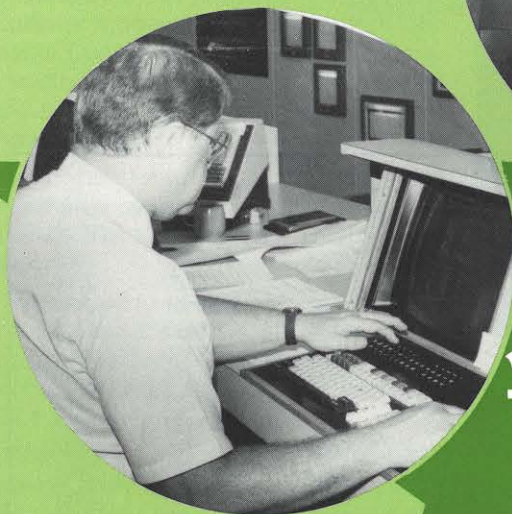
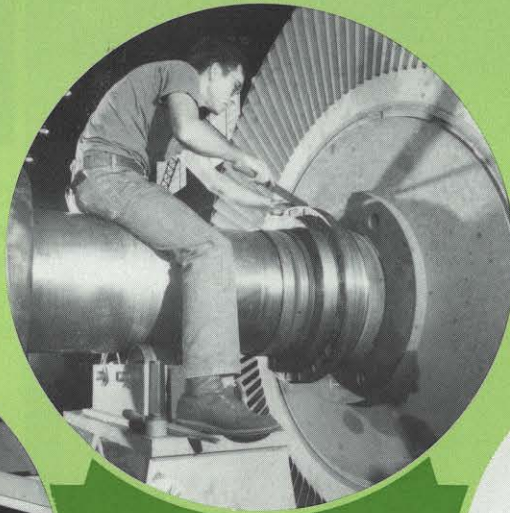
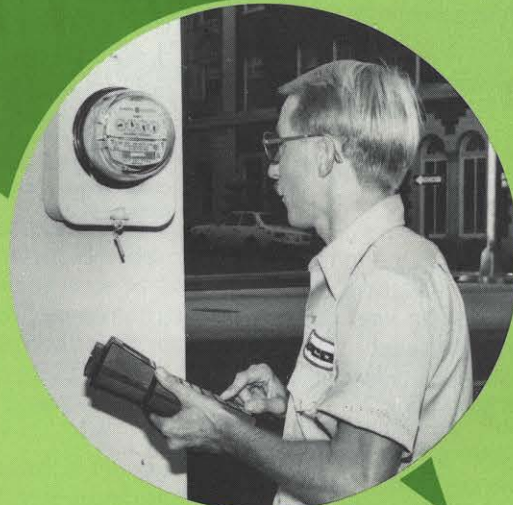
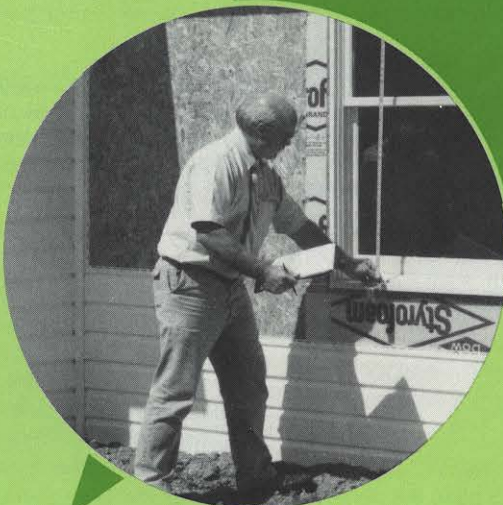
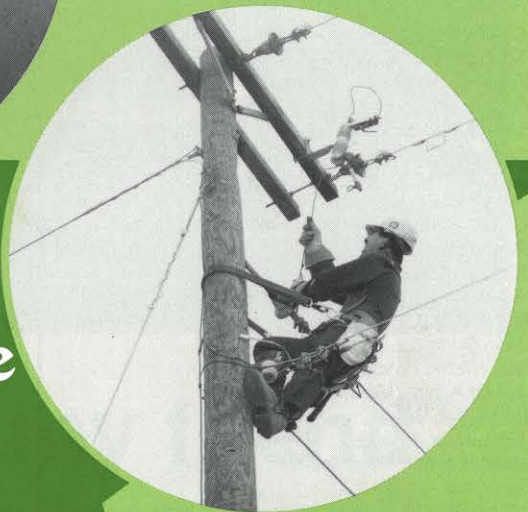


ILLUMINATOR

September 1988



People like
you make the
difference



The inside story

ILLUMINATOR

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**APPALACHIAN
POWER**



**KINGSPORT
POWER**

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IABC

International Association of Business Communicators

About the cover:

Because of the way you perform your jobs and respond to customers' needs, Appalachian Power again was number one in the AEP System in every category of the recent customer opinion survey. See story beginning on page 7.



Bucky Ray is at home behind the plate

11

After hours, this line mechanic trades his hard hat for an umpire's mask.



"He was my friend"

3

Rick Frazier donated a kidney in an attempt to save Shorty Legg's life.



Gene Perry farms with four-legged horsepower

12

This team of draft horses is a winner.

AEP Savings Plan

Date	Fixed Income Fund		Equity Fund		AEP Stock Fund	
	VPU	UCPD	VPU	UCPD	VPU	UCPD
7/31/87	\$2.8196	.3547	\$5.8344	.1713	\$3.5391	.2825
8/31/87	2.8491	.3509	6.0573	.1650	3.6220	.2760
9/30/87	2.8779	.3474	5.9286	.1686	3.6401	.2747
10/31/87	2.9079	.3438	4.6636	.2144	3.5893	.2786
11/30/87	2.9373	.3404	4.2822	.2335	3.3820	.2956
12/31/87	2.9680	.3369	4.5922	.2177	3.5475	.2818
1/31/88	2.9996	.3333	4.7923	.2086	4.0221	.2486
2/29/88	3.0281	.3302	5.0128	.1994	3.9137	.2555
3/31/88	3.0598	.3268	4.8646	.2055	3.7441	.2670
4/30/88	3.0907	.3235	4.9159	.2034	3.7097	.2695
5/31/88	3.1228	.3202	4.9537	.2018	4.0321	.2480
6/30/88	3.1542	.3170	5.1765	.1931	4.0674	.2458

VPU — value per unit

UCPD — units credited per dollar

HOW TO READ THE ABOVE CHART: The first column lists the days on which unit values are figured; the second shows the market price or value of each unit on that day; and the third indicates how many units you could have bought for \$1 on that day. For example, if the market value or "value per unit" of the Equity Fund were 50¢ on the valuation date (last day of each month), then "units credited per dollar" would be 2.000. This also holds true for the AEP Stock Fund and the Fixed Income Fund.

Bonnie Legg will never forget April 3, 1987. That's the day she and her husband, C.D. 'Shorty' Legg, then Williamson station crew supervisor, found out that he would have to undergo both heart and kidney transplants.

"The doctors told Shorty that the heart transplant would be done first, in Pittsburgh. Then he would go to Lexington, Kentucky, for the kidney transplant. The Lexington doctors kept trying to speed up the process of getting a heart but weren't successful. Finally it reached the point where Shorty couldn't wait much longer. They told us they could go ahead with the kidney operation but they didn't know how the heart would react. Shorty was dying day by day, and it was a choice we had to make," Mrs. Legg recalls.

In January of this year, Shorty received a cadaver kidney, but it failed within four hours. Despite the disappointment, Shorty remained in good spirits and jokingly told the doctors, 'This one didn't work, can I have a rebate?'

Meanwhile, word of Shorty's plight had reached a former co-worker, Rick Frazier, station mechanic A, GO T&D Station, Kenova.

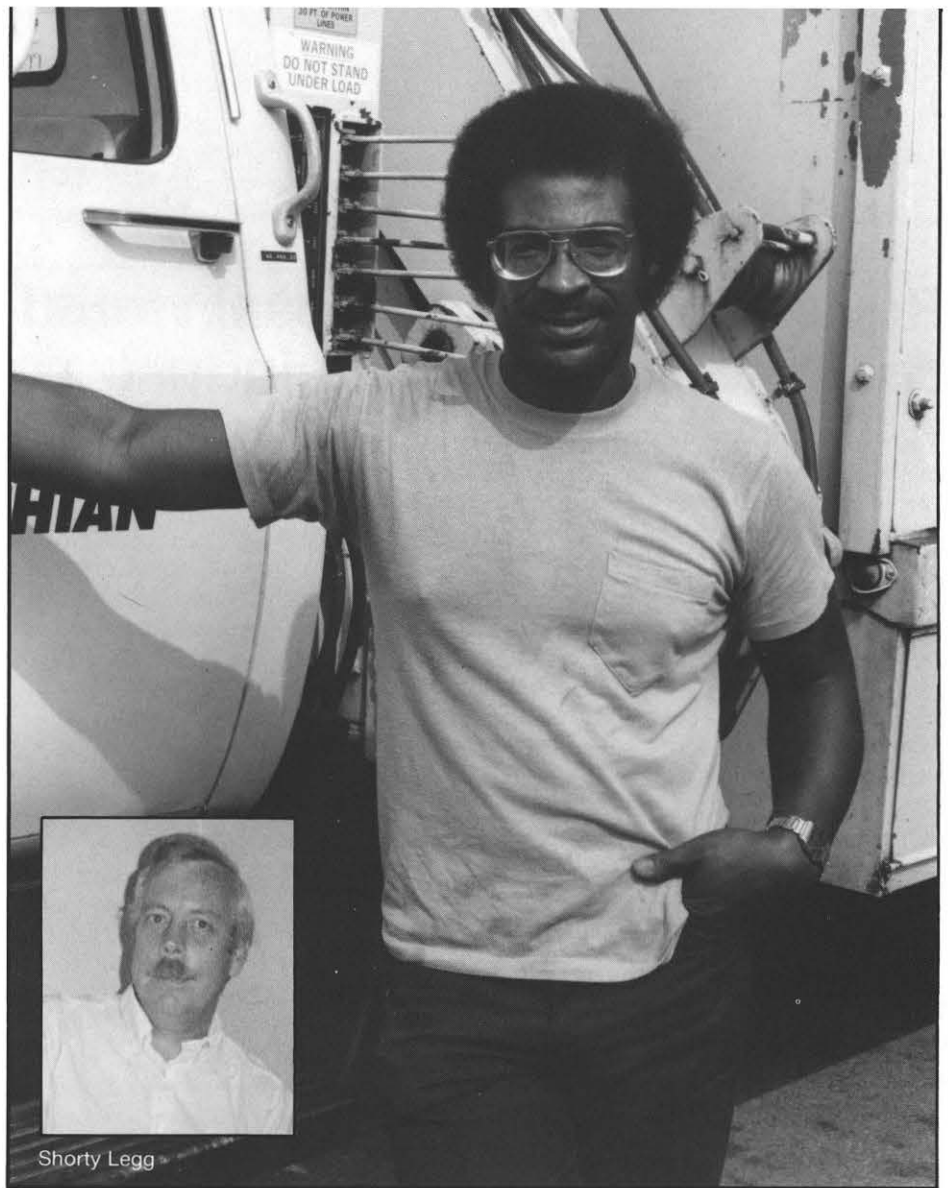
"Rick came to see us," Mrs. Legg says, "and asked for details about what was going on and what Shorty needed to have done. We had a real nice visit, and then Rick left.

