

ILLUMINATOR

October 1989

???

HAVE YOU SUGGESTED A NAME?

Glad Of

AND WEST VIRGINIA POWER COMPANY

APPALACHIAN ELECTRIC POWER COMPANY

KINGSPORT UTILITIES, INC.

Companies Make Great Progress Since

Accidents Claim the Lives of Appalachian Employees

District Reporters Are Appointed

This is Vol. 1, No. 1, of your publication.

You received notice of publication in letters from M. Doyle, Jr., and J. E. Wright, managers of the Kentucky and Kingsport companies, respectively. These letters stated, "The success of the paper will depend largely upon your interest and cooperation."

Associate editors, whose names appear in this issue, have been appointed for each division and company. Each district has a correspondent, to whom you should pass along information which you think would make interesting news.

Here are the names of the district correspondents: I. B. Peters, Roanoke; J. A. Mundy, Lynchburg; W. G. Gourley, Fieldale; Sank Smith, Welch; O'Neal Amos, Pulaski; Jack Frier, Abingdon; Carol L. Shockey, Bluefield; Fred L. Vermillion, Glen Lyn Plant; John Charleston; W. R. Witzel, Blair Pleas-

ed at Honaker, employed by Appalachian Electric Power Company, died on September 10 of injuries. He fell from a new substation in Ashland. Bull apparently came

When they were struck by lightning, 100 volts of current from a substation groundman killed August when he fell 13 feet.

Our 40th Anniversary

Electric Companies Host to Va. Agents

Over 400 Virginia county, farm and home agents as well as members of the Virginia Agricultural Extension Service were entertained as dinner guests of Appalachian Electric Power Company and Virginia Electric Power Company, Monday, August 21. The dinner was held in the Virginia Polytechnic Institute mess hall and V. P. L. Harcheson was

Hazard Safety Records Praised By District Head

In recognition of an unblemished safety record since May, 1948, department heads and foremen of the Hazard District, Kentucky and West Virginia Power Company, were honored by District Manager A. R. Barber with a steak dinner. Following the dinner, Mr. Barber presented his guests with engraved cigarette lighters for their splendid records and regard for safety methods

More Than
Customer
In Four-

The progress of electric power in the Appalachian region and West Virginia and Kingsport is little short of tremendous. The current on building. Furthermore, continuing a...

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The Inside Story

ILLUMINATOR

Vol. 40, No. 1, October 1989

Published for the employees of:



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Editorial Staff

Richard K. Burton, public affairs director
B. Don Johnson, public affairs information manager
Betty Lou Carter, editor of publications

Associate editors

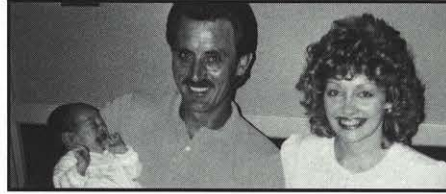
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International Association of Business Communicators

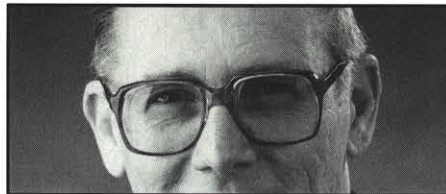
About the Cover:

The Illuminator celebrates its 40th anniversary this month. The first issue — without a name — appeared in October 1949. Then in newspaper format, the *Illuminator* served as an employee publication for Appalachian Electric Power Company, Kentucky & West Virginia Power Company, and Kingsport Utilities.



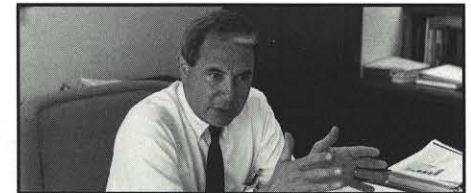
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McCann saves life of infant son

Lanny McCann, Kingsport line mechanic A, used the first aid training he learned on-the-job to save the life of his nine-day-old son Andrew.

Lanny recounts his experience for *The Illuminator*. "I had been home about 30 minutes, and my wife Tamara and I were getting ready to go to the mall to buy the baby a new outfit. Andrew was on the dressing table; and, when I picked him up, he spit up a drop of milk.

"In just a few seconds, he turned red and started choking. I assume some of the milk had gone down in his lungs. He just kept gagging and turned blue, so I knew I didn't have time to wait.

"I started breathing for Andrew and, in the meantime, Tamara was trying to call the lifesaving crew. She dialed 911, but we don't have that emergency number in Sullivan County. She ended up talking to Hawkins County, and they couldn't understand her. All the time I was working with the baby, I kept worrying about whether I was hurting his lungs and doing damage.

"Tamara kept pretty calm and did everything I told her to do. Finally, in about 25 or 30 minutes from the time she started calling, a life saving crew got there.

"We were following the ambulance to the hospital in our car when a real severe thunderstorm hit the area. The ambulance passed one turnoff and just about wrecked.

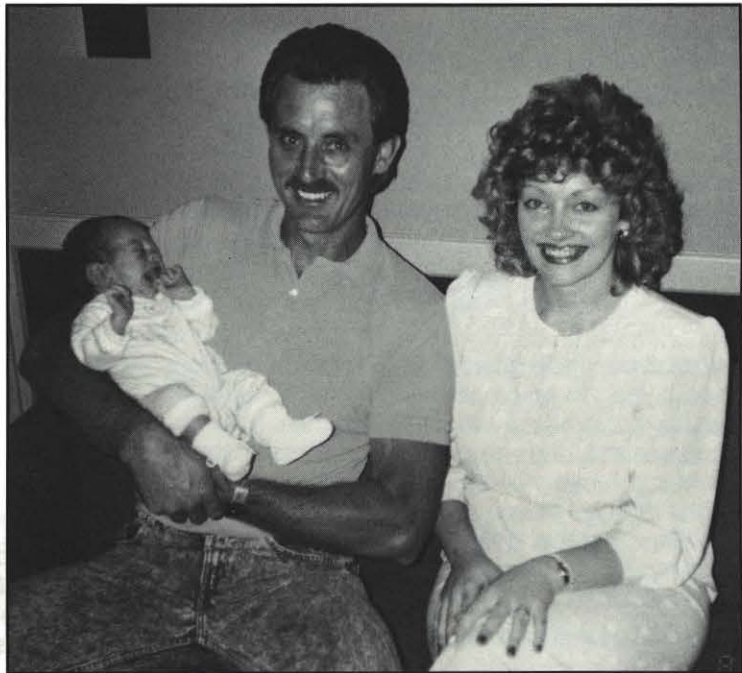
"When they finally arrived at the hospital and got Andrew in the emergency room, he was given shots through the foot. That bothered me real bad. Tamara wouldn't go in the room. She finally broke down, she was so scared.

"I stayed calm until it was all over. Then, when I knew Andrew was going to be all right, I just sat down and cried.

"They kept Andrew in the hospital for three days, and now he is gaining weight and doing well. We'll have him on a monitor for a while."

Lanny states, "If I hadn't been for the CPR training I've had, I wouldn't have known what to do. I'm glad the company thinks enough of its employees to spend the time and money to see that we get it."

For his lifesaving efforts, Lanny was awarded a certificate from the Sullivan County Chapter of the American Red Cross. □



From left, Andrew, Lanny and Tamara McCann.

INFORMATION

Benefits

Employee benefit statement delayed

A 1989 individual Employee Benefit Statement will not be distributed this year because changes in IRS regulations have significantly affected, and delayed, the proper calculation of pensions. Employees would normally have received their statements about the first week of November.

A letter to employees dated December 20, 1988, explained that new rules in the Tax Reform Act of 1986 required changes in the retirement plan which affected pension calculations for retirements after January 1, 1989. Clarifying regulations necessary to prepare a revised plan, however, were not issued by the IRS until this June. The resulting uncertainty about what plan changes would comply with the new law has delayed the adoption of a new retirement plan formula.

That uncertainty is now resolved and a new plan is

being readied. It is expected to be submitted for approval to the AEPSC board of directors at their meeting in late October, after which announcements regarding the changes may take place, and implementation begun. The new formula will result in larger pension benefits for all but the very highest paid executives. If necessary, adjustments will be made to pensions for those employees who retired after January 1, 1989.

Because Employee Benefit Statements, which require three to four months to produce, cannot be issued this year, next year's statements will be provided much earlier — about mid-year; then annually thereafter. The new publication schedule should also prove more timely, incorporating wage and benefit adjustments and medical plan enrollment changes typically occurring in the first quarter of the year. □

It's "periodic partial distribution" time again

Participants in the AEP System Employees Savings Plan in 1986 are eligible for this year's annual periodic partial distribution, to be held in November. During that month, employees may elect to withdraw a portion of the funds in their accounts. Distribution of the funds will take place, as in years past, in February.

The withdrawal provision gives participants the opportunity, once a year, to take out their own contributions (other than tax-deferred contributions and the earnings on them), as well as all the company's — that were made during a given prior year — plus the earnings on such contributions through the current year. Employees not wishing to withdraw the entire amount will be able to specify the amount they wish to receive, with a minimum withdrawal of \$300.

Federal tax laws may subject any taxable withdrawal to

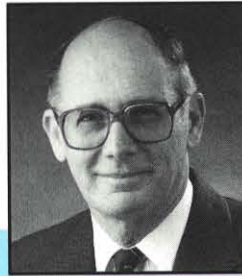
a 10-percent income tax, which is in addition to regular federal income taxes.

To be eligible for the November election period, an employee must have been a participant in the Savings Plan at some time during 1986. To make a withdrawal, he or she must notify the Human Resources Department and complete an election form during November.

The withdrawal is voluntary and carries no penalty. But a decision to withdraw, once made, is irrevocable, and funds withdrawn cannot be reinvested in the Savings Plan. In some cases, the partial withdrawal may be subject to income taxes.

The periodic partial distribution provision is explained in the AEP System Employees Savings Plan booklet. Employee questions should be directed to the Human Resources Department. □

A review of the Employee Savings Plan



The **Illuminator** last month went to Gerald P. Maloney, senior vice president-finance of the AEP Service Corporation and chairman of the Savings Plan Administration Committee, to ask him about the plan in general and the decrease in the Fixed Income Fund interest rate in particular. Here is that interview:

Illuminator: Please explain why the average interest rate applicable to employees' accounts in the Fixed Income Fund will drop later this year.

Maloney: The Fixed Income Fund is made up of a number of guaranteed investment contracts with high-quality insurance companies and commercial banks. The fund at present holds 11 such contracts that, taken together, produce the current interest rate of about 12.8 percent.

However, more than half of the money in the Fixed Income Fund (i.e., \$153 million out of \$297 million) is represented by two contracts. These contracts were negotiated in 1980-81, when interest rate levels were extremely high, and they thus carry a weighted average interest rate of 14.9 percent. Unfortunately, both of these contracts will expire later this year, and they will have to be replaced by new contracts that will reflect today's much lower interest rates: averaging around 9 percent or perhaps slightly less. The result will be that the over-all interest rate on all contracts combined will fall to 9.5 or 9.6 percent.

