

# the ILLUMINATOR

PUBLISHED FOR THE EMPLOYEES OF APPALACHIAN POWER COMPANY • KENTUCKY POWER COMPANY • KINGSPORT POWER COMPANY • OF THE AMERICAN ELECTRIC POWER SYSTEM

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## Sporn, Kammer precipitator plans approved

The West Virginia Air Pollution Control Commission last month unanimously approved an electrostatic precipitator installation plan for units 1-4 of the Philip Sporn Plant, owned jointly by Appalachian Power and Ohio Power Companies.

The schedule calls for compliance by the four units on dates from July through October, 1979. The dates are two months earlier than those in a compliance plan which the companies proposed in March. Construction contracts will be awarded by August 31.

The installation of additional pollution control equipment is already under way on unit 5, owned by Ohio Power, and compliance by that unit is scheduled in September, 1977.

The APCC also approved Ohio Power's plan for precipitator installation at the Kammer Plant.

## In West Virginia

### APCo ordered to refund additional \$17.4-million

Appalachian Power Company received another financial blow last month when the West Virginia Public Service Commission directed it to refund approximately \$17.4-million, including six per cent interest, to its 337,000 customers in the state for rates charged from January 1, 1974, through August 27, 1975.

The action came just two months after the company had completed a \$25.8-million refund, including six per cent interest, to West Virginia customers for the period July 29, 1971, through December 31, 1973.

Appalachian applied to the Commission in February, 1971 for a \$9,488,000 annual increase, and these rates were put into effect under bond on July 29, 1971. But in January, 1975, when the Commission finally acted on the 1971 request, it granted Appalachian only \$1,322,000 or about 14% of the amount requested. The company was directed to make the \$25.8-million refund, and the Supreme Courts of West Virginia and the United States upheld the decision.

Appalachian continued to charge the higher rates under bond from January 1, 1974, through August 27, 1975, because the PSC agreed to review the order as it pertained to that 20-month period. But on May 19 the Commission ruled that the \$1.3-million a year was sufficient and granted no additional increase for

## "Working together" is theme of new public information program

All employees will get a preview this month of a new public information program that will be launched in most parts of the AEP System by mid-June.

Utilizing the theme, "Working Together", the program is designed to explain to customers how the com-

panies fit into their respective communities. It will then seek to explain some of the tough problems the companies are facing today which, in turn, affect customers.

The preview will include a film explaining details of how the program will work.

## Bill King's first aid training enables him to save wife's life

"I've taken some type of first aid training ever since I began working for Appalachian over 30 years ago," says W. M. King, Pulaski lineman A on LTD leave. "At times I felt like it was a waste of my time and the company's money, but you don't put a price

tag on something like that when it comes home to you. I'm thankful now it was a part of my job training."

It was this training which enabled King to save his wife Lucille's life. He recalls, "It was about midnight the day after Easter when I heard a muffled cry and realized my wife was in serious trouble. I couldn't detect her pulse and her coloring wasn't right." (Her heart was in ventricular fibrillation.) King administered cardiopulmonary-resuscitation (CPR) until he could detect a pulse and then called the rescue squad, which transported her to the hospital where she was put in the intensive care unit.

King said, "What I did was done subconsciously. It was almost automatic. I stayed pretty calm until my wife was in the hospital and then I got the shakes."

The doctor questioned King about what he had done, and he related the procedure he had used. The doctor replied, "She ought to be proud of you and you ought to be proud of yourself because you saved her life. She wouldn't be here if you hadn't done what you did."



Bill and Lucille King relax at home after her return from the hospital. First aid training which he had received at work enabled Bill to save his wife's life recently.

## Senate delay asked on bill to kill Blue Ridge Project

The House Committee on Interior and Insular Affairs last month approved, 15 to 2, a bill that would block construction of Appalachian Power Company's proposed Blue Ridge Project by placing 26.5 miles of the New River in North Carolina in the Wild and Scenic Rivers System. The bill must now clear the House Rules Committee before reaching a floor vote.

A similar measure, Senate Bill S. 158, is pending before the Senate Committee on Interior and Insular Affairs. A. Joseph Dowd, senior vice president and general counsel of the AEP Service Corporation, and John W. Vaughan, Appalachian executive vice president, appeared before the Committee last month to oppose the bill. They had also appeared before a House subcommittee in May.

Quoting Interior Secretary Kleppe that the nation faces political and economic bondage if it continues to rely on foreign oil imports, Dowd called on the Committee to delay action on the bill. He pointed out that Blue Ridge "during the term of its license will produce 85-billion kilowatt-hours of electricity without the consumption of any oil or natural gas — our nation's scarcest fuels."

In his reference to Kleppe, Dowd said that he had made the statement in a commencement address at Assumption College in Worcester, Mass., recently. He added that Kleppe said dependence on foreign oil imports could reach 60 per cent by the 1980's. "It is difficult for us to reconcile the Secretary's concern with his position on the already licensed Blue Ridge Project," Dowd said.

Earlier this year, Kleppe had declared the 26.5 miles as a part of the Scenic Rivers System, but an Interior legal opinion points out that "The Secretary . . . has no power . . . to cancel an existing, valid license." The Blue Ridge license, issued in 1974, has been held valid by the Court of Appeals of the District of Columbia.

### Environmental benefits

Vaughan, in his statement, also underlined the importance of power which will be generated at Blue Ridge, and pointed out that the Federal Power Commission, in licensing the project, said that the environmental detriments resulting from Blue Ridge would be more than outweighed by the environmental benefits which the project would create.

Vaughan pointed out that, although a segment of free-flowing river will be eliminated, it "will be replaced by two beautiful lakes with 38 islands in an at-

tractive mountain setting."

He went on: "It is important to understand that very limited recreational use is made of the river in its present state . . . Interior's recent environmental impact statement predicts that scenic river inclusion will result in only 50,000 annual recreation visitations. Earlier, in the FPC proceeding, Interior indicated the existing recreation and fishing values in the entire reach of the river to be affected by Blue Ridge was in the order of only about \$100,000 annually. This is compared with FPC's estimate that the Blue Ridge lakes will attract an annual visitation of 6,250,000 and will have a recreation value in excess of \$6-million per year."

Saying that Blue Ridge would provide family-type recreation activities, Vaughan added that this "is precisely the type of recreation activity that will bring about significant improvement in the lagging local economy."

On the other hand, scenic river inclusion will preserve the river for the enjoyment of a relative handful of elitist sportsmen — primarily white water canoeists — who, as Interior's recent impact statement concedes, will contribute virtually nothing to the local economy."

### License is valid

Dowd told the committee that the "Blue Ridge license constitutes a contract between the United States of America and Appalachian Power Company."

He went on: ". . . The Congress has never revoked a validly issued and effective license of the Federal Power Commission S. 158, if enacted, would for the very first time, do just that. It would be precedent-setting legislation that would seriously undermine, if not destroy, the authority of the Federal Power Commission. Also, because it is precedent-setting, it would thrust us into uncharted waters where there lurks a substantial question of a Fifth Amendment taking of our property."

Dowd said that North Carolina has or soon will file a petition for certiorari with the U. S. Supreme Court concerning the FPC license, and asked: "Would it not make sense for the Committee to defer action on this bill pending disposition of the certiorari proceeding by the Supreme Court? We urge this as the most prudent and responsible course of action."

### Brochure misleading

Dowd also called the Committee's attention to a brochure captioned "Blue Ridge Project" (Continued on page 2)



James E. Jones, right, Beckley Division manager, presented 44 division employees with diplomas upon completion of the customer relations training program, "A Better Way". Beckley employees were the first in Appalachian Power to complete the course. Serving as instructors were W. W. Holbrook, customer services representative A, and Sandra Palen, residential advisor.

## Better customer relations is goal of new training program

A customer relations training program entitled "A Better Way" has been under way in all Appalachian Power divisions for the past six months. Ultimately some 1,300 employees will be instructed in the 27-hour program. The program's goal is to increase the employee's own self-awareness of what happens between two people and suggest how the employee can work with less emotional strain and better results.

The training program, developed by Stone & Webster Management Consultants, Inc., to meet the needs of utility employees who must deal with the public, consists of nine modules. The program adapts the concepts of transactional analysis to customer relations situations, and uses audio tapes, video tapes and self-instructional material.

Employees who have received the training should:

- 1 — Understand why customers behave as they do;
- 2 — Gain insight into their own customer-handling behavior and, where required, modify it;
- 3 — Have fewer confrontations with customers that leave both the customer and employee unhappy and frustrated;

4 — Recognize potential customer problems before they occur and determine approaches for dealing with them;

5 — Analyze confrontations with customers after they have occurred so that the employees can improve their customer-handling ability; and

6 — Give the employee a feeling of satisfaction and relaxation after the day's work is completed.

## Big Sandy men write for "Ideas"

Four employees of Big Sandy Plant collaborated on an article entitled "Pressurized Plug for Ash Hopper Poke Holes" which was published in the May/June issue of **AEP Operating Ideas**. They are Ron Williamson and Rodney Viars, maintenance men; John W. Reid, unit foreman, and Robert George, shift operating engineer.

The article described a pressurized plug they developed which enables aspirating air jets in poke-holes to be unplugged or replaced while a unit is still in service. Previously the work had to be done during unit outages.

## Refund (Cont. from pg. 1)

about \$25. No decision has yet been made on whether to appeal the order.

Appalachian still has a \$30.6-million rate increase request pending in West Virginia. Those rates were put into effect under bond at 7¼ per cent interest on August 26, 1975, and will continue to be charged until the PSC acts on that request.

## Pridemore is registered engineer



Pridemore

Wendell Pridemore, Hazard division superintendent, has passed the examination to become a registered professional engineer in the State of Kentucky. Other requirements were passing an engineer-in-training exam and having a minimum of four years' experience in his field.

Pridemore, who began his career in 1958 as an engineering aide in Ashland, holds a BS degree in electrical engineering from the University of Kentucky.

## Leonard Bird receives degree



Bird

Leonard Bird, Charleston engineer B, has received a bachelor of science degree in secondary education from West Virginia State College. He is now qualified to teach drafting, general shop, electricity and electronics on a high school level.

This is the second degree Bird has received during eight years of night school. The first, awarded in 1971, was an AS degree in industrial technology from W. Va. State. During that time he also completed a two-year correspondence course in modern business organization and management from Alexander Hamilton Institute.

Bird says, "It's been a long, hard grind, and I'm glad I finally got my degree. I'm ready to slow down a bit now and devote more time to my family." He and his wife Emma have a daughter and son.



Students at Crabbe Elementary School have an unusual opportunity to observe the construction of a modern office building since Kentucky Power's new Ashland office is being erected directly across the street. Mrs. Ruth Reeves has had her fourth grade students observe construction work at the site and has developed several classroom projects in conjunction with it. Career education instruction is being emphasized in Kentucky to acquaint students with real life situations and help them become more goal-oriented. Mrs. Reeves planned several construction topics in her career education units and the students have discussed the various work skills required to erect the building. Because of her interest and request for information, Mrs. Reeves was invited to bring her class to the Ashland office to inspect a model of the building. Viewing the model with the students were R. E. Matthews, Ashland Division manager (back to camera), Mrs. Reeves (upper left) and L. D. Bryan, administrative assistant.

## Blue Ridge Project (Continued from page 1)

tioned "River Story Told — Neal Seeking Support to Save New River." The brochure had been distributed at American Electric Power Company's annual stockholders meeting in April and was given to the Senate Committee as an attachment to Congressman Stephen L. Neal's (D. — NC) testimony.

Dowd pointed out that the brochure contains five photographs of highly scenic river views which would naturally be assumed to be reaches of the New River that would be replaced by the Blue Ridge Lakes. He said, "The fact, however, is that none of these pictures are of scenes of the river in North Carolina, or in Virginia, or anywhere in the vicinity of the Blue Ridge Project area for that matter. All five pictures are of scenes in West Virginia or in the vicinity of the truly and spectacularly scenic New River Gorge area, which is more than 160 miles downstream from the Blue Ridge Project and would be unaffected by the construction of the project." Dowd asked, "If there really are spectacular or outstanding scenic values in that 26.5-miles of river, why were not such scenes depicted in the brochure?"

### Neal's testimony refuted

He also commented on certain statements made by Congressman Neal during his testimony.

