

# Illuminator

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# THE INSIDE STORY

## Illuminator

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### About the cover:

Doctors are considering a bone marrow transplant for six-year-old Tabatha Bailey, who has neuroblastoma. Co-workers of her father, Roanoke Engineering Technician J. R. Bailey, are raising funds to help defray Tabatha's mounting medical bills. Story on page 12.

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# NEWS



Turning shovels of dirt at the groundbreaking ceremony for the North Charleston operations center were, l. to r., **Charlie Simmons**, vice president, Appalachian Power; **Joe Vipperman**, president, Appalachian Power; **Charleston Mayor Kent Strange Hall**; **Tom Rotenberry**, Appalachian vice president for West Virginia; **Angus Peyton**, partner, Brown & Peyton and a board member of American Electric Power; and **Carl F. Agsten**, president, Carlton, Inc., general contractor for the building.

## Ground Broken For New North Charleston Service Center

**G**round was broken on October 25 for Appalachian Power's new 90,000 square foot operations center on 26th Street in North Charleston, W. Va. The \$9.7 million facility, which replaces the existing service center built in 1952, will consolidate all operations functions in the immediate Charleston area.

The energy-efficient masonry facility is scheduled for completion in late 1995. One hundred eighty employees work out of the service center, including line and station crews. The new center also will include a vehicle service garage, meter shop, engineering facilities, a central dispatch center, storeroom, offices, and support facilities.

Carlton, Inc., will demolish the old center and repave the site for use as outside storage and parking. □

## Appalachian Power Recognized For River Access Projects

**A**ppalachian Power Company has been recognized by the States' Organization for Boating Access (SOBA) for its efforts in establishing recreational access facilities on the New, James and Roanoke rivers in Virginia.

Appalachian Power received a Special Recognition Award for "outstanding service to Virginia's boaters and anglers through close, continuing cooperation with the Department of Game and Inland Fisheries and participation in the Partners In River Access Program." The award was accepted on Appalachian's behalf by Maria Karas, an engineer II in the GeoTech/Hydro/Site Section of the Civil Engineering Division at the AEP Service Corporation, at SOBA's October conference in Salt Lake City, Utah.

There are many examples in Appalachian's Virginia service territory of these cooperative efforts between Appalachian and the Commonwealth. The need to relicense hydroelectric projects at Byllesby/Buck, Reusens, and Niagara provided another opportunity to form a partnership of mutual benefits. As a result, Appalachian recently entered into the agreement with the Virginia Department of Conservation and Recreation and the Virginia Department of Game and Inland Fisheries for the development of 17 public recreation sites. The company and the Virginia agencies formed the "Partners in River Access" program with the signing of a Memorandum of Understanding on June 7, 1994.

"This is an extension of Appalachian Power's cooperative efforts over the past 15 years," said Mike Thacker, hydro reservoir superintendent, GO Hydro, Roanoke. "While we were working on the hydro relicensing, the state agencies were conducting a statewide recreational use survey. The results of the survey showed that boating access to Virginia's rivers and streams was a high priority need. Therefore, we agreed to combine our recreational efforts on licensing with the state's recreational access proposals to achieve a level of resource planning and public benefit which would not be possible if the parties acted independently."

Thacker said the projects include boat ramps, canoe portages, and one shoreline fishing access site.

"The Partnership Program satisfies our licensing requirements, gives the state additional funding and land to help with their efforts, and gives the general public access to sections of the rivers that they didn't have before," he said. "The key to our success was cooperation between the agencies and Appalachian Power/AEP." □

# NEWS

## AEP Adopts New Environmental Principles

**A**merican Electric Power has adopted a new, strengthened set of environmental principles that commits the company to voluntary, long-term, continuous, measurable improvement in environmental performance.

The new principles, which AEP's Board of Directors approved at its September 28 meeting, resulted from three years of listening and responding to suggestions from environmental and other constituency groups. They replace AEP's pre-existing environmental principles, endorsed by the board in February 1991.

"This marks a higher level of commitment to the environment," said E. Linn Draper Jr., AEP chairman, president and chief executive officer. "Our new commitment will not be risk-free or cost-free. However, our experience with comprehensive environmental audits has paid us dividends already by identifying and correcting deficiencies. It also has provided us a vehicle for sharing best practices at our power plants, coal operations, and other facilities.

"Signs all around us show that harnessing new, innovative environmental processes and technologies — together with close collaboration among businesses, government, environmental and other interest groups — can produce cost-effective improvements," Draper said.

Dale E. Heydlauff, vice president-environmental affairs for the AEP Service Corporation, was instrumental in developing the new principles. They resulted from three years of dialogue with The American Baptist Churches USA, The National Wildlife Federation, and Friends of the Earth.

"These revised environmental principles will compel us to strive for higher levels of environmental performance by using cost-effective technologies and creative approaches that go beyond minimum compliance of laws or regulations," Heydlauff said. "In that sense, our principles express our company's overall pledge to behave ethically and responsibly in the discharge of our environmental-stewardship obligations."

The new principles, which signify a higher standard of public accountability for environmental protection, are compatible with the new AEP System Environmental Leadership Goal (which was adopted in July at the AEP Leadership Summit) and the System's Environmental Mission Statement (which has been adopted by all AEP System environmental organizations.) (See sidebar for full text.) The principles also will be incorporated into AEP's new Corporate Code of Conduct, which will be sent to all employees early next year.

"A major objective is to make sure our commitment to AEP's Systemwide environmental principles is understood by all our employees," Heydlauff said. "All employees must become aware of the environmental effects of corporate operations and of their individual actions, must respect the natural environment, and must do what is right to protect it.

"Our challenge is to instill environmental awareness into all levels of the company, so that employees — in their daily activities — will place environmental protection on the same high level that they think of safety, quality and productivity, and will accept responsibility for their actions," he said. □



### American Electric Power System

#### ENVIRONMENTAL LEADERSHIP GOAL

To seek the most effective ways to protect and enhance the environment while providing reliable electricity at a competitive cost.

#### ENVIRONMENTAL MISSION STATEMENT

for the AEP System Environmental Organizations

We will assure environmental compliance, awareness and accountability, so that sound, cost-effective environmental practices are consistently employed.

We will accomplish this by:

- ◆ developing technical and regulatory expertise;
- ◆ providing timely and comprehensive guidance and direction to employees;
- ◆ searching for opportunities to achieve continuous improvements in environmental management that add value to the corporation and assist us in meeting our business and social obligations;
- ◆ communicating openly and honestly with the public, government and business interests about the environmental challenges we face, our success in meeting them and our continuing commitment to environmental protection and enhancement; and
- ◆ leading and participating in efforts to shape environmental legislation, regulation and policy.

## American Electric Power System

# ENVIRONMENTAL PRINCIPLES

By adopting these principles, American Electric Power (AEP) reaffirms its responsibility to protect the environment and the health and safety of its customers, employees and the public while providing a reliable, economic and efficient supply of electricity and observing its responsibilities to its shareowners. AEP commits to continually evaluate its environmental management programs and systems, and to improve its performance, using these principles as its guide.

AEP policy requires compliance with all applicable environmental laws and regulations. In addition, AEP will seek opportunities, utilizing cost-effective technologies and creative approaches, to exceed environmental requirements and demonstrate its commitment to environmental stewardship.

### 1. Protection of the Biosphere

We will actively seek to prevent pollution by minimizing our emissions to the environment. We will pay particular attention to the protection of the surrounding environment at existing facilities, company-owned land, and easements and when planning new facilities.

### 2. Sustainable Use of Natural Resources

We will strive to eliminate any unnecessary use of water in our facilities and to improve the quality of our water discharges. We will employ practical land-management and conservation techniques to conserve the soils and forests at our facilities. We will continually seek to improve the efficiency of our resource use. We will actively pursue the potential for using renewable energy sources in new generating facilities.

### 3. Reduction and Disposal of Wastes

We will continue to reduce and, where practical, eliminate waste through the use of source reduction, recycle/reuse and treatment techniques. The handling and disposal of all waste will be conducted in a safe and responsible fashion in accordance with regulatory requirements.

### 4. Energy Conservation and Efficiency

We will continue to pursue energy conservation and efficiency improvements in our operations, and promote conservation practices and investments in energy-efficient technologies by our customers.

### 5. Risk Reduction

We will strive to minimize the safety, health and environmental risks to our employees and the communities in which we operate through safe technologies, facilities and operating procedures, and by being prepared for emergencies.

### 6. Safe Products and Services

Through research, planning, analyses and engineering, we will minimize the health and safety hazards associated with the generation, transmission, distribution and use of electricity. We will educate our employees, customers and the public in the safe use of electricity and the environmental impacts associated with the generation, transmission and distribution of electricity. We will reduce and, where possible, eliminate the use of purchased products that pose environmental hazards, such as polychlorinated biphenyls (PCBs) and chlorofluorocarbons (CFCs).

### 7. Environmental Restoration

We will promptly and responsibly correct any conditions in our operations that are known to result in a significant health, safety or environmental impact. We will take responsibility for any adverse impact caused by our operations on our employees, customers, the general public or the environment of which we are aware or should have been aware.