Illuminator: What are these contracts?

Maloney: Both are with Equitable Life Assurance Society. One carries an interest rate of 15.75 percent, the highest we've ever been able to put in the fund, and it has the largest part of the money in it. That contract will terminate October 31. The other, at 11.85 percent, will terminate December 31.

Illuminator: What is your view of the new interest rate that you anticipate for the Fixed Income Fund?

The AEP Savings Plan Administration Committee announced last month that, by year's end, the average interest rate for the Fixed Income Fund (one of the plan's three funds available to AEP System employees) will be approximately 9.5 to 9.6 percent, compared with the current rate of about 12.8 percent.

Maloney: Interest at 9.5 or 9.6 percent is still a reasonably attractive rate, when you compare it with current alternatives for fixed income investments. We were fortunate to have been able to negotiate the 15.75 percent contract with Equitable back in 1981, when interest rates were at their peak, and to have retained it for as long as we did. But it terminates and must be replaced in the interest rate environment of 1989.

Let me point out one important characteristic of the Fixed Income Fund investment contracts: they do not involve any "market risk." By that, I mean that they pay out at the original investment level and thus do not reflect losses in market value that could result from increases in interest rate levels.

Illuminator: On January 1 the Savings Plan will be 12 years old. What is your assessment of its success at this point?

Maloney: The Savings Plan has enjoyed remarkable success, whether measured by the number of participants or by its growth in assets since it began January 1, 1978.

More than 10,000 employees, or 78 percent of those eligible, signed up to participate on opening day. Today, more than 17,500 employees, or about 90 percent of those eligible, are members of the plan. And some 40 percent of the participants subscribe to the plan's "tax deferral option," which permits them to defer federal income taxes (and in some cases state and local taxes) on

contributions coming out of current compensation.

Illuminator: How much did employees contribute to the plan, and how much did the company contribute, in 1988?

Maloney: Employees throughout the System invested a total of about \$43 million last year. The average participant contributed about 8 percent of his or her compensation. This investment was matched (in AEP common stock) by the company to the extent of \$13 million. (The company contributes 50 cents in stock for each \$1 in cash from the employee, up to a maximum of 6 percent of the individual's salary. Example: if an employee receives a salary of \$30,000 and contributes at least 6 percent of it to the Savings Plan, the company contributes 3 percent or \$900 in stock.)

Illuminator: What is the market value of the amounts in the Savings Plan, and how are the amounts divided among the plan's three funds?

Maloney: The market value today is in excess of \$550 million. Approximately 71 percent of the employee contributions are being made to the Fixed Income Fund, 16 percent to the Equity Fund (a portfolio of securities that tracks the "Standard & Poor's 500" index) and 13 percent to the AEP Stock Fund. Their market value is divided among the funds as follows: Fixed Income — \$297 million, Equity — \$58 million and AEP Stock — \$205 million.

Illuminator: To what do you attribute the popularity of the Fixed Income Fund?

Maloney: Approximately 83 percent of the individual participants are investing some or all of their contributions in the Fixed Income Fund (employees may put all their money in one fund, split it between two or divide it evenly among all three). This is due, in part at least, to the fund's attractive interest rate and also, I believe, to the fact that the value of the investments is not vulnerable to market risk. □

The new leadership in human resources

AEP's new senior vice president-human resources talks about a variety of issues — career advancement, employee benefits, professional development and organizational philosophy — all having an impact on the employees of the American Electric Power System.

Illuminator: Concerning your philosophy on the role of Human Resources in the overall management of the AEP System, is that role primarily to execute management decisions regarding areas such as wages, benefits and policy decisions or should Human Resources be more active in the area of policy creation?

Ronald A. Petti: Much of the activity in Human Resource departments is necessarily involved with executing the affects of management decisions. Human Resource people provide service in such areas as recruiting, employment, training, compensation and benefits, all activities where other managers' decisions generate much of the work.

Human Resource managers, particularly those of us in senior roles, are also involved in advising our senior general management what direction creation of policy should take. An important responsibility of Human Resource managers in both the Service Corporation and the operating companies is to recognize a need for new policies or policy change and to make recommendations to senior management regarding a proper course of action. We're very accountable for helping guide AEP to appropriate policy decisions regarding people.

Illuminator: What do you see as the major changes in Human Resource functions as we move into the 1990s and beyond? Some pundits are calling for a less hierarchical corporate structure, benefits such as day care and professional development and just generally restructuring corporations. Do you see these as real trends, or just a fad of the moment being espoused by a few?



Ron Petti

Petti: Corporations must do what is appropriate to their particular needs and circumstances. Companies that have restructured, and I have seen companies through that kind of reorganization in the metals industry, have done so as a reaction to major change in their competitive situation. As they became part of a truly global competition the rules changed. The need to have a drastically different economic profile with a lot less built-in cost — particularly personnel cost — became paramount. Such dramatic change may not be needed or even appropriate in terms of the responsibilities and competitive circumstances of a public utility.

Human Resource professionals need to evaluate change that bears on the business of their own organization. We look, for instance, at population changes and the effect they may have on the developing nature of our work force, and day care may or may not be a needed program. We look at societal changes and their effect on peoples' attitudes and expectations and we may need to vary our organizational practices to accommodate them.

There is a different work force in the 1980s and 1990s than in the 1950s and 1960s. There are also competitive forces at work, many newly affecting the electric power industry, that bear on subjects like cost and cost containment in

a very different way than 15 or 20 years ago. All of these affect the human resource agenda. What is important is to avoid fads and to focus on those needs that are meaningful to your organization and to the business it is in.

Illuminator: Given your extensive background in industry, as well as an academic environment, what new ideas are you bringing from those experiences to this job? Are there some areas of concern you believe should get immediate attention?

Petti: Every industry has its own culture and its own frames of reference. The experience of working in other industries doesn't necessarily mean I bring new ideas. Perhaps I bring a perspective that persons who have spent all their working lives in one environment may not have, and that may be helpful. It means looking at the same set of conditions, but in a different way. It is desirable that companies seek fresh perspectives on things they are doing and an occasional new face is one way to do that.

As for areas of attention, AEP is not a troubled company from a human resource standpoint. AEP has good people doing good work. Personnel systems are in reasonably good order. There are obviously some areas about which people have expressed concerns and I may share those concerns as I deepen my own understanding. I will also bring my own perceptions to the party.

I do think a lot of attention should be focused on continued strengthening of the organization, securing and developing the best team in the field. While this involves all employees, it calls particularly for stronger professional development of managers to lead the team. We want sufficient depth to be able to choose from among several excellent candidates for each managerial position. We also want to create developmental experiences which make them the very best managers we can.

I also think the areas of employee communication and employee involvement will receive increased attention. In a company as well managed as AEP there can sometimes grow a tendency to think that "management does it all." It doesn't, and we all know that. There

is a critical role to play for each employee who is motivated to contribute. Effective communication, opportunity to participate, and proper recognition for performance all bear on that contribution.

Finally, I think there is need in the System to improve our performance in certain specific areas, — safety, for example. From one perspective, the System has an excellent safety record. There is a low level of disabling injuries when compared with other utility companies and with industry as a whole. There is also, however, a comparatively high rate of “garden variety” injuries that do not result in disability. Since every accident is a serious injury waiting to happen, if you reduce accidents generally, you reduce the potential for harm. Our operating company managers are frustrated when persons incur injuries they have been schooled to avoid. What prompted the lack of attention that caused the injury? The answer ultimately lies within each individual, not the safety rule book, and that’s a challenging matter to address.

Illuminator: Do you anticipate that, as a cost-saving measure, AEP might initiate any kind of early retirement program in the near future?

Petti: Early retirement is not necessarily a cost saving measure. The voluntary early retirement programs that many companies have instituted have a heavy short range cost because they generally provide costly financial incentives to retire early. A long-range payoff through reduced personnel expense occurs if those who depart are not replaced. There does not seem to be need for this sort of program in the AEP System. There has been reasonable efficient work force control, particularly over the last several years, through tight restrictions on hiring and carefully managed attrition. That keeps personnel numbers down without requiring either the forced termination of people or the expense of an early retirement incentive program.

There is also a recognition in human resource circles that what seemed appropriate in the recessionary climate of the early 1980s as companies had to downsize their organizations may no longer be appropriate as our work force

dynamics change. Keeping your most experienced employees looks more and more like a better idea.

It may not even be healthy for the nation as a whole that so many people leave active employment early, with their mental and physical skills intact, to become absorbers of our economic capital rather than contributors to it. The AEP pension plan provides generous benefits to those who have an interest in retiring early. The reduction from a normal pension is less than actuarial, so from a financial planning standpoint it’s an attractive early retirement program. Since the average age of our retirees is now about 62-1/2, they seem to see it the same way, and I see no need to further encourage early

expansion, most organizations that go outside for experienced help do so not for lack of good people, but because they have failed to provide those people the right mix of skills and experiences for the job that needs to be filled. Going outside may be necessary to secure those skills, but what has happened is a failure of the organization, not of the people inside.

Other valid reasons for recruiting outside are to secure a transfer of technology — looking for a new way of doing things that the organization has not developed internally, or to shorten a learning curve by bringing in experienced help when internal training would be too long, too expensive, or too difficult to manage. Unless these aspects



retirements in AEP at this time.

Illuminator: What is your philosophy in regard to promoting employees from within the organization?

Petti: I favor it. In an organization with the relative stability of a large electric utility, it is reasonable and intelligent human resource management to recruit the best young people we can and to encourage their interest in a full career with this single Company. AEP is a major American corporation with a wide diversity of internal job opportunities, and since the work force does not go up and down with every shift in the economy we can make a promotion-from-within policy work well.

Unless it’s strictly to address a rapid

are present, the long-term best interest of the Company requires promotion from within.

Illuminator: What is your thinking on job posting and how might employees be made aware of openings in other AEP operating companies for which they would like to be considered?

Petti: Employees who are genuinely interested in work at another AEP operation should register that interest with the Personnel office in their particular location. Effort is made when other AEP units look outside their own work group to zero in on people who have expressed an interest in change. It is natural that most people in a company, even one as large as AEP, make

and enjoy their careers in a given locality. It is appropriate to give preference to qualified people in the immediate work group, it is very expensive to relocate people, and it is sometimes disrupting enough to families that employees are disinclined to go. Corporations will transfer only those whose professional skills, education and experience, or promise of development, need to be transferred to maximize the system's assets long-term.

For those persons who are available for jobs system-wide, AEP conducts what it calls a "System search." That requires two things to be effective. The first is a commitment by management everywhere not to hide talent, but to make it available for the good of the System and of the individual concerned. The second is a registration of interest



by those interested in promotional opportunity elsewhere.

The System search is something I want to look at carefully over time to see if there are ways to improve it. It would help immeasurably, for instance, to have a succession planning process that maintains an up-to-date inventory of where good people are and what experiences would be pertinent to their career development.

There are a number of administrative and other problems with job posting that tend to complicate such a system. It is most important that qualified people who are interested in opportunities outside their own immediate organizations be known, that such interest can't be shut off at the location, and that a genuine search takes place for such people when the needs of the organi-

zation can't be met within the local work group.

