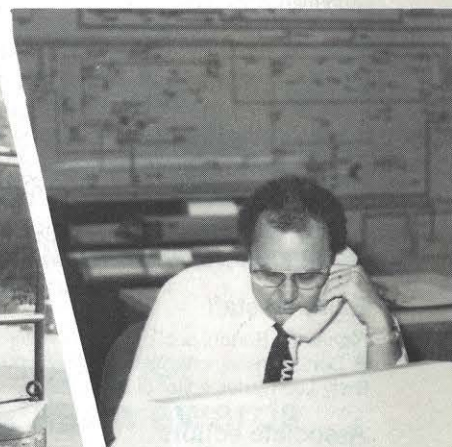
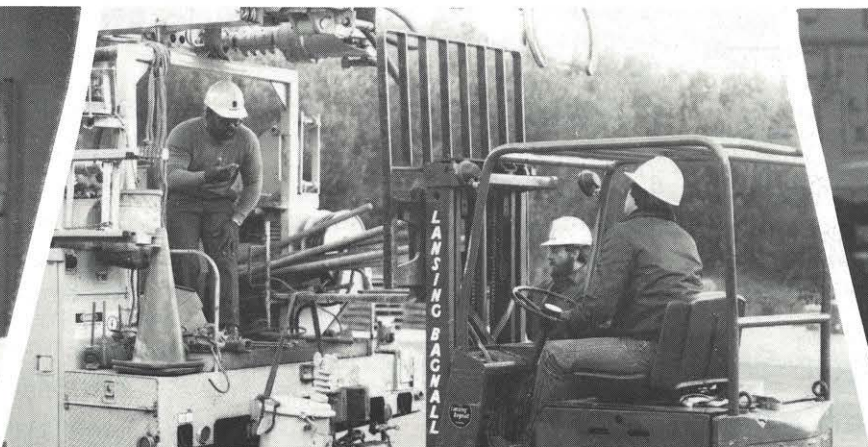


ILLUMINATOR

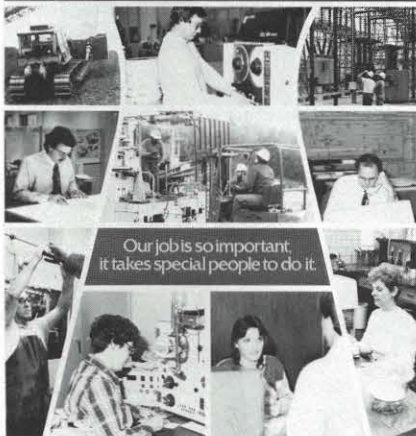
January 1986



Our job is so important,
it takes special people to do it.



ILLUMINATOR



Five thousand employees in more than 700 job classifications work as a team to provide electricity for customers of Appalachian Power Company. Each one of these jobs is so important that it takes special people to do it. Thanks, folks, for a fine performance in 1985.

Vol. 36, No. 4, January 1986

A publication of Appalachian Power Company, P.O. Box 2021, Roanoke, Virginia 24022, for employees of Appalachian and Kingsport Power Companies.

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IABC

International Association of Business Communicators

Our Job

Our job is generating electricity and getting it to where it's used, and to do both with maximum efficiency and minimum impact on the environment. We're in this business because it is concerned with the supply of a fundamental requirement of modern living, because it's an honorable one, because we like it, and because we want to earn a living at it.

We aim to give one kind of service to everyone — the best that's possible. That means supplying our customers with what they want when they want it. It means being courteous at all times and maintaining attractive, easy-to-do-business-with offices. It means doing everything we can to keep complaints from arising, and it means prompt and fair handling of those that do.

We are a citizen of each community we serve and take an active part in its affairs. Like any other citizen, we want our neighbors to think well of us. Besides, it makes good business sense. We can only prosper as the community prospers, so we help it thrive in every way we can.

Such is our job as we see it. We are trying to do it well and to do it better all the time.

The inside story

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AEP Savings Plan

| Date | Fixed Income Fund | | Equity Fund | | AEP Stock Fund | |
|----------|-------------------|-------|-------------|-------|----------------|-------|
| | VPU | UCPD | VPU | UCPD | VPU | UCPD |
| 1/31/85 | \$2.0617 | .4850 | \$2.9918 | .3342 | \$2.1977 | .4550 |
| 2/28/85 | 2.0823 | .4802 | 3.0320 | .3298 | 2.2055 | .4534 |
| 3/31/85 | 2.1045 | .4751 | 3.0412 | .3288 | 2.2723 | .4400 |
| 4/30/85 | 2.1263 | .4703 | 3.0325 | .3297 | 2.2991 | .4349 |
| 5/31/85 | 2.1491 | .4653 | 3.2147 | .3110 | 2.4785 | .4034 |
| 6/30/85 | 2.1715 | .4605 | 3.2694 | .3058 | 2.5583 | .3908 |
| 7/31/85 | 2.1947 | .4556 | 3.2603 | .3067 | 2.5166 | .3973 |
| 8/31/85 | 2.2183 | .4507 | 3.2443 | .3082 | 2.4011 | .4165 |
| 9/30/85 | 2.2413 | .4461 | 3.1370 | .3187 | 2.3061 | .4336 |
| 10/31/85 | 2.2654 | .4414 | 3.2758 | .3052 | 2.5130 | .3979 |

VPU — value per unit

UCPD — units credited per dollar

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

Ohio PUC okays Zimmer settlement

With November 26 approval by the Public Utilities Commission of Ohio of a settlement agreement, one chapter in the Zimmer Plant saga has been brought to a close.

The settlement provides that the three owners — The Cincinnati Gas & Electric Company, The Dayton Power and Light Company and Columbus and Southern Ohio Electric Company — will not be allowed to recover through their rates \$861 million already spent on the plant. It also places a ceiling of \$3.6 billion on the total cost of a completed coal-fired plant. The owners have proposed a construction schedule that would accomplish the conversion from nuclear to coal-fired generation by 1991.

"This settlement puts a bad chapter in the Ohio utility plant construction book behind us," Thomas Chema, PUCO chairman, said. "Ratepayers can rest easier knowing that half of the money spent to date will never be paid for by them and the other half will only be charged to them if and when the companies complete the plant and demonstrate that the money was prudently spent."

The agreement had been submitted to the PUCO October 1 after intensive negotiation by the three owners, the PUCO staff, the Ohio consumers' counsel and other parties involved. A series of public meetings preceded the commission's decision.

Simultaneous with its order approving the settlement, the PUCO announced it "will initiate a series of meetings to be held in the service territories of each of the Zimmer owners at intervals over the remaining course of the project. These meetings will serve as forums for the exchange of information and ideas among the companies, consumers and representatives of labor, investor, community and governmental interests... on topics such as the need for the plant and the status of construction." □

C&SOE announces Zimmer write-off

Columbus and Southern Ohio Electric Company last month announced a write-off of a portion of its investment in the Zimmer Plant as a result of a settlement agreement approved in November by the Public Utilities Commission of Ohio. The write-off — net after taxes and C&SOE's share of the full compensatory recovery from a pending lawsuit brought by the owners against certain contractors involved in the Zimmer project — together with related adjustments, is approximately \$66 million.

W. S. White, Jr., chairman of American Electric Power Company and of C&SOE said the write-off had the effect of reducing AEP's 1985 earnings by approximately 35 cents per share. He added, however, that it was not anticipated the write-off would reduce the dividend on AEP common stock.

The settlement agreement provided — among other things — for the disallowance, for future rate-making purposes, of a portion of the investment in Zimmer by its three owners, The Cincinnati Gas & Electric Company, The Dayton Power and Light Company and C&SOE. Zimmer, at Moscow, Ohio, was being constructed as a nuclear plant until January 1984, when its owners proposed to convert it to coal-fired operation. A final decision on carrying out the conversion is expected this year. □

Mayberry to head Clifty Creek Plant

William J. Mayberry will become manager of Indiana-Kentucky Electric Corporation's Clifty Creek Plant on February 1. He will succeed Everett W. Schwarm, manager since 1967, who is retiring.

Mayberry was an employee at Ohio Power Company's former Tidd Plant prior to transferring to Clifty Creek in 1954 as chief chemist. He has been operations superintendent there since 1963.

Schwarm spent more than 32 years with IKEC and more than 36 in the electric utility industry. □

APCo to redeem first mortgage bonds

Appalachian Power Company has announced that on March 1 it will redeem \$800,000 of its 14% first-mortgage bonds due 1992.

Redemption price will be the principal amount of each bond (plus accrued interest of \$48.75 for each \$1,000 of bonds of the 14% Series), to be paid by check upon presentation of the bonds called for redemption. The redemption is being made under terms of the mortgage under which the bonds were issued, which permit Appalachian Power to redeem them with certain funds deposited with the trustee under the mortgage.

Transfer books for the 14% Series will be closed at the close of business January 10 to allow for selection by lot of the bonds to be redeemed. They will be reopened on or about January 27, when the notice of redemption is expected to be mailed to holders of record of the bonds to be redeemed. Bankers Trust Company, New York, is the redemption agent and trustee. □

313 apply for education awards

Three hundred thirteen children from across the AEP System had applied by mid-November for the 36 awards in the 1985 AEP System Education Awards Program.

The awards are \$3,500 each, with \$2,000 granted for the first year of college and \$1,500 for the second.

Following is a breakdown of the applicants by company:

| | |
|---------------------|----|
| Ohio Power | 89 |
| Appalachian Power | 61 |
| Indiana & Michigan | 41 |
| AEP Service Corp. | 38 |
| Columbus & Southern | 38 |
| Coal mining cos. | 26 |
| Kentucky Power | 11 |
| Michigan Power | 4 |
| Wheeling Electric | 4 |
| Kingsport Power | 1 |

□

INFORMATION

Benefit

Major improvements in benefits program announced

Four major improvements in the American Electric Power System's employee benefits program became effective January 1. They are:

- A new utilization review program, MedVantage, designed to cut hospital and surgery costs (see article describing MedVantage on page 5);
- An increase in Long-Term Disability Plan (LTD) benefits from 50 to 60 percent of basic earnings for an employee whose disability commences on or after January 1;
- Elimination of employee contributions toward the Long-Term Disability Plan, and
- A reduction in employee contributions for dependent coverage by the Aetna Medical Plan.

* * *

The AEP System's Long-Term Disability Plan, prior to this year, provided employees on LTD a monthly benefit level of 50 percent of their basic earnings. Now, the benefit level has been increased to 60 percent for those whose disabilities occur on or after January 1, 1986.

(Employees on LTD prior to January 1 are not affected.)

As before, the plan will continue to use "other income benefits" (workmen's compensation, Social Security benefits, etc.) as an offset, so that it will provide a 60-percent level of income from all sources.

Up until now, employees participating in the LTD Plan have been contributing 20 cents per \$100 of basic earnings, or 22 percent of the cost of the plan. Such employee contributions have now been eliminated, and the company is paying the full cost. Employees under age 65, not previously covered by the plan, now are automatically covered (except for new employees who must complete their waiting period).

Also, in the past, when an employee contributed to the LTD Plan, it provided a minimum monthly benefit of \$50. That minimum had been established because other income offsets could result in an LTD payment of less than \$50. Now that (a) the benefit has been increased to 60 percent and (b) employees no longer contribute to

the plan, the minimum benefit has been eliminated for any new disabilities.