### 8. Informing the Public

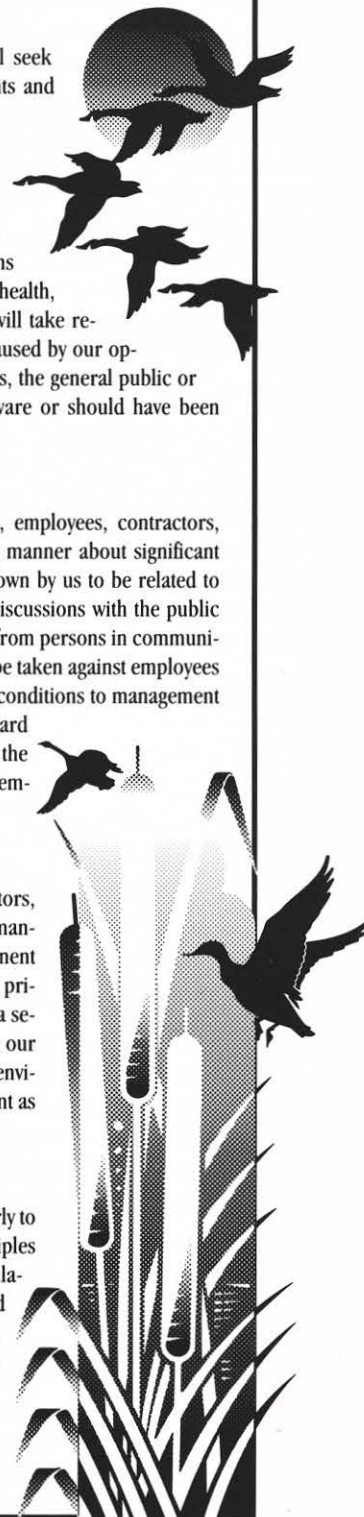
We will inform appropriate officials, employees, contractors, customers and the public in a timely manner about significant environmental and safety hazards known by us to be related to our facilities. We will participate in discussions with the public and welcome advice and suggestions from persons in communities near our facilities. No action will be taken against employees for reporting dangerous incidents or conditions to management or appropriate authorities. We will reward employees for their ideas to improve the environment, and we will promote employee environmental awareness.

### 9. Management Commitment

We will ensure that the Board of Directors, the Chief Executive Officer and senior management are fully informed about pertinent environmental issues. We will assign primary environmental responsibility to a senior corporate executive. In selecting our Board of Directors, we will consider environmental experience and commitment as factors.

### 10. Audits and Reports

We will audit our performance regularly to ensure compliance with these principles and with all applicable laws and regulations, and monitor our programs and practices to ensure that they continue to be effective. We support the concept of public accountability for environmental performance and intend periodically to report on our progress in consistent, measurable terms.



# SMART Trees Begin Test In Appalachian's Service Area

Nearly 100 fast growing SMART trees are being planted in Appalachian Power Company's service area in an effort to eventually save money and improve service reliability for customers and the power company. The trees represent 14 varieties not commonly found in nurseries. However, the trees have the potential to either quickly grow to shade a home and reduce air-conditioning costs or to become attractive landscape trees that mature at less than 25 feet in height and not interfere with power lines. (SMART is an acronym used by the power company representing Saving Money And Resources Together).

The trees have been grown in pots using special techniques to aid root development and gain size more rapidly than normal nursery stock. SMART trees also exhibit a higher transplant success ratio because the roots are not damaged during the transplant procedure. The trees being planted throughout Appalachian's service area will be monitored for the next several years to see how well the different varieties adapt to the varied climate and soil conditions.

As increasing numbers of the SMART trees are planted, data gathered from monitoring the trees' growth will be used to determine the best trees for the various geographical areas.

American Electric Power is sponsoring the project with the cooperation of Dr. Daniel Struve, a horticulturist at Ohio State University (OSU). He is using a new and innovative production system to accelerate and enhance tree growth. Trees grown using this system reach transplant size in three years compared

The new process has been refined during the last seven years at OSU as the Ohio Production System. Hopefully this pilot project, which will eventually produce nearly 3,000 SMART trees, will create a demand for the varied species that will be filled by conventional nurseries using the system.

For Appalachian customers, the benefits will include trees that can quickly grow to landscape size and provide shade, privacy and beauty. A greater variety of trees will allow customers more choices for their homes, businesses, and public areas.

Studies conducted by several other utilities, and documented in *Electric Light & Power Magazine*, estimate that an average homeowner could save from 20 to 40 percent of the costs of summer cooling by strategically planting shade trees nearby. In addition, each mature tree absorbs carbon dioxide (CO<sub>2</sub>) at an average rate of 13 pounds per year which is enough to offset the CO<sub>2</sub> produced by driving a car 26,000 miles.

The trees being planted in Appalachian's service area are about equally divided between short, power line compatible varieties and fast growing tall shade trees. The varieties include: Sweet Bay Magnolia, Amur Corktree, Lentago/Nannyberry, Serviceberry, Golden Raintree, Black Gum, Persimmon, Swamp Chestnut Oak, Italian Alder, Swamp White Oak, Scarlet Oak, Black Oak, Shumard Oak and Pin Oak. □



**Nine SMART trees have been planted adjacent to the city park in St. Albans, West Virginia. Participating in the tree planting ceremony were, l. to r., Scott Bennett, Charleston line construction and maintenance representative; Phil Ross, right-of-way maintenance coordinator, GO T&D Distribution, Charleston; Eddie Bassett, Mayor of St. Albans; Hobart McGinnis, chairman, St. Albans Urban Tree Committee; and Lew Baxter, arborist, St. Albans Urban Tree Committee.**

with seven years in a conventional nursery program. In addition, the trees have a 95 percent survival rate compared with a 50-80 percent survival rate for the same species raised in a nursery setting. The trees also develop height and crown shape earlier because their roots suffer less trauma during transplanting.

Some of the cost saving benefits expected by AEP include reduced distribution line trimming and maintenance costs and reduced energy demand, postponing the need for additional power plant construction.

# AEP System Launches Development Of Activity Based Management System

**A** new era of heightened competition in the electric utility industry calls for improved management of business processes.

That's why the AEP System has launched the development of a new Activity Based Management System (ABMS), a system which will improve decision-making by providing a comprehensive approach to cost and performance management that is based on the work being performed.

"ABMS is defined as a 'best practice' financial management and planning and budgeting process, using a PC network-based system which will drive and support strategic cost management and decision-making," says Henry Fayne, senior vice president and controller of the AEP Service Corporation, who is lead project sponsor.

"Activity-based management represents a significant change from AEP's current method of budgeting, which relies on a regulatory-based accounting structure. ABMS is designed to track work activity as it is performed. ABMS identifies not only the dollars budgeted and actually spent, but also the physical work activity planned and actually accomplished.

"More importantly," Fayne says, "ABMS shifts the focus away from cost components and instead to business activities and processes. It will provide managers with a valuable tool to improve

processes and ensure low costs on a continuous basis. As we move toward an increasingly competitive environment, ABMS is a critical element in AEP's New Directions."

Development of ABMS is a partnership between AEP and Coopers & Lybrand, a consultant firm. Project management for AEP includes Ed Ruef, project director; Mike Heyeck,



**Members of the ABMS project staff have been hosting workshops to define and develop a list of business activities and processes in the AEP System.**

change manager; and Mike Crea, information services manager, all from the Service Corporation.

Implementation of the ABMS planning and budgeting process on a pilot basis, at selected sites across the AEP System, is scheduled for May 1995. Performance reporting is scheduled to be implemented in January 1996. The complete ABMS process is scheduled for full implementation Systemwide in May 1996.

In order to develop the system, a number of key steps must be completed. Critical issues with respect to the timetable include defining the AEP System's work activities; defining data segments and placing them into a data classification structure; establishing interfaces between existing data systems and ABMS; establishing the formats in which ABMS will report information; commu-

AEP System.

The workshops began September 13, and by the time the final one is held on November 18, more than 70 workshops will have been conducted, involving more than 700 employees from across the AEP System. In addition, several ABMS overview presentations have been and will be conducted across the System, involving all levels of management.

To provide a view as to how processes and activities might be delineated, the ABMS team, with user input, is presently developing a pyramid hierarchy of the AEP System's business processes and activities, as shown in the accompanying illustration. The highest level of the pyramid divides AEP's business into a small number of "process groups" — one of which might be procuring and generating energy.

Under a process group such as procuring and generating energy would be several "major processes" such as operating power plants, performing plant maintenance, designing and constructing generating facilities, procuring energy and managing plant waste.

Under each major process would be a number of "business processes." Under performing plant maintenance, for example, one business process would be maintaining steam turbine and generating equipment

nications, education and training on ABMS; and rolling out the comprehensive technical architecture — the computing power and information network that are essential to the system — across seven states.

For the past month and a half, members of the ABMS project staff have been hosting workshops for Service Corporation and operating company personnel to define and develop a list of business activities and processes in the

and systems. And, under that business process, performing preventive maintenance and performing corrective maintenance would be considered "activities." Linked to those activities could be specific "projects," such as a turbine rotor replacement or steam generator replacement.

