Section have been awarded certificates of merit for efficiency and treated to a dinner for them and their spouses.

The employees recently donated the \$600 allocated for their 1994 dinner to help a Bluefield family deal with the financial burden of an medical emergency.

Twenty three-year-old Trevis Law, who was diagnosed with childhood leukemia, underwent a bone marrow transplant at the end of August in the Stanford University Medical Center in Palo Alto, California. He and his mother stayed in Palo Alto while the young man underwent daily treatment for the disease.

Donations to the Trevis Law Medical Fund through a local church are tax deductible, but section employees wanted this money to go directly to help cover the family's living expenses in California.

When the Appalachian check was presented to Law's father, he commented, "I can't believe it. I haven't done anything to deserve this." □

Logan-Williamson Division Assists Mingo County Solid Waste Authority

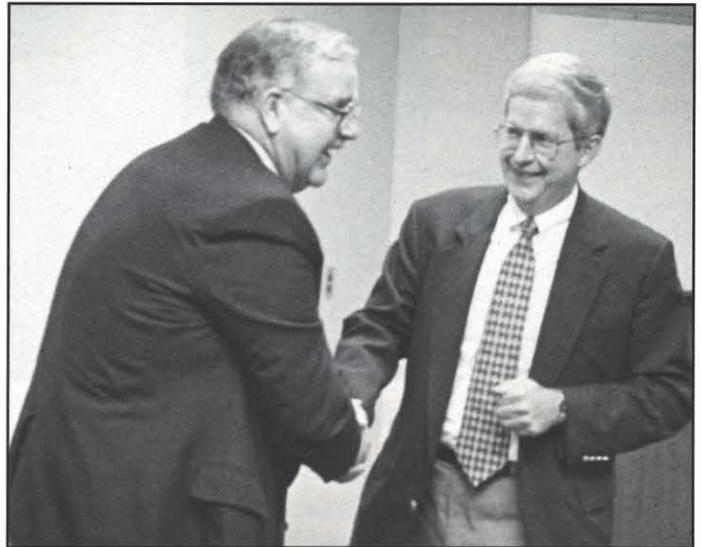
Appalachian Power's Logan-Williamson Division has been commended for its assistance in helping the Mingo County Solid Waste Authority avert a crisis.

Ordered by the West Virginia Department of Environmental Protection to close its landfill, the Authority was faced with locating a new landfill or developing transfer stations to haul away wastes until a permanent solution could be found.

Officials decided to construct a temporary transfer station and asked Appalachian to provide technical advice and a number of salvaged poles.

In a letter to Williamson Area Superintendent Jim Garrett, Authority Chairman Tim Blankenship wrote, "The construction of this facility would have been financially very difficult . . . Thanks to local citizens such as yourself, we may now provide our citizens with a safe and sanitary place at which to dispose of their solid waste." □

APCo Donates Christiansburg Office to New River Community College



Dr. Edwin L. Barnes, New River Community College president, left, shakes hands with Appalachian Power President Joe Vipperman following the presentation of the company's Roanoke Street office building in Christiansburg to the college. Photo courtesy New River Community College.

Appalachian Power Company has donated its office building at 412 Roanoke Street in Christiansburg to New River Community College (NRCC). The donation is in keeping with Appalachian's objective of improving the quality of life in communities it serves.

NRCC is using the facility as an off-campus instructional facility. Renovations to the building have resulted in modern accommodations, including a 40-seat classroom, a 12-seat seminar room, a 24-station computer lab, a 26-seat classroom and occupational/technical training area, and an open independent learning area consisting of computers and media viewing stations. Future refurbishing efforts will create an individualized Independent and Distance Learning (IDL) science lab. Additional space in the rear of the building may be converted later to house courses in electricity, electronics, and masonry. □

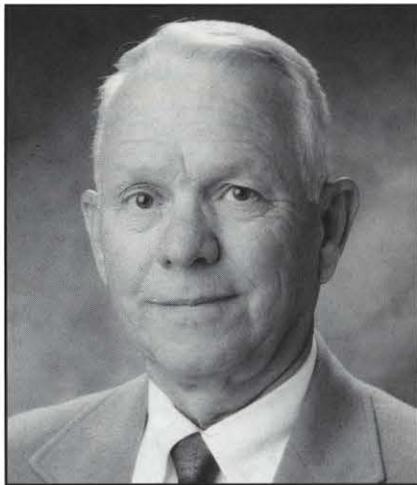
Bluefield Supplies Wood Chips For Arena

Appalachian Power's Bluefield Division is supplying wood chips from right-of-way tree trimmings to Glenderon Farm in Bluefield, Va., to cover the floor of its arena. Line Construction and Maintenance Representatives John Danley and Stuart Shinault are supervising the project.

