

PLAIN TALKS

April 1985



CONTENTS

Volume 64

Number 3

On the run in Boston	5
River Bend Station: Full speed ahead	6
Safety award winners recognized	7
Luncheons honor correspondents	8
Service awards	9
Selling kilowatthours	10
Divisions put plan into action	12
Super salesman	13
Inside GSU	14
On the move	18
Part-time hobby becomes permanent exhibit	19

PLAIN TALKS

April 1985

Published for employees and retirees of Gulf States Utilities Company. Address all communications to PLAIN TALKS, Gulf States Utilities Company, P. O. Box 2951, Beaumont, Texas 77704, Phone (409) 838-6631.

Executive Editor:

Betty Gavora

Co-Editors:

Susan Huff Gilley

T. J. Reyes

Correspondents:

Dona Austin
Ronnie Bordelon
Barbara Broussard
Ella Brown
Vickie Buhler
Myra Castello
Susan Choate
Cheryl Crawford
Lisa Creekbaum
Betty Dickschat
Betty Dowell
Andy Dreher
Bonnie Duval
Donna Fancher
Charlotte Gautreau
Rhonda Haskins
Connie Herford
Les Jones
Lynda Kapalski
Helen Kennedy
Clint Lilley
Debra Patin
Edith Patterson
Carol Payne
Tina Placker
Myra Ponthier
Kitty Prouse
Casey Richert
Mike Rodgers
Greg Russell
D. W. Rutherford
Jeral Semien
Carol Sharp
Sue Simon
Laurie Tenner
Monica Thomas
David Thornhill
Jean Tinsley
Delores West
Nina Wiley
Dianna Winkelmann
Robby Zeringue

Employees who change residences or offices should fill out company mailing-address-change forms (GSU0012-00-81) and return them to the mailroom in the Edison Plaza. GSU publications, departmental mailings and other company information are not automatically forwarded; addresses must be corrected when employees move.

Repairs made

Jim Moss
Gulf States Utilities
Baton Rouge, La.

Dear Mr. Moss:

Would you please thank Mr. Khosrow Moniri and the lineman who accompanied him for their personal interest and prompt attention to an electrical problem at my residence, which I reported on or about Jan. 2.

The circumstances at the time of the problem were as follows. All lights in the residence "flickered" very noticeably whenever an automatic appliance (such as the furnace fan) turned on; it sounded as if the gear box at "spin cycle" in the washing machine was overloading the motor; and it was noted that a small-fan motor in the living room speeded up when the toaster was turned on in the kitchen.

These phenomena were reported to Mr. Moniri in the early afternoon. By late afternoon, he and his colleague were on the premises and necessary repairs between the meter and the transformer were effected.

Since the repairs, all my appliances and lights have been working perfectly, thanks to the personal interest Mr. Moniri exhibited in diagnosing the problem from my descriptions and doing whatever was necessary so promptly.

Again, please relay my appreciation to these two gentlemen for getting the electricity working well.

Thank you.

Sincerely,
Paul M. Spalding

Editor's note: Moniri is an engineer in Baton Rouge T&D. Buddy Humphreys, serviceman-1st class, responded to the call, too.

Family says thanks

Ed Hutchins
Gulf States Utilities
Orange, Texas

Dear Mr. Hutchins:

I just want to extend best wishes to all of you at Gulf States and thank you so much for the boxes of food you gave my family at Christmas.

Your thoughtfulness will always be appreciated and certainly was needed. Thanks again from the Brookshire family.

Sincerely,
Rebecca Brookshire & daughters,
Denise, Sherry & Jill

Seminar called success

Wayne Hiter
Gulf States Utilities
Baton Rouge, La.

Dear Mr. Hiter,

On behalf of the Refrigeration and Air Conditioning Contractors Association of Baton Rouge and the Red Stick Chapter of the Refrigeration Service Engineers Society, I would like to extend our deepest appreciation to you and the Gulf States Utilities Company. The educational seminar we held at your Essen Lane facilities on Feb. 6 could not have been the success that it was without the help of Harriet Babin, Johnny Yarbrough, Dennis Smith and others.

I would also like to say that RACCA recognizes and appreciates the cooperative attitude of GSU and all of its employees. We enjoy a relationship that is unequalled between other utility companies and contractors in this country.

Sincerely,
Michael T. Carl
Secretary-Treasurer, RACCA

Editor's Note: Babin is supervisor-consumer information services; Yarbrough is consumer information coordinator; and Smith is consumer information coordinator.

Efficiency noted

Emery J. Fruge
Gulf States Utilities
Lake Charles, La.

Dear Mr. Fruge:

We would like to express to you how much we appreciate your assistance in correcting the problem of overhanging trees on our property and GSU power lines. Your professionalism and courtesy are commendable. It was a pleasure to see the job accomplished in such a well-run and efficient manner under your supervision.

Your handling of this job exemplifies the smooth running of a fine company and is evidence of what an asset you are to GSU and your fellow employees!

Sincerely,
Charles & Carolyn Zobley

Editor's note: Fruge, inspector-contract crews, is a 39-year GSU veteran.

THE COVER

The sun illuminates the new stained glass window in Edison Museum, which features Thomas A. Edison's favorite invention, the phonograph.

Doug and Mary Jordan donated 33 hours of their time to create the window as a gift to the museum. Mary is division accounting coordinator based in Edison Plaza. More details about the project are given in a feature story on page 19.

The cover photograph was shot by Susan Huff Gilley.



OCARC director John Thomas (left) accepts the check from Stephen Granger, lineman-1st class in Orange, and Ed Hutchins, Orange District superintendent.

Donation given

On Jan. 29, GSU presented the Orange County Association of Retarded Children with a \$1,600 donation from shareholder funds for the purchase of sandblasting equipment.