In response to Neal's allegation that the project would destroy \$13.5-million in annual agricultural income, Dowd referred to a study by Kenneth Loope, associate professor of agricultural economics, emeritus of Virginia Polytechnic Institute and State University, in which he concludes on the basis of his studies

that the "fair agricultural product value for the area to be included within the project boundaries is about \$2.8-million."

Neal suggested peak load pricing as an alternative to Blue Ridge but Dowd pointed out that Blue Ridge is not a peaking operator but would be operated as much as 12 to 15 hours per day during its initial years.

Dowd also denied that the upper lake would not be suitable for recreation because of a 10-foot drawdown as Neal had suggested. He said that "the 10-foot drawdown is a maximum figure which would occur very infrequently — only when a prolonged and major power emergency existed on the AEP System or that of one of its neighbors and where the choice would be between drawdown and blackout. This type situation is expected to exist less than one per cent of the time. Under normal operating conditions upper lake drawdown would be about 3 feet 96 per cent of the time during the initial years of project operation and only about 1.5 feet during the later years." He added, "This is hardly the 'miles and miles of stinking mudflats with dead fish rotting in the sun' that opponents of the project are so fond of talking about."

Dowd also commented on a comparison of Interior's Final Environmental Impact Statement (FEIS) with that of the Federal Power Commission by Nathaniel Reed, assistant secretary, fish and wildlife and parks, Department of the Interior. Dowd pointed out the Interior's FEIS was done in less than two weeks, a short period of time for such an important, complete and controversial matter.

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# Employees find making a movie is exciting but hard work

The regular routine of several Appalachian employees was interrupted recently as they got a brief glimpse into the "glamorous" world of movie-making. A few played roles and many others participated in various ways in the filming of the company's 50th anniversary movie, "We've Come A Long Way Together".

The script was written by Storycraft, Inc., and produced by Ellis Dungan Productions, who have made films for Appalachian and other AEP System companies on several occasions. Every Appalachian division and plant is shown in the film in some way.



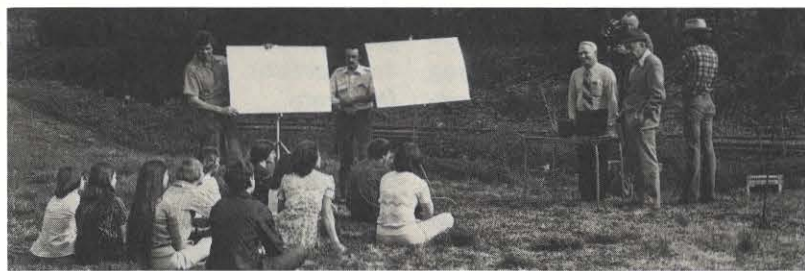
Ray Vest pauses to rest after a hard day's work in the mines.

Production began following final script approval in early March. Normal shooting time for a 22-minute film varies from three to five weeks; but, with the help of both management and employees, the production shots were completed in a week's time. The film crew was high in their praise of Appalachian personnel, saying they had never before had such fine cooperation from a large corporation.

The week's schedule was hectic, but those employees involved agreed they wouldn't have missed the experience for anything.

Filming began on a Monday, with the first scenes shot in the office of John W. Vaughan, Appalachian executive vice president. The crew had set up their equipment the day before, so that the normally orderly office was cluttered with lighting and sound equipment, cameras, props and cue cards. Working on a tight schedule as usual, Vaughan took the entire morning for his part in the film despite the fact he was scheduled to leave on an airplane at 2 PM. Although this was his first performance before a movie camera, he had appeared on television numerous times. With a minimum of direction and few retakes, Vaughan finished his part with a few minutes to spare before plane time.

After his experience, Vaughan commented, "Even though movie actors make more money than utility executives, I'd still rather be in the utility business." He admits, "Now everytime I watch television I find myself trying to tell if the actors are reading cue cards."



Gordon Craig, in front of camera, conducts an electrical experiment before a 4-H group.

That afternoon, L. L. "Skinny" Koontz, retired General Office residential sales supervisor, told the story of the company's rural electrification program.

Meanwhile that day, The New Virginians from Virginia Polytechnic Institute and State University were recording a song that was written especially to be used in the movie.

On Tuesday the crew went to Abingdon, where several different scenes were filmed during the next three days.

The Vance Dunn farm outside of Abingdon was used as the location for the scene showing how company representatives sold people on the idea of installing electricity in their homes. Jim Hughes, Abingdon administrative assistant; L. W. "Red" Robinette, Bluefield power engineer senior; Peggy Johnson, Abingdon personnel clerk senior and her son Rusty starred in that segment, along with Brent Remsburg, Abingdon town manager.

Hughes says, "I have been on camera before over WCYB-TV in Bristol, but nothing could compare with the experience before the sound and camera crews, directors and bystanders. Sure I was nervous, but after a few dry runs before the actual shooting, we settled into what we were supposed to do, and I think everyone enjoyed the experience."

He continued, "I particularly enjoyed bouncing down the dirt road in the Model A Ford station wagon. I could almost imagine that I was among the first Appalachian employees responsible for bringing rural electrification to the area."



Peggy Johnson plays the role of Sarah, a farmer's wife, in the movie.

Johnson adds, "I wasn't at all scared when they were shooting my scene because everyone was so helpful, particularly the director, in showing us what they wanted us to do. Seeing the teamwork involved in making a movie was indeed fascinating. It was lots of fun, and Rusty and I

thoroughly enjoyed being a part of it. Needless to say, Rusty was the envy of his classmates that day."

Some of Rusty's classmates had been rather dubious when he told them he was going to be in a movie, so perhaps it wasn't an accident when he returned to school with a trace of makeup still on his face. He was pleased when his teacher let him tell about his experience.



A member of the film crew makes lighting adjustments as Sam Good, left, professor in the Fine Arts Department at Roanoke College who served as the film narrator, and John W. Vaughan, Appalachian executive vice president, rehearse their lines.

The only one who had a problem as a result of his role was Robinette, who claims "the many talent scouts knocking at my door have been rather distracting". He adds, "Seriously, the part which I played reminded me of my younger days when our company was building rural lines to our farm on Tabors Creek in Wayne County, W. Va. The new electric lights certainly were better than



Farmer Barney and his son listen intently as a company representative and a "king bee" tell them about the advantages of installing electricity. From left, Rusty Johnson, L. W. "Red" Robinette, Jim Hughes, Bill Jones and Brent Remsburg (partially hidden).

the old kerosene lamps we were using then. Electric service really meant a lot to me and to our family. I appreciate the opportunity of acting in such a fine movie. I feel the movie will serve as a step forward in our public relations program."

Martha Horne, Pulaski residential advisor, and two other Pulaski residents, participated in a 1926 cooking school scene. She recalls, "Seeing the live set, bright lights, busy stage crew and all the trappings made me realize this was a real movie. Was I surprised to discover I had a real case of stage fright!"

The company's Project Decision program was told by Jack Lloyd, Appalachian vice president. He says, "My lines were few, but the retakes were many. I don't believe I missed my calling. I have wondered about the large number of credits given to those who contribute to the production of a 30-minute TV program. After participating in this production and seeing the perfection necessary to produce a movie, I have more of an appreciation for the personnel required."

Paul Kelsey, Abingdon customer services manager, explained how the company set out to improve lighting conditions in the schools. And Gordon Craig, Abingdon residential representative senior,

conducted an electrical experiment for a 4-H group in the movie.

The biggest production scene was that of a line crew working at night in a storm. The filming took place at the Abingdon Service Center, where a crew composed of Tivis Wright, lineman A; Tommy Russ, lineman A; and Bob McGlocklin, lineman B, were shown at work on one of the poles used in the lineman helper training school. General Foreman J. L. Osborne assisted in that production shot, along with Danny Plummer, Abingdon lineman C and captain of the volunteer fire department, who created the rain effect on cue.

On Friday morning, shooting took place at the Byllesby Dam in Grayson County, Virginia, with the assistance of Warren Childers, Pulaski station and hydro supervisor, and his crew. That afternoon and on Saturday coal mining scenes were shot around Beckley, West Virginia.

Ray Vest, Beckley administrative assistant, gave a convincing performance in his role as a coal miner. He says, "I was a little apprehensive at first about doing it because of the ribbing I was taking from fellow employees. It was an enjoyable experience, however, but I must say I was relieved when it was over."



Martha Horne, left, explains the advantages of a modern Hughes electric range to Maxine Withers and Bonnie Boothe.

## Movie traces partnership between Appalachian, communities it serves

For 50 years Appalachian Power Company and the communities it serves have worked together to apply the benefits of electric energy to human progress.

A 22-minute full-color motion picture tracing this partnership from its beginnings has been produced in observance of the

company's golden anniversary and will be shown to all employees later this month.

Entitled "We've Come A Long Way Together", the film takes you back to the days when electricity first began to lighten the burden of people working in the coal fields, in industrial plants and the homes of our area.

By comparing scenes of modern Roanoke, Charleston, Huntington and other communities with views of these same places taken in the days of horse-cars and gas lights, we gain a new appreciation of how far we've progressed through the utilization of electric power.

The new Appalachian film demonstrates that we have indeed "come a long way together".

A print of the film is in every plant and division headquarters and is available for club, group and school showings.

# PEOPLE IN THE SPOTLIGHT

## KINGSPORT

**Sara Harnsberger**, wife of Stephen Harnsberger, commercial representative, was elected recording secretary of the Kingsport Chapter of the American Association of University Women.

**Lori Ferrell**, daughter of Roy Ferrell, head T&D clerk, was elected a varsity cheerleader at John Sevier Junior High School.

## BECKLEY



McGinnis

**Mark McGinnis**, son of J. R. McGinnis, division superintendent, was selected by the Civitan Club of Beckley as a delegate to Mountaineer Boys State.

## HUNTINGTON

**Mary Sarsfield**, wife of W. E. Sarsfield, meter foreman, was honored for 25 years' service by the Beta Sigma Phi Sorority.

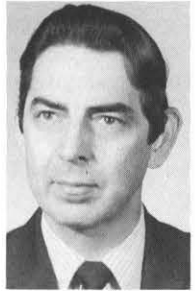
**W. M. Walls**, commercial engineer, was elected an associate member to represent fraternal organizations of the West Virginia Restaurant and Licensed Beverage Association.

**David Stricklen**, son of W. H. Stricklen, Point Pleasant line foreman, was elected a senator to the student body and president of his fraternity at Alderson Broaddus College.

## GENERAL OFFICE



Wood



Saul

**Mary Wood**, wife of Harry Wood, electrical engineer, GO Hydro, Roanoke, was selected as outstanding registered nurse of the year by popular vote of the Nursing Service Department of Community Hospital of Roanoke Valley. Mrs. Wood is head nurse of the GYN unit at Community, a member of the Virginia Nurses' Association program committee,

co-chairman of NACCOG and chairman of the head nurse committee.

**Bobby L. Saul**, station office supervisor, GO T&D Station, Roanoke, was elected president of the Roanoke Bowling Association, representing 3,200 men bowlers in the Roanoke Valley.

**F. M. Lawson**, retired regional chief dispatcher, GO Operations, Abingdon, was presented an award for 14 years of outstanding service as secretary of the Lebanon, Va., Lions Club.

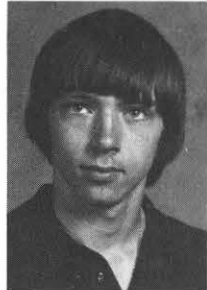
**Bill Lawson**, son of F. M. Lawson, received the outstanding young man award from the Russell County civic clubs.

**R. E. Ferrell**, station operator, GO Operations, Abingdon, was elected to the board of deacons of the Abingdon Bible Church.

**Henry Howell**, statistical analyst in GO Tariffs, Rates and Contracts, Roanoke, was appointed chairman of the club analysis committee of the Roanoke Valley Chapter of the International Management Council.

**John Sabo, Jr.**, husband of Helen Sabo, stenographer, GO T&D Transmission Line, Bluefield, was re-elected to the Pocahontas, Va., Town Council.

## CHARLESTON



Bostic

**Bill Bostic, II**, son of Bill Bostic, planner senior, will represent Sissonville High School at Mountaineer Boys State.

**Jackie Bostic**, daughter of Bill Bostic, received an autographed basketball as a member of the Sissonville Junior High School basketball team which was undefeated this season.

**Betty Unangst**, wife of George Unangst, division superintendent, was elected president of Women of the Church at First Presbyterian Church, Charleston.