Glenderon Farm is operated in conjunction with Bluefield College's unique equitation program, which provides curriculum and "hands on" experience for students interested in training or tending horses, teaching riding, or managing an equestrian center. □

R E T I R E M E N T S

Like so many other retirees, I can still recall how pleased I was to get a job at Appalachian, and I've never lost my appreciation," said **Bob Biggs**, purchasing and materials management director. "Going to work in the early years was done with anticipation and enthusiasm. I've always enjoyed going to work and facing the daily challenges of being involved in purchasing and stores work."



Biggs

Bob, who retired on January 1, stated that the purchasing and stores organization of today is vastly different from when he started in 1950. "Today's good storeroom facilities, material handling equipment, and computerized procedures were only dreams in those earlier years. Manual physical work is now assisted by material handling equipment and handwritten procedures replaced by state-of-the-art computerization," he said.

"I consider it a real privilege to have been associated with so many fine employees over the years," Bob added. "Most were very helpful by sharing their knowledge and wisdom to guide me in the right direction. The supervisors I worked for were high achievers, dedicated, and highly motivated. Their leadership and patience were positive influences that helped with my own personal advancement. I owe a great deal to all of them."

Bob continued, "Power company employees, as a group, are probably the most caring, compassionate people anywhere. They seem to always be ready to help each other. I remember with the deepest gratitude the generosity and kindness of employees in the Beckley Division during the mid-1950s when my wife and I experienced the loss of our firstborn son.

"A long, successful work career is not a singular accomplishment," Bob said. "In my case, it was a family affair. Having completed 44+ years, I now realize and more fully appreciate how supportive my wife and family have been. They were an important part of my reason for working, and I am thankful they made the journey a pleasant one.

"The purchasing and stores department, like the company, will be facing many new challenges in the future," Bob noted. "Adjustments and changes will no doubt be made. I am confident that we have the leadership in place, at all levels, to continue to be the fine company and good place to work that we have always been."

Bob concluded, "In retirement, I plan to pursue some of my favorite pastimes, such as reading, golf, woodworking, traveling, and best of all watching the grandchildren grow." □

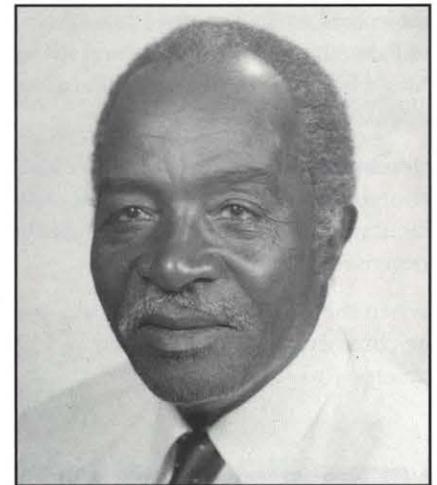
A career spanning more than 22 years came to a close on January 1 with the retirement of **Bill Morrison**, Charleston line mechanic B.

After graduation from high school, Bill served with the U. S. Army in Manila and Hawaii. He worked for the Daniel Boone Hotel, FMC Ordnance, and Union Carbide Corporation before joining Appalachian in 1972 as a custodian.

"I had a friend who worked for Appalachian," Bill recalled, "and he suggested I put in my application here." He added, "I really enjoyed my work. The men were willing to work with you, and it was easy to make friends.

"I haven't made up my mind yet what I'm going to do in retirement," Bill said. "I may take off to Georgia to visit one of my sons, who is a colonel in the Army. My hobbies are just about anything, and I have three houses that need remodeling." He added, "My wife Louise helps out at the Salvation Army, and I probably will too."

The Morrisons, who attend Great Emanuel Apostolic Church in Charleston, have three sons, four daughters, and seven grandchildren. □



Morrison

R E T I R E M E N T S

Even after more than seven years on long term disability leave, **Jim Reynolds** said he still misses working. A former station crew supervisor nonexempt in Bluefield, he officially retired on January 1.

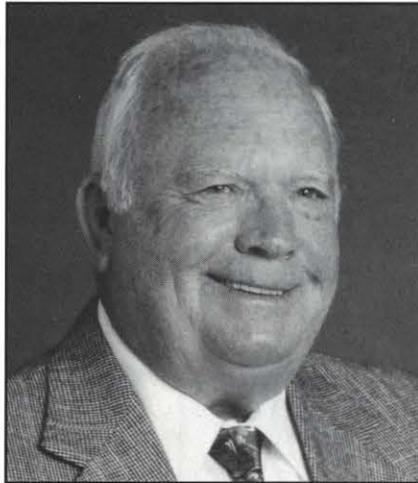
An Army veteran, Jim served in Germany during the Korean Conflict and came to work with Appalachian in 1958 as a groundman. "At that time it was a promising job — and secure," he recalled. "I worked out of a little town called Pocahontas in the old Welch District. When they were getting ready to close Pocahontas down and were trying to relocate everybody, I ended up at Switchback."