* * *

Prior to last year, an employee's contribution for dependent coverage under the Aetna Medical Plan was typically increased each year because costs increased each year. However, in 1985, because of good claims experience, dependent contributions remained at the same level as in 1984.

In 1986, however, employee contributions for dependents are being reduced — in anticipation of cost savings from the new MedVantage program. The new monthly employee costs are: for one dependent, \$14.35, down from \$16.80, and for two or more dependents, \$20.30, down from \$23.80.

* * *

Letters were sent last month to employees' homes describing all of the benefits improvements. Meanwhile, revisions are being made in the System's Protection Program booklet, which will be distributed in the near future. □

INFORMATION

Benefit

MedVantage can save money on hospital, surgical costs

A new program designed to save money on hospital and surgical costs — for both the company and the individual — was instituted on January 1. Eligible to participate are all American Electric Power System employees, retired employees and dependents who are covered by the Aetna Comprehensive Medical Plan.

Called MedVantage, the program seeks to assure that an individual's hospital admission and/or surgery is consistent with his or her medical treatment needs, and it applies to both elective and emergency cases. It also seeks to assure that the quality of a person's health care is not compromised.

While participation in MedVantage is elective on the part of the employee, it provides two major incentives for him to do so, discussed below.

The program requires that an employee or dependent have any planned hospital admission or elective surgery discussed with and authorized by consulting medical experts. This is done by making a toll-free telephone call to Peer Review Systems, Inc., Worthington, Ohio, the program's utilization review administrator. PRS is one of the oldest and largest physician peer review organizations in the United States.

Elective Admissions

When a physician informs a program participant that non-emergency hospitalization is necessary, the latter must call PRS at the earliest opportunity. PRS medical personnel then will review the medical information provided by the physician and notify the participant of the review results prior to hospitalization. Finally, the participant is asked to make a second phone call to PRS on the day of admission, assuming such admission has been approved, so that its professionals can monitor the duration of the hospital stay.

Emergency Admissions

If an employee or dependent must be hospitalized in an emergency or urgent situation, he (or family member, physician or hospital) is required to call PRS, generally within 48 hours.

"Second Opinions"

For certain non-urgent or postponable surgery, a second opinion is required under the MedVantage program. In such event, PRS gives that notice at the time of the employee's phone call and sends a form to the employee for completion by the second surgeon.

Generally, a second opinion is required when the surgery recommended is a condition for which surgery may not always be the best treatment. On the other

hand, there may be times when a second opinion is not required. However, only PRS can make that determination, and its personnel will so inform the employee at the time they are informed that surgery has been recommended.

The Incentives

To encourage employee participation in MedVantage, two changes have been made in the AEP Medical Plan:

- Until December 31, the plan had a \$100 deductible that had to be paid for a covered individual's hospital stay. As of January 1, that deductible was increased to \$300. **However**, with the new MedVantage program, the entire amount is waived — if that all-important phone call is made to Peer Review Systems.
- Until December 31, the plan paid 80 percent of "reasonable and customary" charges for second and third opinions. As of January 1, the plan payment has been increased to 100 percent (without regard to satisfying the \$100 annual medical expense deductible). **However**, if a second opinion is required but not obtained, the plan will pay only 50 percent of the surgical expenses, rather than the current 80 percent.

* * *

In announcing the new program, Robert H. Strahan, assistant vice president — compensation & benefits of the AEP Service Corporation, said, "Utilization review programs are being adopted by many companies throughout the country due to the very high cost of medical care, and both employees and the companies are realizing substantial savings from the close management carried out by the review organization.

"Here at AEP," he emphasized, "about 60 percent of our Medical Plan costs are related to hospital confinements, and hospitals, of course, are usually the most expensive producers of medical care. Also, in AEP's case, we found that the number of hospital admissions appeared to be more of a problem than the length of the hospital stays. MedVantage requires that all elective hospitalizations be reviewed and approved prior to admission."

Strahan concluded, "The program does not interfere with how a person receives health care, nor does it tell the physician how or where to practice medicine. Only the individual and his doctor can — and should — make such personal decisions." □

Large conversion in Roanoke Division

One of the largest distribution conversion projects to be made within Appalachian Power Company has been completed by the Roanoke Division T&D Department. Electrical distribution facilities in the Union Hall/Penhook area of Franklin County, serving portions of Smith Mountain Lake, were upgraded from 12 kv to 34.5 kv to accommodate expansion around the lake.

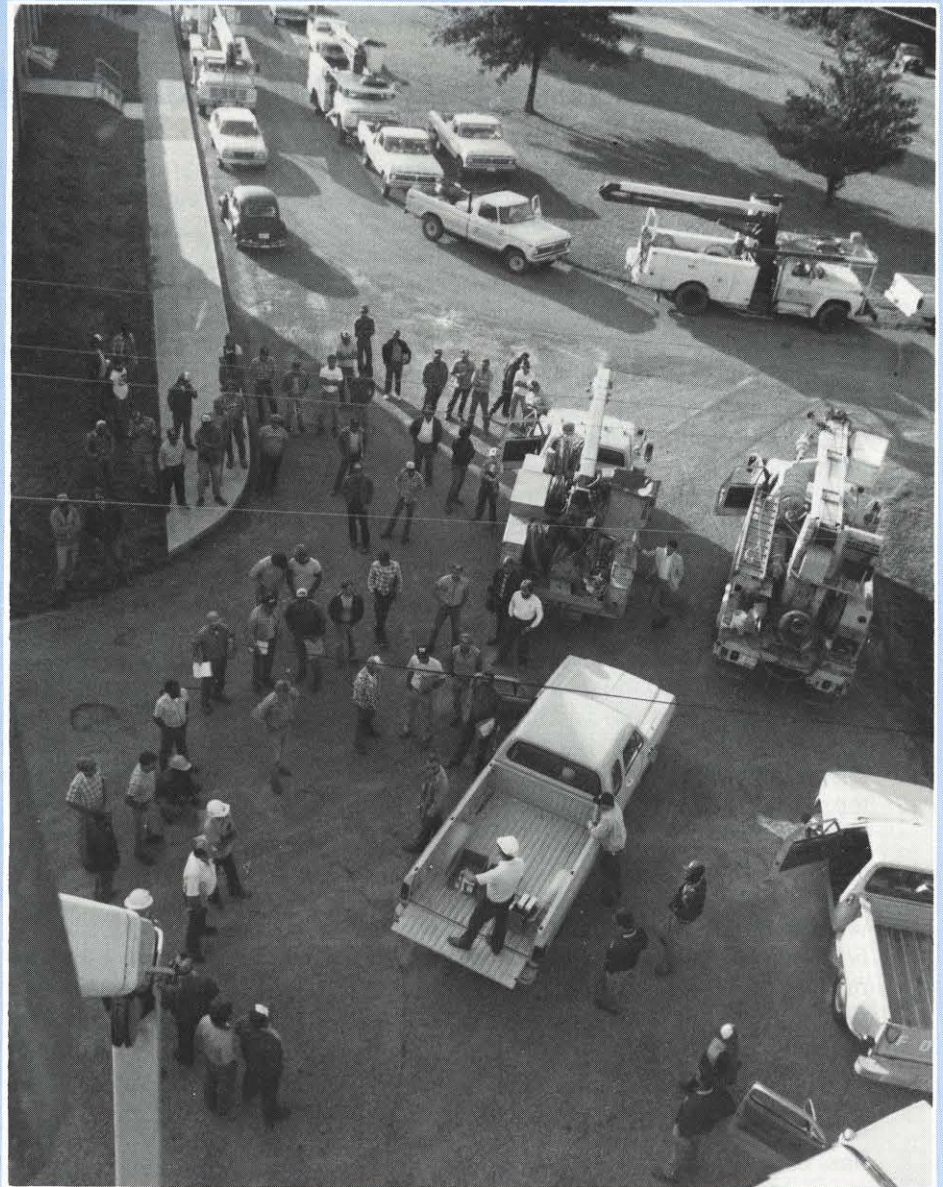
During the project, 11.5 miles of three-phase distribution line and 109 miles of single phase distribution line were upgraded at a cost of \$1.46-million, including all line and station work. Among the equipment replaced were 395 overhead line transformers, 7 underground pad-mount transformers, and 3 three-phase transformer banks.

This conversion was unique because of the large number of personnel and vehicles involved during the four-day cutover period. Eighty-seven workers, including contract, line, station, and engineering personnel, participated on the first day of the cutover. Seventy-six workers were involved on the second day; 40 on the third; and 47 on the fourth.

"Coordinating the work of this large number of personnel required a tremendous effort on the part of everyone involved, both by Appalachian and our contractor, Davis H. Elliott. To do a cut-over of this magnitude in a safe, efficient manner speaks very highly of everyone who participated," says T&D Superintendent Pete Nease.

The project involved many departments within Appalachian, both inside and outside of Roanoke Division. GO Engineering performed the initial study to determine the need for upgrading and the area and facilities to be upgraded. After this study was completed, a strategy was formulated by which the conversion could be performed. Then division personnel became more involved and performed the actual cut-over.

A cutover of this magnitude involved the Roanoke line, station, engineering, stores, transportation, and marketing and customer services departments. Customers were notified of the planned interruptions through newspaper advertisements and paperbox inserts to allow them to prepare for a power interruption. The stores section made certain that the materials were readily available, and transportation made certain that all



vehicles required for the conversion were operational.

In addition, station personnel were required to do extensive modification on existing equipment, as well as adding new equipment to the Glade Hill Station.

Engineering and line personnel assisted contractors in installing new poles, conductor, and line equipment to prepare the circuit for the upgrade. This took place over several months until the facilities were ready for the four days of cut-over.

On the days of the actual cut-over, crews and personnel gathered early in the morning at Glade Hill School for the tailboard meeting. Line Superintendent Dan Adams briefed workers on the

tasks to be performed and emphasized the importance of safety and coordination of the jobs.

During the actual cut-over, jobs were performed safely, almost routinely, by crews from Roanoke, Rocky Mount and Fieldale, in addition to contract crews. New transformers were connected, old ones removed, and other equipment replaced or disconnected.

The conversion created a new 34.5 distribution circuit (Penhook circuit) along with another 12 kv distribution circuit (Truvine circuit) out of the Glade Hill substation. Work went according to plan without incident or injury, and all those involved had a feeling of pride and accomplishment. □



Guy Norton

Norton assists police in arrest

"I just thank the Lord for letting me be there when I was needed," says Fieldale Meter Reader Guy Norton, who assisted a police officer in making an arrest recently.

Guy relates, "I had been to Roanoke one Sunday to visit my grandmother and was starting back home. I stopped for a red light at the intersection of Chapparral Drive and 419 near Tanglewood Mall and noticed in my rear view mirror that a car was coming up on me extremely fast. The driver went around me and ran the stoplight and almost lost control of the car." A deputy came charging right behind him, with the lights flashing and siren going. I knew at the rate of speed they were going that there would be an accident. As the first car turned onto Starkey Road, it hit a car with an elderly couple in it. I didn't actually see the accident, but I saw the dust from the impact.

"When the light changed, I turned after them. The officer had the guy pulled over by the time I got there, but he was having a hard time trying to subdue him. The cop was a short man and the driver was a big fellow like me. He had the cop by the necktie.

"The first thought that came to my mind was that the policeman needed help. I checked first to see if the policeman had a handgun because I didn't want to get involved with gun play. But when I saw that a revolver wasn't going to be a factor (it was laying on the seat of the patrol car) I decided to try to help. I took my tie off because I thought the man was liable to do me the same way as he

was doing the policeman. I ran up behind the suspect and pinned his arms and held him while the officer handcuffed him.