"About three weeks later, I answered the phone, and it was Rick calling. He said, 'I want to give Shorty one of my kidneys.' I about dropped the phone. I couldn't believe it.

"When Shorty hung up the phone after talking with Rick, I asked him, 'What do you think?' Big tears came to his eyes, and he couldn't talk. Shorty's first concern was how it would affect Rick both physically and financially."

Rick says, "It had been about five years since I worked with Shorty. I had heard about his kidney problem and, at first, I didn't give it too much thought. Then I heard about his heart and how much trouble he was having. That's when I started thinking about it and decided that if I could help him it was worth a try. I talked to both Shorty's and my doctors, and they explained what would be involved.

"Shorty kept asking, 'Rick, are you sure



Rick Frazier

"He was my friend"

this is what you want to do?' I told him that if the tests came out negative, nothing would be lost. But if they came out positive, let's go for it. Shorty and I went to Lexington for the tests, and we found out that I was a compatible donor. So the following week we went through with the operation," Rick says.

Mrs. Legg adds, "About the second or third day after the operation, Rick came all the way from the eighth floor to the second floor ICU to see Shorty. When the two of them met, they clasped hands, and Shorty looked at Rick and said, 'We did it, didn't we Rick?' It was a very emotional moment."

Rick says, "When we were in the crew together, we used to cut up and call each other brother. One of the first things Shorty said to me after I came in the room was, 'Now I really am your brother.' "

Rick recovered quickly from his operation

and left the hospital in only four days. Within two months he returned to work.

Shorty's body accepted Rick's kidney without problems but 29 days after the transplant he had a fatal heart attack.

"I was in Lexington for a checkup," Rick recalls, "and Dr. Lucas and Miss Hughes, the social worker, came to tell me about Shorty. It hurt me real bad.

"If I had had two hearts, I would have given one of them to Shorty, but a kidney was as far as I could go. Even though Shorty didn't make it, I have no regrets at all. He was my friend."

Mrs. Legg concludes, "Shorty and I were always optimistic. We both knew the odds were against him, but we thought he would beat them. Rick became part of our family during this time, and we still keep in touch. He holds a very special place in my heart." □

Revised Mitchell proposal would be costly to business and industry

The tremendous loss of jobs and economic hardship that would result from the premature passage by Congress of acid rain control legislation is now being recognized even by sponsors of such legislation, a senior AEP official said last month.

"When you're proposing the federal government set up an expensive new national program to retrain, reeducate and relocate people, you're acknowledging that major economic dislocations and human misery are going to result," said A. Joseph Dowd, AEP general counsel.

"We fail to see how that kind of program is a 'job protection program.' Quite the opposite, it is really an unemployment program. The sponsors are confirming the devastating effect that these proposals would have on jobs and a U. S. economy already challenged by world competition.

"If we had a catastrophic environmental emergency requiring literally tens of thousands of workers and their families to be uprooted, it might be different. But we really don't have such an emergency."

Dowd referred to a revised clean air proposal announced July 13 by Senator George Mitchell of Maine, who said 26 other U. S. Senators, mainly from states in the Northeast, supported it.

"The real irony here is the scientists are saying the lakes and streams of the Northeast have reached a steady state and are not expected to deteriorate in the future as a result of the present level of emissions," Dowd said.

He said AEP studies show the revised Mitchell proposal would result in 20-25% electric rate increases for many industrial plants which would greatly impair their ability to compete in world markets.

The revised Mitchell proposal may even be more costly to business and industry than his earlier proposal because it appears to place an even greater cost on

the nation's commercial and industrial power users through promising a 10% limit on rate hikes to residential customers.

"That means the country's business and industrial customers would have to pick up the extra costs of power plant scrubbers. There's no one else to pay it," Dowd said.

"More to the point, what good is a 10% cap on a worker's electric bill if he has no job because of plant shutdowns or his company has gone out of business?"

For the first time, Senator Mitchell also now proposes a new federal tax on power generation with power plants which emit the most sulfur dioxide paying the highest tax. Dowd said such an emission based tax will result in the same electric customers bearing both the brunt of the proposed tax and the power plant control costs, too.

"Supposedly power plants of the Midwest, where higher sulfur coal is located, would get 50% of the cost of scrubbers from a federal fund based on the tax; but, since the proposed generation tax is tied to emission levels, the tax impact would be concentrated in the Midwest — the region that this tax is supposed to help. What kind of cost-spreading is that?" For that reason, Dowd characterized Mitchell's cost-sharing proposal as "illusory."

He said utilities would have to absorb 75% to 80% of the total cost, not 50%, when operating and maintenance costs are included. The 50% federal payment would only apply to the capital cost of the huge equipment.

Dowd pointed out The Business Roundtable, a nonprofit research group, last March estimated the previous Mitchell proposal would put a minimum of 300,000 to 600,000 jobs in jeopardy and have total annual costs exceeding \$100 billion, or 2.5% of the U. S. gross national product.

"That would make the previous Mitchell

bill one of the most expensive pieces of legislation ever enacted. And Senator Mitchell wants to rush this slightly watered down version of his extreme bill through in the next 30 days," Dowd said.

Mitchell's proposal has not yet been reduced to specific statutory language. Thus no cost analysis of the revised proposal can be done.

Dowd said the country's efforts to develop innovative clean coal technology would be killed by Congress' passage of a bill containing such requirements.

While revising its 12-million-ton sulfur dioxide reduction by 1998 to 10-million-tons by year 2000 is being billed as a compromise, Dowd pointed out the proposal's first phase would require a 4.5-million-ton reduction by year-end 1993.

"That's just too early for utilities to use pressurized fluidized bed combustion or other clean coal technologies. Utilities must order what is commercially available or switch fuels in order to meet that deadline. You're spending hundreds of millions which eventually must be charged to customers," he said.

The Mitchell proposal's 10 million requirement by year-end 1999, only 11 years away, would also be too early for significant commercial use of clean coal technologies.

"It is ill-advised to pass laws requiring such costly retrofits on the nation's existing power plants and causing such dislocations in our economy when we are only one and a half years away from the end of a 10-year federal scientific study, the largest ever costing \$500 million, to sort out the facts on acid rain," Dowd said.

The National Acid Precipitation Assessment Program (NAPAP) study indicated in its 1987 interim assessment that lakes and streams are not threatened by rain acidity at current levels. □

AEP customers break peak demand record

Customers of the American Electric Power System last month used electric power at a clip not forecasted to occur in summer until 1996.

The seven million AEP consumers required 17,164 megawatts at 5 p.m. EDT on August 17. AEP did not forecast its consumers using more than 17,000 megawatts in the summer until 1996. The peak demand record is 10.3% more than last summer's peak of 15,561 megawatts.

* * *

Appalachian Power customers set new all-time summer peak demands three times in one week last month. On August 18, customers required 4,993 megawatts for the one-hour period ending at 5 p.m. On August 17 the peak was 4,858 megawatts and on August 15, 4,817 megawatts. □

Sale/leaseback of Rockport 2 being considered

Indiana Michigan Power Company and AEP Generating Company on July 29 announced they are studying proposed sale and leaseback transactions of their respective 50% joint ownership interests in Rockport Plant Unit 2.

The 1,300,000-kilowatt coal-fired power generating station is presently under construction in Spencer County, Indiana.

The transaction would have the effect of reducing and leveling the associated costs in the early years of the unit's operation and, as a result, reducing the need for additional revenues after the unit is completed in late 1989.

Proceeds from the sale, which could occur in late 1989, would be used to prepay and retire outstanding long-term debt and other securities if the transaction is carried out.

Goldman, Sachs & Company has been selected by the two companies to serve as their financial adviser for this transaction. □

Thank you from Chairman White

Dear Fellow Employees and
AEP System Retirees:

Recently I asked for your support in contacting members of Congress about two pieces of legislation that could directly affect our company: pending acid rain legislation and the Interstate Commerce Commission Reform Act.

I want to offer a special thank you to those AEP System employees and retirees who took the time to write letters and make phone calls to our elected officials. Many of you sent copies of the letters you sent and the responses you received.

Calls and letters have a tremendous impact on our elected officials. For those officials who support our position, such correspondence gives them the support they need in debate. For officials who have not yet made up their minds, or who may hold the opposite view, letters from constituents let them know that the people they were elected to represent are concerned about the job they are doing.

Our industry and our company will continue to be influenced by actions taken by Congress. In turn, we must be prepared to state the facts of our case. That is the way our democracy works. It is gratifying to me to know that our employees and retirees care enough about our collective future together to get personally involved in such issues. I want you to know your help is greatly appreciated.

Sincerely,



W. S. White, Jr.
Chairman and Chief Executive Officer

White named CED trustee

W. S. White, Jr., chairman of American Electric Power Company and of this company, has been named a member of the Board of Trustees of the non-profit Committee for Economic Development (CED).

The CED is a nationally recognized research and policy organization of 250 top corporate and university leaders who personally develop and work to build consensus on policies to help solve the nation's most serious economic and social problems.

CED trustees work to implement their recommendations through an extensive outreach program that includes widespread distribution of policy statements, discussions with business and civic groups throughout the nation, and meetings with government leaders at all levels.

White will provide advice and counsel to the Committee in its efforts to strengthen and guide the formation of sound national business policy. That can achieve greater

success in bringing new plants and jobs to the Midwest.

"When positive economic programs are established and implemented at the national level, our nation will benefit and our region will, too. The ultimate benefactors will be our customers, shareowners and employees," White said.

Because the organization represents no single industry or special interest group and does not lobby, it is considered one of the most credible and influential voices in the public discussion of economic issues. For more than 45 years, CED recommendations have played a major role in policy decisions in such areas as competitiveness, trade, government and business management, fiscal and monetary policy, energy, education and jobs.

With headquarters in New York, the Committee is funded through contributions from business, foundations and individuals. □

Construction underway on Tidd PFBC plant

What goes up, must come down. Unless, of course, you're talking about the Tidd Plant.

It was, after all, originally constructed in 1945. But now after 43 years — the last 12 of which deactivated — the Tidd Plant is about to be reborn as the world's first Pressurized Fluidized Bed Combustion (PFBC) demonstration plant.

Since construction work began in April, the plant site near Brilliant, Ohio, has been a veritable hub of activity. Although many of these activities have centered on construction of the new combustor building (housing the container in which the revolutionary PFBC combustion process will occur), a lot of effort in recent months has been devoted to identifying refurbishment work.

"This basically involves inspecting all existing mechanical, electrical and coal-handling systems to determine what repairs have to be made," explains Charles Cassell, AEP project manager for the Tidd job. He estimates that by mid-September, the testing of systems and their replacement and/or repair will comprise much of the construction-site activity.

Cassell says one major activity recently completed involved the installation of the clay liner in an area located adjacent to where the combustor building is being constructed. It is on this liner that the plant's supply of coal and dolomite will be stored.

"The clay liner is one of the important environmental elements of this project," the AEP manager is quick to emphasize. "That's because it will contain surface water running off the coal and dolomite storage areas and prevent it from entering the groundwater table."

Cassell points out that the liner installation required placement of approximately 40,000 cubic yards of clay fill material.

"This was about the same amount of clay excavated for the



Workers ready the ring or support pad where the combustor vessel will be placed.

combustor building," he adds. "But the excavated clay could not be used as liner material because it was unsuitable and did not meet the required liner specifications."