Jim moved to Bluefield as a station man A in 1970 and was promoted to his supervisory post three years later.

"Up until the last couple years, I enjoyed just about everything about the power company," he said. "I especially enjoyed the men I worked with."

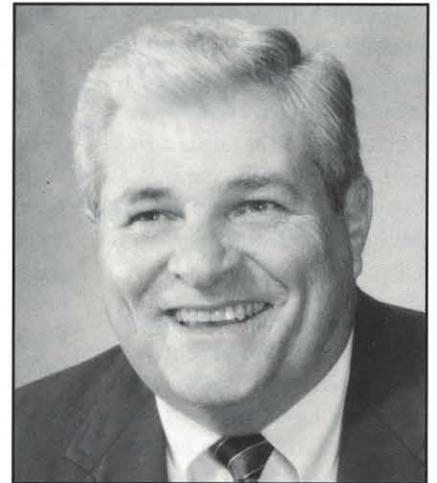
Jim and his wife Lillian have made their home in Lecanto, Florida, for the past six years. "Basically all I do is piddle around in my garage, keep my swimming pool clean, cook, and work in the yard. I still do a lot of mechanical work on my '77 Corvette."

The Reynolds' have one son, who is a student at the University of Tampa, and a daughter and two granddaughters in Pocahontas, W. Va. "We go back to visit up there two or three times a year," he concluded. □



Reynolds

Abingdon Right-of-Way Agent **Perry Johnston**, who elected early retirement on January 1, followed in the footsteps of his father, D. A. Johnston, when choosing a career. "He retired as Princeton area supervisor on Friday and I started to work the following Monday morning," Perry recalled.



An Air Force veteran of the Korean War, Perry attended Bluefield College, Concord College, and Virginia Tech. He started in the Bluefield Engineering Department in 1957 and went to Abingdon as an area sales representative the following year. He was a heating and builder sales representative before being named R/w agent in 1960.

"Overall, I can't say I haven't had a nice career. I have a lot of memories of things that have gone on and of people no longer living. Actually, it has been an experience. When you deal with the public as much as I have, it still never ceases to amaze me as to what the next experience will be."

Perry's philosophy is "It's not what you know. It's finding the people you can call to get answers to your questions. And you have to know how to talk to the public — either you can do it or you can't."

Perry commented, "When you have problems, it is amazing how the other employees kick in around here. We have a close knit bunch."

About the future, Perry said, "I will run out of painting by Spring, then I'll have to go do something. I am not a sitter — never have been. I'm looking forward to having the freedom to go when I want to, but I'm not a traveler as far as packing up and leaving."

He added, "I read in an attorney's office and earned a law degree from LaSalle so I can take the bar anytime I want to. In fact, I worked with an attorney for eight years and have done a lot of law research so I might even do that again."

Perry and his wife Lottie have one son and one daughter. He is active in St. Thomas Episcopal Church and enjoys playing golf and refinishing furniture. □

P R O M O T I O N S

Steven G. Allen, Kingsport customer services office supervisor, was promoted to administrative assistant on December 1. He holds a bachelor of science degree in business administration from Milligan College and is a CPA.

W. Kevin Sarver, engineer II, GO T&D Measurements, Roanoke, was promoted to engineer I on October 1. He holds a certificate in building construction from Carver Career and Technical Center and a bachelor of science degree in electrical engineering from West Virginia Institute of Technology.

Paul R. Pennino, accounting staff assistant II, GO Accounting, Roanoke, was promoted to accounting staff assistant on August 1. He holds a bachelor of science degree in business administration from Radford University.

Edward Hagan Richmond III, Kingsport engineering technician nonexempt, was promoted to electrical engineer III exempt on December 1. He holds a bachelor of science degree in electrical engineering technology from Old Dominion University.

George A. Bronson, distribution coordinator, GO T&D Distribution, Roanoke, was promoted to distribution coordinator senior on October 1. He holds an associate in applied science degree in electrical engineering technology from Virginia Western Community College.

Harry G. Gailey, fleet maintenance mechanic A, GO General Services, Roanoke, was promoted to fleet maintenance supervisor nonexempt on October 15.

Stephen A. Edwards, engineering technician, GO T&D Transmission Line, Roanoke, was promoted to engineering technologist supervisor, GO T&D Civil Engineering, Roanoke, on October 1. He holds an associate in applied science degree in civil engineering technology from Virginia Western Community College.