The OCARC, which operates a sheltered workshop for the mentally retarded, will use the sand-

blasters to restore discarded brass electric line hardware for resale to GSU.

Ed Hutchins, superintendent-Orange District, presented the check to workshop director John Thomas. Hutchins explained that the company and workshop have had a business arrangement for about a year and a half which has benefitted the association, GSU and our customers.

In June 1983, he said, the workshop began buying, at scrap metal prices, GSU's junk galvanized electric pole hardware, such as nuts and bolts. Workshop employees first sort out the reusable hardware and then restore it by hand. Gulf States then buys back the good quality items at about half the cost of new hardware.

"It would have cost us too much to do the sorting and restoring ourselves, so we were selling the discarded hardware to scrap metal dealers," Hutchins said. "Then we found out about the sheltered workshop in Orange where the employees were capable of doing this tedious and time-consuming refurbishing.

"The good thing is that these

sheltered workers take pride in doing this job well and earning their own money and we and, ultimately, our customers save money on hardware," he said.

The pilot program was so successful that the workshop added brass hardware to the list of items it restores, he said. Initially, the sandblasting to remove the discoloration and oxidation was done by a commercial firm, but recent price increases made it uneconomical for the OCARC, according to Hutchins.

It was at this point, he added, that GSU offered to help the workshop buy its own sandblasting equipment.

Since the company began doing business with the workshop, GSU has paid OCARC \$65,000 for the refurbished hardware and \$12,000 for processing scrap wire, for a total of \$77,000, Hutchins said. During that same period, GSU and its customers have saved about \$100,000.

According to Roy E. "Cuz" Cowart, general line supervisor in Beaumont, "The material that we're getting from Orange County now is very good quality. They do a thorough job on refurbishing all the material we send them."

Savings bonds offer alternative

"Freedom to fly, but protection against falling!"

That is the unusual way Tony Gabrielle, vice president-Computer Applications and an avid pilot, describes the advantages offered by U.S. Savings Bonds. The bonds now carry an interest rate that varies with the market, explains Gabrielle, who is chairing the latest enrollment campaign for the savings bond payroll deduction plan.

He explains, "Bond owners now enjoy higher rates when the market is up, with no limit on how high the rates can go. If, on the other hand, market rates fall sharply, savings bonds held five

years or longer have the added protection of a guaranteed minimum return of 7.5 percent." The bonds also offer a formula for future earnings — something rarely offered by banks or brokers on money market-type instruments.

Gabrielle says other advantages of the bonds include the fact that funds raised through them help finance essential government programs and the sale of bonds is one of the least inflationary sources of borrowing available to the Treasury Department. "They help the general economy by freeing up more money for private industrial use, and they help our local economy by providing a pool of savings that can be used when conditions warrant," he continues.

Bond owners also enjoy tax advantages, he adds. The interest earned on bonds is exempt from state and local income tax and federal income tax may be deferred until bonds are redeemed or reach maturity.

On a more personal note, Gabrielle points out, "Participation in a payroll savings bond plan is a nice way to begin saving steadily for the money you need for investments, acquisitions, creating a child's education fund, for making gifts and for many other reasons."

Enrollment cards for the payroll deduction plan will be made available to employees at their work locations later this month by division, power plant and Edison Plaza enrollment drive chairpersons.



Doug Blevins celebrates a competitive run with his wife, Vivian, and their granddaughter, 15-month-old Ashley.

On the run in Boston

by Kitty Prouse

Doug Blevins celebrated his 41st birthday on Feb. 5, 1983, by beginning a running program designed to lose 23 unwanted pounds.

The self-imposed physical fitness program has been so successful that the Orange serviceman-1st class will run in the highly-competitive Boston Marathon on Monday, April 15. Blevins qualified in February at a marathon run in The Woodlands with a time of 3 hours, 1 minute, 18 seconds — almost nine minutes less than the qualifying time for his age group.

“I was so excited, I could have run all the way home from Houston,” he exulted later.

Although Blevins had run track and was a pole vaulter in high school and during a couple of years of college, he had not run since 1963. Even so, he spent most of his adult life at his ideal weight of 135 until the removal of his thyroid gland in 1981 caused him to gain up to 158 pounds.

Blevins started back slowly, with his first competitive run in 1983 a 10K race (6 2/10 miles). At the time, he was running about three miles a day, five days a week. His wife, Vivian, also became a committed runner during this time.

But then he set his sights on a tougher run — a marathon, which is 26 2/10 miles.

His first marathon was in Houston in 1984, but muscle cramps at 18 miles forced him to walk and run to complete the distance in 4 hours. After that disappointing first try, he began running 30 to 50 miles per week.

Blevins says his latest victory caps “two years of very hard work and dedication to a goal.” Since entry requirements for the Boston event are so difficult, he describes his acceptance as “the grandest achievement for an amateur athlete, other than the Olympics.”

Full speed ahead for River Bend testing

by Susan Gilley

The continuing success of the River Bend Station construction schedule may seem surprising to some people outside Gulf States, but it has been no surprise to people like Steve Radebaugh, GSU's assistant superintendent-start up and test.

Radebaugh, a three-year company veteran, says the people in his work group are "professionals — and they have the drive to get the job done."

As the person coordinating the pre-operational testing program for the 940-megawatt, nuclear-fueled generating unit, Radebaugh, 33, reveals that his job goes "full speed ahead from the time we get here until we get away at night." He admits, "We're in a peculiar type of business — it's time-compressed and always interesting."

Radebaugh and his co-workers at the plant near St. Francisville play important roles in the River Bend drama. From the start of the project, GSU has described the plant-building schedule as an ambitious one that leaves little room for the unexpected.

A native of Louisiana who grew up in Texas, Radebaugh spent several years of his working life living in Chicago and Cincinnati as he worked maintenance outages, training assignments and pre-operational testing for General Electric. But the nuclear engineer, who earned his degree from Texas A&M University, hankered to move back home and River Bend provided the perfect opportunity.