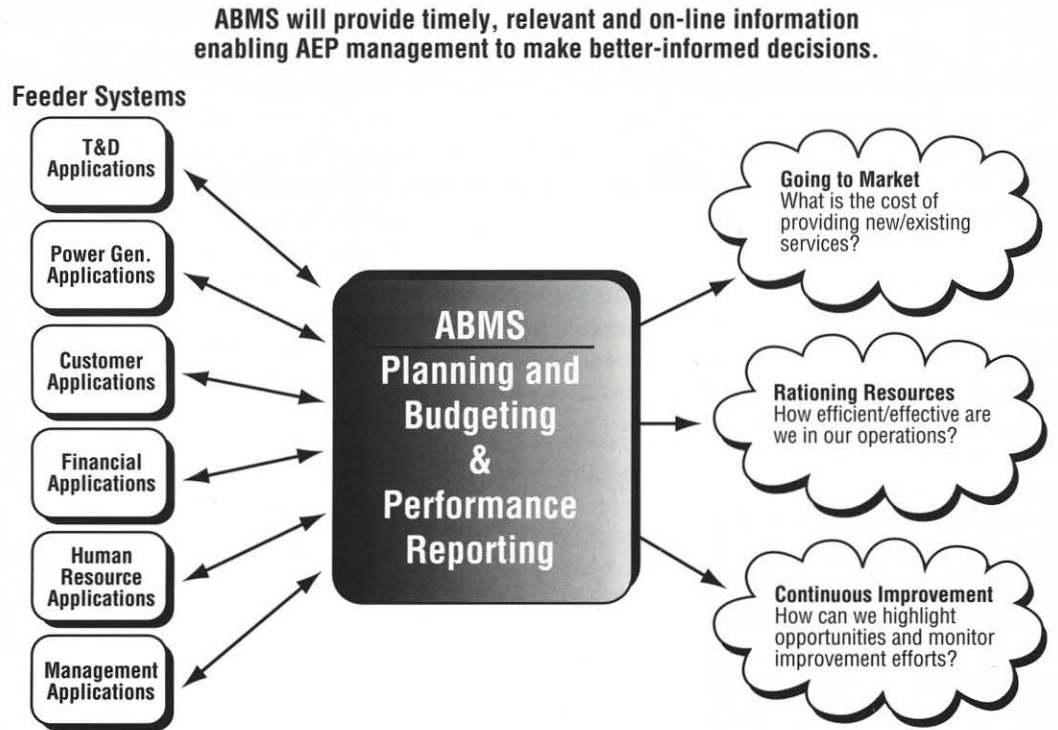
With processes and activities clearly delineated, answers can be derived from the Activity Based Management System to questions such as:

- How much do we spend "procuring materials and services," and what contributes to those costs?
- What are my true costs for reading meters? What part of the process can I improve?
- How much does it truly cost the AEP System to "generate energy" as opposed to "transmitting energy" or "distributing energy"?

"One of the most valuable components of the ABMS system's design will be its ability to interface with existing data systems," says Ruef. "It will be able to retrieve data from existing systems, thus reducing the manual input and transfer of data."

Such data, he adds, includes both financial and non-financial information. "Our goal is single point of entry. We want to avoid, to the extent possible, creating more input burden with ABMS."

Although the ABMS will interface with a number of existing systems — such as project cost management systems, engineering and construction work management systems, maintenance management systems and the General Ledger — it will not



replace their functionality. "As an example," says Ruef, "the ABMS will interface with the General Ledger to systematically translate the activity profile cost information to the accounts that are required by regulatory authority. However, ABMS will not replace the General Ledger."

Members of the ABMS project staff have been divided into a number of teams to accomplish specific assignments needed for development of the new system from the user point of view. Employees from across the AEP System have been assigned to the teams to assure that all viewpoints are represented. (See the sidebar story for the names of team members.)

An ABMS User Coordination Group has also been formed. Members represent the various organizational units in the AEP System involved

with the project. They will act as a conduit among the user community, the project sponsors and the project team, and will serve as "ambassadors of change" to help communicate advantages of, and progress in developing, the new system. (See the sidebar story for the names of User Group members.)

While Fayne is chief sponsor of the ABMS project, other project sponsors include Leonard Assante, treasurer of the Service Corporation; David Crabtree, vice president - customer and marketing services; Charles Ebetino Jr., senior vice president - fuel supply; Gene Fitzpatrick, senior vice president - nuclear generation; John Jones, senior vice president - fossil and hydro generation; Bruce Renz, vice president - T&D services; Joseph Valentine, vice presi-

dent - information services; and the six presidents of AEP operating companies.

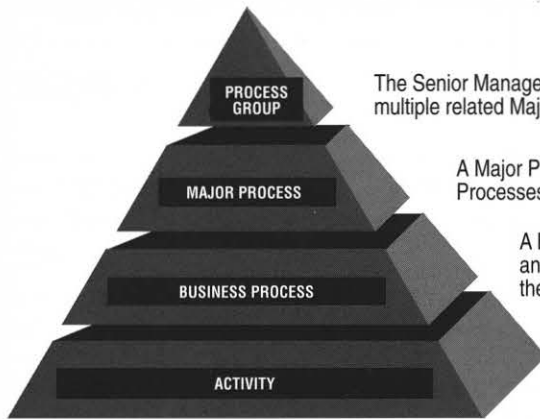
All organizational areas within the AEP Service Corporation and the operating companies will be within the scope of ABMS, with the exception of AEP-affiliated coal mines, the AEP River Transportation Division, and the Cook Coal Terminal.

"ABMS not only will provide actual cost and related performance reporting for company management and decision-making purposes, it will identify key performance indicators for strategic planning and benchmarking purposes," says Fayne.

"In addition, by relating budgets and costs with work performed across business processes, ABMS enhances our ability to allocate limited resources more effectively across functions.







The Senior Management view of costs consisting of multiple related Major Processes.

A Major Process is a logical grouping of related Business Processes providing a "top-down" process view of costs.

A Business Process is a sequence of network or related and interdependent activities performed in support of the business.

Activities represent what people/systems do in an organization. Activities consume resources to produce an output.

"New challenges of competition call for new methods of doing business, including better methods of tracking how much the company spends on its various business activities and how we're performing in those areas," Fayne concludes. "ABMS should give AEP System managers better information to make their decisions so that we can compete knowledgeably and successfully in this new era." □

## Members Of ABMS Project Staff Named

**M**embers of the Activity Based Management System project staff have been drawn from the AEP Service Corporation, the System's operating companies and Coopers & Lybrand staff. They have been divided into a number of teams to accomplish specific assignments related to the development of this new 'best practice' financial management and planning and budgeting process.

Project management for AEP includes Ed Ruef, project director; Mike Heyeck, change manager; and Mike Crea, information services manager, all from the Service Corporation.

The Activity Team, which is developing the list of AEP activities and processes, includes Ed Berginnis of Kentucky Power, **Buren Carter of Appalachian Power**, Eric Engdahl of the Service Corporation, Bill Harpenau of Indiana Michigan Power, Heyeck, Don Keller of I&M's Cook Nuclear Plant and Ted Kwiatkowski of the Service Corporation, plus a like number of Coopers & Lybrand personnel.

Members of the Communications, Education and Training Team include Heyeck, Bob Bergert of Ohio Power, Bob Taylor of Columbus Southern Power, as well as representatives of Coopers & Lybrand.

The ABMS Core Team will be responsible for putting the system's core software together. It includes Pam Fleming, Dave Patton and Dave Rettig of the Service Corporation, and a like number of Coopers & Lybrand personnel.

The Legacy Systems Interface Team (legacy refers to current, or existing systems) includes Tom Bailey, Tracy Bass and Bret Petro of the Service Corporation, plus a number of staff members from Coopers & Lybrand. The interface team will identify the design requirements for the

interfaces between ABMS and other AEP information systems. The application groups responsible for these "other AEP information systems" will actually develop the interfaces.

Members of the Technical Architecture Team include Enid Barry, Tom Beck, Mike Martin, Vince Stranges and Jeff Von Holten of the Service Corporation, plus members of the Coopers & Lybrand staff. The Technical Architecture Team is responsible for designing and implementing the PC-network based system, including the telecommunication infrastructure.

The Project Tracking System Migration Team includes Dave Richer and Jay Samarasekera of the Service Corporation, plus a number of Coopers & Lybrand representatives. The PTS Migration Team is responsible for developing and evaluating an engineering work management system that will interface with ABMS.

Additional members of the ABMS Core Team, the Technical Architecture Team and the PTS Migration Team will be named at a later date.

User Coordination Group members representing the operating companies include Joyce Cutter from Columbus Southern Power, **Tom Mitchell from Appalachian Power**, Carl Moos from Indiana Michigan Power, Phil Nelson from Wheeling Power, Gary Sams from Ohio Power, **Mark Williams from Kingsport Power** and Ranie Wohnhas from Wheeling Power.

Representing the Service Corporation on the User Coordination Group are Omar Aguilar, Glen Beebe, Jerry Bende, John Clark, Howard Jones, Chris Keklak, Keith Massie, Joe McDonald, Dan Rogier and Don Rennix, as well as Greg Wright from Fuel Supply. □

# RAPID RESPONSE PROGRAM

## Improves Customer Service In Logan-Williamson Division

An employee-generated plan has improved customer service in Appalachian Power's Logan-Williamson Division, reducing fulfillment time for some requests from several weeks to same day service.

