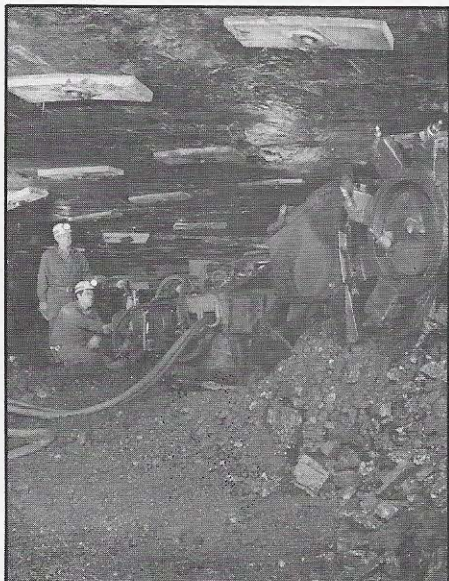


ILLUMINATOR

March 1984



In early days, miners dug and loaded coal by hand into mule-drawn carts, which transported the coal from deep underground to the mine entrance. This method was a far cry from the continuous mining method used today, as shown in the above photograph.

Vol. 34, No. 6, March 1984

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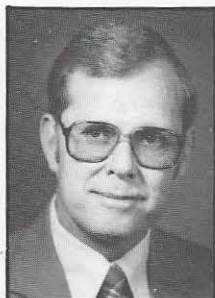
AEP Savings Plan

Savings plan unit values were unavailable when The Illuminator went to press. Figures for January and February will be published in the April issue of The Illuminator.

IABC

International Association of Business Communicators

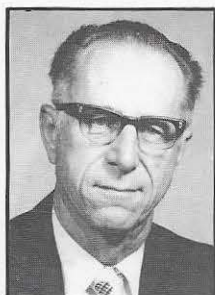
Four APCo men elected to board



Davenport



Northup



Gloss



Carson

Twelve new members were elected to the board of directors of the AEP Service Corporation at its annual meeting February 14. At the same time, nine directors completed their terms and stepped down in keeping with the tradition followed by the three largest of the AEP System's eight operating companies in rotating their representatives on the board.

Net effect of the actions was to increase the board's membership from 47 to 50.

The new directors are:

Appalachian Power Company — R. Daniel Carson, manager, Abingdon Division; J. Robert Davenport, manager, Lynchburg Division; Eugene H. Gloss, manager, Philip Sporn Plant; and Richard E. Northup, executive assistant, Charleston.

Indiana & Michigan Electric Company — Thomas R. McCaffrey, manager, Benton Harbor Division, and Nile P. Richmond, manager, Rockport Plant.

Kentucky Power Company — James G. Saltz, vice president, and William W. Zoellers, manager, Pikeville Division.

Ohio Power Company — Eugene Bischof, manager, Kammer and Mitchell Plants; Darryl Kidwell, manager, Newark

Division; Andrew T. Mulato, manager, Muskingum River Plant; and Wilbur C. Wolfe, manager, Lima Division. □

APCo asks rehearing of W. Va. fuel order

Appalachian Power Company last month filed a petition for rehearing and reargument with the West Virginia Public Service Commission in response to the PSC's January 31 fuel order.

In its petition, Appalachian contends that the methodology the Commission adopted in the determination of the fuel factor is flawed and that data used in the determination was incomplete and misapplied. In addition, the company said that the Commission, breaking with past practice, did not utilize the most recent fuel cost data available in the hearings to establish the fuel factor. □

APCo management personnel chosen to attend OSU

Six men from Appalachian Power Company are among the 54 System employees selected to attend the 1984 AEP Management Program at The Ohio State University from April 22 to May 18.

The APCo attendees are: Richard Burton, public affairs director, GO Public Affairs, Roanoke; David Bush, energy services supervisor, Roanoke; Michael Siemiaczko, maintenance superintendent, Kanawha River Plant; Barry Snodgrass, energy services supervisor, Charleston; Barry Thomas, supervisor, rate design and research, GO Rates and Tariffs, Roanoke; and Dan Vaught, marketing and customer services manager, Huntington. □

Beckley, Clinch win annual AEP safety competition

Beckley Division and Clinch River Plant won the small division and small plant category, respectively, in the AEP System safety competition for 1983.

This is the first time Beckley Division has ever achieved this honor. Its safety record began January 6, 1979; and, through January of this year, employees had worked more than 1,430,800 hours without a disabling injury.

Clinch River Plant has won the small plant category three previous times, in 1982, 1978 and 1977. Employees have worked more than 801,700 hours since the last disabling injury occurred on October 16, 1981. □



Pictured at the AEP safety awards presentation are, l. to r., John W. Vaughan, president, Appalachian Power; Doug C. Forbes, Appalachian safety director; Tom W. Rotenberry, Beckley division manager; George E. Briers, Clinch River plant manager; and W. S. White, Jr., AEP chairman.

APCo seeks approval to sell mining properties in W. Va.

Appalachian Power Company last month filed a petition with the West Virginia Public Service Commission (PSC) seeking approval for the disposal of most of its mining properties in West Virginia.

The company is proposing to sell to Ashland Coal, Inc., and certain of its subsidiaries the property, assets and mineral rights, along with associated permits and agreements, owned or controlled by Appalachian and its subsidiary, Southern Appalachian Coal Company, in the Julian area. In addition, Appalachian is proposing to dispose of property, assets and mineral rights owned or controlled by the company and three of its subsidiaries, Southern Appalachian Coal Company, Cedar Coal Company and Central Appalachian Coal Company, to NuEast Mining Company, a West Virginia partnership formed by Eastern Associated Coal Mining Corporation and Addco Mining Inc.

The total price is \$135.4 million, including \$56.8 million for real property and fixed assets of the three subsidiaries and \$78.6 million for the coal rights associated with the mining operations. The properties are located in Boone, Fayette, Kanawha and Lincoln counties.

Appalachian Power Company President John W. Vaughan noted that the company has signed contracts with Ashland Coal, Inc., and NuEast Mining, Inc., to purchase 38.5-million tons of coal from West Virginia sources over the next ten years and lesser amounts during the subsequent five years. The coal purchased by Appalachian under these long-term agreements would replace coal that would have been produced by its affiliated mining operations.

"These arrangements will result in savings in fuel costs for Appalachian and its customers in the coming years," Vaughan noted. "In each case, the negotiated purchase price under the long-term coal-supply agreements is less than our production costs."

Under terms of the purchase agreements, Appalachian's base cost of coal will range from \$37.25 to \$42.00 per ton.

In comparison, the 1983 costs for coal from the three affiliated companies ranged from \$42.37 to \$49.95 per ton.

Vaughan said approximately 1,200 people are presently employed at the affiliated mining operations and that no significant changes are contemplated pending regulatory approval of the agreements. Included in that total are about 100 Southern Appalachian Coal employees involved in maintaining that company's facilities. Southern Appalachian ceased coal production in May 1983.

During the 1970's, Vaughan explained, Appalachian Power expanded its affiliated coal mining operations in order to provide better assurance that its generating units would be in compliance with existing air-quality standards and because of the expectation of shortages of high-quality coal and sharply escalating prices. The PSC gave its approval for the company to enter into purchase agreements with its subsidiaries. Vaughan continued, "Due in part to the fact that coal of the quality high enough to enable Appalachian to comply with air quality standards has not been in so short a supply or so costly as may have been expected in the early 1970's, the prices paid by Appalachian for the coal produced by its affiliates have, on the average, exceeded the average price paid by the company for coal produced by non-affiliates."

"As a result of the Commission's position on this matter," he said, "Appalachian for a number of years has not been permitted to recover through its rates the full costs of producing coal at its affiliated mining operations. This policy has forced the company to absorb millions of dollars in losses over the past several years and has had an adverse effect on its financial results, securities ratings and earnings levels." The portion of the company's capital base represented by unrestricted retained earnings has shrunk steadily in recent years because Appalachian's earnings have been less than its dividend requirement. The disallowance of a portion of the company's mining costs has contributed to this problem, he added.

"Appalachian cannot continue to absorb these unrecoverable expenses. Since we cannot predict when, if ever, the PSC will change its position on the matter of

affiliate coal costs, we have reached the conclusion that the best course of action at this time is to sell our affiliated mining properties."

In its petition to the PSC, the company says the proposed transactions to dispose of the affiliated properties and assets are in the public interest because:

1. The transactions will result in the disposition of affiliated mining operations that are higher cost than non-affiliated alternatives.
2. The disposition will be on at least a "break even" basis and, therefore, will not result in a loss and further reduction in the company's retained earnings.
3. The proceeds from the transactions will provide substantial cash flows that will eliminate the need to raise capital externally in a corresponding amount, thus reducing future cost of service.
4. The transactions will terminate the past and present steady drain on cash and earnings, arising from the company's inability to recover its affiliated coal costs in excess of non-affiliated coal costs, which adversely affects the company's cost of capital, securities ratings and financial results.
5. The related coal-supply agreements will provide replacement coal from West Virginia sources on a long-term basis and at effective prices that, in the aggregate, are below current and recent affiliated costs.
6. Appalachian's vulnerability to sharp increases in affiliated coal costs in periods of curtailed mining operations or mine shutdowns, because of strikes or other reasons, will be eliminated.

Vaughan noted that Appalachian will receive cash payments totaling \$46.8 million once the agreements are approved by the Commission. Most of the remaining \$88.6 million will be paid at a rate of about \$5 million per year over the next 15-year period, with the remainder in the subsequent 5-year period. □

Clinch River's Good Samaritans

Providing communities with reliable electric service is not enough for power company folks. Traditionally, the men and women of our companies give countless hours as volunteers to make their communities better places to live.

Such is the case of Clinch River Plant employees who, along with members of their families, are actively involved in the Russell County Rescue Squad and the Cleveland Fire Department.

The rescue squad was formed under the sponsorship of the Lebanon Lions Club, recalls Don Lasley, maintenance mechanic A and a twelve-year member. He says, "The late Clarence Archer, former plant manager, and Luther Houchins, retired personnel supervisor, were members of the Kiwanis Club then, and they were a big help. In fact, Luther taught first aid to get the squad started."

Johnny Skeens, coal equipment oper-

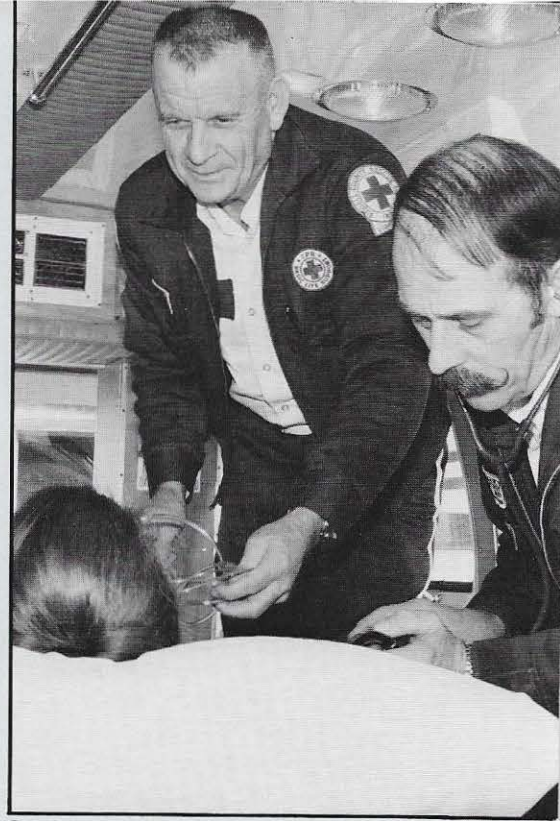
ator, joined the squad just a few months after its formation. He says, "We started out with two used vehicles. Now we have some \$300,000 worth of rolling equipment, including five up-to-date ambulances, which can transport more than one patient at a time, and a crash truck. Our squad includes 54 senior members and 15 juniors." Johnny adds, "My wife Maxie is a member of the Crewettes, and my oldest son, Swaine, is a crew member. My youngest son will also be a member one of these days. He is only ten years old now, but he has been raised in it."