Now Radebaugh and his wife, Joan, live in nearby Baton Rouge with their children, Lisa, 8, Jennifer, 5, and Greg, 1.

Radebaugh explains that the River Bend testing program is divided into three phases. Stone



Steve Radebaugh

& Webster, the contractor for the project, carries out preliminary tests through its Preliminary Testing Organization (PTO). GSU then handles pre-operational testing. Start-up testing will begin with the fuel loading and continue into commercial operation. Radebaugh interacts with the Nuclear Regulatory Commission (NRC) almost continuously, especially since the NRC has two resident inspectors at River Bend who follow the testing closely.

Radebaugh attributes River Bend's successful construction progress to several factors — the rolling four-10 construction

schedule, the fact that construction began *after* the Three Mile Island mishap and the vast experience of those associated with the project. In his group alone, he points out, "Most of us have been involved with commercial nuclear or U.S. Navy nuclear projects. Some have experience with both and many have prior utility experience."

Radebaugh is optimistic about River Bend, but, after all, he is a man who sets his goals early and then sets out to achieve them. He was a seventh grader when he decided to become a nuclear engineer.

Willow Glen, Beaumont Division

Safety award winners announced

by T.J. Reyes

Employees of Willow Glen Station and the Beaumont Division were winners of the 1984 President's Safety Award in a year GSU President Norman Lee calls "one of the best safety-wise for the company during the past two decades."

Lee views the company's low injury rate as one example of that achievement. "While the overall industry injury rate was over 1.5," Lee says, "our employees worked all year with safety in mind and kept GSU's rate down to .23."

According to Mike Durham, manager-occupational health and safety, several GSU locations had outstanding safety records last year. "Employees of Louisiana Station, Lewis Creek, Neches Station, Nelson Gas & Oil, Sabine Station and Willow Glen Station worked the entire year without a disabling injury," Durham says. "Of this group, Neches Station, Sabine Station and Willow Glen Station have worked over one million consecutive manhours without a disabling injury." He added that at press time, all were still building on their records.

Durham points out that GSU employees at River Bend Station have now completed two million manhours without a single disabling injury. "This is an excellent record to build on as we approach startup," Durham says. "It also speaks well of the quality of operations there."

Willow Glen, also a winner in 1983, claimed back-to-back victories with no lost-time accidents or chargeable vehicle accidents in 1984 and completed 1,393,383 consecutive manhours without a lost-time injury.



Some members of the Beaumont Division steering committee: (from left) Mike Ducote, Thomas Jasper, Shelton Stevens, Joe Pickart and Larry Crile.

Photo by Les Jones

Sam Raney, safety representative in Baton Rouge, feels that the 1983 win helped Willow Glen to win again. "Our employees began this year with a high level of morale that built on itself," Raney says. "And this second win will definitely be added incentive to make it three." Raney explains that a three-year straight win would entitle Willow Glen to claim ownership of their trophy.

Meanwhile employees in the Beaumont Division, winners in the division operations, ended 1984 with only one lost-time accident and 16 vehicle accidents and worked 1,019,700 consecutive manhours without a lost-time injury.

Bill Tholborn, safety representative in Beaumont, recalls that Beaumont Division ended 1983 at the bottom of the standings, including one traffic fatality. He credits the turnaround to



From left, Dr. Paul W. Murrill, Joseph E. Zammit, James D. Watkins and Mike Durham.

Photo by Mike Rodgers

a renewed interest among employees to keep safety awareness high.

"Our 'Backing Safety' committee helped keep employees aware of the Accident Control manual information," Tholborn says. "I think this high awareness made a difference."



Charlotte Gautreau accepts an award from Wayne Hiter.



Donna Fancher, River Bend, accepts Andy Dreher's "nose for news" award from Dr. Linn Draper, executive vice president-external affairs and production.

Luncheons honor correspondents

Writing, photography and the video aspects of communication were the topics covered at *Plain Talks* correspondents' workshops in Baton Rouge and Beaumont during February and March.

At awards luncheons, held in conjunction with the workshops, correspondents were honored for their achievements during 1984.

Awards were presented to the following:

Best Front Cover Photo — Les Jones; Beaumont Service Center.

Best Back Cover Photo — David Thornhill, Louisiana Station.

Best Color Photo of an Employee at Work — 1st-Bonnie Duval, Sabine Station; honorable mention-Myra Castello, Nelson Coal; Carol Payne, Huntsville; and Myra Ponthier, Zachary.

Best Black and White Photo of an Employee at Work — honorable mention-Kitty Prouse, Orange and Nina Wiley, Conroe.

Best Photos for a Feature Story — 1st-Connie Herford, Nelson Station; honorable

mention-Les Jones, Beaumont Service Center.

