

ILLUMINATOR

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AEP Savings Plan Funds

Investment Rates of Return
For Period Ending September 30, 1990

	Last 12 Months
Fixed Income Fund	10.10%
Equity Fund	-9.71%
AEP Stock Fund	-4.24%

Corresponding future rates of return will be affected by stock market prices or, in the case of the Fixed Income Fund, the addition or replacement of fixed income funding segments. Participants may change their investment fund choice twice in any calendar year. In addition, the percentage rate of matched and unmatched contributions may be changed twice in each calendar year. See the savings plan booklet in your Protection Program Manual for details.

Expensive clean air bill becomes law

President Bush on November 15 signed into law the package of clean air amendments, including acid rain provisions, which was approved in late October by the U. S. Senate and House of Representatives.

"AEP intends to roll up its sleeves and comply with the legislation just as expeditiously and efficiently as possible, and with the least possible cost to our customers," said A. Joseph Dowd, senior vice president and general counsel.

"This new clean air legislation is going to be quite expensive for this region of the country," Dowd said. "A rough estimate of the rate increases that will result from compliance averages between 13 percent and 15 percent across the System. The costs would amount to about \$700 million to \$750 million per year, levelized over a 10-year period from 1995 through 2004.

"AEP intends to roll up its sleeves and comply with the legislation just as expeditiously and efficiently as possible, and with the least possible cost to our customers"

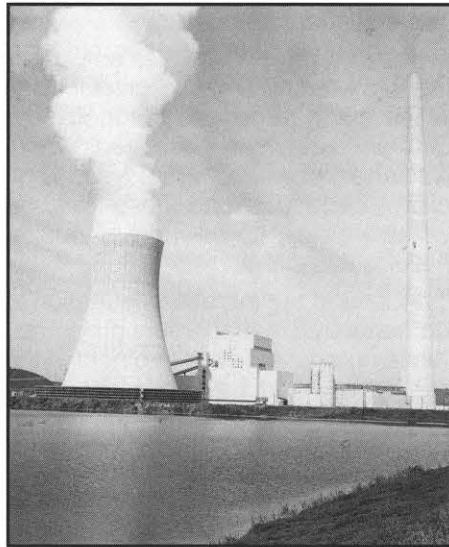
— A. Joseph Dowd

"However, a number of decisions made by the Conference Committee should have the effect of rendering compliance slightly less expensive, less complex, and somewhat easier to implement," Dowd commented.

Although January 1, 1995, is the Phase I compliance deadline, the legislation would give those who choose to install scrubbers another two years to comply. "These incentives for scrubbing," Dowd said, "are, in large part, designed to protect the high-sulfur coal industry." And although January 1, 2000, is the Phase II deadline, the legislation would provide a four-year extension in instances in which existing plants are replaced by new facilities utilizing certain of the clean coal technologies, including PFBC.

Already in line

Many of the plants in the AEP System



Appalachian Power's Mountaineer Plant is one of many in the AEP System which is already in compliance with the most stringent sulfur-dioxide emission limitations imposed by the new law.

are already in compliance with even the most stringent sulfur-dioxide emission limitations imposed by the new law. Those plants include the 2,600-megawatt Rockport Plant in Indiana, the 1,300-MW Mountaineer Plant in West Virginia, the soon-to-be-completed Zimmer Station in Ohio, two units with scrubbers at the Conesville Plant in Ohio, and a number of others that already use low-sulfur coal. AEP's largest coal-burning plant, the 2,900-MW John Amos Plant in West Virginia, is "right on the line," Dowd said.

It presently appears that almost half of AEP's generating capacity is either meeting the new sulfur-dioxide limitations or, as in the case of the Donald C. Cook Nuclear Plant, will otherwise be unaffected by the legislation.

Dowd stated that AEP has not yet decided which of its other plants will be retrofitted with scrubbers, and which plants will have fuel sources switched.

"We will have to study the legislation very carefully, and look at the individual circumstances at each plant, before decisions can be made," he noted.

AEP plants where such scrubber-vs.-fuel-switching decisions will have to be made include the Gavin, Muskingum River and Cardinal Plants in Ohio, Unit 4 of the Tanners Creek Plant in Indiana, and the Mitchell Plant in West Virginia.

The Mitchell Plant meets the Phase I standard but not that of Phase II.

"If we achieve overcontrol (a sulfur-dioxide emission rate that is lower than that which is mandated) as a result of future reductions at one or more of our plants," Dowd continued, "I would expect that we would use those credits to shelter older, smaller units where adding scrubbers would not be economically feasible, and where boiler design or plant-access problems may preclude fuel switching."

Permanent capping

The legislation establishes a permanent cap on sulfur-dioxide emissions nationally, so that every new plant that goes into service will need to have its emissions offset, on a one-to-one basis, by a reduction of emissions at an existing plant or plants.

"By the time we get to Phase II, all plants will be emitting at a very low level," Dowd said. "It will then become very difficult to squeeze out additional emission reductions.

"What that means, we think, is that power plant developers may opt, where they can, to use natural gas. But that opens up questions as to the availability and price of natural gas."

Dowd said the creation of emissions allowances for utilities, and the possibility of trading or selling such allowances, "will be a whole new world for utilities. In addition, we expect that allowance trading will be subject to regulation by state public utilities commissions and the Federal Energy Regulatory Commission."

Although AEP's Tidd PFBC demonstration plant will begin its three-year test as scheduled, Dowd emphasized that construction of a commercial-scale PFBC unit — either at the Sporn Plant or elsewhere — could be affected.

"Whether the financial resources will exist for the project — or whether the state regulatory agencies would allow us to pass those costs through to our customers at a time when they are experiencing rate increases as a result of this legislation — would be open to question." □

“Business as usual” not good enough

It won't be “business as usual” for American Electric Power in the 1990's. Those were the words of W. S. White, Jr., AEP chairman and chief executive officer, as he opened the company's 28th Management Meeting held October 24-26 in Columbus.

Stricter environmental regulations, the likelihood of increased competition from independent power producers, a slowing economy and the need to consider new generating capacity will require that AEP change its way of doing business to respond to those new demands, he said.



White

“The major problems we look at today are multi-dimensional, because every solution affects everything else,” White told the 220 senior managers from throughout the seven-state System. “We have to look at how a decision in any area will affect every other decision.

“No longer can we automatically do what we consider to be the **right** thing,” White pointed out. “We may have to do what is the **appropriate** thing in the future. We may have to select options that are appropriate to the regulatory climate that we operate in, rather than the solutions that are better long-term solutions. There's no point in selecting a more economic long-term solution, if we're going to face a short-term regulatory result that puts the company in a losing position.”

White emphasized “the need to improve productivity, the need for employee involvement, the need for employee empowerment. All are important. Management does not have all of the answers, and neither can we make all the decisions.

“We have begun a program to involve our employees more in a number of areas of the company, and I have no doubt that the program will be expanded,” he said. “If you think of it, our employees, all of them, are involved in literally hundreds and thousands of small actions every week that have a

material effect on our results.

“Their involvement and their empowerment is vital to improve productivity. We're going to have to recognize the difference between those areas where we can empower our employees to go ahead and move, and those things in which we have to be more careful in making decisions.”

Concerning the increased attention to demand-side management programs, White noted, “A power engineer in the old days would have described demand-side management as finding ways to shift load from the peak periods to the off-peak periods.

“Our critics may be thinking about just finding ways not to use electricity. The power engineer's definition is a perfectly correct one, though, because if we smooth out our load curve, we can supply more service to our customers with the same amount of physical facilities, and certainly this will result in less cost.

“We'll develop strategies that work, that do provide for conservation, that do provide for the shifting of load from peak to off-peak, and that provide real benefit to our customers,” he assured.

White also pointed out that AEP's rates “are about 20 percent lower than the next lowest of the largest electric systems. If you look around the country, some have rates that are more than twice ours. We have done a good job for our customers and we will continue to do so.”



Fayne

“Business as usual” will not produce an acceptable financial result in the 1990s, Henry Fayne, AEP controller, told the managers. “Our financial performance will depend on how well we balance our limited re-

sources and the increasing demands. “The cost of service will increase due to aging plants, life-optimization programs and environmental compliance,” Fayne said. “Moderate load growth will not provide sufficient revenue to offset increased expenses and provide for

earnings growth.”

In fact, Fayne said, much of AEP's earnings improvement of the past few years can be traced to increases in profits from System sales — sales of electric energy to non-affiliated utilities.

Fayne pointed out that AEP's current common stock dividend is \$2.40 per share and the book value is \$22 per share. “To cover the dividend, therefore, we must earn 11 percent on equity. If we set an 80 percent dividend payout ratio as the goal, we would have to earn \$3.00 per share, or 13.6 percent on equity.” If the company wants to provide for a 3 percent increase in dividends, it has to increase earnings by \$16 million annually.

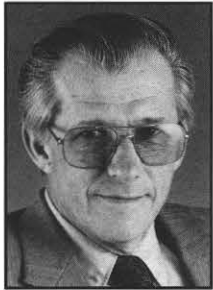
Each 1 percent growth in internal energy sales results in a \$30 million increase in pre-tax income, he explained. However, each 1 percent increase in operation and maintenance expense results in an \$11 million decrease in pre-tax income. And, local taxes continue to increase at about \$19 million per year.

“We must change our way of doing business,” he concluded. “We must recognize that we do not have unlimited resources. Therefore, we must focus on improving productivity, re-evaluating cost-benefit relationships, prioritizing work, and identifying the risk of not doing work. Moreover, we must recognize that what is right is not necessarily the result of objective technical analysis. Today, every issue is multi-dimensional in nature, and the solutions will require a multi-disciplinary evaluation.”

The Management Meeting, entitled “Challenges of the 1990s,” was the first such meeting held since 1986 and only the second since 1978. Some highlights of the sessions are provided on the following pages. □

AEP weighs options for new capacity

"We have a panorama of forces that will influence our future generation planning," Raymond A. Maliszewski, senior vice president-system planning for the Service Corporation, told the 28th AEP Management Meeting audience.



Maliszewski

"The growth in overall AEP System energy requirements for the 1990-2010 period is forecast at about 1.1 percent annually," he noted. "Obviously, greater economic growth, more rapid electrification of industrials and

lower prices relative to other energy forms would have positive impacts on that number.

"On the other hand," Maliszewski noted, "depressing factors would be acid rain impacts, economic recessions, conservation, and high electricity prices."

The two extremes, he explained, are factored into the forecast to determine high-growth and low-growth scenarios. In the high-growth case, AEP's internal energy sales could increase 1.5 percent per year, while on the low end, it could grow by just 0.5 percent annually.

"The enormity of the acid rain legislation and its potential rate impact make the low forecast a very realistic scenario," Maliszewski admitted. "About 1,200 megawatts of industrial load could be at risk on the AEP System. This represents about four or five years of peak-demand growth."