Johnny continues, "It's hard to put into words why I participate, why I want to get out of bed at 3 o'clock in the morning and travel over slick roads to answer a call. I suppose it's knowing that people who are injured or sick can survive if they get a little care."

"My first aid training has certainly been put to use in my own family. About eight years ago, my oldest son got choked on a piece of chicken. We were 20 minutes away from a doctor. I tried everything I knew and finally got the chicken dislodged and the airway opened up. It was a good feeling to know I could save my son."

Johnny was responsible for getting his neighbor, Maintenance Supervisor Bob Parks, into the squad. Bob notes, "The sheriff's department does the dispatching. I don't respond while I am working at the plant, just on my off-duty hours. If we don't get to the squad building within five minutes from the time a call is received, then something is wrong. Usually our response time is about three minutes. From our building in Lebanon, we cover the area from the Washington County line to the Tazewell and Buchanan County lines. We also get called out every time the fire department does, not to fight the fire but to assist people who may be hurt."

Johnny continues, "It's hard to put into words why I participate, why I want to get out of bed at 3 o'clock in the morning and travel over slick roads to answer a call. I suppose it's knowing that people who are injured or sick can survive if they get a little care."



Bob Parks, left, and Johnny Skeens check the vital signs of an accident victim.

"When we get a signal 20, which is personal service, we never know what it will be until we get there. We have worked wrecks, plane crashes, mine accidents, farm accidents, on-the-job accidents, drownings, and even rescued people trapped in caves. The cave calls are the ones that bother me the most. In a wreck, you do what you can for the people, but in a cave rescue you don't know if you can reach the people in time."

Johnny, Bob and Don are certified as emergency medical technicians (EMTs). A state law requiring that the attendant in the back of an ambulance be at least an EMT went into effect last March.

Don recalls, "I took EMT training in 1972 before the state had lay instructors. Back then, doctors taught the course at a hospital or medical facility. In 1975, the state authorized lay instructors, and I had to go back to school for another 40 hours to become an instructor. As a volunteer, I have instructed more than 500 people in CPR and about 200 in EMT. The University of Virginia hired me to teach first aid, and students can get college credits for that class. Also, Southwest Virginia Community College hired me on a part-time basis to teach EMT."

"I don't charge for my instruction otherwise, because I may need help someday and I want people to be a position to help me. I had an experience some years ago which taught me a lesson. A lady died of a heart attack while I was looking at her and I didn't know what to do. I made up



Don Lasley, right, checks the blood pressure of Gary Dye.

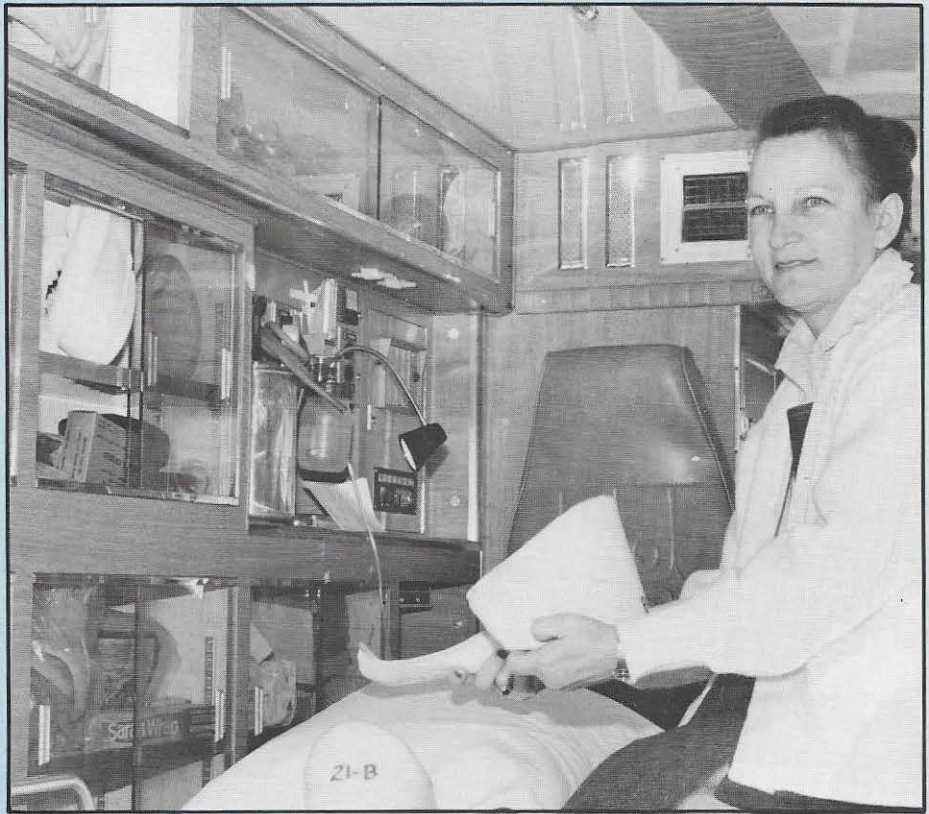
my mind I would learn what to do, so I joined the squad."

The rescue squad enjoys a good reputation in the county and is well supported by its people. Bob adds, "Our total expense in 1981 was \$81,000. We got \$20,000 that year from the county and \$61,000 locally. We either went out and made it on our own or people donated it." A recent roadblock in Lebanon netted \$3,000 for the squad in one weekend.

Don notes, "When we go out on a call, half the time I don't remember the person's name I worked on. I don't see anybody but the victim, but members of the family remember me. Maybe a couple weeks or so after a call, someone will come up to me in town and say 'you picked up my mother or brother' and I'll get a donation for the squad."

Don and the late Charles Lowe, former instrument mechanic A, took an ambulance to every football game for Lebanon High, at home or away, for four years. Don recalls, "The mothers would say they felt better when they saw us come on the field. Charles' wife, Jennie, is still active in the Crewettes. My wife, Billie, is an EMT and CPR instructor, and I have two daughters in the Crewettes."

Two other Clinch employees, Performance Engineer Jevene Bowling, and Maintenance Mechanic Billy Breeding, serve on the rescue squad board of directors.



Maxie Skeens is a member of the Rescue Squad Crewettes.

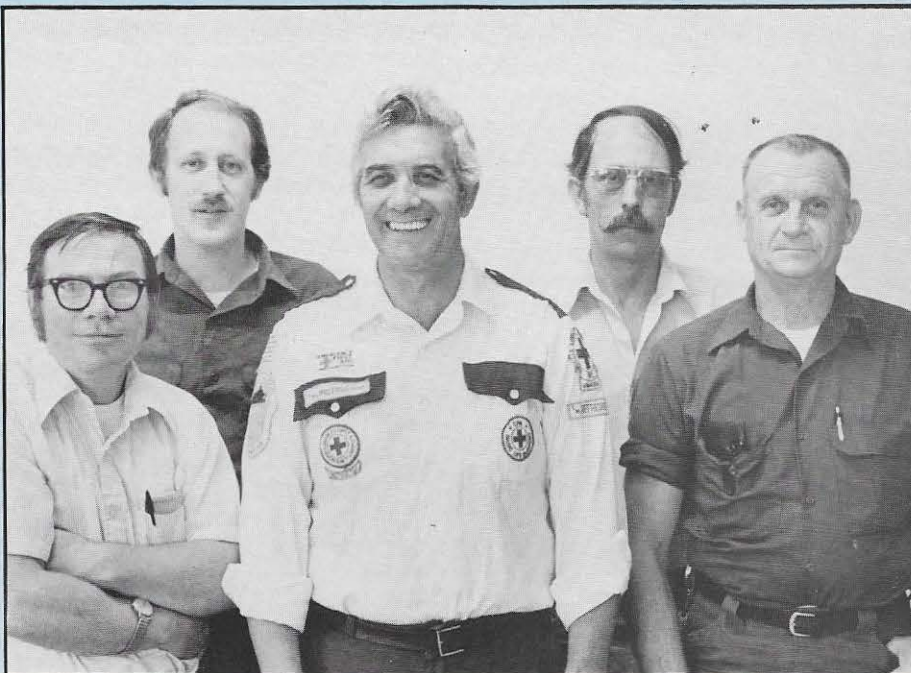
Jevene says, "The squad has the highest reputation in the community. I know nothing about the rescue work; and, since I didn't have the courage to help scrape people up off the highway, this is my contribution. The board is really a

safeguard for the public. We set policies, and we oversee expenditures so that donations toward an ambulance don't wind up as a television set in somebody's house."

Bill, who is in his third year on the board, was an active member of the squad from 1965-1974. He says, "I had to withdraw because of sickness in my family. After everything got straightened out, I was asked to come back on the board. I have let my EMT card run out, and I would have to go back and take classes again if I were to become an active member."

Bill adds, "There is an extremely high feeling for the squad in the community. In my opinion, all the glory should go to the squad members themselves because the board is just a governing body. The squad members put in a tremendous amount of time. They go home from work, and then get called out until maybe 3 or 4 o'clock in the morning. I have actually known times when a man got out of the ambulance, went through the house, picked up his dinner bucket, and went on to work at the plant.

"I remember one time we had 35 calls in 30 days. Charlie Lowe went out on every call, Johnny Skeens took 32, and I was on 30. I serve on the board because I was in the squad for years, and it means a lot to me. We're just like a close knit family."



Clinch River volunteers with the Russell County Rescue Squad include, l. to r., Board Members Jevene Bowling and Billy Breeding, and Crew Members Don Lasley, Johnny Skeen and Bob Parks.

AEP employees to assist Pakistan in rural electrification program

Approximately 130 employees of the American Electric Power System will be working in Pakistan at one time or another over the next five years to assist that nation in implementing its national rural electrification plan.

The assistance will be provided through AEP Energy Services, a subsidiary of American Electric Power established in 1982 to provide management and technical consulting services to non-AEP companies.

A joint-venture team of AEP Energy Services, Ebasco Overseas Corporation and International Training and Education Company recently received a contract to provide services to Pakistan's Water and Power Development Authority (WAPDA). The \$18.4 million contract is with the U.S. Agency for International Development, which is funding the project.

The three companies will provide expertise in such areas as project management, electric transmission and dis-

tribution systems, utility operations and operator training. General scope of the contract includes modernizing WAPDA's utility structure, training its personnel in the latest utility operations and management procedures, improving Pakistan's electric distribution system to reduce electricity losses, and implementing the national plan to provide power to rural villages. The companies will provide U.S. experts on long-term and short-term assignments, with the first team expected to be in Pakistan by April 1. The group will be headquartered in Lahore, a city of more than 2 million in northeastern Pakistan.

Leading the project will be **Philip F. Carl**, until recently manager of Indiana & Michigan Electric Company's South Bend Division. He will serve as utility management and computer services advisor.