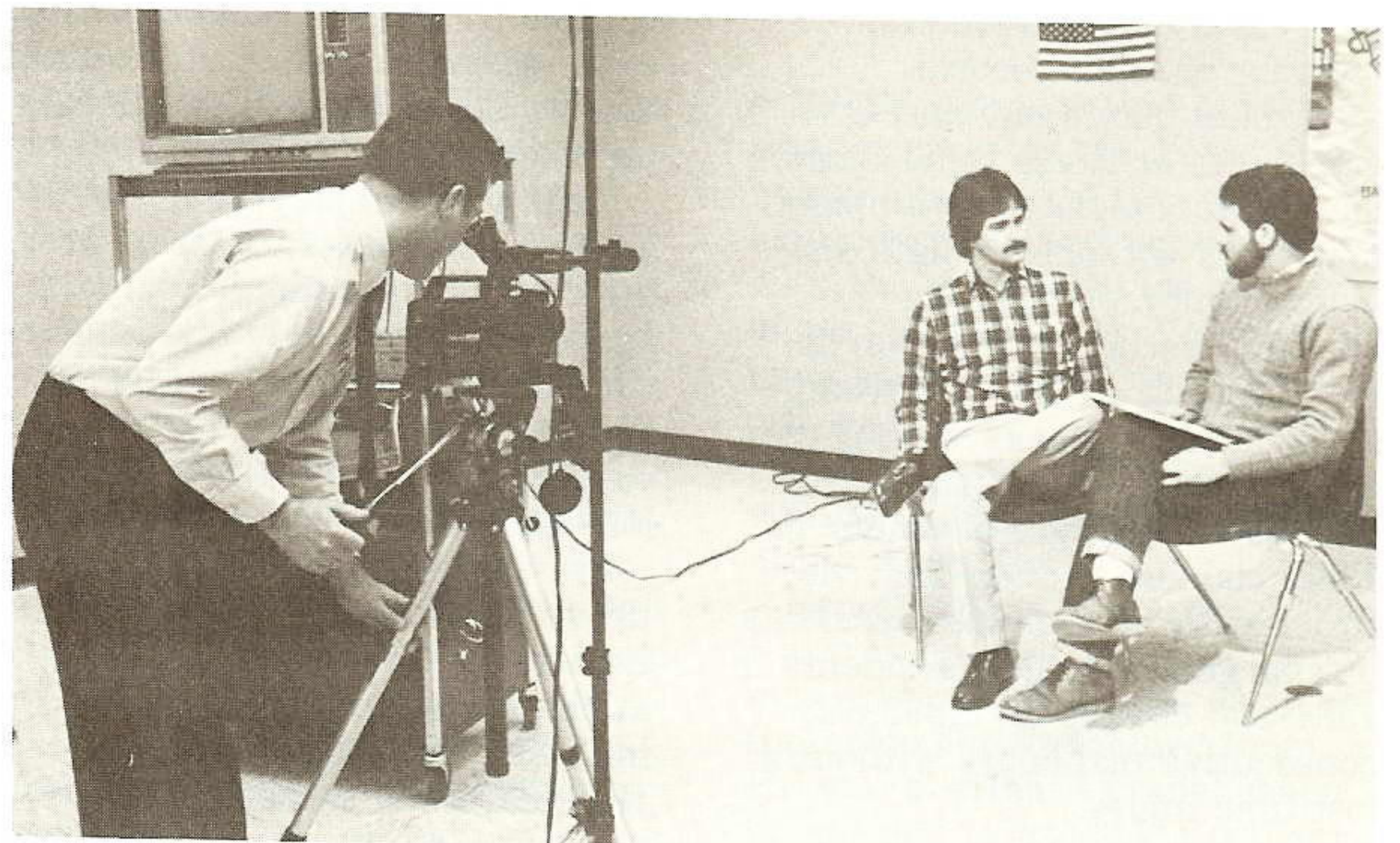
Best Photo for News Briefs — Charlotte Gautreau, Gonzales.

Outstanding Cooperation in Coordinating Stories — Dona Austin, Essen Lane, Baton Rouge; Barbara Broussard, Port Arthur; Donna Fancher, River Bend; Kitty Prouse, Orange; and

Nina Wiley, Conroe.

"Nose for News" Awards — Barbara Broussard, Port Arthur; Andy Dreher, River Bend; Connie Herford, Nelson Station; Sheila Soileau, Nelson Coal; and Jill Street (formerly of North Boulevard, Baton Rouge), Edison Plaza.

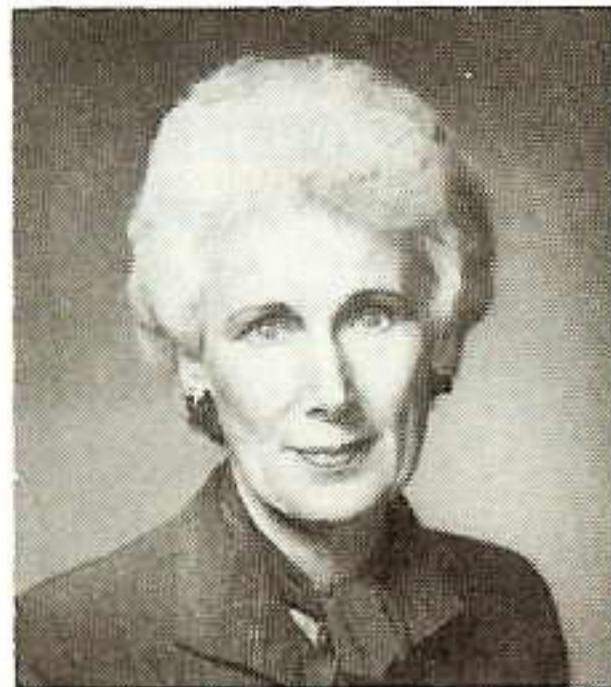
(Photos by Susan Gilley)



Dennis Smith and Greg Russell practice a video interview, while Robert Adams videotapes.