Noting that "our plant infrastructure is aging just like all of us," and assuming a moderate-growth scenario and a 20 percent reserve requirement, Maliszewski said that "by 2001 or 2002, the System begins to need new capacity. If we further assume that units reaching their 50-year life span are retired, the existing capacity structure begins to decline perceptibly between 2000 and 2010.

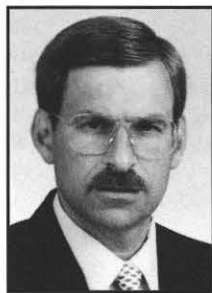
"And, insofar as acid rain legislation is concerned, depending on the compliance plan chosen, we could experience a 475-megawatt reduction in capacity as early as 1995.

"Another point to appreciate," Mal-

iszewski said, "is that our load has become more weather sensitive than ever due to the growth of electric heating and air conditioning. Now, a swing of a few degrees in temperature can have a dramatic impact on our peak demands: several hundred megawatts. This, among other factors, has resulted in the deterioration of our annual load factor, which has dropped from the 70 to 72 percent range to an average of 65 percent in recent times."

Forecasting is an inexact science, Maliszewski stressed, recalling that 20 years ago, "we were very confident in forecasting that we would continue to grow at about 7 percent per year, at least through the 1970s."

In actuality, however, growth in the AEP service area lagged behind the rest of the nation over the past 20 years. "We have just about recovered from the recession of 1982-83 in that our 1990 industrial load just slightly exceeds that of 1979," he said.



Lepore

Examining the future of AEP's generating plants, Vincent A. Lepore, assistant vice president-design for the Service Corporation, noted that 4,200 megawatts of capacity will reach 50 years of service by the year 2010.

"It is no longer sufficient to develop plans and programs for new generating capacity that are optimal from technical and/or economic viewpoint," he emphasized. "Our plans must be acceptable to our regulators and to our diverse customer population, and they must be sufficiently flexible to respond to changing market conditions and to unpredictable political and regulatory environments."

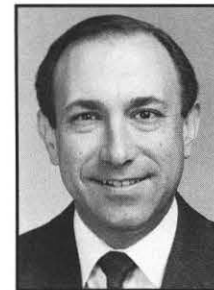
Lepore outlined several potential options for new generating capacity. Natural-gas-fired combustion turbines and natural-gas-fired combined-cycle units are being considered as peaking units for the System, he said. Their principal advantages are low capital costs, relatively short lead times and virtually no emissions.

"PFBC holds the promise, upon its maturity, of becoming the clear economic selection for higher-capacity factors," Lepore said. "It is for this reason that we have been promoting the development of this technology. The size that we are considering in our studies is a 680-megawatt unit."

A base-load, pulverized-coal plant with scrubbers is another of the alternatives. "The plant that we have been considering is a 900-megawatt unit that will require a seven-year lead time. The 900-MW size is a compromise for purposes of our ability to finance, reliability, lead time, and many other factors.

"Natural gas and coal will not be our only options for the future," he continued. "Concerns about clean air have reignited interest in nuclear power, and the development of standard designs for nuclear generating stations promise reduced obstacles to licensing.

"In addition," he said, "we are currently studying the possibilities for additional pumped-storage facilities as yet another generation option for the System."



Falcone

System sales — the sale of electric energy to non-affiliated electric utilities — makes an important contribution to AEP's corporate profit, said Dr. Charles A. Falcone, vice president-system transactions for the Service Corporation.

"In recent years, as the market has become increasingly competitive due to a national surplus of capacity, we have found that the manner in which we package and market this power — particularly the way in which we price it — is critical.

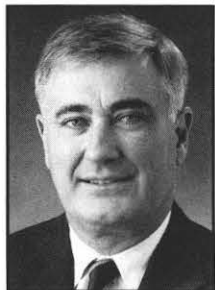
"From a low point in 1986, when pretax profit was \$150 million, we have improved steadily since then, with \$263 million in pretax profit in 1989 and an estimated \$325 million this year."

New markets that have contributed to this success include Ontario Hydro; the PJM "combined-supply" agreement

(please turn to page 9)

AEP seeks to extend plant life, boost

"Maximization" and "optimization" were off-repeated words at the 28th AEP Management Meeting. So, too, were "productivity," "efficiency," and "involvement."



Hering

Maximizing the availability of AEP's coal-fired generating units is one of the most important factors determining the financial performance of the AEP System, said Richard F. Hering, senior vice president-mechanical engineering for the Service Corporation.

AEP, he noted, is implementing a program designed to assure a 50-year life for each of its generating units. "This program," Hering said, "has required a systematic replacement of selected high-pressure and high-temperature boiler and turbine components, along with the replacement or refurbishment of other components.

"Based on our experience with the Sporn, Kanawha River and Glen Lyn 6 series of units, the additional cost to maintain the units for a 50-year life ranges from \$60 to \$80 per kilowatt. This is an attractive alternative, compared to a new coal-fired generating facility, which could cost approximately \$1,600 per kilowatt.

"In addition, we are evaluating the feasibility and cost of operating our plants for 60 years," Hering noted. "Given the uncertainties involved with a 60-year program, however, our program for a 50-year plant life may have a much higher degree of reliability."

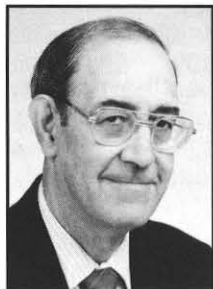
To maximize the amount of generating capacity available for outside sales, he explained, "we are attempting to cram all of our maintenance outages within eight months of the year, avoiding January, February, July and August. And, we have spread the interval between outages from 12 to 18 months."

AEP's coal-fired units, Hering pointed out, consistently have posted heat rates below the national average. The most recent comparison, in 1988, indicated that the AEP System's average of 9,749 Btu per kilowatthour was better than

the national figure of 10,225 Btu/kwh. Over the past 30 years, Hering said, "AEP's efficiency advantage, compared with the national average, has saved our customers the cost of 60 million tons of coal."

But some 23 percent (4,800 megawatts) of AEP's coal-fired capacity is over 30 years old, and that poses a challenge in controlling operations and maintenance costs, said Charles Weaver, manager-fossil plant operations for the Service Corporation.

And, in the future, "as our reserve margins go down and our capacity factors start going up, maintenance costs will follow," he said.



Weaver

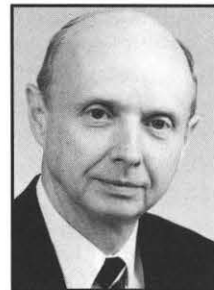
AEP did a solid job of controlling O&M costs in the 1980s, Weaver pointed out. "Our O&M expenses increased at an average rate of 5.2 percent annually over the last 10 years. If you factor out the effect of inflation, and the addition of Rockport Units 1 and 2, I think you'd agree we've had a good maintenance program for the dollars spent."

Weaver looks for productivity gains in the 1990s with the Plant Information Management System, an automated version of the manual work order system. "The main advantages of the PIMS should be in the form of increased unit availability, an estimated \$2 million to \$3 million savings through increased productivity, greater ability to schedule work effectively, plus increased management awareness from precise, timely reports."

In addition, Weaver pointed to the creation of the Amos Simulator Training Group in 1988 as a major step forward in "ensuring that we have the best-trained plant operators possible." To date, he said, the Amos staff has provided supercritical unit training for 370 plant operators and subcritical unit training for an additional 108.

AEP's transmission and distribution organization is also seeking to improve

productivity in the 1990s, said Charles C. Crouse, operations manager-transmission and distribution for the Service Corporation.

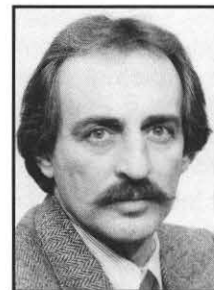


Crouse

In the 1980s, Crouse said, the productivity of AEP's distribution-line organization increased by approximately 30 percent. Still, he said, further gains need to be made in the areas of job scheduling and planning, time reporting, and the billing of telephone or cable-television companies for joint-use projects.

"We are evaluating a new approach developed by Syn-Cronamics, a consulting firm," Crouse said. "Syn-Cronamics will perform a preliminary analysis of our South Bend (Indiana) T&D operation. If the results of the preliminary analysis are acceptable, we will proceed with this approach in South Bend."

Syn-Cronamics' management system incorporates long-range and short-range planning, work scheduling, problem identification and resolution, detailed reporting and accountability, as well as follow-up.



Lucas

AEP's Fuel Supply Department has successfully incorporated the Syn-Cronamics "total-systems approach" at its mining operations, said Hugh H. Lucas, vice president-mining operations for the Service Corporation.

Lucas said that Fuel Supply has achieved a reduction in the cost of affiliate coal, improving from \$1.92 per million Btu in 1984 to \$1.72 per million Btu for 1990 to date.

At the same time, he said, productivity has improved from 11.4 tons per employee per shift in 1983 to 16.2 tons per employee per shift this year.

Showing that productivity and safety

productivity

can go hand-in-hand, Fuel Supply's mines have improved their accident-incidence rate from 10.2 lost-time accidents per 200,000 workhours in the 1978-83 period to just 5.2 in 1990.



Valentine

Information technology can provide a major boost to employees' productivity, said Joseph A. Valentine, vice president-information systems for the Service Corporation.

"One major new project for us is the Marketing, Accounting and Customer Services System, or MACSS," he said. "It not only replaces the existing customer system, it considers new business needs and technology." (Currently, AEP has three customer systems: the AEP residential customer system, the AEP larger power system, and the Columbus Southern Power customer system.)

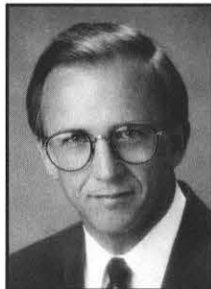
"The technical state of the existing system makes it difficult to support new functions such as the Percent of Income Plan, the Switch Water Heater Program, the Total Comfort System, TranstexT, or to support any future demand-side or regulatory requirements," Valentine said.

"The MACSS project is currently in the early stages of installation. We anticipate that the first production operations will start in the third quarter of 1993, involving a pilot for large customers, followed by conversion of the Columbus Southern customer system, and finally the replacement of the AEP residential-customer system on a company-by-company basis through the second quarter of 1995."

The MACSS solution, Valentine said, is expected to generate approximately \$5.5 million in annual benefits for AEP from personnel savings, improved cash flow and enhanced revenues.

A second major project, the Utility Communication System, will apply information-systems technology to support engineering activities. It is in its initial implementation phase in the

Service Corporation and some plants, and will require 3½ years for full implementation.



Boyle

"Over 90 percent of the Fortune 500 companies now have some type of employee-involvement program.

