

# Illuminator

**AEF**  
**APPALACHIAN**  
**POWER**

NOVEMBER 1995



## Illuminator

Vol. 47, No. 2, November 1995

Published for the employees of



Editorial Office:  
PUBLIC AFFAIRS DEPARTMENT  
**Appalachian Power Company**  
P. O. Box 2021  
Roanoke, Virginia 24022

Articles may be reprinted with proper attribution.  
We are equal opportunity employers.

### EDITORIAL STAFF

**C. Wayne Hasty, APR**  
*public affairs director*

**Betty Lou Carter**  
*editor of publications*

### ASSOCIATE EDITORS

**Bill Roeser**  
*Abingdon*

**Tom Cloer**  
*John Amos*

**Dana Perry**  
*Beckley*

**Karen Simmons**  
*Bluefield*

**Metzel Turley**  
*Central Machine Shop*

**Debbie Carder**  
*Centralized Plant Maintenance*

**Charlie Bias**  
*Charleston*

**Chuck Perdue**  
*Clinch River*

**Earl Smith**  
*General Office*

**Randy Nicewonder**  
*Glen Lyn*

**Barbara Collins**  
*Huntington*

**Audra Pauley**  
*Kanawha River*

**Leta Dingus**  
*Kingsport*

**Raamie Barker**  
*Logan-Williamson*

**Mel Wilson**  
*Lynchburg*

**Janice Adkins**  
*Mountaineer*

**Glenda Wohlford**  
*Pulaski*

**Vickie Ratcliff**  
*Roanoke*

**Jill LaValley**  
*Philip Sporn*

- 3 AEP Reorganization Announcements
- 17 AEP System News
- 19 Electrotechnology Seminars Give Marketers New Sales Tools
- 20 New Computer Network Gets Plenty Of Backbone
- 22 They Talk To The Animals
- 23 Power People
- 32 APCo Crews Help Repair Hurricane Damage In Alabama

**About the cover:** Visitors to Roanoke's Mill Mountain Zoo learn all about a corn snake from Sarah Whipkey, educational services assistant, GO Public Affairs, Roanoke, who serves the organization as a docent. See story on page 22.

### Enrollment Open In November For Dependent Care Assistance Plan

During November, all full-time employees are eligible for enrollment in the Dependent Care Assistance Plan for calendar year 1996.

The Dependent Care Assistance Plan enables employees to voluntarily direct part of their pay, on a pre-tax basis, into a special spending account and to subsequently receive non-taxable reimbursements for certain work-related dependent care expenses.

Enrollment cards and worksheets that can be used to estimate dependent care expenses are available in the Human Resources Department. Employees who participated in the plan in 1995 and who wish to continue in 1996, as well as those employees who wish to participate for the first time in 1996, must complete an enrollment card. All enrollment cards must be completed on or before November 30, 1995. □

**IABC**

International Association of Business Communications

 PRINTED ON RECYCLED PAPER



# AEP Public Affairs To Become Corporate Communications

AEP's Public Affairs Department will be changing its name to Corporate Communications and establishing a network of region communicators as part of its restructuring efforts, effective January 1.



Luke Feck, senior vice president - public affairs, said, "We are redistributing our resources to provide internal and external communications support at the corporate and region level in step with the company's reorganization along functional lines. The name change more aptly describes the department's function."

Feck will become senior vice president - corporate communications.

Four Columbus-based management team members will report to Feck. They are: Marshall Julien, Wayne Hasty, Cathy Ferrari, and Mike Mahoney.

## Internal Communications

- **Marshall Julien**, currently vice president - communications, will become vice president - corporate communications in charge of internal communications.

Reporting to Julien will be:

- **Steve Hiles**, currently editorial services manager, who will move to an expanded role as internal communications manager;
- **Tim Nicholson**, who continues as production services manager; and
- **Jim Ault**, who continues as visual communications manager.

Also included in this division will be an issues management group.

## Energy Delivery & Customer Relations Region Communications



Hasty

- **Wayne Hasty**, currently Appalachian Power public affairs director, will become a corporate communications director and manage region communication activities in the Energy Delivery and Customer Relations Group.

Reporting to Hasty will be a three-person communications team at each of the five state-region offices in the Energy Delivery and Customer Relations Group that will provide communications support to the state presidents and region managers.

State office corporate communications managers are:



Barker



Ayres

- **Charleston — Raamie Barker**, currently Logan-Williamson Division administrative assistant;
- **Roanoke — Tom Ayres**, currently AEPSC investor communications manager;
- **Columbus — Tom Holliday**, currently Columbus Southern Power/Ohio Power communications manager;
- **Ashland — Lenore Leadingham**, currently Kentucky Power public affairs director; and
- **Ft. Wayne — Mike Brian**, currently I&M programs manager.

There also will be one corporate communications person assigned to each of the seven non-state office region headquarters. They will be named at a later date and will also report to Hasty.

## Power Generation Group Communications

- **Cathy Ferrari**, Columbus Southern Power/Ohio Power public affairs director, becomes a corporate communications director and will manage communication activities in the Power Generation Group (Fossil, Hydro, and Fuel Supply).

Reporting to Ferrari will be a three-person communications team at Lancaster and a two-person team at the Charleston region headquarters. The Nuclear Group will have a two-person team at the Cook Plant.

Corporate communication managers for the Generation Regions are:



Dyer

- **Charleston — Roger Dyer**, currently AEPSC public affairs manager, and
- **Lancaster — David Hagelin**, currently senior media representative at Columbus Southern Power/Ohio Power.

## External Communications

- **Mike Mahoney**, AEPSC external affairs manager, will become a corporate communications director and manage corporate external communications activities.

Reporting to Mahoney will be:

- **Pat Hemlepp**, Kentucky Power public information manager, who will become media relations manager;
- **Elaine Michalak**, currently advertising manager, who will become advertising and marketing support manager; and
- **Mary K. Walsh**, who continues as programs manager.

An investor communications manager has yet to be named. □

# Four Named To Key Posts In AEP Customer Services

An Appalachian Power employee is among the four named last month to key positions within the AEP Energy Distribution Department's Customer Services organization. The appointments are effective January 1.



Crawford

• **Bill Crawford**, currently Appalachian's customer services manager, will head the credit and collection function. He will be responsible for managing all payment processes, customer credit requirements, delinquencies and uncollectible accounts, and bankruptcy proceedings. Crawford also will be responsible for expanding the options by which customers may pay their bills and for improving the process for establishing the creditworthiness of customers.

• **George Bjelovuk**, currently customer services director at Columbus Southern Power/Ohio Power, will head the customer call centers. He will be responsible for all telephone centers in the AEP System: Groveport, which is operational, and one each in Fort Wayne, Ashland, and Appalachian Power's service territory, which are in the planning stages. The call centers will be linked together to form a network capable of providing improved access for AEP customers.

• **Susanne Moorman**, currently customer services director at Indiana Michigan Power, will head customer service operations. She will be responsible for the overall management of customer service field activities including meter reading operations, all customer service work practices and procedures, and performance standards and measurement techniques.

• **C. D. Via**, currently director - customer service systems for the AEP Service Corporation, will direct for Customer Services the successful implementation of the critically important MACSS (Marketing, Accounting, Customer Service System) project across the AEP System.

MACSS, which will replace a number of existing customer information systems, is

a major undertaking requiring the efforts of the Information Services Department and the operating regions as well as the new Customer Services group.

Crawford, Bjelovuk, Moorman, and Via will report directly to H. E. "Butch" Rhodes, who will head the Customer Services group. Rhodes currently is a vice president of Appalachian Power. □

## Heads Of State Rates Department Offices Named

### Key Managers

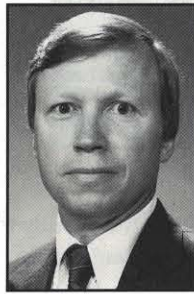
Also announced last month were key managers for AEP's Rates Department. They are:

• **Rich Munczinski**, currently director - rates for the AEP Service Corporation, who will continue to head the rate case management activity;

• **Laura Thomas**, currently senior rate analyst for the Service Corporation, who will head the rates research and design function; and

• **Dennis Crill**, currently senior rate analyst for the Service Corporation, who will be in charge of compliance filings.

The heads of the state Rates Department offices as well as the key managers for AEP's Rates Department will report to Andy Varley, who will head the Rates organization. He currently is AEP vice president - rates. □



Eads



Thomas

**H**eads of the five Rates Department offices in individual states were announced last month.

• **Terry Eads**, currently director of rates, tariffs and contracts for Appalachian Power Company, will head a new West Virginia Rates office in Charleston;

• **Barry Thomas**, currently manager of state rate regulations for Appalachian Power, will head the Virginia Rates office in Roanoke;

• **Bill Forrester**, currently supervisor of rates and regulations at Columbus Southern Power/Ohio Power, will head the Ohio Rates office in Columbus;

• **Errol Wagner**, currently accounting, rates and planning director at Kentucky Power, will head the Kentucky Rates office in Ashland; and

• **Kent Curry**, currently rates and tariffs supervisor for Indiana Michigan Power, will head the Indiana/Michigan Rates office in Fort Wayne.



# System Human Resources Department To Reorganize

**A** reorganization of the System Human Resources Department, effective January 1, was announced last month by Pete DeMaria, AEP executive vice president - administration.

- **Ron Petti**, currently AEP senior vice president - human resources, will continue to head the department. Reporting to Petti will be:
- **Bob Strahan**, currently assistant vice president - compensation and benefits; **Fred Sagan**, currently director - labor law and relations; and **John O'Green**, currently director - safety and health, who will continue to lead those functions;
- **Mary Cofer**, currently manager - personnel services and EEO, who will head that function for the System; and
- **Randy Chambers**, currently project manager for the Human Resources Application of the Employee Information System (EIS) project, who will continue in that role until project completion.

## AEP Institute

Consistent with the recommendations of the Employee Development Strategy Team, an AEP Institute will be established to coordinate all employee and management development activities except skills training specific to individual business organizations or departments. A head of the Institute, to be appointed in the near future, also will report to Petti.

**Jim Geswein**, currently director - training and management development for the AEP Service Corporation; **Tom Sands**, currently training and employment manager at AEP Fuel Supply; and **Sid Franklin**, currently environmental affairs director at Kentucky Power, will serve on the implementation team to establish the AEP Institute and its organization, facilities, and curriculum. That team will be chaired by Petti, pending the appointment of an Institute head. Additional team members are yet to be named.

## Human Resources Services

- Also effective January 1, **Lance Sogan**, currently vice president - administration and human resources for AEP Fuel Supply, will assume a new position, coordinating the delivery of human resources services to the new business units of the System. He will report to Petti.

Service delivery centers staffed by business unit-focused HR specialists and generalists, reporting to Sogan, will be established at Roanoke, Charleston, Columbus, Fort Wayne, and Lancaster to meet the needs of the various designated business organizations.

Working closely with Sogan to plan the organization of these centers in an orderly transition from the current operating company general office human resources structure will be **George Bilderback**, **Ed Bradley**, **Norm Hitzeman**, and **Jerry Reidy**, currently HR director for AEPSC, Appalachian Power, Columbus Southern Power/Ohio Power, and Indiana Michigan Power, respectively. They also will work closely with business organization leadership to establish the human resources organization at individual business unit locations. □

## Three Named To Key Positions In AEP Energy Distribution Department

**T**hree employees have been named to key positions within AEP's new Energy Distribution Department. The announcement was made last month by Carl Erikson, currently president of Columbus Southern Power/Ohio Power Company, who will head the organization.

- **Tom Kirkpatrick**, currently distribution engineering and operations manager for CSP/OPCo, will head the distribution operations function.
- **Bob Gifford**, currently electrical engineering manager for Indiana Michigan Power company, will head the distribution engineering organization.
- **Gary Sams**, currently information and management services manager for CSP/OPCo, will head the distribution data systems group.

Kirkpatrick, Gifford, and Sams will be closely involved in the start-up of their respective organizations, identifying staffing requirements and selecting personnel. They will report to **Rex Cassidy**, who will head the Distribution Engineering and Operations function. He currently is T&D director for Appalachian Power.

Cassidy will report directly to Erikson, while Erikson will report to **Joe Vipperman**, who will be in charge of AEP's Energy Transmission and Distribution group. Vipperman is currently president of Appalachian Power. □



# Key Managers Named For AEP Fossil Fuel Power Plants

**K**ey managers have been named for each of AEP's 16 fossil fuel power plants.

The appointments involve plant managers as well as the newly created positions of energy production manager, production support manager, and administrative/technical services manager.

Energy production managers will be responsible for day-to-day operation, maintenance, and performance of the power plants.

Production support managers will be responsible for assisting the energy production manager and planning and executing the plant maintenance program. Administrative/technical services managers will be responsible for directing engineering and support services for the plant.

At each location, the energy production manager and the administrative/technical services manager will report directly to the plant manager. The production support manager will report to the energy production manager.

The key managers named are:

## • John Amos



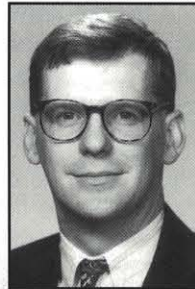
Adkins



Lester



Blackshire



Fleming

Wayne Adkins will continue as plant manager; John Lester, currently assistant plant manager, will be energy production manager; Bud Blackshire, currently maintenance superintendent, will be production support manager; and Rob Fleming, currently performance supervising engineer, will be administrative/technical services manager.

## • Clinch River



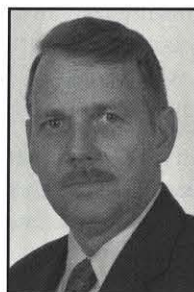
Harrison



Kohler



Rob Osborne

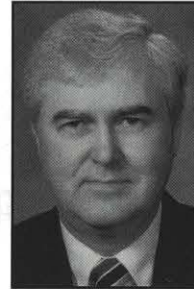


Ron Osborne

Joel Harrison will continue as plant manager; Dan Kohler, currently assistant plant manager, will be energy production manager; Rob Osborne, currently performance superintendent, will be production support manager; and Ron Osborne, cur-

rently production superintendent-maintenance, will be administrative/technical services manager.