SERVICE AWARDS

40 years

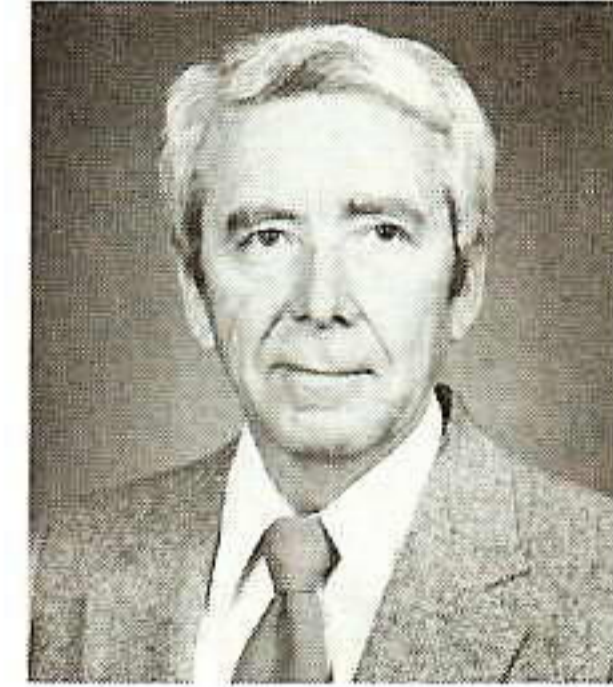


Mildred Tribble
Mktng. & Cons. Svcs.
Beaumont

30 years



Murphy J. Gautreau
Div. Accounting
Baton Rouge



Charles W. Jones
Div. Operations
New Caney



John A. Petitjean
Electric T&D
Conroe

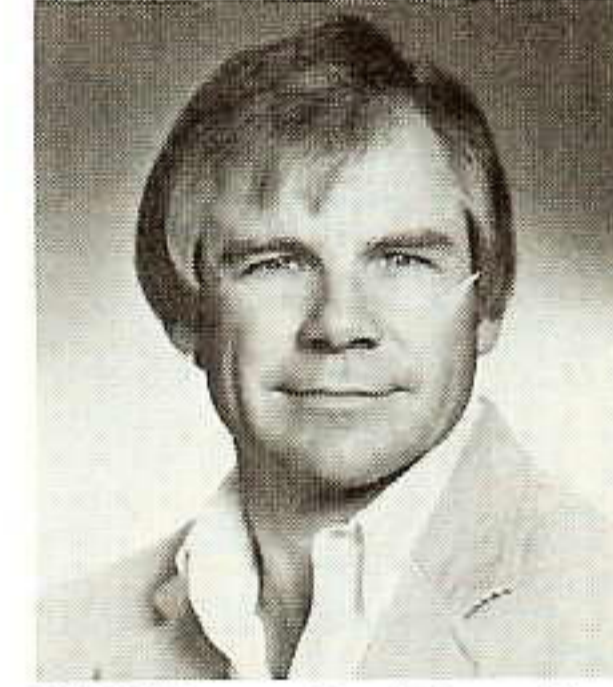


Bateman Rabalais
Electric T&D
Baton Rouge



Emmitt C. Van Eman
Electric T&D
Vidor

20 years



William D. Boyd
Electric T&D
Baton Rouge



Alene A. Cole
Div. Accounting
Woodville



Bobby L. Hoke
Electric T&D
Huntsville

10 years



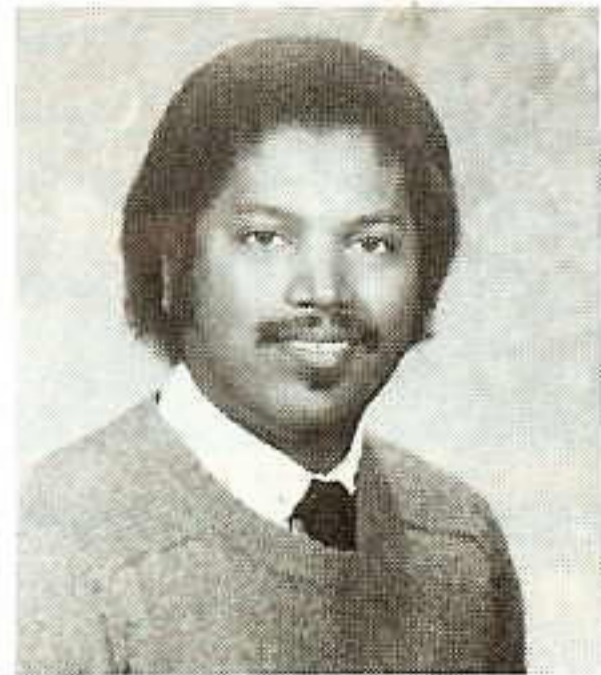
Emma C. August
Engineering Svcs.
Beaumont



Rebecca L. England
Fuel Services
Beaumont



Doris T. Harts
Electric T&D
Conroe



George Landry Jr.
Plant Production
Sabine Station



Audrey B. McDonald
Div. Accounting
Orange



Stella F. Smith
Engineering
Beaumont



Howard J. Trahan Jr.
T&D Operations
Beaumont

Selling kilowatt hours

by Susan Gilley

Gulf States is in the business of generating electricity for sale to customers. And that, simply enough, is why the company must reorient itself to market electricity, insists Ed Loggins, executive vice president-operations.

To make the Strategic Marketing Plan (SMP) work, Loggins says things like joint ventures and marketing rates must become catchwords signifying an overall "attitudinal change" at the company.

The reason may be simple, but the actual process poses a challenge, he admits. As Loggins noted during the management conference in January, "Over the years, we have thoroughly confused our marketing people as to what their role is in a utility company. I don't mean just Gulf States — I mean every electric utility company in the United States." In recent years, over-emphasis has been placed on conservation rather than marketing. Even so, GSU will not abandon its commitment to projects that help show people how to manage electricity wisely, he adds. "We have an obligation to fulfill in this area and our social conscience tells us it's the right thing to do," Loggins says.

The latest marketing plan was developed by GSU's eight-man Strategic Marketing Task Force and a well-known marketing consultant. While it details marketing-related issues facing the company and offers suggestions for dealing with them, implementation is an ongoing developmental process.

Loggins has become such a believer in the need for marketing that he mentions the topic whenever he addresses any group of employees for any reason. The message he brings:

"We've got to deal with competition. We must maintain our load and make it grow."

Loggins says he recognizes three directions for accomplishing that — "assisting the towns and cities in our service area in economic development growth, entering joint ventures with major industrial cogenerators and getting to know our customers' needs in depth so that we can serve them better." The three "action arms" of the marketing effort must be Business Development (including Industrial and Economic Development), Residential-Commercial and Joint Venture-Cogeneration, he says.