In addition to the excavation work completed for the combustor building, Cassell says a total of 564 pipe piling have been driven. "And we've just begun placing concrete," the project manager explains. It is projected that the concrete work will last until late December, or as Cassell puts it, "certainly before winter weather can impact us."

But as the concrete work continues, so do the numerous construction activities that go into a project of this size.

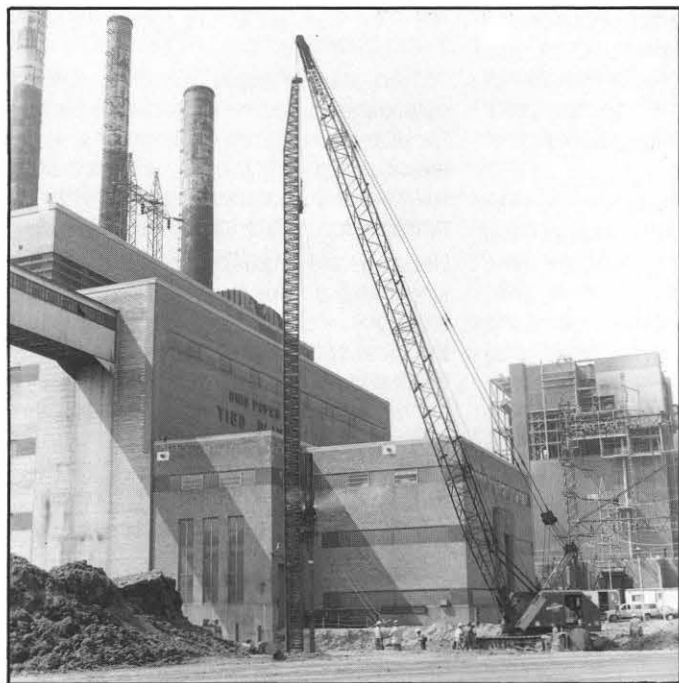
"Presently, we have about 150 contractor employees at the site," Cassell points out. "Most of these — particularly the building and trades people — are from the tri-state area of Ohio, West Virginia and Pennsylvania." As many as 350 construction personnel are expected to be working at the site this time next year.

"It is projected that construction at the combustor building will be structurally complete in April of 1989," Cassell adds. "This will support the installation of the combustor vessel in June."

And what about the combustor vessel?

It's being fabricated by Babcock and Wilcox at a plant along the Ohio River in Mt. Vernon, Indiana. The present schedule calls for the assembly of the 1,600-ton vessel to be completed in May of 1989. At that time, the unit will be placed on a barge for the 750-mile trip up the Ohio River to the Tidd Plant.

Start-up of the demonstration facility is projected for 1990. □



A pile driving rig prepares new foundations adjacent to the existing Tidd Plant.

People like you make the difference

You see them every day. And you are part of them. More than 5,000 Appalachian people coming to work. Taking their places. Doing their part in the continuing job of providing people one of the basic necessities of life — electricity. Helping people in southern West Virginia and southwest Virginia perform their tasks a little more easily and helping them live a little more comfortably.

You hear several hundred footsteps entering a single building in Roanoke. Or the steps of a family or a few in a small local office in Rupert. Day after day, on the job, providing the nation's best electrical service.

Why do they come? For many reasons. Simple necessity is the most obvious. People must work to obtain what they need for themselves and their families.

But beyond the dollars and cents of work lie the drive and the pride of hundreds who make up our company. Pride in the satisfaction of having an important job to do and doing it well. It used to be called the spirit of service, this commitment of power company people to their task. Today, maybe, the words sound a little old-fashioned. But the

determination and the dedication are still there.

Each person's part must be carried out in the way that only he or she can perform it. When you first glimpse an organization as big as Appalachian Power, with its gigantic plants and transmission facilities, you might get the idea that it's the organization and the tools that count, not the people. Easy enough to assume.

But just as a new line mechanic soon shapes his climbers to fit his legs, he also shapes his job to fit himself. The title a person holds, the tasks he or she is assigned to perform, are merely the skeleton of a job. With his or her own individual style, he or she fills in the body and soul. This process is hard to see, for not every day calls for a sweeping decision or a conscious putting-together of a philosophy. But, in carrying out routine duties, each person slowly shapes the job to himself.

Multiply this process by all of the employees in our company, and soon you have the unique shape and slant of electric service that characterizes our company. When the thousands of miles of line and the plants are

all connected and busily distributing power, you have a very efficient machine. But just that, a machine. In the end, the simple fact is that people like you make the difference. And what a difference you make!

Earlier this year, Market Opinion Research (MOR) conducted surveys throughout the American Electric Power System to measure customers' expectations, perceptions and attitudes toward its companies, its product, and its employees.

Because of the way each of you has performed your job, the overall attitude of Appalachian's customers is pretty good. In fact, MOR reports that Appalachian is one of its "highest rated clients" in "reliability, helpfulness, and showing concern for the average customer . . ."

MOR also reports that "on all management characteristics, Appalachian Power customers give higher positive ratings than the total AEP System customer ratings . . ."

In conducting the survey, MOR surveyed 2,404 AEP System residential customers, including 600 Appalachian customers. A 1986 customer survey is the baseline that enables System companies to chart their progress. However, some questions this year were not asked in 1986.

Here are the results of the MOR survey. Where appropriate, division results are shown as well as Appalachian's and AEP's.

Overall attitude

More than three out of four Appalachian customers (77%) have an overall favorable attitude toward the company. Happily, only 8% are unfavorable toward the company, with 14% neutral and 1% undecided.

Electric Company Favorability

On a zero-to-ten scale, how do you feel about your electric company?	Favorable	Neutral	Unfavorable	Undecided
Total System				
1986	66%	19	14	1
1988	77%	13	9	1
Appalachian Power				
1986	73%	15	10	2
1988	77%	14	8	1
Divisions				
Abingdon	81%	9	9	1
Beckley	66%	22	10	2
Bluefield	75%	16	7	2
Charleston	74%	20	6	—
Huntington	69%	17	12	2
Logan/Williamson	74%	11	15	—
Lynchburg	89%	5	7	—
Pulaski	79%	12	9	—
Roanoke	83%	11	4	2

Service, Performance

As in 1986, 90% of Appalachian's customers believe that the service they receive is "reliable." This is a slightly higher rating than the total AEP System response of 89%.

Reliability Job Performance Ratings

How would you rate your electric company on reliability of service received?

	Reliable	Neutral	Not Reliable	Undecided
Total System				
1986	88%	6	4	2
1988	89%	5	4	2
Appalachian Power				
1986	90%	6	3	1
1988	90%	4	5	1
Divisions				
Abingdon	91%	4	4	1
Beckley	88%	4	6	2
Bluefield	96%	—	3	1
Charleston	81%	11	4	3
Huntington	94%	4	2	—
Logan/Williamson	81%	7	11	1
Lynchburg	93%	2	5	—
Pulaski	90%	4	6	—
Roanoke	89%	3	6	2

Most Appalachian customers feel the company has maintained its transmission and distribution system in an "excellent" (45%) or "good" (44%) condition. Again this is slightly higher than the total AEP System rating.

In "helpfulness to customers," the response given by Appalachian's customers remained the same as in 1986, (80%) which is slightly above the response given by all AEP customers. MOR says this level of positive response is well above the average (73%) of all its clients.

"Showing concern about the average customer" has slightly decreased among Appalachian customers since 1986 (75% compared to 76%), but it remains above the 72% response given by all AEP customers. "Concern about customer safety" also receives high scores from Appalachian customers (85%).

Telephone Contacts

Forty percent of Appalachian's customers surveyed reported that they contacted the company in the last year. Over half (51%) of these customers mentioned "service problem/request" most often as the reason why they contacted their electric company. When asked if the employee they talked with on the telephone was courteous, knowledgeable, and helpful, this year's positive response level was below 1986's. Eighty-nine percent of Appalachian's customers felt their problem was solved or their request answered from their most recent telephone contact. This is four points lower than the response given in 1986. It is, however, slightly higher than the response given by all AEP System customers.

APPALACHIAN POWER TELEPHONE CONTACTS (1986 figures in parentheses)

If you contacted the electric company by telephone

- 1 — Was your problem solved or your request answered from this most recent telephone contact?
Yes 89% (93%) No 9% (7%) Don't Know 2% (0%)
- 2 — What would be your overall rating of how your contact was handled?
Satisfied 80% (84%) Neutral 6% (4%)
Dissatisfied 13% (11%) Undecided 1% (1%)
- 3 — Would you say that the person you talked with was
Courteous 87% (86%) Discourteous 8% (9%)
Undecided 5% (5%)
- 4 — Would you say that the person you talked with was
Knowledgeable 82% (86%)
Not Knowledgeable 10% (9%) Undecided 8% (5%)
- 5 — Would you say that the person you talked with was
Helpful 79% (83%) Not Helpful 15% (13%)
Undecided 6% (4%)

Electricity Rates/Values

Electricity rates were described as "reasonable" for the value received by 65 percent of Appalachian's customers. The total AEP System average was 66%. A majority of Appalachian's customers (75%) felt that "the cost of electricity is pretty reasonable compared to the cost of most other things today." This is slightly higher than the response in Appalachian in 1986, and among all AEP customers in both years. A total of 61% of all AEP System customers and 62% of Appalachian Power customers consider electricity to be an "excellent/good" value for the price.

The company is doing a "good job" finding ways to hold down the cost of providing electricity according to 62% of Appalachian's customers and 57% of all AEP customers. This is a significant increase in positive response compared to the 1986 survey. "Finding ways to help people get the most value from their energy use" receives a "good job" response from 71% of Appalachian Power customers. Again, this is slightly higher than the response given by all AEP System customers.

Management Activities

More than three-quarters (78%) of Appalachian Power customers give their electric company positive ratings on "being well managed." This is five points higher than the total AEP System customers and seven points above the 1986 response from Appalachian's customers. Eighty-one percent of Appalachian's customers feel their electric company is "honest." MOR reports that this is considerably higher than the average rating given by all of its utility clients.

"Planning for the future electricity needs of people in your area" receives a "good job" rating from 72% of Appalachian's customers, five points higher than the response level given by all AEP System customers. This is significantly higher than the customer response in 1986. A substantial increase in "good job" response was given by Appalachian customers (62%) and all AEP customers (57%) in regard to "providing leadership in economic development in your area."

Marketing

Considerably more Appalachian Power customers (53%) feel heat pumps are an "excellent" or "good" system for heating a home compared to 41% of all AEP System customers.

In comparing gas furnace and electric heat pump systems for home heating, the heat pump receives the most mentions as a more "modern," "safer," and "efficient" way of heating from Appalachian Power customers.

As this latest survey shows, Appalachian's employees have many reasons for pride. It also shows where extra effort can pay off in the future.

Compliment yourself on areas where we're doing well. On the areas which need improvement, set your own goal for enhancing customer relations. You do make a difference! □

Perceptions Regarding the Value of Electricity

Overall, do you consider electricity to be an excellent, good, fair, or poor value for the price?