## • Glen Lyn



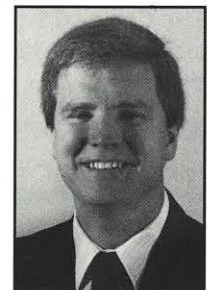
Townley



Jones



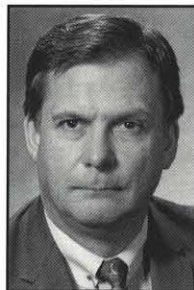
Bradley



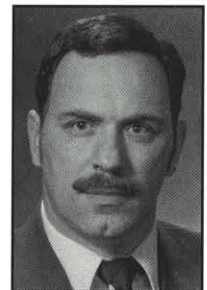
Mullins

Everett Townley will continue as plant manager; Brad Jones, currently assistant plant manager, will be energy production manager; Roger Bradley, currently instrument maintenance supervisor, will be production support manager; and Bob Mullins, presently performance superintendent, will be administrative/technical services manager.

## • Kanawha River



Siemiaczko



Tinnel





Johnson



Shawver

Mike Siemiaczko will continue as plant manager; Allen Tinnel, currently assistant plant manager; will be energy production manager; Lewis Johnson, currently production superintendent-maintenance, will be production support manager; and Bill Shawver, currently performance superintendent, will be administrative/technical services manager.

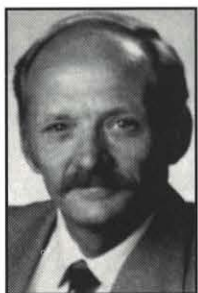
• Mountaineer



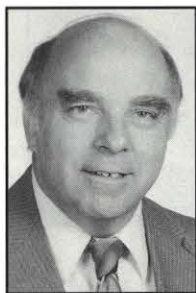
Powell



Ashton



Neal



Blank

Charlie Powell will continue as plant manager; Warren Ashton, currently assistant plant manager, will be energy production manager; Ron Neal, currently operations superintendent, will be production support manager; and Buddy Blank, currently performance superintendent, will be administrative/technical services manager.

• Philip Sporn



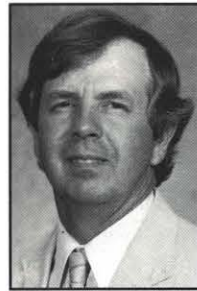
Humphreys



Jones



Love



Kopec

Randy Humphreys will continue as plant manager; Gary Jones, currently assistant plant manager, will be energy production manager; Dallas Love, currently maintenance superintendent, will be production support manager; and Tony Kopec, presently performance superintendent, has been named administrative/technical services manager.

• Big Sandy

Mitch Thomas will continue as plant manager; Todd Alleshouse, currently assistant plant manager, will be energy production manager; Ken Borders, currently performance superintendent, will be production support manager; and Dan Duellman, currently maintenance superintendent, will be administrative/technical services manager.

• Cardinal

Dwight Pittenger will continue as plant manager; Dave King, currently assistant plant manager, will be energy production manager; Arnie Goodnight, currently maintenance superintendent, and John Holmes, currently operations superintendent, have been named production support managers; and Ron Baker, currently performance superintendent,

will be administrative/technical services manager.

• Conesville

Dan Lambert will continue as plant manager; Doug Shearn, currently assistant plant manager, will be energy production manager; Mark Borman, currently maintenance superintendent, will be production support manager; and Larry Richcreek, currently performance superintendent, will be administrative/technical services manager.

• Gavin

Duane Phlegar will continue as plant manager; Wayne Irons, currently assistant plant manager, will be energy production manager; Paul Regan, currently performance superintendent, will be production support manager; and Tim Jenkins, currently production superintendent-operations, will be administrative/technical services manager.

• Kammer

Ralph Life will continue as plant manager; Greg Massey, currently assistant plant manager, will be energy production manager; Dean Eddy, currently maintenance superintendent, will be production support manager; and Chuck George, currently performance superintendent, will be administrative/technical services manager.

• Mitchell

Ralph Life will continue as plant manager; Harry McGuffin, currently assistant plant manager, will be energy production manager; Dave Wickline, currently operations superintendent, will be production support manager; and Al Smith, currently performance superintendent, will be administrative technical services manager.

• Muskingum River

Steve Burge will continue as plant manager; Charlie Williams, currently assistant plant manager, will be energy production manager; Steve Trout, currently maintenance superintendent, will be production support manager; and Dan Moyer, currently performance superintendent, will be administrative/technical services manager.

• **Picway**

Steve Rosebrook, will continue as plant manager; Joe Karrasch, currently maintenance superintendent, will be energy production manager; and Tony Swaneck, currently performance superintendent, will be administrative/technical services manager. Picway will not have a production support manager.

• **Rockport**

Dave Synowiec will continue as plant manager; Mike Bright, currently assistant plant manager, will be energy production manager; Matt Roush, currently maintenance superintendent, will be production support manager; and Dennis Hutchinson, currently operations superintendent, will be administrative/technical services manager.

• **Tanners Creek**

Tom Kallmeyer will continue as plant manager; John Reid, currently assistant plant manager, will be energy production manager; Jim Bockstiegel, currently maintenance superintendent, will be production support manager; and Stafford Ripley, currently performance superintendent, will be administrative/technical services manager.

The remaining key personnel for each plant will be announced this month. □

## Regional Generation Service Group Managers Named

Managers have been named for the two regional service organizations that will provide technical, outage, and administrative support and other specialized services to AEP's fossil and hydro plants.

### Southern Region

As announced earlier, Wayne Dunlap, who has been Conesville Plant manager, will head the southern regional organization, which will be located in the Charleston, W. Va. area. Reporting to Dunlap will be:



McKinney



Yoho

Roger McKinney, currently manager of Appalachian Centralized Plant Maintenance, who will be production services manager; and

Brad Yoho, currently maintenance superintendent at Mountaineer Plant, who will be administrative/technical services manager.

### Northern Region

As announced previously, the northern regional service organization will be based in Lancaster, Ohio, and will be headed by Mark McCullough, formerly assistant manager of Amos Plant.

Reporting to McCullough will be:



Strope

• **Bob Strope**, currently performance superintendent at Amos Plant, who will be administrative/technical services manager, and

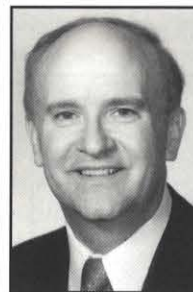
• **Bob McDaniel**, currently manager of Ohio Centralized Plant Maintenance,

who will be production services manager.

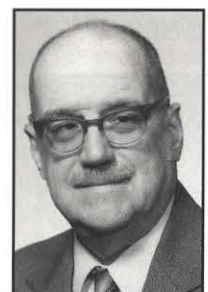
Each production services manager will supervise approximately 250 to 275 employees, who will be divided into outage support teams and non-outage support teams.

Approximately 40 to 60 employees will be based in each of the regional offices under the administrative/technical services manager. □

## Six Named Manager Of Amos Simulator



Six



Goff

George Six has been promoted to manager of the Amos Simulator Training Group, effective October 1. He has been operations superintendent at Gavin Plant since 1987.

Six replaces Roger Goff, who will be on special assignment developing new training procedures for the new fossil plant organization. □



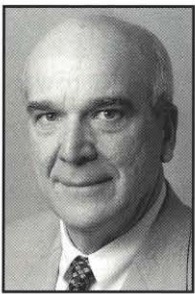
# Fossil & Hydro Production Names Next Management Level

**A**EP's Power Generation Group last month named the next level of management in its Fossil & Hydro Production organization.

As previously announced, the Fossil & Hydro Production organization will be managed by **John Jones**, AEP senior vice president - fossil and hydro generation. Jones will have three areas reporting to him: fossil and hydro plant operations, project and outage management, and plant services.

## Plant Services

**Bruce Coldiron**, previously announced as manager of plant services, will have five individuals reporting directly to him:



Zagayko

- **Andy Zagayko**, who will continue as manager of the Central Machine Shop;

- **Jerry Journey**, currently a principal engineer in the Plant Services Division at AEPSC, who will manage the Operations Services Section,

providing day-to-day operations support to the fossil plants;

- **John Torpey**, who will continue to manage the Controls Services Section, with expanded responsibilities for long-range planning, estimating, ABMS coordination and PIMS/PIP implementation for AEP's fossil and hydro facilities;

- **Mark McCullough**, previously announced as head of the Northern Regional Service Organization in Lancaster; and

- **Wayne Dunlap**, previously announced as head of the Southern Regional Service Organization in Charleston.

## Fossil & Hydro Generation

**Charlie Weaver**, previously announced as manager - fossil and hydro plant operations, will have three individuals reporting directly to him in addition to the 16 AEP fossil plant managers. They are:

- **Bill Vineyard**, previously manager of Ohio Power Company's Muskingum River Plant, who will serve as associate manager - fossil and hydro plant operations and assist Weaver in the day-to-day operation of AEP fossil plants. He also will be responsible for the management of the Appalachian Power and Indiana Michigan Power Hydro groups and the Amos Plant Simulator.



- **Tom Householder**, currently human resources manager - fossil plant operations at the Service Corporation, who will continue to oversee labor relations/build-

ing trades and safety and health for AEP's fossil and hydro facilities; and

- **Steve Wroten**, currently manager of fossil and hydro training at the Service Corporation, who will continue management of fossil and hydro plant training and a new group dedicated to addressing plant cross-training issues.

## Project & Hydro Plant Operations

**Jim Howard**, previously announced as manager - project and outage management, will have four individuals reporting directly to him:

- **George Gerdeman**, currently manager of the Project Management II Section at AEPSC, who will assume responsibility for a new section entitled Special Projects.

This section will manage the development and implementation of the Automated Engineering Process Information Management System (AEPIMS), provide support for AEP Energy Services, and for ABMS and TranstexT® implementation.

**Jeff White**, currently a section manager in the Major Projects Division, will be assigned to this section;

- **Nader Azizi**, currently manager of the Project Management I Section at AEPSC, who will head the Project and Outage Management I Section. The section will be responsible for the overall management of projects and outages performed by the Southern Regional Service Organization.

- **Bob Fischer**, currently a senior engineer in the Major Projects Division at AEPSC, who will head the Project and Outage Management II Section. The section will be responsible for the overall management of the projects and outages performed by the Northern Regional Service Organization.

- **Ned Jayjack**, currently manager - labor contracting at AEPSC, who will continue to manage the Labor Contracting Section in its support of AEP's regional service organizations and its fossil and hydro plants. □

## Manager, Coordinator Named For New Directions Team

- **Melinda Ackerman**, New Directions coordinator with the AEP Service Corporation in Columbus, last month was named manager of the New Directions Coordinating Team. She succeeded Tim Harshbarger, who is assistant to AEP Chairman, President and CEO E. Linn Draper, Jr.

Ackerman, who reports to AEP Executive Vice President Bill Lhota, will be involved in initiating, coordinating, and implementing plans and programs as part of AEP's overall New Directions efforts.

- **Kimberly L. Smith** was named a New Directions coordinator, effective October 16. She had been managerial assistant to Richard Menge, president of Indiana Michigan Power Company.

Smith moved to Columbus to join Ackerman and **Brian Henderson**, who also is a New Directions coordinator on the New Directions team. □

# Marketing Services Names Next Management Level

**A**EP's Marketing Services Department last month announced the next level of management in its Consumer Markets, Business Services, Key Accounts, Economic Development, and Marketing Planning functions. David Crabtree, AEP vice president - customer and marketing services, who will head the new department, said the appointments are effective January 1.

## Consumer Markets

As announced previously, **Wayne Pugh** currently Appalachian Power's Charleston marketing services manager, will head consumer market sales, encompassing AEP's residential and small commercial customers. Reporting directly to Pugh will be:



Rakes

- **Larry Rakes**, currently Appalachian's Lynchburg marketing services supervisor, who will head the consumer markets function in Virginia and Tennessee;

- **Joe Jones**, currently APCo's Charleston marketing services supervisor, who will head the consumer markets function in West Virginia;

- **Jim Riggle**, currently marketing manager for Indiana Michigan Power's Michiana Region, who will head the consumer markets function in Indiana and Michigan;

- **Don Thornsby**, currently Kentucky Power's residential marketing manager, who will head the consumer markets function for Kentucky; and

- **Debbie Lutz**, currently residential marketing manager for the Columbus Region of Columbus Southern Power/Ohio Power, who will head the consumer markets function in Ohio.

## Business Services

Business services will focus on AEP's commercial and industrial customers, except for those that have been designated key accounts.

As previously announced, **Craig Rhoades**, presently I&M's marketing director, will head the business services function. Reporting to Rhoades will be:

- **Tom Ringenbach**, currently director of rates and regulations at CSP/OPCo, who will serve as business services manager - north. In this capacity he will oversee business services activities in AEP's six northern distribution regions, managing six regional business services supervisors;

- **Tom Damon**, currently business services manager at I&M's General Office, who will serve as business services manager - south. He will oversee business services activities in AEP's six southern distribution regions, also managing six regional business services supervisors;

- **Mark Coleman**, currently residential marketing manager in the General Office of CSP/OPCo, who will head the support services function in business services. He will have two primary roles: implementation and oversight of state demand side management programs and the coordination and administration of business services programs; and

- Five national account managers, to be announced later, who will be managing marketing activities within national chains and franchise operations.