"Employee involvement is based upon a very simple premise," Boyle said. "People who know the most about improving a given job are the ones who do that job every day. When it comes to identifying job-related problems, seeking innovative solutions and im-

The common denominator in each of these areas, of course, is the employee. "The core of our quality-improvement process is employee involvement," said Coulter R. "Dick" Boyle, president of Kentucky Power

proving productivity, the people who actually do the job should be asked to share their ideas and expertise.

"The success of employee involvement is dependent, in large measure, upon the acceptance of the process by the entire management team," he emphasized. He noted that 900 hours of training have been provided to the 30 people involved in establishing three employee involvement teams in the Ashland Division.

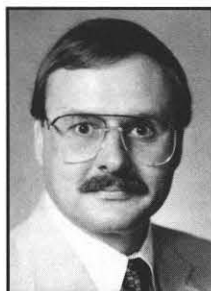
By July or August of 1991, he added, "We expect to have 15 employee-involvement teams working, which will involve approximately 20 percent of our employees.

"We have tremendous untapped resources that traditional management practice has ignored," Boyle said. "We have not tried to place a dollar value on the benefits that may be available to Kentucky Power through this process, but we believe it is a multi-million-dollar opportunity that we plan to capture during the 1990s and beyond." □

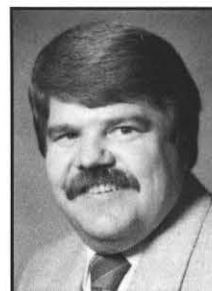
APCo employees are published in AEP Operating Ideas



Edwards



Childress



Bundy

Ron Edwards, station equipment operator, GO T&D Station, Huntington, wrote an article entitled "Hole Drilled in Head Casting Reduces Time Required to Adjust Timing on McGraw-Edison Type D Reclosers."

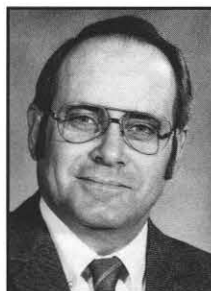
Dave Childress, hydro engineer senior, GO Hydro, Roanoke, is the author of "Eccentric Pins Reduce Leakage Between Wicket Gates."

Jackie Bundy, transmission special clerk, GO T&D Transmission, Bluefield, is the author of "Equipment Rental Contractor and Helicopter Service Directory Saves Time in Job Planning."

(please turn to page 15)



R. Jarrell



V. Jarrell

Five Appalachian Power employees are among those who had articles published in the Fall issue of *AEP Operating Ideas*.

“Externalities” could have dramatic

External issues — the environment, independent power producers and transmission access, energy taxes and many others — will influence heavily the operational and financial performance of the AEP System in the 1990s.



Disbrow

“In the past, this company, as well as our industry were essentially insular,” said Richard E. Disbrow, AEP president and chief operating officer. “That is no longer acceptable or even possible.”

Disbrow said that, among the “all-too-numerous” externalities, those that are the most critical are: 1) the environment 2) economic regulation and 3) attempts to restructure the electric utility industry.

“Long before environmental quality became a focused national issue in the 1970s, AEP was designing power plants to minimize their environmental impact,” Disbrow said. “Some have charged that we are unconcerned about the environment, but our record belies that conclusion. What we are opposed to is the imposition of unwarranted environmental rules and regulations.”

Disbrow called for an effort to balance the environment, energy and economy in a realistic manner.

“We simply cannot afford to pursue environmental enhancement to the exclusion of all else,” Disbrow said, “and particularly where asserted environmental needs are unsupported by scientific evidence and analysis.”

The irony of the recently enacted Clean Air Act amendments, he noted, is that, “If we merely replaced units at the end of their economic lives with new units meeting existing air-quality regulations — rather than embark on this Draconian remedial program — there ultimately would be no noticeable difference between the two approaches in the quality of our air.

“Our environmental battles are not over,” Disbrow emphasized. “We may well face the issue of air toxics, and global warming rapidly is becoming a critical issue.”

Issues such as independent power producers and non-utility generators have been spawned by the breakdown of the regulatory compact — the opportunity to earn a reasonable rate of return in exchange for the obligation to serve, the AEP president said.

“There has been a lot of economic theorizing regarding the restructuring of our industry, and with an almost total lack of engineering input,” Disbrow said, pointing to the debate over mandatory access to transmission systems.

“It is a battle we must fight, and it is imperative that we win,” he concluded. “If we fail, utilities will lose control over their transmission systems to the detriment of service reliability, and they will face a very uncertain future in terms of the proper planning of their systems.”

AEP has had a Washington office since 1978, according to Bruce A. Beam, vice president-governmental affairs for the Service Corporation. “In order to survive,” he said, “an electric utility must be alert and active in regard to developments with the federal government.”



Heydlauff

“We face a passel of environmental proposals with vast implications for AEP and the industry,” said Dale E. Heydlauff, director-federal agency affairs for the Service Corporation.

“They include bills to study the global-warming phenomenon, bills to force reductions in the emissions of “greenhouse gases,” legislation to address the electric-and-magnetic-fields issue (ranging from studies of health effects to mitigation measures), and bills to tighten the regulation of hazardous, toxic and nuclear-waste disposal.

“The economic legislative initiatives are equally pervasive,” Heydlauff said. “Legislation has been introduced to reform the Public Utility Holding Company Act to remove legal barriers to market entry by independent and affiliated power producers, our future competitors for constructing new generation.

“And the electric utility industry narrowly dodged a broad-based energy tax in the recent federal budget accord,” he remarked, “but proposals for a carbon tax or a Btu-based energy tax will likely surface again in the future.”

Industry’s focus on the Clean Air Act and global warming “must not obscure increasing concerns over the Clean Water Act and the alphabet stew of acronyms that represent the body of law governing solid and liquid wastes,” noted Jeffrey P. White, associate general counsel for the Service Corporation.



White

“EPA’s Region V office in Chicago has advised state environmental agencies that utilities will be required to requalify for variances, or face the risk of installing cooling towers or shedding load during late-summer episodes of high river temperatures and low stream flows,” he said.

“Neither alternative is palatable,” White stressed. “Retrofitting cooling towers at plants like Conesville and Muskingum River would involve capital costs in the tens of millions of dollars. Shedding load — which could easily coincide with demand peaks — could deprive AEP of the return associated with operating these units and could well require the purchase of costly replacement power.”

And despite EPA’s coal combustion byproducts study in 1988 that indicated fly ash is not dangerous, “states have shown increased determination to treat ash akin to hazardous waste,” White said, which places AEP’s fly-ash utilization program at risk. What makes this ironic, he added, is that “EPA and many in Congress rarely miss a chance to extol the virtues of recycling.”

Brendan J. Ware, manager of the Service Corporation’s Electrical Research and Equipment Division, pointed out that — based on numerous studies — AEP believes there are no adverse health effects caused by exposure to electric and magnetic fields. AEP has

impact on AEP

formed an EMF Task Force to study the issue.



Varley

On the subject of regulatory commissions, all of the AEP operating companies, except Ohio Power Company, are involved in rate cases, said Andrew P. Varley, vice president-rates for the Service Corporation. "But,

after the present round of rate cases, we hope for a period of stability with limited rate-case activity.

"We will not file a rate case in any jurisdiction unless it is essential to maintain a company's earnings," he emphasized. He noted that AEP is sensitive to the adverse effect rate increases could have on major industrial customers and, ultimately, on an area's economy.

"There are certain times when rate cases are unavoidable, such as when major new facilities are placed in operation or during high rates of inflation or rising interest rates, when the growth in load is not sufficient to keep up with the cost of delivering the service," Varley said.

"At other times, if increases in productivity and growth in load are sufficient to offset other increasing costs, it is to our advantage to minimize our rate-case activity.

"With proper rates in effect that encourage more efficient use of our facilities, and competitive rates that allow the service to grow, minimizing rate cases should be feasible," Varley concluded.

In discussing state rate regulation, William N. D'Onofrio, vice president of Indiana Michigan Power Company, pointed to a number of "regulatory realities" in the 1990s, including the external influences on regulators; the regulatory "lag" in deciding rate cases; and the tendency of commissions to take a short-term perspective on ratemaking.

"We have to make it a top priority that we establish closer relationships with these people (state legislators and regulators) who are shaping our des-

tiny," noted R. Daniel Carson, executive assistant at Appalachian Power Company.



Feck

"The key to issues management is communications," said Luke M. Feck, senior vice president-public affairs for the Service Corporation. "We deal with seven overlapping audiences: our customers, shareholders,

regulators and legislators, the media, the general public and, most important, our employees.

In dealing with risk-related issues, "Facts alone will not carry the day," he emphasized. "Emotions will overcome even the most compelling facts in the court of public opinion. We must build trust, and third-party coalitions, or endorsements, are vital.

"The public wants issues explained in its terms, not ours," Feck pointed out. "It's better to say that you ran more risk driving here today than to try to define a milligauss.

"Know what the media want," he advised. "Make strong statements simply. Give them nuggets of truth in 12-second bursts. Emphasize the things we currently do to monitor, manage and reduce risk.

"Make sure your audiences know what benefits you provide and your history of community involvement," Feck said. "And recognize and respond to the emotion of the issue. The public wants to know if we care about it and if we take it seriously."

Feck said the Service Corporation's Public Affairs Department is beginning to develop "issues kits" that can be used by managers throughout the System. The kits will include background information, a summary statement, a one-page fact sheet, and a wallet-sized card containing our position. If the issue warrants, a kit may also contain a video program and booklets or pamphlets.

"The importance of clear, open communication with employees dare not be miscalculated," Feck noted. "They

are the line troops in any effort to persuade our other publics of a company position. They are the ones most apt to be asked about issues facing the company.

"When we think of communicating, we must think of employees — past and present — first." □

New capacity

(continued from page 5)

to most of the PJM utilities east of the Allegheny Power System; and the unit power sale of Rockport Unit 2 capacity to Carolina Power & Light.

"Recent developments in pricing strategy have included a number of revisions and enhancements of our FERC-filed tariffs, both for transmission and power supply," that have contributed to increased profitability, Dr. Falcone said. However, public utility commissions in states outside the AEP service area have sometimes been an obstacle to System sales.

"Immediate future prospects for System sales are not as good as in the recent past," he acknowledged. "The long-term General Public Utilities sale terminates at the end of this year and it is likely that the Ontario Hydro sale will be reduced.

"The new Clean Air Act amendments will have significant effects on our future generating capacity, power-generation costs, and also on our load," Dr. Falcone said. "This adds further uncertainty to future options regarding commitments to long-term sales. And as for now, there is some uncertainty as to how much spare capacity we will actually have." □

OIP savings reach \$5.7 million by third quarter

Employee participation in Appalachian Power's Operations Improvement Program (OIP) has not waned despite the fact that the annual savings goal of \$4,585,000 was reached by mid-year. Personnel Services Manager J. Emmett Blackwell, who coordinates the program, reports that, at the end of the third quarter, 73 proposals with an estimated savings of \$5,778,705 have been accepted as well as 21 safety proposals.