Illuminator: Benefit costs have risen steadily over the years, and in some areas, like health care, have been skyrocketing. Are the days of improved benefit plans behind us, or are there any plans to cut back benefit plans AEP employees have now?

Petti: Benefits have certainly become not only a major portion of every employee's total compensation package, but of their family security program as well. In major corporations, we take matters like retirement pensions and medical insurance for granted, but there are millions of Americans who have no retirement income to look forward to and no financial protection in the event of illness or injury.

The total cost of AEP benefits has risen to nearly 40% of payroll, or a whopping \$250,000,000. One driving force continues to be the inflation in health care cost, which will increase to about \$67,000,000 in 1990, up \$27,000,000 just since 1985.

The fact of these high numbers does not necessarily mean that benefit improvement is dead for the future. Because benefits are part of total compensation, it's a continual question of how best to spend compensation dollars. We want AEP employees to have a first class benefit program, competitive in our labor markets, and meeting the needs of AEP families. We need to be prudent about overall compensation cost, however, always balancing the interest of employees with those of shareholders and electric power consumers.

The bottom line is our commitment to continually review our benefit plans to assure their competitiveness in attracting and retaining employees, their value as part of our employee family security programs, and their fit in the benefit program as a whole. We expect to add new programs when appropriate and to modify or change our plans when it makes sense to do so.

Illuminator: The follow-up on that issue, employees occasionally read about a "menu" offering of benefits available at other companies from which employees at those companies select their

preferences. Will AEP consider offering a menu of benefits at some point in the future?

Petti: A flexible benefits approach is desirable in my judgment. It meets the different needs of different people and therefore gets greater mileage out of each benefit dollar. But in order to make flexible benefits work, AEP needs a more sophisticated human resource data processing system. We need a computer-based capability to record transactions, choices and changes, the status of credits for a particular benefit and so forth, coordinated with payroll. AEP won't have such a capability until a major project now underway to create a new Employee Information System is completed. This is a project of great importance to AEP and to human resource management throughout the organization. When this system is installed, hopefully within the next two years, we will have our essential tool to tackle a flexible approach to benefits.

Illuminator: To the extent there are any differences in policy among various units of AEP, when will they be eliminated? For example, it takes two years less service to qualify for three weeks of vacation in the Service Corporation than it does in the rest of AEP.

Petti: This is a subject on which I am trying to develop some perspective. There are virtually no differences in policies among the different units of our electric utility business, despite the wide range of geography, nor among the different classes of employees. There are some wage differences, depending on different labor markets, but benefit programs for the most part are uniform from custodian to president, even between union and non-union employees.

Differences are inequities only if they are arbitrary or unfair, or if there is no logical explanation why the differences exist. I think the particular difference you cite had its origin when the Service Corporation headquartered in New York City. Three weeks vacation at five years service was appropriate in that labor market, and was carried to the new one along with the transfer of the hundreds of individuals involved. Comparative studies we conduct annually in our labor markets do not indicate that the

seven year vacation eligibility is wrong, but that the five-year eligibility is still on the liberal side, particularly for non-management employees. Since there's always some reluctance to reduce benefits once granted, this is a situation we intend to monitor over time.

Illuminator: Is the benefit of flexible working hours under consideration for the AEP System?

Petti: Not the only, but a major reason organizations adopt flexible hours is to ease commuting problems. For example, in New York, Los Angeles and Boston, flexible hours have become almost essential for downtown workers because of the log jam on the highways. That level of need isn't found anywhere in the American Electric Power System. My short commute, even in a city the size of Columbus, seems like an AEP fringe benefit after my commuting experience in Boston.

We schedule those hours that are necessary to best service our customers and to best create a cohesive internal working environment. While I have an open mind on the subject, we have not detected any significant need or pressure for a wide variance in working hours with the AEP System.

Illuminator: AEP Companies are still adjusting to the many changes which occurred as a result of the recent Cresap study. Although these changes have streamlined the company so it is more cost-efficient and competitive, many employees feel that morale is suffering. Do you see this as a problem? If so, what do you see as the role of Human Resources in solving this reaction to implementation of the Cresap recommendations?

Petti: If morale is truly down as a result of implementing the Cresap study, and I'm not sure that such a generalization is warranted, the answer to me is better employee communication. There is no reason AEP people should feel "down" about the results of Cresap. In the modest downsizing that occurred in the last year-and-a-half, AEP provided as gentle a landing for its work force as anyone could imagine, particularly when compared with other companies and other utilities. It is a remarkable testimonial to the concern of this Company for its employees that hardly anyone,

anywhere, actually was let go. Attrition and reassignment were the principle actions.

The Cresap program needs to be viewed as a positive development for the organization and not a negative one. We owe it to our customers to not be charging more than is legitimately necessary to provide electricity to their homes and businesses. The study itself was a reflection of our periodic need to look at the things we do and determine whether they need to be done, or done in the same way as before. It is a tribute to the ongoing efficiency of the organization, to its management and employees, that the number of persons affected by reassignment was so relatively small, given the total size of the work force.

Employees who lack that perspective may have an insufficient amount of information as to why the program was necessary, what the comparative results were, or what it would have been like if the company had to undertake the kind of massive restructuring I have seen in the steel and aluminum industries. That's why I term it a problem in communications, or in understanding; not morale.

Illuminator: Would you like to see an employee attitude survey be conducted?

Petti: I am always interested in how employees feel about the company for which they work. I'm not a big fan of attitude surveys per se, but I think there has to be some regular way for people to express their opinions and for those opinions to be heard and assessed. That can be meetings, surveys, focus groups, samplings, or ideally, just the fruit of a genuinely open communications atmosphere. When I initiate surveys, they tend to deal with the matter of employee communication. I think how employees feel about communication, the sources of their information, whether or not they feel well informed, and whether they believe they have adequate opportunities to express their points of view tells volumes about relationships, about morale, and about attitudes in the company. That's valuable information for human resource programming and I might try to encourage such a look within the AEP System.

Illuminator: You have toured the AEP

System and are now generally familiar with the company. What has impressed you most?

Petti: First, and overwhelmingly, the great sense of pride that AEP employees have in their company. Almost everyone I've met, or listened to, seems genuinely to like and respect this company. They like what it does, what it stands for, how it behaves. Second, the level of interest and involvement that employees have with their own jobs. People are "into" their jobs; they are on top of what's going on in their particular function and responsibility. They talk about it with knowledge and interest and enthusiasm. I think the combination of these two factors suggests a strong organization and is a real asset from a Human Resource standpoint.



Illuminator: What most distresses you about the AEP System and how do you plan to tackle that issue or problem?

Petti: I don't see anything that distresses me about the System. I'm not here because AEP is in trouble from a human resource standpoint. My responsibility is to take a good state of affairs and try to make it better.

One comment I do pick up among the operating companies is that the organization has perhaps over-stressed uniformity. I've worked in plants and in divisional operations, as well as in corporate headquarters, and can be sympathetic to that feeling. So long as human resource objectives are uniform in the total company, and basic systems are the same, I think there is plenty of room for individual operating company license in reaching a goal.

I also detect an interest in developing a more structured approach to deciding direction in H. R. programs and policies, looking down the road in a planned and orderly way and developing the programs accordingly. I think that overall programs in AEP have evolved very well, but better planning can be helpful.

I personally feel a compelling need to help improve our systems for management and career development, for succession planning, and for employee involvement. AEP has excellent people and a need to get the best contribution those people can deliver. When you really tap into your human resources, you make jobs more meaningful, careers more rewarding and the whole organization stronger. That's a very desirable objective.

Lastly, I think the area of employee information needs a review. I was surprised to find that AEP had no System-wide avenue for communicating with all its work force. Without detracting from the communication responsibility of each operating entity, there is value in being able to address the entire work force on subjects of System-wide interest. I will do what I can to encourage that kind of development.

Illuminator: What are your top three priorities in doing your job?

Petti: First, continuing to develop a good understanding of what's going on and why, not only in human resource management, but in the business as a whole. Second, listening hard to what other AEP employees feel are significant needs in human resource management, then adding my own perspective as I assess those needs. Third, recommending and establishing agreement on a set of objectives to guide us for the next several years and beyond.

Illuminator: When your career is finished, what would you like your legacy to be? What would you like to have accomplished for the good of the order?

Petti: Having just recently found my way to the washroom, it's way premature to think about legacy, but hopefully, that I took a sound program and helped to make it better. I have always

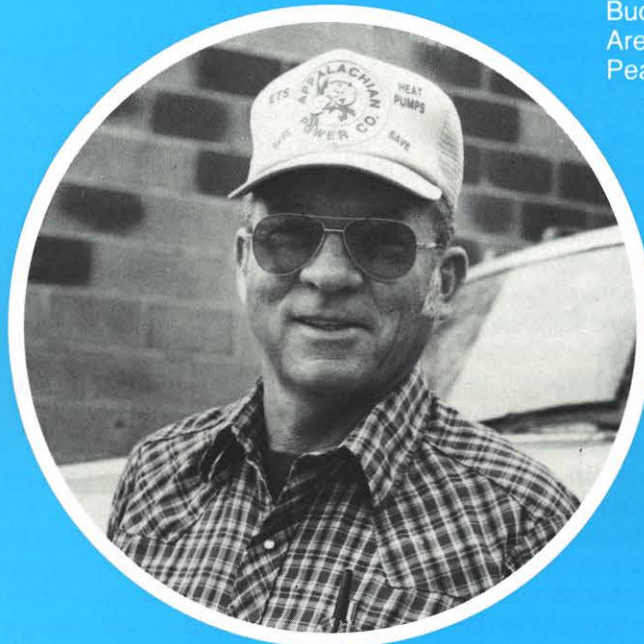
found personal satisfaction in business and in life seeking to be a force for progressive change, whatever environment I'm in. I would like to be, with other senior managers and with other human resource managers, an instrument for progressive change in the AEP System. I particularly would like to leave some imprint on our highest priority in human resource management. That is to strengthen the team, from continuing improvement in the quality

of our managers to the meaningful involvement and participation of our employees. I can't think of a better or more challenging legacy, because it is an objective that senior management can never complete. You continually raise the standards and there is always more that can be done.

Illuminator: Thank you for the opportunity to get to know you.

Petti: It has been a pleasure. □

My idea counted,



Buck Buchanan
Area Servicer
Pearisburg

yours can too.



**APPALACHIAN
POWER**

Keep your child safe in a safety seat

Did you know:

- A child is more likely to die as a passenger in a motor vehicle accident than from any other cause of death?
- Collisions are the main cause of traumatic epilepsy among children and often inflict mental retardation and spinal injury?
- That in a 30-mile-per-hour crash, an unrestrained child would be thrown inside the car with approximately the same force as if falling from a third-story window?

These are just a few of the alarming facts you should know about children and motor vehicle accidents. Many people are unaware of the dangers children face during accidents — dangers that could easily be prevented by the use of safety seats.