	Excellent	Good	Fair	Poor	Undec.
Total System					
1986	11%	38	33	13	5
1988	16%	45	29	9	1
Appalachian Power					
1986	13%	43	30	8	6
1988	17%	45	29	9	*
Divisions					
Abingdon	22%	39	30	7	2
Beckley	10%	44	28	18	—
Bluefield	12%	49	32	7	—
Charleston	13%	51	20	16	—
Huntington	14%	42	30	14	—
Logan/Williamson	26%	56	15	4	—
Lynchburg	20%	43	34	—	3
Pulaski	22%	43	28	7	—
Roanoke	20%	42	32	4	2

Pilot tree replacement program underway in St. Albans

Some residents of St. Albans, West Virginia, will be receiving new trees this year as part of a pilot program underway by Appalachian Power Company. The purpose of the program is to improve service to customers by replacing trees that have the potential of interfering with power lines.

The program was developed by Michael Neal and Philip Ross, Charleston line construction and maintenance representatives. The 12-mile St. Albans-Kanawha Terrace circuit was selected for the program, which has been approved by the St. Albans City Council.

According to Neal and Ross, this circuit was last maintained in 1984-85, and a majority of the trees trimmed at that time have again reached the conductors. Many of the trees are disfigured as the result of repeated trimmings.

With permission from landowners, 100 "problem trees" will be removed and replaced with small-growth trees.

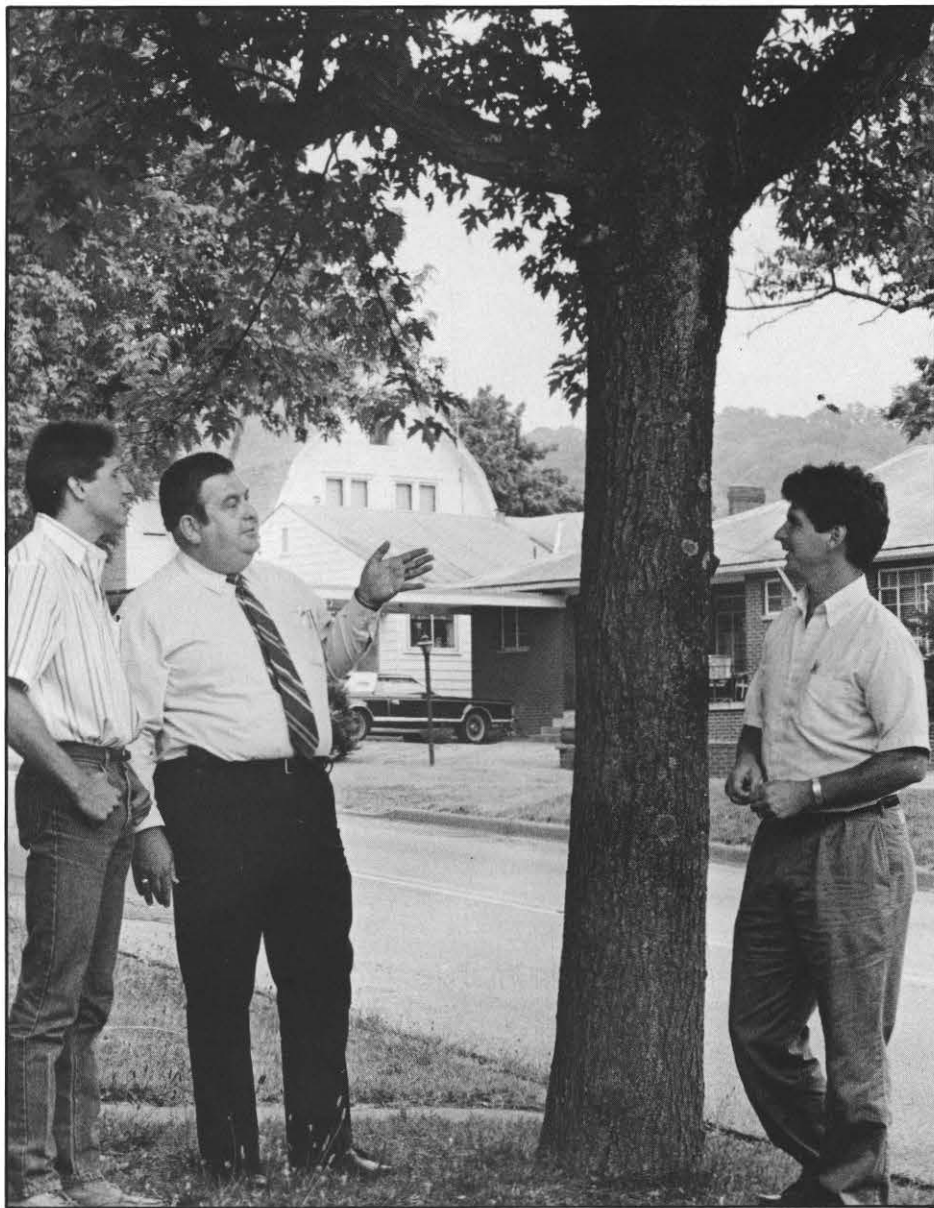
Neal pointed out the problems of large trees. "Our goal is to put the right trees in the right location," he said. "Some of the trees grow to 100 feet tall, and they crack the sidewalk and water lines. With this new program, we will get the benefit of lower maintenance costs and less interruptions, and the city will benefit from the good sidewalks and water lines."

Ross said, "It's hard to keep a large tree within 40 feet of a power line. It costs quite a bit to trim a tree. The neighborhood will look nice because you're not always trimming the tree back, and we won't be contacting people about trimming trees on their property."

"We have a lot of problems with momentary service interruptions," Neal said. "About 70 percent of them are caused by trees. We have to trim trees every year to keep outages down, and that's not cost-effective. Other utility companies have used this program, and Phil and I thought we could use it here."

The tree removal and planting work is being contracted to landscape companies, and the service is free to property owners. The trees planted are warranted for a year unless the trees die from neglect or man-caused destruction.

Neal added, "So far we've had only a few no's, and many of those people said they would like to see how the program worked



(From left) Phil Ross, St. Albans Mayor Eddie Bassitt, and Mike Neal discuss one of the trees in St. Albans which will be removed this year. The roots are cracking the sidewalk and deformities from excessive trimming can be seen near the top. Photo courtesy the *Charleston Gazette*.

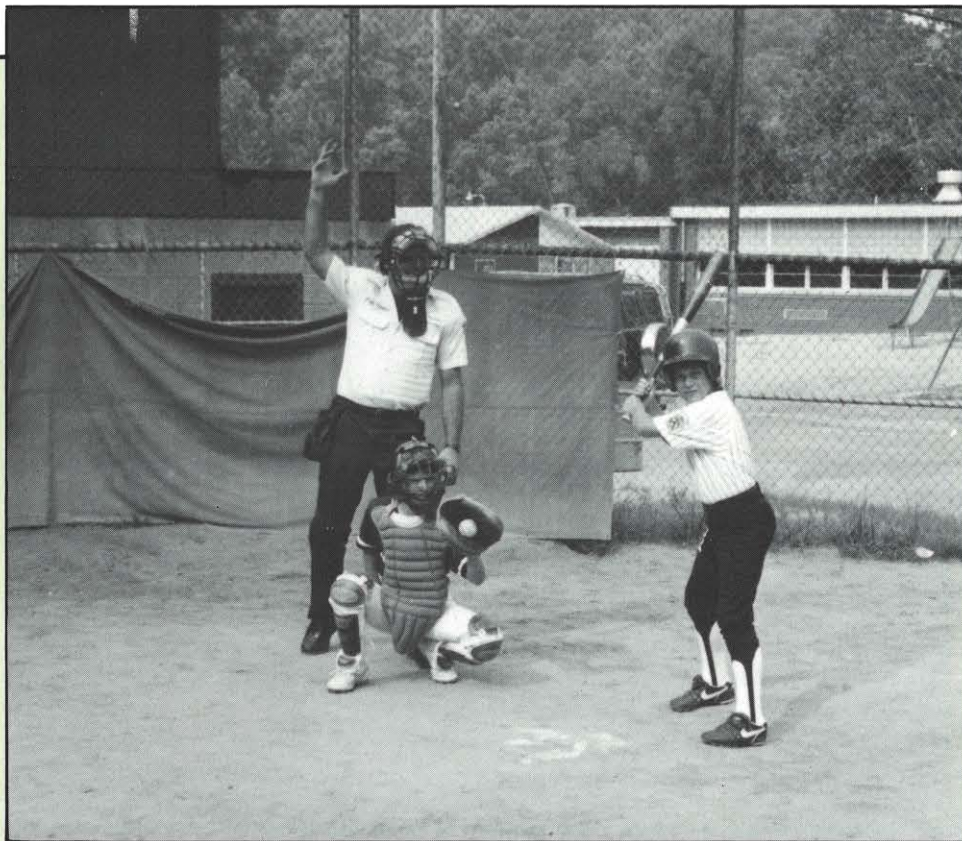
and may participate the next time. Basically everyone went with the small growth trees. Seventy-three percent of the trees are going to private landowners, and 85 percent of the trees we wanted to replace are being replaced.

"The most popular replacement tree is the purple leaf plum, followed by the radiant crab apple. If the property owner wants a medium size tree, such as a crimson king maple or serviceberry, it has to be planted 20 feet away from utility lines and buildings. If he wants larger trees such as sugar maple, pin oak, or

white oak, those have to be planted 40 feet away from power lines or buildings."

"After this year, we'll take a look at the costs and benefits and decide whether to implement the program further next year," Ross said.

St. Albans Mayor Eddie Bassitt has visited some of the landowners' homes with Neal and Ross. "I support this project 100 percent," Bassitt said. "We have worked closely together on the program . . . we're pleased they chose St. Albans." □



Umpire Bucky Ray behind the plate, giving a strike signal. His sign was Lee Weyer's style of strike signal. Photo by Wetzel Perdue.

Bucky Ray is at home behind the plate

"I'm a baseball fanatic," claims Bucky Ray, Huntington line mechanic B. "During the season, I'm out four to six nights a week umpiring. I just love it."

"I started back in 1974," Bucky recalls. "My dad was a Little League coach, and one time when he didn't have an umpire he told me I was going to call behind the plate. I said I didn't know whether I could or not, but dad said, 'We'll find out.' Dad umpired high school and Little League baseball himself for 15 years."

Bucky continues, "I attended a six-week umpire clinic at Marshall University and am a sanction umpire for high school in western West Virginia. I got my umpire card in 1978 and carried it through 1981. I started calling high school games again this year, but I have called Little League ever since 1974. The high school games start the last of April and go through the first of June. Little League finishes up in early August."

Bucky won't be resting until next spring, however. "During the winter, I coach basketball. After basketball is over, of course, we go right back into baseball."

A big thrill for Bucky was becoming acquainted with Lee Weyer, now deceased, former National League umpire. "We were introduced by Wetzel Perdue, a Huntington photographer,"



Bucky Ray, left, and the late Lee Weyer, former National League umpire. Photo by Wetzel Perdue.

he says. "Incidentally, Wetzel's photo of Pete Rose breaking Ty Cobb's record of 4,192 hits is in the Baseball Hall of Fame in Cooperstown, New York."

"Baseball is definitely my favorite sport," Bucky admits. "I even have a baseball card collection which my son Dewain helps me with. Dewain plays for the Barboursville Junior League, and his team went all the way to the state last year. There are 17 leagues in our district and six districts in the state. The teams that go to the state are the best of each district. Even my six-year-old daughter Lindsay plays ball. Her Dugout Sporting Goods Pee Wee team came in second in the league this year."