Other key members will include:

Ralph E. Snyder, former station superintendent of I&M, who will serve as energy-

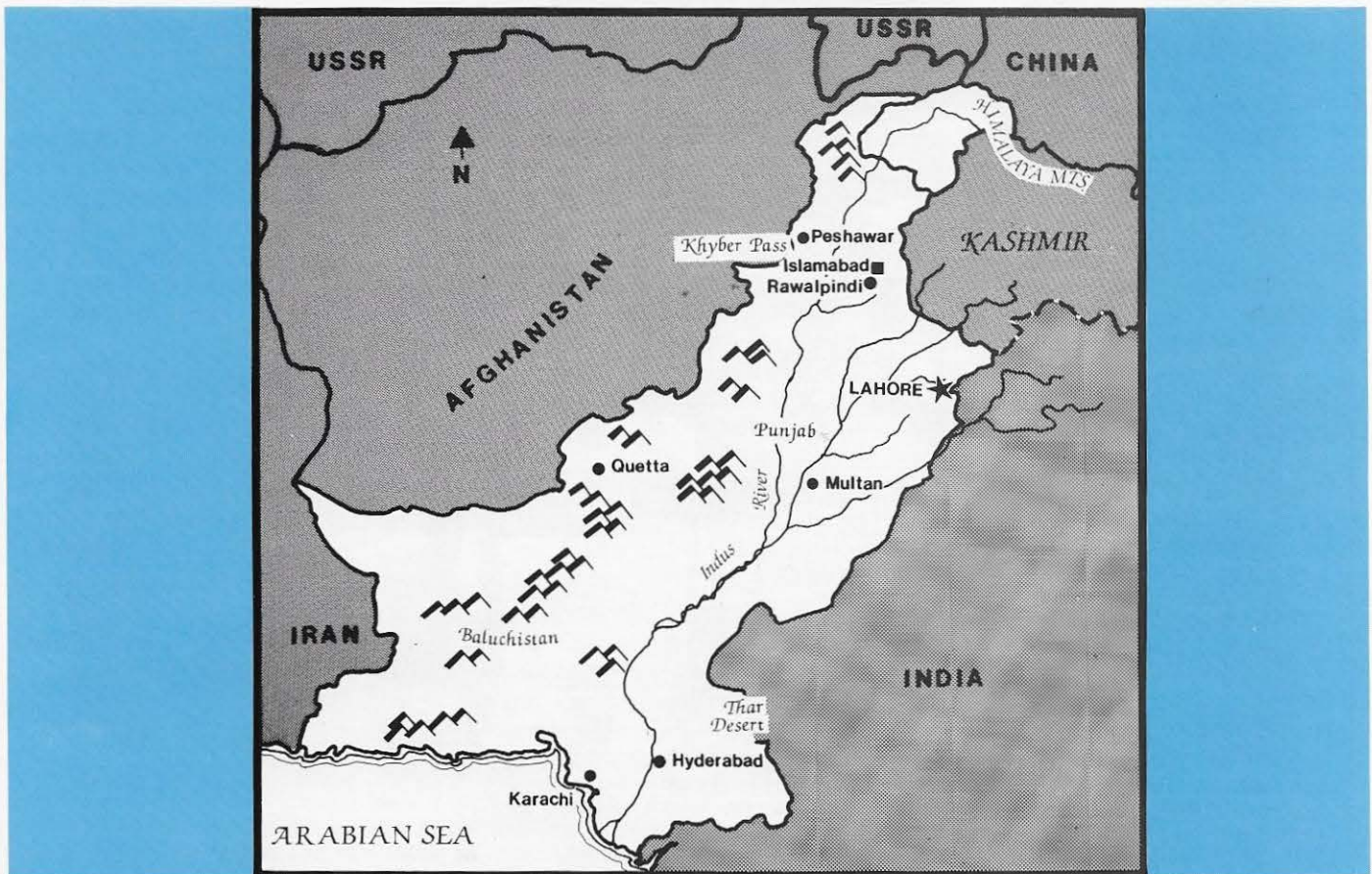
loss reduction advisor, and **Allen H. Stuhlman**, I&M's former accounting manager, who will become the project's financial advisor. Two other long-term employees will be selected at a later date to serve as a customer service training supervisor and a lineman training specialist.

Other System personnel, yet to be named, will serve long-term positions of not less than two years. Others involved in the project will have short-term assignments.

In addition, a "sister utility" exchange program with the Water & Power Development Authority of Pakistan will involve 108 employees of the AEP System over a five-year period. Some 20 employees per year will be selected to participate.

Employees selected will come from System companies with a variety of skills and experiences in areas such as construction, operations, planning, administration, staffing, training, accounting practices, procurement and inventory

PAKISTAN AND ITS NEIGHBORS



control, community relations and others.

In return, 160 employees of WAPDA will work on the AEP System and in the Service Corporation on four-month assignments in a variety of disciplines, including management, engineering, customer service, and line construction and maintenance.

"This will be a very interesting experience for our employees," Dorman M. Miller, vice president, AEP Energy Services, said. "Lahore is an interesting, historically attractive city and our people will enjoy a varied experience there, not only from the standpoint of the job to be done, but to work in a country the size of Pakistan with a variety of climatic and terrain differences to deal with. They will also find a culture and lifestyle in Pakistan that are quite different than those of our country."

Pakistan is a nation of 307,374 square miles and 93-million people in south-western Asia, extending from the Arabian Sea on the south to the great Himalayan Mountains on the north. The northern part of the country includes the Khyber Pass and the northern frontier made famous by the stories of Rudyard Kipling. □

Statistics

Geography: Area: 307,374 square miles, larger than Texas.

Population: Estimated 93-million.

Capital: Islamabad (est. pop. 50,000), a new city, not yet completed.

Principal Cities: Karachi (3,498,634), Lahore (2,165,372), Lyallpur (822,263), Hyderabad (628,310), Rawalpindi (615,392).

Climate: Generally dry, except for the mountains of the northeast; very hot except for mountainous areas.

Neighbors: India (southeast), Iran (west), Afghanistan (north), and China (northeast).

Official Languages: Urdu and English.

Other Principal Tongues: English (nationwide language of the educated), Sindhi, Punjabi, Lahnda, Pushtu, Baluchi, Jatki, Kashmiri and Shina.

Ethnic Background: Communities are distinguished by language and religion, but these divisions do not correspond to physical features. More than half the people are identified as Punjabis on the basis of language.

Principal Religion: Islam (about 96%), mainly Sunni.

Chief Commercial Products: Wheat, rice, grain, tobacco, wool, animal hides, cotton products, sugar, limestone, beef, mutton, rubber products, petroleum and natural gas.

Currency: Pakistani Rupee (about 13 = \$1 U.S.).

Former Status: Part of British India, 1765 to 1947.

Independence Date: August 14, 1947.

Chief of State: General Muhammad Zia ul-Haq, President and Chief Martial Law Administrator.

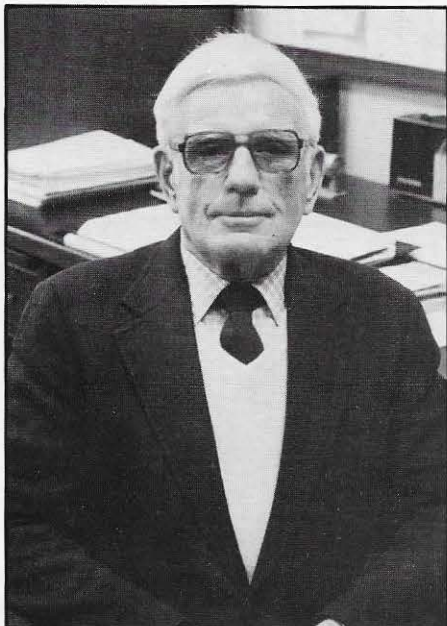
Quarter century of safety



It was a time for celebration when Huntington Division's Ripley employees were awarded a certificate from the Southeastern Electric Exchange in recognition of their having worked 25 years without a disabling injury. Seated, l. to r., are Mike White, line mechanic; Slim Bailey, line crew supervisor exempt; and R. G. Harrison, line mechanic. Standing l. to r., Darrell Boggess, area service restorer; Jim Crum, meter reader; Charles Miller, meter reader; W. B. Langford, retired area service restorer; J. A. Bush, area service restorer; and Wade Sallaz, retired line crew supervisor exempt.

Retirements

Morriss Yost



"I was born in a coal mining community," relates Morriss Yost. "An APCo man would walk 3½ miles from the train station into our town to read meters. He would be dressed in riding pants and boots, and I used to watch him and think 'how glamorous can you be'. So it was my ambition to go to work for Appalachian."

After attending VPI&SU, Morriss did join Appalachian as a rural survey statistician in Williamson. During the next 49 years, he worked in Matoaka, Tazewell, Princeton and Bluefield. In 1977, he was promoted to Bluefield Division line superintendent and held that position until retiring March 1.

"I will never forget Buchanan County," Morriss laughs. "My most outstanding experience there was during the flood of April 1977. We worked out of a car for four days and then had to set up operations in a local church. Another time I was involved in an explosion at Island Creek Coal Company. My car, which was parked by the mine shaft, was practically demolished.

"I'm real proud I never had a lost time or vehicle accident, and I don't think I ever had a chargeable sick day.

"After so many years, I know I will miss the people I work with. I love the people in the crews, always have. Most of the fellows here I feel like are my boys because I have raised them." □

Maxine Urwin



"The company used to have an office at Nitro, and that's where I went to work in 1943," recalls Maxine Urwin. "After two years I transferred to Charleston, where I worked until quitting to go to Florida in 1954. When we came back, Mr. Counts, who was office manager then, said he had a parttime job for me, and I have been here ever since." Maxine was a customer accounts representative A before electing early retirement March 1.

"Appalachian is a good company to work for," she adds. "We have good hospitalization and insurance, and the savings plan is real nice, too. I have had a comfortable living. And my five weeks vacation, ten holidays and two personal days off have allowed Paul and me some time for travel."

Maxine continues, "I know I will miss working. The employees here are just like family to me. On the other hand, I'm 60 years old and I want to do what I want for a change.

"We are planning on taking another trip to California. We flew out once before, but this time we want to stay a little longer and look around. Some of my neighbors have a daytime bridge club, which I would like to join, and we will be spending more time with our families in Gallipolis." □

Tom Old



"When Jack Cruickshank interviewed me following my graduation from VPI&SU, he commented that I would be involved in the technological and engineering advancements in the electric industry. What a prophet he turned out to be," states Tom Old. "I have been privileged to work with a company which has made great strides in both those areas."

Tom, who retired March 1 as T&D manager, adds, "My career with Appalachian has been both gratifying and rewarding, and there's a distinct difference. Gratifying in the sense that it was a pleasant experience, and rewarding because it was my livelihood and gave me a sense of accomplishment.