Jerry Peyton, Grundy energy services engineer II, was promoted to energy services engineer I on December 1. He holds a bachelor of science degree in electrical engineering from Oklahoma Christian University.

John Amos

Teresa Cook from plant clerk B to plant clerk A.

Cassandra Haynes from plant clerk B to plant clerk A.

Beckley

Ruby Wright from customer services representative C to customer services representative B, Oak Hill.

Bluefield

Beth Bourne from stores clerk C to stores clerk B.

Tim Craig from line mechanic B to line mechanic A, Peterstown.

Laura Johnson from department assistant-customer services to customer services assistant, Tazewell.

Billy McGough from electrical engineer II to electrical engineer I.

Jack Miller from line mechanic C to line mechanic B, Princeton.

Dave Stepp from line mechanic A to general servicer, Pineville.



Allen



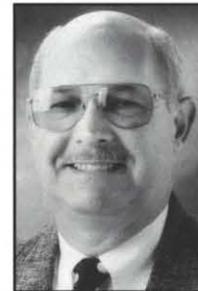
Sarver



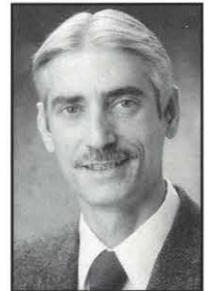
Pennino



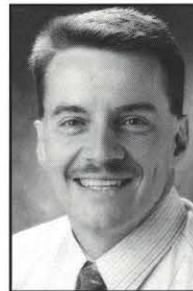
Richmond



Bronson



Gailey



Edwards



Peyton

Central Machine Shop

Tom Stump from machinist 2nd class to machinist 1st class.

Charleston

Terry Hamrick from line mechanic D to line mechanic C.

William Smolder from station mechanic D to station mechanic C.

Robert Rucker from station mechanic D to station mechanic C.

Randall Coy from station mechanic D to station mechanic C.

Charles Fields from line mechanic D to line mechanic C.

Dennis Arthur from line mechanic D to line mechanic C.

General Office

John Bayes from transmission station mechanic D to transmission station mechanic C, GO T&D Station, Marmet.

Mark Wray from transmission station mechanic D to transmission station mechanic C, GO T&D Station, Roanoke.

Glen Lyn

Ashley Pack from utility worker B to utility worker A.

Huntington

David Dunn from line mechanic C to line mechanic B.

P R O M O T I O N S

Greta Boggess from T&D clerk B to T&D clerk A, Point Pleasant.

Kingsport

Billy Housewright, Jr. from line mechanic C to line mechanic B.

Rita Haga from customer services representative II to stenographer.

Logan-Williamson

Darren Porter from line mechanic B to line mechanic A, Williamson

Greg Bowen from line mechanic B to line mechanic A, Williamson.

Lynchburg

Steve Davenport from line mechanic D to line mechanic C.

Pulaski

Linda Chrisley from customer services representative B to customer services representative A, Wytheville.

Dennis Cox from line mechanic D to line mechanic C, Galax.

Roanoke

Tammy Puckett from customer services representative D to customer services representative C.

Donald Elliott from line mechanic D, Fieldale, to line mechanic C, Roanoke.

Donald Nance from line mechanic D to line mechanic C, Fieldale.

Philip Sporn

Kevin Divincenzo from maintenance mechanic C to maintenance mechanic B. □

Supervisor Appreciation Day



Charleston Customer Services employees held a Supervisor Appreciation Day recently. Pictured enjoying some of the refreshments are, l. to r., Elisa Russell, customer services representative B; Carma Givens, customer services office supervisor nonexempt; Lisa Hudson, customer services office supervisor nonexempt; Doris Smith, customer services office supervisor exempt; Pay Taylor, customer services supervisor exempt; Gloria Hall, customer services representative B; and Cheryl Chapman, customer services representative B. □

Congratulations, Graduates



Linkous

Orville Dwight Linkous, Beckley marketing and customer services representative senior, master's in business administration, West Virginia Graduate College.