Groundwork for the innovative Rapid Response Plan (RRP) was laid in September 1993 when the T&D and Marketing & Customer Services Departments formed a task force to study the division's method of providing service to new customers. Out of those original meetings some improvements were made; but, in April of this year, Division Manager Isaac Webb challenged the group to design a process which would result in same day or, at the most, three day service. "With Rapid Response, the basic premise is to give the customer what he wants in a very timely fashion. We do our best to operate on his timetable and will even schedule appointments before and after regular hours if that's what it takes," Engineering Supervisor Bob Sanney noted. The program is designed to give the customer a confirmed appointment time within a half hour of the request.

"The RRP has required a radical change in our definition of timely service," Sanney added. "Timely service is now considered same day service or not more than three working days from the date of application to installation. It requires total commitment from all sections involved so we can focus on our customers' needs and respond in a timely and efficient manner."

About half of all projects and requests meet Rapid Response guidelines. Underground installations, commercial, and industrial jobs don't qualify, along with jobs requiring more than one pole. But, Sanney reported, a majority of the Rapid Response projects are being completed in less than three days, a far cry from the old target.

Other customer service jobs not qualifying as RRP jobs are benefitting from the plan as all departments realign their priorities and focus on customer service by applying the RRP objectives of timely and efficient service.

M&CS personnel are getting positive responses from customers. M&CS Manager Mark Lynch said that since the RRP was instituted, customer service reps have been able to immediately schedule appointments for a T&D employee to visit the customer within 24 hours. Requests made before 2 p.m. are scheduled for an initial appointment the same day. "This has allowed the customer services representative to take a more essential part in providing true customer service," Lynch noted. "As a result, they have much more control over customer contact and appointment scheduling. Response from customers has been positive, and some have even expressed astonishment at the timeliness of our service."

According to Lynch, complaints are down and there's "less fretting with other departments. Morale is high; it hasn't increased our costs, and everyone seems to be happy with the system."

Engineering Technician Senior Sarah Lowe is amazed at how the RRP has improved the company's efficiency to get a job done. She said, "Many customers I've talked with can already see the difference. We respond very rapidly in comparison to what's been done in the past."

Lowe also is proud of the teamwork, noting the RRP has improved employee spirit and strengthened relations between sections. "We're working well together. It takes us all."

Engineering Technologist Supervisor David Stone said the program has not added any work, describing it as a changed work load. "We've simply bypassed some other work or delayed something else to get to jobs we can do quickly. Where it has really helped is in getting our people together." "Our customers are amazed that we can set a date," Lowe added. "We can tell them, and they can depend on it: we'll be there."

"For the customer, it's something that's long past due," said Stone, who credits management's influence and support in making the RRP work. "Being responsive to our customers is



**Division Manager Isaac Webb challenged employees to design a process which would improve customer service.**

number one, even if it means some of the employees may get a bit behind on some other things. It's a matter of priority."

Lowe summed up the crux of the matter in this new age of competition, saying, "It makes us all feel as though we have a part with each other and in what we are doing together. We know we are moving together toward a goal of better serving our customers who pay our salaries."

In a September 15 report to Webb, Sanney wrote, "The plan continues to be a major success in all areas, resulting in faster customer service and improved customer relations. Problems encountered were only minor, none affecting the high degree of our quality service to customers."

Logan T&D Superintendent Harry Ruloff said RRP has increased productivity "by eliminating procrastination. Prior to RRP, we found reasons to put off work until tomorrow. When tomorrow finally arrived, we had more work than could be done. Now there's less lost time and our tomorrows are not pressured."

Webb said Rapid Response is the type of program which will work in the coming era of competition, noting that it not only meets customer demands but also strengthens Appalachian Power's marketing position as the leader in the production of low cost, efficient electricity.

"The better able we are to serve our customers' needs and treat them as somebody special and important to us, the greater our chances of continued success as true competition sinks into our everyday reality," Webb noted.

"Rapid Response marks not only our commitment to serving our customers quickly and efficiently but also marks a new contract with those we serve, putting them first, even before employee convenience."

While the RRP marks a shift in priorities for those who schedule and do the work, Webb said that, among adjustments, employees have had to find a way to work around the PSP process, which is burdensome to same day service applications.

"The redirection of servicemen and technicians necessary to respond to our RRP customers has increased the PSP call in numbers, thus reducing their overall utilization. However, the long and short term benefits from more satisfied customers seem to override the desire to produce better reports," Webb noted. "It's a case where the paper can be shuffled later while the work comes first."

He added, "When it comes to making the customer the priority and to giving him good service, we can't operate too quickly. Some things just have to get out of the way so the job can be done, especially when that thing doesn't add anything to the efficiency and productivity of a particular service."

Webb concluded, "The enthusiasm with which the employees of Logan-Williamson Division have embraced this new program has inspired me. I don't hear anything but good comments from both employees and customers. RRP demonstrates that our employees are ready and willing to make changes necessary for competition in the coming year. It's not downsizing, but it is change — the type of change which improves our ability to compete and allows our employees to use their time and talents wisely and efficiently as they serve others."□

## How Rapid Reponse Works

- Customer contacts business office and applies for service;
- M&CS rep takes basic information and screens application for RRP candidacy;
- Before customer leaves the office or gets off the phone, an appointment is scheduled for a visit by a servicer or technician. The appointment is confirmed with the customer within 30 minutes or rescheduled if necessary;
- If no engineering is required, the job is assigned to a crew or servicer, who is told to complete the job in 24 hours;
- Jobs requiring engineering are assigned to technicians, who must be on the site either the day the appointment is made or the following day;
- At the site, the technician stakes and draws up the job, then locates a fax machine in the field so sketches and material lists can be transmitted to service building;
- Once faxes are transmitted, a printed picklist is produced and copies distributed immediately to appropriate people for approvals;
- Notifications are made immediately and the job is sent to T&D (a process designed not to take more than two working days);
- T&D schedules job and assigns it immediately to a crew or servicer, who completes it within three working days of the application.

The program utilizes pre-printed work orders, work order sheets, and a listing of materials used only in RRP jobs. Speed is essential in getting information from the field to the service building and into the hands of those assigned to schedule and prepare jobs for those employees doing the work.

Division Manager Isaac Webb said the keys to success of the RRP are cooperation between sections, an understanding that RRP jobs take priority over others; and that employees take seriously the idea that the customer's wants and needs come first in dealing with routine service requests.□

# ROANOKE EMPLOYEES RAISE FUNDS To Defray Medical Expenses Of Cancer Victim

Wanted: \$150,000 for a bone marrow transplant. That's the dilemma that could be facing Roanoke Engineering Technician J. R. Bailey, whose six-year-old daughter Tabatha has neuroblastoma, a malignant tumor affecting the sympathetic nervous system.

"She started not feeling well about the middle of June," J. R. recalled. "Her mother and grandparents had planned a beach trip; but, the morning they were to leave, Tabatha woke up in agony. She spent three days in traction at the hospital and then started having shoulder pains. We went to several doctors, including an orthopedic specialist and an arthritis specialist, until finally we found one who diagnosed the cancer."

Hopefully, the cancer, which has spread from a tumor in her abdomen to her lymph nodes, liver, and bones, can be cured with the bone marrow transplant.

"The doctor is very optimistic although he won't give a prognosis," J. R. said. "He tells us that he doesn't deal in numbers, he deals in trying to cure. We won't know for sure until all the tests are done, but the doctor has given us transplant information to be thinking about."

Rather than trying to find a donor, doctors will use Tabatha's own bone marrow. "They will extract the marrow, purge it, and freeze it," J. R. said. After several days of very strong chemotherapy to get rid of the rest of the cancer cells, the bone marrow will be re-injected and hopefully start producing blood.

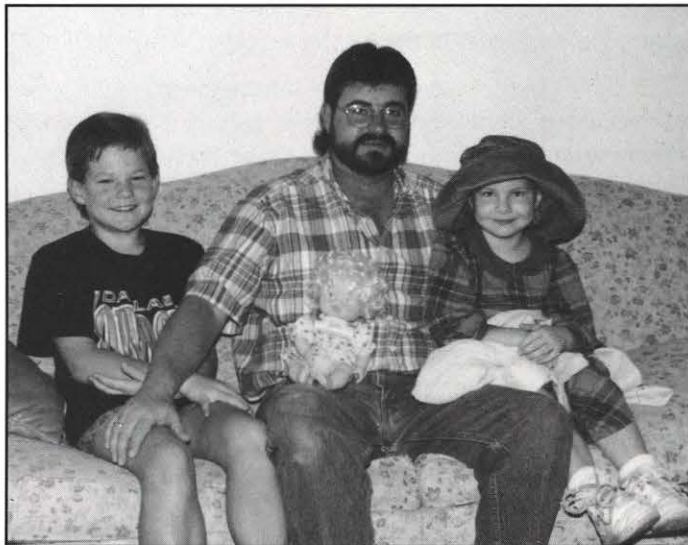
Had Tabatha been on J. R.'s Aetna insurance policy, the cost of the transplant would

entire cost of the transplant — \$150,000 — before it can be done, but a recent development has given them hope.