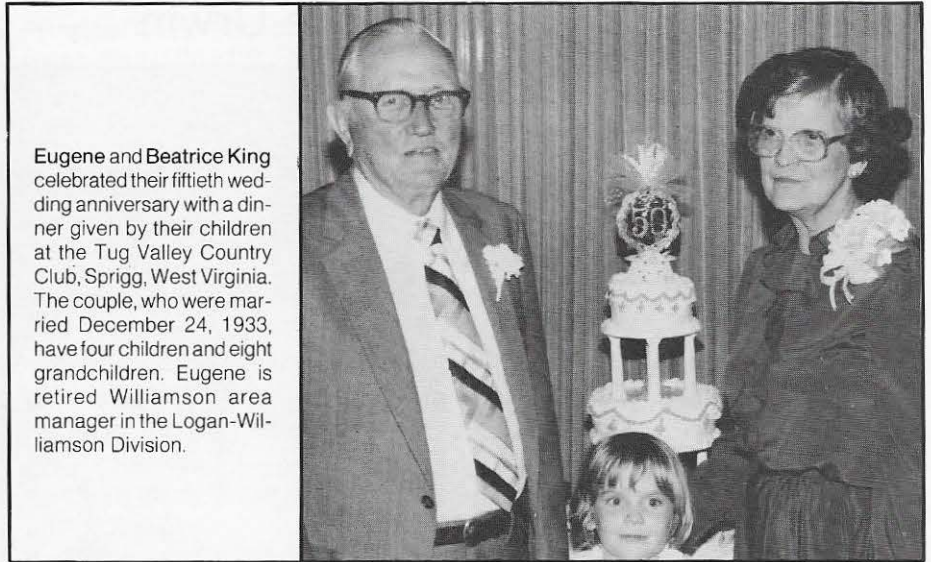
"When I retired, I took with me memories of the many experiences I had working with the company. With those experiences, there are faces and names of people with whom I had warm and close relationships. I will always remember Lou Herr, who set up my first interview at APCo. How can I say thank you to all those people with whom I worked and who helped me along the way? It was a great experience!"

About the future, Tom says, "Would you believe my job jar is fairly full? There will be some home projects, some travel — Ruth and I contemplate a trip to Europe in June, some church work, and a lot of sports." □

Couples celebrate golden anniversaries



Bill and Tessie Bolton celebrated their fiftieth wedding anniversary December 31 with a reception hosted by their daughters at the Ketrion Memorial United Methodist Church, Kingsport, Tennessee. Bill is a retired Kingsport Power meter supervisor. □



Eugene and Beatrice King celebrated their fiftieth wedding anniversary with a dinner given by their children at the Tug Valley Country Club, Sprigg, West Virginia. The couple, who were married December 24, 1933, have four children and eight grandchildren. Eugene is retired Williamson area manager in the Logan-Williamson Division.

Births

John Amos

Jennifer, daughter of Larry McLaughlin, control technician, January 18.

Jarrod Adam, son of Jerry Hodges, maintenance mechanic C, January 13.

Eric Scott, son of Kenneth Chapman, utility operator B, January 20.

Charleston

Michael Scott, son of Scott Brogan, line mechanic C, January 7.

Brittany Dale, daughter of David Wehrle, stores attendant, February 17.

Clinch River

Christopher Eric, son of Robert Mullins, Jr., performance engineer, December 22.

Mountaineer

Jennifer Elaine, daughter of Dave Thompson, performance technician, January 24.

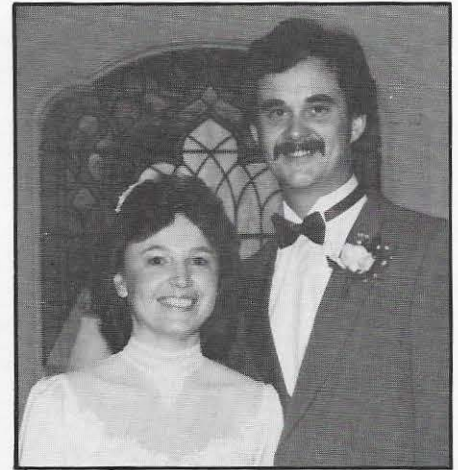
Philip Sporn

Lindsey Rae Marie, daughter of Larry Scarberry, auxiliary equipment operator, January 23. □



Hensel McCoy, retired coal conveyor operator at Radford Steam Plant, and his wife Annie celebrated their fiftieth wedding anniversary March 3. The couple has four children, nine grandchildren, and two great-grandchildren. □

Weddings



Bias-Bailey

Deborah Bailey, Logan-Williamson customer accounts representative B, to John M. Bias, November 5. John is the son of Emmett Bias, Logan-Williamson marketing and customer services representative.

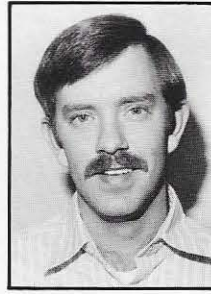
Melody R. Horn to Martin T. Seyffert, February 18. Melody is the daughter of John B. Horn, general stores supervisor, GO Purchasing, Roanoke.

Karen Y. Parson to Carl A. Reveal, Kanawha Valley Power hydro utility operator B, February 11. □

Promotions



Marvin L. Pollard, Roanoke division superintendent, was promoted to construction and maintenance manager, GO T&D, Roanoke, on March 1. He succeeds Rex L. Cassady, who earlier was promoted to GO T&D manager. Pollard holds a bachelor of science degree in electrical engineering from Virginia Polytechnic Institute and State University.



Don Edward Reed, equipment operator, was promoted to unit supervisor at Philip Sporn Plant on February 1, succeeding George White.



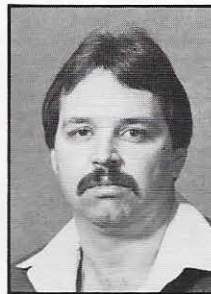
G. S. "Pete" Nease, Jr., engineering supervisor, was promoted to Roanoke division superintendent on March 1, succeeding Marvin Pollard. Nease holds a bachelor of science degree in electrical engineering from West Virginia University.



Linda A. Perdue, payroll special clerk nonexempt, was promoted to payroll accountant exempt in GO Accounting, Roanoke, on February 1. Perdue attended Bluefield State College and West Virginia Business College and has an associate in science degree in business administration from Virginia Western Community College.



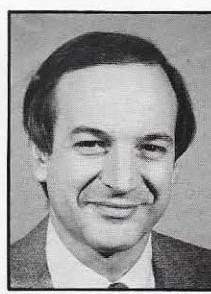
Ted White, Princeton area supervisor, was promoted to Bluefield line superintendent on March 1, succeeding Morriss Yost, who retired. White holds a bachelor of science degree in electrical engineering technology from Bluefield State College and a master of arts degree in business administration from the West Virginia College of Graduate Studies.



Paul T. Williams, maintenance mechanic A, was promoted to maintenance supervisor at Centralized Plant Maintenance on October 1, succeeding John VanMeter, who transferred to Rockport Plant.



Walter R. Couch, assistant shift operating engineer, was promoted to shift operating engineer at Philip Sporn Plant on February 1. He succeeds George Wolf, who elected early retirement.



W. F. "Bill" Valley, division line superintendent, was promoted to Roanoke division engineering supervisor on March 1, succeeding Pete Nease. Valley holds a bachelor of science degree in electrical engineering from Virginia Polytechnic Institute & State University. □



George C. White, unit supervisor, was promoted to assistant shift operating engineer at Philip Sporn Plant on February 1, succeeding Walter Couch.

JUNIOR ACHIEVEMENT an experience

How many of us really understand the free enterprise system — from incorporating a business to manufacturing and marketing a product to keeping financial records? Chances are, not many, unless you own and operate your own business.

Four Kingsport Power employees, however, are learning more about the system upon which our country is based — along with 25 area high school students — through Junior Achievement. Kay Powell, customer accounts clerk B; Debbie Church, junior clerk; Eugene Fields, engineering technician senior; and Howard Hudson, engineering supervisor, are advisors to The Electric Company, a JA company sponsored by Kingsport Power.

Junior Achievement is a non-profit international organization financed by businesses and individuals. Since its founding in 1919 by Horace A. Moses, president of the Strathmore Paper Company, JA has spread to over 1000 communities in the United States and Canada. In the U.S. alone, over 50,000 business people contribute their time to JA and over 90,000 firms and individuals provide funds.

The purpose of JA is to provide high school students with practical business experience and insights into the complexities of economics. These objectives are accomplished by offering members of JA the opportunity to actually organize and operate their own business. The student companies receive management consulting assistance from volunteer advisors from local businesses and organizations.



Achievers measure and drill holes in the wagon wheels (left), and apply a coat of polyurethane (above).



Student employees of The Electric Company manufacture and sell window cleaner, ice scrapers and wagon planters made from wooden soft drink cases.

To raise capital for their venture, they sold 100 shares of The Electric Company common stock at \$1 per share. In return for their investment, the stockholders will share in the company's profits — if there are any — when the company is liquidated in April.

The Electric Company's first product, after organizing last October, was window cleaner. Mark Way, vice president-production, says, "We bought cleaner, bottled and labeled it, and sold it for \$2 a bottle. That was our way to get money quick until we got our wagons into production. Another winter product was ice scrapers, which we put together."

The idea for wagons made from soft drink cases came from Advisor Howard Hudson, who had seen one at a yard sale. The cases were purchased from local soft drink companies. The Achievers sanded out any rough spots on the cases, put on a coat of polyurethane, cut out wheels, axles and tongues, and assemble the wagons with nails and dowel rods. The wagons, which can be used either as planters or magazine racks, sell for \$9.00. A similar item in a national department store catalog lists for \$19.99.

ience in free enterprise

According to Advisor Debbie Church, The Electric Company was #1 out of 17 Kingsport JA companies for the second quarter of operation and remains ahead thus far in the third quarter. The JA companies are graded on attendance, clean work area, company record box, financial records, sales records, administration, wages, salaries, commissions, sales tax report and board meetings.

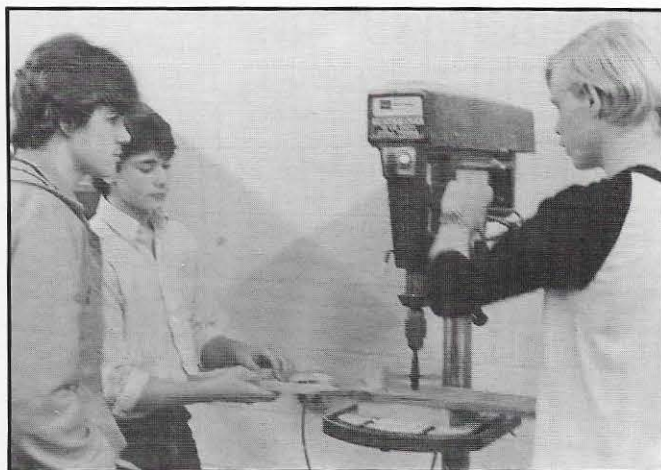
Testimony to the value of JA comes from several of the students involved.

Amy Gilliam, assistant secretary, who is a two-year JA veteran: "I have learned that people who work together as a team can get the job done faster."

Tammy Mason, vice president-marketing, who has also been in JA two years: "I have learned it is not as easy as it looks to set up your own business and run it." Tammy plans to study marketing and finance at East Tennessee State University next year.

Andrea McAmis, vice president-personnel and corporate secretary: "I highly recommend Junior Achievement. I have learned how to handle business situations, how to be a company secretary, how to sell, and I have learned about leadership and responsibility."

Brad Dean, president, admits, "I didn't really know how a business operated until I got into JA. It has helped me to communicate better with people, to open up more. Last year



Achievers cut out wheels, axles and tongues for the wagons.

I was vice president-production and got to go to National JA conference."

Mark Way, this year's vice president-production, is a newcomer to JA. He says, "My job is like a foreman's job at a plant. I have learned to make sure everything gets done and gets out. I will definitely be back next year."

Eugene Fields speaks for all the advisors when he says, "I feel Junior Achievement is really worthwhile. The kids are interested in what they are doing, and they come here to learn. Each year the kids have improved. And I personally have learned a lot about how a company operates and how important it is for a company to make a profit." □

JA Advisor Kay Powell, center, listens as Achievers discuss their sales record.