Bucky has umpired three state tournaments and now his ambition is to umpire a pro game. He says, "Our district administrator is going to try to send me to Florida next year to the Senior League Regionals. He thinks I have a good chance of going. You know, I wouldn't mind living in Florida. They play baseball all year around there." □

Gene Perry farms with four-legged horsepower



Gene Perry with his team of draft horses, Mike and Pete. Photo courtesy of the Hurricane Breeze.

If you want to see a smile on Gene Perry's face, just mention draft horses. A production supervisor at Central Machine Shop, Gene has a team of draft horses which won prizes in the Putnam County Fair this summer.

"I just bought these horses last Fall," Gene says, "and this was the first time they had been entered in competition. Pete, the Belgian stallion, won a trophy and blue ribbon for first place. Mike, the Percheron gelding, won a red ribbon for second.

"I have had draft horses before," Gene continues, "but none this big. I weighed them at the fair, and Pete weighed 1700 pounds and Mike 1715. When I bought the gelding at a Parkersburg market, he was real poor although he had a big frame. Then I bought the stallion from a friend of mine. My dad and I together had raised eight colts from the stallion, and I just wanted him to play with."

Gene adds, "The horses are pretty ex-

pensive. I probably feed them more than I should. Through the summer, they eat a five-gallon bucket of grain once a day. During the winter, both of them together ate a bale of hay a day. I don't have time to raise it myself, so I buy the hay locally."

Despite their size, Gene says the horses are very gentle. "I have a three-year-old granddaughter who rides the stallion," he says. "I trained them myself. I started out by playing with them and then put the harness on. After that I worked them individually. After I got them to where they would drive up and down the road, I hooked them to a spreader. They work well together, and now I can use them with a cultivator, turning plow, mowing machine, disc harrow, wagon and sled.

"I have 28 acres at Hurricane," Gene says, "but all I have is a garden. I take the horses and plow tobacco for my neighbors and friends just to be playing with them." □

Promotions

John H. Tucker, electrical engineer senior, was promoted to engineering supervising engineer in Roanoke on August 1. He holds a bachelor of science degree in electrical engineering from Virginia Military Institute.

Linda L. Anderson, electrical engineer, was promoted to electrical engineer senior, GO T&D Engineering, Roanoke, on June 1. She holds a bachelor of science degree in electrical engineering from Virginia Polytechnic Institute & State University.

Terry L. McMahan, administrative assistant to the president, GO Executive, Roanoke, was promoted to engineering supervising engineer in Roanoke on September 1. He holds a bachelor of science degree in electrical engineering from Virginia Polytechnic Institute & State University.

Mark S. Lawrence, marketing & customer services associate, GO Marketing & Customer Services, Roanoke, was promoted to administrative assistant to the president of Appalachian Power on September 1. He holds a bachelor of science degree in business management from Virginia Polytechnic Institute & State University.

Kevin D. Sigmon, forestry technician NE, GO T&D Forestry, Roanoke, was promoted to the exempt position of line construction and maintenance representative in Abingdon on September 1. He holds a bachelor of science degree in forestry and wildlife from Virginia Polytechnic Institute & State University.

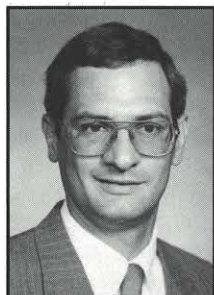
J. E. Hines, Jr., electrical engineer, was promoted to electrical engineer senior in Roanoke on June 1. He holds a bachelor of science degree in electrical engineering from North Carolina State University.

J. Eddie Glover, Jr., line construction and maintenance representative, was promoted to engineering technologist supervisor in Roanoke on August 1.

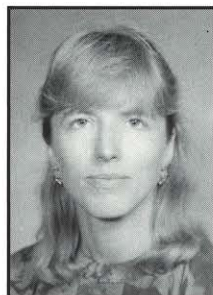
Marcus J. Pruitt, equipment operator A, was promoted to unit supervisor at Clinch River Plant on June 1.

Lorn A. Walker, Jr., control technician senior, was promoted to instrument maintenance supervisor at John Amos Plant on August 1.

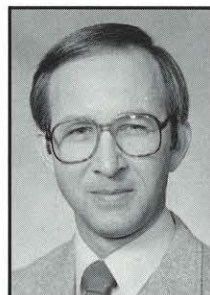
Dave W. Crouch, T&D clerk A non-exempt, was promoted to line construction and maintenance representative exempt in Roanoke on August 1.



Tucker



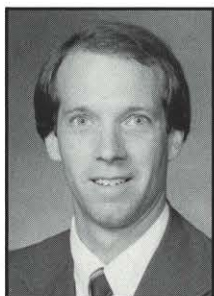
Anderson



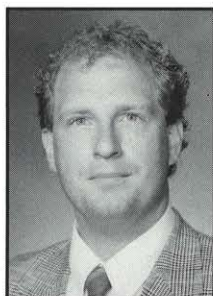
McMahan



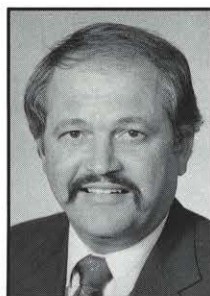
Lawrence



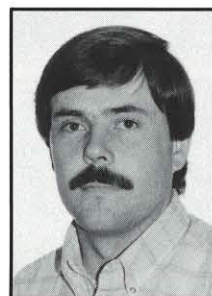
Sigmon



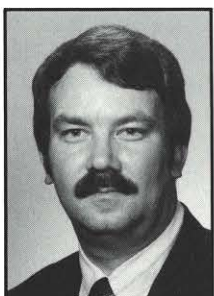
Hines



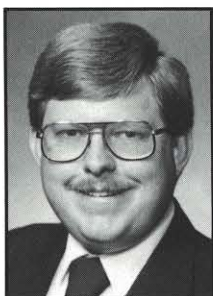
Glover



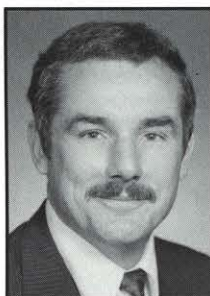
Pruitt



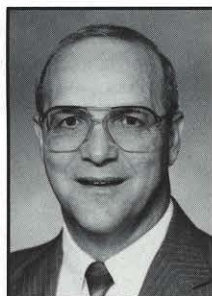
Walker



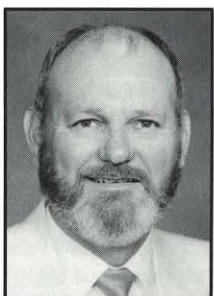
Crouch



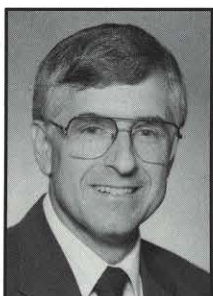
Thacker



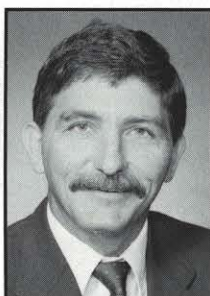
Price



Hale



Altice



Downey

C. Mike Thacker, hydro staff engineer, was promoted to hydro reservoir superintendent, GO Hydro, Roanoke, on September 1. He holds a bachelor of science degree in civil engineering from Virginia Military Institute.

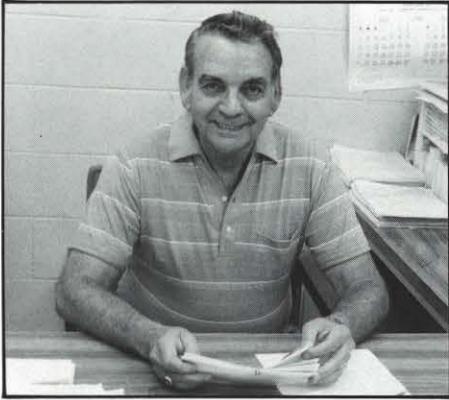
L. Dean Price, property representative senior, is being promoted to land management supervisor, GO Land Management, Roanoke, on October 1.

Donnie W. Hale, engineering technician senior nonexempt, was promoted to engineering technologist exempt in Roanoke on August 1. He holds a diploma in electrical engineering from International Correspondence Schools.

Billy L. Altice, engineering technician senior nonexempt, was promoted to engineering technologist exempt in Roanoke on August 1.

(please turn to page 23)

Retirements



"If I had it to do over again, I sure would" says Roanoke General Line Crew Supervisor **Bob Dennis** about his 40-year career with Appalachian Power. "Although my last job was challenging, what I really enjoyed the most was climbing poles and working on the lines. I was in the pilot school for barehand maintenance work on 34.5 kv lines," he recalls. Travel will play a big part in Bob's plans after his early retirement on September 1. "Juanita's favorite thing is sitting beside me in the car on the road. She loves to sightsee. We will visit our youngest son

and his two children in Atlanta more often. Our oldest son is still at home. And we're going to San Francisco because we've been all over California except there. Sooner or later we'd like to go to Hawaii. I'll be spending some time, too, in my woodworking shop. I make shelves, cabinets, and all kinds of trinkets and decorations." A former deacon in the Tabernacle Baptist Church, Bob is a Navy veteran and retired from the SeaBee Reserves after 28 years' service. □



"Most of our retirement will be based around traveling," says **George Abshire** who, until September 1, was an instrument maintenance supervisor at John Amos Plant. "We have a 28-foot Holiday Rambler and a new pickup, and I figure on wearing out a set of tires every year! We are in the Holiday Rambler Club and plan to travel quite a bit with those people. We also have a camper at the FMC Sportsman Club. It's beautiful there, and we enjoy it." George took vacation prior to his official retirement date, and already he has traveled to Kentucky and to North

Carolina to visit his youngest son. He has one daughter, three sons, and eight grandchildren. An Army veteran, George joined Appalachian in 1952 as a laborer at Cabin Creek Plant. He transferred to Clinch River six years later and came to Amos in 1970 to help check out the then-new plant. "I don't think you could find a better place to work," George says. "The company has raised my children, and we have a good life. I think it is the good people that are employed here that made me like it so well. They're really like part of the family to me." □



"It's hard to believe I have been here 41 years," claims Pulaski Power Engineer **Jimmy Marshall, Jr.**, who elected early retirement on September 1. "Without the company's good retirement and savings plans, it would have been impossible to make this move at age 60. I enjoyed working for the company, but the companionship of the employees has meant more to me than anything else." Jimmy adds, "With the exception of two years in military service during the Korean Conflict and seven months in Engineering, all my time was in Marketing & Customer Ser-

vices." Jimmy and his wife Mary Catherine already have some definite retirement plans. "We are going back to Niagara Falls and Montreal, Canada in October, and we'll be spending more time with her parents in Marietta, GA. We like to travel to the beach and Williamsburg occasionally. We don't want any long trips or worldwide tours. The wife and I play golf, and we're going to get back into fishing, too. I expect the winter will be taken up with woodworking and church-related activities." □

"It has been 40 quick years, I'll tell you that," says **Jack Collins**, Roanoke meter service mechanic A, who elected early retirement on September 1. "I was working at Hotel Roanoke when a fellow told me Appalachian was hiring for the survey crew," he recalls. "Ammon Sears hired me as an axman, and we worked out of the old Grand Piano building on Norfolk Avenue." Jack is proud that he had no disabling injuries during his career and adds, "I enjoyed working with the people." Retirement will give Jack more time for what he enjoys most — traveling. He just returned from a trip to Nova Scotia and

plans a three-week visit to Australia in February. "I have two daughters, and the youngest is expecting her second child in November so I can't go anywhere then," he says. A Navy veteran, Jack is a member of the Elks and the Calvary Memorial Baptist Church. □

"I've never regretted coming to work for the power company," says Montgomery Area Servicer **Fred Dooley**. "I don't think any man who works for Appalachian has had more pleasure than I have. I wouldn't have traded jobs with anyone in this world. I got to meet a lot of different people and probably never went to the same place twice in a year. It is 34 miles from one end of our service area to the other and 4200 customers scattered through it. I know them, and they know me." He adds, "There's never been a time in my life when I didn't have to meet a schedule.