Blayne Weeks, son of W. H. Weeks, Jr., right of way agent senior, GO T&D R/e & R/w, Charleston, bachelor of science in business administration, West Virginia State College. □

Evening Golf League Winners



Nine teams participated in Appalachian Power Company's Evening Golf League, played at Countryside Golf Club in Roanoke, Va. The winning team for 1994 was, l. to r., Rick Johnson, Doug Bryant, Mike Thacker, and Calvin Sisson. Placing second was the team of Bob Bower, Mike Joyce, Brian Martin, and Eddie Purves. □

Huntington

by Barbara Collins

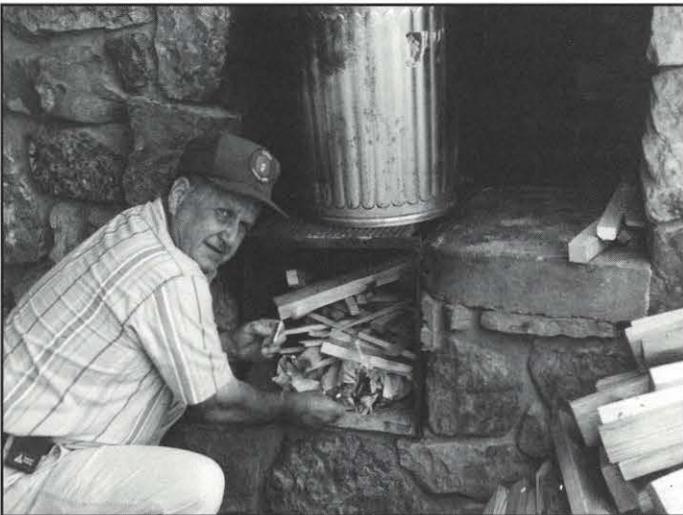


Jon Atchley, administrative assistant, served as a loaned executive supervisor on the United Way of the River Cities Campaign Team.



Karen Ramey, customer services representative C (left), and Terri Adkins, telephone operator, show off the rings they had made from gems won in a special event drawing at Carlyle Jewelers. Karen, who won a diamond and Terri an opal, also won \$100 towards mountings of their choice. □

Vets Hold Garbage Can Dinner



The APCo Vets Club in Huntington held its third annual Garbage Can Dinner at Beech Fork State Park. A clean garbage can was lined at the bottom with corn shucks, and corn, potatoes, carrots, cabbage, and polish sausage layered on top and steamed for 1 1/2 hours. Club President John Bartholomew is shown lighting the fire. Other club officers for 1994-95 are Ken Morris, vice president; Mary Anderson, secretary; and Sue Swartz, treasurer. □

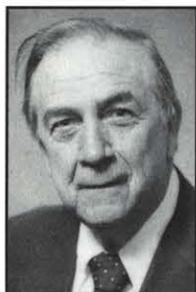
Tazewell Float Wins First Prize



A float promoting Appalachian's Neighbor-to-Neighbor Program, decorated by Tazewell employees, won first place in the Town of Tazewell's Christmas parade. □

Abingdon

by Bill Roeser



Retired Power Engineer L. C. Angle, Jr. has been named winner of the 1994 H. M. "Mac" McEver Award as the Hokie Club's top fund raiser. This is the fourth consecutive year he has received this honor.

Kevin, son of Marion Meter Reader Gary Stoots, finished first in the 5K race held November 20 in Marion. □

Beckley

by Dana Perry



Snyder



Shiflett

Dennis Jr., son of Whitesville Meter Reader Dennis Snyder Sr., won the drug awareness slogan contest at Sylvester Elementary School. He also was nominated as an "outstanding citizen" at Hills Department Store.

Taryn, daughter of Bob Shiflett, line mechanic A, was crowned princess of the B Team Southwest Bandit Cheerleaders. A third grader at Mabscott Elementary, Taryn helped cheer the Bandits to an undefeated season and on to the championship of the league tournament. □

Bluefield

by Karen Simmons



Gerrard, son of Bill Wade, Welch line mechanic A, was a member of the 1994 Welch Midget League football squad.

John Weaver, automotive mechanic A, helped coach the Mercer Christian Academy's 1994 girls basketball team to its second state championship. During the tournament, the team broke seven state records. He also assisted the ninth grade team, which had a 16-3 record, and was head coach of the 7th and 8th grade team, which went 18-0 for the season. □

Central Machine Shop

by Metzel Turley



Lori, left, and Leslie Turley have been chosen as cheerleaders at Cross Lanes Christian School. Lori, a senior, has been a CLCS cheerleader for five years. Leslie, an eighth grader, has been a junior high cheerleader for two years. They are the daughters of Chris Turley, NDE inspector 1st class. □

Charleston

by Charlie Bias



B. Garretson



C. Garretson

Jerry Garretson, meter reader supervisor NE, was reelected president of the Valley Rocket football organization. His wife Terry was elected treasurer. The Valley Rockets compete in the Kanawha-Fayette Midget Football League. Their son, Bobby Ray, was recognized at the annual awards banquet as being an outstanding defensive player for the Valley Rockets "C" team, which won the league title with a 9-1 record. Their daughter, Cindy Ann, was selected to the Upper Kanawha Valley All Stars in little league softball. She led her team, The Sluggers, in homeruns and RBIs and was second in batting average. The Sluggers, coached by Jerry Garretson, compiled a record of 9-5. □

General Office

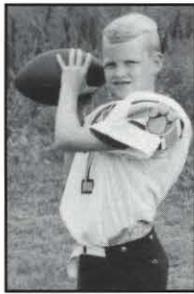
by Earl Smith



Myrick



Campbell



Guill

Melody Ann, daughter of Larry Myrick, engineer senior, GO T&D Transmission, Roanoke, was elected "Miss Cheerleader" during homecoming festivities at Franklin County High School, Rocky Mount, Va. A senior, Melody has been a cheerleader for five years.