"About the time we got him in the patrol car, another deputy came pulling up and some other people, saying they wanted to press charges because the guy almost ran them off the road.

"I found out later that even though the guy was handcuffed in the front seat with his hands behind him and shoulder harness on, he twisted around in the seat and kicked the side glass out of the patrol car. The patrolman radioed for another car with a cage, and they put him in the back seat of the second patrol car. He was so wild that he twisted around and kicked the side glass out of that one, too."

Two weeks after the incident, Guy received a letter from Roanoke County Sheriff O. S. Foster and a certificate of achievement for "outstanding performance and services rendered to the department."

Foster wrote, "...I only wish that we had a lot more people like you who realize that the small number of police officers we have cannot do the job alone. Without citizens' help, it would be difficult to do our jobs as we must depend on information we receive from citizens many times to successfully conclude a case. I feel your act of assistance is worthy of commendation." □

Air brush artist

"In the late '70s, I saw an album cover with horses on it, and I told myself that someday, somewhere, somehow I would paint that scene," recalls Bob Salisbury. "I kept telling myself that for several years, and I even did a pencil drawing. But one Saturday morning last spring I got up and decided that was the time to paint the horses on my bedroom wall."

Bob continues, "I got out the air brush I bought several years ago to paint model cars and T-shirts with, but I couldn't get it to work good enough to spray so I had to go out and buy a new one. I spent a couple of hours on Saturday evening working on the painting; then I worked Monday, Tuesday, and Thursday, and all night Friday on it. I knew that once I got started, I had to finish it then or I never would. I have to be in the mood for painting!"

The mural of galloping horses, done in black, gray, blue, and touches of orange, also shows their reflections in a pool of water. Bob comments, "I see things about it I would change if I ever did another, but I'm not going to change this one. It's there until someone else moves in and paints over it."

Bob explains that an air brush is similar to a spray gun. The paint flow can be adjusted from a spray covering a large area down to a 1/16-inch stream for drawing a fine line. Commercial artists use air brushing in illustrations. It is also used in automotive painting for making murals on vans and for striping.

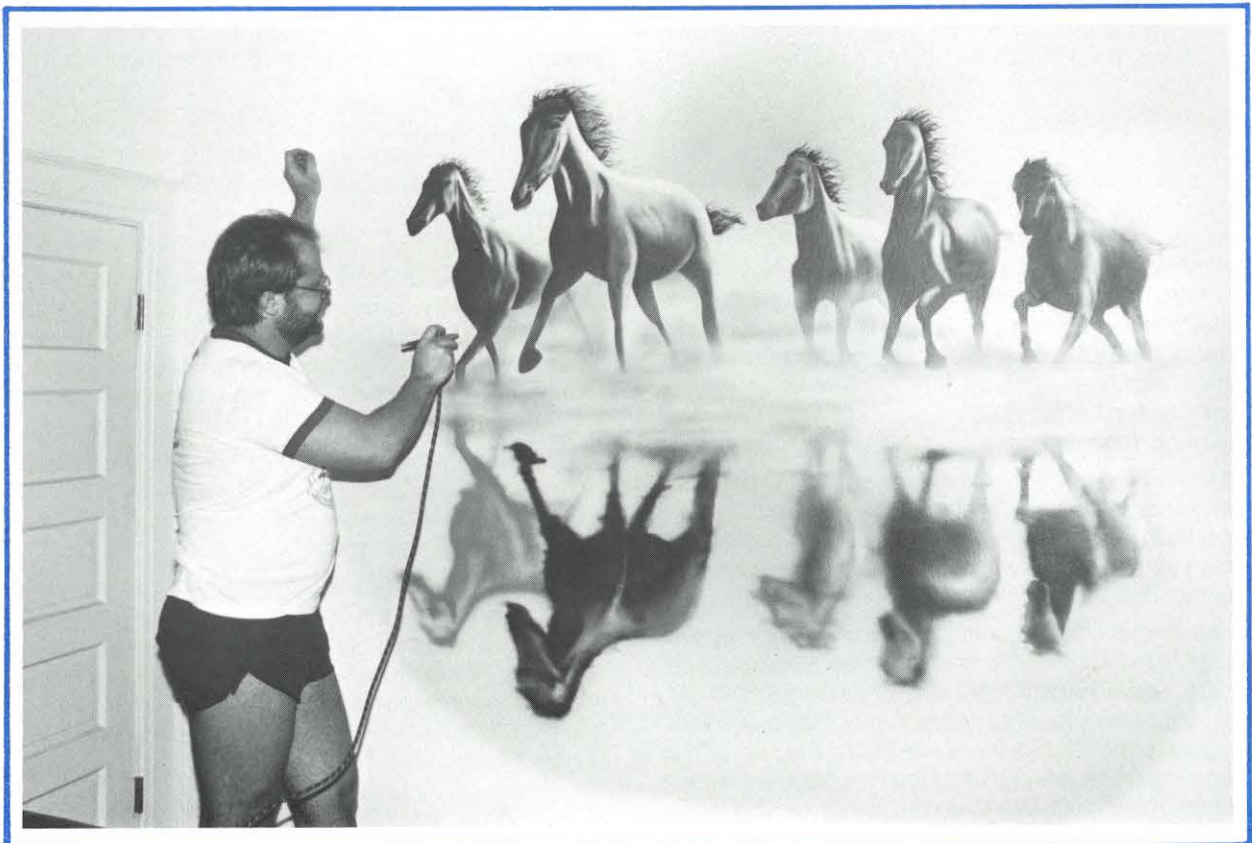
Bob adds, "I've never really had any formal training in art except for some classes in high school. But I knew I had the talent because ever since I can remember I have liked to draw. I considered getting a degree in art but then decided to take mechanical engineering at West Virginia Tech." (He joined Central Machine Shop as production engineer last year.)

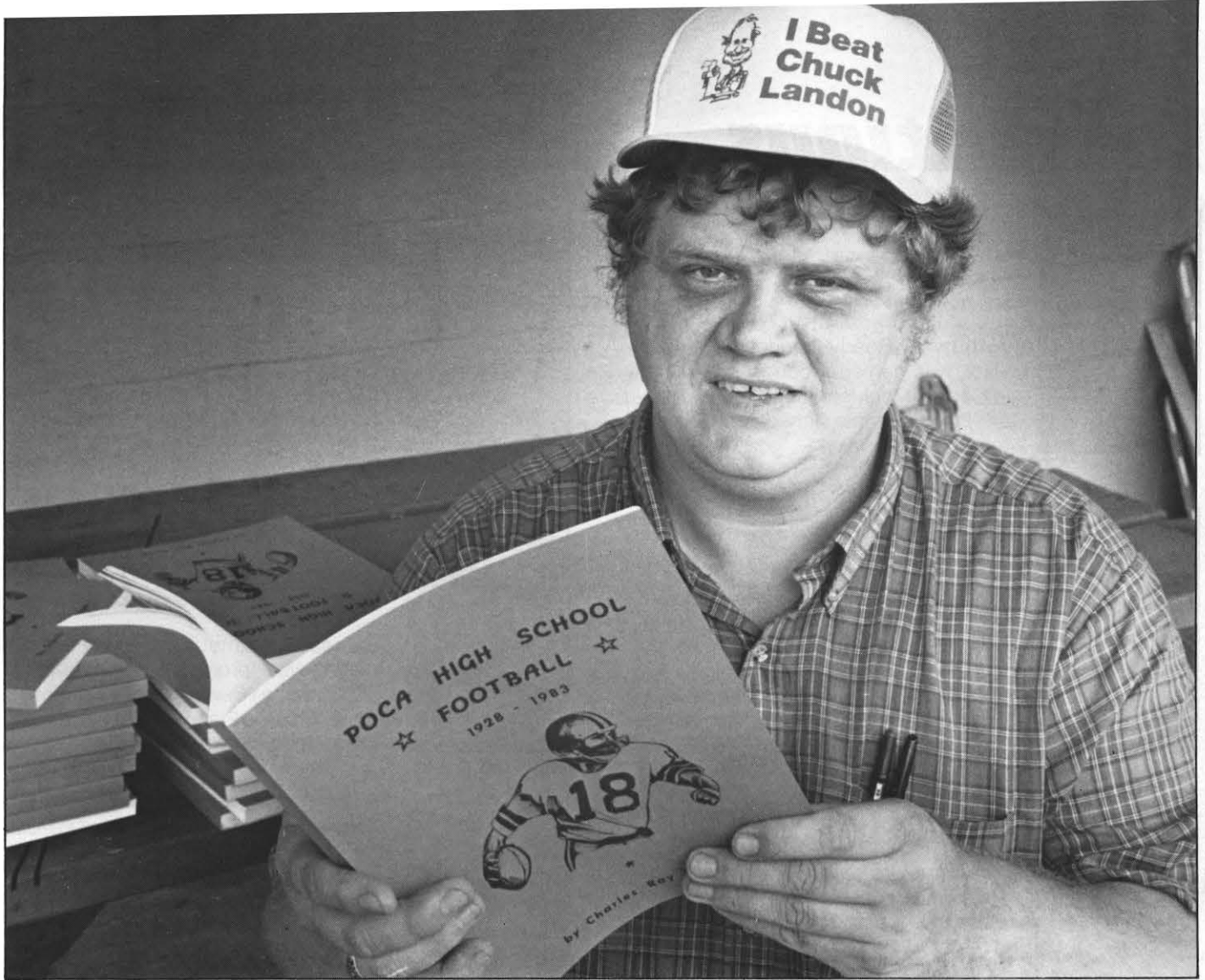
While Bob was working his way through college, he had two jobs in which he used his artistic ability. "I worked for Yesteryear Toy Company, which made old fashioned toys. Since I enjoy working with wood, I bought all their machines when they went out of business. But about the only woodworking I've done in the last year was building cabinets, shelves, and a porch swing for the house.

"I also worked for Sears Monument Company for a while, and I still do a monument design occasionally. I have a good friend at the monument company, and he will call and say they want something special. It's hard to get in the mood to design a tombstone. The only reason I do is because he is a good friend. I have done some pretty unique ones. Once a guy wanted a D9 bulldozer on the back of his monument! The work is challenging because I have to get it to look like what they want and at the same time keep it simple enough to sandblast."

Bob concludes, "Since I did the air brush painting of the horses, I have used the air brush only one time. But I do plan on doing some more work with it because I like the effect. But right now I'm into motorcycling. If you own a motorcycle and it is not a brand new one, you have to spend a lot of time working on it." □

Bob Salisbury with the horse mural on his bedroom wall.





Charles Harper with his book on Poca High School football. Photo courtesy Charleston Daily Mail.

Sports buff compiles team histories

The first football team of Poca (WV) High School played in overalls, baseball pants, or anything they could find to wear when they opened against the Nitro Independents in 1928. The overalls didn't slow them because they beat the Nitro squad with a score of 18-0.

That's just one of many stories found by Charles Harper during his five-year research for a book entitled "Poca High School Football 1928-1983."

The son of Mary Cash, Amos Plant custodian, Charles is a member of the Upper Vandalia Putnam Historical Society and started his project after seeing a historical work on Nitro athletics. Research into his own family's history also helped peak his interest.

Much of Charles' material was gathered in interviews with current and former school personnel as well as research in the archives in Charleston.

Charles notes, "I have pictures in the Poca book of every team except the 1937 team. That team didn't win a game and didn't have its picture taken."