"Tabatha's doctor was hired to set up a pediatric oncology program for the Carilion Health System which is presently negotiating with Duke University Hospital to be used as their transplant center," J. R. said. "If that works out, there is a good possibility that the transplant will be covered."

Dooley, GO Transmission, helped sell 300 raffle tickets and raised \$105 through a bake sale/car wash in south-east Roanoke. Employees at ITT, where J. R.'s mother works, also have raised funds as well as co-workers of Tabatha's mother. "Everybody has been real helpful, and we can't thank them enough," J. R. said.

While the Baileys wait for the doctor's final decision on the transplant, Tabatha continues to study with a homebound teacher. Her shoulder-length brown hair has been replaced with blond stubble, which she hides under a big, floppy hat. "Tabatha has a pretty good attitude," J. R. said. "For about two weeks after she's had chemotherapy, it's dangerous for her to go out of the house because her resistance is so low. But there's also a period of two weeks when she can do anything any other six-year-old can do. She's not old enough to know the full impact of her illness although she's had time to ask a lot of questions." □



**J. R. Bailey, center, with 10-year-old son, D. J., and 6-year-old daughter, Tabatha.**

be covered. But the Baileys are divorced and Tabatha is covered under the insurance policy of her mother, who works at Roanoke Memorial Hospital. The Baileys still don't know whether or not they will have to raise the

In the meantime, Tabatha's medical bills are adding up. J. R.'s co-workers in Roanoke T&D and the Reddi-Lite Club have raised over \$2,000 through bake sales, a car wash, pizza luncheon, and raffle. The mother of Kevin

# MAYNARDS TURN DISABLING INJURY Into A Christian Ministry For Others

**W**hen an act of Halloween vandalism changed the lives of Williamson General Servicer Glen Maynard and his family five years ago, their Christian faith not only sustained them through those first rugged months but also manifested forgiveness. As a result, Glen is healing physically and growing spiritually after suffering a brain injury from which physicians said he would never recover.

"The reason I am here is because she is spirit-filled," Glen said about his wife Ann. "God gave me a real good one when He gave her to me 28 years ago."

Glen and Bill Brewer, also a general servicer, were called out to restore power after vandals cut an 84-foot oak tree across three-phase conductors. In the process of making cuts with a chainsaw to remove the huge oak, which was suspended by the wires, the tree moved downward suddenly with snapping force, similar to the action of a rubber band. Bill narrowly escaped injury when the 20-inch diameter log brushed his leg. But the tree crushed Glen's skull, causing trauma to his brain. Physicians told Ann not to expect him to live, saying he probably wouldn't even regain consciousness.

Remembering the day when Bill's wife Deanna brought her the news, Ann said she instantly started praying for her stricken husband. "There was a lot of misinformation, and they wouldn't let me get close to him," she said. "Why this happened, I don't know. All I knew was that I loved him, and it hurt to see him like this. I asked the Lord to watch over him. But, when I prayed, I had peace in my heart he would live. I knew Jesus didn't save him in 1985 just to let him die. God honored His word."

Ann continued, "God's done many things. He's a provider, a healer, He's touched Glen's body, and it's by God's grace that Glen's alive today. We give Jesus the credit. We're believing in Him for a full healing. He still works miracles."

And Glen's recovery is nothing short of a miracle. A stout 171 pounds at the time he was hurt, and with the body of a former athlete, Glen was no slouch when it came to the challenging, rugged line work. But during the ongoing rehabilitation process, both he and Ann have sought and received help from a power not of this earth.

"I prayed many, many times and told God that I couldn't do the physical work I needed to do to help Glen get around," Ann said. "He's a lot bigger than I am, and I just couldn't move him around." Ann went to a church communion service with Glen; and, as a result of prayer, the tremendous physical burden she had to endure was lifted. "That part was done away with. It was by His grace and mercy this happened."

Ann has faced many of Glen's difficulties in similar fashion. Physicians once said that Glen would never be able to eat food normally, that he would have to be tube fed for the rest of his life. "The problem now is that he's eating too much," she joked.

While Glen takes daily walks with Ann at their new home in Spring Valley near Huntington, where they moved to be closer to hospitals, doctors, and services, his mobility is

limited because he suffers from swelling brought on by physical activity. Glen doesn't let it get him down. "I just rest a bit and go back at it," he said. The accident also left him sightless in one eye and with very diminished vision in the other. He is self-conscious about his eye patch, but his love of life and sense of humor are evident.

Glen still faces challenges, but life's routine continues. Three of their four daughters are raised and have given them four grand-

children. A fifth one is due in March. The youngest daughter will graduate from Vinson High School in the spring. In a voice that's slowed, Glen declared he's not bitter about what happened to him. "People do some things when they are young they later regret. The person who cut that tree will have to live with his conscience and answer for what he did. I just hope people will think twice before doing something like that again."

Ann concluded, "You can sit down and give up, or you can get up and be a witness for the Lord. After all that's been said and done, this entire experience has turned out to be a blessing because God has used it as a ministry to others."

The Maynards are members of the New Life Victory Center church at Ona, W. Va. □



**Glen and Ann Maynard**

# ACPM GUARDIAN ANGELS

## Save Life Of Wreck Victim

"It was all part of God's plan that you were there for me." That's what 45-year-old Cheryl Ord told Bill Whittington and Gary Jividen, the ACPM maintenance mechanic-welders who saved her life following a vehicle accident in September. The men just happened to be working overtime on the Saturday evening the accident occurred.

Bill related the evening's events for the *Illuminator*. "Mike Nester, ACPM maintenance welding supervisor, was leaving the plant and saw a van hit a utility pole about 100 yards from the plant entrance. He went to the scene and saw that the lady was hurt bad, so he went back to the guard house and called 911. Then he called back inside the ACPM building where we were waiting for our job assignments. Gary and I took the company truck with our emergency equipment in it out to the scene of the accident. Amos Plant Control Technician Twyla Browning was already there, assisting the lady. We had to partially remove one of the van doors to get inside the vehicle. The lady was partially conscious, and we tried to check her out as best we could. She was having a lot of difficulty breathing because of the way she was laying; her seat belt was cutting off her air supply. Gary cut her seat belt while I held traction on her neck and head. By that time the rescue squad arrived, and we helped them remove her from the van and onto the stretcher for transport to the Charleston Area Medical Center."

Bill continued, "We went back into the plant and went to work. Other than telling other employees about the wreck, we didn't think anything about it. It was a shock to learn that the woman's family called from the hospital to say that if we



**Cheryl Ord and her guardian angels, Bill Whittington (center) and Gary Jividen.**

had not administered first aid in the manner we did that she would have died."

Mrs. Ord, who suffered a punctured lung, fractured pelvis and hip, and five broken ribs, asked to meet the men who saved her life. When they visited her in the hospital, she gave each one a thank you card and said, "I really appreciate you being there for me. You were my guardian angels."

Mrs. Ord lives just one mile from the plant, and her husband was at home listening to his scanner when the accident occurred. Normally the van would be filled with children, but Mrs. Ord happened to be alone that day. She and her husband have been foster parents to approximately 150 children over the last 18 years. They have two adopted children, ages 15 and 12, and are in the process of adopting a two-year-old.

Bill is on ACPM's first aid team and Gary is a member of the Eleanor (W. Va.) Volunteer Fire Department. "We have 18 first aid people at ACPM," Bill said. "Of those, 12 have been trained in first responder and confined space rescue. In addition, all of our employees have standard first aid and CPR training. We respond to all emergencies at the plants whether it be for plant, construction, or our own ACPM employees. Usually we do four or five "rescues" a year, but on a weekly basis we do a lot of first aid for eye injuries, cuts, bruises, or things like that. We keep a box of emergency supplies on hand wherever we work so that they are available whenever an emergency comes." □



**Cheryl Ord's van after it was removed from the utility pole.**

**Bluefield**

*by Karen Simmons*

**Roger Jones**, marketing and customer services supervisor, has been named executive director of the Four Seasons Home Builders Association for the second consecutive year. The Association serves Mercer, McDowell, Wyoming, and Summers counties in West Virginia.

Division Manager **Ted White** was guest speaker at the Bluefield State College Founder's Day dinner, part of the institution's annual homecoming activities. □

**General Office**

*by Earl Smith*

**Brent**, son of George Lowe, accounts payable supervisor, GO Accounting, Roanoke, received the outstanding youth volunteer award for his summer work with the Roanoke Chapter, American Red Cross. He has been appointed to serve as youth director on the Chapter's board of directors. Brent also won first place in a Red Cross essay contest on "what event this past summer made the biggest impression on your life."

**Joe Vipperman**, president of Appalachian Power, has been elected treasurer of the Virginia Manufacturers Association. □

**Logan-Williamson**

*by Raamie Barker*



Prater



Jeffers

**Christy**, daughter of Patricia Prater, Williamson T&D clerk A, played for the Red Jacket, W. Va., team which advanced to the West Virginia State Girls Little League All Star Softball Tournament this year.