"One of the things the SMP

showed was that we were in real danger of losing a lot of our wholesale business," he continues.

As a result, the company began concentrating its efforts on that segment before the study was completed last December. Loggins says GSU feels it can offer rural electrification associations and municipalities certain services they might not be able to provide for themselves. Marketing employees are emphasizing that angle to maintain and grow that segment of our business, and Loggins expresses optimism about the probable results.

Even though marketing is a sound business practice, electric utility companies now find that



The three action arms of the marketing effort are Business Development, Residential-Commercial and Joint Venture-Cogeneration.

some customers have begun to view electricity as a right rather than a product to be purchased. "Our customers need to be shown that electricity is a bargain that, when managed wisely, can do wonderful things for us," asserts Loggins.

Aubrey Sprawls, vice president-Marketing and Consumer Services, emphasizes, "We should be proud of the product we're selling. After all, electricity has improved lifestyle, quality of life and productivity throughout the world as has no other single service."

Sprawls believes all employees can promote kilowatt-hour sales in a positive manner. The efficient use of electricity is essential to the further development of the economy. In recent years, competition from other utilities and energy sources has tended to erode GSU's revenues. "Add to that the very real possibility that we may one day have to transmit electric power over our lines for any number of other power producers, and it's easy to see that every GSU employee has a stake in the marketing effort," Sprawls notes.

"To be effective, our marketing strategy requires the participation of all 5,000 of our employees," says Loggins. For example, the Rate Department will be involved in helping to develop marketing rates aimed at attracting new industries or increasing growth in existing ones. But participation is not limited to those taking a direct part in the effort.

"All of us deal with our customers daily, whether on the job or informally off the job. We must be aware of our need to sell electricity and promote our product every time we are given the opportunity," Loggins asserts.

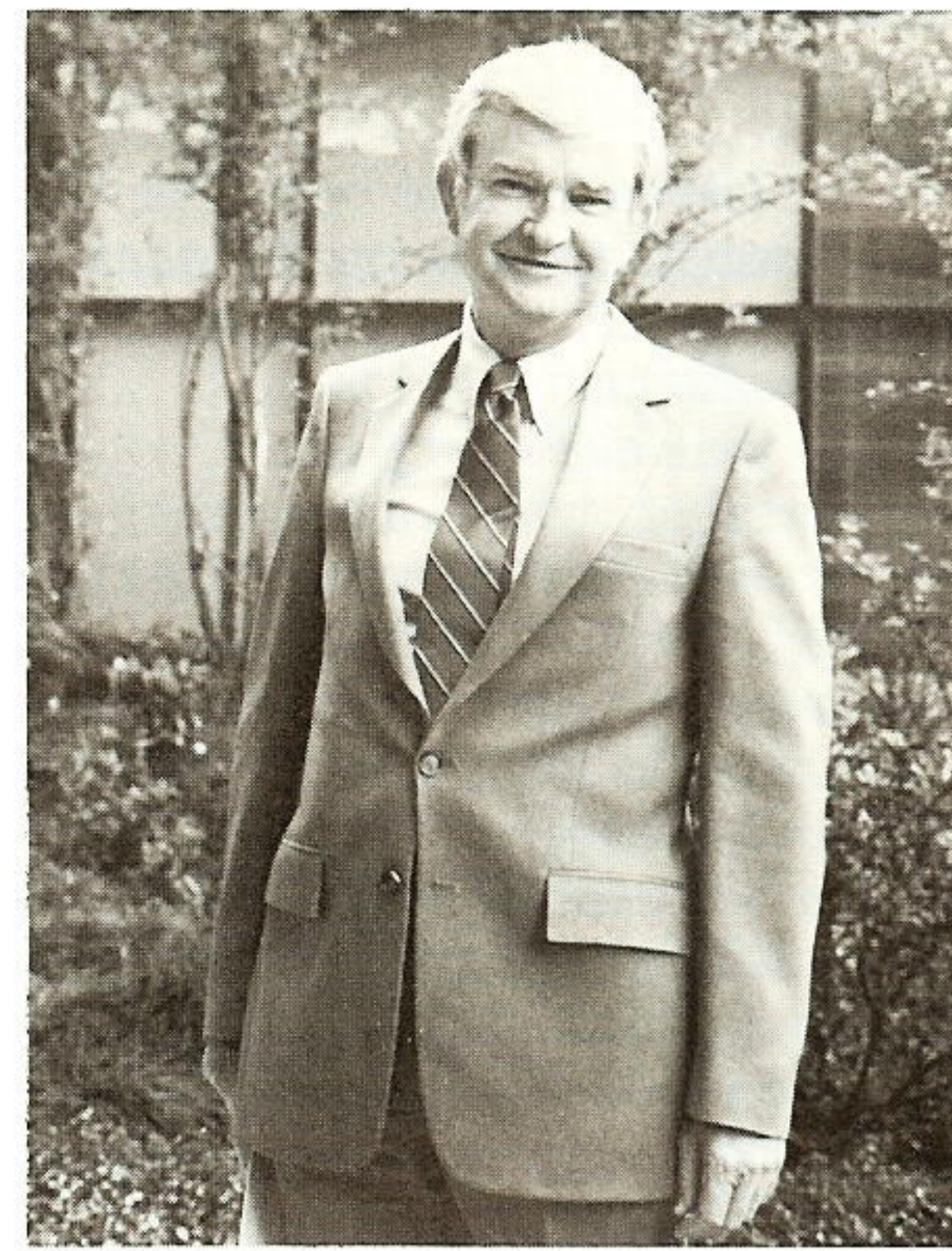


All GSU employees must get involved in the marketing effort.