When Poca started the sport, football didn't follow the strict rules of today's game. "Back in one of the first seasons," Charles says, "Poca went to Nitro but didn't have enough players to field a team. Nitro loaned Poca a player and that fellow caught the game-winning touch-down pass. He had to transfer to Poca."

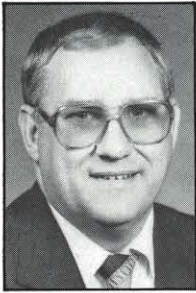
"The 1945 team found itself without a coach when Clyde Alford went to Madison after a game or two," Charles writes. "For the remainder of the season, the boys coached themselves."

The book contains more than just football information. There's a picture of the first Poca High School, a building between Black Betsy and Bancroft to which a room was added in 1922 when it was

decided to offer high school courses. By the 1924-25 school years, there was a third room and three teachers. Then a fourth room and fourth teacher were added the next year. A new high school, what is now Poca Junior High School, was built for the 1927-28 school year. By 1929, enrollment was 115.

Football was started in the fall of 1928 with W. J. Purdy, a graduate of West Virginia Wesleyan, as the coach. Most of his players had never seen a football game. Charles relates that it was Purdy who gave the school's athletic teams the nickname of "Dots." After "Dots" was used in a derisive way by opposing teams, Purdy and his players decided to make the words "Poca Dots" strike fear into the hearts of opponents. With a record of 301 wins, 227 losses, 17 ties and state championships in 1950 and 1977, the Dots succeeded. □

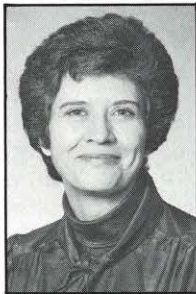
Promotions



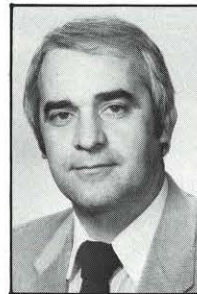
Arthur O. Reedy, production supervisor, was named production assistant in Central Machine Shop's newly created Planning and Scheduling Department on November 1.



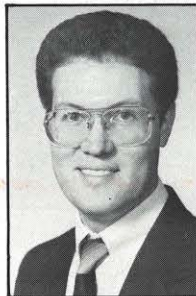
Fred A. Stotts, production supervisor, was named production assistant in Central Machine Shop's newly created Planning and Scheduling Department on November 1. He attended Mountain State College.



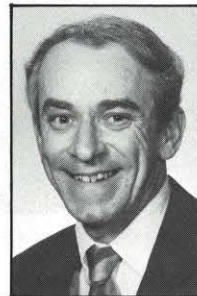
Linda A. Perdue, payroll accountant, was promoted to payroll records supervisor, GO Accounting, Roanoke, on November 1. She holds an associate in science degree in business administration from Virginia Western Community College.



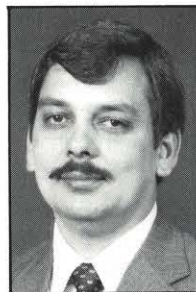
James F. Canterbury, machinist 1st class, was promoted to production assistant in Central Machine Shop's newly created Planning and Scheduling Department on November 1.



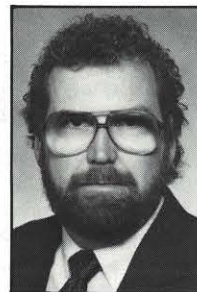
Barry C. Kemp, payroll clerk A non-exempt, was promoted to payroll accountant exempt in GO Accounting, Roanoke, on November 1. He holds an associate in arts degree in accounting from National Business College.



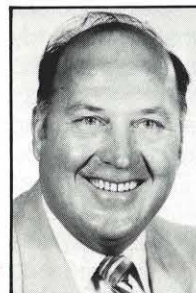
Frank D. Williams, production supervisor, was promoted to production superintendent at Central Machine Shop on December 1.



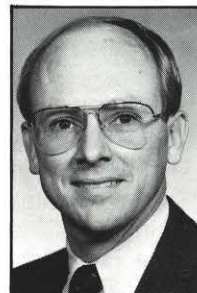
Michael W. Witt, unit supervisor, was promoted to assistant shift operating engineer at Clinch River Plant on December 1. He holds a diploma in electronics from Southwest Virginia Community College.



Larry T. Hubbard, control electrician A nonexempt, GO T&D Station, Roanoke, was promoted to operations drafting supervisor exempt, GO Operations, Roanoke, on October 1. He attended Virginia Western Community College.



C. T. "Tom" Young, area servicer, was promoted to Charleston service supervisor on December 1.



Thomas L. Bailey, Jr., programmer/analyst, was promoted to systems analyst, GO Accounting, Roanoke, on October 1. He holds a bachelor of science degree in business administration from Virginia Polytechnic Institute & State University.

Abingdon

F. A. Hicks from meter electrician B to meter electrician A.

Beckley

David Anderson from T&D clerk C to T&D clerk B.

Alvin H. Ellison, Jr., from meter electrician C to meter electrician B.

Alvin T. Warner from meter electrician C to meter electrician B.

Central Machine Shop

Debra Caldwell from personnel clerk B to personnel clerk A.

Anita L. Deem from junior clerk to plant clerk C.

Ruby D. King from junior clerk to plant clerk C.

Charleston

John L. Witt from custodian to head custodian.

Terrence L. Shrewsbury from line mechanic C to line mechanic B.

Laura A. Adkins from meter electrician C to meter electrician B.

Clinch River

Richard N. Gibson from maintenance mechanic D to maintenance mechanic C.

Jack D. Blackson from equipment operator B to equipment operator A.

Edgar Taylor, III, from equipment operator C to equipment operator B.

James G. Puckett, Jr., from utility worker A to equipment operator C.

General Office

James B. Hypes from transmission mechanic D to transmission mechanic C, GO T&D Transmission, Bluefield.

Donna Cowling from data entry operator to intermediate data entry operator, GO Accounting, Roanoke.

Gregory D. Arrington from transmission station mechanic D to transmission station mechanic C, GO T&D Station, Roanoke.

Mike J. Lawson from utility worker A to hydro mechanic D, GO Hydro, Roanoke.

Charles A. Hubble from engineering technician to engineering technician senior, GO T&D Communications, Abingdon.

Joseph W. Pielocik from engineering technician to engineering technician senior, GO T&D Meter, Roanoke.

Glen Lyn

Phillip A. Thompson from utility worker B to utility worker A.

Huntington

Barbara S. Chinn from junior clerk to customer accounts representative C.

Randy Ransbottom from line mechanic B to line mechanic A.

Jon Atchley from marketing and customer services advisor to marketing and customer services representative.

Logan-Williamson

T. D. Tomblin from line mechanic B to line mechanic A, Logan.

Donna B. Price from junior clerk to customer accounts representative C, Logan.

Randall Marcum from line mechanic B to line mechanic A, Williamson.

J. R. Venturino from line mechanic D to line mechanic C, Williamson.

R. A. Vass from meter electrician D to meter electrician C, Williamson.

Barbara Bailey from customer accounts representative C to customer accounts representative B, Logan.

Lynchburg

Sue Arthur from customer accounts representative C to customer accounts representative B.

Pulaski

James Swain from line mechanic D to line mechanic C, Galax.

Mary Etta Greene from stores clerk C to stores clerk B.

Kevin Ellett from station mechanic D to station mechanic C.

Roanoke

James D. Rucker, Jr., from line mechanic D to line mechanic C.

David Journell, Jr., from line mechanic D to line mechanic C.

Pat Myers from line mechanic C to line mechanic B.

Reggie Gardner from line mechanic C to line mechanic B.

Steve Hannah from line mechanic B to line mechanic A.

Larry Redden from line mechanic A to general servicer.

Randy Hartberger from line mechanic B to line mechanic A.

Philip Sporn

Dale A. Durst from maintenance mechanic B to maintenance mechanic A.

William O. Qualls from maintenance mechanic C to maintenance mechanic B.

Barrett C. Lanier from maintenance mechanic C to maintenance mechanic B.

Dennis J. Cundiff from maintenance mechanic C to maintenance mechanic B.

Kenneth W. Jacks from maintenance mechanic C to maintenance mechanic B. □

Appalachian Power receives award for excellence in service



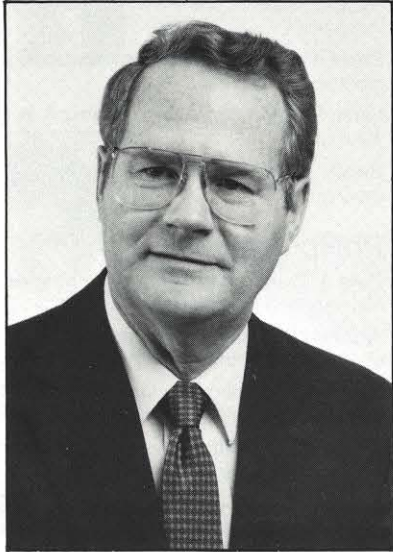
R. E. Gribben, left, utilities superintendent of the Celco Plant, presents a vendor award for excellence to Pulaski Division Manager Jerry R. Whitehurst.

Reliable electric service is important to all customers of Appalachian Power Company but particularly so to those who operate around-the-clock. One such industry is the Celanese Fibers Company of Narrows, Virginia.

The Celco Plant recently presented Appalachian Power a vendor award for excellence in service and substantial improvement in reliability. R. E. Gribben, utilities superintendent for the Celco Plant, said, "Celanese Corporation is an adherent to the principles of quality and excellence and has pledged to deliver top quality products to our customers every time. As such, we want to recognize our suppliers who supply consistent quality products or services. Appalachian Power certainly qualifies as one of our high quality suppliers and is the only utility which has received this award."

The award was presented at a luncheon at the Celco Plant on November 27. Accepting on behalf of Appalachian was Pulaski Division Manager Jerry R. Whitehurst. □

The Need f



By Paul C. Greiner
Vice President
Marketing & Customer Services
American Electric Power Service Corporation

Marketing is a vital part of the overall operation of the American Electric Power System. Through marketing, we are able to meet the electrical needs and desires of our customers, and the company benefits from such sales. Our only product is electric energy, but no one buys electric energy — they buy what that energy does for them. They buy comfort, convenience and the other benefits derived from better quality products, made faster or at less cost than by other methods. The selling of these benefits, in fact, is the basis of our marketing efforts. In this regard, we must maintain a close relationship with our trade allies who sell the appliances and products that produce these benefits for our customers. This is a very important aspect of our marketing effort.

Customers are our business and, as they grow and prosper, so does our company grow and prosper.

Our Customer Mix

Our retail customer mix can be measured in three ways, as indicated by the following table and in the accompanying chart:

| | By Number of Customers | By Kwh Sales | By Revenues |
|-------------------|---------------------------|--------------|-------------|
| Residential | 89.0% | 30.7% | 38.2% |
| Commercial | 10.2% | 20.1% | 24.4% |
| Industrial | 0.8% | 49.2% | 38.4% |

Although our industrial customers make up less than 1% of our total customers, they represent a major portion of our kilowatt-hour sales and revenue — 49.2% and 38.4%, respectively. Due to the overall economic picture over the last few years, our industrial sales have suffered somewhat — particularly in the areas of primary metal and chemicals. A number of plant closings and operation reductions have

reduced our annual industrial sales by 10% since 1979.