It is not true a child is safer in an adult passenger's arms. In a crash the child could be crushed by the adult's weight. You simply cannot hold and protect a child from the tremendous force of a collision.

By placing a child in a safety seat rather than on the car seat or in your lap, you reduce by 80 per cent a child's chances of dying or being injured in an accident. That's an impressive statistic — so impressive that every state in the United States has passed legislation requiring the use of safety seats.

Yet sadly, only 46 per cent of children under the age of five are actually put in safety seats and, even then, the seats are often misused.

Which seat to choose?

Safety seats come in different sizes to accommodate a child's weight. Use the following guidelines to choose the right seat:

Infants should have safety seats designed exclusively for them from birth until they weigh between 18 and 20 pounds. A convertible seat is available which is suitable for infants as well as toddlers up to 40 pounds.

Toddlers who sit up by themselves and weigh between 20 and 40 pounds should have either convertible or toddler seats. Young children from 40 to 65 pounds should be placed in booster seats. These seats, which are designed spe-



cifically for children who have outgrown toddler or convertible seats offer more protection than a safety belt for this weight range.

How to select a seat

A safety seat is acceptable if it is federally approved and has been dynamically and crash tested. Seats built after January 1, 1989, must pass a 30-mile-per-hour crash test as well as meet other government standards.

To choose the best seat for your child, keep in mind:

- The seat must be suitable for your child's weight and age.
- A convenient model is best — the more complicated the seat, the greater the temptation not to use it.
- The seat should fit your vehicle's safety belt system properly.
- When choosing a seat with tether straps, you must be willing to install and use it correctly. A tethered seat requires a hole to be drilled in the back shelf of the car, the tether is attached through this hole to hold the seat in place. If the seat must be used in more than one car or in a car pool, select a seat that does not require a tether.

How to install and use a safety seat

When installing a safety seat, be sure to follow the manufacturer's instructions. For example, if the seat has various reclining positions, the instructions will help determine the safest position for your child.

An infant seat should face backward; toddler and booster seats should face forward. Whichever seat you have, use your car's safety belt to hold the seat in place (even if the seat also requires a tether). If the safety belt continually slips, you may need a "locking clip" to fasten it snugly. If the seat itself has any straps, a harness, or top tether, always secure them properly.

Should the safety seat be in your car during an accident, remove it and return the seat to the manufacturer. Do not use the seat again under any circumstances. The seat could have an undetectable flaw due to the accident which could cause it to malfunction at a later date.

Perhaps most important of all — children learn by example. The driver and everyone else riding in your car should buckle-up, too! □

Price earns CPS designation



Brenda Price, Abingdon stenographer, has earned the designation of Certified Professional Secretary (CPS), one of the highest honors available in the secretarial profession. She is the second woman in Abingdon Division to achieve this honor.

Brenda is a chapter member and past president of the Washington County Chapter of Professional Secretaries International. She was chosen as the chapter's secretary of the year in 1986. □

Retirements

Bob Lampert



"I really enjoyed line work," says Bob 'Blue' Lampert, Bluefield line mechanic A. He elected early retirement on September 1 after 10 years on long term disability leave.

"It seems like I was always elected to get to work storm trouble, so I have worked with every line crew in the division. I knew everyone, and they knew me.

"When I started, we cut our own right of way with a crosscut saw and axe, dug our pole holes and set the poles by hand, and did our line work on hooks. The boys should be really thankful for the equipment they have now.

"These young linemen don't know what they missed by not having to change bulbs in the old Appalachian sign on Stoney Ridge. We could get close to it, but we'd have to carry in the materials. We used to change all the streetlights twice a year, and we'd catch 150 or 175 poles a day. By the end of work, we'd have to wrap rags around our legs because they would be bleeding. We also used to have to change the bulbs in the football stadiums at Owen and Pocahontas. Those poles were 95 and 100 feet, and we'd do that on hooks, too. Yes sir, they missed a golden opportunity."

Before being injured on the job, Bob was an avid sportsman. "Now I catch all the football games on television," he says. "I have a lot of time on my hands because I've had an operation every year and have to recuperate. I read some and visit my son and his family when I feel like it." Bob and his wife

June will continue to make their home in Bluefield, WV. They attend Brushfork Baptist Church. □

Billy Lee



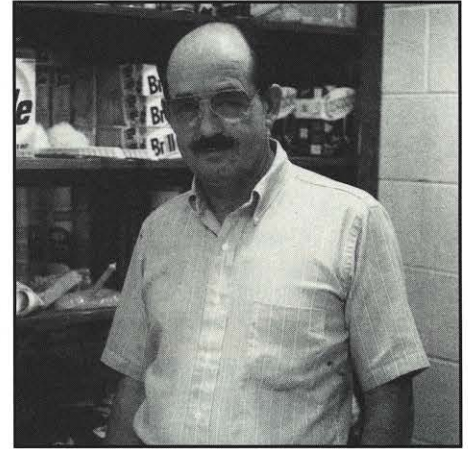
"I've had 25 good years with the power company, and I'm grateful that I had the opportunity to meet so many employees during that time. It's something I'll hold on to the rest of my life," says Billy Lee, who elected early retirement on October 1. An express driver in GO General Services, Williamson, Billy estimates he drove about 60,000 miles a year for 20 years.

Billy's closest call came one icy night as he was coming into a curve above Madison and a state road truck slid into his station wagon. The truck's blade cut the whole side out of the station wagon.

Despite all his time on the road, Billy's retirement plans include traveling. "Our children sent us to Hawaii on our 40th wedding anniversary two years ago, and we're ready to go anywhere else they have in mind," he laughs. "We have two girls, four boys, and 13 grandchildren, and I want to spend some time with them."

Billy enjoys bowling and is chairman of the deacon board at First Mt. Zion Baptist Church. He served one term on Williamson City Council, four years on the board of directors of the E. O. C., and eight years as president of the West Virginia State Association of Elks. Billy concludes, "I'm fortunate that the Lord has blessed me to reach retirement age." □

Buster Rasnake



"I'm going to hang it up this time," says Abingdon Custodian C. J. 'Buster' Rasnake, who elected early retirement on October 1. His first retirement, from the Air Force, occurred in 1972.

"I came back here to live because it was home," Buster notes. "I bought a little farm in Russell County and worked as a security guard at the Clinch River Plant for two years. After that I went to welding school and got a job in Grundy. The long drive in the winter months got to be hazardous; so, when I found out there was an opening at Appalachian, I came over and applied. I've had good people to work with, and I've enjoyed the time I spent here.

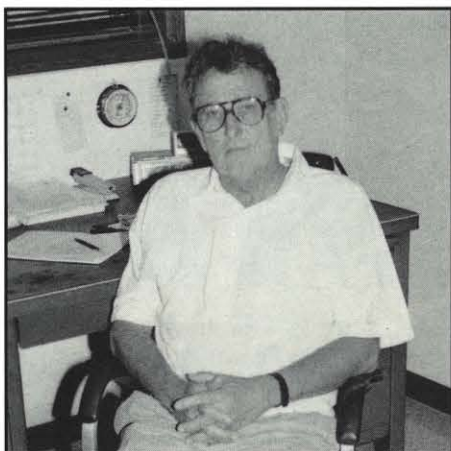
"I'd like to go back to Europe this fall, if my health holds up, and visit England and Germany. I have a lawn mower repair shop, so I can stay busy at that. I'm going to enjoy grouse hunting and fishing. I have some more training to do with my bird dog."

Buster is a member of the Bethel Baptist Church in Lebanon, the Air Force Sergeants Association, VFW, and the DAV. □

Jack Farley

"Relay work has always been a challenging and interesting field, and I've enjoyed it very much," declares Jack Farley, who elected early retirement on October 1. He was a relay engineer senior in GO T&D Relay, Bluefield.

"When I was employed, the company had started its expansion program," he recalls. "During my 38 years service, I



worked on the construction of nine generating units and saw the company expand from 138 kv to 345 kv and then to the 765 kv transmission system.

"Now," Jack says, "I don't have any plans to change my lifestyle. I'll just spend my time hunting and fishing, farm a little, and help my wife Catherine with her woodworking crafts." □

Cliff Dunigan



"Serving the people is what I enjoyed most about my years with Appalachian," says Pearisburg Area Supervisor Cliff Dunigan, who retired on October 1. "It was a hectic job at times, but I really enjoyed my work."

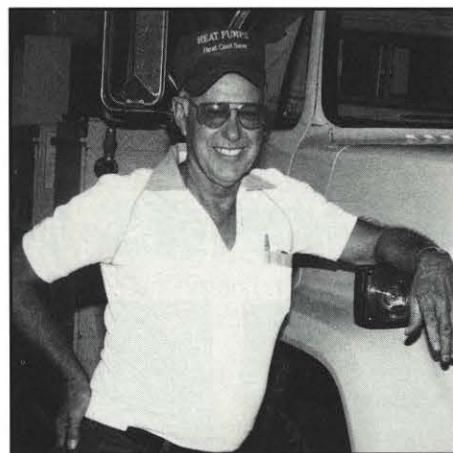
Cliff's first experience with line work came when he did telephone work at a CC camp. He was an electrician for the shipyards and the Navy before joining Appalachian in 1946 as a groundman B. "We worked out of Narrows in what was the Bluefield-Clinch Valley District," he recalls.

Cliff adds, "Back when I started we had safety rules but not a safety program. I worked with a crew who didn't care as long as they got the work done. As the years went along, most of them got safety conscious. I've been real fortunate to have 43 years without a disabling injury. I'm proud, too, that the employees in Pearisburg have a 10-year safety record."

Cliff, a deacon in the Pearisburg Baptist Church, enjoys hunting, fishing, gardening, carpentry, and electrical work. "I'm just a handyman," he says.

Cliff and his wife Bertha have one son, two daughters, and three grandchildren. Retirement plans include traveling later on. □

Herb Hill



"I came to work at Appalachian for less money than I was making, but I felt it would be a steady job," recalls Herb Hill, Charleston meter service mechanic A. On October 1, after 39 years' service, Herb elected early retirement.

"The snowstorms were the most exciting times," he says. "I have worked as much as 38 hours at one stretch. I enjoyed working with the guys and have quite a few friends here."

"After my wife retires next spring, we're planning on traveling in our motor home. We particularly want to visit the Northwest. We've bought another house, and she wants the kitchen changed so I'll be working on that for a while. I enjoy working on cars, too. I used to put on vinyl tops and sidewalls, and some of the guys are trying to get me to go back into that."

A member of Cross Lanes Methodist Church, Herb enjoys attending West Virginia University football games. The Hills have three daughters and three grandchildren. □

Joe Clouser



A 44-year utility career came to a close on October 1 with the retirement of Joe Clouser, purchasing and materials management director for Appalachian Power.

Clouser joined the company in 1945 as a stores clerk in Williamson, soon after returning from service with the U. S. Air Force during World War II. He became stores supervisor in Williamson three years later and was named personnel supervisor there in 1954. Clouser transferred to the Roanoke General Office in 1962 as purchasing and stores assistant and was made purchasing and stores director in 1968.