Now, come September 1, I'm going to relax and enjoy life. If I feel like mowing the lawn, I will. If I don't then I'll sit on the couch or go fishing. I'm retiring at a good time — I'll have a little break before hunting season." Fred describes himself as a 'junk collector', but he also collects coins. He is a past master of the Gauley Bridge Masonic Lodge and the first, since 1935, to serve three consecutive terms. He and his wife Ruth have one daughter and four grandchildren. □



"I worked at four power plants during my 31 years with Appalachian," says **Harvey Gillespie, Jr.** "I had different experiences at each one and enjoyed them all. I also enjoyed the people I was associated with at all the plants, too. I had six months' training at Kanawha River and went to Clinch River during its startup in 1957," he recalls. "Then, in 1968, I transferred to Radford Arsenal Steam Plant, which was operated by Appalachian. I have been here at Glen Lyn ever since 1972." Harvey was performance superintendent when he elected early retirement on

September 1. "Now I'm going to play golf, hunt, fish, and do all those A. R. — after retirement — jobs waiting for me. We may travel some, but we'll probably stay in this area. I live across the street from the golf course, and you can't beat that!" Harvey is a Sunday School superintendent at the First United Methodist Church in Pearisburg, a member of the Kiwanis Club, and on the board of directors of the Chamber of Commerce. He and his wife Trudie have three sons. □



"After graduation from the Charleston School of Commerce, I had to wait until I was 18 before I could get a job," recalls **Golda Johnson**, former secretary in GO Executive, Charleston. "Appalachian was one of the first places I applied. I spent the first 16 years of my career in accounting jobs, then transferred to the district manager's office. After that I worked five years at Amos Plant and then returned to the Charleston office in 1976. I enjoyed working all those years; and, if I had it to do over again, I would. I have many happy thoughts about the people. Although I

worked one month short of 47 years, retiring has been easy for me. Since my retirement on March 1, I have enjoyed just being home. My big interest is bridge, and I play every chance I get. I like traveling and go to the beach once in a while and to see my sisters in Ohio and Pennsylvania. It's nice not having any constraints on what I do." Golda was the second woman in Appalachian to earn the rating of CPS (certified professional secretary). She is a life-time member of Alpha Iota business sorority. □



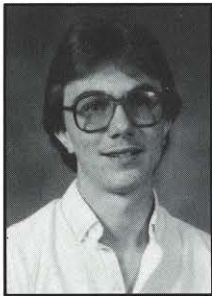
A utility career spanning nearly 43 years came to a close on September 1 with the retirement of **Eugene Dahmer**, Charleston meter electrician A. Eugene was drafted by the U. S. Army for service in World War II soon after his graduation from the Charleston School of Commerce. When he returned home in the fall of 1945, he came to work for Appalachian as a meter helper B. "I had already been hired by another company," he recalls, "but decided to join the power company instead. I was raised on a farm and always liked outside work so I've enjoyed my job over the years. Appalachian is a

good company to work for. I don't have a lot of plans for retirement. I'll just take one day at a time. We keep a trailer on our farm in Nicholas County, and I like to go up there and be out in the country. My wife Betty and I may do a little traveling. We have some friends in Florida we'd like to visit." The Dahmers have 4 daughters and 5 grandchildren. □



Who's News

Abingdon



Keith, son of Gaynell Ray, Lebanon meter reader, was first place winner in regional accounting competition and third place winner in regional math competition at Southwest Virginia Community College.

He also won second place in the science competition at the Virginia Beta convention. Keith attended Governor's School at Virginia Tech and was named to *Who's Who Among High School Students* for 1988-89.

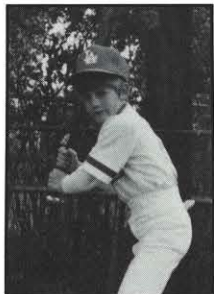
Randy Forrester, line mechanic A, was a coach of the Damascus Little League 11- and 12-year-old All Star team, which placed third in the Little League District I Tournament. □

Beckley

Keith Von Scio, marketing and customer services advisor, has been elected executive vice president and membership vice president of the Beckley/Raleigh County Jaycees.

Susan, daughter of Bob Loudermilk, marketing and customer services supervisor, represented the Beckley United Methodist Temple at the Methodist Youth Congress at West Virginia Wesleyan College.

Jack Riddle, engineering technologist, and his wife **Alberta**, retired secretary-stenographer, attended the National Square Dance Convention in Anaheim, CA.



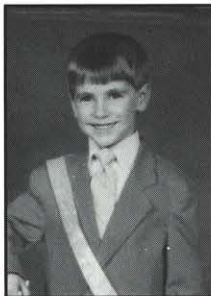
Jason, son of John Blake, Oak Hill line mechanic A, was a member of the Dodgers of the Oak Hill Little League Baseball League which won both the regular season and post-season tournament championships.

The team finished the season with a 15-5 record, going undefeated in the tournament. □

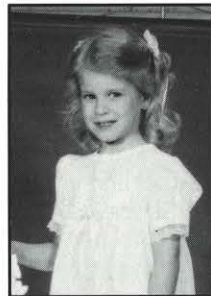
Bluefield



Kacie, I., and Brandi Havens



Ryan Leftwich



Cynthia Akers

Several employees' children were contestants in a baby contest held at Rocky Gap High School. **Brandi Chea**, 3½ years, and **Kacie Noel**, 15 months, daughters of Darrell Havens, line mechanic C. Brandi was first runner-up in the 3-to 4-year-old girls category. **Cynthia Leigh**, 4 years, daughter of Terry Akers, line mechanic A, was first runner-up in the 4- to 5-year-old girls category. **Ryan Jacob**, 4 years, son of Joan Leftwich, secretary-stenographer B, was winner in the 4- to 5-year-old boys category.



Joan Leftwich, secretary-stenographer B, has been selected as an "Outstanding Young Woman of America" for 1987. A member of the Rocky Gap Jaycees, she is a Sunday School teacher

at the Rocky Gap Methodist Church. □

Bluefield Station wins sixth championship



For the sixth consecutive year, the Bluefield Station Department won the annual softball tournament held in conjunction with the employee picnic at Bluefield City Park. The tournament was played under double elimination rules. Members of the Station team were: front row, l. to r., Fran DeBellis, Pulaski engineering supervisor; Billy Ball, GO T&D communications specialist; Jimmy Rasi, brother of Tony Rasi; Bryan Hatfield, line mechanic A; and Todd Marlowe, GO T&D communications engineer. Back row, l. to r., Robbie Clayton, son of Mike Clayton; Mike Goforth, summer employee in Bluefield Stores; Mike Clayton, station crew supervisor; Jerry Blessing, station mechanic A; Lewis Crouch, station mechanic B; Mark Hartley, station mechanic C; and Tony Rasi, T&D clerk A. The bat boy (front) is Aaron Rasi, son of Tony Rasi.

General Office



Susan, daughter of Bill Franklin, communication supervisor, GO T&D Communication, Bluefield, was inducted into the National Honor Society at Bluefield High School. She also was selected by the

American Legion Women's Auxiliary to attend West Virginia Girls' State at Jackson's Mill.



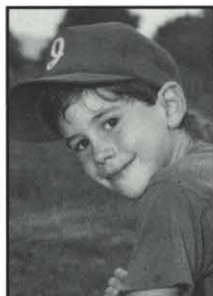
Kim, daughter of E. A. Hensley, regional dispatcher, GO Operations, Turner Regional Dispatching Center, received a \$125 scholarship from the Cross Lanes Women's Club to attend the Hi-Y Leadership

Camp at Camp Horseshoe. She has completed the ninth grade at Andrew Jackson Junior High, where she maintained a 4.0 GPA in college preparatory classes. Kim was selected through statewide competition to perform a flute solo for the West Virginia Music Education Association Convention in Wheeling. She also was selected as the most outstanding female musician in the county during the 1988 Kanawha County All County Band Concert. She has served as president of the Honor Society and vice president of the Student Council as well as a member of the girls' varsity volleyball team. Kim was a majorette for the 1987-88 season.



Paul Rhoades, stepson of Bob Staton, superintendent, GO T&D R/e & R/w, Roanoke, has graduated from Officer Candidate School with the Virginia Military Academy at Fort A. P. Hill. He has been

assigned as detachment commander of Detachment 1, Company B, 129th Signal Battalion, Staunton, Virginia.



Adam Beck was a member of the Vinton Indians team which won the T-Ball League championship. The 20-6 win capped the third perfect season for the team. Adam is the son of Sharon Beck, secretary-

stenographer, GO T&D R/e & R/w, Roanoke, and Fred Beck, senior reproduction machine operator, GO General Services, Roanoke.

A. C. Channaiah, distribution staff engineer, GO T&D, Roanoke, has been elected vice chairman of the 26-member Advisory Council for Gifted and Talented Education for the Roanoke County School System.



Aruna, daughter of A. C. Channaiah and a student at William Byrd Junior High, received the best all-around student award and was named the most outstanding student in home economics among the eighth

graders at Byrd. She also received the Presidential Academic Fitness Award and placed third in the Regional Odyssey of the Mind competition. She participated in the Regional Math Count competition and was selected to the William Byrd High School flag team. A student in the gifted program, she is a member of the SCA and the National Honor Society. Aruna is also a Junior National Beta Club tutor.



Nanda, daughter of A. C. Channaiah and a student at the Herman L. Horn Elementary School, received Presidential Academic Fitness and Roanoke County Youth Fitness Awards. A student in the gifted

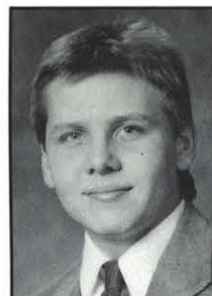
program, she received certificates for participation in the Virginia State Reading Association Program, Young Readers Program, and Regional Odyssey of the Mind competition.



Deepa, daughter of A. C. Channaiah and a student at the Herman L. Horn Elementary School, received the Presidential Academic Fitness Award and certificates for participation in the Regional Odyssey of

the Mind competition, Roanoke County Youth Physical Fitness Program, and as a member of the flag corps. □

Logan-Williamson



Chris, son of Greg Brammer, Logan T&D clerk A, has been named a Scholastic All-American. He also will be included in the 21st annual edition of *Who's Who Among American High School Stu-*

dents. A junior at Logan High School, Chris is a member of the Fellowship of Christian Athletes, Key Club, French Club, and Student Council.

Richie, son of Fred Wagner, Logan engineering technician senior, has signed a letter of intent to attend King College on a baseball scholarship. Richie played centerfield for Logan High School, which posted a 22-8 record for the season.