Divisions put plan into action



Jim Moss, Baton Rouge Division



Jim Richardson, Lake Charles Division

by Susan Gilley

“Marketing can help provide fuller use of our facilities — a strategy that should help soften future rate increases,” says Jim Moss, Baton Rouge Division vice president.

While System Marketing and Consumer Services develops marketing programs and negotiates at the corporate level with industrial customers, Division Marketing personnel work daily with existing and potential customers from every segment.

Theirs is a grassroots involvement that has led GSU people to join the Baton Rouge Economic Development Team assembled by the Chamber of Commerce, various city and parish governments, area business leaders and the Louisiana Department of Commerce and Industry.

In the Lake Charles Division, Jim Richardson, superintendent-marketing and consumer services, has focused his efforts on developing joint ventures with industrials who were moving to alternate power supplies. Here, GSU would provide underutilized existing generation and transmission facilities in return for an equity position in ventures developed to supply electricity and steam to major industrial participants.

Another high-priority marketing opportunity in the Lake Charles Division is retaining and growing wholesale municipal sales — Richardson says GSU must take a pricing and services strategy when working to keep present customers and obtain new ones.

While Moss and Richardson attack the problem from different angles, both are interested in helping our load grow while making the best use of existing generating capacity. Both men were members of the Strategic Marketing Task Force that helped devise the marketing plan. (Other members were Calvin Hebert, vice president-financial services; Bill Jefferson, vice president-rates and regulatory affairs; Arden Loughmiller, Beaumont Division vice president; George McCollough, vice president-fuels and materials; Aubrey Sprawls, vice president-marketing and consumer services; and Jim Ward, manager-corporate planning.)

As part of the Baton Rouge team, GSU people supported and provided input to a target industry study that showed what types of new businesses and industries would best match the

river city's offerings.

“The Baton Rouge metropolitan area has the base on which to build — a fairly vibrant economy suitable for commercial and small industrial customers. It's the state capital, it's located along the Mississippi River and it's home for two major universities,” Moss notes.

Not surprisingly, that non-GSU study revealed several high-potential industries, including bio-technology, specialty plastics, adhesive and sealants, metal door sash and trim, surgical instrument, appliances and supplies, distributing and warehousing and administrative office centers. Baton Rouge Division business development employees are zeroing in on such industries for location in the area.

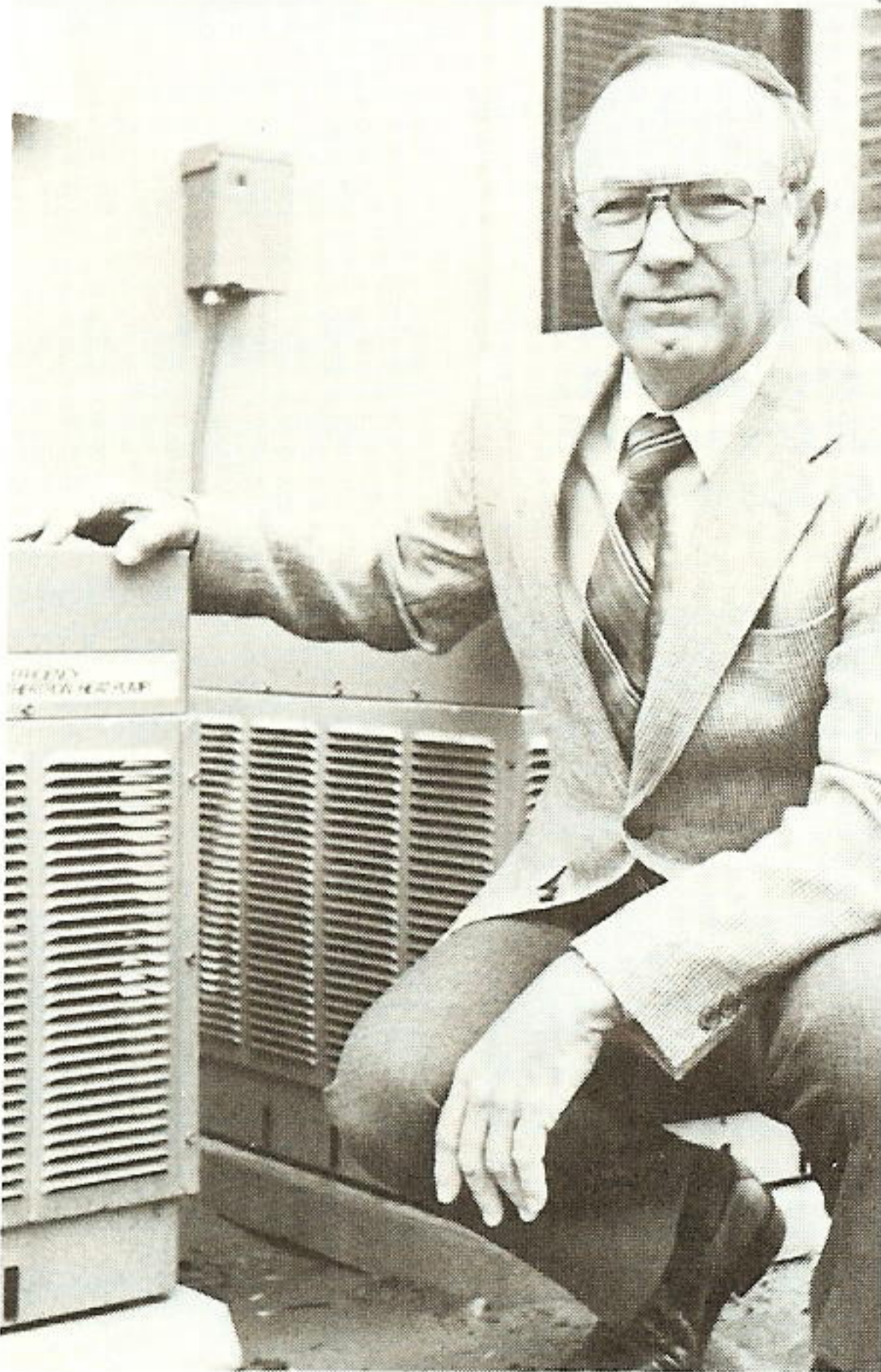
Moss says another important marketing function already in place is encouraging off-peak use of appliances and equipment. He views marketing as a company necessity that pays off for the customer, too. “In the long run, by responding to our marketing of energy-efficient electric equipment such as heat pumps, the customer will benefit from a conservation of natural resources and energy savings,” he explains.