Who's News

Abingdon

Randy Shutt, Marion office supervisor, has been elected to the board of directors of the Marion Rotary Club. He was also elected to a three-year term as a member-at-large of the administrative board of the First United Methodist Church, Marion. □

Beckley

R. L. Loudermilk, marketing and customer services supervisor, has been elected to the board of directors of the Southern West Virginia Homebuilders Association.

Alberta Riddle, secretary-stenographer, has been elected secretary of the Calico and Jeans Square Dance Club. □

Bluefield



Larry Stiltner, Grundy line crew supervisor nonexempt, has been installed as the worshipful master of Sandy Valley Lodge No. 17, A.F. & A.M.

Installed as officers of the Bluefield Girls' Service Club for 1984 were: president, **Mary Kirby**, marketing and customer services representative; vice president, **Susan McQuail**, junior stenographer; secretary, **Eulalia Footo**, T&D clerk A; and treasurer, **Jo Sparks**, T&D clerk C.

Reelected officers of the Bluefield Coffee Club were: president, **Bob Edwards**, engineering technician; vice president, **Dixon Jones**, engineering technician

senior; and secretary-treasurer, **Kyle Swim**, engineering technician, GO T&D Transmission.

New officers of the Bluefield Employees Benevolent Association are: chairman, **Doug Leffel**, engineering technologist supervisor, GO T&D Transmission; secretary, **Steve Woods**, junior clerk; treasurer, **Robert Gruver**, stores assistant; and committee board members, **Joyce Lambert**, transmission clerk B; **Jim Bailey**, meter electrician A; **Don Haynes**, marketing and customer services clerk A; and **Theodore Stevens**, photographer and reproducer. □

Mountaineer

Roger Clark, maintenance mechanic A, has been elected to a second term as president of the Mason County Fair. **Ed Roush**, maintenance mechanic A, has been elected to the fair's board of directors.

Roanoke

Duncan Kennedy, retired division manager, has been elected president of Westminster-Canterbury of Lynchburg, a retirement home sponsored by Presbyterian and Episcopal Churches of Southwest Virginia.

Charleston

Rodger Woodrum, energy services engineer, has graduated cum laude from the West Virginia Institute of Technology with a bachelor of science degree in electrical engineering. He has also been elected chairman of the Montrose Elementary School Parent Advisory Council. □



Who says there's no free lunch?



Contrary to popular belief, there is such a thing as a free lunch. Sometimes it just takes a while. As a promotion gimmick for WROV Radio in Roanoke, Disc Jockey Rob O'Brady asked his morning show listeners to register for a free lunch. The female employees in GO Personnel registered for the lunch in May 1981 but were not called until the winter of 1983. They were driven in a limousine formerly owned by singer Kenny Rogers to Oscar's, a local restaurant, where they were treated to any item on the menu. Pictured above with the chauffeur are, l. to r., **Evelyn Scott**, **Susan Altizer**, **Faye Amos**, **Becky Lee**, **Kathleen Martin**, and **Pat Greenway**. For those readers who may be interested in signing up for a free lunch, don't bother. O'Brady received enough applicants to take one to lunch each Monday through 1996.

JA receives charter



Charleston Division Manager Cal Carlini presented the Junior Achievement of Kanawha Valley, Inc., charter to officers of JAPCO III, the JA company sponsored by Appalachian. JAPCO III will make and sell leather key chains and car safety first aid kits. Some of the Junior Achievers from area high schools include: front row, l. to r., James Breun, Melissa Griffith, Michele Strigle and Rob Weidner. Back row, l. to r., Carlini and JA Advisors Brian Friedrich, Jeanne Talhouk, Bob Jones and Jeff Teuscher, all electrical engineers.

Logan-Williamson

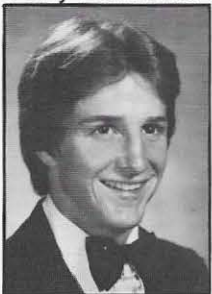


Pat Prater, Williamson T&D clerk, won a plaque and blue ribbon for winning first place in The Salvation Army's doll dressing competition. More than 400 dolls were dressed by individuals and members of women's groups for distribution to indigent children at Christmas.

Greg Clark, Madison area supervisor, has been elected secretary of the Madison Rotary Club. □

General Office

Terry Plunk has been selected by the faculty at William Byrd High School to receive the Good Citizen Award presented annually by the Roanoke Valley Chapter, Daughters of the American Revolution. Senior class vice president, Terry is ranked number one scholastically. He was a Boys' State representative and received the Coach's Award for football in 1983. He is captain of the wrestling team and received the school's wrestling team scholastic award for two years. Terry is also president of the Fellowship of Christian Athletes and a member of the Varsity, German and Beta Clubs. He is the son of Joe Plunk, manager, hydro generation, GO Hydro, Roanoke.



Kelly Lynne Maxey, a senior at Roanoke College, will attend classes at the St. Christopher's Hospice in London, Eng-

land, for her interterm study. The daughter of Ed Maxey, property representative senior, GO Land Management, Roanoke, Kelly also will visit France and Scotland.



This 6 lb. 12 oz. Arctic Char, caught by Frank Webb, station supervisor, GO T&D Station, Roanoke, was a fly rod world record. The catch was made in Basset Brook, Labrador, Canada. □

Pulaski

Chris, son of Dan Adams, Wytheville area supervisor, was named student of the week at Fort Chiswell High School. A freshman, Chris is a member of the junior varsity basketball team.

Harry Jennings, records supervisor, was named to a four-year term on the Highway Safety Commission by the Pulaski County Board of Supervisors.

Retiree Clarence Rosenbaum has been installed as senior steward of Dixie Lodge No. 202, A.F. & A.M., Fries, Virginia.

Retired Area Service Restorer Brady Kidd was one of the VFW members who served as judges for the Floyd Cub Scouts Pinewood Derby. At the annual Cub Scout Blue and Gold Banquet, Paul

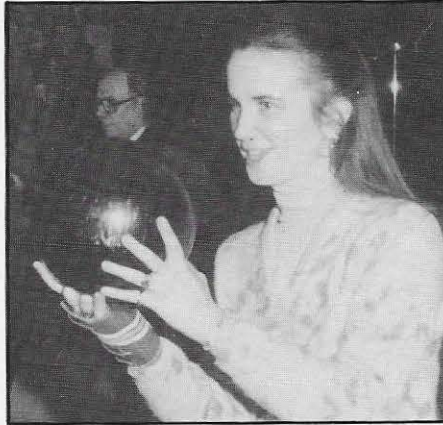
Faulkner received engineer and citizenship awards. Paul is the son of Robert Faulkner, line mechanic A and Webelos den leader.

Dickie, son of Jimmy Johnson, meter reader, has signed a letter of intent to play football for Virginia Polytechnic Institute and State University. Dickie played fullback and linebacker for Pulaski County High School and will be tried as a fullback by Tech. He made All-Roanoke Valley District, All-Timesland, All-Northwestern Region and second team All-Group AAA. □

Huntington

Joe Haynes, administrative assistant, has been elected treasurer of the West Virginia Jaycee International Senate. □

Philip Sporn

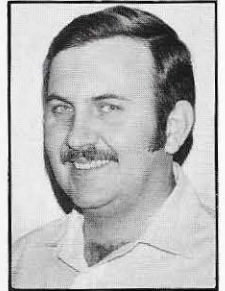


Bowling in the Sporn/Mountaineer League at Skyline Lanes in Gallipolis, Ohio, Chemist Assistant Peggy O'Brien Harris rolled a 690 series and a high game of 261. The 690 series is a house record,

and her high game consisted of 11 strikes and a single open in the 7th frame. □

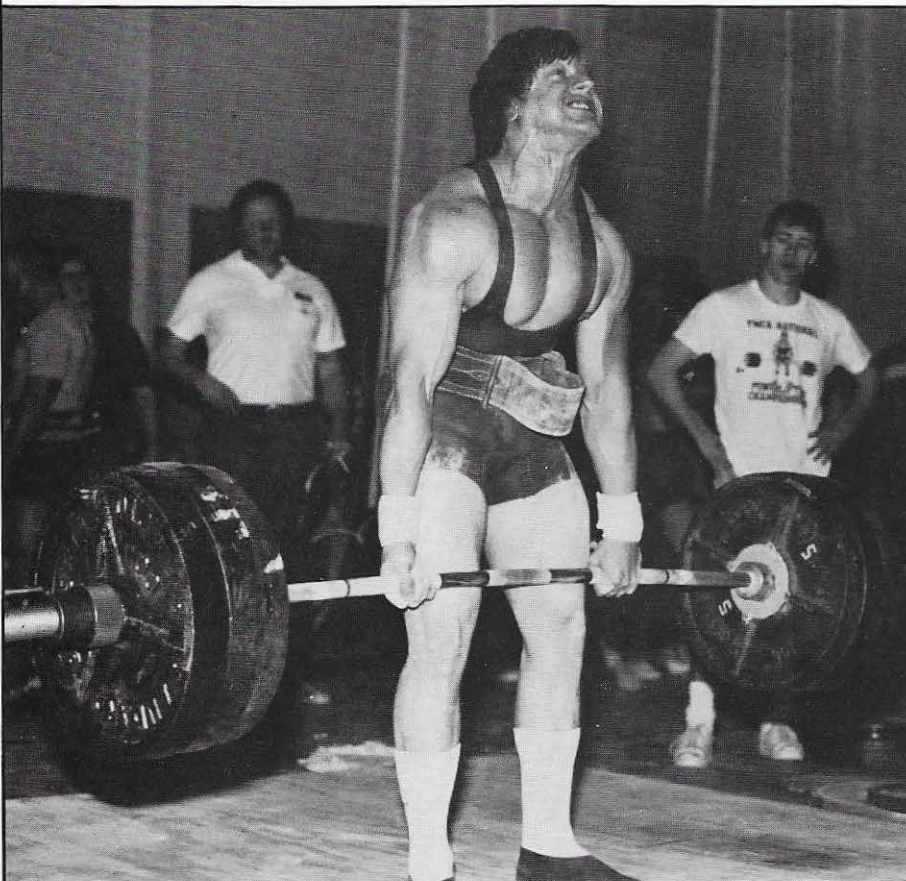
Cales earns CPA rating

Paul E. Cales, Jr., plant staff accountant junior at John Amos Plant, has successfully completed the examination to become a certified public accountant in the State of West Virginia.



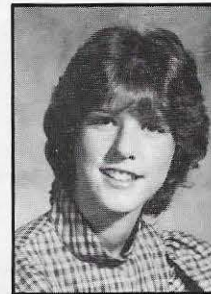
He was employed at Amos in 1982, following graduation from Marshall University with a bachelor's degree in business administration. □

Currence sets weightlifting record

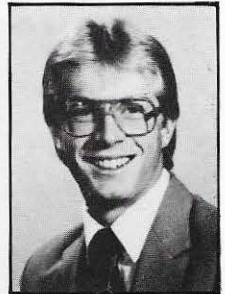


Doug Currence, Central Machine Shop welder 2nd class, unofficially broke the state dead lift record at the YMCA National Power Lifting Championships at Columbus, Ohio. Lifting in the 181-pound class, Doug recorded 650 pounds in the dead lift.