Employees who made the top OIP proposals for the third quarter, and their prizes, are: Division — first place, 4 shares of AEP stock each, Richard Graham, Bernard Lough, and Robert Shifflett, Jr., all of Beckley; second place, 3 shares each, Douglas McClanahan and Kevin Standifur of Bluefield. Plant — first place, 5 shares each, Charles Cook and Ronald Miller of Centralized Plant Maintenance; second place, 2 shares each, Susan Damron, Mark Duncan and Roger Gowd of Amos Plant; General Office — first place, 10 shares, George Keller, GO Operating, Roanoke; second place, 5 shares, Jim Bean, GO T&D, Roanoke.

The third quarter safety winners, and their awards are: Division — none; Plant — Larry Norvell and Richard Smith of Mountaineer Plant, \$12.50 each; and General Office — Alan Argabright and Tom Philpott, GO General Services, Roanoke, \$12.50 each. □

1991 Holidays

New Year's Day	Tue, Jan 1
Washington's Birthday	Mon, Feb 18
Good Friday	Fri, Mar 29
Memorial Day	Mon, May 27
Independence Day	Thu, July 4
Labor Day	Mon, Sep 2
Thanksgiving Day	Thu, Nov 28
Day after Thanksgiving	Fri, Nov 29
Christmas Eve	Tue, Dec 24
Christmas Day	Wed, Dec 25
Personal Days	2

Included in the 12 designated holidays are two personal days. All employees are eligible for the holidays but only regular employees are entitled to personal days. Such days must be approved in advance by the employee's supervisor, may not be carried over into the following year, and must be taken by December 1.

PSC approves lower fuel factor in West Virginia

The Public Service Commission of West Virginia established a lower fuel increment to be included in Appalachian Power Company's rates effective November 1. The reduction amounts to \$6 million or 1.2 percent. For residential customers, the decrease is 7 cents for each 100 kilowatt-hours used.

Appalachian on June 29 had requested permission to reduce the fuel portion of its West Virginia rates. The request was filed in connection with the company's annual report on its expanded net energy clause, which includes fuel and purchased power costs. The report covers the year ending September 30, along with a projection for the coming year. □

309 vie for Education Awards

Seventy-eight children of Appalachian Power employees and three children of Kingsport Power employees are among the 309 across the AEP System who had applied by mid-October for the 34 awards in the 1991 AEP System Education Award Program.

The awards are for \$6,000 each, with \$2,500 granted for the first year of college, \$2,000 for the second year and \$1,500 for the third.

Following is a breakdown of applicants by company:

Ohio Power	79
Appalachian Power	78
Indiana Michigan Power	32
Michigan Power	2
Columbus Southern Power	29
Coal mining companies	33
AEP Service Corporation	38
Wheeling Power	2
Kingsport Power	3
Kentucky Power	13

Pen pals finally meet after 46 years

During the 46 years Mary Catherine Marshall of Pulaski, Virginia, and Marjorie Wilson of England have been pen pals, they never thought they would meet. However, the two women recently spent three weeks together.

"It feels like we're just meeting again," stated Mrs. Wilson, who was making her first visit to the United States. This also was her first time aboard an airplane.

"My husband James (retired Pulaski power engineer) and I went to Charlotte (NC) to pick her up at the airport. It's like I always knew her," Mrs. Marshall said.

Their friendship began when Mrs. Marshall took the name of a pen pal from her sister, an employee of the former People's Bank in Pulaski. The name was that of Mrs. Wilson, who lives in Halifax Yorkshire, England.

Mrs. Wilson was working at sewing when a co-worker with four names of possible American pen pals offered her one. "She only had one left. I didn't want it, but she said it was the last one and would I please take it. Finally, I did. We've been writing ever since."

Mrs. Marshall added, "I really don't know where my sister got the name. But I'm glad she did."

Although they don't write on a particular schedule, they do correspond frequently. They jot down reminders constantly and put them into letters later. "We write whenever we have a good lot to say. Then we put everything into it," Mrs. Wilson remarked.

"We're interested in each other's cultures and families. We send pictures and exchange gifts," Mrs. Marshall added.

Mrs. Marshall showed her English friend around the area including Virginia Tech, Claytor Lake, Roanoke, and the New River Valley Mall. She also took her to the Skyline Drive, Mabry Mill, and into West Virginia.

"Oh, I think it's wonderful here. It's great. The people are so kind. It is all so new, but I feel right at home with Mary and James," Mrs. Wilson commented.

The experience was one of learning for her. Among the major differences she found were driving on the opposite



Mary Marshall, left, meets English pen pal Marjorie Wilson after 46 years.

side of the road, the variety of merchandise in supermarkets and department stores, warmer weather, the currency, and a more leisurely pace.

She tasted for the first time iced tea, watermelon, hushpuppies (she thought they were shoes), and baked sweet potatoes. She also had her first ride in a pickup truck. "She learned very fast. I have Americanized her," Mrs. Marshall said.

Mrs. Wilson likes the yards and distances between houses, unlike the townhouses in her native land. She found the lack of public transportation different. At home she walks to the corner to catch a bus for downtown. Trains are popular modes of transportation, too, she noted.

Another noticeable difference she discovered is that Americans' television sets come with their own cabinets. In her country, the television screen and components constitute a set with the cabinet costing extra.

It took the death of Mrs. Wilson's husband about two years ago to prompt her to come to America. "I was feeling a bit low, and my daughter encouraged me to take the trip. I wished I could have come sooner. I wished we could have come while my husband was living." Her husband worked in maintenance at Roundtree and Mack-

intosh, a candy manufacturer which owns the Tom's company in the U. S. Mrs. Marshall and her husband would like to visit their friend in England.

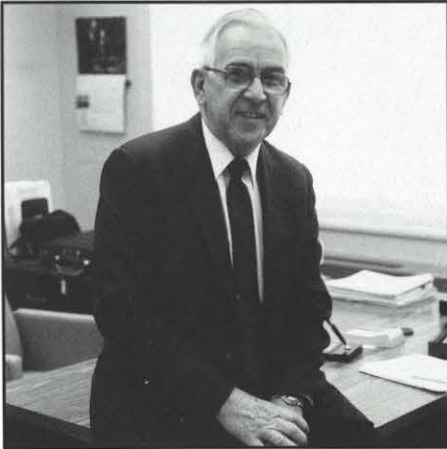
To remember every detail of her trip, Mrs. Wilson kept a daily journal of her activities. Among the items she bought to take home with her are a cowboy hat for her grandson, a baseball cap like the one Tom Cruise wore in the movie, "Top Gun" (popular in England), some sweaters, jewelry for her daughter, and a purse.

"We loved every minute of our visit. We never thought we'd see each other, mainly because of the cost. But when we were together we enjoyed every minute of it." Mrs. Marshall remarked. □

Story and photo courtesy the Southwest Times.

Retirements

Ron Hively



"When I moved to Charleston at age 11, electricity was a whole new experience for me," recalls Ron Hively. "We had lived in Flatwoods, the geographical center of West Virginia, before that, and Monongahela Power hadn't gotten around to putting electric lines through that part of their territory.

"When I graduated from West Virginia University with a degree in electrical engineering, I chose Appalachian from among several job offers. Probably what made up my mind was that I would be working in a geographical area I was familiar with."

Ron continues, "One of my first assignments was to go around and talk commercial establishments into replacing their DC elevators with AC or, in some instances, installing a motor generator set."

He served as Montgomery area superintendent for a little over a year, returning to Charleston as division commercial manager at a time when "we were building up a sales force and marketing electric heat and heat pumps in a big fashion.

"In 1961 I came to Roanoke on a temporary assignment to fill in for John Vaughan while he was at MIT, and I just stayed. In 1968 Joe Gills asked me to become rates, tariffs and contracts director and set up a new department. Before then all rate matters were handled in the System Commercial Department, and the company's only problem with rates was figuring out who would get the next reduction. But by the late 60s the Vietnam War had

increased inflation, and we were considering some major plant construction so there was an eminent need for some sizeable revenue increases.

Ron looks back at the 1970s as a turbulent time when energy was on everyone's agenda and the company's cost of coal rose from \$4.50 to \$28 a ton in less than five years.

In the 1960s, Ron recalls, electric generating plants were constructed for under \$200 per kilowatt. That doubled in the following decade and rose to \$490 per kilowatt at Mountaineer Plant, built in 1980. I&M's Unit 2 at Rockport, completed in 1989, cost close to \$1,000 per kilowatt, a five-fold increase in less than 30 years.

"The utility business has changed completely," Ron says. "We have come from an era where technological advancements and economies of scale resulted in each each new power plant producing electricity cheaper than the old capacity it replaced to a period when the cost of power plants and transmission lines have escalated phenomenally due to inflation and siting and environmental constraints."

Not counting customer complaints and rule making hearings, Ron has been involved in 71 rate change cases. The Rate Department has grown from just himself and a secretary shared with another manager to 16 people today.

"In the last 22 years, I've pleased no one. The customers weren't happy when I increased the rates, and the company says I never increased them enough. I would say, however, that it's been a frustrating experience but an overall interesting one. It has given me an opportunity to make a contribution to the company that I would not have been able to make in other jobs with the company.

"There must be something else in life besides determining when to file the next rate case, and I'm determined to find out what that is," Ron says about his December 1 retirement. "I'm looking forward to not living in such a scheduled environment. We want to do a little traveling; but, since I've seen enough of Charleston, Richmond, and Washington, it will be to someplace

else. We'll make our home in Roanoke because we've lived here longer than any other place."

Ron is active in Calvary Baptist Church and will continue his photography hobby. He has his own darkroom and claims that "half the fun is processing."

Ron and his wife Juanita have two sons. □

Pauline Vinciguerra



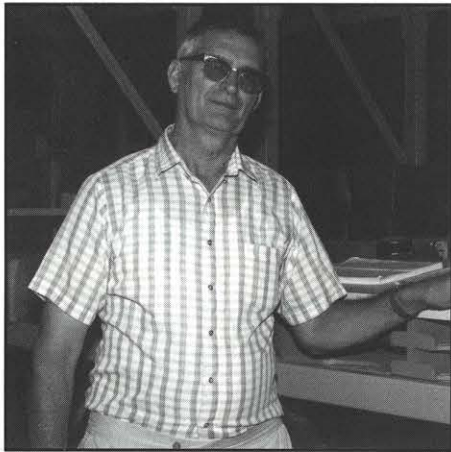
"I've always enjoyed working with the public and, over the years, I've seen a lot of people come and go. I've gotten to know a lot of them, and I will miss them," says Pauline Vinciguerra. A customer services representative A in Bluefield, Pauline elected early retirement on December 1.