## Key Accounts

As announced previously, **Tom Seeley**, currently marketing director at CSP/OPCo, will serve as key accounts executive. Reporting to Seeley will be:



Vaught

key accounts in West Virginia and Kentucky;

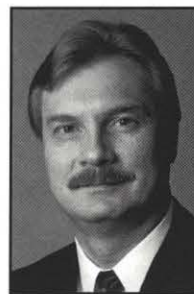
- **Karen Slonekert**, currently commercial and industrial marketing manager for CSP/OPCo, who will head key accounts in Ohio;

- **Ron Kalie**, currently marketing manager for the Central Region of CSP/OPCo, who will head key accounts in Indiana; and

- **Tom Castor**, currently manager - key accounts for the AEP Service Corporation, who will head the marketing planning function for the key accounts program.

## Economic Development

**Mark James** will continue to head AEP's economic development activity, as previously announced. Reporting directly to James will be:



Smolak

head economic development in Indiana and Michigan;

- **A. V. Rash**, currently KyPCo's economic development manager, who will continue to head the economic development function in Kentucky;

- **Dan Vaught**, currently APCo's energy services manager, who will head key accounts in Virginia and Tennessee;

- **Mike Taylor**, currently marketing and customer information director for KyPCo, who will head



(continued on page 11)

# Governmental, Environmental Positions Announced

**A**EP's five state presidents last month announced the appointment of key managers to head the governmental affairs and environmental affairs functions in their respective states. The governmental affairs and environmental affairs positions report to the state presidents. The appointments are as follows:

## AEP Virginia Tennessee



Lawrence

- **Mark Lawrence**, currently governmental affairs manager for Appalachian Power, will head the governmental affairs function for Virginia and Tennessee.

- **Bob Robinson**, currently environmental affairs director for Appalachian Power, will head the environmental affairs function for Virginia and Tennessee.



Robinson

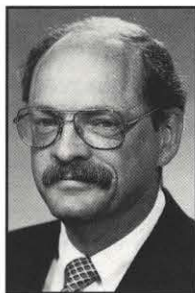
## AEP West Virginia



Icard

- **Scott Icard**, governmental affairs manager for Appalachian Power's Charleston office, will head the governmental affairs function for West Virginia.

- **Tim Mallan**, environmental programs supervisor for Appalachian Power, will head environmental affairs in West Virginia.



Mallan

## AEP Indiana/Michigan

- **Greg Clark**, currently general counsel for Indiana Michigan Power, will be responsible for governmental affairs matters in both Indiana and Michigan.

- **George Fleetwood**, governmental affairs manager at I&M, will continue to handle governmental affairs activities, primarily in Indianapolis.

- **Don Baker**, I&M environmental affairs director, will head the environmental affairs function in both states.

## AEP Kentucky

- **Mark Dempsey**, currently community and governmental affairs manager for Kentucky Power, will be in charge of community and governmental affairs for Kentucky.

- **Steve Stewart**, currently community and governmental affairs representative for Kentucky Power, will report to Dempsey and work in the area of community affairs.

- **Jim See**, currently staff environmental specialist senior at Kentucky Power, will head the environmental affairs function.

## AEP Ohio

- **Mike Price** and **Ron Ehmer** will handle the governmental affairs function, both reporting to AEP Ohio President Marsha Ryan. Price is currently governmental affairs director for Columbus Southern Power/Ohio Power. Ehmer is governmental affairs manager for CSP/OPCo.

- **John Hollback**, currently manager - acid rain compliance for the AEP Service Corporation, will be in charge of environmental affairs.

As previously announced, **Dale Heydlauff**, currently vice president - environmental affairs for AEPSC, will continue to head the environmental affairs organization, reporting to Bill Lhota, AEP executive vice president.

**Paul Loeffelman**, currently manager - external environmental affairs, will continue to report to Heydlauff and will continue to provide strategic direction on proposed environmental legislation and regulations, support the development and execution of environmental education and communications programs, and represent the company on environmental matters in legislative, regulatory, and other external forums. □

## Marketing Services

(continued from page 10)

- **Marty Walsh**, currently manager - international development for AEPSC, who will head economic development in Ohio. **Rick Evans**, currently manager of economic development for CSP/OPCo, will move to key accounts;

- A yet-to-be named head of the economic development function in Virginia.

- **Steve Noffke**, who will continue to head up the national development program; and

- **Charles Prior**, currently a departmental assistant with CSP/OPCo's economic development office, who will supervise the economic development analyst group.

## Market Planning

As previously announced, **Wyatt Brown**, currently director - key accounts for AEPSC, will serve as market planning executive. Reporting directly to him will be two individuals:

- **Steve Bodkin**, currently director - marketing strategy and planning for AEPSC, who will head the strategic planning, product development and product management activity for consumer markets.

- AEP is presently conducting a search outside the company for an individual to head the strategic planning, product development, and product management activity for the business services market. □

# T&D Support Services Appointments Announced

Key appointments within AEP's new T&D Support Services Department were announced last month by **Bruce Renz**, currently vice president of the AEP Service Corporation's T&D Services Department, who will head the new organization.

## Measurements & Customer Support Systems



Randle



Howell

As previously announced, **Bill Randle** will head the Measurements and Customer Support Systems function, and will report to Renz. Reporting to Randle will be:

- **Jack Carr**, presently senior engineer in the AEPSC System Measurements Section, who will head the Meter Operations Section, including responsibility for all meter labs. For the present, these meter labs will remain in Roanoke, with **Richard Reed** as supervisor; Ashland, with **Fred Ingles** as supervisor; in Canton, with **Tom Miskimen** as supervisor; and in Fort Wayne, with **Gary Tredeau** as supervisor;

- **Don Howell**, presently manager of PC development and technical services at Appalachian Power, who will head the Measurements Engineering and Support Section in Roanoke;

- **Tom White**, presently manager of the Service Corporation's Wiring Design Section, who will head the Measurements Engineering and Support Section in Columbus; and

- **Joe Williams**, presently manager of measurements in Indiana Michigan Power Company's General Office, who will head the Measurements Engineering and Support Section in Fort Wayne.

## Telecommunications

As previously announced, **Dave Trego** will be in charge of all AEP telecommunications, reporting to Renz. Reporting to Trego will be:

- **Bob Muckley**, currently a supervising engineer in the Service Corporation's Telecommunications Division, who will head the Telecommunications Services group;

- **Jerry Davis**, currently telecommunications manager for Columbus Southern Power/Ohio Power, who will head Telecommunications Engineering;

- **Mike Martin**, currently manager of the AEPSC's Telecommunications System Operations Section, who will head Telecommunication Operations systemwide; and

- **Dave Constantinovich**, currently manager of the AEPSC Telecommunications Engineering Planning and Design Section, who will head Network Services.



Marlowe



Weaver

Regional telecommunication managers reporting to Martin will be:

**Todd Marlowe** in Appalachian; **Shane Johnston** in Northwest; **Lew McKinney** in Columbus; **Dan Gibbens** in Central; and **Randy Hennecke** in Tri-State. Marlowe is currently a senior engineer in Appalachian Power's General Office Telecommunications unit; Johnston is currently a regional telecommunications supervisor with Columbus Southern Power/Ohio Power; McKinney is currently a senior engineering technologist at the AEPSC; Gibbens is presently telecommunications engineering supervisor at CSP/OPCo; and Hennecke is

currently telecommunications manager at Kentucky Power.

**Phil Weaver**, who will serve as supervising engineer in Roanoke, and **Ken Campbell**, who will be supervising engineer in Fort Wayne, will both report to Davis. Weaver is currently telecommunications superintendent at APCo, while Campbell is currently telecommunications manager for I&M.

## Technology Development

As previously announced, **Don Joslyn** will head the Technology Development group and report to Renz. Reporting to Joslyn will be:

- **Dan Shih**, who will continue to head Electrical Research;

- **Dave Nichols**, who will continue to head the Electrical Laboratory in Groveport; and

- **Dale Krummen**, currently manager of AEPSC's System Protection and Control Section, who will head Technology Development.

## Operations Improvement

As previously announced, **Larry Dickerman** will head the Operations Improvement group and report to Renz. Reporting to Dickerman will be:

- **Chuck Crouse**, who will continue to head Operations Analysis;

- **Roger Wheeler**, who will continue to head Land Management; and

- **Bruce Halley**, currently executive assistant to the executive vice president - engineering and construction, who will head Operations Systems.

**Kevin Henry**, currently a senior engineer in AEPSC's General Plant Support Section, will report directly to Renz as his assistant, with primary responsibility for coordination of those AEP Energy Services activities conducted within the Energy Delivery organization. □



# Fuel Supply & Business Support Management Team Named

**A**EP's Power Generation Group has named the management team for its Fuel Supply and Business Support organization. The announcement was made last month by Jim Markowsky, AEP executive vice president - engineering and construction, who will head the Power Generation Group.

As previously announced, the Fuel Supply and Business Support organization will be managed by **Chuck Ebetino Jr.**, AEP senior vice president - fuel supply. Ebetino will have five areas reporting directly to him: mining operations, mining planning and engineering, fuel procurement, transportation, and power generation business planning and financial management.

## Mining Operations

**Hugh "Luke" Lucas**, vice president - mining operations, will continue to lead that organization, as had been previously indicated. This group is responsible for the operation of AEP's affiliated mining companies and the Conesville Coal Preparation Plant. The following individuals will report directly to Lucas:

- **Jim Tompkins**, vice president and general manager of Southern Ohio Coal Company, who will continue to oversee all activities associated with Southern Ohio Coal's Meigs mining operation;
- **Gary Dimmerling**, general manager of Central Ohio Coal Company, who will continue to be in charge of operations there;
- **Bill Mathews Jr.**, general manager of Windsor Coal Company, who will continue to manage all activities at Windsor;
- **Randy Cooper**, manager of machine maintenance for AEP Fuel Supply, who will remain responsible for the maintenance engineering of all mechanical and electrical equipment used in the mining operations; and
- **Dave Leppla**, preparation superintendent for Conesville Coal Preparation Company, who will remain responsible for all managerial functions and activities at Conesville.

## Mining Planning & Engineering

As previously announced, **Jim McWilliams**, vice president - mining planning and engineering, will continue to lead that organization, which is responsible for providing technical expertise and support to AEP's affiliated mining companies. The following individuals will report directly to McWilliams:

- **John Hamric**, manager - design, construction and process engineering, who will continue to be responsible for all surface engineering projects and for coordinating all preparation plant process engineering; and
- **Jeff Gerken**, manager - mining engineering, who will continue coordinating all mine planning and engineering support for the mining operations.

## Fuel Procurement

**Pat O'Brien**, vice president - fuel procurement, will continue to lead the procurement of coal for AEP's fossil-fuel power plants, as previously announced. Reporting directly to O'Brien are:

- **Joe Bilardello**, manager - contract administration, fuel procurement and transportation, who will maintain responsibility for non-affiliated coal supply contracts and transportation agreements;
- **Bob Wells**, manager - coal procurement planning, who will maintain responsibility for planning and support activities associated with coal procurement;
- **Keith Barnett**, manager of natural gas supply, who will continue to oversee natural gas supply and transportation contracts;
- **Dick Bailey and Tom Swinehart**, senior regional coal procurement managers, who will maintain responsibility for acquiring coal for AEP and OVEC/IKEC power plants; and
- **Ron Bird, Jason Rusk and Dave Wilder**, regional coal procurement managers, who will continue in their duties purchasing coal for AEP and OVEC/IKEC power plants.

## Transportation

• **Gale Rhodes**, manager of the AEP River Transportation Division, who will continue to oversee all functions and activities at the River Division;

• **Mike DeBord**, manager of the Cook Coal Terminal, who will continue to manage operations and maintenance of the terminal facility and railcar fleet;

• As recently announced, **Tim Stanley** has been promoted to manager - transportation and marketing. In that position, he will manage barge and rail coal transportation and maintenance activities, and market excess services to outside customers; and

• **Bernie Romanoski**, manager - transportation negotiations, will continue conducting negotiations for coal transportation with railroads, barge towing companies, trucking companies, and transloading terminals.

## Business Planning & Financial Management

As previously announced, **Scott Weaver** will manage Power Generation Business Planning and Financial Management. The following individuals will report directly to Weaver:

- **Manoj Guha**, currently manager - technical assessment for the AEP Service Corporation's Technology Applications Division, who will assume responsibility for Power Generation Business Planning, including coordination of power plant performance criteria, benchmarking and goal monitoring. He will coordinate the review, prioritization, analysis and resource planning of potential Power General Group-sponsored energy-related projects;
- **Greg Wright**, who will head Fuel Supply Budget and Control, continuing implementation of the Activity Based Management System (ABMS) and coordinating the development and management of annual operating budgets for Fuel Supply operations;
- **Craig Cramer**, manager - land, risk and insurance, who will continue to be responsible for real estate, risk management and insurance programs; and
- **Keith Davis**, manager - contract administration, who will continue to administer construction and service contract work. □



# Energy Transmission Appointments Announced

**A**dditional appointments within AEP's new Energy Transmission Department were announced last month by Pete Splawynk, who will head the new organization beginning in January.

Splawynk announced the formation of transmission line engineering, station engineering, and protection and control engineering groups in Roanoke, Columbus, Fort Wayne, and Ashland.

As previously indicated, **Tom Watkins**, currently manager of the Operations Services Division in the AEP Service Corporation's T&D Services Department will be in charge of the systemwide Transmission Engineering group.

Reporting directly to Watkins are: **Ron Ryan**, currently a staff engineer in the AEPSC Structural Lines and Stations

Section, who will head systemwide transmission line engineering; **Jeff Fleeman**, currently an assistant section manager in AEPSC Engineering and Design, who will head station engineering; and **Jim Jones**, protection and measurements manager with Columbus Southern Power/Ohio Power, who will head protection and control engineering.

The following appointments have been made at the local sites, effective January 1:

## In Roanoke



Poff



Staton



Dodson



Persing



Edwards



Dent



Reid

• A transmission line engineering organization will be established under the supervision of **Ron Poff**, who currently is transmission manager for Appalachian Power Company. The transmission line engineering organization will be composed of the Real Estate and

Right-of-Way group headed by **Bob Staton**, the Transmission Graphics group headed by **Jerry Dodson**, the Civil Engineering Planning and Design group to be headed by **Carl Persing**, and the Engineering Reconnaissance Surveys group headed by **Steve Edwards**. Poff will report to Ryan.