Whitney, daughter of Brenda Campbell, stores accounting clerk A, GO Accounting, Roanoke, played on an all-male select soccer team in this summer's Virginia Commonwealth Games. Her team won the championship in their age division and was awarded the gold medal. Whitney also was selected for the eighth grade "spirit" award and participated in homecoming festivities at Roanoke Catholic High School.

Walter Sherry, key accounts engineer, GO Marketing & Customer Services, Charleston, has assumed command of the 119th Engineer Company, Clarksburg and Buckhannon, of the West Virginia National Guard.

Kristi, daughter of Jack Kirby, staff engineer, GO T&D Administrative, Roanoke, was selected for the All-District Symphonic Band. An eighth grader at Cave Spring Junior High School, she plays the flute.

Cameron Guill played quarterback for the Ona Panthers, Tri-State Football League 1994 Turf Bowl champion. During the season, Cameron passed for six touchdowns (TDs), including the game-winning TD pass with six seconds remaining in the Turf Bowl game and 5 PATs. He also rushed for five TDs and intercepted five passes during the season, including one in the Turf Bowl. The son of Darrell Guill, assistant regional chief dispatcher, Tri-State Regional Dispatch Center, Cameron also played guard on the All-Star basketball team, where he was selected to several All-Tournament teams. A fifth grader at Ona Elementary School, Cameron played shortstop and pitcher on the All-Star baseball team. □

Kingsport

by Leta Dingus



Summer, daughter of Charlie Burke, general line crew supervisor, was voted most valuable player for the 1994 volleyball season. She set new school records for most assists, most points scored, most aces, and best serving percent. Summer, an eighth grader at Sullivan Middle School, was team setter and also hitter. □

Pulaski

by Glenda Wohlford

Jessica Perdue, stepdaughter of Jim Lane, line construction and maintenance representative, was inducted into the National Honor Society at Pulaski County High School. She also attends the Southwest Virginia Governor's School. □

Roanoke

by Vickie Ratcliff



Derrick, 8-year-old son of Bill Hankins, line mechanic A, played halfback and safety for the Northwest Raiders Pee Wee League team which had a 14-0 record. Coached by surveyor **Bill Morris**, the Northwest Raiders were Roanoke City League champions, Division I Super Bowl champions, and Miracle Bowl champions. □

Philip Sporn

by Jill LaValley

Charles Zuspan, Jr., instrument maintenance supervisor, was inducted into the Eta Kappa Nu honor fraternity for electrical engineers at West Virginia Tech. □





Simms-Harper

Susette Harper to Don Simms, Huntington meter service mechanic A, October 15.



Gordon-Craighead

Tonya Craighead to Ronald Gordon, August 6. Ronald is the son of Carolyn Gordon, Roanoke engineering technician I.



Finney-Campbell

Heather Dawn Campbell to Timothy Gerald Finney, June 25. Heather is the daughter of Charles Campbell, hydro crew supervisor nonexempt, Kanawha Valley Power, Marmet.

Abingdon

Christopher Wallace, chosen son of Kevin Sigmon, line construction and maintenance representative, November 19.

John Amos

Stephen Clayton, son of Stephen Raines, maintenance mechanic B, November 23.

Bluefield

Miranda LeAnn, daughter of Kevin Crane, line mechanic D, November 21.

Charleston

Logan Richard, son of Richard Burdette, AEP auditor, October 3.

Clinch River

Alex Landon, son of Leonard Summers, equipment operator C, November 18.

General Office

Sommer Madison, daughter of Shawn Smith, engineer senior, GO T&D Station Engineering and Design, Roanoke, August 13.

Esther Grace, daughter of Walter Raub II, engineer-operator training, GO Plant Operator Training, Amos Simulator, September 19.

Lynchburg

Victoria Lacy, daughter of Terri Wilson, customer services representative D, November 18.

Andrew Tyler, son of Tony Woodall, power engineer, November 22.

Pulaski

Timothy Samuel, son of Steve Bell, Christiansburg line mechanic A, November 13.