During her 42-year career, Pauline served in a variety of positions: office girl, office messenger, junior clerk, authorization clerk, junior and senior cashier, general clerk senior, pre-audit clerk, and customer accounts representative B and A.

Pauline, whose husband Albert is already retired, says she plans to take life "a day at a time. I have a lot to do around the house, and I plan to do more church work." A member of Midway Church of Christ and a lifelong resident of Bluefield, Pauline will retire to the same house in which she was born.

Pauline's brother, Cliff Hawley, retired in 1988 as Abingdon building supervisor. □

Allen Phillips



"I enjoyed this type of work. There never was a dull moment," said Allen Phillips, Kingsport stores attendant A, who elected early retirement on December 1. He spent his entire 33-year career in the Stores Department, rising through the positions of junior clerk, clerk trainee, material clerk, and head material clerk.

"The company has been good to me and my family, and I will miss all my co-workers and friends," Allen added. "The company savings plan made it possible for me to leave early and have both the time and money to enjoy whatever strikes my fancy at the moment." His parting advice to fellow employees was to take full advantage of this program.

Allen concluded, "I have no particular plans for retirement other than some do-it-yourself projects at home. I plan to be both foreman and laborer on these jobs so that no one will be pushing me or setting a schedule. That lack of schedule is what I anticipate most about retirement." □

Edith Holcomb



Since her retirement on November 1, Edith Holcomb has enjoyed having evenings free to spend as she chooses. She had been a parttime custodian in the Rupert/Rainelle areas of Beckley Division for 23 years.

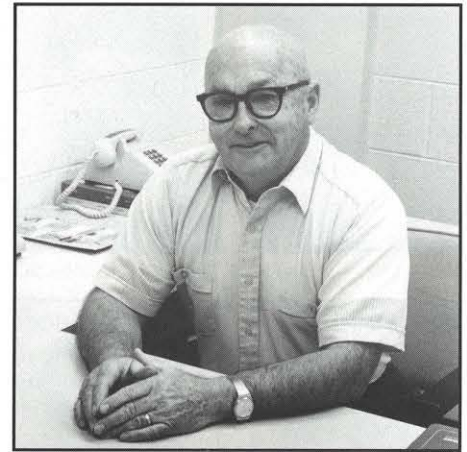
"I came in at 3:30 p.m. and worked until 7:00, 7:30, or longer, depending on how much cleaning I had to do," Edith said. "I enjoyed my work and, although I didn't associate with the other employees much because of my hours, all those I met are nice and friendly. I've particularly enjoyed working with Millie Smith since the two offices were combined. She was custodian for Rainelle, and I was custodian for Rupert prior to that time.

"My main reason for retiring now is not having to worry about getting out at night during another winter. But I'm not going to quit work entirely. I still do housework for folks here and there."

Edith plans to continue teaching a class of 2- and 3-year-olds at Rupert's Big Clear Creek Baptist Church. "I've taught that age group for over 20 years now, and I really enjoy it," she commented.

Edith has a son in Rupert, a daughter in Georgia, and four grandchildren. "I'm going to Georgia around the first of December for my granddaughter's wedding," she said. □

G. W. Gott



"It has been enjoyable," said Meter Supervisor G. W. Gott about his more than 40 years' service with Kingsport Power.

G. W. was hired as a meter reader in 1948, shortly after graduating from high school. "I went to work at 85 cents an hour," he recalled. "At that time we were paid on the 5th and 20th of the month instead of every other week. I think I cleared about \$67 on my first check and had about \$63 take-home money from the second one.

"I spent 25 years in the field and found more pleasure in that than I did inside work. I got a lot of pleasure in working with the general public. For the most part, people were reasonable and worked with you."

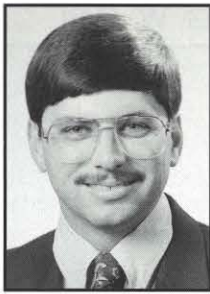
G. W., who retired on December 1, said he doesn't have a lot of plans. "The wife and I go to Florida quite often because she has a daughter there. I generally get in quite a bit of fishing. I like gardening — both yard and vegetable — and I deal in cattle a little bit so I'll have enough to keep me busy when I want to be."

G. W. is a member of the Glen Alpine United Methodist Church, Moose Lodge, and Masonic Lodge. He has one son, four daughters, four grandsons, and one granddaughter. □

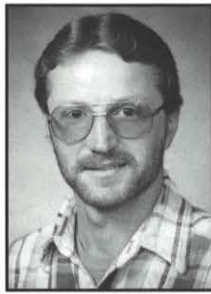
Promotions



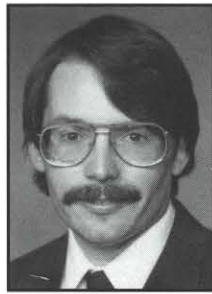
Hern



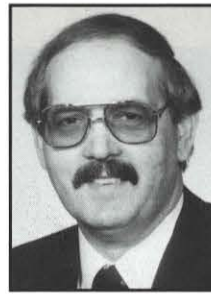
Hatcher



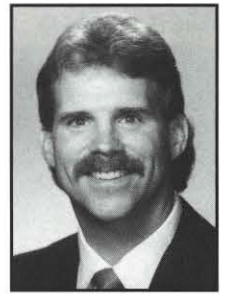
Hill



Turner



Barton



Drake



Wohlford



Burdette



Hylton



Posey



Shumate



Blankenship

Kenneth L. Hern, civil engineer-hydro, was promoted to hydro engineer senior, GO Hydro, Roanoke, on September 1.

Gary W. Hatcher, performance technician NE at Mountaineer Plant, was promoted to industrial hygienist associate, GO Human Resources, Roanoke, on September 1. He holds a bachelor of science degree in botany from Marshall University.

Dewey Dillard Hill, Jr., line mechanic A, was promoted to line crew supervisor NE in Peterstown on September 29.

Paul C. Turner, electrical engineer, was promoted to engineer senior, GO T&D Station Engineering and Design, Roanoke, on September 1. He holds a bachelor of science degree in electrical engineering from Cleveland State University.

James D. Barton, assistant shift operating engineer, was promoted to shift operating engineer at John Amos Plant on October 1.

D. Keith Drake, equipment operator B, was promoted to unit supervisor at John Amos Plant on October 1. He attended West Virginia Institute of Technology.

Glenda Wohlford, secretary, was promoted to administrative assistant A in Pulaski on October 1. She holds an associate in secretarial science degree

from Wytheville Community College and an associate in applied science degree in business management from New River Community College.

C. Art Burdette, Jr., engineering supervisor, is being promoted to Charleston division superintendent on January 1. He holds a bachelor of science degree in electrical engineering from West Virginia University.

Darrell G. Hylton, engineering technician senior, was promoted to relay specialist, GO T&D Relay, Huntington, on June 1. He holds an associate in science degree in electrical engineering technology from West Virginia Institute of Technology.

Kenneth R. Posey, Charleston electrical engineer senior, was promoted to engineer senior, GO T&D Station Engineering and Design, Roanoke, on August 1. He holds a bachelor of science degree in electrical engineering from West Virginia University.

Glen R. Shumate, transmission mechanic A, was promoted to transmission line crew supervisor, GO T&D Transmission, Bluefield, on August 1.

Roger L. Blankenship, unit supervisor, was promoted to assistant shift operating engineer at John Amos Plant on October 1. He attended West Virginia Business College.

Mark W. Vinson, meter engineer se-

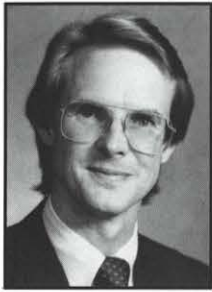
nior, was promoted to meter staff engineer, GO T&D Meter, Roanoke, on August 1. He holds a bachelor of science degree in electrical engineering from Virginia Polytechnic Institute & State University.

Rob L. Kern, Wytheville area supervisor, was promoted to engineering supervising engineer, Columbus Southern Power, Columbus, on November 1. He holds a bachelor of science degree in electrical engineering from Virginia Polytechnic Institute & State University and is a licensed professional engineer in the Commonwealth of Virginia.

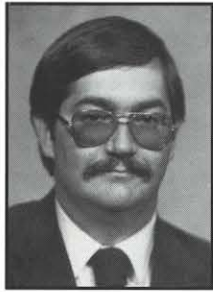
Mike K. Wilson, Pulaski electrical engineer senior, was promoted to Wytheville area supervisor on November 1. He holds a bachelor of science degree in electrical engineering from Virginia Polytechnic Institute & State University.

James H. Coulter, unit supervisor, was promoted to assistant shift operating engineer at John Amos Plant on October 1.

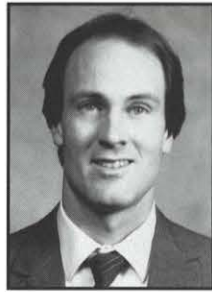
Glenn M. Douglas, production superintendent-operations at Indiana Michigan Power Company's Rockport Plant, was promoted to operations superintendent at Clinch River Plant on December 1. Douglas attended West Virginia Institute of Technology and Parkersburg Community College. He



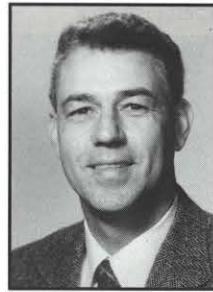
Vinson



Kern



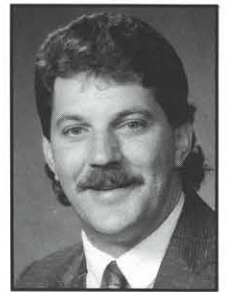
Wilson



Coulter



Douglas



Havens

holds an associate degree in industrial supervision and management from West Virginia Northern Community College and a regent bachelor of arts degree from Glenville State College.

Stacy Havens, general servicer, was promoted to line crew supervisor NE in Bluefield on October 27.

Abingdon

Randel Cooper from department assistant-marketing and customer services to marketing and customer services advisor.

Jeffrey Cahill from department assistant-marketing and customer services to marketing and customer services advisor, Marion.

John Amos

Kenneth Chapman from equipment operator C to equipment operator B.

Kelly Kidd from equipment operator C to equipment operator B.

Rubert Sayre from utility worker to equipment operator C.

Rondal Godfrey from utility worker to equipment operator C.

Beckley

Dale Miller from line mechanic B to line mechanic A, Rainelle.

Bluefield

Tim Craig from line mechanic C to line mechanic B, Peterstown.

Central Machine Shop

Ron Taylor from machinist 3rd class to machinist 2nd class.