**Kelly Sullivan**, son of Robert Sullivan, lineman B, was named most valuable player in the fifth grade basketball tournament at South Charleston Recreation Center and was also chosen for the all-tournament team. Kelly plays for the Glenwood team, which is coached by his father and which won the tournament.

**Wilbur West**, meterman A, and

his wife **Betty** accompanied the Charleston High School Band to Hawaii where they participated in the Hawaiian Music Festival.

**Laura Morrison**, daughter of Ron Morrison, AEP, won five first-place and two third-place trophies in a baton twirling contest in Zanesville, Ohio. Several hundred girls from four states participated in the tournament, part of the National Bowling Association baton competition.



**Mitzi Kay Porter**, daughter of Felix Porter, Charleston line foreman, was chosen all-tournament cheerleader at the Kanawha Valley Midget League Basketball Tournament. Her fourth grade squad won first place in that tournament as well as three others during the season.

## ASHLAND

**John D. Killin**, husband of Sherylene Killin, GO Personnel stenographer, was installed as esteemed loyal knight of the Ashland Lodge 350, B. P. O. Elks.

**R. E. Matthews**, division manager, was appointed a director of the Hack Estep Home for Boys.

**Carolyn Bibb**, wife of R. B. Bibb, rates and tariffs supervisor, and **Nucedia Miller**, wife of W. R. Miller, engineering superintendent, were elected board members of the Ashland Education Association.

**John Eldridge**, engineer B, and **Paul Brown**, draftsman senior, placed second in doubles competition in the Ashland City Bowling Tournament with a total of 1414. Eldridge also placed seventh in all events with a total of 1970.

## ROANOKE

**Cheryl Bullard**, daughter of H. Earl Bullard, planner senior, was chosen a cheerleader for the Fieldale Community Center 1976 season.

**Mike Nichols**, son of J. E. Nichols, Jr., general foreman, was awarded his third citation for a 2½-lb. brown trout caught in the Smith River.

**Gene French**, engineer B, caught a 32-lb. 4-oz., 48-inch-long muskie in Smith Mountain Lake. The fish was just two pounds shy of the state record.

**Betty R. Martin**, wife of D. A. Martin, head T&D clerk, won top local honors as a member of the DuPont Bowling League and participated in the annual DuPont tournament in Wilmington, Delaware.

**G. W. Cobbler**, husband of Kathy Cobbler, clerk stenographer, is a member of the Fork Mountain Grass bluegrass band which placed third in the Henry County Fiddlers Convention.

**Bennett Shuff**, credit representative, was re-elected secretary of Woolwine Volunteer Fire Department.

**A. M. Beatty**, stores supervisor, was re-elected chairman of the Roanoke Civitan Club.

**John B. Bell**, meter reader, was elected second vice president of the Stuart Lions Club for 1976-77.

**Cecil Hill**, planner senior, was awarded an honorary life membership in the Virginia Congress of Parents and Teachers by the Mount Pleasant PTA. The honorary life membership, highest tribute awarded by PTA, entitles Hill to guest privileges at the state convention without payment of registration fee.



**Maureen Gravely**, wife of Dillard Gravely, engineer B at Fieldale in Roanoke Division, was honored as Martinsville-Henry County's Mother of the Year. Selected from ten nominees by a panel of civic and religious leaders, Mrs. Gravely received flowers, a silver tray and gift certificates totaling several hundred dollars from 32 merchants. The awards were presented at a banquet in her honor given by the Martinsville-Henry County Retail Merchants Association, sponsors of the contest.

## ABINGDON

**Prince Coleman**, stationman A, is Glade Spring chairman for the 1976 Washington County United Way campaign. **L. C. Angle**, power engineer, is special gifts chairman.

**Gordon Craig** has been re-elected parliamentarian of the Abingdon Lions Club.



Buchanan



Gibbs

**Melanie Buchanan**, daughter of A. S. Buchanan, represented the sophomore class of King College in the golden anniversary of the Dogwood Festival. She also was pianist for the play "Li'l Abner".

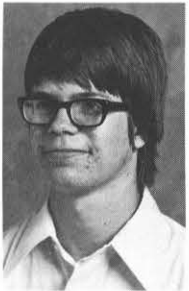
**James Gibbs**, Clintwood lineman C, was elected to the nine-man executive committee of the Cumberland Plateau Planning District Commission.

**Betty Cox**, 4-H extension technician and wife of Bill Cox, Gate City T&D clerk senior, recruited 20 girls to model in the annual Scott County 4-H dress review. Their daughter, **Joy Cox**, received a blue ribbon for her entry in the contest. **Lois Carter**, wife of Retiree Ralph Carter, presented a program on looking your best.

**J. R. Whitehurst**, division manager, was elected to the board of directors of the Abingdon Kiwanis Club.

**Shirley Croft**, wife of M. L. Croft, division office supervisor, and **Sharon Bacchus**, wife of Bill Bacchus, regional chief dispatcher, placed sixth on the B&F Paint team of the Bristol City bowling tournament. They placed second in the Wednesday Morning Housewife League.

## LYNCHBURG



Parker



Jamison

**Michael Grady Parker**, son of Grady L. Parker, line supervisor, will represent Brookville High School at Boys' State.

**Stephen L. Jamison**, administrative assistant, was elected president of the Lynchburg Area Public Relations Association for 1976-77.

**Wesley Garner**, meter service helper B, was presented with a past master's apron at a recent meeting of Masonic Lodge No. 333, Evington, Va. He was also elected Scoutmaster of Troop 12 sponsored by the West Lynchburg Baptist Church.

**Byrd G. Gilbert**, street light attendant, and **Wesley Garner** volunteered their time to drive a company truck in the annual parade held for patients of Lynchburg Training School and Hospital.



James Luther Kesterson, Kingsport residential representative, was recently recognized for 40 years of Scouting. An Eagle Scout, Kesterson has served as an assistant scoutmaster, Explorer advisor, assistant cubmaster and has been a scoutmaster for 16 years. He has worked with approximately 600 boys during the 40 years. Kesterson says, "The highlight of my Scouting experience was having the opportunity to attend three National Jamborees." He estimates he has spent over one year on camping trips and other related Scout work during the past 15. His wife Wanda received the Scouter's Wife Award at the same ceremony.

Retiree **Okie Kidd** and his wife were renamed chaplain and organist, respectively, by Pulaski Chapter #113, Order of the Eastern Star.



R. J. "Moe" Siner, Roanoke line inspector, received this "Cat Hat" as a token of appreciation from Carter Machinery Company. Siner found a connecting rod that had fallen off a truck in the middle of the road and returned it to Carter. He says, "When I saw the rod, I stopped and picked it up. It was evident it was an off brand, and I could visualize someone with an engine torn down waiting on this part for reassembling. The rod had been reworked by Carter and fortunately was tagged. Making the effort to return it seemed to be the only right thing to do."

Community Health Foundation, Man, W. Va.

**Floyd H. Taylor, Jr.**, division manager, was presented a special award and certificate of appreciation at the annual Logan County Chamber of Commerce dinner meeting. He was cited for having served as president of the Chamber for two years and for his efforts to promote the Logan County Annual Arts and Crafts Fair.

**Jeffrey Allen Taylor**, son of Floyd Taylor, was chosen for first chair trombone in the junior high all-county band. He is a ninth grader at Logan East Junior High.

engineering aide, was elected to the board of directors of the Bluefield Civitan Club.

**Harold Cutlip**, draftsman senior, tied for second place with a 220 in the 4th annual Dogwood Open Golf Tournament at Pipestem State Park.

**Ann Jackson**, daughter of Kenneth Jackson, division office supervisor, was inducted into the Alpha Chi Delta Chapter of the National Honor Society at Bluefield State College. She is a junior majoring in elementary education.

**Randy Turpin**, son of James R. Turpin, equipment service representative, presented his senior art show at the Princeton Library. A senior at Princeton High School, Randy's show consisted of 40 pieces including watercolors, pastels, oils, temperas and pencil drawings.



Karan Peters, daughter of D. E. Peters, transmission man A, GO T&C Transmission Line Section, Bluefield won the "Miss Tazewell County" beauty pageant. A senior at Graharr High School, Bluefield, Va., Karan will compete in the "Miss Virginia" beauty pageant this summer.

**PULASKI**



Graham

**A. L. Graham, Jr.**, customer services supervisor, was re-elected to the Pulaski Town Council.

**Glenda Wohlford**, secretarial-stenographer, was a member of the championship team in the Keglerette Bowling League.

**Mrs. Robert H. Love**, wife of the engineering supervisor, won a second place award in a flower show staged by the Southwest District, Virginia Federation of Garden Clubs, in Bristol.

**LOGAN-WILLIAMSON**



Lee

**Billy Lee**, express driver, GO General Services, was elected state president of West Virginia I. B. P. O. E. of W. He is currently secretary of Lodge 360, Williamson, and secretary of Past Exalted Ruler Council No. 45 of Southern West Virginia.

Residential Advisor **Paul Jeffrey** was elected a director of the

**BLUEFIELD**



Fanning

**Diane Fanning**, wife of Buck Fanning, building supervisor, was re-elected president of the Double Gates Homemakers Extension Club.

**Brenda Sigmon**, wife of Ken Sigmon, general serviceman, was installed as treasurer of the Pineville Woman's Club.

**W. B. Belchee**, division manager, was appointed to the City of Bluefield Planning Commission and the Development Authority of Mercer County.

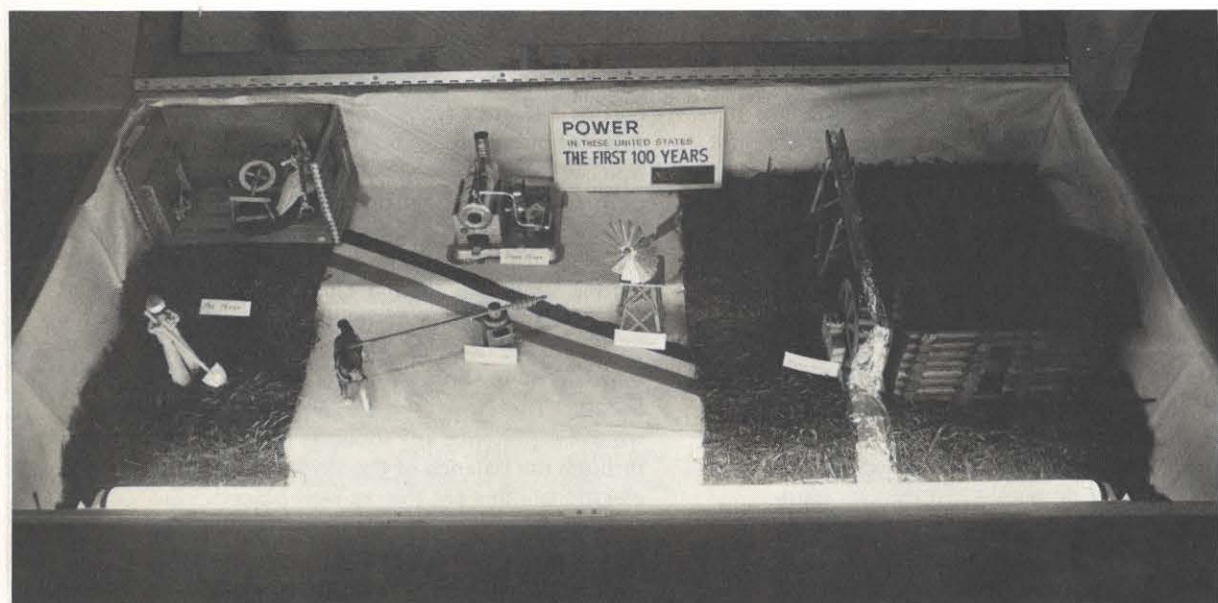
**Kelley Crowder**, daughter of Area Serviceman Bob Crowder, served as a councilman during the annual observance of youth government day in Princeton.

**Bill Cox**, retired surveyor, was installed as quartermaster in Black Rock Post 3112, Veterans of Foreign Wars.

**Hylbert McClung**, retired



Edward L. Kemper, right, Ashland residential representative, accepts a ship's plaque from Captain Charles Tate, commanding officer of the USS **Neosho**, a navy oiler homeported in Norfolk, Virginia. Kemper is one of 38 Ashland reservists assigned to train aboard the **Neosho** and who would supplement the ship's regular crew in case of national emergency. The presentation took place while Capt. Tate was at the Huntington, West Virginia, Naval Reserve Center to visit the reservists in their home environment. Photo courtesy **Ashland Daily Independent**.