We are attempting to reverse this trend through our overall marketing efforts, especially with our existing industrial customers, and our active economic development programs. We now have 17 economic development specialists in the operating companies and the AEP Service Corporation to help retain and expand our existing industrial base and attract new industries to our service areas.

Because the competition for new industry is so intense, we are conducting a multi-faceted economic development program to tell our story. It consists of national advertising, direct mail, telemarketing and personal visits to corporate headquarters.

On the other hand, our commercial and residential sales, over recent years, have enjoyed a modest growth. However, even these sectors, as well as the industrial, are being sought by competing sources of energy. Natural gas companies, in particular, are attempting to lure our existing and new customers

away from the benefits of electricity. In order to protect our customer base, preserve the company's investment in serving those customers and increase our market share, we must actively market the benefits of electricity more vigorously than ever.

Unfortunately, many people take electricity for granted — they tend to forget the value and convenience it performs. Our type of

or Marketing

Constructive Marketing Program serves as a continuous reminder of the benefits and conveniences of the use of electricity and what a bargain it is.

The Benefits of Marketing

The benefits of marketing to our company are rather evident. Through marketing, we continue to prosper and grow, and to earn a profit. This is what keeps us in business.

Our shareowners benefit because, as we profit, we are able to pay dividends. Marketing is an investment in our future.

Our customers benefit as they use our products. We provide a valuable service, and the value of electricity is unmatched by any other energy source.

Finally, our employees benefit because, as the company prospers, they prosper. Opportunities arise for growth, job security and benefits.

Electric Equipment Options

We market the benefits, comfort and convenience of electricity, but, to achieve these goals, we help our trade allies to sell equipment. In general, this equipment can be categorized as either high-efficiency or load-management devices.

The leader in our Constructive Marketing Program continues to be the heat pump and the add-on heat pump. Of course, many other electric usages are being promoted. Primarily, these are: zoned space heating, high-efficiency air conditioning, cooking, water heating, high-efficiency indoor and outdoor lighting, industrial process heating and a variety of energy-efficient appliances.

However, our marketing effort includes more than the proper selection of equipment and appliances.

It also stresses proper application and installation practices.

The last decade has brought us an arsenal of new electrical products and appliances to market. Considering today's relative energy costs and the array of high-efficiency equipment available, we have more to sell than ever. The electric option is the envy of our competition. As proof of this, one need only examine the intensity and level of the anti-electric approach in its advertising. We intend to tell our story more aggressively in 1986. Still, there can be no substitute for "word-of-mouth" endorsements by satisfied customers and employees.

Join the Marketing Program

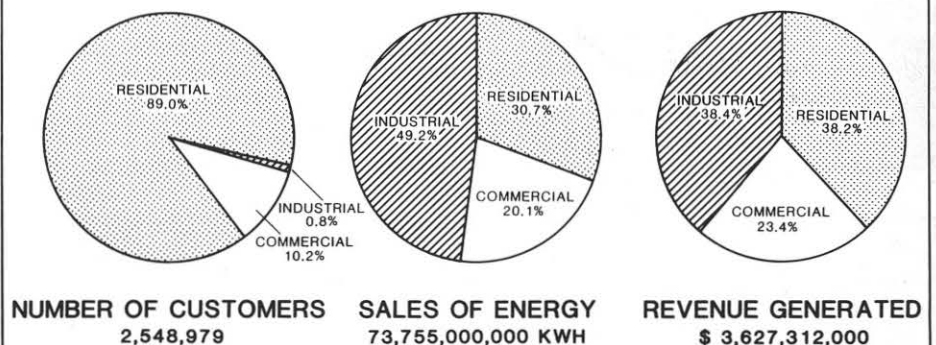
We want all of our employees to use our products. When we use them ourselves, we are better able

to talk about them, from first-hand experience, with our friends and neighbors.

If we are to grow and prosper, we need the help of all employees to market our product. The Marketing Department can set the stage with programs and activities, but we need all our employees to join the Marketing Team. Customers often follow the example of our employees. Every contact made with customers, neighbors and friends can be a marketing effort.

Customers are vital to our business, and satisfied customers attract other customers to the benefits of clean, safe, dependable, economical, flameless electric living. So, join the Marketing Team — "Speak up for Electric Living." □

AEP SYSTEM CUSTOMER MIX (RETAIL, 1984)



Retirements



World War II interrupted C. O. "Cal" Carlini's pursuit of an engineering degree, and he served as an Air Force navigator on a B24 bomber in Europe. "We came back from one mission pretty well shot up," Cal recalls, "and the front wheel gave way as the plane came down. In those days, they used steel mesh runways, and the action of the steel mesh against the aluminum of the airplane caused it to break into flames. We lost everything except what we had on our backs. I had a lucky doll made of teak wood, and it was burned around the

edges, but I still keep it on my dresser at home as a good luck piece.

"After the war, I went back to school and graduated from Ohio State in December of 1950. I was planning to go to work for General Motors and went to Detroit to look at several jobs up there. But my wife Ruthie and I really didn't want to live in that area so, in January 1951, I joined Ohio Power. I had worked for the power company during the summers when I was in school.

"I spent some time in Lima, Fostoria, and Fremont in various engineering capacities before becoming area manager in Fostoria in 1958. I moved to district manager in Lancaster in 1962, Canton division superintendent in 1966, and to Portsmouth division manager in 1971. From there I came to Appalachian Power as Charleston division manager in 1975.

"I thoroughly enjoyed working for the power company; and, if I had it to do over again, I wouldn't change a thing. Ohio and Appalachian are somewhat similar. There are fine people in both organizations. When you see some of the other businesses and industries and some of the folks they have working for

them, you appreciate our company even more.

"The closer I get to my retirement date of January 1, the more I think I really am going to enjoy the freedom to do what I want. We will stay in the Charleston area about a year because one of our two daughters is still in high school. Eventually we will probably relocate in Ohio. The Canton-New Philadelphia area is still pretty much home.

"I have a couple of hobbies I want to spend some time with. First on the list is to rebuild my classic 1952 MG. I am somewhat active in golf — not good but active — and we love to travel."

Carlini is a past president of two Rotary Clubs, two United Way organizations, and the Charleston Regional Chamber of Commerce and Development. He also is a member of the board of directors of West Virginia State College Foundation, the Business and Industrial Development Corporation, the Fund for the Arts, and is active in the Charleston Renaissance project. "I expect to continue with the United Way and economic development work because I enjoy that the most," he concludes. □



"Appalachian has been a good company to work for, and I've met a lot of nice people here," Jennings Fulknier said in reflecting about his 37-year utility career. Before electing early retirement on January 1, Jennings was Charleston marketing and customer services supervisor. He continues, "I served in the Army Air Force during World War II and, after being discharged, went to work for the state road commission. "I went to college on the GI bill and graduated in 4 years even though I was working fulltime. I went to school 3 nights a week and a

half day on Saturday. Herbert Hoover was supposed to be beaten badly, and I thought I would lose my state job so I applied at Appalachian. I came to work the day before the election. Most of my time was spent in the Marketing & Customer Services Department except for a few years as administrative assistant. I'm really looking forward to retirement although I don't know what I'm going to do. I hope to be involved in a little bit of traveling and maybe refinishing furniture. □



A utility career spanning more than 40 years came to a close January 1 with the early retirement of John Hull, Jr., St. Albans line crew supervisor nonexempt. "I went to work for the power company in Charleston just a month after my graduation from high school," he recalls. "I have enjoyed every minute of it. There have been some real improvements in working conditions over the years. It used to be hard work because we had to do everything by hand. In the early days, there were 8 to 10 people in each crew. We had to ride in the back end of an

open truck with only a tarpaulin over us." John continues, "I don't have too many plans for retirement. I'll just sorta take every day as it comes. That's about the only thing I can do with my health. I do enjoy working around the house. My wife is a secretary at Poca High School; and, after she retires in another year, we may go south in the wintertime. We have a camper and enjoy camping a lot." The Hulls have two sons and three grandchildren. □



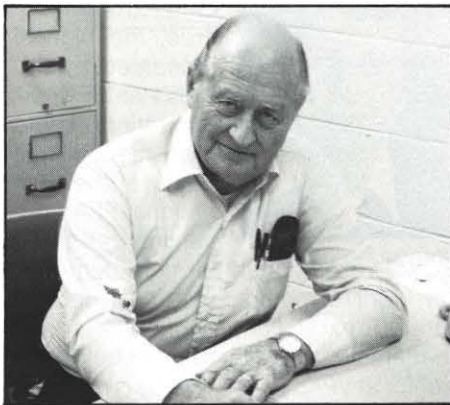
Two weeks before **Joyce Potter's** official retirement on January 1, she and her husband headed south to join four other couples in central Florida, where they will spend the winter. "We're going to stay until April, and we're really looking forward to that," Joyce said shortly before her departure. A 35-year veteran with Kingsport Power, Joyce first worked in the T&D Department. Then she transferred to Personnel and, since 1968, has been executive secretary to the company's chief operating officer. "I have enjoyed it all, I really have," Joyce claimed.

"Making the decision to retire early was difficult. It would be easy for anyone who is tired of their job, but I was not. However, my husband is retired, and we want the opportunity to do some traveling. We have bought a recreational vehicle to use. We also have a place on Watauga Lake, where we will spend some time. We haven't really planned a lot, although we are talking about going to Canada or on a cruise." □



"I was operating a service station in Fieldale which serviced the Appalachian vehicles when Bruce Cox, the district manager then, asked me to come to work for APCo," recalls **Roy Martin**. "When I started on January 2, 1947, it had been raining, and the mud was about a foot deep. Every car that passed, I looked to see if it were somebody I knew so I could catch a ride home. But after that, I decided it wasn't so bad. Actually I have really enjoyed it." Roy was a line mechanic A at Stuart before electing early retirement on January 1.

He adds, "The certificate of merit the Stuart employees got recently for having worked 30 years without a disabling injury means a lot not only to me but to my family. I don't have a lot of plans for retirement, but I want to get back into playing golf, and I have some friends in North Carolina and Florida I want to visit." Roy is a member of American Legion Post 105, VFW #7800, charter member of the Gordon Trent Golf Club, and attends Providence Methodist Church. He is a member of the Order of the Arrow Boy Scouts. □



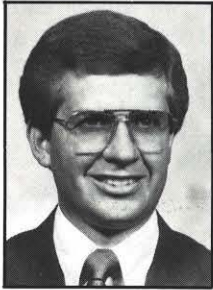
"You can't beat the Appalachian people for being neighborly and helpful," says **Sandy Drumheller**, Lynchburg general line crew supervisor, who elected early retirement on January 1. "I have been working with the fellows so long that I hate to leave them, but I won't miss the work too much. The storm trouble was the biggest headache we had to contend with. We went through Hurricanes Camille and Hazel and the ice storm of '79, and we just had to have that flood (in November) before I left. But I'm pleased to say that I've had no disabling injuries.

I don't intend to sit down and do nothing during retirement, but I am not going to follow a schedule either. I plan to do a little hunting and fishing and some traveling if I can work it in. One of my hobbies is genealogy, and I've traced my ancestors back to 1752 when they came over from Germany. I have a world of information. The biggest thing is getting it organized." Sandy belongs to the American Legion and Beulah Baptist Church. □

Who's News

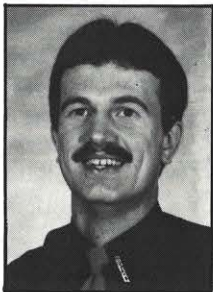
Pulaski

Carl Schmidt, retired Christiansburg customer accounting supervisor, has been appointed to the board of directors of the newly formed Montgomery County Heart Association.