Charleston

Teresa Tudor from line mechanic D to line mechanic C.

Steve Wilmoth from line mechanic D to line mechanic C.

Paul Kessinger from line mechanic D to line mechanic C.

Clinch River

Rhonda Hale from plant clerk B to plant clerk A.

General Office

Barbara Collins from electric plant clerk B to electric plant clerk A, GO Accounting, Roanoke.

Mark Wray from junior clerk, GO General Services, Roanoke, to transmission station mechanic D, GO T&D Station, Roanoke.

Jimmy Thomas from transmission mechanic D to transmission mechanic C, GO T&D Transmission, Abingdon.

Richard Hartless from associate programmer to programmer, GO Accounting, Roanoke.

Glen Lyn

Larry Mann from maintenance mechanic C to maintenance mechanic B.

Huntington

Michael Mitchell from line mechanic A to general servicer.

Michael Fortner from station mechanic D to station mechanic C.

Polly Given from junior clerk to T&D clerk C.

Joseph Coldiron from line mechanic D to line mechanic C.

Kingsport

James McConnell from line mechanic D to line mechanic C.

Lynchburg

Wendell Bogle from meter electrician B to meter electrician A.

Dave McFaden from meter electrician C to meter electrician B.

Mountaineer

Lew Nazarewycz from maintenance mechanic B to maintenance mechanic A.

Steve Jenkins from utility worker to performance technician junior.

Pulaski

Linda Chrisley from customer services representative C to customer services representative B, Wytheville.

Danny Dickerson from station mechanic D to station mechanic C.

Roanoke

Donald Overstreet from intermediate clerk, GO General Services, Roanoke, to meter reader, Roanoke.

Philip Sporn

Jeffrey Darst from tractor operator to crane operator.

Jerry Fields from utility worker A to coal handler.

Mark MacKnight from maintenance mechanic C to maintenance mechanic B.

Timothy Tucker from maintenance mechanic C to maintenance mechanic B.

Donald Goodnite from stores attendant to stores attendant senior.

Robert Workman from tripper operator to tractor operator.

Randy Norris from control technician junior to control technician.

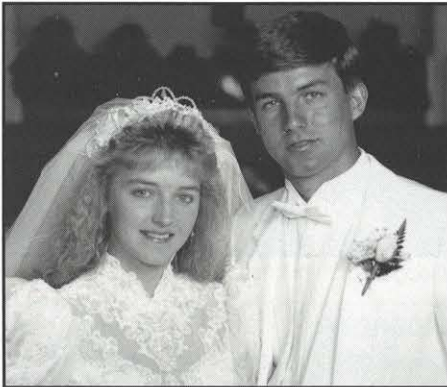
Operating Ideas

(continued from page 7)

R. A. Jarrell, performance engineer, and V. S. Jarrell, maintenance supervisor, both of Mountaineer Plant, collaborated on "Resistors Added to Oil Lighter Control Circuit to Decrease Igniter Spark Rate." □

Weddings

King-Kofroth



Michelle L. Kofroth to **Brian Arthur King**, September 8. Brian is the son of Ruby King, Central Machine Shop plant clerk B.

Barr-Riley



Raylene Sue Riley, secretary-stenographer, GO Rates & Contracts, Roanoke, to **Alan Eugene Barr**, October 12.

Acree-Perry



Yvonne Michelle Perry to Sgt. Kevin Carl Acree, September 22. Yvonne is the daughter of Jim Perry, Charleston general servicer.

McDaniel-Terrell



Robin F. Terrell to **Charles K. McDaniel**, Montgomery line mechanic C, August 14.

Livingston-Comer



Donna A. Comer, Gate City meter reader to **Paul Livingston**, September 28.

Goolsby-Overstreet

Lindsay Overstreet to **Alex Goolsby**, Lynchburg line mechanic B, September 22.

Hackett-Wright

Marlene Y. Wright, Amos plant engineer II, to **James E. Hackett**, Amos instrument maintenance supervisor, September 1.

Wood-Heishman



Beth Heishman to **Gregory S. Wood**, Huntington energy services engineer, June 30.

Jeffers-Black



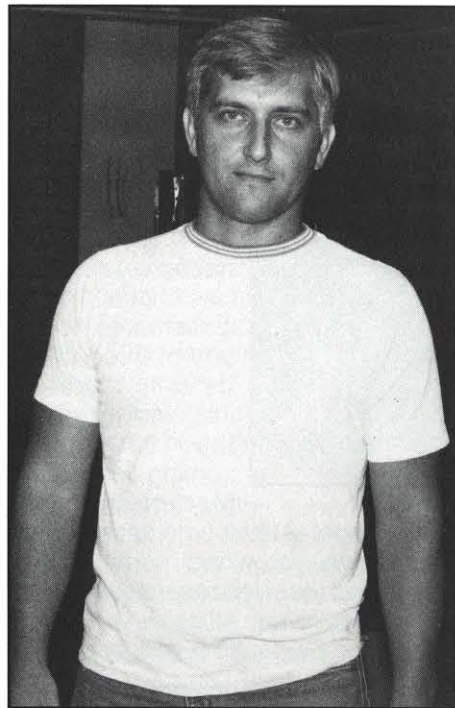
Sandra G. Black to **Millard Jeffers**, Charleston station mechanic A, October 20.

Wed 50 years



Jadie Bostic, retired Charleston station mechanic A, and his wife Delphia celebrated their 50th wedding anniversary with a family dinner at Humphrey's Pine Room. They have two daughters and six grandchildren.

Tucker saves life at drive-in



Tucker

Tim Tucker, maintenance mechanic B at Philip Sporn Plant, successfully used a lifesaving technique he learned at work to save a man's life.

Tim relates, "My wife, daughter, and I were on the way to my mother-in-law's. There's a drive-in right as you come off the Pomeroy bridge, and my little girl can't go by there without hollering 'Peppy.' I got her a Pepsi and was getting into my truck when my wife Medina said, 'He's choking.' I raised up and saw that my parents' next-door-neighbor was in trouble. His wife and little boy were trying to help him but didn't know what to do. About that time his wife hollered my name.

"When I got to him, he coughed once and quit so I knew what I had to do. I grabbed him and applied the Heimlich maneuver once. Nothing happened so I squeezed him again. He gasped and said, 'Whatever you did, it brought it up.' Later the man told my brother he was starting to black out when I got to him. He said if I hadn't been around that he wouldn't be here today."

Tim concludes, "I just feel like the Lord brought the two of us together. He needed help, and I knew what to do. □

Births

Charleston

Benjamin Joel, son of **Robert Richardson**, meter electrician C, October 19.

Reagan Ashley, daughter of **Ronnie Meadows**, line mechanic B, October 17.

General Office

Tyler Ryan, son of **M. A. Miller**, station operator, GO Operating, Abingdon, October 6.

JonLuke Christian, son of **K. W. Boggs**, regional dispatcher, GO Operating, Turner, October 10.

Glen Lyn

Shaela Denae, daughter of **Nathan Shrader**, braker, November 5.

Whitney Nicole, daughter of **Benny Skelton**, utility worker A, November 7.

Kara Caitlin, daughter of **Freddie Terry**, maintenance machanic B, November 9.

Kingsport

Thomas Evan, son of **Debra Jennings**, customer services representative II, October 28.

Roanoke

Luke Anthony, son of **David Morris**, engineering technician, October 28.

John Dunavant, son of **John Tucker**, engineering supervising engineer, November 12.

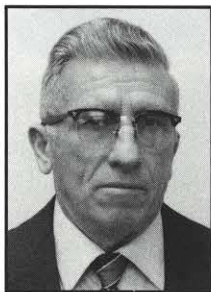
Robert William, son of **Robert Wagner**, line superintendent, November 11.

Philip Sporn

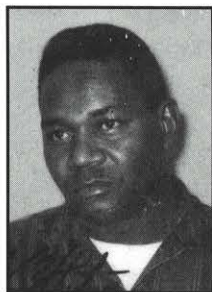
Alex David, son of **Sandra Hawley**, plant clerk A, October 18.

Harrison Martin, son of **Tony Roach**, maintenance mechanic A, October 18. □

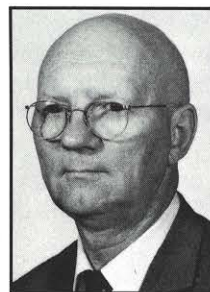
Friends We'll Miss



Coffman



Handley



Runyon

Rufus C. "Cam" Coffman, 68, retired Charleston engineering technician senior, died October 30. A native of Beckley, West Virginia, he was employed in 1945 as a rodman and elected early retirement in 1983. Coffman is survived by his wife Silvia, 211 18th Street, Dunbar, WV; two sons; and one daughter.

Charles F. Handley, 70, retired maintenance mechanic A at John Amos Plant, died November 3. A native of Alabama, he began his career in 1971

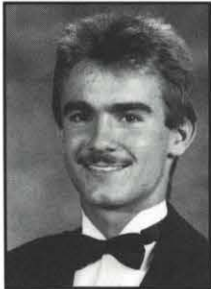
as a maintenance man D and elected early retirement in 1983. Handley is survived by two sons, two daughters, 13 grandchildren, three great-grandchildren, and one sister.

Clyde Runyon, 84, retired right of way agent in Logan-Williamson Division, died November 6. He was hired in 1944 as a clerk intermediate in Williamson and retired in 1971. Runyon is survived by one son and one brother. □

Who's News

Abingdon

Teresa, wife of Phil Young, marketing and customer services representative, received an alumni honor scholarship from East Tennessee State University. The \$1,000 scholarship is awarded on the basis of academic and leadership achievements and is presented through ETSU's National Alumni Association.



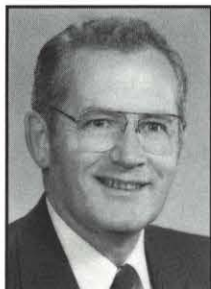
Kevin, son of Rodney McCready, Marion line mechanic D, has been nominated to become a Congressional Scholar, representing Virginia in the National Young Leaders Conference in Washing-

ton, DC, in February. He also has been named to *Who's Who Among American High School Students*. Kevin is a senior at Chilhowie High School.

Steve O'Dell, Marion customer services office supervisor, was named to the board of directors of the Marion Kiwanis Club.

Knox Worde, Marion area supervisor, was named to the board of directors of the United Way of Marion.

Phil Young, marketing and customer services representative, placed second in his age bracket in the Creeper Classic 5K Run. The event was sponsored by Johnston Memorial Hospital, Appalachian Power, and the Washington County News.



Pete Montague, division manager, has been named to a one-year term as president of the Washington County Chamber of Commerce.