Philip Sporn

Samuel Joel, son of Clifton Gordon, performance supervising engineer, November 19. □

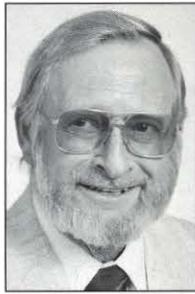
Hamblett-Holley

Melissa Holley to Dale Wayne Hamblett, Rocky Mount engineering technician, November 5.

S E R V I C E A N N I V E R S A R I E S



Jim Hughes
M&CS manager
Abingdon
40 years



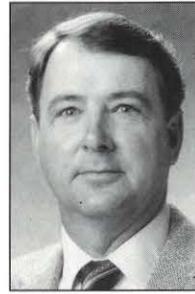
Charles Morrison
line crew supv. NE
Kingsport
30 years



Joyce Cook
gen. rec. acct.
GO-Roanoke
30 years



Reggie Short
sta. gen. supv.
GO-Roanoke
30 years



Steve Hannah
line mech. A
Roanoke
25 years



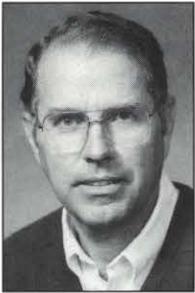
Otis West
stores attend. A
Lynchburg
25 years



Eleanor Scott
eng. tech. sr.
St. Albans
25 years



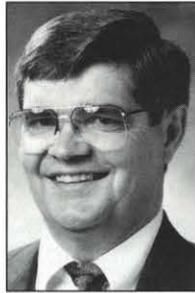
James Gilmore
maint. mech. B
Philip Sporn
25 years



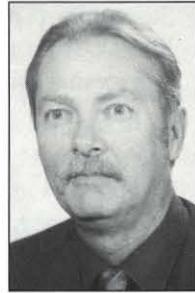
Charlie Vanhoozier
eng. tech. sr.
Tazewell
25 years



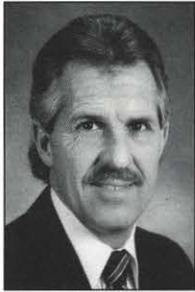
A. C. Channaiah
staff eng.
GO-Roanoke
25 years



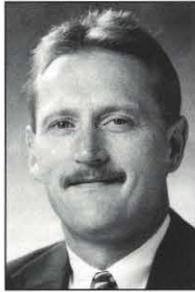
Phil Weaver
telecom. supt.
GO-Roanoke
25 years



David Harris
line crew supv. NE
Charleston
25 years



Ronnie Hess
sta. mech. A
Kingsport
25 years



Ron Hogan
elec. plt. acct.
GO-Roanoke
25 years



Tony Rasi
T&D clerk A
Bluefield
25 years



Betty Boyd
drafter sr.
Bluefield
25 years



Larry Stone
coal equip. op.
Kanawha River
20 years



James Siders
maint. mech. A
Kanawha River
20 years

Abingdon

- 10 YEARS:
Jeffrey Jones
engineering technologist I
- 5 YEARS:
Vickie Mullins
meter reader, Clintwood
- Ronnie Gilbert II**
line mechanic C, Lebanon

John Amos

- 20 YEARS:
Bob Derrick
equipment operator B
- 15 YEARS:
Roy Cain
maintenance mechanic B
- James Dean**
maintenance mechanic B
- John Mobley, Jr.**
maintenance mechanic B
- Guy Null**
maintenance mechanic B
- Carolyn Fisher**
maintenance mechanic B
- Mark Christian**
barge handler
- Denver Kirtley**
equipment operator B
- Don Hamrick**
maintenance mechanic B
- 10 YEARS:
Cassandra Haynes
plant clerk A
- 5 YEARS:
Mike Lovejoy
maintenance mechanic D
- Bill Gillespie**
maintenance mechanic C

Beckley

- 15 YEARS:
Liz Nixon
T&D clerk B
- 10 YEARS:
Dave Romine
line mechanic A, Rainelle
- Jeff Athey**
line mechanic A

Bluefield

- 15 YEARS:
Johnny Odham
line mechanic A

Charleston

- 15 YEARS:
James Hash
meter reader

Clinch River Plant

- 10 YEARS:
David Ratliff
utility coal attendant

General Office

- 10 YEARS:
John Benois
fleet maintenance mechanic B
GO General Services, Roanoke
- Clinton Moses**
assistant regional chief dispatcher
System Operation, Roanoke
- John Doherty**
senior custodian
GO General Services, Roanoke
- 5 YEARS:
Jodie Neuse
hydro mechanic B
GO Hydro, Roanoke
- David Ball**
engineer I, GO T&D Relay, Huntington
- Lynn Cline**
meter electrician B
GO T&D Measurements, Roanoke

Huntington

- 15 YEARS:
Jim Dandeleit
station mechanic B
- 10 YEARS:
Greta Boggess
T&D clerk A, Point Pleasant
- 5 YEARS:
Sharon McMillion
customer services representative C
- Rick Hammond**
line mechanic C

Kingsport

- 15 YEARS:
James Blankenbeckler
line construction & maintenance
representative
- Steve Allen**
administrative assistant
- 10 YEARS:
Elmo Owens
automotive mechanic A

Logan-Williamson

- 15 YEARS:
Don Washington
eng. tech. sr.