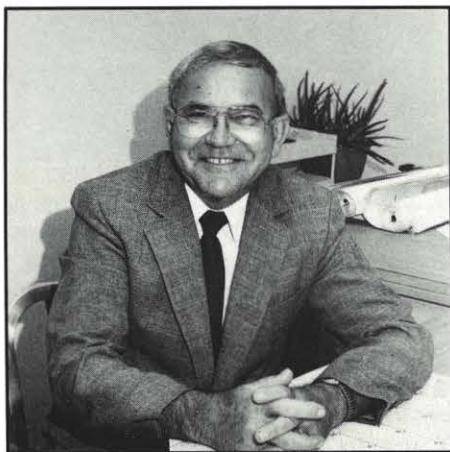
As Appalachian has grown over the years so has the responsibility and size of the GO Purchasing Department. "The centralization and automation of our purchasing are two of the big things we have done with the assistance of our good employees here," Clouser says. "I have only been a part of it."

Clouser adds, "We have a company with a lot of fine people. The job security and fringe benefits are outstanding."

Both of Clouser's children were recipients of AEP Educational awards. His daughter Carolyn earned an MBA and is a senior vice president of corporate finance for Sovran Bank. His son Kent is a doctor, specializing in OB-GYN.

"Lila and I will travel some," Clouser says, "but really I'm a homebody when you get down to it. We may spend a little time in Florida this winter and possibly take a cruise. More golf is definitely on my list. I'm behind on my reading and want to get into wood-working again. I enjoy working in the yard and making home improvements. But, since our house is only five years old, I won't have too many of those. I may volunteer with Meals on Wheels although I'll feel my way through before getting too involved. I'm sure I won't go home and sit down." □

Dick Gibson



"I enjoyed being out in the field, working with commercial and industrial accounts," says Huntington Energy Services Technologist Dick Gibson, who elected early retirement on October 1. A Navy veteran, he began his career in 1955 as a material clerk in the Stores Department.

Now Dick plans to devote his energies to making his home a showplace for the horticulture hobby he's had more than 25 years. "I probably have 700 or 800 cuttings in pots," he says. "Most of those were rooted this spring."

Dick adds, "Doris and I hope to get to Hawaii and to visit many of the other states. I'd love to go to Austria, too."

A member of the 20th Street Baptist Church in Huntington, Dick has been a primary Sunday School teacher for 15 years. □

Seabiscuit Simmons



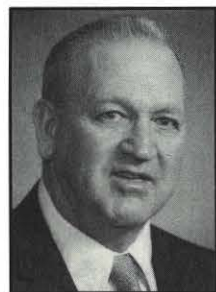
"I took off 16 years ago to practice for my retirement so I think I'll know how to act," jokes Robert 'Seabiscuit' Simmons, Roanoke ground helper. On long term disability leave since 1973, he officially retired on October 1.

"Working at Appalachian was the only job I ever had," Seabiscuit says. "It

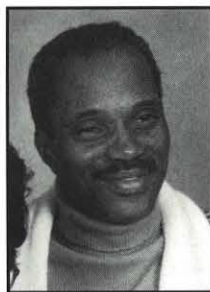
seems to me I dug every pole hole by hand from 24th Street in Roanoke to the Elliston straightaway. One of the roughest jobs I had was helping build a line straight up a mountain near Bedford. We tied ropes around mules to drag in the poles, but everything else was carried in on our shoulders. Still, I enjoyed my job. We had a fine group of employees."

Seabiscuit is well known throughout Appalachian Power for his performance in company softball tournaments in the '50s. He became a legend in Roanoke area fast-pitch softball lore by winning more than 500 games during a 25-year career. He pitched in 20 state and 6 regional tournaments and was named the most valuable player or outstanding pitcher in many of them. In 1987 Seabiscuit became the first softball player to be elected to the Virginia State Sports Hall of Fame's Wall of Fame. □

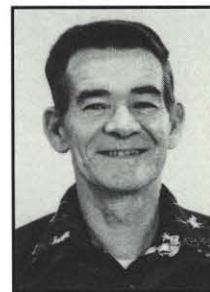
Friends We'll Miss



Campbell



Henderson



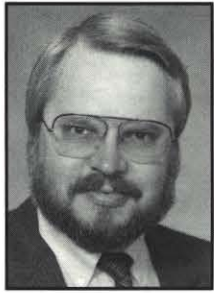
Tipton

Paul G. Campbell, 75, retired Clinch River Plant guard, died on August 29. A native of Russell County, Virginia, he was employed in 1956 and retired in 1978. Campbell is survived by his wife Geneva, Route 3, Lebanon, VA; two daughters; four grandchildren; and two sisters.

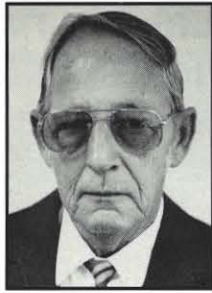
Benjamin G. Henderson, 59, custodian in GO General Services, Roanoke, died August 17 after an extended illness. A native of Roanoke, Virginia, he was hired in 1979 and went on long term disability leave in 1988. Henderson is survived by one sister and two brothers.

Robert L. Tipton, 61, Kingsport station mechanic B, died August 19 after an extended illness. A native of Kingsport, Tennessee, he began his career in 1945 as a meter reader and went on long term disability leave in 1979. Tipton is survived by his wife Shirley, Route 11, Box 192, Gray, TN; one son; one daughter; two grandchildren; two sisters; and one brother. □

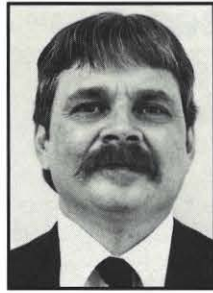
Promotions



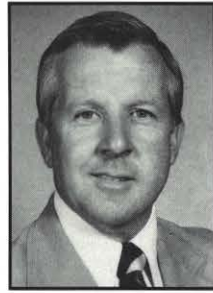
Carter



Roush



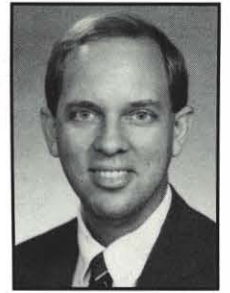
Sisk



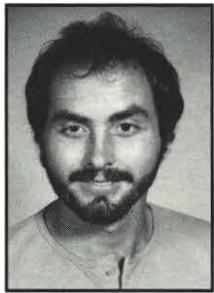
Straley



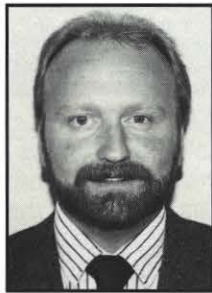
Abernathy



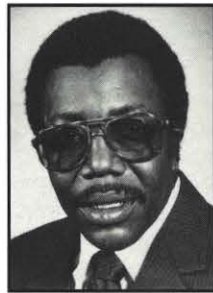
Blanding



Eaton



Anderson



Hornbuckle

T. Buren Carter, accounting staff assistant, was promoted to special reports supervisor, GO Accounting, Roanoke, on August 1. He attended Ferrum College and holds a bachelor of science degree in business administration from Roanoke College.

M. W. "Bill" Roush, assistant yard superintendent, was promoted to yard superintendent at Philip Sporn Plant on September 1.

Raymond R. Sisk, Jr., tractor operator, was promoted to assistant yard superintendent at Philip Sporn Plant on September 1.

David E. Straley, meter electrician A, was promoted to meter electrician supervisor NE in Huntington on August 12.

Donald W. Abernathy, Pulaski electrical engineer senior, was promoted to Pearisburg area supervisor on October 1. He holds a bachelor of science degree in electrical engineering from Tennessee Technological University.

Thomas J. Blanding, industrial engineer, was promoted to industrial engineer senior, GO T&D Distribution, Roanoke, on June 1. He holds a bachelor of science degree in industrial engineering from Virginia Polytechnic Institute & State University.

Paul D. Eaton, line mechanic A, was promoted to line crew supervisor NE in

Huntington on September 2.

Thomas E. Anderson, Jr., equipment operator A, was promoted to unit supervisor at Philip Sporn Plant on July 1.

Edmond L. Hornbuckle, line mechanic A, was promoted to line crew supervisor NE in Huntington on September 2.

Abingdon

R. C. Long from automotive mechanic B to automotive mechanic A.

Jeff Blevins from line mechanic D to line mechanic C, Marion.

Tommy Herron from line mechanic C to line mechanic B, Gate City.

Jeff Davenport from engineering technician to engineering technician senior.

Beckley

J. C. Gwinn from line mechanic A, Oak Hill, to general servicer, Beckley.

Bluefield

Theodore Stevens from photographer and reproducer to drafter B.

Beth Ann Blankenship from department assistant to marketing and customer services advisor.

James Payne from custodian to head custodian.

Centralized Plant Maintenance

Debra Carder from secretary-stenographer B to secretary.

Charleston

Mike LaScola from department assistant-marketing and customer services to marketing and customer services advisor.

Jim Parsley from line mechanic B to line mechanic A.

Clinch River

Travis Woods from utility worker B to utility worker A.

Donald Rasnake from utility worker B to utility worker A.

General Office

Gary Rider from engineering technician to engineering technician senior, GO Hydro, Charleston.

Earlene Poindexter from senior telephone operator to chief telephone operator, GO General Services, Roanoke.

Mark Taylor from computer graphics technician A to supervising computer graphics technician, GO T&D Computerized Drafting, Roanoke.

Jeffrey Whitehead from transmission mechanic B to transmission mechanic A, GO T&D Transmission, Bluefield.

Charles Daher from transmission mechanic B to transmission mechanic A, GO T&D Transmission, Bluefield.

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

Jack Fields from transmission mechanic C to transmission mechanic B, GO T&D Transmission, Bluefield.

Glen Lyn

Mike Ferrell from equipment operator C to coal handler.

Michael Conley from utility worker A to equipment operator C.

Kanawha River

Alan Snodgrass from maintenance mechanic D to maintenance mechanic C.

Doug Barker from maintenance mechanic D to maintenance mechanic C.

Mike Petry from maintenance mechanic D to maintenance mechanic C.

L. Sandoro from maintenance mechanic D to maintenance mechanic C.

O. E. Lewis from maintenance mechanic D to maintenance mechanic C.

Lewis Prete from maintenance mechanic D to maintenance mechanic C.

Steve Crist from maintenance mechanic D to maintenance mechanic C.

David White from maintenance mechanic D to maintenance mechanic C.

Logan-Williamson

Scott Adams from part-time meter reader to meter electrician C, Logan.

Tommy Thompson from station mechanic C to station mechanic B, Logan.

Pulaski

Kathe Buchanan from customer accounts representative C to customer accounts representative B, Pearisburg.

Jackie Rice from area servicer to line crew supervisor NE, Christiansburg.

Steve Bell from line mechanic B to line mechanic A, Christiansburg.

Harold Osborne from line mechanic A to area servicer, Christiansburg.

Roanoke

Ben Beagle, III, from engineering technician senior to engineering technologist.

Doyle Hamilton from engineering technician senior to engineering technologist, Rocky Mount.