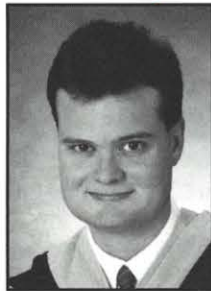
Steve, son of Sam Bowling, retired meter supervisor, has successfully passed the Colorado state bar exam and has received his license to practice law.

Randy Forrester, line mechanic A, won the belly buckin' contest which was part of the Damascus Fall Festival and Car Show. □

John Amos

Adam, son of Alva Kuhl, utility supervisor, has been inducted in Winfield High School's Praemium Chapter of the National Honor Society. □

Beckley



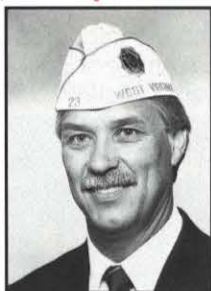
David, son of Glenn O'Neal, station supervisor exempt, and a 1990 graduate of West Virginia University's School of Dentistry, has been commissioned a lieutenant in the U. S. Navy. He will be stationed

in California, where he will continue his studies in the field of oral surgery.

Gib Cook, division superintendent, was elected to a three-year term on the trustee board of Beckley Memorial Baptist Church.

Sephra, daughter of Janet Snyder, customer services representative C, was selected for membership in the Park Junior High School chapter of the National Junior Honor Society. □

Central Machine Shop



Robert Rulen, a member of American Legion Post 23 of Point Pleasant, was elected the 75th Department Commander of the American Legion, Department of West Virginia. A member of Post 23 for 18

years, he has served in all capacities at post level. From 1983 to 1984, he was commander of the Fourth District and was department vice commander from 1989-1990. On the national level, he has served on the Foreign Relations Council and National Security Commission. A former recipient of the Blue Cap Legionnaire of the Year award, he also is a member of VFW Post 3531, Voiture 170, the 40 & 8 Orders of the Masonic Body, and Loyal Order of

Moose. A Vietnam veteran, he served two tours in Southeast Asia with the U.S. Air Force and later with the WV Army National Guard. Robert, an Ohio Power employee, is the son of Harold Rulen, Central Machine Shop manager.



Allison, daughter of Fred Stotts, production assistant, was chosen by her classmates to be one of three attendants to represent the ninth-grade in the 1990 homecoming activities at McKinley Junior

High School. At half-time ceremonies, Allison was crowned homecoming queen and received red roses from the school's principal. Allison is vice president of the Student Council; captain of the flag corp team; and a member of the band, Natural Helpers, FHA, and track team. □

Centralized Plant Maintenance



Anita, left, and Denise

Denise, age 9, and **Anita**, age 6, placed first and third, respectively, in the Gallipolis (Ohio) Cliffside Golf Club Youth Program Tournament. Anita won third place outright, while Denise won in a sudden death playoff. They are the daughters of Kurt Dailey, human resources and office supervisor. □

General Office

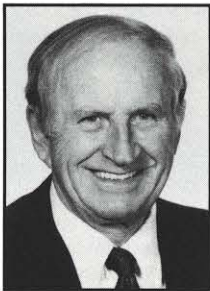
Judy Johnson, secretary-stenographer B, GO T&D Transmission Line, Bluefield, and her husband **Shorty** participated in the Bowl for Breath for the Cystic Fibrosis Foundation. Their combined pledges totaled over \$1,000.

Christa, daughter of D. G. Akers, engineering technologist, GO T&D Communication, Abingdon, was named to *Who's Who Among American High School Students*. She received the honor for being in the top five percent of high school students across the nation.

Ron Jamison, station superintendent, GO T&D Station, Roanoke, had a hole in one on the 135-yard second hole at Ground Hog Mountain. He was using a 9 iron. Witnessing the shot was **Ted White**, Bluefield T&D superintendent.

Richard Anderson, Jr., has been inducted in the Golden Chain Society at the University of North Carolina, Greensboro. The Society, which stresses academic and service excellence, accepts faculty nominations approved by a selection committee screening process. Richard is the son of Richard Anderson, allocation supervisor, GO Rates & Contracts, Roanoke.

A. C. Channaiah, staff engineer, GO T&D Electrical Engineering, Roanoke, has been named to serve on the PTA executive board at William Byrd Middle School, the PTA County Council of Roanoke, and the Roanoke County Schools Advisory Council for Gifted/Talented Education.

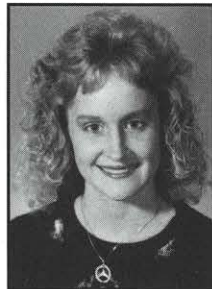


Lloyd Pomykata, retired staff assistant, GO Executive, Charleston, has been elected to a one-year term as governor of the West Virginia District of Kiwanis International. The West Virginia District is composed of 69 clubs located throughout the state with a membership of 2,137 men and women.

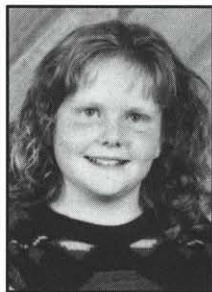
Melanie Carter was appointed by the Roanoke County school superintendent to a one-year term on the Roanoke County Schools Advisory Council for Gifted/Talented Education. A senior at Northside High School, she is the daughter of Betty Lou Carter, editor of publications, GO Public Affairs, Roanoke. □

Huntington

Jim Musgrave, marketing and customer services manager, has been elected president-elect of the Huntington Kiwanis Club.



Lenore, daughter of Jim Bush, Ripley line crew supervisor NE, has received a dental assistant diploma from the Putnam County Vo-Tech Center. A senior at Buffalo High School, she is a member of the National Honor Society. Lenore also was named to *Who's Who Among American High School Students*, an honor reserved for the top five percent of high school students across the nation.



Tammy, daughter of Jim Bush, Ripley line crew supervisor NE, received honorable mention in a safety poster contest sponsored by AAA of Huntington. She was citizen of the month in March and citizen of the year at Buffalo Elementary School and a member of the school patrol. Tammy now is a sixth grader at George Washington Middle School.

Marjorie Streib, T&D clerk A, attended the commissioning of the USS West Virginia trident submarine in Kings Bay, Georgia. Her son **Todd**, an RMS3 who works in the sub's radio room, was selected to represent the crew's enlisted men. He presented the wife of WV Senator Robert C. Byrd with a bouquet of roses during the ceremonies. Todd's brothers took an overnight trip in the Atlantic on the submarine. □

Kingsport



Tonya, daughter of J. T. Bruner, line mechanic A, was crowned Miss Independence 1990 during the Fourth of July celebration at Rogersville Municipal Park. She is a junior at Volunteer Comprehensive High School. □

Kanawha River

Tracy, daughter of Audra Pauley, secretary, was named to the first team All Conference for NAIA women's volleyball and WVIAC All Tournament. She is a junior at the University of Charleston.

Angela, daughter of Mike Siemiaczko, Jr., assistant plant manager, was elected president of the freshman class at Wheeling Jesuit College.



Three Kanawha River Plant employees, who are SSGs with the West Virginia Air National Guard 130th Tactical Airlift Group, have been called to active duty. They are **L. M. Helvey**, maintenance engineer; **J. B. Snodgrass**, crane operator; and **L. A. Johnson**, maintenance supervisor. □

Philip Sporn



Tara, daughter of Randy Humphreys, plant manager, was selected the 1990 homecoming queen of Meigs High School.

Stephanie, daughter of Mike Walker, plant janitor, was named to *Who's Who Among American High School Students*. She received the honor for being in the top five percent of high school students across the nation. Stephanie is a senior at Meigs High School.



Amanda



Kelly

Amanda and Kelly, daughters of John Taylor, maintenance mechanic A, are show dancers with Mikki Casto's Country Cloggers of Point Pleasant, WV. The dancers, ages 3 to 13, perform group, line, and freestyle dance. This year the cloggers performed for the Dogwood Arts and Crafts Festival, Huntington; Charleston's Sternwheel Regatta; Waterford (Ohio) Community Fair; Old Timers Festival of Peebles, Ohio; the Jackson (Ohio) Apple Festival; and the Ohio State Fair. They have been invited to perform at the West Virginia state capital and Washington, DC, next spring.

Winners of the fall fishing tournament were **Pat Aeiker**, maintenance mechanic B, with a 21-inch bass and **Buddy Peaytt**, maintenance mechanic A, with a 22-inch catfish. □

KPCo softball team ties for fifth place



The Kingsport Power Company softball team enjoyed a successful first season with a 9-6 record and tied for fifth position out of 16 teams in the City of Kingsport Fall Softball League. Members were, kneeling l. to r., Tom Hensley, Rodney Baker, David Greear, Richard Edwards, Ronnie Hale, Hagan Richmond, and Steve Light. Standing l. to r., Mark Williams, Roy Trent, Paul Miller, David Lawson, Jim Hensley, and Brett Shelton.

Pulaski



Sarah, daughter of Meter Reader Mark McGlothlin, won the Little Miss New River Valley contest. The six-year-old also was first in the sportswear, formal wear, and personality categories and was named most photogenic. □

Roanoke



he has been a Civitan. □

Al Beatty, retired stores supervisor, was presented the Roanoke Civitan Club's honor key award, the highest honor given to a local club member. Al has served as sergeant at arms for many of the 32 years

Bluefield

The Bluefield Division's annual employee/guest fall golf tournament was held at Wolf Creek Golf & Country Club, Bastian, Virginia. Participants were placed into three flights according to gross score, and each player's net score determined by the Calloway System. Employee winners were: First flight — **Ray Vest**, Beckley Administrative assistant, first place; **Mike Clayton**, station crew supervisor, second place; and **Jim Harmon**, retired engineering supervisor, third place. Second flight — **Jack Hawks**, Tazewell area supervisor, second place; and **Harry Street**, automotive mechanic C, third place. Third flight — **D. C. Adams**, GO T&D Station, Roanoke, second place. **Bob Crowder**, retired Princeton general supervisor, was closest to pin on hole no. 2. □

APCo earns Life Safe award



The City of Charleston and the Charleston Regional Chamber of Commerce recognized Appalachian Power for achieving Life Safe status for its Virginia Street (office) and 26th Street (service center) buildings by meeting all the required criteria for protection of people and property, in cooperation with the Charleston Fire Department and the Chamber Fire Prevention Committee. Charleston Division Manager Floyd Taylor, left, presents the achievement award to Building Supervisor Dan Dooley.

APCo receives conservation award



Pete Farmer (left), a director for the New River Soil and Water Conservation District, presented the Soil Conservationist of the Year award to Appalachian Power Company for its soil conservation efforts during improvements at the Cliffview Station in Galax. Accepting the award on behalf of Appalachian were Johnny Kidd, Galax area supervisor (center), and Sheldon Taylor, Pulaski station mechanic A (right).