Students receive national honors



Hicks



Clark

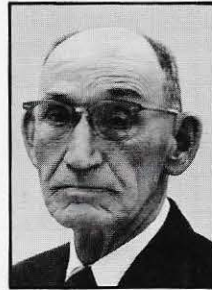
Two employees' children have been named 1984 United States National Award winners in mathematics by the United States Achievement Academy. They are Vanessa, daughter of Glen Hicks, Milton area service restorer, and Darren, son of Roger Clark, Mountaineer Plant maintenance mechanic A.

The Academy recognizes less than ten percent of all American high school students. The criteria for selection are a student's academic performance, interest and aptitude, leadership qualities, responsibility, enthusiasm, motivation to learn and improve, citizenship, attitude and cooperative spirit, dependability, and recommendation from a teacher or director. □

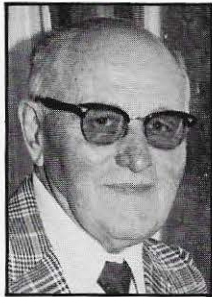
Friends We'll Miss



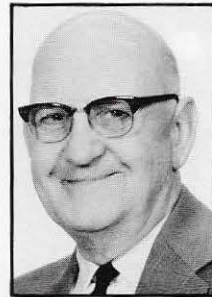
Okey B. Yost, 79, retired Bluefield right of way agent, died February 18. A native of North Tazewell, Virginia, he was employed in 1930 as a meter reader and collector and retired December 1, 1969. Yost is survived by one son.



Roland Wilson Swain, 77, retired Roanoke station foreman, died February 2. A native of Vinton, Virginia, he was employed in 1936 as a groundman and retired November 1, 1971. Swain is survived by his widow Obelia, 1802 Edgerton Avenue, Roanoke, Virginia.



Ellett L. Wirt, 83, retired Roanoke material clerk, died February 16. A native of Blacksburg, Virginia, he began his career in 1926 as a groundman and elected early retirement January 1, 1967. Wirt is survived by his widow Madie, 2346 King Street, Roanoke, Virginia; one daughter; three sons; one sister; two brothers; eleven grandchildren and two great-grandchildren. His sister, Mary Lou Wirt, is a retired cashier in Roanoke.



Thomas Oscar Grinstead, 80, retired Philip Sporn Plant coal sampler, died January 29. A native of New Haven, West Virginia, he was employed in 1960 as a janitor and retired June 1, 1968. Grinstead is survived by his widow Ada, P. O. Box 146, New Haven, West Virginia; three daughters and three sons. A son-in-law, Cecil Duncan, is a maintenance mechanic B at Sporn.



Russell Edgar Mann, 67, retired Glen Lyn Plant equipment operator, died February 2. A native of Peterstown, West Virginia, he joined the company in 1941 as a laborer and retired June 1, 1972. Mann is survived by his widow Nina, Route 81, Box 36, Peterstown, West Virginia; four daughters; two sons; two stepdaughters; two brothers; one sister; twenty-two grandchildren and two great-grandchildren.



Hansford Louis "Hank" Bostic, 77, retired Charleston general serviceman, died February 5. A native of Sissonville, West Virginia, he began his career in 1933 as a laborer and elected early retirement April 1, 1969. Bostic is survived by his widow Beulah, 940 Madison Street, Charleston, West Virginia; one son; two brothers; one sister and two grandchildren. His son, Bill, is an engineering technician senior at North Charleston, and his brother, Jadie, is a retired station mechanic A, Charleston.



Thomas Everett Hill, 82, retired Glen Lyn Plant equipment operator, died February 14. A native of Willowton, West Virginia, he was employed in 1926 as a laborer and retired April 1, 1964. Hill is survived by his widow Effie, P. O. Box 16, Peterstown, West Virginia; three daughters; two sons; two sisters; one brother; ten grandchildren and six great-grandchildren. His brother, Mason Hill, is a retired equipment operator at Glen Lyn, and his sister, Mabel, is the wife of Harold Brown, retired Glen Lyn chief plant dispatcher.

Glenn S. Kincaid, 30, Clinch River Plant maintenance mechanic B, died February 23. A native of Lebanon, Virginia, he began his career in 1974 as a utility man B. Kincaid is survived by his parents, one brother and three sisters. □

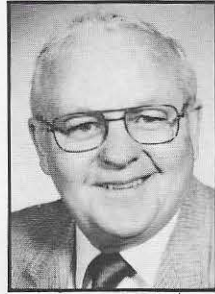
Service Anniversaries



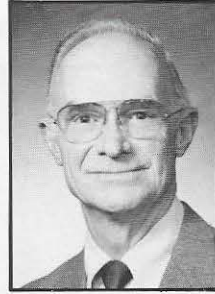
Johnnie Wright, Jr.
cust. acct. supv.
Roanoke
35 years



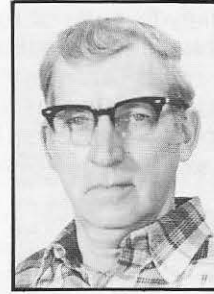
Claude Reynolds
mkt. & cust. ser. mgr.
Roanoke
35 years



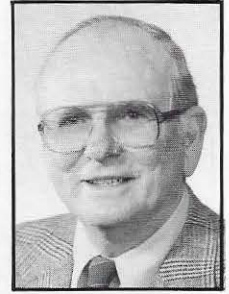
Thomas Rose
head T&D clerk
Huntington
35 years



Leonard Robinette
power engineer sr.
Bluefield
35 years



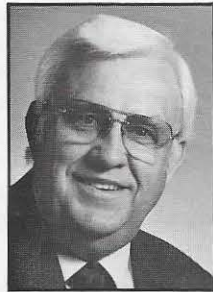
Corky Buckland
maintenance supv.
Glen Lyn
35 years



William Ferguson
energy services eng.
Abingdon
35 years



Beryl Middaugh
comm. superintendent
GO-Roanoke
35 years



Wayne Matthews
cust. acct. clerk A
Kingsport
35 years



Ron Hively
dir. tar. rates & con.
GO-Roanoke
35 years



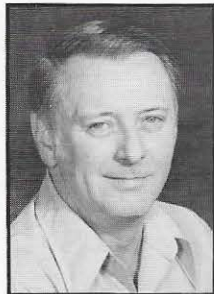
Elizabeth Scott
stores clerk A
Beckley
35 years



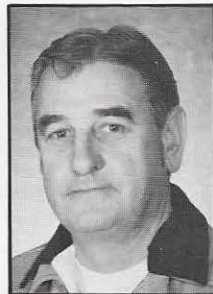
Von Caudle
asst. plant mgr.
John Amos
30 years



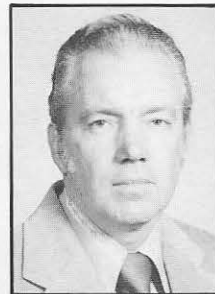
Jim Young
garage supervisor
Charleston
30 years



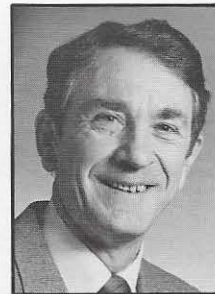
Boyd Briggs
inst. mechanic B
Kanawha River
30 years



G. R. Johnson
control tech. sr.
Mountaineer
30 years



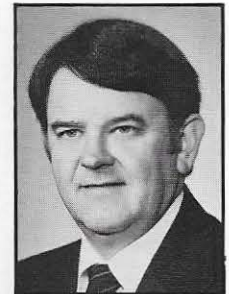
Ray Fisher
eng. technician sr.
GO-Roanoke
25 years



Carl Bacon
mkt. & cust. ser. dir.
Kingsport
25 years



Pete Nease, Jr.
T&D superintendent
Roanoke
25 years



Charley Price
station special clerk
GO-Roanoke
20 years



Patra Armbrister
T&D clerk A
Pulaski
20 years



Jerry Martin
station mech. A
Charleston
20 years



Shirley Bowers
secretary
GO-Roanoke
20 years



George Chilman
communication spec.
GO-Roanoke
20 years

Abingdon

5 years: David Foster, meter reader.

John Amos

10 years: L. E. Dye, control technician senior. K. R. Woodson, utility operator A. 5 years: M. J. Wray, personnel clerk B. W. E. Moore, control technician.

Bluefield

5 years: Kimberly Pickett, tracer. Jeffrey McClanahan, line mechanic B. Ralph Kupner, Jr., line mechanic B. David Rowe, line mechanic B.

Charleston

15 years: John Hudson, engineering technologist. Lawrence Haynes, office supervisor. 10 years: Michael Bryant, line mechanic B. 5 years: Larry Kersey, station mechanic C. Joseph Ramsey, line mechanic C. Kathy Lloyd, customer accounts representative C. Steven Patton, line mechanic C. Robert Miller, meter reader. Anthony Lloyd, line mechanic C.

Clinch River

20 years: Shelba Linkous, stores clerk A. 5 years: Danny Long, equipment. Gregory Cook, equipment operator.

General Office

15 years: Don Dent, station design supervisor, GO T&D Station Design, Roanoke. Ron Looney, station mechanic A, GO T&D Station, Roanoke. Teresa Thomas, general records clerk A, GO Accounting, Roanoke. Mack Saunders, regional chief operator, GO Operations, Pulaski. Chip Hickman, regional dispatcher, GO Operations, Roanoke. Harold Webb, transmission mechanic A; GO T&D Transmission, Roanoke. Roy Davidson, transmission mechanic A, GO T&D Transmission, Bluefield. 10 years: Farley Honaker, engineering technologist, GO T&D Communications, Huntington. 5 years: Karen Brogan, R/e & R/w clerk C, GO T&D R/e & R/w, Roanoke. Hazel Lawson, cash clerk B, GO Accounting, Roanoke.

Glen Lyn

10 years: Charlotte Wayner, chemist assistant.

Huntington

5 years: Michael Reed, stores attendant.

Kingsport

10 years: Sherill Lee, line mechanic A. 5 years: Cindy Wright, T&D clerk C.

Logan-Williamson

5 years: John Skidmore, marketing and customer services advisor.

Lynchburg

5 years: Kaye Mitchell, station mechanic C.

Philip Sporn

10 years: E. F. Neutzling, maintenance mechanic A. Roger Sharp, maintenance mechanic B. Fred Werry, maintenance mechanic A. J. P. Thompkins, maintenance supervisor. 5 years: K. C. Walker, senior chemist.

Pulaski

15 years: James Lane, T&D clerk A.

Roanoke

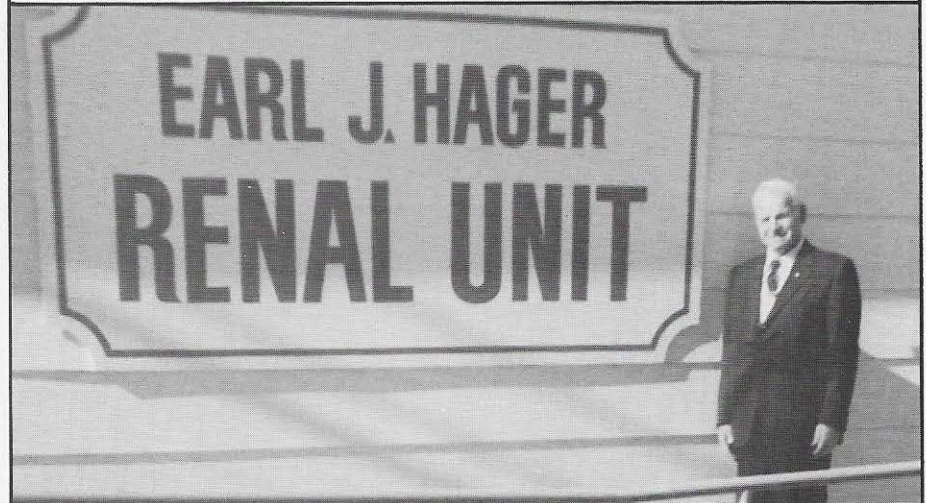
15 years: Thomas Owen, engineering technologist. Louis Woodward, line mechanic A. Charles Stull, line mechanic A. 5 years: Glenn Haskins,

reservoir groundskeeper senior. Wanda Harbour, customer accounts representative C.