**Shawn**, son of Eddie Jeffers, Logan station mechanic A, graduated from basic training at Ft. Benning, Georgia. Pvt. Jeffers is undergoing artillery training at Benning as a participant in advanced infantry training. □

**Kanawha River Plant**

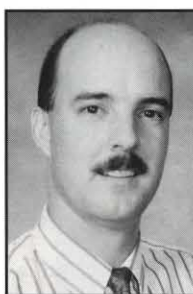
*by Audra Pauley*



A poem by **Kristy**, daughter of Unit Supervisor Bernie Balsler, was selected as a semi-finalist in the Open Poetry Contest of the National Library of Poetry. The poem will be published in a forthcoming anthology, "After The Storm." □

**Pulaski**

*by Glenda Wohlford*



**Steve Knowles**, Christiansburg marketing and customer services representative, took first, second, and third place ribbons on his photographic entries in the West Virginia State Fair. His first and third places were timed exposures of a ferris wheel. Second place winner was a photo of a hog killing. □

**Roanoke**

*by Vickie Ratcliff*

Division Manager **Tobie Eaton** was elected to a three-year term on the board of The Science Museum of Western Virginia. □

**Philip Sporn**

*by Jill LaValley*

**Danielle**, daughter of Micheal DeHart, utility worker A, has been named a United States National Award winner in mathematics. An eighth grader at Ravenswood Middle School, Danielle's name, picture, and biography will appear in the United States Achievement Academy official yearbook published nationally.

The team of **John Davis II**, PIMS analyst, and **Rusty Saunders**, plant engineer I, placed second out of 150 of the best amateur golf teams in the United States competing at Disney World last month. □

**Lenwood D. Finney**, 60, retired engineering technologist supervisor, GO T&D Civil Engineering, Roanoke, died October 21. A native of Callands, Va., he was hired in 1956 as a rodman and elected early disability retirement in June 1994. Finney is survived by his wife Roslyn, Route 1, Box 304, Sandy Level, Va.; one daughter and three grandchildren.

**Charles W. Singleton**, 91, retired Lynchburg meter serviceman B, died October 8. A native of Lynchburg, Va., he was employed in 1924 as a groundman and retired in 1968. Singleton is survived by one son, two grandchildren, one great-grandchild, and one sister.

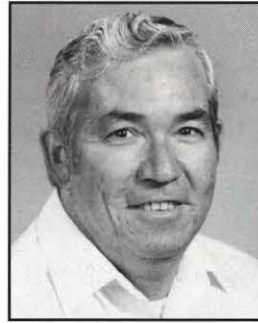
**Okey B. Turley**, 63, retired transmission mechanic A, GO T&D Transmission, Turner Station, died October 11. A native of St. Albans, W. Va., he began his career in 1956 as a transmission man and elected early disability retirement in 1990. Turley is survived by his wife Carol, 110 Edgewater Lane, Toronado, W. Va.; one son; and one daughter.

**Clyde R. T. "Bud" Ryan, Jr.**, 77, retired Bluefield customer services representative senior, died October 18. A native of Pulaski, Va., he was hired in 1937 as a groundman and retired in 1982. Ryan is survived by two sons, two daughters, seven grandchildren, and two brothers.

**Richard David Harris**, 40, Central Machine Shop machinist 1st class, died unexpectedly October 6. A native of Charleston, W. Va., he was hired in 1975 as a machinist 3rd class. Harris is survived by one son, two daughters, two grandchildren, two sisters, one brother, his mother and father, and fiancée.

**Robert L. Caldwell**, 89, retired system transmission man A, GO T&D Transmission, Turner, died October 11. A native of Bland County, Va., he began his career in 1945 as a lineman A and elected early retirement in 1967. Caldwell is survived by one daughter and two stepsons.

**Willie E. Smith**, 87, retired office messenger, GO General Services, Roanoke, died October 14. A native of Roanoke, Va., she was employed in 1949 as a maid and retired in 1973. □



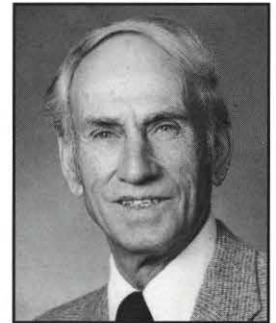
Finney



Singleton



Turley



Ryan



# P R O M O T I O N S

**J. T. Lloyd**, Mountaineer plant engineer II, was promoted to plant engineer I on June 1. He holds a bachelor of science degree in mechanical engineering from West Virginia Institute of Technology.

**Rick Cornwell**, engineering technician senior nonexempt, GO T&D Telecommunications, Huntington, was promoted to engineering technologist I exempt on July 1.

**James H. Palmer**, Pulaski line crew supervisor exempt, was promoted to safety coordinator, GO Human Resources, Roanoke, on October 1. He holds an associate in applied science degree in business management from New River Community College. This additional position in the GOHR safety section is a direct result of Phase I of the Mission Project.

**John W. Thomas**, hydro crew supervisor nonexempt, GO Hydro, Reusens, was promoted to hydro crew supervisor exempt on August 1.

**Jeffrey L. Brubaker**, accounting staff assistant, GO Accounting, Roanoke, was promoted to accounting staff assistant senior on August 1. He holds a bachelor of science degree in accounting from Radford University.

**Clayton L. Preas**, engineer I, GO Marketing and Customer Services, Roanoke, was promoted to energy services coordinator on September 1. He holds a bachelor of science degree in mechanical engineering from Virginia Tech.

**W. Phil Camper**, engineer senior, GO T&D Transmission, Roanoke, was promoted to assistant transmission superintendent on August 1. He holds a bachelor

of science degree in civil engineering from Virginia Military Institute.

## Abingdon

**Jeffery Blevins** from line mechanic C to line mechanic B, Marion.

## John Amos

**Phil Moye** from Charleston marketing and customer services advisor to public affairs assistant.

## Bluefield

**Shirley Saunders** from T&D clerk B to T&D clerk A.

**Bill Goode** from line mechanic A to general servicer, Pineville.

## Charleston

**Deborah Cales** from junior clerk to T&D clerk C.

**Marcia Summers** from customer services representative C to customer services representative B.

**Elisa Russell** from customer services representative C to customer services representative B.

## Clinch River Plant

**Michael Sims** from utility coal attendant to coal equipment operator.

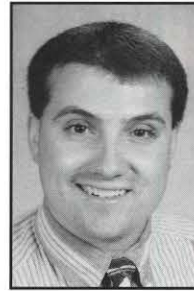
**Terry Stone** from coal handler to utility coal attendant.

## General Office

**Patricia Perdue** from junior stenographer to stenographer, GO T&D Telecommunications, Roanoke.

**Margaret Whitlock** from stenographer to intermediate clerk, GO General Services, Roanoke.

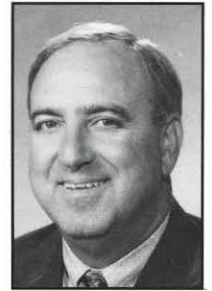
**Susan Quesenberry** from engineering technician-assistant, GO T&D Administrative, to engineering technician, GO T&D Computer Resources, Roanoke.



Lloyd



Cornwell



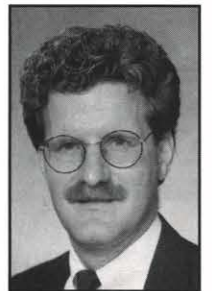
Palmer



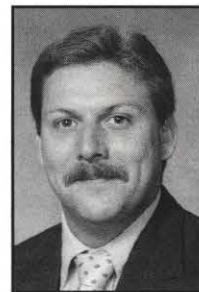
Thomas



Brubaker



Preas



Camper

**Nathan Nicely** from transmission mechanic D to transmission mechanic C, GO T&D Transmission, Bluefield.

**Richard Haley, Jr.** from hydro mechanic B to hydro mechanic A, GO Hydro, Roanoke.

**Charles Williams** from transmission mechanic C to transmission mechanic B, GO T&D Transmission, Bluefield.

**Jesse Mills** from transmission mechanic D to transmission mechanic C, GO T&D Transmission, Bluefield.

**Garry Simmons** from tax accountant to tax accountant senior, GO Accounting, Roanoke.

**Earnie Akers** from transmission mechanic B to transmission mechanic A, GO T&D Transmission, Bluefield.

**David Akers** from engineering technologist I to telecommunications specialist, GO T&D Telecommunications, Abingdon.

## Huntington

**Jack Burris** from line mechanic A to area servicer, Point Pleasant.

## Lynchburg

**Nora Murphy** from department assistant-marketing and customer services to marketing and customer services advisor.

## Roanoke

**Roxie Hurt** from T&D clerk C to T&D clerk B, Rocky Mount.

## Philip Sporn

**Robert Dolin** from maintenance mechanic C to maintenance mechanic B. □

## Beckley Heart Walkers Raise \$446



Beckley employees raised \$446 for the American Heart Association during the recent heart walk. Participants were, front row, Ashley Arthur, daughter of Jackie Arthur; back row, l. to r., Loretta Pryor, customer services representative A; Darlene Peck, customer services representative A; Jackie Arthur, customer services representative C; and Trina Griffith, customer services representative A.