• A station engineering group will be established and **Don Dent**, currently superintendent of Appalachian's Station Engineering and Design group, will head the new group. Dent will report to Fleeman.

• A protection and control engineering organization will be established with **Dave Reid**, currently supervisor of Appalachian Power's Protection and Control Engineering group, heading this organization and reporting to Jones.

## In Fort Wayne

• A transmission line engineering group will be established with **John Gentry**, currently supervisor of transmission line design at Indiana Michigan Power Company, heading that organization. In addition, a transmission right-of-way group will be formed with **Jim Quinn**, currently supervisor of real estate for I&M, heading that organization. Gentry and Quinn will report to Ryan.

• A station engineering organization will be established under the supervision of **Mike Pesci**, who is currently head of Station Engineering and Design for I&M. Pesci will report to Fleeman.

• A protection and control engineering organization will also be established, reporting to Jones.

## In Columbus

• A transmission line right-of-way group and a transmission line engineering group will be established within the transmission line engineering organization. The new organization will be composed of employees from Columbus Southern Power/Ohio Power and the Service Corporation's Structural Lines and Stations Section.

• **Jim Scott**, presently supervisor of right-of-way for CSP/OPCo, will head the right-of-way group and **Jim Schrader**, currently supervisor of transmission engineering for CSP/OPCo, will lead the transmission line engineering group.

Scott, Schrader, and other Columbus-based employees associated with line and station structure design will report to Ryan.



- A protection and control engineering organization will be established by integrating employees from the CSP/OPCo Protection and Measurements Engineering group, the AEPSC's System Protection and Control Section, and the AEPSC's Wiring Design Section. **Dave Metcalf**, principal engineer; **Terry Liptak**, principal engineer; **Dave Pritchard**, senior engineer; **Roy Teti**, supervising designer of the AEPSC's System Protection and Control Section; and **Hank Miller**, presently supervisor of CSP/OPCo's Protection and Measurements Engineering group, will have key leadership positions in this organization. They will report directly to Jones.

- A station engineering organization will be established by merging employees from the CSP/OPCo Station Engineering and Design group with employees from the AEPSC's Station Engineering and Design Section. **Don Hutchinson**, principal engineer; **Masoud Rafiee**, senior engineer; **Ed Schnell**, engineer I; **Subhas Nath**, supervising designer of the AEPSC's Station Engineering and Design Section; and **Bill Rust**, presently supervisor of CSP/OPCo's Station Engineering and Design group, will have key leadership positions in this organization. They will report directly to Fleeman.

#### In Ashland

A team of Kentucky Power Company employees will remain in Ashland to perform engineering and design activities associated with transmission lines and stations. They will report to Ryan, Fleeman, and Jones, as appropriate.

#### Transmission System Construction, Operations & Maintenance

As previously announced, **Joe Leach**, currently the station engineering and operations manager for CSP/OPCo, will report to Splawynk and head the administration of transmission system construction, operations and maintenance.

Named to report to Leach are:

- **Tim Cole**, presently operations manager in the Columbus Region of CSP/OPCo, who will head the system maintenance, tools and equipment section. He will be responsible for major electrical equipment as well as the centralized repair shops in Roanoke, Canton, Columbus, and Fort Wayne.

- **Don Lowry**, presently construction and operations supervisor in the Station Section of CSP/OPCo, who will head the system resource performance section. Besides supporting the budgeting and monitoring effort for the transmission organization, this section will also provide contract bidding support and perform work force performance analysis under the internal and external benchmarking effort. □

## Power Generation

(continued from page 16)

- **Dan Rogier**, currently manager of the Energy Information Services Section in the Technology Applications Division, will manage the Engineering Information - Technology Services Section. Primary responsibilities of this group will be to provide engineering and information application development, support of existing automated design technology, coordination and budgeting of PC deployment for the Power Generation Group, and process improvement within the Power Generation Engineering Department.

- **Ted Morarity**, currently manager - data processing of the AEP Fuel Supply Department, will manage the Information Services - Production Section. Primary responsibilities will be the support of PCs, LAN and server hardware and software systems at the plants, the regional service organizations, Central Machine Shop, and mining operations. The section, which will be located in Lancaster, will also continue its support of various mining information systems and data reporting.

- The existing technical Assessment Section and Cogeneration and Performance Section will be combined into a single section. **Bob Gellenbeck**, presently manager of the Chemical ESP and Flue Gas Systems Section, will manage the newly formed Performance and Technical Services Section. Primary responsibilities will include thermal cycle evaluation and optimization, advanced analytical engineering support, AEP Energy Services technical support, and budget coordination for the Power Generation Engineering Department. **Barry Rederstorff**, currently manager of the Cogeneration and Performance Section, will hold a staff position within Engineering Services, reporting directly to Gray.

- **Dick Pawliger** will continue to manage the Engineering Education Services Section. The section's primary responsibilities will include continuing technical education, liaison with university engineering departments, and support of descriptive articles and operating procedure updates. □

# AEP Power Generation Engineering Managers Named

**M**anagers for the Power Generation Engineering Department within AEP's Power Generation Group were named last month by Jim Markowsky, AEP executive vice president - engineering and construction, who will head the group.

As previously announced, the Power Generation Engineering Department will be managed by **Vin Lepore**, currently AEP vice president - mechanical engineering. Reporting directly to Lepore will be four functions: civil engineering, mechanical engineering, electrical and controls engineering, and engineering services.

## Civil Engineering

**Bruce Bennett**, vice president - civil engineering, will continue to manage Civil Engineering, as previously announced. There will be five sections reporting directly to Bennett:

- **Mike Bahleda**, manager of the Geotechnical/Hydro/Site Section, will continue in his present role. This section performs geotechnical engineering functions, provides site design for landfills and other facilities, and provides hydro engineering, operations and maintenance support to Fossil and Hydro Operations.

- **Glenn Beachy**, manager of the Materials Handling Section, will continue in his present role. This section provides engineering support for all material handling systems, mobile equipment procurement, and all related design activities.

- **Charles Cassell**, manager of the Civil Engineering Laboratory, will continue in his present role. The lab provides concrete and soils testing, exploratory drilling services, surveying services, and general support for structural maintenance and repair work.

- **Howard Humphrey**, manager of the Ash Management and Ash Marketing Section, will continue in his present role. The section provides engineering and management support for landfill operations and regulatory compliance, planning and engineering for coal combustion byproduct

disposal, coal combustion byproduct marketing, and the technical support for special coatings.

- **Bill Modry**, manager of the Structural Engineering Section, will continue in his present role. The section provides engineering and design support in the concrete and steel areas, and architectural support for the fossil and hydro generating facilities.

## Mechanical Engineering

As previously announced, **Dennis Lantzy**, currently manager of the Plant Operations Section at the Service Corporation, will manage Mechanical Engineering. This organization will provide engineering and design expertise in the areas of mechanical engineering and systems to AEP's fossil and hydro plants. Five sections will report directly to Lantzy.

- **Dan Sculley**, manager of the Turbine Engineering Section, will continue in his present role. This section will continue to provide engineering services in the areas of turbines and related systems in AEP's fossil plants.

- **Bob Walton**, manager of the Steam Generation Engineering Section, will continue in his present role. This section will provide engineering services in the area of steam generators and related systems to AEP's fossil plants.

- The Piping and Valves Engineering functions and the Mechanical Design functions will be integrated into a single section. **Mario Marrocco**, manager of the PFBC Technology Section, will manage the newly formed Piping, Valves and Design Section. This combined section will support AEP's fossil and hydro units. **Ned Pruitt**, current manager of the Piping, Valves and Fire Protection Section, will hold a staff position within Mechanical Engineering. His initial responsibility will be to assist Marrocco in combining the functions of Piping and Valves and Mechanical Design. **Dale Bulinski**, current manager of the Mechanical Design Section, will continue to lead the design activities within the combined group.

- **Joe Ennis**, manager of the Heat Exchangers, Pumps and HVAC Section, will continue to manage this section. Additionally, fire protection activities in support of the fossil and hydro plants will be transferred to this section.

- **Tom Hart**, senior engineer in the Chemical, ESP and Flue Gas Systems Section, has been named to manage this section. Hart replaces **Bob Gellenbeck**, who will transfer to the Engineering Services area of Power Generation Planning.

## Electrical & Controls Engineering

As previously announced, **Andy Litsky**, currently a staff engineer in Plant Operations, has been named to manage the Electrical and Controls Engineering organization. There will be three sections reporting to Litsky:

- **Kevin Munson**, currently an engineer I in the Fossil Systems Engineering Section, has been named to manage the Plant Electrical Equipment Section. **Jim Michalec**, currently manager of the Plant Electrical Equipment Section, will become a staff engineer in Plant Services.

- **Ernie Pfund**, manager of the Fossil Systems Engineering Section, will continue to manage that section.

- **John Gibboney**, manager of the Fossil and Hydro Systems Engineering Section, will continue to manage that section.

These three sections provide expertise in the areas of electrical equipment and systems, instrumentation, controls and automation to the fossil and hydro plants.

## Engineering Services

Engineering Services will be managed by **Mark Gray**, currently manager of the Technology Applications Division, as previously announced. There will be four sections reporting directly to Gray:

(continued on page 15)







# AEP Asks Equity And Freedom In Proposal For Transition To Retail Competition

In an effort to promote discussion among utilities, regulators, and customers, American Electric Power last month recommended specific steps to pave the way for market-based, competitive pricing for retail electricity customers.

“AEP believes that all customers should receive the benefits of competition. We also believe that customers should be free to buy electricity from anyone they choose. With these fundamental principles in mind, AEP supports the creation of a competitive electricity market at the retail level,” said E. Linn Draper Jr., AEP chairman, president and chief executive officer.

“AEP has shown leadership in offering liberal terms for access to its transmission grid, offering 140 interconnections to our transmission lines under the same costs and terms available to AEP itself. Now, we are ready for the next step, which involves retail competition,” he said.

“Our new proposals on retail competition and the principles behind them borrow heavily from others’ ideas,” Draper said. “We realize some members of our industry will probably consider these proposals revolutionary, while some customers will feel we have not gone far enough, fast enough. We hope to join a constructive dialog that will lead to wider consensus on how to give all customers the benefits of choosing their power supplier at a competitive price.”

AEP’s proposal for taking the next steps forward to retail competition is based on several competitive principles Draper outlined:

**Competition:** Fair and effective retail competition can work for the electric utility and for American Electric Power.

**Equity:** All customers should receive the benefits of competition.

**Freedom of choice:** All customers should be free to buy electricity directly from anyone they choose.

**Regulation:** Power generation prices vary widely so power generators ought to be able to compete in a free market. But state and federal regulators ought to control power transmission and local distribution costs since customers would not benefit from competing, multiple power lines on the same path leading to the same customers.

**Regional scope:** It will take large, multi-state regional markets to provide enough competitors to give customers choices that are wide enough to provide true competitive pricing benefits.

AEP supports the creation of an Independent System Operator (ISO) to take over management of regional electric transmission grids owned by various electric companies. The companies would continue to own their pieces of the regional grid, but the ISO would coordinate and schedule transmission service independently of electric companies to ensure fairness and promote reliable operations.

In conjunction with the Independent System Operator, a Regional Power Exchange (RPX) would evolve, which would establish a competitive marketplace for electric power generation. Power sellers and power buyers would participate in this market at competitive prices.

---

**“AEP believes that all customers should receive the benefits of competition. We also believe that customers should be free to buy electricity from anyone they choose.”**

---

Power sellers would place bids into the RPX to sell electricity blocks in half-hour increments. Power buyers would specify their power needs for the half hour as well. Then the RPX would match buyers and sellers at a market clearing price, giving the lowest-bidding sellers first access to the market. Power buyers would pay a separate, regulated fee to cover the power transmission and distribution costs.

“We believe most smaller electricity customers will not be able to participate directly in the competitive market or would not want to take on the time, effort or expense. But they could still obtain the benefits of competitively priced electricity. Their local electric company, municipal power system or rural cooperative would buy competitively bid power from the RPX and pass on the market-based price to their customers,” Draper said.

“But wholesale power buyers and larger retail power customers, such as energy-intensive commercial or manufacturing firms, would get a direct benefit, too. They would be free to negotiate contracts directly with power generators, as long as they preserved grid reliability by scheduling transactions with the independent RPX,” Draper said.

AEP's proposal also attempts to deal with utility "stranded investment," which poses major financial losses in deregulation.

These stranded investments occur in two ways. First, many utilities have investments in power generating plants that will be impossible to recover in a price-based competitive marketplace. Second, most also have deferred regulatory assets, or expenses that they have incurred but can only recover through future regulated rates.

Draper said state regulators should be able to establish competitive access charges for all electricity customers to account for these costs on a state-by-state, company-by-company basis. State regulators should continue to regulate local distribution costs, and the Federal Energy Regulatory Commission should continue to regulate wholesale transactions, focusing primarily on preserving a vibrant, competitive and technically efficient RPX and power grid.

"In contributing to the discussion of competition in electricity, AEP is committed to participation, cooperation and hard work in the best interests of our customers, shareholders and employees. We know some of our proposals will be controversial," Draper said. "We are committed to becoming the electric supplier of choice by working to give all customers the right to choose their supplier." □

## Kingsport Power Surpasses Wheeling Power In Customer Count

**K**ingsport Power Company no longer holds the distinction as AEP's smallest operating company in terms of the number of retail customers served.

During August, Kingsport Power surpassed Wheeling Power in the number of customers served. Kingsport now has 41,453 retail customers compared with 41,372 for Wheeling Power.