Mountaineer

10 years: R. O. Hatcher, maintenance mechanic A. T. D. Metcalf, plant stores assistant senior. N. A. Hill, maintenance mechanic A. J. L. Tyo, equipment operator. P. J. Simpkins, plant clerk B.

Health facility named for retiree



After the death of their daughter, Elizabeth Ann Gregory, in 1972 from kidney disease, Earl and Julia Hager became extremely active in the Southern Regional Health Council Renal Unit in Green Valley, West Virginia. Because of their interest and financial assistance, a new facility dedicated in November was named the Earl J. Hager Renal Unit. John David Smith, a Mercer County Health Center spokesman, said that without the Hagers' efforts and support, the facility would not have opened. Earl is a retired transmission foreman, GO T&D Transmission, Bluefield.

Newcomers

Bluefield

Gilbert Ferrell Walker, station mechanic D. T. David Hawley, meter reader.

Centralized Plant Maintenance

Wallace A. Smith, III, stores attendant. Ralph Riggs, maintenance mechanic B.

Charleston

John Boggess, electrical engineer. Margaret Vickers, office messenger. Milford Zeigler, meter reader.

General Office

Mark Reynolds, junior clerk, GO Accounting, Roanoke. Richard Harvey, station mechanic D, GO T&D Station, Bluefield. Dianna Curtis, civil engineer, GO T&D Transmission, Bluefield. Vicky Barker, junior stenographer, GO Purchasing, Roanoke. Paul Pennino, associate statistical analyst, GO Rates and Contracts, Roanoke. Charles Gross and Michael Conner, station mechanics D, GO T&D Station, Roanoke. Steven Mailing and John Bigler, electrical engineers, GO T&D Station, Charleston. Barry Jones, electrical engineer, GO T&D Station, Roanoke.

Kanawha River

Thomas Anderson, Gilbert Hill, Lewis Settle, and David R. Bostic, utility workers B.

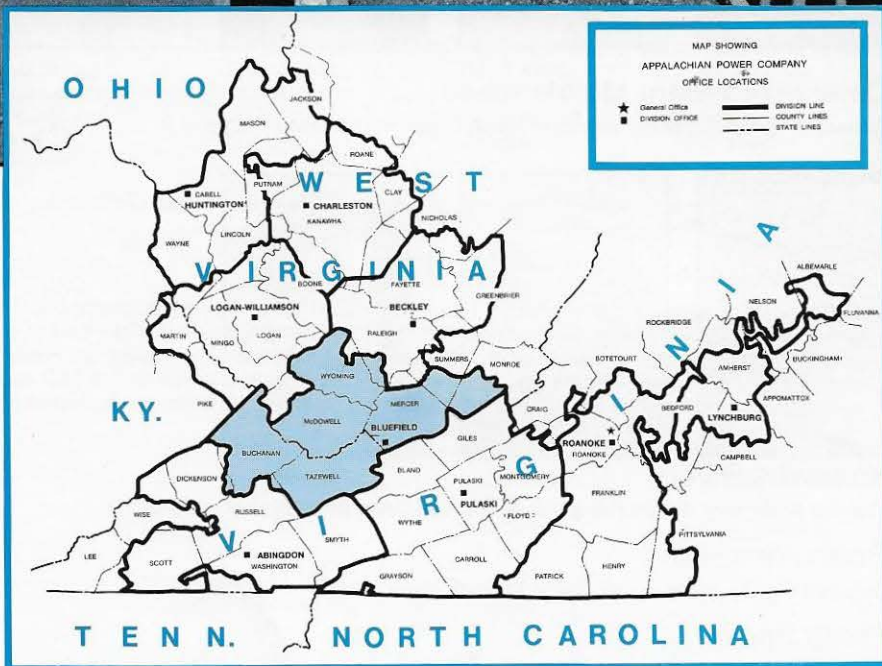
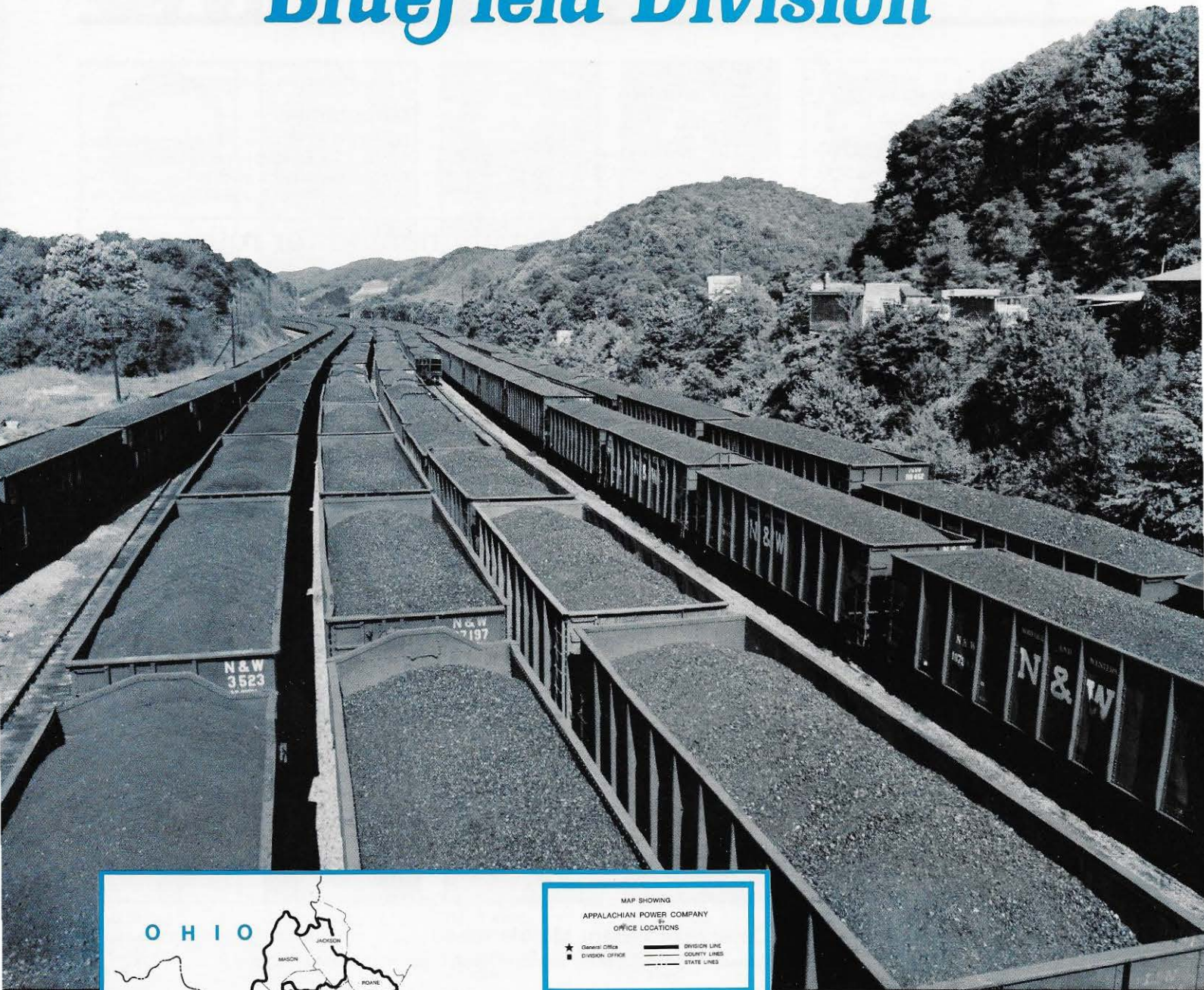
Roanoke

Deborah Rigney, meter reader. Joyce Thomas, junior clerk.

Philip Sporn

Brady Martin Hoffman, plant janitor. □

Bluefield Division



In a good month, upwards of 40,000 loaded coal cars pass through Norfolk Southern's Bluefield yard on their way to power plants or the piers in Norfolk, Virginia.

(Third in a series)

The Bluefield Division of Appalachian Power is unique in that it provides service to customers in both Virginia and West Virginia, thus requiring two sets of records for all phases of the company's work.

Bluefield itself lies in two shallow valleys, running west southwest to east northeast. To the south, East River Mountain peaks majestically to 3,400 feet. The crest of East River forms the border between the two Virginias.

The younger of the two cities, Bluefield, West Virginia, traces its early origin to 1780 when pioneer settlers Andrew Davidson and Richard Bailey built a fort there to protect their families from hostile Indians. As late as 1897, the area was known as Higginbotham Summit, named after one of the area's three major landholders, John Higginbotham.

A movement was initiated in 1885 to establish a post office in the area. Deciding on a name to put on the application became the subject of some debate, but legend has it that one of the debaters, observing the landscape colored blue from the native chicory in bloom at the time, said . . . "Let's call it Bluefields."

Bluefields, plural, was entered on the final post office form, although it is not known why or when the "s" was dropped from the name.

The older twin, Bluefield, Virginia, was originally called Pin Hook, and later Harmon. The next name associated with the area was Graham, named in 1883 for a Norfolk and Western Railway surveyor, Thomas Graham, who worked in the area.

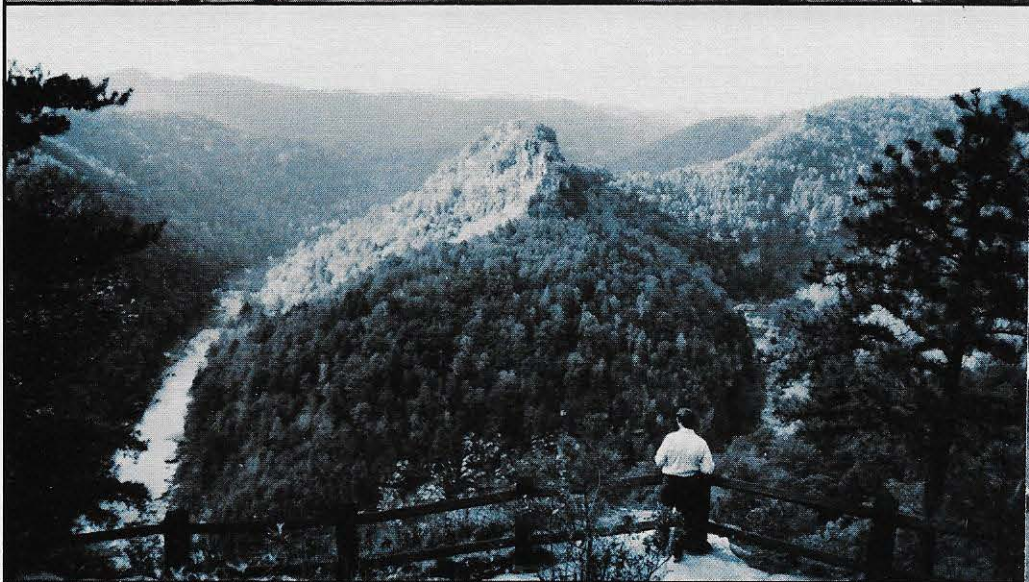
Residents voted to change the name to Bluefield in 1924 due to the close economic and social ties of the two communities. The change was symbolized by the wedding of a local couple, one of the parties being a resident of the Virginia side, the other of Bluefield, West Virginia. Both the young couple and the citizens of both towns exchanged vows in a dramatic setting on the state line.