In observance of the Bicentennial, the Andrew Jackson Elementary School Children's Museum in Kingsport is using exhibits to depict the way of life during the first 100 years of our country. Arthur Stair, residential coordinator, and Bennett McAlpine, residential advisor, constructed this exhibit when Kingsport Power received a request for a display depicting "Power in These United States —

The First 100 Years". Manpower is depicted by a woman using a spinning wheel and a man turning the soil with a spade; horsepower by a horse attached to a cane mill; wind power by a windmill; water power by a waterwheel; and steam power by a model steam engine. The exhibit will be displayed in the lobby of Kingsport Power's main office building during the summer months.



New officers of the K-Appa-K Girls Club in the Williamson area of Logan-Williamson Division are (clockwise from left) Virginia Renn, treasurer; Lorraine Corea, secretary; Ruth Boothe, vice president; and Naomi Cantees, president.

# Chairman Pete White's first address to shareowners



W. S. White, Jr.

Good morning, ladies and gentlemen.

I am W. S. White, Jr., and this is the first annual meeting of the shareowners of the Company over which I had the privilege to preside. As you all know, I became chairman of the American Electric Power Company and chief executive officer of the AEP System in February, a little over two months ago.

In my almost 28 years with the AEP System, I have been privileged to work with many exceptional people. Outstanding among them have been my two immediate predecessors as chief executive officer: Mr. Philip Sporn and Mr. Donald C. Cook. These two men were largely responsible for shaping the American Electric Power System of today, and, indeed, had an important influence on the entire electric utility industry. As I assume the responsibilities that have been passed on to me, I am sincerely appreciative of their good works and highly conscious of this heritage.

As for the future, I look to the challenges ahead with enthusiasm, determination and confidence. While the American Electric Power System is a strong utility today, I want to assure you that our objective will be not just to maintain that strength, but to build on it and make it even stronger in the years ahead.

A major step in that direction was taken late last year, when a new top-level management structure was created that, in my view, will provide the diversity of talent and experience needed to meet and overcome the greater and more complex challenges that seem to come upon us with each passing year. There is no doubt in my mind that this management team is well equipped to conduct the affairs of the Company in a manner that not only will meet our obligations as a public-service company providing an indispensable commodity in today's world but at the same time will meet our obligations, as well, to our shareowners and employees.

Those of you who have attended the annual meetings in the past have become accustomed to hearing the chairman tell you that the past year had been another record year. Now, while this was still true with respect to 1975, I believe that the more significant aspect of that period is not that we produced and sold more electricity than ever before, and thus realized higher revenues and earnings than ever before, but that we were making good progress toward resolving a number of the problems that have been bedeviling us, along with the rest of the electric utility industry, in recent years. Given the nature of these problems, not the least of which was the depth of the industrial recession, which saw the use of electric energy by our industrial customers drop to its lowest level since 1967, the year 1975 was, on balance, a good one indeed.

Now for some of the highlights of the past year:

## Kwh Sales Stay Level, Revenue Up

There was no dramatic increase in electric energy sales. In fact, our customers' total usage of 75.9-billion kilowatt-hours was essentially the same as the year before. However, this was a gratifying result, considering the state of the regional economy.

New housing starts were down substantially, and we experienced both a moderate winter and summer, yet residential sales rose by 5.3% over 1974 to 15.5-billion kwh. With more normal general weather conditions and an upturn in housing, coupled with an anticipated increase in conversions to electric heating as oil and gas supply problems continue to deepen, residential sales should make an important contribution to our future growth.

The picture was much the same for commercial sales. Our sales of 8.6-billion kwh in this category represented an increase of 6.7%. The commercial market is important to us. It is one that has demonstrated steady growth in the past, and we have no reason to expect any change in this direction in the years ahead.

The dark spot last year was the industrial area. Sales to industrial customers were off sharply, falling to 29.1-billion kwh, a one-year decrease of 15.6% to a level that was the lowest since 1967. This slowdown in industrial activity, in fact, carried over into the first quarter of 1976. Fortunately, we are now seeing signs of what we hope are the beginnings of a major recovery, and we trust that forecasts of a steady improvement throughout the balance of this year will prove to be true, for industrial sales represent the largest segment of our business.

Interestingly, the industrial climate had no effect as might be expected on the sale-for-resale market which proved to be almost open-ended in 1975. Sales to other utilities increased by over 4-billion kwh on a year-to-year basis to 22-billion kwh. This was only possible as a result of our strong internal transmission system and our extensive inter-connection arrangements. Interestingly, a substantial portion of our sales for resale were in the form of economy sales, whereby a purchaser compares his costs of production with ours and we share the savings. We believe that this is the clearest kind of evidence that the AEP System remains a producer of low-cost electric power in comparison with others.

The increase in operating revenues experienced in 1975 far outpaced our kwh sales, which, you will recall, were virtually the same as the year before. Such revenues totaled \$1.64 billion last year, 22.5% above those of the preceding year. There were two reasons for this: continuing increases in our fuel expense and rate relief. The higher fuel expense resulted in added revenues because of the application of the fuel-adjustment clause in our rates. We experienced some stabilization of fuel expense early in 1975 and then a moderate decline late in the year. Of course, we were pleased to see this, but, as has been indicated on prior occasions, increases or decreases in revenues because of application of the fuel clause merely offset expense and do not contribute to net income. As for rate relief, I should like to discuss that important subject just a bit later.

Net income applicable to the common stock in 1975 exceeded \$200 million for the first time in the Company's history. Our earnings of \$201.3 million represented an increase of 9.5% over 1974. It is also interesting to note that the contribution to net income of the allowance for funds used during construction also declined in 1975 to \$82.1 million from the year earlier \$118.7 million.

On the other hand, earnings per share of \$2.50 were a little less than the \$2.59 achieved the year before. We feel that this was still a good level, however, considering the dilutive

effects of the sale of an additional 10-million shares of common stock during the year.

Finally, dividends per share increased slightly to \$2, compared with \$1.97½ in the prior year. This was the 23rd consecutive year in which the Company's total dividend was higher than in the year before.

Among the many problems that the electric utility industry faced in 1975, one of the most difficult was the liquidity problem.

During the first quarter of 1975, the AEP System's short-term debt rose sharply, and immediate measures were taken to counteract this liquidity threat. Construction expenditures were curtailed, as were expenditures in most other areas. Through such close control, as well as the receipt of rate relief which permitted added long-term financing, plus the aforementioned sale of common stock, we were able to reduce short-term debt from a peak that exceeded \$600 million in March 1975 to a level of about \$340 million by the end of the year. In addition, an increase of \$138 million in cash and short-term investments raised our total improvement in liquidity to almost \$400 million over a period of about nine months.

## Capacity Sufficient For 1970s

So much for the past. I should like to turn now to the present and to the future, to review the current state of the System and to discuss certain of the problems we will be facing over the next several years.

The first half of the 1970s has been a period of adjustment—adjustment to inflation and sharply higher capital costs. These have brought about a reassessment of all of our construction programs. The simpler period of the 1960s, with its declining unit costs and wide availability of capital, is behind us. Today we must tailor our construction programs to our financing capability, and that capability, of course, is largely dependent upon rate relief.

We are most fortunate to have completed and placed in commercial operation, over the past two-and-a-half years, three 1.3-million-kilowatt, coal-fired generating units and our first nuclear unit. First of these was Unit 3 at the John E. Amos Plant in West Virginia. Then we placed in service Units 1 and 2 at the General James M. Gavin Plant in Ohio.

And, last August, Unit 1 at the Donald C. Cook Nuclear Plant began commercial operation in Michigan. This unit is presently licensed to operate at 90% of its capability, and during a recent test when we allowed the unit to operate at 100% of its capability, we found that it continued to operate extremely well. We hope to have Nuclear Regulatory Commission approval soon to bring it up to its full-rated capacity of 1.1-million kwh on a continuous basis.

These additions increased the System's total capability to 17.6-million kilowatts as of the end of 1975, a comfortable margin over the total requirements of our customers. In addition, we have resumed full-scale construction of our second nuclear unit at the Cook Plant and are continuing a low level of construction on a fourth 1.3-million-kw, coal-fired generating unit. The second Cook Plant unit is scheduled to be completed in about two years; we are hopeful that the new coal-fired unit will be in service around the end of this decade. Therefore, we do not believe that we will experience any shortage of generation through the balance of the 1970s. Many other electric utilities are not as well placed.

Furthermore, the bulk of the high-voltage and extra-high-voltage transmission lines that will be required in the years ahead are already in place. The second nuclear unit and the fourth large coal-fired unit still to come on the line can be integrated into the present System with a minimum of additional transmission required.

Our fuel supply situation is improving, benefiting from the completion of major portions of our captive-mine expansion program in the East. And steady progress is being made in fuel development in the West. We should mine from our own mines a total of almost 15-million tons of coal this year.

We will also be well along in the planned development of our integrated transportation system, including both 100-car unit trains and a fleet of river barges, for delivery of low-sulfur Western coals which fully comply with environmental requirements. The keystone in this transportation system is the Cook Coal Terminal at Metropolis, Illinois, which we expect to have in commercial service around July 1.

A major part of our construction expenditures in both 1976 and 1977 will be for backfitting existing coal-fired generating units with new, high-efficiency electrostatic precipitators in order to meet standards for fly ash emissions. Depending upon the progress of this work, the environmental program will require between \$160 and \$175 million in 1976 alone. This is a heavy burden upon us, especially when considering that these facilities increase our costs in two directions: a reduction of as much as 3% in the power-production capability of each generating unit and a significant increase in the operating and maintenance expenses associated with keeping precipitator performance at required levels.

#### We Support Environmental Clean-up

In this connection, let me reiterate something that has been stated many times before: American Electric Power does not oppose environmental clean-up—rather, we endorse and support it. Proof of this takes many forms. For example, it has long been the policy of this company to employ the latest available precipitator technology as we build each new generating unit, to use the natural-draft cooling tower to safeguard waterways adjacent to our power plants where there is a possibility of harmful effects from warm-water discharge into such streams, and to reclaim and, if possible, improve the land where we have surface-mined for coal.

What we have objected to has been the imposition of environmental standards beyond those required for the public health and safety or those which have been adopted with complete disregard for their cost-benefit relationship. In some cases, we have backfitted air-quality-control equipment on modern units completed since 1970 and, in doing so, have been required to spend tens of millions of dollars for only nominal increases in their dust-collection efficiency. Also, older units at the midpoint or further along in their commercial life must also be backfitted with newer, more efficient precipitators; in these cases, it is not uncommon to have the cost of the new equipment equal to the original cost of the entire generating unit.

We have also been opposed to the practice of the U.S. Environmental Protection Agency in not only promulgating unrealistic environmental standards but also seeking to usurp management's rights by attempting to impose the means of meeting them. This has been the case especially with EPA's advocacy of the so-called "scrubber" for the control of sulfur-dioxide emissions from power plants. We feel that the SO<sub>2</sub> limits that have been set are unreasonable in a number of areas we serve, but, beyond that, we also believe that, if they are to be met, our program for the use of complying coal is more reliable and less costly—and therefore sounder and wiser—than the installation of scrubbers.

As you know, AEP has not hesitated to speak out on this subject and on other important topics on a nationwide scale. We feel that the public—i.e., the consumer—has the right to know the facts surrounding each case, including the cost-benefit relationship involved in it, for, in the final analysis, the consumer must pay the full cost of the environmental clean-up.

#### U.S. Energy Policy is Needed

Ever since the oil embargo, there has been a continuing dialogue in Washington and in the press about a national energy policy. There appear to be no dissenters as to the need, but little, if any, direction has emerged—much less a firm program—for the rational development of our nation's energy resources. Such a program is badly needed. Not only is there a growing imbalance between domestic and foreign energy supply, increasing the exposure of our economy, as well as our national security, to the vagaries of international politics, but the very quality of American life is dependent upon energy and the expanding use of energy.

It is our belief that an increasing level of energy requirements must be met through the expanded use of coal. Coal is far and away our largest domestic reserve of energy. And yet, environmental opposition has been allowed to block the development of vast reserves of low-sulfur coal in the West.

In another area, new plant-siting regulations and air-quality considerations are such as to make the construction of new generating facilities a tortuous path at best. And initiative petitions have been introduced in some areas, the most notable of which is in California, which would, for all practical purposes, prohibit nuclear development if not halt the operation of existing nuclear plants.