Dan Grubb has been selected for inclusion in the 1985 edition of "Outstanding Young Men of America." He is the husband of Debbie Grubb, customer accounts representative B.

Michael Musser has been selected for inclusion in the 1985 edition of "Outstanding Young Men of America." The son of Gene Musser, Hillsville line crew supervisor NE, Michael holds a degree in police science from Wytheville Community College and is a member of the Carroll County Sheriff's Department.



Deborah Musser is serving as an aerospace medical technician at the Naval Air Station in Atsugi, Japan. The daughter of Gene Musser, Hillsville line crew supervisor NE, Deborah is an honor graduate of the Recruit Training Command, Orlando, Florida; the Naval Health Sciences Education and Training Command, Great Lakes, Illinois; and the Naval Aerospace Medical Institute, Pensacola, Florida.



Rodney Dunn has been promoted to supervisor of process analysis at the Raleigh, NC, plant of Corning Glass. The son of Larry Dunn, Pearisburg area T&D clerk A. Rodney was an AEP educational award winner.

Anna Buchanan is one of seven Emory & Henry College students who have completed internships as part of a pro-

gram which relates work experience to academic pursuits. She interned with the Department of Modern Languages and worked as a drill instructor in the Spanish Department. Anna is the daughter of Buck Buchanan, Pearisburg area servicer.

Chip Umberger, a defensive back from Hampden-Sydney College, has been named to the defensive unit of the Old Dominion Athletic Conference (ODAC) all-conference football team. He is the son of Buddy Umberger, Wytheville line crew supervisor NE. □

Beckley

Mike, son of Janet Hood, Rainelle customer accounts representative B, has been selected to the Class AA All Coalfield Conference football team. As a senior at Greenbrier West High School, the 5'10", 160 lb. running back gained 811 yards on 147 carries, caught 4 passes for 51 yards, returned 9 kickoffs for 169 yards, and scored 9 touchdowns.

Rita, wife of Clyde Barker, personnel supervisor, has been nominated as teacher of the year in Raleigh County. She is a third grade teacher at Central Elementary School.

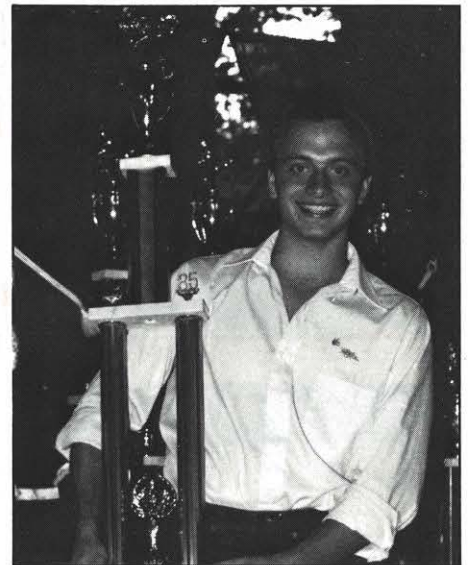
Cathy, wife of David Langford, energy services technologist, has been named director of clinical education of the respiratory therapy program at Beckley College. A registered respiratory therapist, Cathy will be responsible for assisting and coordinating each student's studies, including assigning clinical hours at several local hospitals and medical centers.

Greg Shay, engineering technologist, has been selected to serve a three-year term as an elder of the Princeton Presbyterian Church. His wife **Donna** is a deaconess.

Juli, daughter of Sandy Palen, marketing and customer services representative, has been elected to the prom court at Woodrow Wilson High School, where she is a senior.

Scott, son of Dave Kendrick, marketing and customer services manager, recorded a hole-in-one while playing golf at the Lakeview Country Club, Cool Ridge, WV. Scott, a West Virginia University sophomore, scored his ace on the par 3 ninth hole using a five iron. □

Abingdon



Joe, son of Linda Hutton, Marion customer accounts representative C, won first place in the lightweight class of go-cart racers at the Little Thunder Valley Go-Cart Track for the past season.

Mark, son of B. D. Burkett, Marion meter reader, has been awarded the American Farmers degree, the highest presented by the National FFA organization. The presentation was made at the 58th national FFA convention in Kansas



City. The American Farmers degree is given only to members who have demonstrated exceptional agricultural and leadership achievements. Mark is a senior at VPI & SU, where he is majoring in agricultural education.

Cindy, daughter of Marion meter reader B. D. Burkett, has been awarded a 1985-86 freshman honor scholarship at Emory & Henry College. The award, one of the highest given to first-year students, is based on excellence in high school aca-



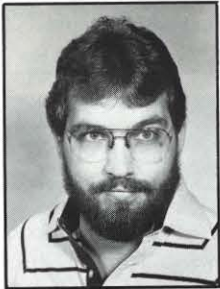
demics and scores on college entrance examinations.

I. J. Webb, III, Gate City area supervisor, was presented an award for outstanding achievement during his term as president of the Scott County Chamber of Commerce.

Melinda, daughter of Hunter Thayer, general line supervisor, has been named to the all-conference squad in varsity volleyball. Voting for the honors was done by coaches in the Old Dominion Conference. Melinda is a sophomore at Emory & Henry College. □



General Office

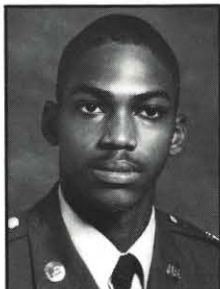


Clarence Snyder, engineering technician, GO T&D Communication, Huntington, won the first flight of the annual Huntington Division Golf Tournament at Riviera Country Club.

Timothy, son of Ed Bradley, personnel director, GO Personnel, Roanoke, was selected by the faculty at Cave Spring High School for membership in the Honor Society.

Blake, son of Emmett Blackwell, personnel services manager, GO Personnel, Roanoke, finished 433rd out of 10,700 participants in the U.S. Marine Corps Marathon. He completed the 26.2 mile course in 2 hours, 56 minutes, and 28 seconds.

Samuel Eubanks, son of W. R. New-some, Jr., stores accounting clerk B, GO Accounting, Roanoke, was named to "Who's Who Among American High School Students" for 1985. He is a senior at Northside High School and a member of the U.S. Army Reserves.



Roanokers donate to Salvation Army



It has become a tradition for Roanoke and General Office employees to donate money and canned goods to the local Salvation Army at Christmas. Last month, four boxes of food and a check for \$344.17 were delivered to the charity by members of the Roanoke office safety program planning committee. From left, Frank Bonds, statistical accountant in GO Accounting and incoming chairman of the safety committee; Salvation Army Captain Satterlee; and Tom Puckett, senior buyer in GO Purchasing and outgoing chairman of the safety committee.

Employees in GO Stores Accounting, Roanoke, had an unexpected treat last month. They won a lunch at Ziggy's in the Holiday Inn Civic Center, with WROV Disc Jockey Rob O'Brady as host. As part of its promotional efforts, WROV has a drawing each week to select an office staff to take to lunch on Fridays.

Mark, son of Tom Puckett, senior buyer, GO Purchasing, Roanoke, participated in the fourth Model Organization of American States General Assembly in Washington, D. C. His school, Virginia Episcopal in Lynchburg, served as the general secretariat staff, making sure the model as a whole ran efficiently. Mark served as the plenary sessions rapporteur at the opening and closing of the assembly. □

Logan-Williamson

George Mathis, supervising drafter A, has been elected to the board of directors of the Logan Kiwanis Club.

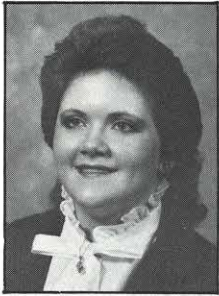
Sonny White, division manager, and **John Skidmore**, administrative assistant, have been appointed to the board of directors of the Logan County Chapter of the American Red Cross.

Lorraine Corea, Williamson secretary-stenographer, has been appointed to a three-year term as secretary to the Salvation Army advisory board.

Harry Ruloff, Jr., division superintendent, has been elected second vice president of the Logan Kiwanis Club. □

Philip Sporn

Lorri, daughter of Patricia Laudermilt, maintenance mechanic B, was selected for membership in the Gamma Beta Phi Society, a national collegiate honor and service organization. The initial requirement for membership is to be in the top 20 percent of the class. Lorri is a sophomore at Marshall University, majoring in legal studies. □



Roanoke

J. T. Eaton, assistant division manager, has been elected secretary of the board of directors of Junior Achievement of the Roanoke Valley.

Glen Mullins, station mechanic A, has been selected for inclusion in "Outstanding Young Men of America" and has received a life membership in the Virginia Jaycees.

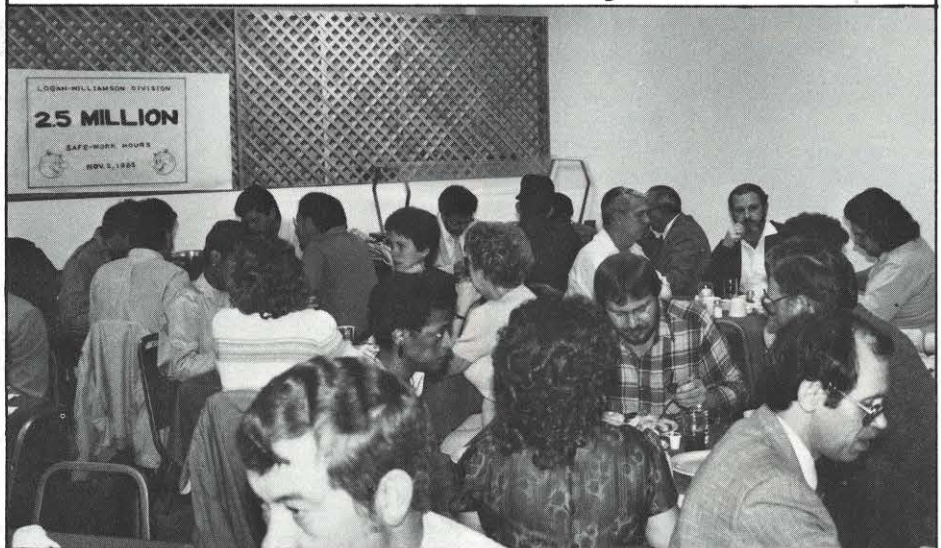
Bobbie, daughter of Smokey Dickerson, line crew supervisor NE, has been named to "Who's Who Among American High School Students" for 1985-86.



Front row, l. to r., Shannon Ragland and Karim Thompson. Back row, Bob Ragland and Bill Morris.

The North Roanoke Chargers Pee Wee football team finished with a 12-0 record in their 13-team league to be city-county champions of Roanoke Valley for 1985. The Chargers played second place Raleigh Court Lions in the super bowl and

Two locations hold safety breakfasts



Employees of the Logan-Williamson Division were treated to breakfast in recognition of their having reached the 2½ million safe workhour goal on November 2, 1985. The climb toward this milestone began on February 3, 1979.