Kingsport Power's current customer total is up from 41,017 at the end of 1994. Since January 1, 1990, Kingsport has posted a net gain of more than 3,200 customers.

Kingsport is considered one of the fastest-growing cities served by the AEP System. The Tennessee city had a population of 36,365 in the 1990 federal census, and the city's population as of June 30, 1995, was 43,566.

The AEP System's retail customer total continued to climb toward the 2.9 million mark in August and now stands at 2,892,531, up from 2,874,086 at the end of 1994. □

## Some AEP Officers' Titles Changed To Reflect Areas Of Responsibility

**T**he boards of directors of American Electric Power Company and of the AEP subsidiary companies have voted to change the titles of a number of AEP System officers to more accurately reflect their areas of responsibility.

The boards' actions involve changes in the corporate officership titles of treasurer, assistant treasurer, controller and assistant controller. The changes were made to reflect the fact that the corporate financing function is performed by the treasurer and assistant treasurer and that the accounting function is performed by the controller and assistant controller.

All of the title changes are effective November 1. At the AEP Service Corporation, the following changes will take effect:

- **Henry Fayne**, currently senior vice president - controller, will become senior vice president - corporate planning and budgeting;
- **William Scott**, currently assistant treasurer - tax accounting, is being promoted to vice president - taxes;
- **Armando Pena**, currently vice president - finance, will become vice president - finance and treasurer.
- **Leonard Assante**, currently treasurer, will become controller.
- **Gerald Knorr**, currently assistant treasurer - accounting, will become assistant controller - accounting.
- **John Adams**, who is being promoted to the position of assistant general counsel, also effective November 1, will also become assistant secretary; and
- **Chris Keklak**, director - banking relations, will also become assistant treasurer.

A number of changes also will take effect for the parent American Electric Power Company, effective November 1.

**Pete DeMaria**, AEPSC executive vice president - administration and chief accounting officer, has been elected controller of the parent AEP, while **Scott** has been elected assistant controller. **Pena** has been elected treasurer of the parent AEP, while **Keklak** has been elected assistant treasurer.

Similar changes in officers' titles are being made in each of AEP's operating company, coal mining, non-utility business, and other subsidiaries. □

## Seeking Energy Solutions

# Electrotechnology Seminars Give Marketers New Sales Tools

**C**ustomers are not buying just electricity. They are buying what electricity can do for them, better than other energy sources. They are buying energy solutions."

This was one of the many messages that was driven home during recent training on electrotechnologies for AEP System marketing representatives.

"We are conducting three seminars in 1995 and more in early 1996 to acquaint our marketing people with the fundamentals of emerging and established electrotechnologies that have the greatest sales potential in our service area," said Nozi Hamidi, electrotechnology analyst in Customer & Marketing Services at the AEP Service Corporation.

"A second and equally important goal of the seminars is to provide the information and tools that will help our people market and sell these technologies," she said.

The technology seminars represent another significant step in the transition from the old approach of "customer service-responding to problems" to the new strategy of "identifying and seizing opportunities."

"When we understand our customers' businesses, processes and problems as well as they do, we can say we are truly 'customer-driven,'" Hamidi said. "We can lay claim to the role of energy expert when we achieve an understanding of the technologies that solve specific problems for our customers."

By the time the third seminar is

completed late this month, AEP marketing reps will have had an introductory course on marketing these technologies and learned about six technologies. The six technologies include four water treatment techniques — membrane separation, ozonation, ultraviolet disinfection and mechanical sludge dewatering — and two heating-drying techniques.

The membrane module, for example, was taught by David H. Furukawa, president of Separation Consultants, Inc. of Poway, California. Broadly, the membrane process involves a non-thermal method for removing contaminants from water or

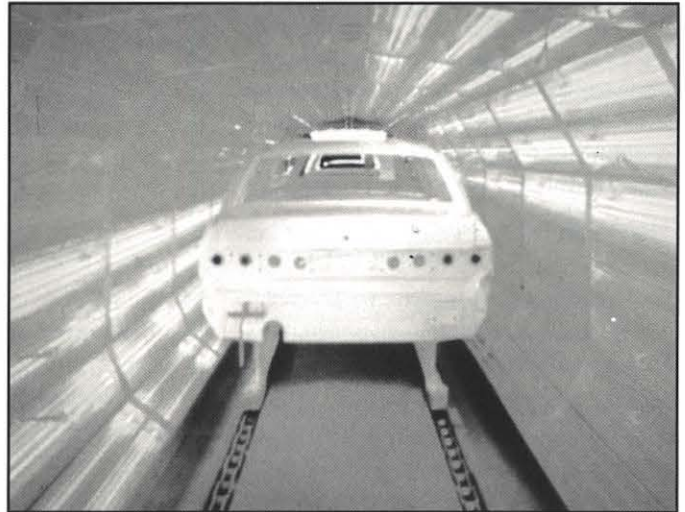
---

**"We can lay claim to the role of energy expert when we achieve an understanding of the technologies that solve specific problems for our customers."**

---

separating large from small molecules. Industry groups that can use membrane technologies include food and beverage, textiles, paper, chemicals and plastics, petroleum refining, fabricated metals, transportation and electric utilities.

Kevin Bower, engineer I in the Mechanical Design Section at the Service Corporation, complemented the training module on ultraviolet (UV) disinfection of sewage by reviewing AEP's experience with UV. As an alternative to disinfection by



**Infrared heat for paint drying is an important electrotechnology for AEP.**

chlorination and dechlorination to meet environmental discharge limits, AEP installed UV disinfection systems at Kyger Creek and Gavin plants and will install a UV system at Cardinal Unit 3 by the end of 1995.

"Our experience has been that UV has performed virtually flawlessly in disinfecting wastewater," Bower said. "And it is doing so more efficiently. We don't have to buy, store and handle chlorine and go through the step of dechlorination in order to meet discharge limits for chlorine."

The upcoming electrotechnology sessions in 1996 focus on processes such as induction and resistance melting of metal, drying applications with industrial heat pumps and radio frequency technology and the latest methods of medical disinfection.

"These seminars are not solely informational. There will be performance expectations,

also," Hamidi said. "An important outcome of the electrotechnology training will be the setting of goals for each of the technologies that we are concentrating on."

Sales goals were an integral part of the training program that was designed in collaboration with the Electric Power Research Institute. EPRI and AEP produced a market assessment identifying technologies with the greatest sales potential and an environmental assessment ranking the greatest opportunities for environmental benefit.

EPRI has also provided an Industrial Market Information System, software that AEP can use to assess the impact of technologies on pollution reduction and the prospect for additional kilowatt-hour sales. Finally, EPRI has provided a validation survey for use with customers to analyze results. □

# New Computer Network Gets Plenty Of Backbone

**A**EP's backbone electric transmission network enjoys a reputation for world-class efficiency and reliability.

So, it's little wonder that when the time came to create a new telecommunications backbone network for AEP's personal computer (PC) applications, the design team conceived a well-thought plan.

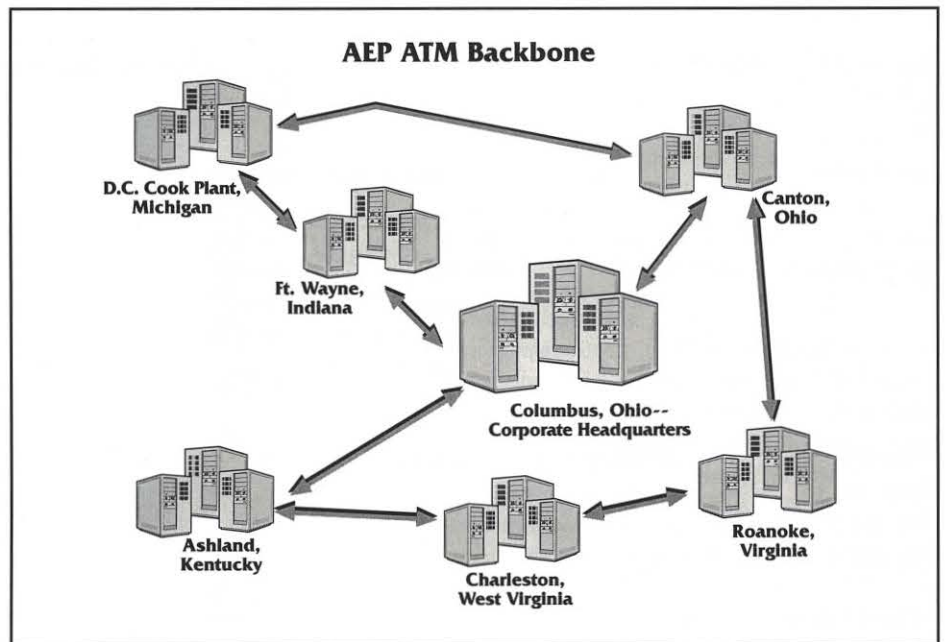
The coming of AEP's Activity Based Management System (ABMS) actually created the need for a new, more powerful network. Yet, there were more applications than just ABMS to consider.

Early research led about 15 representatives from several areas in the AEP Service Corporation to a November 1994 workshop at Raleigh, N.C., conducted by IBM.

"We went to discuss the company's current network, what direction the network should take and future needs," said Dave Stephan of Telecommunication Services at the Service Corporation. Among the group were AEP representatives from Telecommunications Services, Information Services (ISD), and the company's consultant for ABMS, Coopers and Lybrand, L.L.P. Service Corporation and operating company personnel from these specialized functions comprise an ABMS Technical Architecture Team. This team, led by Mike Martin from the Service Corporation's Telecommunication Services Division, developed the strategy for upgrading the AEP Wide Area Network (WAN) communications system.

"What we saw were a lot of future applications that made a real fit with AEP's efforts in ABMS and the MACSS (Marketing, Accounting, Customer Services System) project," Stephan said. "These applications convinced the team that the ATM approach was really the recommended way to go."

ATM in this case isn't an automated teller machine. Rather, the acronym represents a rapid-switching information technology known as "Asynchronous Transfer Mode." This ATM technology transmits 53-byte packets of information and works



with high-speed "router" devices to carry and manage information. ATM is capable of handling both data and multi-media applications, which include voice transmission and video.

The new main backbone, or WAN, features links between Columbus, Ohio; Ft. Wayne, Ind.; Cook Plant; Canton, Ohio; Ashland, Ky.; Charleston, W.Va.; and Roanoke, Va. Most of these links use either AEP's own fiber optic cable or digital microwave equipment.

At the major station stops of these connections, high-speed router equipment replaces the bridges that were used in the former system. "The routers enable us to have much more control over the system's traffic than was available before," Stephan explained. "The routers, purchased from Cisco Systems Inc., make an 'intelligent' decision for the best path across the new network."

The new telecommunications WAN provides a structure of high-speed "pipes" for data applications between office and plant locations, including Cook Nuclear Plant.

For an idea of the scale of this change, consider that the new telecommunications backbone will operate multiple times

faster than the former system and handle an even greater comparative volume of information.

The new backbone initially was designed to handle data communication for approximately 1,300 employees who will be direct users of ABMS, as well as the existing WAN and Local Area Network (LAN) traffic. Eventually, however, the capability will exist for the addition of mainframe computer applications, such as MACSS, and other new applications.

Telecommunications presently is reviewing the use of this for other applications, including voice traffic for a "Stargate" application that would link AEP's 800 megahertz trunked radio system and increase communication ability for employees in the field. "An employee could be in a service vehicle in West Virginia and talk with someone in Canton, if needed," Stephan said.

The capability of a field employee's immediate access to distribution mapping, purchasing, customer service and other critical work paths creates the potential for improved customer service, cost savings and work efficiency.

Cost for the WAN improvements is approximately \$4.1 million, compared with the \$14 million for PCs, file servers, printers and other equipment that will be used for ABMS.

The challenge for Telecommunications Services employees across the AEP System was staggering, since 170 ABMS sites were destined to have the new WAN installed by November 1 and PCs deployed by the end of this year.

At operating companies across the AEP System, telecommunications employees have been occupied over the past several months performing the field installations and setup for the new backbone and connections off the backbone ATM network. Smaller capacity router equipment connects the backbone WAN with LANs and servers to complete the communication grid of power plants, office sites and service/maintenance shops.

The time frame really was narrow at Kentucky Power, where the ABMS pilot began in April — the month following release of a revised strategy for installation of the new backbone network.

Bill Tabor of the Service Corporation's Major Projects Division served as the project management team member for the network installation and PC deployment, coordinating the efforts of Telecommunications, ISD, Purchasing, vendors and others. An extensive list of materials — communications racks, building wiring, outside lines between buildings, routers — all had to be delivered to sites, installed, tested and put into operation.

Helping speed the project was use of computer software and the expanding network, which was used to communicate with teams of employees who represented key functions.

"We received a lot of help from a new tool that allowed the project schedules to be converted into a Lotus Notes database," Tabor said. "With that capability, the team members could see the schedule, contribute and update their piece of the project.

"We couldn't have done this job without these new tools and we'd have had to have

many, many more people involved," he said. "Our schedule for Ohio Power alone was about 65 pages long and it was updated as we went," Tabor said. Besides the computer scheduling access, Tabor said that teleconferencing also proved valuable by linking individuals and various teams across the seven-state AEP service territory for meetings and strategy sessions.

This closely coordinated activity was crucial in Kentucky Power's preparations for the ABMS pilot.

"For our part, the biggest challenge was coordinating the materials and timing for delivery to as many as 13 Kentucky Power locations in a short time frame," said Randy Hennecke, Kentucky Power's telecommunications manager. "The effort took lots of coordination among the Service Corporation, field people, purchasing and vendors."

---

### **"Through the new technologies we can take advantage of employees' innovations and creativity."**

---

"Through this new system, we've been able to bring the company (Kentucky Power) together as a group that truly allows us to operate as one."

By November 1, the deadline for the installation of the new backbone network across the seven-state service territory, this capability for unity expanded for all of AEP.