Floral thanks



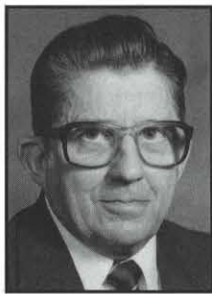
Elisa Russell, Charleston customer services representative C, received a flower arrangement from a customer in appreciation of her courtesy and efficiency in helping him with a billing problem. The customer owns several apartments in the Kanawha Valley, and Elisa helped him match apartment numbers with meter numbers. Because of switched meters, adjustments had to be made to several accounts.

Montgomery employees adopt highway

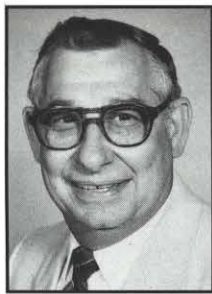


Thirteen Montgomery office employees are participating in the Governor's Adopt-A-Highway Program. They gathered 62 bags of trash in their first cleanup of a three-mile stretch of road between East Bank and Hansford. Pictured, front row, l. to r., Frances Holmes, customer services representative A; Ken Roberts, office supervisor; James Hudnall, line mechanic A; Mike King, area servicer; and Lon Slater, engineering technician senior. Second row, l. to r., Bill Holmes, area servicer; Pam Spaulding, customer services representative B; Paul Slack, area T&D clerk A; Danny McNeal, line mechanic D; and Mo Ahangardezfooli, area supervisor. Back row, l. to r., John Smith, line crew supervisor; Ben Selbe, area servicer; and Dave Stinnett, line crew supervisor.

Service Anniversaries



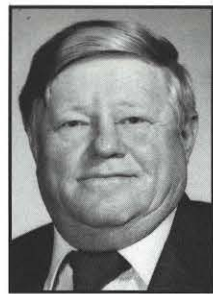
Edsel Johnson
system op. mgr.
GO-Roanoke
40 years



Carl Knapp, Jr.
regional disp.
GO-Huntington
40 years



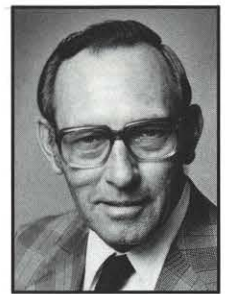
Tom Craft
equip. serv. rep.
Charleston
35 years



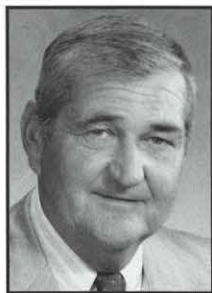
Jennings Begley
line crew supv.
Oak Hill
35 years



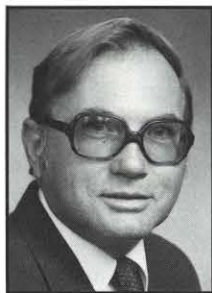
Helen West
hum. res. asst. sr.
Roanoke
35 years



Charlie Miller
meter reader
Ripley
35 years



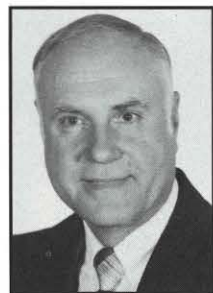
Ronald Bellamy
line crew supv. NE
Gate City
25 years



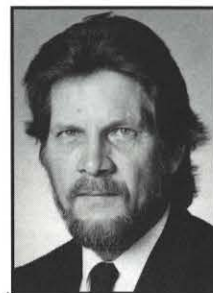
Samuel Conner
meter reader
Princeton
25 years



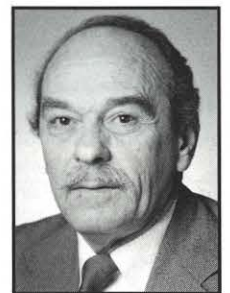
Charles Whorley
line crew supv.
Roanoke
25 years



Bob Adkins
area servicer
Charleston
25 years



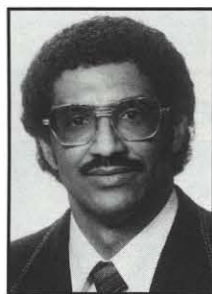
James Long
line mechanic A
Kingsport
25 years



Donald Hartgrove
meter electrician
Kingsport
25 years



Mike Siemiaczko
asst. plant mgr.
Kanawha River
20 years



James Hackett
inst. maint. supv.
John Amos
20 years



Charles Humphrey
inst. maint. supv.
John Amos
20 years



Richard Bayes
utility supervisor
John Amos
20 years

John Amos

20 years: **Earnest Taylor**, maintenance mechanic A. 15 years: **Robert Smith**, maintenance mechanic A. 10 years: **Calvin Moore**, utility worker. 5 years: **Stephen Erwin**, utility worker.

Beckley

15 years: **Gary McClung**, meter electrician A.

Bluefield

10 years: **Richard Sheldon**, line mechanic A, Welch. **Steve Hamm**, engineering technologist I. 5 years: **Barry Miller**, line mechanic C, Tazewell.

Central Machine Shop

15 years: **Greg Morris**, welder 1st class. **Ronald Hull**, welder 1st class. **Dale Hite**, winder 1st class.

Centralized Plant Maintenance

15 years: **H. W. Pickens**, maintenance mechanic B. 5 years: **J. F. Null**, maintenance mechanic B.

Charleston

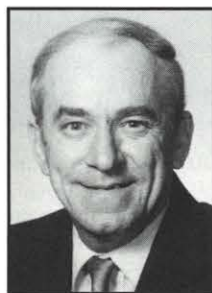
10 years: **Ronnie Meadows**, line mechanic B. **Pete McGinnis**, line mechanic B. **Leonard Casdorff**, line mechanic B, Montgomery. 5 years: **Mike Parsons**, meter reader. **Wallace Brown**, engineering technician.

Clinch River

15 years: **Kenneth Ferguson**, equipment operator A.



Claude Gilkerson
line crew supv. NE
Huntington
20 years



Frank Williams
production supt.
CMS
20 years



Bill Brewer
senior clerk
GO-Roanoke
20 years

General Office

10 years: **John Newcomb, Jr.**, computer graphics technician A, GO T&D Engineering Graphics, Roanoke. **George Holland**, engineering technician senior, GO T&D Communication, Roanoke. **Ron Caldwell**, material expeditor-stock control, GO Purchasing, Roanoke. 5 years: **Carla Bradley**, station drafter C, GO T&D Engineering Graphics, Roanoke. **L. L. Woods**, transmission mechanic B, GO T&D Transmission, Bluefield. **Michael W. Wray**, transmission station mechanic B, GO T&D Station, Roanoke.

Glen Lyn

15 years: **Larry Bowers**, instrument mechanic B.

Huntington

10 years: **Jon Atchley**, administrative assistant. 5 years: **Sonny Stanley**, meter electrician C.

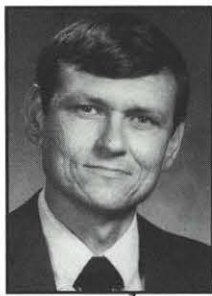
Kanawha River

10 years: **Edwin Shelton**, performance superintendent.

Mountaineer

10 years: **Susan Hall**, equipment operator A. 5 years: **Dave Hoffman**, plant engineer senior.

Kevin Dennis co-authors paper



Kevin Dennis, Mountaineer Plant chief chemist, co-authored a paper presented at the 51st International Water Conference in Pittsburgh, sponsored by the Engineers Society of Western Pennsylvania.

The other co-authors were Dr. Mike Brown and Jim Polito of Betz Industrial.

The paper described an improved circulating water chemical treatment developed by Betz and implemented at Mountaineer. The new chemical dispersant improved deposit and silt control in heat exchangers and all circulating water equipment. In addition to improved circulating water equipment operation, an annual cost savings of about \$20,000 has been realized. □

Roanoke

20 years: **JoAnn Nichols**, area T&D scheduler, Rocky Mount. 10 years: **Ralph Hite**, line construction and maintenance representative. 5 years: **Terry Francisco**, customer services representative C.

Philip Sporn

20 years: **John Raub**, stores attendant. 10 years: **Norma Ragland**, guard. **Dennis Cundiff**, maintenance mechanic B. **Gary Richards**, maintenance mechanic A. **John Nelson**, maintenance mechanic B. **Vincent Mossman**, equipment operator B. □

Newcomers

Abingdon

Linda Tomlinson, junior clerk.

Bluefield

David Thornton, line mechanic D, Peterstown. **Connie Mills**, custodian.

Centralized Plant Maintenance

Donald McDermitt, maintenance mechanic B. **James Skidmore**, maintenance mechanic B.

Clinch River

Judith Kiser, junior clerk.

General Office

Dee Bryant, meter electrician C-GO, GO T&D Meter, Roanoke.

Kevin Sarver, engineer III, GO T&D Meter, Roanoke.

James Sorrell, Jr., engineer II, GO Hydro, Roanoke.

Earnest Price, transmission mechanic D, GO T&D Transmission, Bluefield.

Anderson Martin, II, custodian, GO T&D Transmission, Bluefield.

Lynchburg

Katherine Rein, customer services representative D.

Mountaineer

Felipe Beach, utility worker.

Mark Miller, utility worker.

Keith Jackson, utility worker.

Mary Grimm, junior clerk.

Julie Winters, human resources trainee.

Mitch Barnette, utility worker.

Christina Carroll, utility worker.

Pulaski

Sheila Price, junior clerk. □

Amos reaches two safety goals



The employees of John E. Amos Plant reached two significant safety milestones in September. On September 8, they attained the one million safe workhour mark, and September 29 marked the anniversary of one year without a disabling injury. Amos Plant Manager Von Caudle said, "These are exceptional accomplishments and ones to which every employee was dedicated." As a reward for their efforts, employees may select either a watch or three piece sweatsuit.

Last call for photo contest entries

You still have time to enter the *Illuminator's* 1990 photo contest. But don't delay any longer. The deadline is January 1. Photos received after that date will not be included in the contest.

The competition is open to all Appalachian Power and Kingsport Power employees and retirees who do not take photos professionally. GO Public Affairs employees are not eligible.

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, Scenery/Nature, or General.
- 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 shot previously. Photos submitted must be your own.

- Prints must be no larger than 8x10 inches.
- Fill out the entry form below and affix it to each entry. If you are entering more than one photo or slide, make as many copies of the entry form as you need.

Each category may have a first place (\$75 bond) and a second place (\$50 bond) 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 March issue of the *Illuminator*.

All entries will be returned.

Official Entry Form — *Illuminator* Photo Contest

Name _____ Active

Retired

Work Location _____ Job Title _____

Retiree's Address _____

Photo Title _____

Photo Category _____ Film size _____

Send entries to: Betty Lou Carter (outside mail)
GO Public Affairs P.O. Box 2021
Roanoke (via pony) Roanoke, VA 24022

ILLUMINATOR



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