Now, we do not suggest that energy development be pressed to the exclusion of all other considerations. Clearly, the environment is precious to all of us. We should not, however, adopt polar extremes. What is needed is the rational development of energy resources in harmony with the environment. A realistic compromise that will allow energy development with reasoned environmental guidelines must be sought and achieved.

Unless this is accomplished quickly, however, the nation faces an energy shortfall and the consequences that will flow from it. Two immediate consequences would be a rationing of energy and a halt to economic development. Thus, the public must awaken to the importance of energy to every citizen and to every citizen's job, and insist that, in the public interest, the existing logjam be broken.



Shareowners register upon arrival at the 69th AEP annual meeting held April 28 at The Plaza, New York.

Electric power today represents about 25% of the end-use consumption of energy in this country. It will bear an increasing proportion of the burden of total energy supply in the years ahead. It is our judgment that, in view of our 1975 operating results, 6% to 6½% may prove to be the floor for the annual growth rate in the use of electric energy—and perhaps this will be an unrealistically low one at that—at least for the next 15 years.

Therefore, the AEP System must plan for a doubling in electric demand in 10 to 12 years. This is an awesome prospect, given the present size of the System. However, it can be done, subject to a single, fundamental constraint: the availability of the needed capital.

#### Cheap Energy Thing of Past

This leads to another matter which the public must learn to understand. It is the consumer, not the investor, who must make possible the attraction of capital by the establishment of sound utility rates. Construction costs and capital costs have spiraled in recent years, but the electric utility industry remains a rate-

of-return business. Thus, an adequate rate of return must be provided—i.e., through adequate electric rates—if investors are to be encouraged to furnish the capital needed to enable electric utilities to meet the growing demands for electric energy. This is something that must be recognized by both regulator and consumer. In other words, the day of cheap energy in any form is behind us.

To date, regulation has been only partially responsive to the needs of regulated industry. But, in saying this, we acknowledge that the change for us was equally sudden for regulators. As we have been forced to adjust, however, so must they. They face a difficult role—answering to a public aroused by general price inflation and utility bills sharply higher due largely to rapid escalation in fuel costs—but the fact is that regulators, in serving the public interest, have the dual responsibility of (a) the price of electricity, the current focus of attention, and (b) the future reliability and availability of electric power supply, which now must be brought into focus.



One of the shareowners asks a question.

But face it, they must. The rate structures of tomorrow must meet tomorrow's needs in terms of attracting capital. The investor will not be shortchanged. Unless he has a reasonable expectation of a competitive return on his investment, his funds will be placed elsewhere. And the consumer will be the loser.

Our own efforts to obtain necessary rate relief have, with one or two exceptions, been encouraging over the past year. Since we began to seek rate relief in 1971, we have received an aggregate of \$230 million on an annual basis for all operating companies of the System, of which \$108 million is being collected subject to refund pending final decisions by the respective regulatory bodies. In 1975 alone, we were granted \$166 million of the total. In addition, we currently have rate cases pending totaling \$137 million, many of which, we hope, will be finalized over the course of the year.

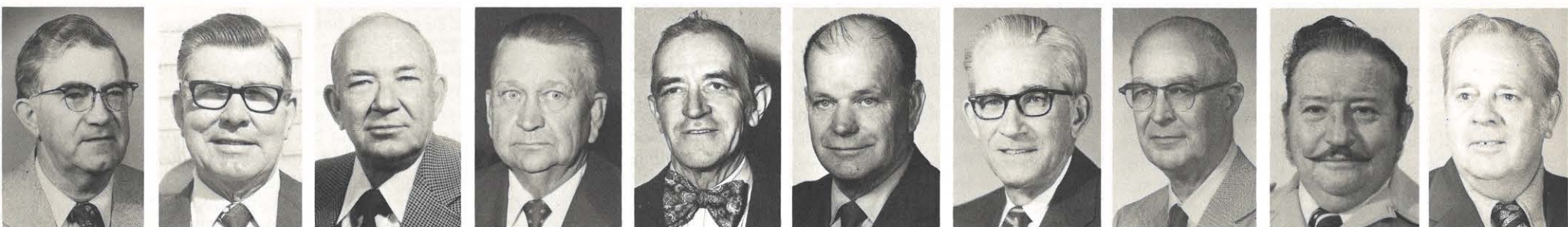
The rate increases that we did receive in recent years were instrumental in allowing the System to obtain \$625 million from the capital markets in 1975 alone, and it is our expectation to raise at least another \$650 million this year. Our recent and successfully completed rights offering to the shareowners was a very important part of the 1976 financing program.

Now, in closing, let me again remind you that the AEP System today is among the strongest electric utility systems, if not the strongest, in the country. It has weathered the storm of rampant inflation and protracted recession. The future outlook, in terms of potential growth, is bright. The only doubtful cloud is our ability to finance the construction necessary to meet that growth. Toward the end of overcoming that problem, however, we will pursue vigorously the needed increases in our rates. And we will be following a planned program of expansion, and monitoring it closely, to avoid in every way possible a recurrence of a liquidity problem.

Electric utilities have a legal obligation to serve the public. This obligation, which we take very seriously, carries with it the right to have an opportunity to earn a fair return on the investment required to meet that obligation. Thus, the interests of the consumer and the investor must both be recognized and met. I assure you that we hold equally high the priorities of both.

Thank you.

# Employees receive awards representing 1,830 years' service



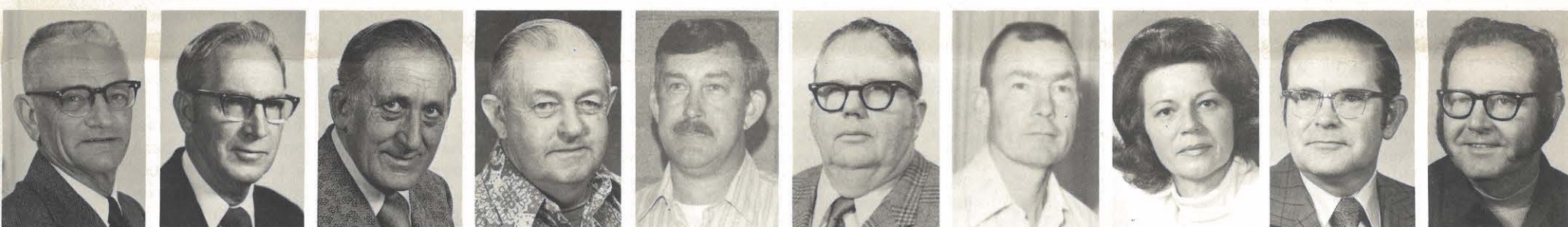
Martin Goode Moore Spangler Nash Toler Irvin Guill Thompson Fore



Gilliam Covey Smythers Mallory Davis, E. C. Davis, H. C. Crosier Blake Mullens Bivens



Harris Paul Hatfield Thorn Bunting Baker Sholes Wade Medley Dunham



Hudson Elder Hurt Fitch Drake Dunford Hager Swindall Turner Akers



Pugh Winter

40 Years	Classification	Location
Martin, R. E.	Right of Way Supervisor	GO-Roanoke
Goode, Leroy	Line Foreman	Charleston
Moore, Gene	Division Superintendent	Ashland
Spangler, M. C.	Line Inspector	Pulaski
Nash, W. L.	Meterman B	Bluefield
Toler, Lester	General Serviceman	Logan-Williamson
Irvin, W. A., Jr.	Right of Way Supervisor	GO-Roanoke
Guill, G. M.	Asst. to Comm. Supt.	GO-Roanoke

25 Years	Classification	Location
Elder, G. E.	Station Foreman NE	Lynchburg
Hurt, Vernon	T&D Clerk	Hazard
Fitch, F. H.	Maintenance Man	Philip Sporn
Drake, D. G.	R/w Maintenance Insp.	Logan-Williamson
Dunford, A. W.	Custodian	Glen Lyn
Justice, Tilden	Serviceman	Pikeville

35 Years	Classification	Location
Thompson, E. E.	Unit Foreman	Glen Lyn
Fore, J. W.	Pur. & Stores Asst.	GO-Roanoke
Gilliam, J. W.	Custodian	Kingsport
Covey, D. G.	Master Maintenance Man	Pulaski
Smythers, T. D.	Hydro Operator B	Pulaski
Mallory, R. P.	Residential Representative	Huntington
Davis, E. C.	Line Inspector	Huntington
Wilkerson, Kathryn	Secretarial-Stenographer	Charleston

20 Years	Classification	Location
Hager, W. C.	Area Supervisor A	Pulaski
Swindall, Jewell	Cust. Accts. Supv. G	Abingdon
Turner, A. L.	Civil Engineer	GO-Roanoke
Akers, B. J.	Meter Serviceman A	Roanoke
Pugh, J. R.	Lead Draftsman	Pulaski
Winter, K. G.	Asst. Shift Op. Eng.	John E. Amos
Cook, J. E.	Regional Dispatcher	GO-Huntington
Slone, W. G.	Distribution Engr	Ashland
Combs, Joe	Lineman A	Hazard

30 Years	Classification	Location
Davis, H. C.	Engineer B	GO-Huntington
Crosier, D. H.	Line Foreman	Charleston
Blake, B. E.	Collector	Charleston
Mullens, B.	Asst. Reg. Chief Disp.	GO-Huntington
Bivens, W. E.	Residential Rep. Sr.	Logan-Williamson
Harris, J. E.	Custodian	GO-Roanoke

15 Years	Classification	Location
Daniel, B. K.	Prop. Rec. Acct. Sr.	GO-Roanoke
Via, Dorothy	Cust. Accts. Rep. A	Roanoke
Pierce, Ann	Cust. Accts. Rep. A	Roanoke
Queen, Faye	Gen. Acctg. Clerk Sr.	GO-Ashland
McGraw, D. K.	Unit Foreman	Big Sandy

25 Years	Classification	Location
Paul, G. A.	Meter Serviceman A	Charleston
Hatfield, T. W.	Station Foreman NE	Huntington
Thorn, Neva	Cashier Senior	Bluefield
Bunting, C. F.	Regional Dispatcher	GO-Huntington
Baker, Betty	Secretarial-Stenographer	Roanoke
Sholes, J. W.	Head Meter Reader	Charleston
Wade, W. S.	Maintenance Man	Glen Lyn
Medley, E. E.	Maintenance Mechanic A	Glen Lyn
Dunham, J. A.	Comm. & Ind. Serv. Dir.	GO-Roanoke
Hudson, E. F.	Utility Foreman	John E. Amos

10 Years	Classification	Location
Robinette, J. H., Jr.	Lineman A	Bluefield
Worley, N. D.	Collector	Bluefield
Ratcliffe, J. R.	Meterman A	Bluefield
Breese, C. W., Jr.	T&D Clerk Sr.	Bluefield
Ferguson, Lvonne	Cust. Accts. Rep. B	Bluefield
Parnell, R. E.	Lineman A	Bluefield
Smith, M. H.	Lineman A	Bluefield
Banks, I. C.	Lineman A	Charleston
Leadman, R. S.	Lineman B	Charleston
Lambert, K. D.	Unit Foreman	Clinch River
Dodson, D. M.	Comm. Engineer B	T&D-Bluefield
Pendleton, R. E., Jr.	Auxiliary Equip. Op.	Glen Lyn



Fred Clendenin, Charleston meter reader, won the Harkins Open in April with an 89. The golf tournament is named after another Charleston meter reader, Frank Harkins.

(continued on page 9)



## Lois Rounion, Daniel Farley honored by Bluefield secretaries group



Rounion

Lois K. Rounion, Bluefield secretarial-stenographer, was voted "secretary of the year" by the Bluefield Chapter, National Secretaries Association, for 1976. Daniel W. Farley, son of Clyde L. Farley, Tazewell area supervisor in the Bluefield Division, was named as 1976 "boss of the year". They were honored during the annual "Executive Night banquet" held at Fincastle Country Club in Bluefield, Va., last month.

Rounion has served the Bluefield chapter as vice president, president, director and as parliamentary advisor. She has also served as vice president and president of the division or state organization. She has been a board member of the Bluefield Community Concert Association for a number of years, is a lifetime member of Bland Street United



Farley

Methodist Church and a member of the choir.