With Kentucky Power progressing through the early backbone installation and ABMS pilot activities, employees there and in Columbus began setting their sights on the next challenge — the conversion to MACSS in mid-November. "Because of the MACSS training and production testing that was going on," Hennecke said, "we had to handle additional traffic on the computer network. Since the backbone WAN was designed to handle the traffic, we performed the changes to add the MACSS application and received

many positive comments from the MACSS team."

Kentucky Power's Hazard area was its own pilot, of sorts, being first to switch the MACSS application over from the existing network to the new backbone in mid-September. The Pikeville area joined the backbone with MACSS on September 27, with other divisions following shortly after. The backbone configuration for Kentucky Power funnels information into Ashland, Ky., and sends it via fiber optic cable to Columbus.

For an idea of the pace of the work throughout the service area in Ohio, consider that physical installations of routers, racks and cabling began the first two weeks of August. By September's end, the effort shifted toward connecting the pieces and testing the new backbone system to ensure it worked according to AEP's plan and that the company's backbone communications equipment matched requirements on circuits leased from various communication carriers. As the testing work concluded, installation of personal computers began.

Hennecke pointed to the rapidly growing improved access to information as one of the important advantages of the AEP System's restructuring activity. "Through the new technologies we can take advantage of employees' innovations and creativity."

Tabor echoed those comments, saying the backbone project has put him in touch with a host of talented people throughout the organization he'd never met or worked with previously. "One thing clearly comes out of our New Directions and it's that we need good communication tools that pull us together as a company," Tabor said.

In the not-too-distant future, TranstexT® equipment is slated for installation in 25,000 residences. That effort will be using some of the same kinds of scheduling and communications tools Tabor and others have now come to rely upon.

The new capabilities for improving work processes, tapping employee skills and increasing communication hold great promise for the changing organization. □

# They Talk To The Animals

**S**arah Whipkey doesn't get offended when she walks up behind people and they run away, screaming. That only happens when she's carrying a snake.

Robin Hagy has had similar experiences. She said, "I was working a petting zoo at the Roanoke Civic Center during a Women's Show recently. These three ladies stopped by; and, when they saw the snake, I've never seen people move so fast in my life. Even though they were exhibitors, they didn't walk by the door the rest of the day."

Working petting zoos is only one of the things that Sarah and Robin do as volunteers for Roanoke's Mill Mountain Zoo. They present educational programs for the public, work in the ticket booth and gift shop, handle the animals, or stand at an exhibit and tell people about the animal they are viewing.

An educational services assistant in GO Public Affairs, Roanoke, Sarah became interested in the zoo while planning this year's Conservation Festival sponsored by Appalachian Power. "It's one of the biggest fundraising events the zoo has," she noted. "I got to know Amy Chattin, the zoo's education coordinator, and she asked me if I would be interested in the docent program they were starting.

"I had this childhood dream of being a veterinarian and that didn't work out, so this was a way to fulfill part of that dream. I've always loved animals and collected bugs as a kid. "

Sarah continued, "The most interesting things to me have been to see everything that goes on behind the scenes at the zoo and, of course, to be around the animals."

Sarah admitted that she, too, was really terrified of snakes at first. "Now I am comfortable because I understand them," she said.

Robin, a meter electrician B in GO T&D Measurements, Roanoke, had a membership in the zoo for five years before becoming a docent this Spring. "I had been



**Nina, the llama, nibbles on the ear of Robin Hagy as she rubs Flower, the skunk, held by Sarah Whipkey.**

trying to find a volunteer project where I would be working with the public; and, when I saw the ad in the newspaper asking for volunteers, I said 'that's great.' Now I can work with both the public and the animals, which I love. I really have a thing about the zoo!"

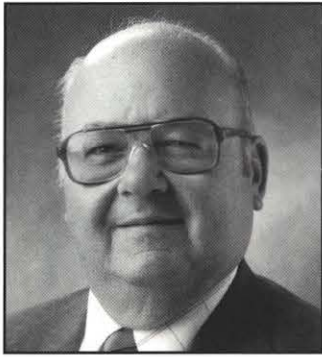
According to Robin, the volunteers take out three animal groups when putting on an educational program. "For the mammals, we usually take a flying squirrel or bat. For the raptor (flesh-eating) birds, we use a redtail hawk or owl. And for the reptiles, we usually take a blacksnake or a ball python. The zoo provides us with information to present, based on the age group we are talking to."

Robin enjoys watching the parents' reaction when a young child pets a snake. "They get this look of concern on their faces and say 'don't touch that snake' but the kids aren't afraid of them at all."

When the snakes are not on display, they reside in a building comfort conditioned by an electric heat pump.

Sarah noted that the Mill Mountain Zoo just recently received accreditation from the Zoological Association. "That's really important because it means Mill Mountain has achieved the standards set for the zoo and its workers. Mill Mountain Zoo is also an American Center For Rare And Endangered Species. Its Species Survival Program (SSP) is a breeding program to help ensure that there is a population of certain endangered species in zoos even if there aren't any in the wild. That is really fascinating because you get to see animals there that you might not see any place else."

Appalachian Vice President Charlie Simmons is a member of the Mill Mountain Zoo's board of directors, and the company recently donated a used van to replace an old one used to transport animals for educational programs. □



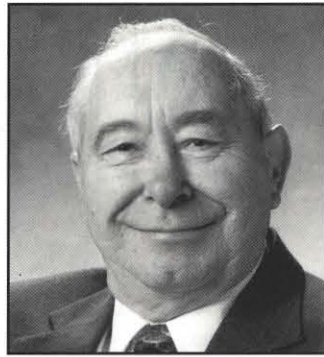
"I'm happy to have worked here, but I'm ready for retirement," said **Dennis Patrick**. A station crew supervisor NE in Roanoke, he elected early retirement on September 1 after more than 28 years' service.

He added, "We had a mighty good Station Department. I liked the variety of work because we weren't doing the same things all the time."

Dennis said he spent the first few weeks of retirement "getting things fixed up around the house." He will be doing custodial work at the Preston Oaks Baptist Church, where he is a deacon and member of the building and grounds committee.

Dennis continued, "I like to piddle around in my workshop at home and do a little wood-working. I also want to do some more camping and maybe take longer vacations."

An Army veteran, he and his wife Yvonne have two sons, one daughter, and one granddaughter. □



**George Chilman**, telecommunications supervisor, GO T&D Telecommunications, Roanoke, retired November 1 after nearly 32 years' service.

"From the time I got out of high school until 1964, I worked as an automobile mechanic in a local garage," George recalled. "After I got my amateur radio license, it whetted my appetite and I decided there were better things than working on automobiles. After I got my commercial license, I talked to George Guill (now retired) and came to work for Appalachian."

George continued, "I've just enjoyed everything, something very few people can say. But the people have been good to me and management has been good to me."

George said he plans to "stay around the house and keep my wife Elizabeth happy. We'll do some traveling; and, if I get bored, I may do some volunteer work."

An Army veteran, George is a computer buff and enjoys working on cars and anything mechanical. He is a member of the Roanoke Valley Amateur Radio Club and Mended Hearts. □

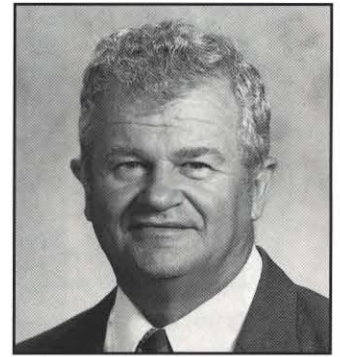


**Landon "Tip" Vance** expects "to do a little traveling and a little farming" following his early retirement from Clinch River Plant on November 1. "We go to Dollywood a lot," he said.

Tip worked for the railroad before joining the plant in 1965 as a laborer. He advanced through several positions before being promoted to maintenance supervisor in 1992. Tip said he especially enjoyed working with the men at Clinch during his 30 years there.

Tip likes to fish and is on the board of directors of the Cleveland Rescue Squad, treasurer of the William Birchfield Masonic Lodge, and a member of the United Methodist Church in Cleveland.

He and his wife Loretta have two sons, two daughters, and nine grandchildren. □



"I really enjoyed it," said **Charles Jeffries** about his 16 years as a maintenance mechanic with Centralized Plant Maintenance. "The fellows there are a hard bunch to beat, and I will sure miss them. I also enjoyed the savings plan. I put every penny I could into it, and it has certainly paid off."

Since his early retirement on September 1, Charles has enjoyed "tinkering around and doing what I want to do. I like to hunt and work in the garden. My dad and I have put a porch on the house."

Charles, who served as Mayor of Eleanor, W. Va., for 21 years, said he hasn't completely gotten out of politics. "There's an election year coming up, and I've got it in the back of my head to do something for the county. Judith and I are pondering that right now."

Between the two of them, the Jeffries' have seven children and three grandchildren. They are looking forward to the birth of two more grandchildren soon. □



Walls



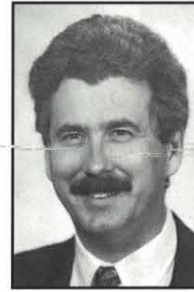
Ratliff



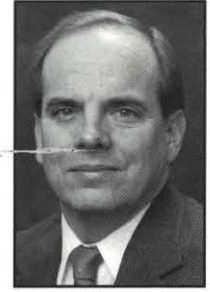
Tenney



Reveal



Cowan



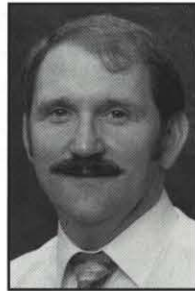
Nance



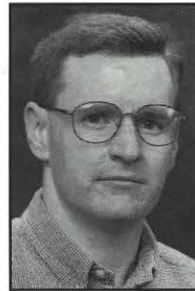
Wilson



Keller



Armstrong



Neal

**Jana Walls**, chemist senior, was promoted to safety coordinator at Glen Lyn Plant on October 1. She holds a bachelor's degree in chemistry from Concord College and master's degrees in business administration and environmental studies from the West Virginia College of Graduate Studies.

**David Ratliff**, electrical engineer II, was promoted to electrical engineer I in Bluefield on October 1. He holds a bachelor of science degree in electrical engineering from Virginia Military Institute.

**Rebecca Tenney**, electrical engineer II, was promoted to electrical engineer I in Charleston on September 1. She holds a bachelor of science degree in electrical engineering from West Virginia University.

**James Reveal Jr.**, electrical engineer I, was promoted to electrical engineer senior in Charleston on September 1. He holds a bachelor of science degree in electrical engineering from West Virginia University.

**Daniel Cowan**, electrical engineer II, was promoted to electrical engineer I in Charleston on September 1. He holds a bachelor of arts degree in English and a bachelor of science degree in electrical engineering from West Virginia Institute of Technology.

**David Nance**, energy services coordinator, was promoted to staff engineer, GO Customer & Marketing Services, Roanoke, on August 1. He holds a bachelor of science degree in electrical engineering from the University of Virginia.

**Beryl Wilson**, assistant shift operating engineer, was promoted to shift operating engineer at Mountaineer Plant on September 1.

**Cheri Keller**, GO T&D clerk A, was promoted to assistant programmer, GO T&D Computer Resources, Roanoke, on September 1. She holds associate in applied science degrees in secretarial science (executive secretary and word processing) from Virginia Western Community College.

**Mark Armstrong**, operation coordinator, was promoted to assistant regional chief dispatcher, System Operation, Roanoke, on August 1. He holds an associate in applied science degree in general engineering from Virginia Highlands Community College.

**John Neal**, Charleston electrical engineer I, was promoted to engineer I, GO T&D Engineering, Roanoke, on September 1. He holds a bachelor of science degree in electrical engineering from West Virginia Institute of Technology.

**David L. Kearns**, assistant shift operating engineer, was promoted to shift operating engineer at Philip Sporn Plant on September 1.

**Frances P. Holmes**, customer services representative A, was promoted to customer services office supervisor non-exempt, Montgomery, on September 2.

### Abingdon

**Danny Hensley** from line mechanic C to line mechanic B, Gate City.

### Bluefield

**Tamara Puckett** from T&D clerk B to T&D clerk A.

### General Office

**Roxey Fisher** from stenographer to secretary-stenographer B, GO Accounting, Roanoke.

**Jeff Furr** from junior clerk, GO General Services, Roanoke, to transmission mechanic D, GO T&D Transmission, Lynchburg.

**Lisa Hughes** from secretary-stenographer A, GO Customer & Marketing Services, Charleston, to T&D clerk A, GO T&D Computer Resources, Roanoke.

**A. J. Chisom** from transmission mechanic C to transmission mechanic B, GO T&D Transmission, Roanoke.

**Joe Johnson** from engineering technologist I to telecommunications specialist, GO T&D Telecommunications, Roanoke.

### Lynchburg

**Tim Moore** from engineering technician to engineering technician senior.





## Mountaineer

Max Hill from control technician to control technician senior.

## Roanoke

Arlene Jacobs from T&D clerk C to T&D clerk B, Fieldale

Tracy Tuck from line mechanic C to line mechanic B.

J. R. Larry from line mechanic C to line mechanic B.

Randy Ellis from line mechanic C to line mechanic B.

Rodney Johnson from line mechanic C to line mechanic B.

Gregory Barton from line mechanic C to line mechanic B.

## Philip Sporn

Teresa Sommerville from plant clerk C to plant clerk B. □

## Congratulations, Graduate

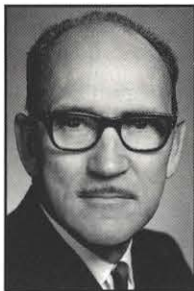


George Sharp, Wytheville marketing and customer services representative, graduated from Radford University with a master of science degree in organizational/professional communications

(organizational behavior concentration), summa cum laude.



## F R I E N D S   W E ' L L   M I S S



Chain



Kees



Spraker



Austin



Ford

**Gordon P. Chain**, 87, retired Huntington chief draftsman, died October 8. A native of Huntington, W. Va., he was employed in 1937 as a draftsman and retired in 1971. Chain is survived by one daughter.