Philip Sporn

Michael Plymale from maintenance mechanic D to maintenance mechanic C.

Kelly Hawk from coal handler to barge handler.

Rande Meaige from utility worker A to coal handler.

Mark Kearns from coal handler to barge handler.

Robert Workman from barge handler to tripper operator A.

Jeffrey Darst from tripper operator to tractor operator.

Robert Gilmore from tripper operator to conveyor operator.

Frank Martin from plant janitor to filter plant operator and sampler. □

Newcomers

Bluefield

Keith Cook, line mechanic D, Pineville.

Charleston

Kenneth Hill, electrical engineer.

General Office

Katie Drewery, part-time centralized cash operator junior, GO Accounting, Roanoke.

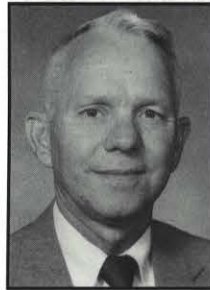
Kimberly Ann Surber, drafter C, GO T&D Civil Engineering, Roanoke.

Glen Lyn

Richard Steven Jennings, utility worker B.

Phillip Pennington, utility worker B.

Biggs to head GO Purchasing



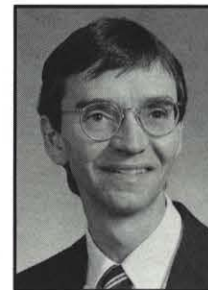
E. R. "Bob" Biggs, assistant purchasing and materials management director, was promoted to purchasing and materials management director for Appalachian Power Company on Sep-

tember 1.

A native of Pikeville, Kentucky, Biggs holds an associate degree in business administration from Beckley College. He also has attended Virginia Western Community College, Radford University, and the American Electric Power Management Program at the University of Michigan Graduate School of Business Administration. He is a certified purchasing manager (CPM).

Biggs was employed in 1950 as an office messenger in Beckley. He was a clerk junior, clerk-stenographer, stores record clerk, and stores clerk there before transferring to GO Accounting, Roanoke, in 1958 as an assistant stores auditor. He was promoted to stores auditor in 1963. He moved to GO Purchasing and Stores in 1966 as purchasing and stores assistant and has since held the positions of general stores supervisor, purchasing supervisor, and assistant purchasing and materials management director. □

Laurey named accounting manager



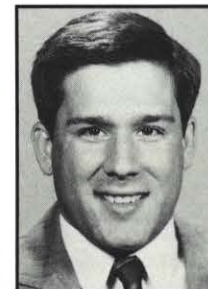
George E. Laurey, assistant accounting manager, was promoted to accounting manager of Appalachian Power Company on October 1.

A native of Columbia, South Carolina,

Laurey holds bachelor and master of science degrees in accounting from the University of South Carolina. He has attended the American Electric Power System Management Program at the University of Michigan Graduate School of Business Administration. He is a CPA in Virginia, North Carolina, and Maryland.

Laurey joined Appalachian in 1967 as an accounting staff assistant senior in GO Accounting, Roanoke. He was promoted to general accounting administrator in 1979 and to assistant accounting manager in 1986. He was elected assistant secretary of Appalachian in 1987. □

Sherry loaned to United Way



Walter Sherry, Charleston electrical engineer, is serving as a loaned executive to the United Way of Kanawha Valley during the 1989-90 fund raising campaign.

One of Sherry's responsibilities is the presentation of fund raising programs to the major commercial and industrial companies in the Kanawha Valley. He also will be responsible for coordinating the training and development of volunteers who will present fund raising programs to the various companies. □

Huntington

Shelia Ferrell, cashier C.

Arnold Mitchell, line mechanic D, Ripley.

Mike Caldwell, line mechanic D, Ripley.

Kanawha River

Glenn Kozak, instrument mechanic C.

Sherry Youell, junior clerk.

Kingsport

Richard Taylor, meter reader.

Lynchburg

Kathi Evans, junior clerk. □

Weddings

Mitchell-Brown



Traci Lea Brown to Michael Shane Mitchell, August 6. Traci is the daughter of Larry Brown, Abingdon surveyor.

Leland-Thayer



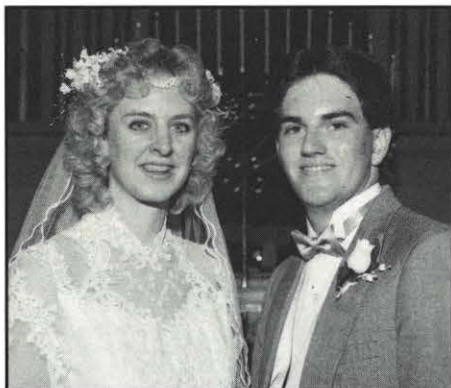
Melinda Grace Thayer to David Leland, July 1. Melinda is the daughter of Hunter Thayer, Abingdon general line crew supervisor.

Johnson-Conley



Laura Michelle Conley to Patrick Scott Johnson, August 26. Patrick is the son of J. H. Johnson, III, station supervisor-construction and maintenance, GO T&D Station, Roanoke.

Williams-Tipton



Dawn Marie Tipton to Mark Anthony Williams, Kingsport departmental assistant, July 15.

Brannock-Gregory



Robin Gregory to W. Brian Brannock, Abingdon energy services engineer, August 5.

Spraker-Gray

Angela Gray to Matthew Spraker, July 15. Matthew is the son of Jack Spraker, Pulaski station crew supervisor. □

Births

John Amos

Miranda Kaye, daughter of William Riley Williams, equipment operator B, August 17.

Charleston

Michelle, daughter of Charlie Ross, line mechanic C, August 9.

General Office

Jenna Lynnette, daughter of Lynne Testerman, data processing tape librarian B, GO Accounting, Roanoke, August 11.

Huntington

Trenton Edward, son of Ed Davis, Milton line mechanic B, August 25.

Lynchburg

Megan Alicia, daughter of Glenn Fifer, meter reader, August 31.

Philip Sporn

Lacey Nicole, daughter of Ricky Stobart, unit supervisor, August 6.

Kayla Renee, daughter of Kenneth Jacks, maintenance mechanic B, August 12. □

Hudson-Rosa



Mary Rosa to Loyd Hudson, Huntington engineering technician, June 24.

Casto-Phillips



Sonja Phillips to William Mark Casto, part-time Ripley meter reader, June 27.

Who's News

Abingdon

Brian, son of Cecil Watson, Gate City line mechanic A, attended the Mountain Empire Community College's Magnet School for the Gifted.

Theresa, daughter of Steve O'Dell, Marion office supervisor, was a member of the Dodgers girls' softball team which placed first in the Clendenin Little League.

The Lebanon Little League 9- and 10-year-old All Stars, coached by **Randy Fields**, Lebanon line crew supervisor NE, placed fourth in the Washington County Little League Tournament. Randy's sons, **Justin** and **Josh**, were members of the All Star team.

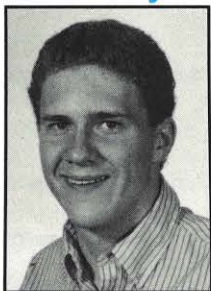
Gus Croft, customer accounts supervisor, was a coach for the 10-year-old All Stars in the Abingdon Little League. His son Michael was a member of the 12-year-old All Star team.

D. J. son of Don Frye, stores attendant A; **Paul**, son of Paul Baker, line crew supervisor NE; and **Brad**, son of Terry Hankey, junior clerk, were members of the 11-year-old All Star team.

Cory, son of Randy Forrester, line mechanic A, was a pitcher for the Washington County Little League 9- and 10-year-old All Stars.

Three employees were recognized for their contributions to the Johnston Memorial Hospital Blood Bank. A one-gallon pin was presented to **Brian Bannock**, energy services engineer; a three-gallon pin to **Dan Drayer**, electrical engineer senior; and a six-gallon pin to **Al Scott**, electrical engineer senior. □

Beckley



Jeff Smith, a junior at Greenbrier West High School, was selected for inclusion in the 1989 edition of *Who's Who Among American High School Students*. He represented the school at the American

Leadership Study Group in London during June. Jeff is the son of Jim Smith, Rainelle line mechanic C (LTD), and Millie Smith, part-time custodian.

Kimberly Dawn, daughter of Area Servicer Walter Leach, was chosen as Miss Debutante 1989 by the Epsilon Delta Omega Chapter of Alpha Kappa Alpha Sorority. Alpha Kappa Alpha is the nation's oldest black Greek letter sorority.

Sam, husband of Susie Hall, station mechanic D, was a member of the Maxwell Hill Baptist Church softball team which captured the championship of the West Virginia ASA State Church League Softball Tournament.

Elizabeth Nixon, customer accounts representative C, is co-chairwoman of the Beta Sigma Phi state convention which will be held in Beckley this month.

Jaami, son of Clifford Washington, station mechanic A, was a member of the Ravens baseball team which captured the 1989 Minor League championship of the Beckley Little League. □

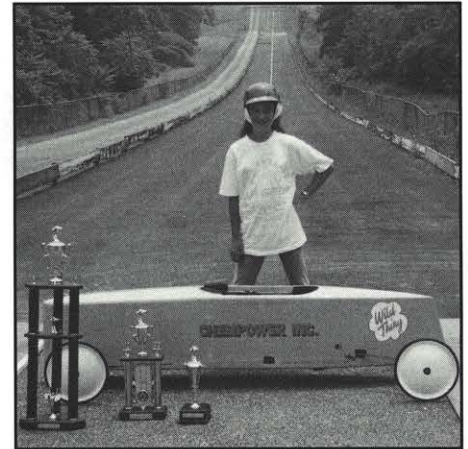
Central Machine Shop

Steve, husband of Debra Caldwell, human resources clerk A, has been named acting vice principal of Dunbar High School.

The foursome of **Steve Burford**, power equipment mechanic 1st class; **John Dunlap**, welder 1st class; **Robin Margolis**, NDE inspector 3rd class; and **Eric McComas**, office supervisor, took first place in the John Amos Plant golf tournament held at Scarlet Oaks Country Club. The tournament was scored using a scramble format, and the CMS team carded an 8 under par 64 to win by two strokes.

Bob, husband of Glenna Grim, plant clerk C, won first place in the second flight in the Seniors Division of the 1989 Kentucky Association of Left Handed Golfers State Tournament. He shot 85 on the first day and 84 on the second day for a 169 total. □

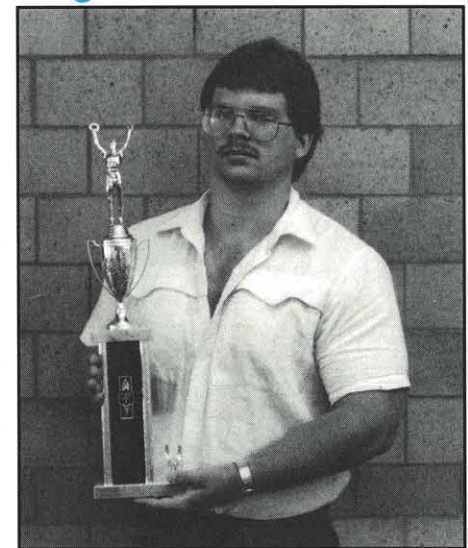
Charleston



Monica, daughter of Charlie Ross, line mechanic C, placed fourth in the Kanawha Valley Soap Box Derby All-American race. She won first place for the best finish (paint job) on her racer.