## Huntington Employees Participate In Buffalo's Opossum Festival



Huntington Division employees participated as guides and presenters at the biennial Opossum Festival held at Buffalo Middle School, Kenova, W. Va. Appalachian Power and Buffalo are partners in education. The festival is a showcase of Appalachian heritage, folklore, culture, crafts, and trades. Mark Booth (pictured above), electrical engineer senior, demonstrated how to make apple cider.

## Fund Raiser For Needy Children



Making apple butter for the Chapmanville, W. Va. Kiwanis club are Mark Lynch (left), Logan-Williamson marketing and customer services manager, and Chester Elkins, retired building supervisor. The project raised over \$1,000 for the club, which primarily serves underprivileged children and youth programs. Lynch recently completed a year as club president.

## Logan Mfg. Opens New Outlet



Logan-Williamson Division Manager Isaac Webb, fourth from right, hosted a program featuring West Virginia Governor Gaston Caperton (with large cutters) at the ribbon cutting ceremony for Logan Manufacturing Company's new outlet in downtown Logan. Webb is president of the Logan County Development Authority, which provided a number of assistance-related activities to retain the business in Logan. The company's Plant No. 2 will add 50-100 new jobs to the economy.

# W E D D I N G S



## **Gore-McConnell**

Marcella Lynn McConnell to Randall William Gore, September 17. Marci is the daughter of Bill McConnell, protection and control regional supervisor, GO T&D Relay, Bluefield.



## **Keyton-Jacobs**

Debra Anne Jacobs to Darrell Wayne Keyton, Jr., May 28. Debra is the daughter of Wayne Jacobs, automotive transportation supervisor, GO General Services, Roanoke.



## **Conley-Overstreet**

Tracie Lynne Overstreet to William Michael Conley, September 10. Tracie is the daughter of John Overstreet, engineering technologist I, GO T&D Engineering, Roanoke.



## **Steele-Young**

Dena Shannon Young to William Patrick Steele, April 30. Dena is the daughter of Veda Young, secretary-stenographer A, GO Executive, Charleston.



## **Butler-Cox**

Claudia Christina Cox to Kevin Wayne Butler, August 14. Claudia is the daughter of Mike Cox, Pulaski line mechanic A (LTD).



## **Haynes-Watkins**

Lynn Watkins to Christopher Haynes, September 24. Chris is the son of Joe Haynes, Amos Plant public affairs coordinator.

**John Amos**

Amanda Nicole, daughter of **Phil Moyer**, public affairs assistant, May 24.

**Bluefield**

Tyler Garrett, son of **Timothy Brammer**, electrical engineer senior, September 2.

Thomas Randolph, son of **Bill Hudson**, Tazewell marketing and customer services representative, September 8.

**General Office**

Caleb Michael, son of **Michael Taylor**, energy services coordinator, GO Marketing and Customer Services, Roanoke, May 25.

Cory Wayne, son of **Gary Lewis**, stores supervisor, GO T&D Stores, Roanoke, September 20.

Paige Whitney, daughter of **Danny McPeak**, hydro mechanic B, GO Hydro, Roanoke, October 10.

**Glen Lyn**

Ian Todd Campbell, son of **Angela Mann**, plant clerk A, September 21.

**Logan-Williamson**

Mark Edward, son of **Eddie Adkins**, Williamson line crew supervisor (LTD), September 23.

Drew Elijah, son of **David Woyan**, Logan engineering technician, September 19.

**Mountaineer**

Kyle Austin, son of **Randy Young**, maintenance supervisor, September 14.

**Roanoke**

Lauren Elizabeth, daughter of **Don Nance**, Fieldale line mechanic D, September 21.

Devin Lee, son of **Terry Cassity**, stores attendant B, October 3.

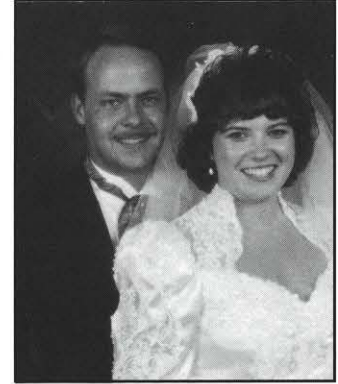
Andrew Todd and Brooke Anne, son and daughter of **Terry Williams**, electrical engineer I, October 12.

Allyson Joyce, daughter of **Charlie Clement III**, Stuart line mechanic D, October 15. □



**Click-Westfall**

Linda Westfall to **Jason Click**, August 20. Jason is the son of **Karl Click**, Ripley meter reader.



**Steffey-Steele**

Annissa Michelle Steele to **Samuel Brett Steffey**, August 13. Brett is the son of **Allison Steffey**, retired Clintwood general servicer.



**Brown-Farley**

**Sherry B. Farley**, Beckley senior telephone operator, to **Gene R. Brown**, October 1.

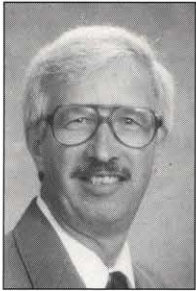


**Wed 50 Years**

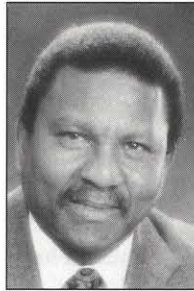
**Millard and Mary Ann Phillips** celebrated their 50th wedding anniversary with a reception on August 27 at the Forest Hills, Ky., Baptist Church. They have four children and nine grandchildren. Millard is a retired Williamson station mechanic.



S E R V I C E A N N I V E R S A R I E S



**Tom Holland**  
pro. & con. supv.  
GO-Huntington  
30 years



**Clarence Brown**  
auto. supv. NE  
Huntington  
30 years



**Eddie Kingrea**  
chemist asst.  
Glen Lyn  
25 years



**Harden Davis**  
trans. sta. supv.  
GO-Roanoke  
25 years



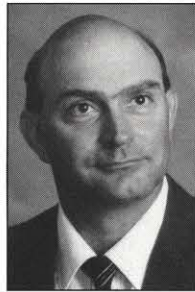
**James Bethel**  
custodian  
GO-Roanoke  
25 years



**Steve Jamison**  
comp. & ben. mgr.  
GO-Roanoke  
25 years



**Dale Thayer**  
line mechanic A  
Charleston  
25 years



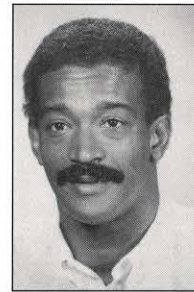
**Kedric Hilton**  
auto. mech. A  
Pulaski  
25 years



**Susan Alizer**  
hum. res. clk. A  
GO-Roanoke  
25 years



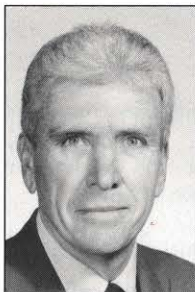
**James Hicks**  
line crew supv. NE  
Charleston  
25 years



**Hughlen Jones**  
drafter senior  
Charleston  
25 years



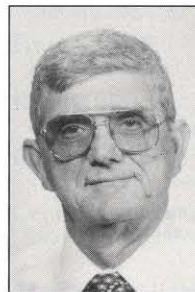
**John Ratliff**  
line crew supv. NE  
Grundy  
25 years



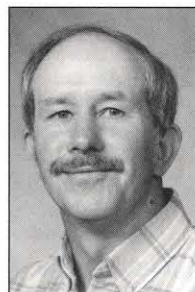
**Ray Vest**  
econ. dev. con.  
GO-Beckley  
25 years



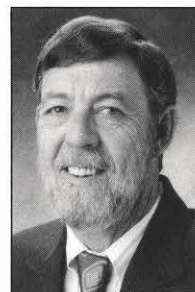
**Jessie Foster**  
meter reader  
Grundy  
25 years



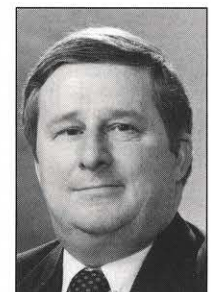
**James Perry**  
general servicer  
Charleston  
25 years



**Harry Street**  
auto. mech. A  
Bluefield  
25 years



**Bill Eller**  
meter elec. A  
Roanoke  
25 years



**Bob Robinson**  
env. aff. dir.  
GO-Roanoke  
25 years



**John Skidmore**  
engineer sr.  
GO-Huntington  
20 years



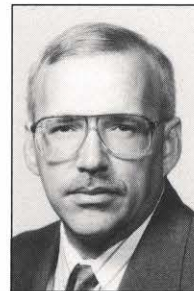
**Paul Johnson**  
machinist 1st class  
CMS  
20 years



**Brenda Hamm**  
plant clerk A  
Mountaineer  
20 years



**Fred Stotts**  
asst. mgr.  
CMS  
20 years



**Steve Stotts**  
wldr. 1st cl.  
CMS  
20 years

**John Amos**

- 15 YEARS:  
**Mike Witt**  
*coal equipment operator*
- Jim Sowards**  
*coal equipment operator*
- Don Strickland**  
*coal equipment operator*
- Tellis Ramsey**  
*equipment operator B*
- Bryan Ward**  
*equipment operator B*
- Tim Cooper**  
*unit supervisor*
- Joe Douglas**  
*equipment operator B*
- C. A. Hickman**  
*equipment operator B*
- R. A. King**  
*maintenance mechanic B*
- Billy Calhoun**  
*equipment operator B*
- D. E. Withrow**  
*coal equipment operator*
- Matt Dow**  
*maintenance mechanic B*
- Kenneth Chapman**  
*equipment operator B*
- J. T. Hysell**  
*coal equipment operator*