**Shalous E. Kees**, 76, retired Kanawha River Plant maintenance mechanic B, died October 20. A native of Denton, Ky., he was hired in 1950 as a laborer at Cabin Creek Plant and elected early retirement in 1981. Kees is survived by his wife Mabel, 310 Dogwood Street, Nitro, W. Va.; two sons; and one daughter.

**Maxwell K. Spraker**, 74, retired Welch line crew supervisor, died September 28. A native of Coaldale, W. Va., he began his career in 1950 as a lineman A and retired in 1986. Spraker is survived by his wife Betty, 22 Vine Street, Welch, W. Va.; one sister; and three brothers.

**James Doyle Austin**, 78, retired Roanoke customer services representative, died October 1. A native of Franklin County, Va., he was hired in 1947 as a laborer and elected early retirement in 1979. Austin is survived by his wife Helen, 5117 Hill Drive, Roanoke, Va.; two sons; two grandchildren; and one great-grandchild.

**Arnold D. Ford**, 50, Kingsport line crew supervisor, died October 12. A native of LaFollette, Tn., he began his career in 1968 as a lineman helper. Ford is survived by his wife Janet, 113 Thompson Street, Kingsport, Tn.; one son; one daughter; one grandchild; his parents; two sisters; and two brothers. □



### Abingdon

by Bill Roeser

Gary Watson, line superintendent, and Jim Farmer, Lebanon area supervisor, are members of the United Way of Southwest Virginia board of directors. Gary has been appointed to the board of directors of the Washington County Big Brothers/Big Sisters.

Appalachian Power was recognized by the United Way of Washington County at its celebration dinner for having the highest number of employees involved in the Day of Caring. Twenty-nine employees worked with ten organizations supported by United Way. □

### Bluefield

by Karen Simmons



Jones

Roger Jones, marketing and customer services supervisor, was named associate member of the year by the Four Seasons Homebuilders Association. He is executive director of the organization which serves four counties in southern West Virginia.

Phil Wright, line superintendent, was elected president of the Bluefield, W. Va. Kiwanis Club.

Dave Rowe, Grundy general servicer, was elected president of

Vansant Elementary School's Parent Teacher Association. Vansant is one of the Bluefield Division's Partners in Education.



Wiley

Brent Wiley was inducted into the Bluefield State College Big Blues baseball program Hall of Fame. Brent, class of 1990, was chosen for exceptional achievement as an athlete, steadfast dedication as a student, generous service to the college community, and unwavering support of the baseball program. He is the son of Linda Wiley, secretary-stenographer A, and Sonny Wiley, Glen Lyn Plant maintenance supervisor.

Donnie Ray, son of Don Walker, Welch line mechanic B, and Jessica Clair, daughter of Hoss Walters, Welch area servicer, were selected to be included in the 29th annual edition of *Who's Who Among American High School Students*. Both are seniors at Mt. View High School. □

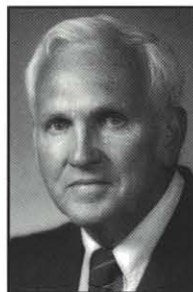
### Beckley

by Dana Perry

Satch Howard, Rainelle area servicer, and David Ransom, Rainelle engineering technician senior, took first place in the Greenbrier West Captain's Choice Tournament. David also placed first in the Greenbrier Hills 4 Man Best Ball Tournament and the Twin Falls 2 Man Scramble. □

### Lynchburg

by Mel Wilson

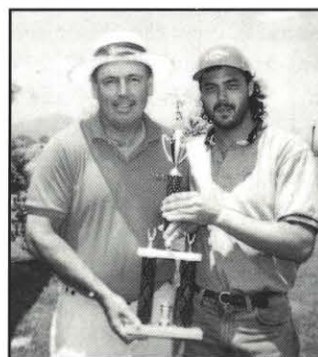


Robertson

William Robertson, retired station mechanic A, was installed as president of the Scottish Rite Conference of Virginia. He has served as one of the conference vice presidents for seven years and has held the honorary degree of 33 since 1979. A past venerable master of the Lynchburg Valley Scottish Rite, Bill served as worshipful master of Marshall Lodge No. 39, district education officer, and district deputy grand master of the 25th Masonic district. He currently is secretary of Marshall Lodge and assistant director of

work of the Scottish Rite. He also is a member of the Lynchburg Shrine Oriental Band and the Marine Corps League. Bill has served as commander of American Legion Post 16, district and vice commander for the American Legion, Department of Virginia. He presently is chairman of the Western Zone high schools oratorical contests and Post 16's Boys State.

Mel Wilson, administrative assistant, was a member of the Boonsboro Country Club team which won the Central Virginia Hall of Fame Golf Tournament. The 36-hole annual event attracted 130 golfers representing 13 clubs in Central Virginia. □



### Shepards Win Tourney

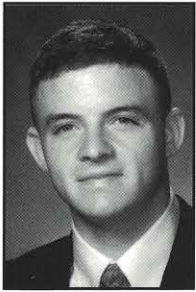
For the second consecutive year, Dick Shepard, Lynchburg customer services supervisor, and his son Dan won the Roanoke Valley Father-Son Golf tournament at Country Side Golf Course.





### John Amos

by Tom Cloer



Cloer

**Tommy**, son of Tom Cloer, Jr., human resources assistant, has been named an All-American scholar by the United States Achievement Academy. All-American scholars must earn a 3.3 or higher grade point average. Only nominees selected by a school instructor, counselor or other qualified sponsor are accepted. These scholars are also eligible for other awards given by the USAA. Tommy attends St. Albans High school.

**Lorene Hudson**, wife of the late Ed Hudson, former assistant yard superintendent, was a delegate to the 109th International Convention of the Church of God. □

### Pulaski

by Glenda Wohlford

**Steve Knowles**, Christiansburg marketing and customer services representative, and his wife **Amy** won four ribbons at the West Virginia State Fair. Amy won first place ribbons for cosmos flowers and a gourd display. Steve placed second with two photos, one of gourds and one of a closeup of a morning glory. □

### Philip Sporn

by Jill LaValley



Johnson



Hawk

The Mason Cubs won first place in the Willie Mays Pee Wee League Tournament in Point Pleasant, W. Va. **Christopher**, son of Richard Johnson, equipment operator B, played third base and was the winning pitcher in the championship game. **Kodi**, son

of Kelly Hawk, coal equipment operator, played left field and batted .555 for the tournament. □

### Charleston

by Charlie Bias

**Wayne Pugh**, marketing manager, received a presidential award from the Home Builders Association of Greater Charleston. He serves the association on local, state, and national levels and has received numerous recognition awards from the HBA, including associate member of the year.

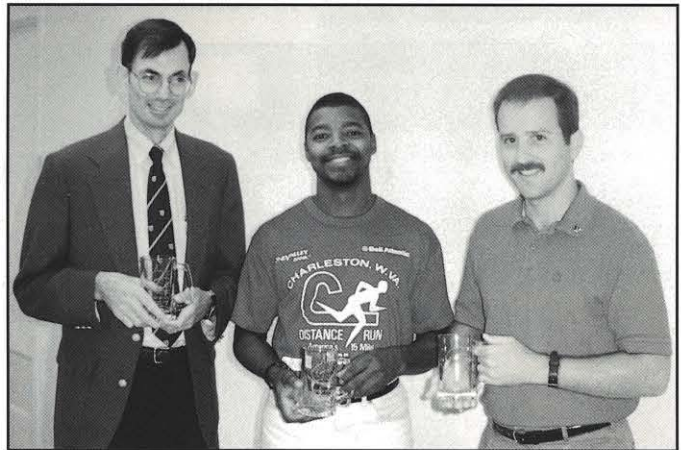
**Joe Jones**, marketing supervisor, received the associate member of the year award for 1995 from the Home Builders Association of Greater Charleston. He serves on the local board of directors and on several committees in addition to the state association's marketing committee. □

### Sandra Myers Wins \$10,000



**Sandra Myers**, Charleston marketing and customer services representative senior, received a check for \$10,000 from the sponsors of the Rubber Ducky race, which helped raise money for the United Way of Kanawha Valley. Pictured, l. to r., are Rubber Ducky; Myers; Jim Fawcett, marketing and customer services representative, who sold Sandra the winning duck; and the WQBE Radio rabbit.

### APCo Employees Place Third In Race



Three Appalachian employees received awards as third place winners of the corporate team entry in the Charleston 15-mile distance run. Pictured, l. to r., are Dan Dooley, building services supervisor; Andrew Barham, meter specialist, GO T&D Measurements; and Paul Coon, marketing and customer services representative. Ken Wines, meter electrician A (not pictured), also ran the 15-mile and won a pair of running shoes as a door prize.

### Clinch River

by Chuck Matthews

**Aaron Sink**, performance supervising engineer, will serve as the honors and awards chair of the American Society of Mechanical Engineers Holston Section. He will lead a committee to select and present the Junior Engineer of the Year Award. □





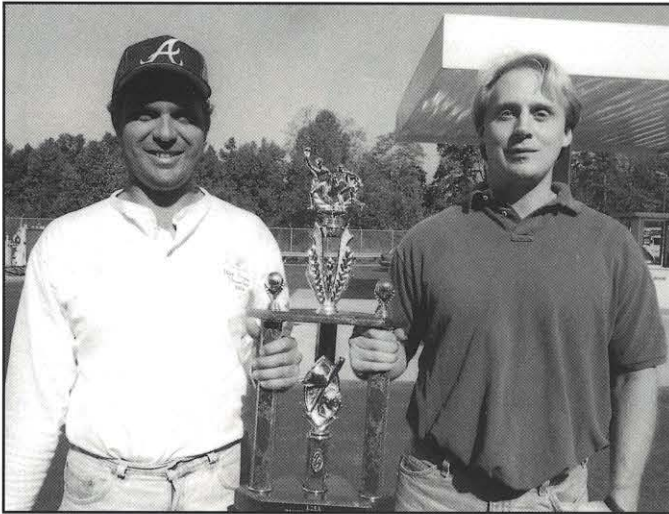
## APCo Employees Are Winners In AEP Employees Team Fishing Tourney

Eight active and retired employees from John Amos, Mountaineer, and Philip Sporn Plants participated in the 4th Annual AEP Employees Team Fishing Tournament at Gallipolis on the Ohio River. Dave Hall of Mountaineer Plant was one of three tournament directors.

Thirty-six teams competed in any or all of three categories: bass, panfish, and sportfish. The winners of the bass category took home \$192.86, panfish \$141.43, and sportfish \$109.29. Eight places were paid in each category as well as big fish and big bass pots each of the two days. The paybacks were based on the number of teams competing.

The winners from Appalachian were: Buddy Peatt of Sporn Plant, fourth in panfish, \$55.56 and Joe Day Jr. of Amos Plant, fifth in panfish, \$50.51. Billy Holland and Rick Shaddeau of Mountaineer Plant, sixth place in sportfish, \$35.13. Mountaineer Plant Retiree Dayton Spencer placed fourth in sportfish for \$42.94, first in big fish Saturday for \$27, and second in big fish Sunday for \$18. □

## APCo Team Places Second In Softball League

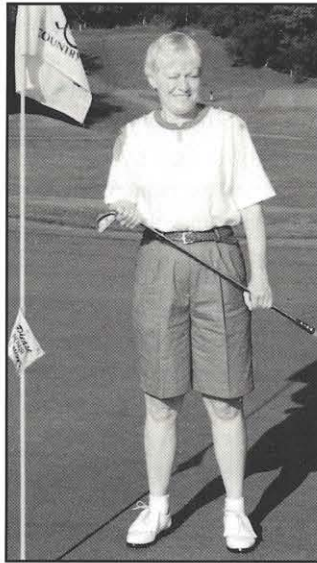


A Beckley Division softball team placed second out of 21 teams competing in the Raleigh County Men's Softball League. Proudly displaying their trophy are, l. to r., Greg Shamblin, engineering technician, and Kevin LeMasters, engineer senior. Other team members not pictured are Eugene Warner, John Hall, Bobby Shiflett, Jeff Athey, Bobby Jarrell, Jerry Martin, Sam and A. J. Hall, husband and son, respectively of Susie Hall.

## Morgans Bike Across West Virginia



Jerry Morgan, Philip Sporn Plant maintenance mechanic B, and his son John Robert biked 200 miles across West Virginia this summer.



## Hole-In-One

Pat White scored a hole-in-one on the 130-yard, par 3 14th hole at Fincastle Country Club. The wife of Bluefield Division Manager Ted White, she was using a six iron.





**Abingdon**

Taylor Brianna, daughter of **James Blevins**, Marion meter reader, September 8.

Marcus Derrell, son of **Beth Ann Blanton**, marketing and customer services representative, September 9.

**John Amos**

Nathan Hunter, son of **Tammy Ranson**, utility worker, May 11.

Tanner Bryant, son of **Sam Cunningham**, coal handler, June 28.

MaeLeah Kate, daughter of **Robbie Fleming**, performance supervising engineer, August 5.

Isaac Tazwell, son of **Frank Pifer**, maintenance supervisor, August 3.

Maggie Lou, daughter of **Patty Parsons**, human resources clerk C, September 30.

**Bluefield**

Gretchen Eliese, daughter of **Keith Reese**, Peterstown line mechanic A, September 12.

**Centralized Plant Maintenance**

Elijah Storm, son of **Jamie McClanahan, Jr.**, maintenance mechanic, September 1.

**Charleston**

Jordan Lee, son of **Brad Querry**, meter reader, July 25.

**General Office**

Caleb Warren, son of **James Michael Ashley**, transmission mechanic C, GO T&D Transmission, Bluefield, August 23.

Rachel Ann, daughter of **James Michael Lawson**, hydro mechanic A, GO Hydro Generation, Reusens, September 16.