Jim Sullivan, human resources supervisor, was elected to a two-year term on the Charleston Exchange Club board of directors. □

Logan-Williamson



David Woyan, Logan engineering technician, placed first in the 198-lb. class in the Tri-State Fair and Regatta third annual bench press championships. □

Mountaineer



Fannie, wife of Tom Metcalf, stores assistant, was selected as the Primary Elementary Teacher of the Year by the Gallia County Academic Excellence Foundation. She graduated from

Portsmouth Interstate Business College with a degree in secretarial science and from Rio Grande College with a bachelor of science degree in secondary education (summa cum laude). She did post-graduate work in elementary education, completing requirements for teaching certificates, grades 1 through 12. Metcalf has taught in Gallia County for 24 years, 5 years at North Gallia High School and 19 years at Vinton Elementary. □

Pulaski

Tommy, son of Roy Powers, station mechanic A, won a scholarship to take art classes at the Fine Arts Center for the New River Valley. He is a freshman at Pulaski County High.

Wayne and Kevin Smelser received two first place and one first place ribbons, respectively, for their lamb entries at the Junior Lamb Show at the New River Valley Fair. They are the sons of Donna Smelser, customer accounts representative B.

Dan Tickle, Hillsville area supervisor, finished second in the first flight of the member/guest tournament sponsored by the Old Mill Golf Club. Dan's wife **Pat**, along with her partner, won the Blue Ridge Country Club Ladies member/guest invitational golf tournament with a low gross score of 75.

Brooks, son of Pam Hayes, customer accounts representative B, played first base for the Tigers in Dixie League T-Ball competition. His team won first place in the West Division with a 9-2 record. Brooks was selected as a member of the Dixie All Star team.

Richard, son of Customer Accounts Supervisor Fred Myers, won the most valuable player award for the Pulaski

County Dixie Majors baseball team. His pitching record for the season was 9-0. The team won the regular season championship with a 15-1 record. □

Roanoke



Lauren Brittany, three-year-old daughter of Ken Ashworth, Fieldale engineering technician, was crowned Little Miss Summertime 1989 in a pageant held at Patrick Henry Community College. She competed in the 3- to 5-year-old category. Lauren was awarded a trophy and tiara.

Kaye, wife of Burton Grogan, Fieldale line crew supervisor NE, has been selected by the World of Poetry board of directors to receive the 1989 Silver Poet award. The Silver Poet is an exclusive award presented to poets who have shown the confidence, skill and depth to express themselves in poetry. This is the sixth consecutive year Grogan has won an award from the World of Poetry in California, an association which publishes poetry books and a monthly magazine. □



Jane Mason Craig, daughter of the late Gordon Craig, former Abingdon retiree, doctorate in psychology with minors in statistics and research from Pennsylvania State University. She is a former AEP Educa-

tional Award winner. □

Hometown Heroes



Hurd Mason, retired Fieldale stores and garage supervisor, and his wife **Erlene** were featured as "hometown heroes" in a television spot on WDBJ Channel 7. They had a large garden this summer and shared produce with ten or more elderly families who are unable to garden themselves.

Line Dept. wins Bluefield tourney



The Line Department captured top honors in the 8th annual Bluefield Division Employees Softball Tournament. The event was held July 22 at Bluefield City Park in conjunction with the annual employee picnic. Seven teams participated in the double elimination event, with the Bluefield office team finishing as runner-up. Members of the winning team are: front row, l. to r., Larry Jeffries, stores attendant B; Donnie Bailey, line mechanic B; Roger Puckett, line mechanic B; John Odham, line mechanic B; Mike Farmer, general servicer; and Chris Patton, son of Raymond Patton, line crew supervisor NE. Back row, l. to r. Darrell Carter line mechanic A; Mark Blankenship, line mechanic C; Jeff Blankenship, brother of Mark; Jess Ruble, line mechanic A; and Jody Lusk, meter electrician B.

Berg receives Defense Dept. award



James Berg, retired GO accounting manager (right), is the recipient of a Department of Defense certificate of appreciation presented in recognition of employers who support service in the National Guard or Reserve Forces. The award was selected by the National Committee for Employer Support through the office of the Assistant Secretary of Defense. Berg was nominated by Stanley Hill, data processing supervisor, GO Accounting, Roanoke (left) who is a staff sergeant with the 29th Infantry Division Band (Light).

General Office

Dick Northup, vice president of Appalachian Power, was named a member of the board of directors of the Software Valley Foundation. He also has been appointed chairman of the West Virginia Committee for Employer Support of the Guard and Reserve for a 3-year term. Northup received a presidential citation from President Robert C. Gillespie at West Virginia Institute of Technology's 90th commencement in May. He was honored for his leadership as chairman of WVIT's Tech in 2000, Inc., a non-profit corporation formed to prepare a long-range plan for the college.

Mark Lawrence, administrative assistant to the president of Appalachian Power, was honored by the Virginia Jaycees as a recipient of the Robert F. "Buz" Schultz Leadership Award for 1988-89. The award is presented to up to three individuals who best exemplified the highest qualities of leadership over the past Jaycee year. The recipients are selected from among all local chapter presidents, district directors, regional directors, state program managers, state vice presidents, and other appointed state officers. Lawrence was president of the Roanoke Jaycees during the 1988-89 year. He currently is the chapter's chairman of the board.



Jayson Divers won the Roanoke competition in the Little Caesar's Baby America Photo Contest. His photograph will be entered in Virginia competition for a chance at the national competition

and a \$25,000 college scholarship. Jayson is the son of Carolyn Divers, general records clerk B, GO Accounting, Roanoke, and Jay Divers, property representative assistant, GO Land Management, Roanoke. □

Huntington

Judy Shafer, stenographer, was elected president of the Survivors Bowling League.

Jim Musgrave, marketing and customer services manager, was appointed chairman of the personnel committee of the West Virginia Chapter of the American Red Cross.



Tammy



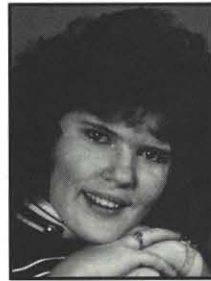
Lenore

The daughters of Jim Bush, Ripley line crew supervisor NE, have received several honors. During the 1988-1989 school year, **Tammy** was citizen of the month for November and citizen of the semester. She won honorable mention in the annual school traffic safety poster contest. Tammy is a fourth grader at Buffalo Elementary School. **Lenore** represented the sophomore class of Buffalo High School at the Hugh O'Brien Youth Leadership Seminar at Jackson's Mill. She attended the Vocational Industrial Clubs of America (VICA) convention at Tulsa, OK, as an alternate on the opening and closing team (which deals with parliamentary procedure) from the Putnam County Vocational School. The Putnam County team won the trip to Oklahoma by placing first in the state convention. The team placed 12th out of 48 states attending. Lenore is president and reporter for the Jim Ridge Challengers 4-H Club. The Challengers was the first organization in Putnam County to participate in the Adopt-A-Highway Program. They have 4.5 miles of Jim Ridge to keep clean. Tammy also is a member of the Challengers. **Jim Bush, Jr.**, is leader for this program. □

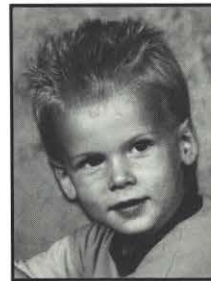
Philip Sporn



Annette, daughter of Denver Gibbs, maintenance mechanic A, received the Grand Champion Rosette for her purebred beef project at the Mason County Fair. She also won first place in showmanship. Annette received a trophy and also will receive a plaque from the American Polled Hereford Association. She won four blue and one red ribbon on various 4-H projects at the fair.



High School.



Tammy, daughter of Carl Cline, assistant shift operating engineer, was selected for inclusion in *Who's Who Among American High School Students*. She is a senior at Wahama

Curtis, son of Ivaunna Lidel, chemist, placed first in the four-year-old male division of the pretty baby contest at the Mason County Junior Fair.

Denver Gibbs, maintenance mechanic A, placed third in the 9000 lb. Farmer Class Tractor Pull at the Mason County Fair, using a 4020 John Deere.

Several employees won awards in the Ohio State Bowling Tournament held in Columbus, Ohio. **F. E. Werry**, maintenance supervisor, won \$10 for placing 585 in Division 1 doubles handicap event. **J. L. Davis**, maintenance mechanic B, won \$11.10 for placing 824 in Division 1 singles handicap event; \$8 for placing 103 in Division 1 all events; and \$19.50 for placing 83 in Division 1 doubles handicap event. **D. E. Taylor**, maintenance mechanic A, won \$19.50 for placing 83 in Division 1 doubles handicap event. **J. E. Mitchell**, stores administrator, won \$9.50 for placing

733 in Division 1 doubles handicap event. **C. M. Cline**, assistant shift operating engineer, won \$9.50 for placing 733 in Division 1 doubles handicap event. **Chip Werry** son of F. E. Werry, won \$10 for placing 585 in Division 1 doubles handicap event.



Matt, left and John Ohlinger

John Ohlinger, maintenance mechanic A, placed fifth in the 11,000 lb. Farmer Class Tractor Pull at the Mason County Fair, using a 4020 John Deere. He placed first in the 11,000 lb. class at the Jackson County Fair. His son, **Matt**, placed second in the 9,000 lb. class at the Jackson County Fair and fifth in the 10,000 lb. class at the Meigs County Fair, using a 4020 John Deere.