Brad, son of Eugene Hatfield, Williamson line crew supervisor NE, has completed his third year of play in the Varney Pee Wee League. He was selected to both the All-Tournament teams for pre-

season and final tournaments. Brad also played on the Williamson Buddy League basketball team and was selected to the All-Tournament team.

R. C. Adams, line and station superintendent, eagled the 520-yard, par 5 #1 hole at Riverview Country Club, Madison, WV. □

Centralized Plant Maintenance



Lisa, daughter of George Starcher, maintenance mechanic A, has been named a Scholastic All-American by the National Secondary Education Council. Scholars must earn a 3.3 or better grade point average and

be nominated by a secondary school instructor, counselor, or other qualified sponsor. □

Mountaineer



Tabitha Nicole, daughter of Bob Mossman, performance technician, was crowned princess of the 1988 Tri-State Camden Park Beauty Pageant. She received a trophy and crown for winning the 4-year-old division.

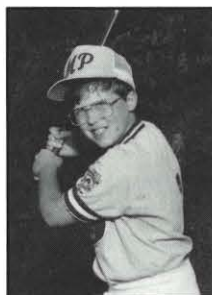


Stephanie Dee, daughter of Jim Shiltz, equipment operator B, was accepted to attend the NASA Space Camp at Huntsville, Alabama, last month. Upon satisfactory completion of the first two-week segment,

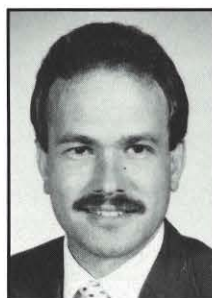
she will attend the remaining two two-week segments. Stephanie's career plan is to become an astronaut. □

Huntington

The children of Karl Click, Ripley meter reader, have received several honors. **Karla** maintained a 4.0 GPA for her sophomore year at Rio Grande College, where she is majoring in special education. **Jason** was selected for inclusion in the 1988 edition of *Who's Who Among American High School Students*. The holder of three school records in track at Point Pleasant High School, he was named most valuable player for the track team. He qualified for three events at the state track meet and placed fifth in the 200 meter race and seventh in the 1600 meter race and 3200 meter relay. The percussion captain in the school band, Jason played trap drums for the school's Broadway show in the spring. He has received numerous awards in science fairs, FFA, and 4-H.



Brandon Holz, son of Billie Jo Coeyman, stores clerk B, was selected as a member of the Barboursville Little League All Star team.



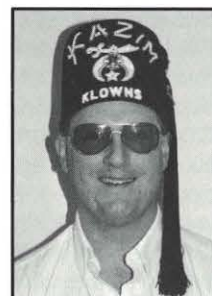
John Myers, Point Pleasant marketing and customer services advisor, was elected president of the Point Pleasant Lions Club for 1988-89.

Meter Reader **Ray Ridgeway** was successful in bringing the Veterans Administration Medical Center Bowling Tournament to Huntington for the first time. He served as tournament coordinator for the Huntington area, and Meter Reader **Jan Bradburn** was a member of the planning committee. □

Central Machine Shop

Dave Martin, personnel supervisor, served as a staff instructor at the Buckskin Council Cub Scout Day Camp held in Teays Valley in July. □

Roanoke



Jim Hines, electrical engineer senior, was elected director of the Kazim Shrine Temple Klowm Unit for 1988. This unit helps support the Crippled Children's Hospital in Greenville, SC.



Lauren Brittany, daughter of Ken Ashworth, Fieldale engineering technician, won first place in the Tiny Future Miss Independence Day Pageant. She also won trophies for Future Miss Most Photogenic, Prettiest Dress, and Miss Personality Winner. □

John Amos

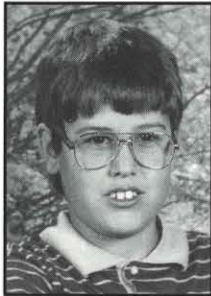


Paul Gunnoe, maintenance mechanic C, is an honor graduate of the United States Air Force apprentice electric power line specialist training course at Sheppard Air Force Base. Paul is an E4 sergeant in the 130th Civil Engineers of the West Virginia Air National Guard. □

Charleston



Amber Wolfe



Chris Wolfe

Amber, daughter of Cliff Wolfe, supervising drafter A, was awarded first, second, and third place ribbons at the Grandview Elementary School field day. His son **Chris** was awarded second and third place ribbons at the field day.

Misty Dawn Mitchell, daughter of Tammi Kirk, junior clerk, won the first place best all 'round trophy and ten first place ribbons at the Nellis Elementary School Spring Field Day competition. A fourth grader, she is head cheerleader at the school and placed second in the elementary division of the Boone County Championship cheerleading competition.

John Boggess, energy services engineer, successfully completed the Amateur Radio Operator examination and received a general class operator's license.

Jack Shaver, administrative assistant, was elected vice chairman of the Charleston City Planning Commission.



Jennifer, daughter of Kenneth Williams, Montgomery meter reader, was awarded the outstanding player trophy when her Hawks team won first place in the playoff of the Upper Kanawha Valley Mothers Minor Baseball Little League. She is the only girl on the team.

Twenty-seven employees and retirees

participated in the annual Charleston Division Golf Tournament and Cookout at the Scarlet Oaks Golf Club. The winners were: first flight — **John Bigler**, GO T&D Station relay engineer, first place with a low gross of 89; tie for second place with a 92 between **Eddie Stone** and **Ron Wilson**, customer accounts servicers. Second flight — **Gary Hedrick**, GO T&D Station relay engineer senior, first place with 92, and **Bill Ferguson**, GO T&D station supervisor, second place with 98. Third flight — **Jake Daniels**, GO Operations regional dispatcher, first place with 113, and **Robbie Johnson**, engineering technician, second place with 114. The flight winners received cash awards. Over 200 golf balls were given to the participants. □

Kingsport



Teresa Kincer (left), cashier C, and **Debbie Jennings**, customer accounts clerk C, won second place for the most original Mardi Gras costume at Kingsport's annual Fun Fest. □

Pulaski



Tammie, daughter of Andy Jackson, Hillsville customer accounts representative B, was grand prize winner in the Hillsville Business and Professional Association's drawing for two nights' lodging for two at

the Sea Banks Motel in Myrtle Beach, SC.

Andy Jackson, Hillsville customer accounts representative B, coached his 9- and 10-year-old baseball minor league team to the co-championship of the Dixie Youth League in Carroll County. The team had a season record of 11-1.

Richard, son of Fred Myers, customer accounts supervisor, pitched a no hitter against the George Wythe JV team in his last game of the season, striking out 16 of the 22 batters.

Jennifer, daughter of Carolyn Quesenberry, office messenger, placed third in the 300 meter hurdles during the Louisa P. Chrisley All Regional track meet. She also received the band award of excellence for her clarinet solo ensemble in 7th grade band competition at Pulaski Middle School.

James, son of Jerry Smith, custodian, has completed recruit training at Naval Recruit Training Command in Great Lakes, Illinois.

David, son of Nelson Quesenberry, line construction and maintenance representative, was awarded the C. E. Richardson Foundation Scholarship by the Radford University Foundation. The \$2,500 award is given annually to a full-time undergraduate or graduate student. David is a senior science major at Radford.

Robert, son of Kathy Bopp, secretary-stenographer A, placed second in the forensics/prose competition at Pulaski Middle School.

Renae, daughter of Donna Smelser, Wytheville customer accounts representative B, won the most outstanding foreign language student award at George Wythe High School. A June graduate, she and 14 other students of the accelerated Spanish class took a trip to Mexico.

Retiree **Kelly Buckland** was installed as president of the Fairlawn Lions Club. □

Births

Beckley

Justin Paul, son of **Dave Edwards**, engineering technician, July 12.

Bluefield

Josh Bennett, son of **Jerry Blessing**, station mechanic A, July 22.

Charleston

Bert Cameron, son of **Carmen Wendling**, junior clerk, July 18.

Matthew Todd, son of **Robin Hildebrand**, Montgomery customer accounts representative C, July 19.

Kaitlyn Elizabeth, daughter of **Randy Saunders**, meter reader, July 10.

Cassi Marie, daughter of **William McDaniel, II**, engineering technician, July 16.

Joshua Wayne, son of **Lois Cadle**, St. Albans customer accounts representative B, July 26.

Clinch River

Jason Todd, son of **David Bailey**, performance engineer, July 21.

Logan-Williamson

Lauren Shea, daughter of **Kevin Bates**, Logan line mechanic D, July 16.

Ann Caitlin, daughter of **James Garrett, III**, Logan engineering supervisor, July 27.

Lynchburg

John Samuel, son of **Larry Dickerman**, division superintendent, July 25.

Mountaineer

Robin Alandor, daughter of **Jim Pyle**, control technician, July 21.

Roanoke

Elizabeth Jean, daughter of **Martin McGee**, Rocky Mount engineering technician, August 7.

Christine Nichole, daughter of **Susan Rolfe**, energy services engineer, August 14.

Philip Sporn

Jacob Michael, son of **Michael Dean**, equipment operator A, July 28.

Cody Eugene and Jody Kay, twin son and daughter of **Dana Hartley**, maintenance mechanic A. Cody was born on July 16 and Jody on July 17. □

Toler stars in Showtimers production



Tim Toler (center), reproduction machine operator, GO General Services, Roanoke, had the leading role of Guido Contini in the Showtimers production of "Nine." He has been a Showtimers performer for eight years.

Golden anniversary



George and Ruth Roberts celebrated their 50th wedding anniversary with an open house given by their two children at the Main Street Baptist Church in Point Pleasant, West Virginia, on July 17. George is a retired office supervisor in Point Pleasant.

Friends We'll Miss

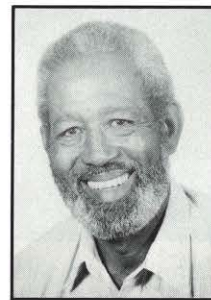
Kennard D. Cox, 76, retired Roanoke engineer B, died August 13. A native of Carroll County, Virginia, he began his career in 1946 as a draftsman junior and retired in 1977. Cox is survived by his wife Margaret, P. O. Box 98, Vinton, VA; one son; five stepchildren; and twelve grandchildren.

Robert K. Allen, Jr., 60, Charleston collector, died July 27. A native of St. Albans, West Virginia, he was employed in 1959 as a janitor. Allen is survived by his wife Jaunita, 1306 Adele Street, Charleston, WV; one son; and three daughters.

John W. "Shine" Eanes, 76, retired Fieldale stores attendant, died August 17.



Cox



Allen

A native of Bassett, Virginia, he was employed in 1941 as an appliance serviceman in Roanoke and retired in 1974. Eanes is survived by his wife Trudy, Box 453, Fieldale, VA; one son; two grandchildren, and two great-grandchildren. □

Weddings

White-Huff



Susan Huff to Grady White, Kingsport meter reader, August 12. Susan is the daughter of Fred G. Huff, Kingsport stores attendant C.

Ridgeway-Faulkner



Charlene Renee Faulkner to Raymond Troy Ridgeway, June 18. Raymond is the son of Raymond Ridgeway, Huntington meter reader.

Moore-Smith



Stacey L. Smith to Dwayne F. Moore, August 6. Dwayne is the son of Fred Moore, operation information supervisor, GO Operations, Roanoke.

Bennett-Tucker



Janice Tucker to James A. Bennett, II, June 11. James is the son of James A. Bennett, Kanawha River plant manager.