**Beckley**

- 15 YEARS:  
**Don Walter**  
*line mechanic A*
- Rita Taylor**  
*T&D clerk A*

**Bluefield**

- 10 YEARS:  
**Donald Jones**  
*line mechanic A, Princeton*
- Sandy Carter**  
*cust. services rep. B, Tazewell*
- Larry Beavers**  
*meter reader, Welch*
- 5 YEARS:  
**William Carroll**  
*custodian*

**Central Machine Shop**

- 15 YEARS:  
**Joyce White**  
*drafter senior (LTD)*

**Centralized Plant Maintenance**

- 15 YEARS:  
**Harry Bartles**  
*maintenance mechanic welder*
- Lou Pulver**  
*maintenance mechanic*
- Greg Rawson**  
*maintenance mechanic welder*

- Ken McComas**  
*maintenance mechanic welder*

**Charleston**

- 15 YEARS:  
**John Snyder**  
*line mechanic A*
- Donald Fletcher**  
*line mechanic A*
- Jerry Clendenin**  
*custodian*
- 10 YEARS:  
**Lisa Hughes**  
*secretary-stenographer A*

**Clinch River**

- 25 YEARS:  
**James Pratt**  
*maintenance mechanic B (LTD)*
- 15 YEARS:  
**Jerry Yates**  
*yard superintendent*
- Jack Blackson**  
*equipment operator A*
- Helen Salyers**  
*plant clerk B (LTD)*
- 10 YEARS:  
**Leonard Summers**  
*equipment operator C*
- Allen Walsh, Jr.**  
*equipment operator C*

**General Office**

- 25 YEARS:  
**Roy Davidson**  
*transmission mechanic A  
 GO T&D Transmission, Bluefield*
- Ronald Looney**  
*transmission station mechanic A  
 GO T&D Station, Roanoke*
- John Blevins**  
*transmission mechanic A  
 GO T&D Station, Bluefield*
- Dave Jarvis**  
*telecommunications supervisor  
 GO T&D Telecommunications,  
 Huntington*
- 20 YEARS:  
**Mike Nipps**  
*transmission station mechanic A  
 GO T&D Station, Roanoke (LTD)*
- Charles Burch**  
*engineering technologist I  
 GO Hydro, Roanoke*

- 15 YEARS:  
**Tom Stephens**  
*fuel & federal rate reg. manager  
 GO Rates, Tariffs & Contracts, Roanoke*
- Vicki Martin**  
*staff environmental specialist  
 GO Environmental Affairs, Roanoke*

- Kevin Carter**  
*station clerk A  
 GO T&D Station, Roanoke*

- Tim Toler**  
*intermediate clerk  
 GO General Services, Roanoke*

- Don Johnson**  
*public affairs information mgr.  
 GO Public Affairs, Roanoke*

- Paul Kehrer**  
*engineer senior  
 GO T&D Telecommunications, Roanoke*

- 10 YEARS:  
**Norman Johnson**  
*engineering technician  
 GO T&D Telecommunications, Roanoke*

- 5 YEARS:  
**Josie Brown**  
*custodian  
 GO General Services, Roanoke*

- Sandra Hill**  
*station drafter C  
 GO T&D Engineering Graphics, Roanoke*

- Martin Jarrell**  
*transmission mechanic B  
 GO T&D Transmission, Bluefield*

**Glen Lyn Plant**

- 15 YEARS:  
**Freddie Terry**  
*maintenance mechanic B*

**Huntington**

- 15 YEARS:  
**Cheryl Roush**  
*cust. serv. rep. A, Ripley*
- 10 YEARS:  
**Barry Mosser**  
*M&CS representative senior*
- Dallas Finley**  
*engineering technician sr., Milton*
- Bob Osburn**  
*engineering technician sr.*

**Kanawha River**

- 15 YEARS:  
**Thomas Johnson**  
*equipment operator B*

**Logan-Williamson**

- 5 YEARS:  
**C. S. Butcher**  
*meter reader, Logan*
- Gary Starr**  
*M&CS advisor, Logan*

**Lynchburg**

- 15 YEARS:  
**George Wingfield**  
*engineering technician senior*
- Greg Thacker**  
*station mechanic A*



**Mountaineer**

15 YEARS:

**Terry Damm**  
performance supervising engineer

**Willie O'Neil**  
maintenance mechanic A

**Fred Brinker**  
maintenance mechanic A

**Alfie Plants**  
harbor boat operator

**Ed Roach**  
control technician

**Benny McKinney**  
control technician

**Ray Fields**  
maintenance mechanic A

**Bob Imboden**  
maintenance mechanic B

**Martin Fiala**  
maintenance mechanic C

**Carl Clark**  
plant chemist

5 YEARS:

**Jim McKinley**  
engineering technician

**Kevin Brown**  
plant engineer I

**Tim Tidd**  
coal handler

**Lisa Gangwer**  
utility worker

**Pulaski**

15 YEARS:

**Ed Mahler**  
energy services engineer I, Christiansburg

**Teddy Williams**  
line mechanic B, Hillsville

10 YEARS:

**Mark Schronce**  
drafter senior

**Linda Chrisley**  
customer serv. rep. B, Wytheville

**David Edwards**  
engineering technologist I

**Barry Wolfe**  
area T&D scheduler, Christiansburg

5 YEARS:

**Preston Gordon**  
custodian

**Rick Mitchell**  
clerk

**Jim Carpenter, Jr.**  
line mechanic C, Hillsville

**Roanoke**

15 YEARS:

**Cathy Clingenpeel**  
customer services rep. A

**Martha Davis**  
T&D clerk A

**John Rogers**  
line mechanic A, Fieldale

**Ike Spangler**  
line mechanic A

**Robbie Wright**  
customer services rep. B

**Robert Ferris**  
meter reader

**Reginald Gardner**  
line mechanic A

**Patrick Myers**  
line mechanic A

**Kevin Gallatin**  
line mechanic C, Rocky Mount

10 YEARS:

**Donald Ferguson**  
automotive mechanic A

**Ralph Lawless**  
meter reader, Fieldale

5 YEARS:

**Andrea Washington**  
customer services rep. C

**James Larry**  
line mechanic C

**Tracy Tuck**  
line mechanic C

**Greg Barton**  
line mechanic C

**Randy Ellis**  
line mechanic C

**Roxie Hurt**  
T&D clerk C, Rocky Mount

**Cecil Addison**  
electrical engineer I

**Philip Sporn**

25 YEARS:

**Phillip Burgess**  
asst. shift op. engineer

15 YEARS:

**William Martin**  
unit supervisor

**Calvin Engle**  
unit supervisor

**William Qualls**  
maintenance mechanic A

**John Troy**  
coal equipment operator

5 YEARS:

**Jason Hysell**  
utility worker A

**Charlene Robinson**  
utility worker A

**Mary Dillard**  
chemist assistant □

## R E T I R E M E N T S



"I feel very fortunate to have had 37 years of service with Appalachian and be able to take advantage of the company's early retirement program," said **Ann Huffman**, who retired on November 1. She was office services and records management administrator, GO - General Services, Roanoke.

Ann added, "I also appreciate the many opportunities and

benefits the company gave me. Through the educational assistance program, I earned an associate degree in business management from Virginia Western Community College and a bachelor's degree from Mary Baldwin College. Also, by participating faithfully in the company's savings plan, I am able to retire much earlier than normal.

"Over the years I made numerous friends throughout the company as I had contact with all divisions, plants, and GO departments regarding mail and reproduction services, budgeting activities, and records management. I know I will miss working with everybody, but it will be nice not being on a schedule," she said.

Ann's husband Lindsey is retired from Norfolk Southern Railway, and the couple will enjoy having free time "to do what we want to do — traveling and spending more time with family. My daughter and granddaughter live in Princeton, W. Va.," she concluded. □



"Appalachian has been good to me and my family, and I have a lot of mixed emotions about retiring," said Amos Plant Maintenance Supervisor **Carl Handley**, who elected early retirement on November 1. "I wouldn't be able to do it if it weren't for the savings plan. As far as I am concerned, Appalachian's benefits are head and shoulders above anywhere else."

An Army veteran, Carl was a general repairman for Union Carbide in South Charleston, W. Va., before joining Amos in 1971 as a maintenance man B. He was promoted to maintenance supervisor two years later.

"The majority of the Maintenance Department has worked under me," Carl said. "I feel like I have a lot of friends here."

Carl and his wife Uldine plan to travel some in retirement. "Right after Thanksgiving, we will spend a week in Williamsburg, Va.," he said. "In the meantime I have some work to do on my house." Active in the First Baptist Church at Hurricane, W. Va., Carl wants to help out there at least one day a week. "I haven't fished in years," he added, "and I'd like to do that and possibly play some golf."

The Handleys have one son, Carl II, who is an electrical engineer in the Gavin Plant Operations Department. □

# Illuminator

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POWER**

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