Mike Burris, maintenance mechanic A, placed first in the 9000 lb. Farmer Class Tractor Pull at the Mason County Fair, using a 630 John Deere. He also placed fourth in the 7000 lb. Farmer Class with the same tractor. He placed third in the 9000 lb. Farmer Class Tractor Pull at the Jackson County Fair. His son, **Jamie**, placed first in the 7000 lb. Farmer Class Tractor Pull at the Jackson County Fair. □

Service Anniversaries



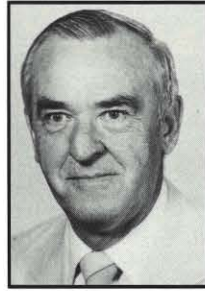
Jim Dorman
eng. technologist
Lynchburg
40 years



Jean Lowther
clerical supv.-T&D
Charleston
35 years



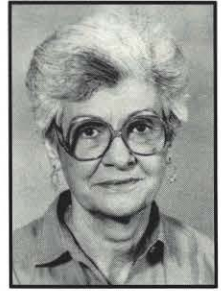
Bill Bostic
line con. & main. rep.
Charleston
35 years



Haskel Jones
elec. engineer sr.
Charleston
35 years



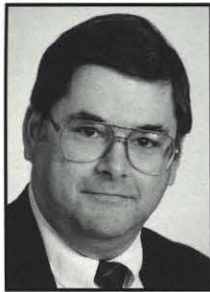
Meredith Clarke
cler. supv.-mail ctr.
GO-Roanoke
30 years



Elaine Wilkinson
T&D clerk A
Fieldale
30 years



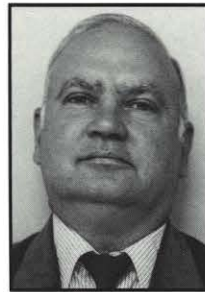
Tom Holland
relay engineer
GO-Huntington
25 years



Stephen Harnsberger
mk. & cust. serv. rep. sr.
Kingsport
20 years



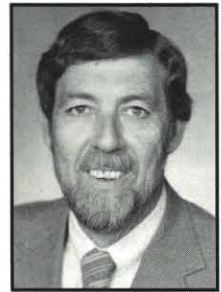
Metzler Turley
secretary
CMS
20 years



Burton Hickman
unit supervisor
Philip Sporn
20 years



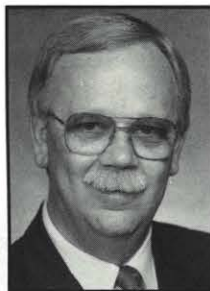
Hoss Walters
area servicer
Welch
20 years



Bill Eller
meter electrician A
Roanoke
20 years



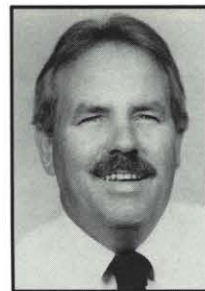
Larry Smith
trans. station supv.
GO-Roanoke
20 years



John Overstreet
eng. technologist
GO-Roanoke
20 years



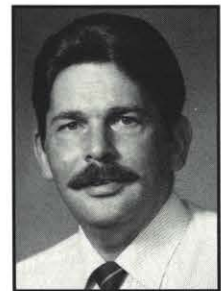
Jim Snyder
maint. mechanic A
CPM
20 years



Pete Childress
drafter B
Pulaski
20 years



George Heartwell
general servicer
Princeton
20 years



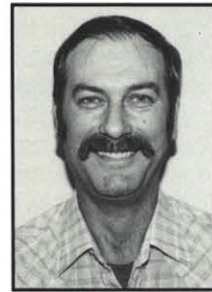
Mason Shrader
auto. mechanic B
Bluefield
20 years



Larry Leonard
line mechanic A
Lebanon
20 years



Clinton McDaniel
collector
Lynchburg
20 years



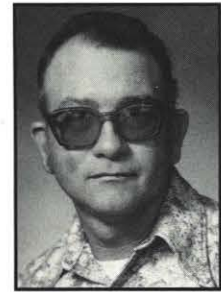
David Kearns
asst. shift op. eng.
Philip Sporn
20 years



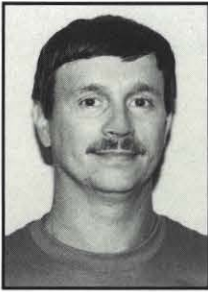
Ralph Harrison
line mechanic A
St. Albans
20 years



Ron Kennedy
eng. technician sr.
Charleston
20 years



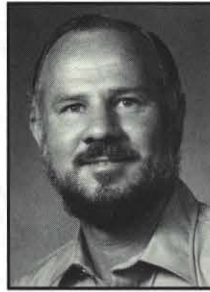
John Rowen
line crew supv. NE
Tazewell
20 years



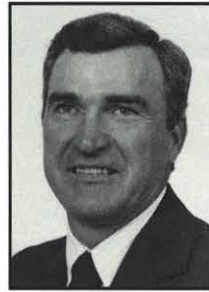
Gary Roark
maint. mechanic B
Philip Sporn
20 years



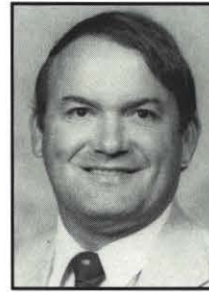
Dick Northup
vice president
GO-Charleston
20 years



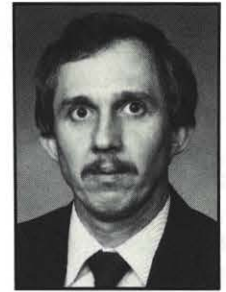
Larry Taylor
meter reader
Tazewell
20 years



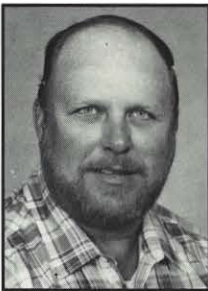
Elwood Bobbitt
line crew supv. NE
Galax
20 years



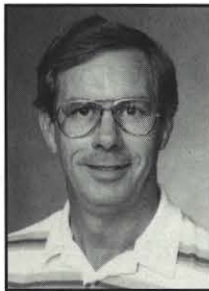
Joe Weddle
division supt.
Pulaski
20 years



Sam Canode
station supv. eng.
GO-Roanoke
20 years



Gary McClung
trans. equipment op.
GO-Roanoke
20 years



Eddie Lambert
meter specialist
GO-Roanoke
20 years

GO Accounting, Roanoke. **Rhonda Maxey**, electric plant clerk B, GO Accounting, Roanoke. **Gary McClanahan**, express driver, GO General Services, Roanoke. **Patricia Brogan**, meter clerk B, GO T&D Meter, Roanoke. **David Kilbane**, transmission station mechanic D, GO T&D Station, Roanoke. **Robert Cooper**, transportation clerk B, GO General Services, Roanoke. 5 years: **Kyle Swim**, engineering technician senior, GO T&D Transmission, Bluefield. **Sherry Martin**, stenographer, GO Accounting, Roanoke.

Glen Lyn

10 years: **Jeffery Long**, equipment operator B. **Robert Guy**, instrument mechanic B.

Huntington

35 years: **Bill Joseph**, photographer and reproducer. 20 years: **Don Simms**, meter service mechanic A. **Jimmie Dale Queen**, area servicer, Wayne. 10 years: **Walter Walker**, line mechanic A. **Paul Eaton**, line mechanic A. **Lloyd Gue**, general servicer. **Dave Adkins**, station mechanic C. **Bill Nash**, station mechanic C. **Bucky Ray**, line mechanic A. 5 years: **Tanya Jones**, marketing and customer services advisor. **Joe Anderson**, T&D clerk B.

Kanawha River

15 years: **Charles Carroll**, maintenance mechanic B.

Kingsport

10 years: **Frederick Rutherford**, meter electrician A.

Lynchburg

5 years: **Dennis Smith, Jr.**, engineering technician. **C. G. Stanley, Jr.**, customer accounts servicer.

Mountaineer

15 years: **Brenda Hamm**, stores clerk A. 10 years: **George Gill**, head custodian. **Carl Clark**, plant chemist. **Martin Fiala**, equipment operator B.

Pulaski

5 years: **James Swain**, line mechanic C, Galax.

Roanoke

10 years: **Tim Lawlor, Jr.**, marketing and customer services representative, Rocky Mount. **Cathy Clingenpeel**, customer accounts representative B. **Martha Davis**, T&D clerk C. **Garry Rogers**, line mechanic B, Fieldale. **Ike Spangler**, line mechanic A.

Philip Sporn

10 years: **Anthony Kopec**, performance superintendent. **Johnny Ohlinger**, equipment operator A. **John Barton**, equipment operator A. **Kelly Hawk**, barge handler. 5 years: **Kevin Gallagher**, maintenance mechanic C. **Richard Johnson**, equipment operator C. **William Little**, maintenance mechanic C. **Raymond Willford**, maintenance mechanic C. **Charles Towner**, maintenance mechanic C. **Michael Meadows**, equipment operator C. **Phillip King**, maintenance mechanic B. **Mark MacKnight**, maintenance mechanic D. **David Jones**, equipment operator C. **Robert Taylor**, equipment operator C. □

Hunters Score

Beckley

Sam Winkfield, Rupert line mechanic A, 18 lb. gobbler with 9 in. beard.

Pete Graham, area servicer, 16 lb. gobbler with 6½ in. beard.

General Office

Dean Price, land management supervisor, GO Land Management, Roanoke, 17 lb. gobbler with 10½ in. beard and 17¼ lb. gobbler with 10½ in. beard. □

Abingdon

10 years: **Rodney Hill**, line mechanic B, Lebanon. **Jimmy Stewart**, line mechanic A. **Jack Stanley**, line mechanic A, Clintwood. **Michael Stevens**, station mechanic B. 5 years: **Jeff Davenport**, engineering technician.

Bluefield

10 years: **Brenda Marshall**, customer accounts representative B, Welch. 5 years: **Clarence Belcher**, line mechanic A, Welch.

Centralized Plant Maintenance

15 years: **Gary Sigman**, maintenance mechanic A. 10 years: **Lee Howell**, maintenance mechanic B.

Charleston

10 years: **Mo Ahangardezfooli**, Montgomery area supervisor. **Bill Carter**, line mechanic B. 5 years: **Ken Looney**, line mechanic C.

Clinch River

15 years: **John Smith**, maintenance mechanic B.

General Office

15 years: **Randy Perry**, regional dispatcher, GO Operations, Roanoke. 10 years: **Nancy Konkus**, R/e & R/w clerk B, GO T&D R/e & R/w, Roanoke. **Joseph Johnson, III**, engineering technician senior, GO T&D Communications, Roanoke. **Bobby Duncan**, engineering technician senior, GO T&D Relay, Bluefield. **Charlene Bell**, payroll clerk B,

SHOOTOUT 89!

You still have time to enter the *Illuminator's* 1989 photo contest. But don't delay any longer. The deadline is Wednesday, November 1.

The competition is open to all Appalachian Power and Kingsport Power employees and retirees who do not take photos professionally.

Here's all you have to do to enter:

- Select your favorite photos or slides — black and white or color — that fit any or all of these categories: People, Animals/Wildlife, Still Life, Sports/Action, or Scenic.
- A contestant may not submit more than two entries in each category.
- Photos can be shot expressly for this contest or can be selected from photos already made. Photos submitted

must be your own.

- Prints must be no larger than 8 x 12 inches.
- Fill out the entry form and affix it to each entry. If you are entering more than one photo or slide, make as many copies of the entry as you need.

Each category may have a first place (\$75 bond) and a second place (\$50) award. One photo, judged to be the best of show, will win a \$100 bond. Each person entering will receive a roll of film.

Entries will be judged by a professional photographer, and the judge's decision is final. Winning photos will be featured in the January issue of *The Illuminator*.

All entries will be returned. □

Official Entry Form — *Illuminator* Photo Contest

Employee's Name _____

Employee's Work Location _____ Employee's Job Title _____

Retiree's Name _____ Retiree's Address _____

Photo Category _____ Photo Title _____

Size Film _____

Send entries to: Betty Lou Carter
GO Public Affairs
Roanoke (via pony)

(outside mail)
P.O. Box 2021
Roanoke, VA 24022

ILLUMINATOR



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Roanoke, Virginia 24022

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