Machen-Major



Michelle Marie Major to Mark Machen, Kingsport drafter B, July 2.

Shannon-Hyde



Helen Hyde to Bill Shannon, Pulaski electrical engineer, July 23.

Wedding anniversary



Earl and Janice Crist celebrated their 45th wedding anniversary on August 26 with an open house. Earl is a retired maintenance mechanic A at Clinch River Plant.

Meadows-Jarrell

Sherri Jarrell to Don R. Meadows, Logan electrical engineer, July 30.

Brooker-Adkins

Paula D. Adkins to Peter A. Brooker, Philip Sporn Plant control technician, August 6.

Hypes-Radford

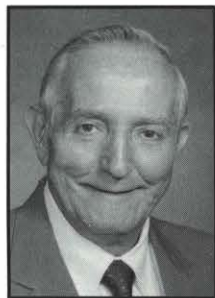


Judith Darlene Radford to James Blaine Hypes, transmission equipment operator senior, GO T&D Transmission, Bluefield, May 28.

Service Anniversaries



Robert Payne
unit supervisor (LTD)
John Amos
40 years



Richard Reese
eng. technologist
Roanoke
40 years



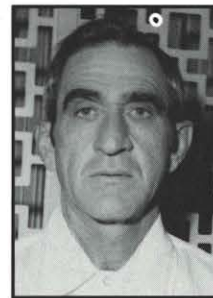
Clayton Barker
barge unloader operator
John Amos
40 years



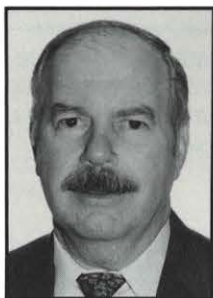
Con Breeding
eng. supv. eng.
GO-Roanoke
35 years



Bud Steffey
general servicer
Clintwood
35 years



Tommy Bass
area servicer
Wytheville
35 years



Marshall Stevenson, Jr.
plant engineer
Clinch River
30 years



Barbara Cantline
cust. accts. rep. B
Christiansburg
25 years



Kay Jacobs
elec. plt. clk. A
GO-Roanoke
25 years



George Conner
meter serv. mech. A
Roanoke
25 years



Bill Franklin
communication supv.
GO-Bluefield
25 years



Jacqueline Houston
cust. accts. rep. A
Princeton
20 years



Ben Jefferson
line mechanic A
Lynchburg
20 years



Dan Vaught
energy serv. mgr.
GO-Roanoke
20 years



Ed Blevins
line mechanic A
Marion
20 years



Bill Baird
collector
Point Pleasant
20 years



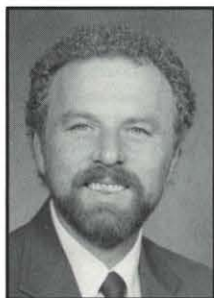
Jim Nisbet
mk. & cust. serv. mgr.
Logan-Williamson
20 years



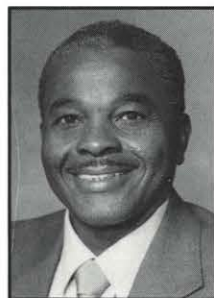
Don Tackett
station mechanic A
Charleston
20 years



Greg Brammer
T&D clerk A
Logan
20 years



Jim Zimmerman
class. & a/p con. clk.
GO-Roanoke
20 years



John Dickerson
control elec. A
GO-Roanoke
20 years



Larry Redden
general servicer
Roanoke
20 years

John Amos

15 years: **Freddie Elswick, II**, unit supervisor. **Bruce Casto**, unit supervisor. **Richard Craig**, performance technician senior. **James Dunn**, engineer B. 10 years: **Christopher Tyer**, equipment operator B. **Roger Green**, coal equipment operator. **Donald Anderson, Jr.**, barge handler.

Beckley

15 years: **Joann Richmond**, customer accounts representative B, Oak Hill. 10 years: **Judy Smith**, custodian.

Bluefield

15 years: **Butch Currence**, head meter reader. **Sherri Shrewsbury**, customer accounts representative B, Princeton.

Central Machine Shop

15 years: **Dale Donahoe**, NDE inspector 1st class.

Charleston

20 years: **Mona Sue Charlton**, senior telephone operator. 10 years: **David Wehrle**, stores attendant B. **Kenny Smith**, collector, Montgomery. **Bobby Jett**, meter reader, St. Albans. **Arlen Breeden**, line mechanic A. **Terry Shrewsbury**, line mechanic A. **Judy Wilmoth**, line mechanic A. 5 years: **Laben Prowse**, line mechanic C.

Clinch River

30 years: **Garland Hackney**, coal equipment operator.

General Office

15 years: **Randall Minnix**, data processing operator A, GO Accounting, Roanoke. **Anna McCadden**, supervising data entry operator, GO Accounting, Roanoke. 10 years: **Robert Whitaker**, electrical engineer senior, GO T&D Station Design, Roanoke. **Clarence Snyder**, engineering technician senior, GO T&D Communications, Huntington. **Kevin Pannell**, transmission station mechanic A, GO T&D Station, Roanoke. **Rodney Morehead**, transmission station mechanic A, GO T&D Station, Bluefield. **Palm Maynard**, transmission station mechanic A, GO T&D Station, Kenova. **Tony Martin**, transmission station mechanic A, GO T&D Station, Roanoke. **Randy Kessler**, transmission station mechanic A, GO T&D Station, Roanoke. **Howard Hypes, Jr.**, transmission mechanic B, GO T&D Transmission, Bluefield. **Patrick Caldwell**, transmission station mechanic B, GO T&D Station, Roanoke. **Steve Azar**, transmission station mechanic B, GO T&D Station, Roanoke. **Charles Akers**, transmission station mechanic C, GO T&D Station, Roanoke. 5 years: **Gregory Arrington**, transmission station mechanic C, GO T&D Station, Roanoke.

Glen Lyn

10 years: **Dwayne Meadows, Jr.**, instrument mechanic C. **Ricky Miller**, maintenance mechanic B.

Huntington

15 years: **David Nance**, electrical engineer senior. 10 years: **Debra Daniels**, customer accounts servicer. 5 years: **Barbara Chinn**, customer accounts representative C.

Kanawha River

15 years: **S. M. Peay**, maintenance mechanic B. 10 years: **J. D. Jones**, maintenance mechanic C.

Logan-Williamson

20 years: **Sharron Napier**, secretary-stenographer A, Logan. 15 years: **Marilyn Jones**, T&D clerk B, Logan.

Lynchburg

35 years: **Charlene Thompson**, meter clerk A.

Promotions

(continued from page 13)

Richard P. Downey, engineering technician senior nonexempt, was promoted to engineering technologist exempt in Roanoke on August 1. He holds an associate in applied science degree from Virginia Western Community College.

Bluefield

Tom Gentry from line mechanic B to line mechanic A, Tazewell.

Charles Long from line mechanic B to line mechanic A, Tazewell.

Danny Neely from department assistant-marketing & customer services to marketing & customer services advisor, Grundy.

Clinch River

David Ratliff from utility worker A to coal handler.

George Jessee from coal handler to utility coal attendant.

General Office

William Mashburn, Jr., from Pulaski marketing & customer services advisor to marketing & customer services training assistant, GO Marketing & Customer Services, Roanoke.

Newcomers

Abingdon

Tommy Minnick, parttime meter reader.

Bluefield

Robert Bratsis, meter reader, Princeton

General Office

Roger Goff, manager-operator training, plant operator training, Amos Plant.

Jacqueline Prince, electrical engineer, GO T&D Meter, Roanoke.

Glen Lyn

Michael Davidson, junior clerk.

Nickie Wuchevich, utility worker B.

Huntington

Stephen Light, energy services engineer.

Mountaineer

15 years: **Leonard Cornell**, maintenance mechanic A. 10 years: **Ted Woods**, maintenance mechanic A.

Pulaski

15 years: **Mike Linkous**, meter reader. **Ernest Kirk**, line mechanic B, Pearisburg. 10 years: **Rob Kern**, area supervisor, Wytheville.

Roanoke

10 years: **Kenneth Williams**, electrical engineer senior. □

Huntington

David Clatworthy from line mechanic C to line mechanic B.

Roanoke

Mick deSimone from line mechanic D to station mechanic D.

Rita Oakes from T&D clerk B to T&D clerk A.

Molly Shelton from junior clerk to T&D clerk C, Fieldale.

Joe Frazier, Jr., from line mechanic A to engineering technician, Fieldale.

David Swisher from department assistant-marketing and customer services to marketing and customer services advisor, Fieldale.

Philip Sporn

Scott Harrison from control technician junior to control technician.

Billy Barnes from control technician junior to control technician.

Randy Montgomery from control technician junior to control technician.

Thomas Ragan from control technician junior to control technician. □

Michael Newman, line mechanic D.

Logan-Williamson

Darren Porter, line mechanic D, Williamson.

Janet Snyder, junior clerk, Logan.

Jerry Maynard, parttime meter reader, Williamson.

Barry Hainer, parttime meter reader, Logan.

Drema Cadd, junior clerk, Logan.

Mountaineer

Michelle LeMaitre, performance engineer.

Pulaski

Jerry Lester, department assistant-marketing & customer services.

Lee Waller, department assistant-marketing & customer services. □

Common perspectives through the years

Time passes. The technology and terminology of today becomes passe with the advent of new knowledge. And yet, certain principles are as applicable today as they were 77 years ago!

*The following **Rules for Troublemakers** was issued in 1911 by the Chicago Bell Telephone Company. Though some appear as nostalgic and quaint from our modern viewpoint, they still contain a lot of common sense. As managers or as "troublemakers," we have parallel obligations to keep in mind — perhaps a look back in history can be helpful as well as entertaining!*

1. Remember that you are working more nearly on honor than any other employee of the company, with less supervision than others, hence you should come across with a square deal.
2. Don't pitch dry batteries into the bed of your wagon to be hauled around day after day with broken glass, bolts, wire, pole steps and what not.
3. Go about your business cheerfully and quietly. When you enter a residence, don't overlook the footmat. If requested to go around to the back door, don't consider yourself insulted.
4. When you leave be sure you have looked over everything carefully and have anticipated, as far as possible, some future trouble before you leave.
5. Be courteous and polite, and don't be afraid to hand out a little jolly occasionally. It doesn't hurt anybody's feelings to be jollied a little.
6. Treat everybody as you like to be treated, not forgetting your horse.
7. Don't go pell mell through the streets regardless of pedestrians as though you were going after your salary check. The fact that a man is always in a hurry doesn't mean that he is accomplishing very much.
8. Remember that you do more to raise or lower the company's profits per subscriber than anything else, except a sleet storm or a fire, depending on how many times you go back to do the thing that you should have done the first time.
9. If you will do today what somebody would put off until tomorrow you need not worry about your future.
10. Cultivate the friendship of the people with whom you do business; it makes friends for the company, and friendship is essential to true success.
11. Study your business and try to improve the quality of your work.
12. If you ever believe that a subscriber is a crank, forget it. All of them are wise enough to tell when a telephone is not working right. Not every troublemaker can do this.
13. Put up a "good front." Overalls can look as respectable as anything else, but they must at least show they are on speaking terms with the laundryman; and shoes must have a bowing acquaintance with the bootblack.
14. Report for duty promptly and don't be afraid of working overtime. □

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