**Huntington**

Clayton Scott, son of **Darrell Bates**, part-time meter reader, Milton, July 15.

**Pulaski**

Teddie Miranda and Kasandra Nicole, twin daughters of **Brenda Cregger**, customer services clerk A, September 26. □



**Barger-Shively**

Regina Leigh Shively to Wilford "Frankie" Barger, September 2. Frankie is the son of Rosemary Barger, senior visitors center attendant, GO Hydro Generation, Smith Mountain Visitors Center.

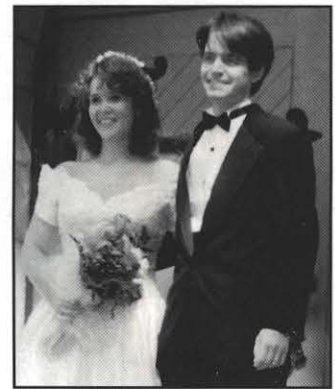
**Worrell-Quesenberry**

Marcie Quesenberry, Pulaski engineering technician, to Jeff Worrell, Pulaski engineering technologist I, September 30.



**Burgess-Stamper**

Melissa Ann Stamper to Jason Scott Burgess, May 20. Jason is the son of Bill Burgess, Kanawha River Plant instrument mechanic B.



**Parker-Grear**

Donna Grear to Douglas Parker, August 18. Douglas is the son of Grady Parker, retired Lynchburg line and station superintendent.

**Ferguson-Millirons**

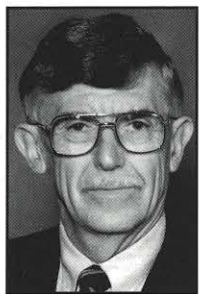
Hollie Darlene Millirons to John Stanley Ferguson, August 5. John is the son of Arnold Ferguson, Glen Lyn Plant unit supervisor.



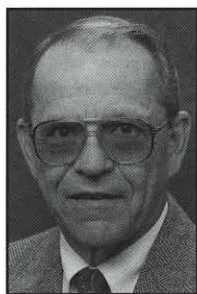
**Giles-Montgomery**

Cindy Montgomery to Jim Giles, Lynchburg meter electrician C, October 7.





**Mike Pitches**  
Fieldale  
40 years



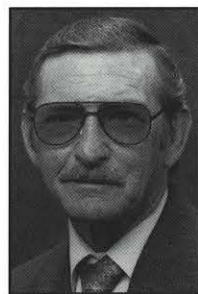
**Tom Ruble**  
GO-Roanoke  
40 years



**James Nickols**  
Marion  
35 years



**Dale Beaty**  
GO-Roanoke  
35 years



**Jerry Fernatt**  
GO-Roanoke  
35 years



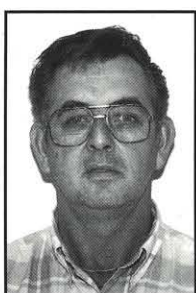
**John Moore**  
Abingdon  
30 years



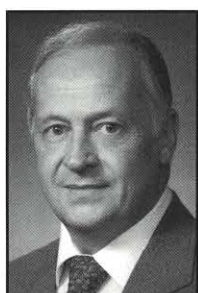
**Tom Puckett**  
GO-Roanoke  
30 years



**Charlie Botts**  
Huntington  
30 years



**Denver Gibbs**  
Philip Sporn  
30 years



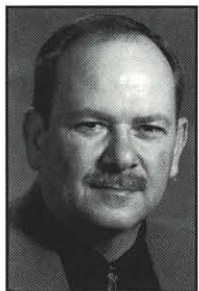
**Harold Lanter**  
Bluefield  
30 years



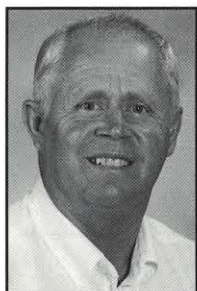
**John Davidson**  
Bluefield  
30 years



**Velma Call**  
GO-Roanoke  
30 years



**Don Burnside**  
Kanawha River  
25 years



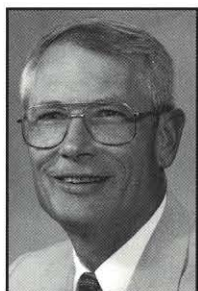
**Billy Neal**  
Glen Lyn  
25 years



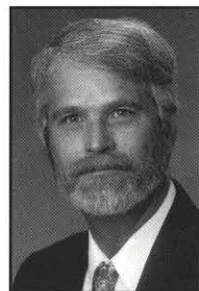
**Roy Spencer**  
Philip Sporn  
25 years



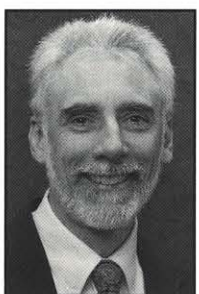
**Richard Bayes**  
John Amos  
25 years



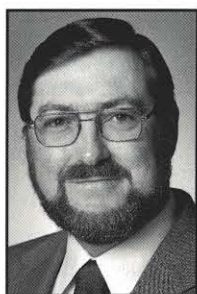
**Dan Adams**  
Abingdon  
25 years



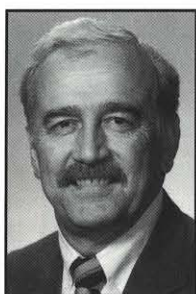
**Mike Runyon**  
Huntington  
25 years



**Allan Burtis**  
GO-Roanoke  
25 years



**Wayne Mullins**  
Kingsport  
25 years



**Jerry Bowen**  
John Amos  
25 years



**Towanda Penn**  
GO-Roanoke  
20 years



**Ronnie Cantrell**  
Grundy  
20 years



**Anne Flanagan**  
GO-Roanoke  
20 years

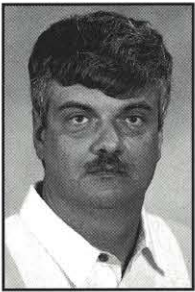




**Linda Shepherd**  
Glen Lyn  
20 years



**Marshall Dunn**  
Glen Lyn  
20 years



**Carlee Payne**  
Glen Lyn  
20 years



**Tom Wiseman**  
Beckley  
20 years

### Abingdon

5 YEARS: Linda Tomlinson.

### John Amos

15 YEARS: Jerry Rollins and Ray England.  
10 YEARS: Ray Asbury. 5 YEARS: Russell Fedonick.

### Beckley

15 YEARS: Patty McCormick. 10 YEARS: Eddie Lee, Oak Hill; Randy Thompson, and Bill Lewis.

### Bluefield

10 YEARS: R B. Nowlin, Jr. 5 YEARS: D. W. Thornton, Peterstown.

### Centralized Plant Maintenance

10 YEARS: J. F. Null. 5 YEARS: D. R. McDermitt and J. P. Skidmore.

### Charleston

15 YEARS: Mattie Day and Joe Jones. 10 YEARS: Rick Davis. 5 YEARS: John Denzie, St. Albans; and Ted Looney.

### Clinch River

30 YEARS: Billy Duty. 15 YEARS: Ralph Huffman and Jeffery Fuller. 10 YEARS: Terry Stone.

### General Office

25 YEARS: Joyce Ross, System Operation, Roanoke; Roxana Rasmussen, GO Customer & Marketing Services, Roanoke; Larry Haston, GO Accounting, Roanoke. 20 YEARS: David French, GO Hydro Generation, Winfield. 15 YEARS: Joe Pieolocik, GO T&D Measurements, Roanoke; Charlie Hubble, GO T&D Telecommunications, Roanoke; and Mark Lawrence, GO Executive, Roanoke. 10 YEARS: Mike Seaton, GO T&D Protection & Control, Marmet, and Raymond Gay, GO Hydro Generation, Roanoke. 5 YEARS: Anderson Martin, GO T&D Transmission, Bluefield; Tim Amos, GO T&D Transmission, Fieddale; Earnie Price, GO T&D Station, Bluefield; and Kevin Sarver, GO T&D Protection & Control, Roanoke.

### Glen Lyn

20 YEARS: Larry Wiley and Nancy Riddle. 15 YEARS: David Moulder, Theresa Bowles, and Richard Blankenship.

### Huntington

15 YEARS: Charles Boggess, Ripley.

### Kanawha River

10 YEARS: Bobby Damron and Steve Crist.

### Kingsport

10 YEARS: Marcella Knox.

### Logan-Williamson

10 YEARS: Tim Kincaid, Williamson. 5 YEARS: Howard McDonald, Logan.

### Lynchburg

10 YEARS: Steve Thrasher.

### Mountaineer

15 YEARS: Jim Warren, John Petty, Steve Atkinson, Gary Dunn, and Tim Howard. 5 YEARS: Mark Miller.

### Pulaski

15 YEARS: David Jackson, Wytheville. 10 YEARS: Mary Ann Capp, Christiansburg. 5 YEARS: George Sharp, Wytheville.

### Roanoke

15 YEARS: John Sherertz, Rocky Mount, and Bill Walker, Jr., Rocky Mount.

### Philip Sporn

15 YEARS: Barrett Lanier, Paul Grimm, and Roger Barnett. 10 YEARS: Russell Phillips and Jerry Fields. □

## Professional Engineer



John W. Motheral, engineer senior, GO T&D Protection and Control, Roanoke, has fulfilled the requirements to become licensed as a professional engineer in the Commonwealth of Virginia. He holds a

bachelor's degree in electrical engineering technology from Murray State University and a master's degree in business administration from Averett College. □

## Professional Secretary



Diane Crosier, junior stenographer, GO Accounting, Roanoke, has fulfilled the requirements to become a certified professional secretary. She holds a diploma in secretarial science from National Business College. □

# APCo Crews Help Repair Hurricane Damage In Alabama

Suffering relatively minor damage to its own electrical system from Hurricane Opal, Appalachian Power responded to a call for assistance by sending overhead distribution repair crews last month to help Alabama Power repair extensive damage caused by the storm. In all, 143 distribution employees from all nine divisions volunteered for the duty, representing more than 20 percent of the company's distribution maintenance force. Among the first to arrive, the crews traveled in 77 vehicles to the eastern part of Alabama between Birmingham and Georgia.

"There was a lot of damage to homes and a high percentage of distribution lines were on the ground," said Buddy Umberger, equipment and procedures specialist in the GO T&D Department, Roanoke. "Our people were very dedicated to getting the power back on," Umberger said, "and they worked safely under very extreme conditions."

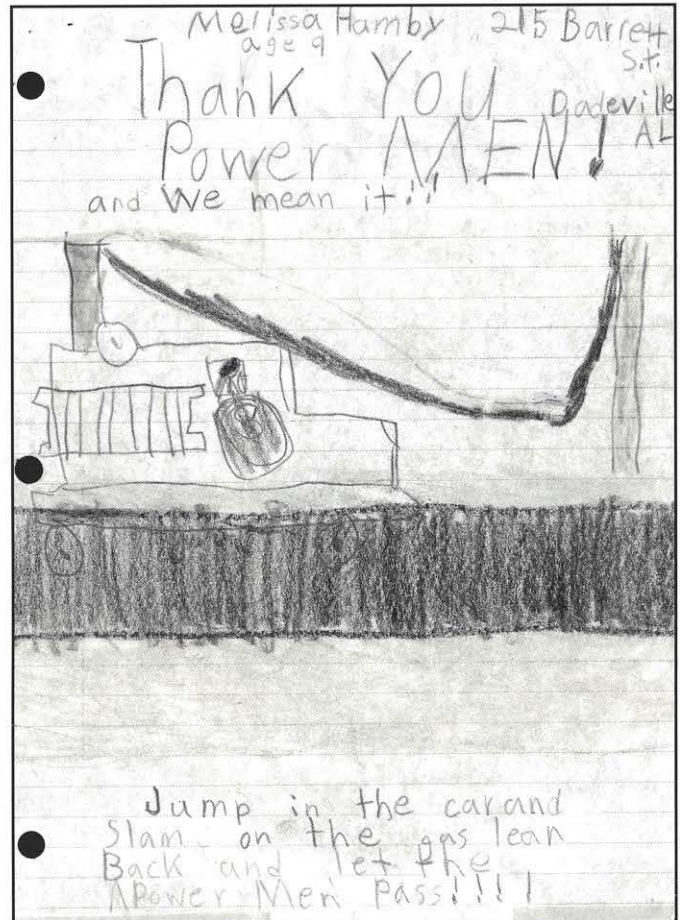
Elmer B. Harris, president and chief executive officer of Alabama Power, expressed his appreciation in a letter to Appalachian President Joe Viperman:

"More than one million customers in Florida, Georgia and Alabama were without power. Forty percent or 475,000 Alabama Power customers were without power. Seventy-six transmission lines were out, 2400 distribution poles were broken, and more than 13,000 spans of wire were down. Yet with all this damage, power was restored in just six days.

"Never before in the history of our company had we incurred such widespread damages. Your company answered our call for help immediately, giving tremendous efforts during our time of great need. By Saturday, 2,500 employees from other companies were working hand in hand with our employees to restore service. The dedication and ability of your employees enabled us to restore service to so many in such a short period of time.

"On behalf of Alabama Power Company, I would like to thank you and your employees for the support and assistance rendered during the aftermath of Hurricane Opal.

"Please convey to all of your employees our very sincere thanks for a job well done. We are most grateful." □



M. D. King, line crew supervisor; Gary Ramsey, line mechanic A; and Daniel McNeal, line mechanic B, all of the Montgomery office, received this thank you note from a nine-year-old student in Dadeville, Alabama.

**Illuminator**

**AEP APPALACHIAN POWER**

P.O. BOX 2021  
ROANOKE, VIRGINIA 24022

Bulk Rate  
U.S. POSTAGE  
**PAID**  
Roanoke, Virginia  
Permit No. 241

DO NOT FORWARD  
ADDRESS CORRECTION REQUESTED  
RETURN POSTAGE GUARANTEED