The high elevation of both Bluefields helps to moderate the summer heat and humidity. The average summer temperature measures 72.8° F. Summer readings are so moderate that it has become a tradition for The Greater Bluefield Chamber of Commerce to serve free lemonade on the streets whenever the temperature officially reaches 90°.

Coal

The rich Pocahontas bituminous coal seam located in the area was the building basis of the past and the foundation for the future. The Greater Bluefield area is often referred to as the coal capital of the world, and the name is appropriate.

Although coal deposits were observed as early as 1750 by Dr. Thomas Walker, an early mine employer, there was no commercial production until 1882, when the initial Pocahontas seam was opened near Pocahontas, Virginia. Other mines developed throughout the region, but the famous Pocahontas seam is still one of the largest and best quality bituminous



Top photo: The Bluefield Coal Show, sponsored by the Greater Bluefield Chamber of Commerce, features the latest in coal mining equipment and attracts thousands from the surrounding coal fields. Center photo: The Breaks Interstate State Park, located at Breaks, Va., near the Virginia-Kentucky border, is served by Appalachian's Bluefield Division. Bottom photo: The Mercer Mall, located on U.S. Route 460, two miles east of Bluefield, West Virginia, is one of the largest malls in the state.

seams in the nation. The great coal field lies mainly in McDowell and Mercer Counties.

Coal mining provided the impetus for the real beginning for the Bluefields. Coal attracted wholesale, retail, medical and educational facilities to the area. The area is recognized as a wholesale distribution center as well as a sizeable financial and insurance center. There are also a large number of manufacturing concerns in the area providing machinery or parts utilized in the coal industry.

Aside from the obvious mining industry, agriculture plays an important role in the economy of the area. The limestone soil is very fertile and produces bountiful grain crops and bluegrass pastureland.

with the Pocahontas Fuel Company whereby the utility would serve 24 of the fuel company's mines.

With the completion of Buck and Bylesby hydros, an 88 kv line was built to Switchback and service was extended to other mining companies throughout the area. Nearby Bramwell and Pocahontas also gave utility franchises to serve them soon after the company started serving mine customers.

Appalachian began business in Bluefield in the old Fidelity Bank and Trust Company building on Princeton Avenue with an office force of 12 people.

Even at that early date there were electric utility companies scattered throughout the area now embraced in the Bluefield

Division. Within Bluefield the Bluestone Traction Company had been organized in 1904 to supply power for a street railway system while Princeton had a utility in 1907. The Princeton Power Company was organized in August of that year by H. W. Straley, L. H. Perkins, W. B. Honaker, E. W. Hale and S. J. Evans.

Tazewell Pioneers

Electric power development in Tazewell County began in October 1899 when three bold pioneers, J. W., E. V. and J. M. Spotts, put the first electric plant in operation. The plant had a capacity of 45 horsepower and was operated only a short time in the evening for lighting the old carbon lamps.

In May 1904, another group of Tazewell business men headed by Joseph S. Moss, A. J. Tynes, W. T. Gillespie and C. C. Long purchased the electric facilities of the Spotts brothers and consolidated it with their street railway system.

At this time the first horseless streetcar was placed in operation from Tazewell to North Tazewell and the first electric lights were installed. Residential rates were based on the number of lights. A person having five lights paid \$2.75 a month. The company installed meters in 1910 and established a new residential rate based on the current used. The first 10 kilowatt-hours cost 15 cents each, and all over that amount cost 10 cents per kwh.

Modern major highways provide easy access to the Bluefield area. At left is the tunnel through East River Mountain. Bottom photo: The first permanent settlers in Tazewell County, Thomas Witten and John Greenup, arrived in 1769. The area which they settled, including the old fort, has been preserved by the county and a museum and pioneer settlement erected.



The bulk of farm income is from livestock, especially beef cattle, calves and sheep. Yet, many area farms are operated on a less than fulltime basis by individuals employed in business or industry.

First utility companies

As Bluefield is the hub for the coal activities in the area, so it formed the hub of the early Appalachian Power Company. It was here in 1911 that Appalachian Power Company was organized by H. M. Bylesby and Company and Viele, Blackwell and Buck.

The new electric company had what was then an advanced idea. These men were building two hydro plants on New River south of Pulaski and were going to transmit electricity over high voltage lines to the area. A contract was signed



Water Power

Similar development was underway at Narrows. The Narrows Electric Light & Power Company was organized in May 1911 by H. W. Hale, B. T. Johnson, Jr., G. L. Bane, H. C. Johnson, A. A. Miller and Frank Bane. H. W. Hale was president and H. C. Johnson was secretary. Hale owned a flouring mill at Narrows which was operated by water power. Part of the power was leased to the new company and light lines were built in the town and extended to Pearisburg, where lights were installed and turned on in June 1911.

The company was sold in July 1918 to the Giles Power Company. The company continued to operate with the power from the mill at Narrows until the dam of the mill was washed away by high water.

In the meantime, Appalachian had constructed the Glen Lyn coal-fired plant at Glen Lyn, Virginia. That plant went into operation in 1919 with a capacity of 15,000 kilowatts. To supply their needs, the Giles Power Company built a single pole line from Glen Lyn Plant by way of Narrows to Pearisburg under a contract with Appalachian and resumed their operations.

Decade of Expansion

The decade of the 20s saw the consolidation of the various independent companies into Appalachian. The Giles Power Company supplying Narrows and Pearisburg sold their rights to Appalachian Power Company in May 1923.

The following year, Appalachian moved its headquarters from the old office on Princeton Avenue to a larger building on Commerce Street.

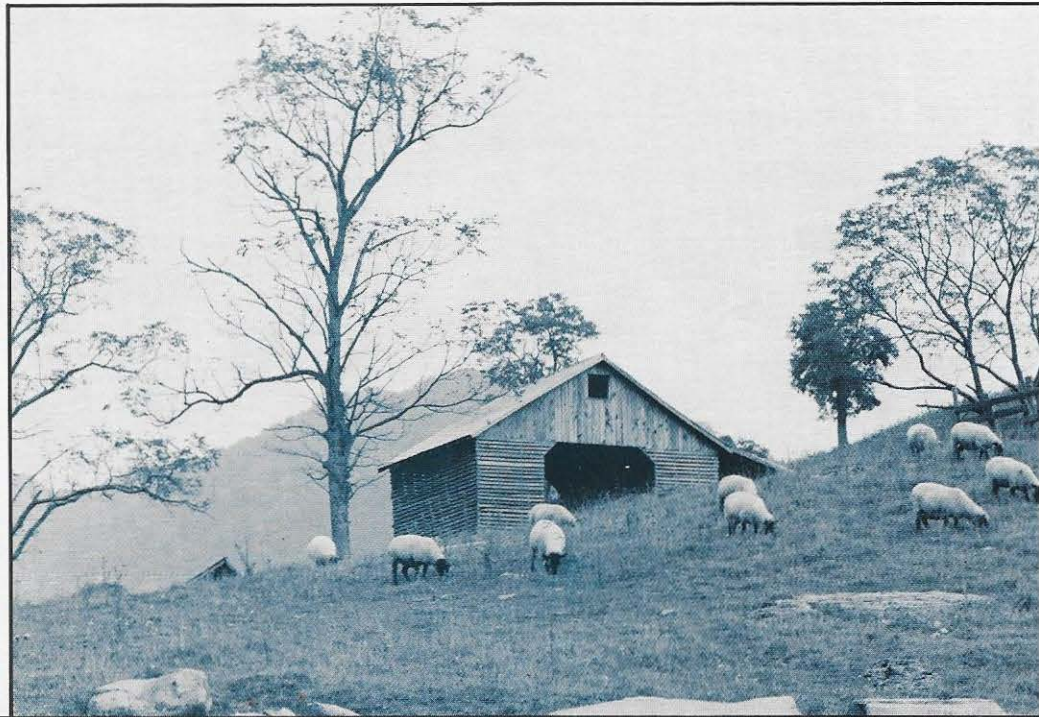
The Princeton Power Company was acquired in 1928, two years after the reorganization of Appalachian Power as the Appalachian Electric Power Company. In November 1929 Appalachian purchased the plant and electric distribution system of the Tazewell Electric Light and Power Company.

Ten years later, in 1939, the division headquarters was moved to its present building on Bland Street. Also located in the building are General Office Transmission and Distribution Department personnel.

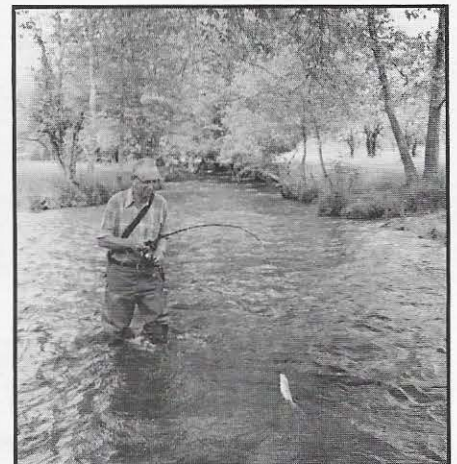
The Future

W. B. Belchee, Bluefield division manager, says, "We have a saying that 'as the coal industry goes, so goes the economy within the division'. When the coal mining industry is booming, our economy is good. When the industry is down, so is our economy. During the past several months, the coal industry has been down. However, we are very optimistic about future growth as we begin to see signs of recovery.

"The United States Steel Corporation has reopened its Gary operation, recalling 1800 employees; Consolidation Coal is expediting the development of its large mine in Buchanan County, which represents an investment in excess of \$150



Unparalleled scenery is a plus in Tazewell County.



Just about any recreational taste can be satisfied in the Bluefield Division.

million. Other large coal mining operations are returning to work within the division. With this recovery, we are seeing a growth in the satellite industries of coal mining, such as companies to repair and supply mining equipment and to perform other functions in support of the mining operations.

"Another factor contributing to the growth of Bluefield Division is the highway system serving our area. Two major four-lane highways converge at Princeton: Route 460 East and West and I-77 North and South. An access road from the recently completed Cumberland Industrial Park to I-77 and Route 460 has been constructed, and we feel this will entice new industries to locate in the Cumberland Industrial Park. Approximately 10 miles west of the Cumberland Park is the very successful Bluefield, Va., Industrial Park, which contains 16 businesses. This park is in the process of purchasing additional land for future expansion. Also, plans are progressing for the development of an industrial park at Claypool Hill in Tazewell County.

"Modern medical and higher education



Pipestem State Park is located along the Mercer-Summers county line. With 4,000 acres located above the majestic Bluestone Canyon, Pipestem has two lodges, a golf course designed by Geoffrey Cornish, a par 3 nine hole course, archery range, riding stables, all weather tennis courts, roller skating, ice skating, miniature golf and a 500-seat amphitheatre.

facilities, an increasing number of recreational facilities and tourist accommodations, strong financial institutions and active civic organizations throughout the division will also contribute to the economic growth of our area." □

Statistics

(12/31/83)

Area served — sq. miles	2,644
Customers	89,686
Miles of line	
Transmission	610
Distribution	4,840
Employees	330
Annual Payroll	\$6.3 million

ILLUMINATOR

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