Farley is director of social services for the West Virginia Conference of United Methodist churches. In addition, he is serving as administrator for Glenwood Park United Methodist Home for the Aging. He is president of the West Virginia Chapter of National Association of Social Workers; Lt. Governor-elect of the West Virginia Division of Civitan International; member of the United Methodist Men; and a member of the West Virginia and National Field Archery Association. Farley was named in the 1974 edition of "Personalities of the South" and the 1975 edition of "Outstanding Young Men of America". He also has been named to appear in the 1976 edition of "Notable Americans of the Bicentennial Era".

## Service anniversaries (continued from page 8)

10 Years	Classification	Location
Rood, D. E.	Lineman A	Huntington
Hill, R. G.	General Serviceman	Huntington
Slack, C. E.	Unit Foreman	Kanawha River
Jennings, H. M.	Right of Way Agent	Pulaski
Miller, L. B.	Maintenance Man	Pulaski
Via, G. C.	Lineman A	Pulaski
Rice, J. E.	Lineman A	Pulaski
Martin, Sandra	Cust. Accts. Rep. B	Roanoke
Julien, M. O.	Public Affairs Director	GO-Ashland
Meek, D. Q.	Unit Foreman	Big Sandy
Wheeler, M. J.	Master Maintenance Man	Big Sandy
Lemaster, W. G.	Master Maintenance Man	Big Sandy
Yost W. R., Jr.	Engineering Supv.	Hazard
Whitt, R. D.	Serviceman	Pikeville
Anderson, C. C.	Credit Representative Sr.	Kingsport

5 Years	Classification	Location
Armstrong, L. K.	Maintenance Foreman	John E. Amos
Browning, W. R.	Maintenance Man A	John E. Amos
Stover, M. J.	Maintenance Man A	John E. Amos
Vannatter, C. D.	Maintenance Man A	John E. Amos
Painter, G. L.	Maintenance Foreman	John E. Amos
Shaffer, J. W.	Stores Attendant Sr.	John E. Amos
Hodges, J. F.	Control Technician Sr.	John E. Amos
Steward, L. T.	Coal Equipment Operator	John E. Amos
Bates, M. W.	Meter Reader	Beckley
Carr, Joe	Tripper Operator	Cabin Creek
Smith, T. E.	Utility Man A	Cabin Creek
Booker, W. B.	Helper	Clinch River
Johnson, H. L.	Custodian	GO-Roanoke
Poindexter, Eralene	PBX Operator	GO-Roanoke
Whitt, A. S.	Lineman C	Huntington
Watson, Ami	Cust. Accts. Rep. B	Lynchburg
Erwin, D. M.	Civil Const. Asst. II	Project 1301
Downie, A. T.	Civil Const. Asst. I	Project 1301
Harper, K. D.	Maintenance Helper	Philip Sporn
Mitchell, J. E.	Auxiliary Equip. Op.	Philip Sporn
Estep, D. R.	Control Technician	Big Sandy
Salmons, L. D.	Maintenance Man	Big Sandy
Elliott, R. R.	Maintenance Man	Big Sandy
Campbell, R. E.	Technician Junior	Big Sandy
Slagle, J. D.	Serviceman	Kingsport

# WELCOME NEW EMPLOYEES

### Appalachian Power

#### Abingdon

George H. Johnston, lineman helper, Clintwood. Kenneth H. Hicks, custodian. Crellis J. Rasnake, custodian. Roger D. Dickson, auto repairman helper. Jeffery D. Blevins, meter reader, Marion. Roger E. Bennett, meter reader, Marion. William C. Ogle, Jr., lineman helper, Marion.

#### John E. Amos

David W. Crawford, Thomas E. Tucker, Charles A. Winter, Gary K. Holmes, Charles R. Swisher, Mary E. Fizer, John D. Owens, John A. Woyan, Doris E. Crawford, Ronald E. Walker, Robert L. Belcher, Timothy D. Harden, Woodrow W. Hudson, Jr., and Douglas R. Tyree, utility man B. Karla R. Burdette, clerk-typist. Larry R. Norvell and Robert M. Walker, control technician junior. Roger D. Smith, John C. McLaughlin, Glenn A. Matheny and Darrell B. Zickafoose, maintenance man C. Phung Kim Vu, performance engineer. Michael J. Sigmon, Michael C. Harris, James A. Litton, George W. Rhodes, Jr., and Stephen B. Rappold, utility man B (Yard).

#### Beckley

Alvin T. Warner, auto repairman helper. Owen J. Weldon, electrical engineer. Janet K. Lacek and Sherry L. Farley, clerk junior. Michael W. Tincher, meter reader, Rainelle.

#### Bluefield

Francis DeBellis, C. Curtis Price and Mehdi Razmandi, electrical engineer. Robert J. Morris and Michael W. Farmer, lineman helper, Bluefield. Rodney L. McCoy, lineman helper, Welch. Patricia B. Banks, clerk junior. Terry Lee White and Dennis R. Church, lineman helper, Grundy.

#### Cabin Creek

Wesley E. Hill, chemist assistant. Robert D. Mathis, performance engineer. Catarino J. Carrizales, Eric L. Brooks, Zachary M. Laughlin, Jerry A. Midkiff, Rufus L. Spillman, Michael R. Coffey, Thomas A. Sepcic, Roger F. Stalnaker, Joseph M. Leffew, John Ragalyi and Kelly E. Chapman, utility man B.

#### Central Machine Shop

Robert L. Robinson and Robert A. Carmichael, utility man B. Robert L. Neel, Jr., Clayton R. Lovejoy, Gary F. Adkins, Jackie R. Cobb, Phyllis M. Lovett, Brenda G. Wheeler, tool crib attendant. Forest N. White, custodian. William M. Roush and Jackie L. Miller, welder 2nd class. Mark A. Harris, shipping and receiving clerk. Vera J. Whited, clerk-typist III.

#### Charleston

Herbert L. Harless, Raymond F. Fox and Sharon E. Woodrum, meter reader.

### General Office

Steven M. Bell and Albert E. Smith, transmission man helper, Huntington. Archie G. Phlegar, Jr., civil engineer, Huntington. Patricia A. Short, clerk-typist, Roanoke. Jacquelyn A. Gray, electrical engineer, Roanoke. Jerrold D. Zwart, civil engineer-hydro, Roanoke. Deborah E. Minter, clerk-stenographer, Roanoke. Nancy D. Jones, invoice audit clerk, Roanoke. Marilyn E. Brown, payroll clerk B, Roanoke. David E. Wertz, helper, Roanoke. Jimmy L. Wagoner, work order cost clerk, Roanoke. Gloria J. Taylor, mail clerk, Roanoke. Shelby M. Hooper, clerk-typist, Roanoke. Eleanor B. McGehee, clerk-trainee, Roanoke. Debra W. Barlow and Jeanne G. Carter, clerk-stenographer, Roanoke. Edgar W. Hensdell, Jr., property maintenance man helper, Doris A. Smith, Anne H. Bogese and Susan I. Birkenmaier, clerk junior, Roanoke. Sherry K. Graybeal, key punch operator C, Roanoke. Mina Thompson, PBX operator, Roanoke. Gary A. Hammons, utility helper, Charleston. Michael E. Jones, utility helper, Abingdon.

#### Glen Lyn

Bernard W. Fink and Russell R. Lowe, utility man B.

#### Huntington

Larry G. Caldwell and Earnestine R. Greenlee, meter reader. Elvin R. Epting and John W. Hughes, electrical engineer. Sonseerhay D. Gannes, PBX operator, Point Pleasant. Jackie L. Gillenwater and Morris K. Veazey, Jr., lineman helper. Douglas L. Kelly, stores attendant, Ronald L. Kinniard, custodian, Point Pleasant. Nils J. Weddle, electrical engineer, Point Pleasant.

#### Kanawha River

Bernard D. Balsler, Danny L. Bradberry, Troy A. Simley, Jon F. Moore, Jerry W. Sullivan and Roger D. Connard, utility man B.

#### Logan-Williamson

Gwendolyn Lewis, Virgie E. Varney, and Patricia L. Ford, clerk-trainee, Williamson. Gary C. Hall, lineman helper, Williamson. Larry C. Ferrell, meter reader, Logan. Lassie J. Horton and Barbara D. Sherod, clerk-trainee, Logan. Ronald E. Fite, electrical engineer, Logan. Richard P. Dean, stores attendant, Williamson. James Lackey, Ernest E. Burress and Danny R. Parks, lineman helper, Logan. Jerry W. Thompson, lineman helper, Madison. David W. Stone, planner, Logan.

#### Lynchburg

Victoria L. McFall, clerk-trainee.

#### Project 1301

Danny K. Gardner, rec./shipping inspector.

#### Pulaski

J. R. Painter, meter reader, Galax. R. E. Sawyers and E. C. Felty, meter reader, Wytheville. V. L.

Epling, custodian, Pearisburg. Gary D. Jones, clerk-trainee, Christiansburg.

#### Roanoke

Sheila L. Painter, Nancy W. Dickerson and Linda M. Atkinson, clerk-stenographer, Roanoke. David W. Crouch, lineman helper, Roanoke. Lynn B. Short, electrical engineer, Roanoke. Jody F. Boles, meter reader, Fieldale.

#### Kentucky Power

#### Ashland

Randall A. Bird, distribution engineer. Steven P. Brewer, Daryle E. Patrick, Jerry L. Arthur and Carl W. Tolliver, lineman D. Teresa W. Nesbitt, meter reader. Timothy V. Strader, technician. Betty Moore, junior clerk, GO Accounting. Ralph Ratliff, transmission man D, GO T&D. Debra Smith, junior clerk, GO Purchasing.

#### Hazard

Ronald Gene Fannin, residential advisor. Adler K. Chia, distribution engineer. Ronnie A. Ball and Jerry J. Sellers, meter reader, Whitesburg. Brenda S. Barnett, meter reader, Hazard. Cleola W. Hogg and Jackie D. Maggard, custodian. Sherry Lynn Day, junior clerk, Whitesburg. James G. Mullins, lineman D. Jerry W. Wicker and Stanley C. Martin, draftsman. Kirby L. Proffitt, assistant technician.

## Thigpen retires from Kanawha



Thigpen

Edward Lee Thigpen, shift operating engineer at Kanawha River Plant, retired June 1.

A native of Tarboro, North Carolina, Lee first joined the company in 1930 during construction of Glen Lyn Plant and worked there 11 years. He recalls that during the 1936 flood, water was up to the third floor, putting the plant out of operation for several weeks. After five years with Hercules Powder Company, he joined the Radford Arsenal as plant maintenance foreman in 1949. He was shift supervisor there before moving to Kanawha River in 1952 as assistant shift operating engineer. He was promoted in 1965 to the position he held at retirement.

# Wedding bells ring for six couples across System



Blankenship



Brown



Farmer



Jones



Lowe



Maxwell

## WEDDINGS

Deborah Walker to **Darrell S. Blankenship**, son of J. D. Blankenship, Abingdon stationman A, March 27.

**Sharon Evelyn Stayton**, daughter of Mrs. Waldo S. La Fon, wife of the Kentucky Power Company executive vice president, to Robert Thomas Brown, April 3.

**Carolyn Denise Sult**, daughter of Ellis Sult, transmission inspector, GO T&D, Bluefield, to

**Michael Wayne Farmer**, Bluefield lineman helper, April 16.

**Marilyn L. Brooks**, Logan-Williamson clerk-stenographer, to Michael W. Jones, March 27.

**Donna Gay Boulton**, daughter of J. R. Boulton, Pulaski stationman B, to Stephen Kent Lowe, April 17.

**Janet M. Holdren**, clerk-stenographer, GO Accounting, Roanoke, to Robert Dee Maxwell, May 1.

## Elrica Graham receives Best Earth Science Teacher award



Graham

Elrica Graham, earth science teacher at Pulaski County High School, is the recipient of the National Association of Geology Teachers' 1976 B. E. S. T. (Best Earth Science Teacher) award for both the State of Virginia and the eastern section, which includes eight states. She is the wife of A. L. Graham, Jr., Pulaski customer services supervisor.

Graham was recommended for the award by administrators, fellow teachers and students, who had much praise for the enthusiasm and hard work for which she is noted. She has been commended for being a tireless worker, who is always ready to spend extra time finding an in-

teresting speaker for her classes, working out a field trip or helping students with individual problems. She was instrumental in getting a nature trail established at the site of the new high school.

Graham attended Marion College and Roanoke College and received an MS degree in science education from Radford College. She served as instructor at Radford College for one year and has been a science instructor for Pulaski County schools for 11 years.