Lynchburg

- 10 YEARS:
Cheryl Guthrie
T&D clerk B

Pulaski

- 5 YEARS:
Stacy Hardin
line mechanic C, Wytheville

Roanoke

- 15 YEARS:
Jackie Gurley, Jr.
line mechanic A
- Richard Calhoon**
line mechanic A
- 5 YEARS:
VonRonstead Wright, Sr.
meter reader, Fieldale
- Bruce Wiggington**
electrical engineer senior
- Randolph DeHart**
engineering technician
- William Gauldin, Jr.**
engineering technician
- Philip Sporn**
 10 YEARS:
William Tamplin
performance supervising engineer □

NEWS



Appalachian Power's 1994 OIP Savings Exceed \$6.3 Million

Appalachian Power Company's Operations Improvement Program (OIP) generated 330 proposals during 1994, resulting in savings of \$6,362,648 or 134 percent of goal. In addition, 154 safety and 13 environmental proposals were accepted last year, according to Personnel Services Manager J. Emmett Blackwell, who coordinates the program.

At the annual coordinator training meeting in January, quota buster awards will be presented to the 16 locations which attained more than 100 percent of quota. They are: Pulaski, Roanoke, Charleston, Huntington, Beckley, and Bluefield Divisions; John Amos and Kanawha River Plants; Centralized Plant Maintenance; and GO Land Management, GO General Services, GO Accounting, System Operation, GO T&D, GO Hydro, and GO Purchasing & Stores.

The top OIP coordinators for the year were awarded shares of AEP stock, 18 shares for first place and 14 shares for second place. The winners are: Division — first place, **Gerald Martin** of Beckley; second place, **Kenneth Roberts** of

Charleston. Plant — first place, **Bryan Anderson** of Kanawha River; second place, **Robert Wilkinson** of Centralized Plant Maintenance. General Office — first place, **Robert Cooper** of GO General Services, Roanoke; second place, **James Bledsoe** of GO T&D, Roanoke.

Employees who submitted the top OIP proposals for the fourth quarter of 1994, and their prizes, are:

Division — first place, 10 shares of AEP stock, **Jeffrey Achauer** of Pulaski; second place, 5 shares, **Rebecca Tenney** of Charleston. Plant — first place, 3 shares each, **David Jones**, **Michael Meadows**, and **Donald Mullins** of Philip Sporn Plant; second place, 3 shares each, **Lewis Prete** and **DeWayne Stone** of Kanawha River Plant. General Office — first place, 5 shares each, **Edward Carney** and **David Steckel** of GO T&D, Charleston; second place, 5 shares, **Richard Musselman** of System Operation, Roanoke.

The fourth quarter safety winners, and their awards, are: Division — **Ronald Adams** of Logan, \$50 Savings Bond; Plant — **Robert Delauder** and **Ricky Holmes** of Clinch River, \$12.50 each; General Office — **Walter Belcher** of GO General Services, Roanoke, \$50 Savings Bond.

The fourth quarter plant environmental winners were **Winchell Friend** and **James Lavender** of Philip Sporn Plant, who were awarded \$12.50 each. There were no division and General Office environmental winners.

The fourth quarter coordinator awards, 5 shares of AEP stock each, went to **Vickie Ratcliff** of Roanoke, **Pamela Sullivan** of Philip Sporn Plant, and **Bob Johnson** of GO Land Management, Roanoke.

Appalachian Power President Joe Vipperman commented, "The centerpiece of any organization's ability to be successful in the future is the degree with which ideas for improvement are forthcoming through its entire work force. Appalachian Power Company's Operations Improvement Program has been, and needs to continue to be, that centerpiece. I encourage everyone to bring forth operating ideas that will help insure meeting our ten new Mission objectives." □

Illuminator

**AEP APPALACHIAN
POWER**

P.O. BOX 2021
ROANOKE, VIRGINIA 24022

Bulk Rate
U.S. POSTAGE
PAID
Roanoke, Virginia
Permit No. 241

DO NOT FORWARD
ADDRESS CORRECTION REQUESTED
RETURN POSTAGE GUARANTEED