Charleston department heads and supervisors prepared and served breakfast to the 353 division employees in recognition of their having completed 500,000 safe workhours on November 3. The climb toward the safety pinnacle began on February 14, 1985.

lost a hard fought game 7-0. Karim Thompson, son of Andrea Thompson, T&D clerk B, played offensive end and defensive line backer. The Chargers are coached by Bob Ragland, drafter A, who is assisted by Bill Morris, surveyor assistant, Ragland's son, Shannon, was the team mascot. □

Kingsport

Kingsport Power's team came in 29th overall in the 5-mile AFG Corporate Challenge race. One hundred fifty runners representing 39 teams participated, and the first finisher for KPCo came in 85th. Representing KPCo were Jack Pippin, customer accounts clerk A; Roy Trent, line mechanic B; Billy Price, communications technician; and Bob Bennett, junior personnel assistant. □

Hunters Score

Beckley

Pete Graham, line mechanic A, 8 point, 140 lb. buck.

Bunk Keatley, area servicer, 8 point, 125 lb. buck.

Basil Bolen, line crew supervisor nonexempt, 7 point, 150 lb. buck.

Homer Greene, head meter reader, 7 point, 145 lb. buck.

George Hall, line mechanic A, 6 point, 130 lb. buck.

David Ransom, engineering technologist, 6 point, 125 lb. buck.

Mike Bates, meter reader, 140 lb. spike buck.

Don Smith, meter reader, 120 lb. spike buck.

Ed Tolbert, area servicer, 140 lb. spike buck.

Steve McGhee, husband of Cindy McGhee, junior stenographer, 8 point, 125 lb. buck.

David Richmond, son of Frank Richmond, station supervisor nonexempt, 6 point, 135 lb. buck.

Mike Vest, son of Ray Vest, administrative assistant, 4 point, 115 lb. buck.

Bluefield

Paul Dalton, garage supervisor exempt, 5 point buck.

Bob Edwards, engineering technician senior, 4 point buck.

Nick Comerose, engineering technologist supervisor, 6 point buck.

Rick Nowlin, surveyor assistant, 3 point buck.

Ted White, line superintendent, 4 point buck.

Jack Martin, Pineville area supervisor, 4 point buck.

J. E. Chapman, line crew supervisor exempt, 8 point buck.

Bill Goode, line mechanic A, spike buck.

Pee Wee McLaughlin, general servicer, spike buck.

Jerry Blessing, station mechanic A, 4 point buck.

Mark Hartley, station mechanic D, 6 point buck.

Gib Walker, station mechanic C, 8 point buck.

Merv Anderson, station crew supervisor exempt, 8 point buck.

Bobby Hamilton, line mechanic A, 2 does (spring bow season).

Fred Farley, customer accounts representative A, 4 point buck.

Central Machine Shop

Steve McNeely, winder 1st class, 120 lb. spike buck.

John Burks, winder 2nd class, 5 point, 145 lb. buck.

Pat McGue, welder 1st class, two 100 lb. spike bucks (with bow); 6 point, 125 lb. buck; and 3 point, 125 lb. buck.

Stephen Caldwell, husband of Debra Caldwell, plant clerk A, 150 lb. spike buck and 8 point, 200 lb. buck.

Centralized Plant Maintenance

W. S. Massar, maintenance mechanic A, 8 point,

125 lb. buck.

R. T. Manuel, maintenance supervisor, 8 point, 185 lb. buck.

Charleston

J. F. Dooley, Montgomery area servicer, spike buck.

M. D. King, Montgomery line mechanic A, spike buck (with bow) and spike buck.

D. L. Stinnett, Montgomery line crew supervisor nonexempt, spike buck.

M. L. Bryant, line mechanic A, 6 point buck.

Keith Shaffer, station mechanic C, 6 point buck.

General Office

Bobby Daniel, electric plant supervising clerk, GO Accounting, Roanoke, 4 point buck.

Ricky Barbour, hydro mechanic D, GO Hydro, Smith Mountain, 8 point, 180 lb. buck.

Gary Johnson, hydro mechanic C, GO Hydro, Claytor, 4 point, 120 lb. buck.

John Thomas, hydro mechanic A, GO Hydro, Roanoke, 125 lb. spike buck.

Mike Lawson, hydro mechanic D, GO Hydro, Roanoke, 125 lb. spike buck and 120 lb. spike buck.

Dave Campbell, mail clerk, GO General Services, Roanoke, 9 point, 175 lb. buck.

C. A. Hubble, engineering technician senior, GO T&D Communication, Abingdon, 8 point, 145 lb. buck.

Paul Smith, electrical engineer-hydro, GO Hydro, Racine, 120 lb. spike buck.

Dewey Hale, husband of Mary Ellen Hale, junior stenographer, GO Personnel, Roanoke, 8 point, 185 lb. buck.

Dave Dodson, communications specialist, GO T&D Communications, Bluefield 4 point buck.

David Williams, associate systems analyst, buck antelope.

Wayne Heninger, stores assistant, 2 does (1 with bow).

Tim Maxey, husband of Rhonda Maxey, electric plant clerk B, 115 lb. doe.

Kanawha River

Ron Surbaugh, maintenance supervisor, 8 point, 140 lb. buck.

Chuck Hudnall, shift operating engineer, 5 point, 130 lb. buck.

Leon Peal, unit supervisor, 8 point, 145 lb. buck.

Bennie Nicholson, maintenance supervisor, 110 lb. spike buck.

Kanawha Valley Power

Dave French, hydro utility operator B, 7 point, 130 lb. buck and 5 point, 130 lb. buck.

Robert Legg, hydro mechanic B, 6 point, 175 lb. buck.

Kingsport

Scott Hunt, son of Jack Hunt, line crew supervisor, 8 lb. 12 oz., 26 inch large mouth bass.

J. L. Hagood, station mechanic A, 4 point buck (with bow) and 6 point buck.

Buford Quillin, marketing and customer services representative, 6 point, 125 lb. buck and 100 lb. doe.

Roanoke

Terry Eaton, son of Tobie Eaton, assistant division manager, 4 point, 175 lb. buck.

Eddie Glover, engineering technician senior, 12 lb. turkey. □

Two selected for regional band



Sons of two GO Public Affairs Department employees have been selected for the regional symphonic band. Shawn Carter, (left) son of Betty Lou Carter, editor of publications, is first chair baritone saxophone. Matthew Sullivan, (right) son of Hank Sullivan, programs manager, is second chair trombone. Both are members of the Northside High School Marching Band, Roanoke.

It's OK to say no to strangers

If Dan and Nina Higgins have their way, a lot of children in southwest Virginia and eastern Tennessee will learn that "it's okay to say no to strangers."

Working through the karate clubs in these areas, the couple hope to educate children about potential dangers so that they will not become victims of child abductors.

Dan, maintenance supervisor at Clinch River Plant, explains, "Nina and I have always worked with kids. In addition to our two adopted children, we had eleven foster kids over the years. We enjoy being with kids, which is one reason, I guess, that we got into teaching karate. We get a lot of kids who don't have any confidence in themselves, and karate not only helps them but it also lets them have somewhere to blow off their steam.

"Nina works at Heck's department store, and we were browsing through the books there and saw a coloring book entitled "It's OK to Say No to Strangers." After looking it over, we decided to start an educational program with the book and a cassette tape of the same name. Everybody else is doing the fingerprint and picture bit, which is good only after a kid has been kidnapped. We thought maybe this program would keep them from being picked up."

Dan continues, "The cassette tape teaches the children who cannot read the same thing that is illustrated in the coloring book. We started the program in September and use our karate students as guides. We have one student with each three children so that they will understand and get something out of the program. We bought the tapes and the coloring books out of our karate funds. The local sheriff's department, with the parents' consent, is fingerprinting the children free of charge.

"We have gotten real good response from the parents, and we've checked the kids to see if they listened to the



One group of students who participated in the educational program, "It's OK to Say No to Strangers."

different parts of the tape. They repeat to us some of the tips they have learned, so we think the program is a success. Everybody we have talked to thinks this is a real good program; but, getting other people to help us requires a lot of talking. That is why we are contacting other karate clubs to put on this program. These are people you can count on to do something for nothing.

"Our programs are advertised in the newspaper and over the radio without charge as a public service. We also are trying to give this program through the schools. If they will let us, we hope to reach children through age 14. There's a lot we would like to do — if we just had the time and the money for the materials." □

Weddings



Clendenin-Casto

Kim Casto to **Bill Clendenin**, September 8. Kim is the daughter of **Oscar O. Casto, Jr.**, Philip Sporn Plant maintenance supervisor.



Beard-Wood

Nancy Kimberley Wood to **Curtis Wayne Beard**, November 9. Nancy is the daughter of **W. S. Wood, Jr.**, relay engineer senior, GO T&D Station, Roanoke.

Deborah A. Bennett to **William H.**

Pauley, John Amos Plant equipment operator C, November 15.

Carolyn Thompson to **Kenneth L. McComas**, Centralized Plant Maintenance maintenance mechanic B, November 3.

Patricia Andrews to **Ricky Painter**, Galax line mechanic B, November 2.

Elizabeth Schell to **E. W. "Bill" Klick**, Roanoke line mechanic D, November 23.

Karen Lee Jarrett to **Stephen Dale Rouse**, October 19. Stephen is the son of **Frank Rouse**, Claytor Hydro retiree.

Kathy Jo Reed to **Steve Bell**, Christiansburg line mechanic C, November 29.

Barbara D. Pike to **Jack Williams**, Wytheville line crew supervisor non-exempt, November 30. □

Class of 1985

Births



Darrance Woodrum, Charleston marketing and customer services advisor, master of science in industrial relations, West Virginia College of Graduate Studies.



David Robinson, Charleston customer accounts assistant, master of science in business administration, West Virginia College of Graduate Studies.

Bruce Bacon, son of **Carl Bacon**, Kingsport marketing and customer services director, bachelor of science in industrial engineering, Tennessee Technological University.

Dennis Eugene Grubb, Jr., son of **Barbara Grubb**, Pulaski telephone operator (LTD), bachelor of science in economics, Radford University. □

Beckley

Taryn Nicole, daughter of **Bob Shiflett**, line mechanic D, December 3.

Bluefield

Lauren Miranda, daughter of **Kathy Cook**, Pineville customer accounts representative C, September 6.

Charleston

Whitney Paige, daughter of **Jeff Parsley**, S Albans collector, November 26.

Beth Ann, daughter of **Ray Fletcher**, line mechanic C, November 7.

Clinch River

Heather, daughter of **Larry Hicks**, utility worker A, November 29.

General Office

Michael Adam, son of **R. H. Young**, control electrician A, GO T&D Station, Huntington, November 1.

Gretchen Elizabeth, daughter of **Tom Schmaltz**, environmental engineer, Go Environmental Affairs, Roanoke, November 8.

Glen Lyn

Ariel Nicole, daughter of **Oran Nance**, maintenance mechanic D, November 16.

Huntington

Whitney, daughter of **Timothy Rockel**, Hamlin line mechanic B, November 20.

Logan-Williamson

Evan Keith, son of **Ricky Dean**, Williamson stores attendant senior, October 10.

Lynchburg

James Garfield, IV, son of **Jim Garrett, III**, engineering technology supervisor, November 20.

Pulaski

Benjamin Lee, son of **Danny Cronk**, Christiansburg meter reader, November 9.

Staci Michelle, daughter of **Eddie Woodyard**, meter reader, November 20.

Roanoke

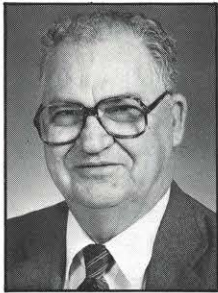
Samantha Jo, daughter of **Cathy Kibler**, T&D clerk B, November 24.

Amber Nichelle, daughter of **Norman Johnson**, Fieldale engineering technician, November 17.