## Ashland community theater benefits from talents of Eva and Camella Morris

Eva Morris, widow of L. B. Morris, former Ashland line foreman, and her daughter Camella have become quite active in the Community Theater of Ashland.

Mrs. Morris says, "I have been a theater buff since I was a child. I went with my parents to see some of the old vaudeville shows and have always liked the theater so perhaps Camella inherited her interest from me. She and I used to go on the C&O excursions to New York to see all the Broadway shows."

Camella served as a director of "Mary, Mary", "Nut" and as an assistant director of "Hello Dolly", the biggest and most successful show the theater guild has done.

Mrs. Morris says, "I have more or less served in the background, lending my recreation room for committee meetings and rehearsals and keeping everyone happy with cookies and coffee."

During the production of "Hello Dolly", Mrs. Morris worked in the wardrobe department. Not only did she help with costume alterations but she also created the red ballroom gown often referred to as the "Dolly" dress, which proved to be a showstopper.

The "Dolly" production was such a large undertaking that the guild decided to rent costumes from a theatrical agency for the first time. All the costumes were satisfactory except for the most important one, the "Dolly" dress. Camella told her mother, "It just doesn't have enough pizzazz."

So Mrs. Morris decided to create her own "Dolly" dress, relying on her memory of the original Broadway production she had seen starring Carol Channing. She purchased a basic red satin dress from the Second Hand Rose Shop in Ashland and spent hours making dozens of tiny satin roses with sequin centers and hand sewing over 1,000 sequins on

the dress to convert it into the style of the 1890's.

On opening night when Dolly appeared in the ballroom scene, the dress had enough pizzazz for the audience to stop the show with their applause. The dress was on display in one of downtown Ashland's stores for quite sometime

Mrs. Morris adds, "Community theater is a great place for families to get involved. There's something everyone can do, from performing to using a paintbrush or hammer or looking for props. The experiences are very rewarding and you meet a lot of nice people. Camella and I recommend it."



Mr. and Mrs. Fred R. Poe celebrated their 50th wedding anniversary April 3 with a party given by friends. Poe retired August 1, 1967, as a dealer sales representative in the Marion area of Abingdon Division. The Poes have two sons and six grandchildren.



Eva Morris, left, and her daughter Camella display the "Dolly" dress Morris created which stopped the show on opening night. Camella was assistant director of the production.

## BLOOD DONOR HONOR ROLL

### Bluefield

**Mary Kirby**, residential representative, three gallons.

### Huntington

**T. R. Gibson**, commercial representative, two gallons.

# BABY PARADE

## John E. Amos

Anthony Harrison, son of **Baaron H. Lewis**, utility operator B, May 12.

Tamara Lynn, daughter of **Garry L. Handley**, maintenance man B, April 24.

Joanna Rocelle, daughter of **Ronald W. Allen**, utility operator B, April 13.

Christina Michelle, daughter of **Michael Parsons**, maintenance man C, April 7.

## Beckley

Courtney Page, daughter of **Jerry L. Vest**, customer accounts representative A, May 5.

## Central Machine Shop

Jon Christian, son of **Clayton R. Lovejoy**, tool crib attendant, May 3.

Clifford Jerome, son of **Clifford H. Garland**, motor winder, May 6.

Allison Ranae, daughter of **Fred A. Stotts**, welder, February 7.

Melinda Ann, daughter of **John J. Beane, Jr.**, welder, February 18.

## Bluefield

Dennis Shane, son of **Dennis R. Church**, Grundy lineman helper, May 7.

## Huntington

Timothy Allen, son of **George W. Dewees**, meter reader, April 26.

## Kingsport

Issac Lamar, son of **Willie M. Coleman**, lineman D, April 4.

Danny Wayne, Jr., son of **Danny Statzer**, lineman A, April 18.

## Project 1301

Courtney Layne, daughter of **Mark D. Taylor**, civil construction assistant II, April 27.

Tonya LeAnn, daughter of **C. Keith Drummond**, civil construction assistant III, April 27.

## Roanoke

Ashley Elizabeth, daughter of **D. T. Bush**, electrical engineer, April 20.

## Southern Appalachian Coal

Britt Joseph, son of **Bobby Joe Parcell**, section foreman, Bull Creek No. 3 Mine, April 10.

## Philip Sporn

Amie Dawn, daughter of **M. L. Friend**, utility man A, April 30.

## Abingdon service employees have blood pressure checked at safety meeting



In the photo at left, Leanna Snodgrass takes blood pressure for the Abingdon engineering group. Seated, l. to r., Larry Brown and Jim Hill. Standing, l. to r., Leanna, Sharon Gobble, J. L. Osborne and W. L. Smythers. In the



photo at right, Toby Cook discusses hypertension with the station crew. Facing camera is John Rasnick, left, and Ray Eskew. Back to camera is John Blankenship, left, and J. D. Wynegar.

There are two important indicators of your health — temperature and blood pressure. Almost anyone can use a thermometer and be able to tell if his temperature indicates trouble. Getting a blood pressure reading, however, is a little more sophisticated for the average person, yet perhaps far more important as a warning sign of serious trouble.

The month of May was designated nationally as "High Blood Pressure Month" to emphasize the importance of having blood pressure checked. Employees at Abingdon's Service Center got a head start on the campaign when Toby Cook and Leanna Snodgrass, both registered nurses, gave a safety program on hypertension and took individual blood pressures. Toby is the wife of J. L. Cook, stationman helper A, and Leanna the wife of R. H. Snodgrass, electrical engineer.

Toby began the program with a chart presentation covering the symptoms and then the treatment for high blood pressure. She explained that the blood pressure has two readings. The higher (systolic) blood pressure in the closed vascular system occurs when the heart is contracting and pumping blood through the vessels. The lower (diastolic) blood pressure is that which remains within the vessels at all times or when the heart is relaxed. She explained, "This is what is meant when a doctor tells a patient that his blood pressure is 120 over 80."

Both nurses answered questions and approximately 75 employees took advantage of the offer to have their blood pressure checked. Six employees who had a previous history of high blood pressure were advised to have a recheck by their personal physician. One employee, who had no previous knowledge of a problem, was found to have abnormally high blood pressure and was advised to see his doctor that very day. His doctor immediately prescribed medication and placed the employee on a diet. At least one-third of the engineering group were borderline cases but

only one or two line and station pressure or were on the border employees had high blood line.



Awards were presented to eight 4-H Clubs in Kentucky Power's Ashland Division as the result of judging of the secretary's records and scrapbook for 1975. The cash awards ranged from \$65 to the Fallsburg 4-H Club which won third place in the company, third place in the area, first place in division and first place in county, down to \$10 for two second county winners. Awards were presented to the Teen Council and Sadelites in Boyd County; Wurtland Junior High and Warnock in Greenup County; Grahn 4-H Club in Carter County; and Tollesboro Sr. 4-H Club and Kinniconick 4-H Club in Lewis County. From left, Sara Rice, Fallsburg 4-H Club leader; Robert Gollihue, reporter; Teresa Vanhorne, secretary; Denny Daniels, president; and Jim Beavers, Ashland Division customer services manager.

## No more getting up early for Roanoke Retiree Gene West

"The first thing I'm going to do is take the alarm clock that's been waking me up in the morning all those years and give it to Goodwill," says C. E. "Gene" West. He was a T&D stationman A in Roanoke before electing early retirement June 1.

He continues, "My wife Virginia and I have family in Daytona, Florida, and we've been invited there for a visit. I can say for sure that's a trip we'll make. And, too, I love to make garden. It's something I'll never get away from. My garden is well under way now and that'll keep me busy most of the summer. I've also been offered a job with an electrical contractor but I'm not so sure I want to get into that."

Gene began his career in 1938 as a third class groundman and was a beginner lineman when his service was interrupted by World War II. He served as an electrician in the engine room on the USS *Gantner*. Gene returned to work as a lineman C and had advanced to working foreman before he had to give up the job for health reasons and transfer back to groundman in 1960. He became a stationman helper in 1960 and was promoted in 1965 to the position he held at retirement.

Gene recalled this humorous incident which occurred during



West

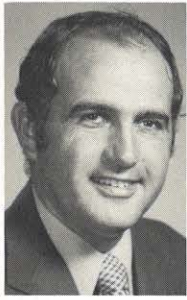
his service. "Once Jasper Doss (now line foreman) and I were driving and started arguing over some silly little thing. He had gotten rather upset because of the argument. When Jasper took out a cigarette and lit it, he rolled the window down, threw the cigarette out and put the hot match in his mouth. You should have seen him trying to get the match out. We had a big laugh and the argument was over."

Gene concluded, "Appalachian was extra good to me. I can't think of a better place to work, and the people I've worked with have been just great. I'm proud of the fact that I've never had a lost-time accident or a bad progress review."



David E. Barger, engineer B in General Office T&D Distribution, Roanoke, recently completed the International Correspondence Schools' electrical engineering-power option course. He made only three C's out of the 103 books in the course. All his other grades were A's and B's. From left, O. R. Minnich, distribution superintendent; Barger; and E. C. Rankin, T&D manager.

MOVING UP



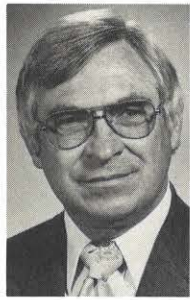
Austin



Bacchus



Murray



Jackson

**Fred E. Austin**, former Lynchburg lineman A, has been promoted to line foreman non-exempt.

**C. W. Bacchus**, former assistant regional chief dispatcher, GO Operations, Abingdon, has been promoted to regional chief dispatcher. He succeeds F. M. Lawson, who retired May 1. Bacchus has studied electrical engineering through International Correspondence Schools and attended the AEP Power System Dispatching Program at Purdue University.

**Daniel E. Murray**, former Beckley line foreman non-exempt, has been promoted to line foreman exempt.

**Earl A. Jackson, Jr.**, former customer accounting supervisor in the Point Pleasant area of Huntington Division, has been promoted to Huntington Division office supervisor. He succeeds Leo C. Bias, who will retire July 1.



Roush



Kaneday



Spangler



Harbour

**Contractors, engineers, architects attend energy management seminars**

Energy management was the general topic of meetings held by Appalachian Power Company last month for more than 370 contractors, engineers and architects in its service area. The meetings dealt chiefly with the application of insulation materials to reduce energy use, heat pumps, solar energy, heat storage and heat recovery.

Representing Appalachian were its commercial and industrial personnel, residential representatives and residential advisors. L. D. Evans, in General Office Customer Services, Roanoke, conducted the meetings.

The sessions were part of Appalachian's voluntary involvement in the national Utilities Conservation Action Now (UCAN) program. This program was established by

the Federal Government to achieve cost-effective elimination of energy waste and accelerated development and use of such domestic energy resources as coal and nuclear power. These efforts are being directed toward the goal of increasing the nation's energy independence.

Two-day meetings were held in each division. The first day was one phase of Appalachian's involvement in UCAN. Other programs will follow. The second day's session dealt with a new national standard known as ASHRAE 90-75 providing a method of designing the energy consuming systems in a building so that overall energy consumption can be reduced to a minimum while still maintaining occupancy comfort.

**Flashing lights, ambulance siren call Williamson safety meeting to order**

A Mingo County emergency ambulance, with red lights flashing and siren blowing, pulled into the parking lot adjacent to Appalachian's Williamson office building recently. Employees of the T&D and Customer Services Departments, who were assembled inside waiting for the chairman of their safety meeting to arrive, rushed outside when they heard all the commotion.

They found Ronnie Horne, T&D planner and safety chairman, at the wheel of the ambulance. He explained that he had been working part time for the emergency ambulance service since January and thought this was a good way to get their attention and call the meeting to order.

Horne demonstrated all the ambulance equipment, which included oxygen masks and tank, air splints, suction machine, scoop stretcher, back board, first aid supplies, obstetrics kits and blood pressure equipment. Ella "China" Wright, T&D clerk, acted as a subject for the demonstration.

Horne is taking advanced first aid classes and after 80 hours of training will become an EMSA (Emergency Medical Service Attendant). Then, after an additional 80 hours, he will qualify as an Emergency Medical Technician. Most of his emergency calls so far have been from heart patients but he has also assisted with some serious car and mining accidents.