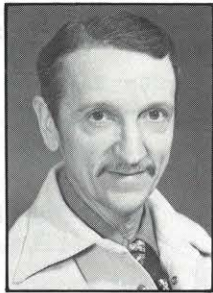
Philip Sporn

Kenneth Ryan, son of **Kenneth Carsey**, maintenance mechanic A, November 18. □

Service Anniversaries



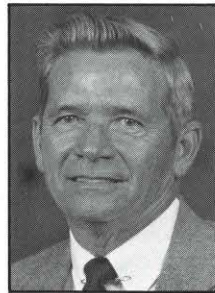
Harold Powers
service clerk A
Kingsport
40 years



Darrell Hoffman
inst. maint. supv.
Philip Sporn
35 years



Aubrey Bradshaw
meter electrician A
Fieldale
35 years



Elwell Kimmell
utility supervisor
Clinch River
35 years

Abingdon

5 years: **W. R. Shutt**, office supervisor, Marion. **Katherine Widener**, customer accounts representative C, Marion. **Patsy Emerson**, drafter C.

John Amos

10 years: **Gary Berry**, maintenance mechanic C. **Diana Smith**, performance technician senior.

Bluefield

10 years: **James Brumfield**, line mechanic B, Pineville. 5 years: **Jaime Patena**, tracer. **Keith Reese**, line mechanic B, Peterstown. **Dewey Hill, Jr.**, line mechanic B, Peterstown.

Central Machine Shop

10 years: **Paul Roberts**, winder 1st class. **Dwight Martin**, machinist 2nd class.

Centralized Plant Maintenance

10 years: **E. H. Martin**, maintenance supervisor.

Charleston

10 years: **Veda Young**, stenographer.

Clinch River

5 years: **Kathy Shortridge**, equipment operator B.

General Office

15 years: **Hussein Serry**, transmission engineer senior, GO T&D Transmission, Bluefield. 10 years: **Shelia Peters**, general records clerk B, GO Accounting, Roanoke. 5 years: **Arthur Smith**, custodian, GO General Services, Roanoke.

Glen Lyn

15 years: **Kenneth Wayne Hopkins**, equipment operator A. **Joseph E. Spencer**, plant clerk B.

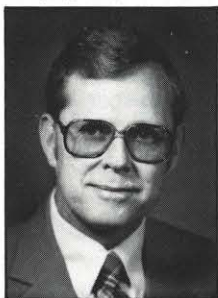
Huntington

15 years: **Millard Callicoat**, custodian.

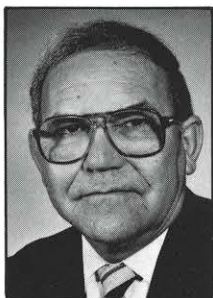
Kanawha River

10 years: **Charles Woods**, equipment operator B.

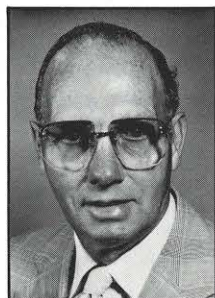
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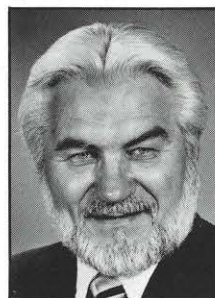
Bob Davenport
division manager
Lynchburg
30 years



Dick Gibson
energy serv. technol.
Huntington
30 years



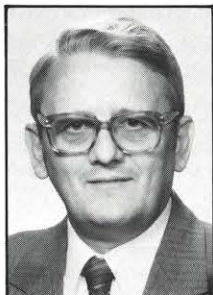
Walter Harris
gen. line crew supv.
Huntington
30 years



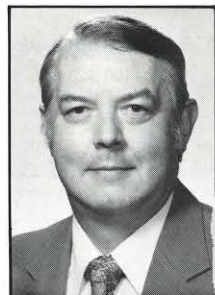
Lee Hodges
line crew supervisor
Huntington
30 years



Hale Terry
eng. technician sr.
Stuart
25 years



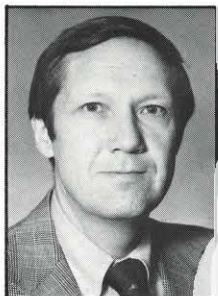
Jimmy Ferguson
shift operating engineer
John Amos
25 years



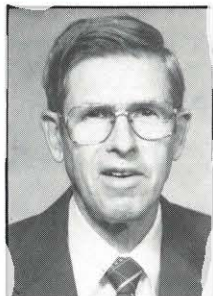
Chuck Julian
maintenance supt.
John Amos
25 years



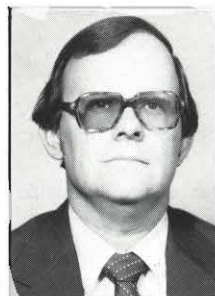
Kitty Byrd
cust. acc. rep. A
Christiansburg
20 years



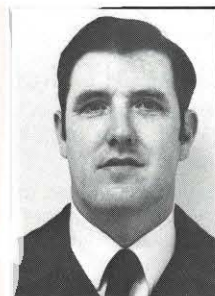
Raymond Totten
tax acctg. supv.
GO-Roanoke
20 years



L. A. Willard
garage supervisor
Pulaski
20 years



Frank Young
head T&D clerk
Pulaski
20 years



Glenn Johnson
maintenance supv.
Philip Sporn
20 years



Valorie Harvey
cent. cash supv.
GO-Roanoke
20 years

Friends We'll Miss

Logan-Williamson

5 years: **J. A. Hall**, electrical engineer senior. **Tim Varney**, meter reader.

Lynchburg

10 years: **Kenneth Eagle**, station mechanic B.

Roanoke

10 years: **Glenn Mullins**, station mechanic A. **Lynn Short**, area supervisor, Stuart. **Barbara Hill**, meter reader.

Philip Sporn

15 years: **David Stout**, maintenance mechanic A. **James Stewart**, unit supervisor. **Anthony Fields**, maintenance mechanic A. **Jack Peavley**, maintenance mechanic A. **Keith Harper**, maintenance mechanic A. 5 years: **Jeffrey Atkinson**, performance engineer senior. **Charles Zuspan, Jr.**, control technician. □



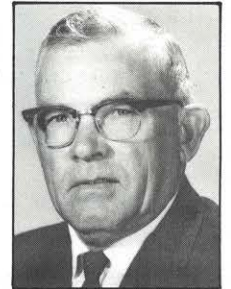
Lineberry



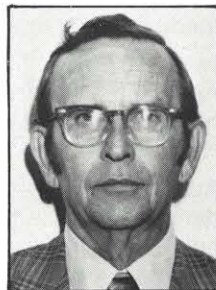
Leffler



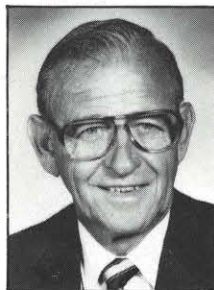
Kapp



Herald



Bragg



Bates

Wayne E. Herald, 78, retired Williamson meter reader, died November 20. A native of Crum, West Virginia, Herald joined Appalachian in 1940 as a groundman and elected early retirement on January 1, 1970. Herald is survived by his wife Edna, Box 586, Kermit, WV; three sons; two daughters; fifteen grandchildren; and thirteen great grandchildren. His son, Edward Herald, is a transmission special clerk, GO T&D Transmission, Bluefield.

Otho Jackson Bragg, 70, retired Bluefield commercial engineer, died December 5. A native of Premier, West Virginia, he joined Appalachian in 1944 as a right of way agent in Welch and retired July 1, 1980. Bragg is survived by his wife Frances, 207 College Avenue, Princeton, WV; one son; one granddaughter; and one great-granddaughter.

Roy M. "Ike" Bates, 62, retired Huntington engineering technician senior, died December 8. A native of Barboursville, West Virginia, he was employed in 1948 as a rodman and elected early retirement on September 1. Bates is survived by his wife Peggy, 1336 Charleston Avenue, Huntington, WV; one daughter; one stepson; and one stepdaughter.

Charles F. Mooney, 80, retired Huntington truck driver-groundman, died December 8. A native of Huntington, West Virginia, he had broken service with Appalachian before being permanently employed in 1937 as a groundman. He retired December 1, 1965. Mooney is survived by one son and three daughters. □

Gene Thomas Lineberry, 62, retired Bluefield general servicer, died November 25. A native of Galax, Virginia, he began his career in 1945 as a groundman in Welch and elected early retirement February 1, 1983. Lineberry is survived by his wife Fern, Route 4, Box 115, Bluefield, West Virginia; two sons; one daughter; one grandchild; and his father, Leemon Lineberry, retired Bluefield station foreman.

Bertha B. Leffler, 77, retired head mailing section, GO General Services, Roanoke, died November 30. A native of Airpoint, Virginia, she was employed in 1944 as a cashier and retired October 1, 1973.

George K. Kapp, 78, retired Charleston auto repairman A, died December 4. A native of Charleston, West Virginia, he began his career in 1930 as a mechanic helper and retired April 1, 1958. Kapp is survived by two daughters.

Newcomers

Beckley

Nancy Hall, junior clerk.

Bluefield

Chris Myers, electrical engineer. **Timothy Brammer**, electrical engineer.

Charleston

Richard Davis, station mechanic D. **Mickel Parsons**, meter reader. **Wallace Brown, II**, engineering technician. **Durwood Boone**, line mechanic D.

General Office

Leslie Lee Woods, transmission mechanic D, GO T&D Transmission, Bluefield. **Michael Wray**, transmission station mechanic D, GO T&D Station, Roanoke. **Daniel Mance**, forestry technician, GO T&D Forestry, Charleston. **Carla Bradley**, station drafter D, GO T&D Station Design, Roanoke.

Huntington

Sonny Stanley, III, meter electrician C.

Logan-Williamson

Edward Matney, parttime meter reader, Williamson.

Roanoke

Donna Switzer, junior stenographer.

Philip Sporn

Randy Meaige, utility worker B. □

Starring

JASON BERG



Jason Berg portrays Tiny Tim in Scrooge, based on Charles Dickens' "A Christmas Carol."

When the curtain rose on Mill Mountain Theatre's production of Scrooge last month, eight-year-old Jason Berg portrayed the immortal Tiny Tim. The red-headed moppet made him a cute and heart-tugging tyke.

Jason, the son of James Berg, accounting manager of Appalachian, is no stranger to the stage. In the past year he also has appeared in MMT's production of The Most Happy Fella and Peter Pan.

Actually, Jason has been busy all his young life. He began dance lessons at three-and-a-half, piano at five. He has appeared with Miss Mona's Sunshine Troupe, Festival in the Park, and the Roanoke Valley Boys Choir. He also appears in shows at North Cross School, where he is a third grader, and sings in his church choir.

Jason enjoys performing at Mill Mountain Theater because he likes to meet people. He also thinks it is fun because they play cards when he is not on stage. Another advantage of working at MMT is that after rehearsals he can stop at his favorite hobby store, which is close by. Jason collects comic books partly for their value and partly because they are fun to read.

In addition to his stage credits, Jason also models and currently appears as one of the two "Carter & Jones Kids" in radio commercials and newspaper advertisements.

Although Jason has plenty of time before deciding on a career, he says he would like to be an actor when he grows up. □

ILLUMINATOR

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ADDRESS CORRECTION REQUESTED

Bulk Rate
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Roanoke, Virginia
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