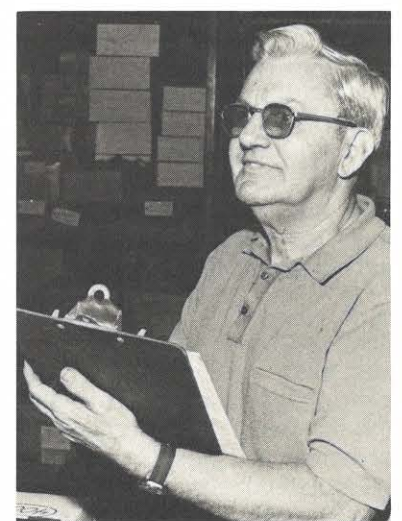
Ronnie Horne, left, found Ella "China" Wright a willing subject for his demonstration at a recent Williamson safety meeting.

**Copley retires to the good life**

Wanting more time to devote to church activities and his hobbies, Clarence Copley elected early retirement June 1. He was a stores attendant in Huntington.

"Pete" and his wife Gladys left immediately for a trip to Nashville, Tennessee, to attend a ceramics show and then on to Myrtle Beach, South Carolina. They both enjoy ceramics and have their own kiln and molds. Another hobby he plans to pursue is gardening. "Pete" also does some photography and tape recording of church activities at the United Baptist Church of Kenova, where he serves as trustee and deacon.

"Pete" began his career in 1936 as a coal handler at the old Kenova Plant. He transferred to Huntington in 1954 and has since worked as a truck driver-groundman and material clerk. He says, "I'm leaving behind no enemies. I feel that all the employees I've come in contact with are my friends."



Copley

**Toler elects early retirement**



Toler

Lester Toler, general serviceman in the Logan area of Logan-Williamson Division, elected early retirement June 1.

A native of Amherstdale, West Virginia, Les began his career in 1936 as a laborer and during his 40-year career also served as a groundman, lineman, serviceman B and A, electrician's helper, electrical maintenance man D, and meter serviceman A.

In his leisure time, Les enjoys playing golf, bowling and fishing. He and his wife Mae have one child.

WE REMEMBER



Fletcher



Light

**Clifford M. "Tip" Fletcher**, 65, retired Bluefield line supervisor, died May 16. A native of Cleveland, Virginia, he began his career in 1927 as a laborer and retired January 1, 1972. Fletcher is survived by three sisters and five brothers.

**Clarence J. Light**, 72, retired Bluefield stores supervisor, died May 9. A native of Bluefield, West Virginia, he began his career in 1933 as an operating room man at A — station, and retired August 1, 1968. Light is survived by one sister.

**Hollie C. Gilbert**, 72, retired Beckley groundman A, died April 26. After two periods of broke service, he became a permanent employee in 1933 and took early disability retirement April 1, 1948. Gilbert is survived by his widow Russia Jane, Route 1, Box 341, Elkview, W. Va.; two sons, eight daughters, 30 grandchildren and six great-grandchildren.

**William Edward Hudnall**, 75, retired Cabin Creek Plant janitor, died May 5. A native of East Bank, West Virginia, he began his career in 1943 and retired December 1, 1956. Hudnall is survived by several nieces and nephews.



Dave Barger, engineer B, GO T&D Distribution; Dave Brammer, GO station clerk, GO T&D Station; and Ken Stump, engineer B, GO Hydro, were members of the First Baptist Church men's basketball team which won the Roanoke City Church League championship. The team finished the regular season with a 10-2 record and a second place division standing but won all three games in the championship playoff. From left, Stump, Barger and Brammer.

## Appalachian golf tournament held at Roanoke's Blue Hills Course

Roanoke's Blue Hills Course was the setting for the Appalachian golf tournament held April 16 for Division and General Office employees in Roanoke. Aubrey Powell, GO T&D Station, and Wendell Reed, GO Accounting, were co-chairmen of the event, assisted by E. T. Jones, Jr., Roanoke Division; Leonard Thomas, GO T&D Station; Stan Hill and Ron Hogan, GO Accounting.

Winners and their scores were: Championship Flight — Randy Agnew, GO T&D Distribution (69); Ted Carroll, GO T&D Station (71) and Winston Carter, GO T&D Civil Engineering (72).

1st Flight — Jessie Chitwood, GO Hydro (84); Eddie Purvis, Roanoke (85) and Dewey Henry, Roanoke (85).

2nd Flight — Noble Marshall, GO Accounting (89); Chester Robison, Jr., GO T&D Station (89) and Clarence Mills, Roanoke retiree (89).

3rd Flight — Bill Coleman, GO R/e & R/w retiree (93); Jim Lyon, AEP retiree (94) and George Skaggs, Jr., GO T&D Station (94).

4th Flight — Larry Hubbard, GO T&D Station (98); Martin Ratcliff, Roanoke (99) and Al Stebar, GO General Services (99).

5th Flight — Bobby Saul, GO T&D Station (101); Stan Hill, GO Accounting (101) and Roger Law, GO Accounting (102).



Among the flight winners in the Appalachian Golf Tourney held at Blue Hills Golf Course were (kneeling, l. to r.) Noble Marshall and Randy Agnew. Standing, l. to r., Jessie Chitwood, Bobby Saul, Larry Hubbard and Carl Gibson.

6th Flight — Carl Gibson, GO R/e & R/w (106); Don Dent, GO T&D Station (107) and Jim Musgrave, GO Executive (107).

Guests included Tom Holland, GO T&D Station, Huntington; B. Waggoner and L. Thomas, Logan; and Wayne Pugh, Huntington.

Awarded prizes for being closest to certain holes were: Chester Robison, Jr., GO T&D Station, No. 2; Randy Agnew, GO T&D Distribution, No. 4; Gene Hylton, GO Accounting, No. 17; Clarence Mills, Roanoke retiree, No. 11; and Terry Wexler, GO Accounting, No. 15. Wexler carded a hole-in-one on No. 15.



## Kress big winner in Ashland tourney

Last year's winner, Eddie Kress, gave an encore performance by placing first in all events in Ashland Division's annual bowling tournament.

Kress teamed with Linda Stennett to also win the doubles crown. Linda Thornsby prevented Kress from making a clean sweep by taking the singles title. Kress finished second; Don Thornsby, third; and Wayne Parker and Bob Hornbuckle tied for fourth.

In the doubles competition, Kress and Stennett were followed by Delores Greer and Wayne Parker, Sonny Runyon and Pat Parker, Paul Brown and Gary Hensley, and Don Thornsby and Sherylene Killin.

In all events, Kress finished ahead of Wayne Parker, Linda Stennett, Don Thornsby and Alan Stennett.

Kaye Grogan, wife of Burton Grogan, lineman A at Fieldale in the Roanoke Division, recently won "bowler of the month" title and trophy. She also teamed up to win the doubles title and trophy in the Henry County Women's Bowling Association tournament with an 1,168 scratch and a 1,315 total. Her team, The Ups and Downs, finished second in the league. Kaye's average is 165 with a high set of 608.

## Charleston Kilowatt League hosts 13th annual Friendship Tournament



Some 26 teams rolled in the 13th annual Friendship Bowling Tournament held last month at Charleston's Kanawha Boulevard Recreation Center.

Eighteen men's and eight women's teams from the Roanoke, Huntington, Bluefield and Charleston Divisions and John E. Amos, Kanawha River and Cabin Creek Plants participated in the 13th annual Friendship Bowling Tournament held last month at Charleston's Kanawha Boulevard Recreation Center.

The tournament was originated by the Megawatt League but was hosted this year by the Charleston Kilowatt League.

Megawatt League's Turtle team rolled 3123 to win the high series with handicap team event for the men. The Kilowatt League's Line Tamers and Live Wires won

second and third place, respectively. First place winner in the women's division was Megawatt's Hopefuls team.

Charlie Walker of the Megawatt League walked off with all individual honors in the men's division. He had high series (588), high single (223), high series with handicap (660) and high single with handicap (247).

Shirley Hope of the Megawatt League captured these titles: high series (521), high single (232) and high single with handicap (267). Cheryl Gilmore, also of the Megawatts, captured high series with handicap (668).



Neil Stultz, right of way agent in General Office Real Estate and Right of Way, Charleston, had low net of 70 and low gross of 76 to take top honors in the Ralph Myers Invitational Golf Tournament held at Sandy Brae Golf Course. Cam Coffman, Charleston planner senior, won a prize for being closest to the pin on #2 hole. The tournament is named for Ralph Myers, Charleston engineer B.



Winners in the Ashland Division bowling tournament were (from left) Wayne Parker, Eddie Kress, Linda Stennett, Linda Thornsby and Don Thornsby.

**Working together  
is the only way.**



also requires planning, new facilities, and unfortunately, a lot of money.

And frankly, we can't do it all by ourselves.

That's why we need your cooperation. You can help by using electricity wisely. And by your understanding of the joint responsibility for supplying our future electric needs. It's a critical ingredient in our power partnership.

We know that asking you to work with us is asking a lot. But when you get right down to it, working together is the only way.

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And the needs are growing. For instance, our electric requirements are almost double what they were ten short years ago. Simply stated, electric power continues to be called upon to do more and more things in our work and in our homes.

Keeping up with this increase is tough. It requires the best of everyone. It

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**the ILLUMINATOR**  
June, 1976

## Importance of medical insurance plan increases as charges soar

In case you've been healthy and haven't noticed...

An Associated Press story last month reported that "medical costs are up 14 per cent already this year, far outpacing the average inflation, according to the Council on Wage and Price Stability."

AP reported also that the cost of hospital service alone has risen 20 per cent on a nationwide basis for the first three months of 1976, and that the average American now pays 10 cents of every dollar income for medical service.

Thus, the AEP System's medical insurance plan becomes more important daily. And the fact that the insurance company investigates "unreasonable" charges by doctors and hospitals may help to control these charges.

If the plan were forced to meet all charges made by doctors and hospitals, no matter how unreasonable, the costs of insurance would shoot up, maybe even as high as medical care costs have.

Between 1950 and 1975, national personal health care spending increased from \$10.4 billion to \$103.2 billion.

There are several reasons for this increased cost of medical care: a service industry, such as

medicine, is more vulnerable to inflationary pressures; the trend toward specialized physicians has aggravated the shortage of general practitioners; and hospitals are faced with ever-rising labor costs. These cost hikes are inevitably reflected in the cost of the Company medical plan.

The annual cost of the medical plan depends on employees' claim experience. That means that the company is obligated to reimburse the insurance company for claims that were incurred during the policy year, and pay for the insurance company's expenses in administering payment of those claims. The employee pays nothing; all these expenses are borne by the company.

System-wide premiums have increased 50 per cent since July 1, 1975. The annual cost is now \$9,000,000 up from \$6,000,000 for this single benefit plan. The medical insurance plan for an employee without dependents costs \$16.90 monthly; for an employee with a spouse \$41.10 monthly, and for an employee with a spouse and child \$53.80 monthly. The company pays this entire cost.

With this increasing annual cost to deal with, close attention must be paid to the "reasonable and customary" cost clause. The policy is that once the small, front-end deductible is satisfied,

benefits for surgical or medical expenses are paid at the rate of 80 per cent of "reasonable and customary charges." The insurance company considers a charge to be reasonable if it does not exceed the doctor or hospital's usual charge for the services rendered. In addition, it also must not exceed the prevailing charge made by others of similar professional standing in the same geographic area for the same services.

Every three months, the insurance company's computers are fed data on 250,000 surgical procedures. That's equivalent to \$40 million in doctor bills. From these data, profiles of reasonable charges are developed for each part of the country. The averages are updated by local claims offices in the three months between computer printouts.

A reasonable bill will not vary too much from the prevailing prices in the area in which it was incurred. Allowances are, of course, made for special circumstances which may have increased the bill.

Insurance policies also restrict their payment to bills that are medically necessary. Prescriptions or medicines used are compared to those normally prescribed for the condition under treatment. If a hospital stay is needed, the length of the stay must be appropriate for the condition being treated.

To avoid any problems when a medical bill is presented to the insurance company, it's a good idea to explain beforehand to your doctor that your insurance company will accept only reasonable charges. You might discuss his fee with him, and then request your personnel supervisor to find out from the insurance company if the fees your doctor quotes are indeed reasonable.

If your doctor's bill substantially exceeds the prevailing rates, the insurance company will assist in obtaining a review of those charges by a peer review committee of a local board of medical doctors. If you have already agreed to pay the fee, the peer review can do very little. If you have not agreed to pay the fee, the insurance company will pay for your legal expenses if the medical practitioner should bring suit to collect the difference.

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