Rufus Mier — super salesman

by Mike Rodgers



Jim Fernandez, (left) supervisor-marketing and consumer services, and Rufus Mier, superintendent-marketing and consumer services, in the courtyard of The Willows in Port Arthur.



Mier was largely responsible for persuading the developer to make The Willows the first all-heat pump apartment complex in the area.

“Where’s Rufus Mier?”, said Ed Loggins, GSU executive vice president-operations, as he interrupted his own presentation to the 1985 management conference. When Mier stood up in recognition, Loggins added, “Now there’s a salesman!”

Loggins was outlining the aspects of the company’s new marketing strategy and used Mier, superintendent of marketing and consumer services in Port Arthur Division, as an example of someone who succeeded at what he called “The need to sell kilowatthours.” Load growth is one of GSU’s major goals in the years ahead.

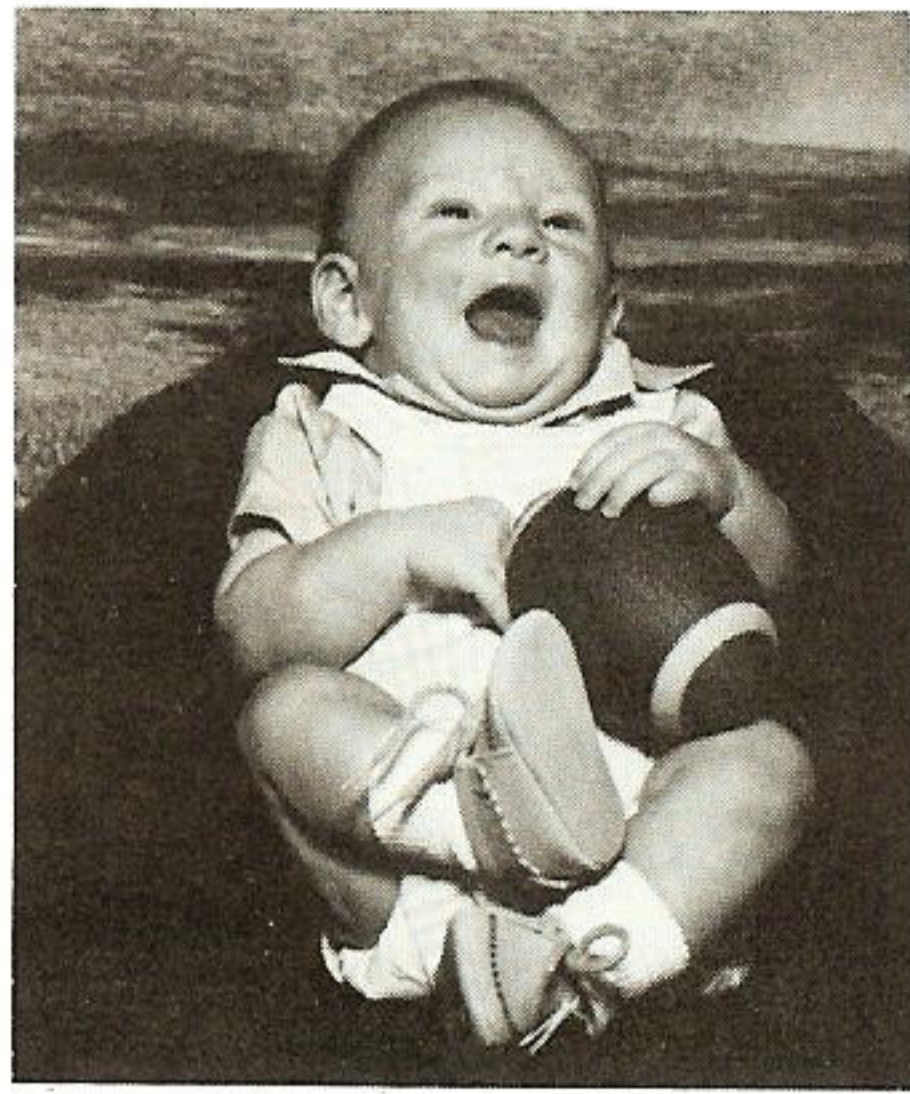
Mier and other division personnel persuaded Joe Hancock, an Arkansas developer, to reconsider his plan to build an apartment complex using cogenerated power. Instead, he switched to purchased power from Gulf States. Hancock had believed he could build the most cost-effective apartment complex by installing a natural gas engine-driven generator with a heat recovery system for both heating and hot water. “We were

able to provide him with figures proving that his load estimate was off by 50 percent, and that similar apartments were actually drawing twice as much power,” says Mier. To meet this new estimate, Hancock would have had to double his cogeneration capacity.

Once Hancock saw the facts and figures, he decided to spend his money on energy-efficient heat pumps instead of cogeneration. The apartments, a 170-unit complex called “The Willows,” are the first in the area to have heat pumps. Mier was most pleased that this was a situation in which everyone involved came out a winner. GSU wanted the business and the developer wanted to offer prospective tenants the advantages of affordable energy costs.

Looking to the future and the need to market electricity, Mier says, “We must be innovative, flexible and quick to make decisions. GSU faces tough competition from people with excellent marketing skills. It’s up to us to meet the challenge.”

Photos by Sue Simon

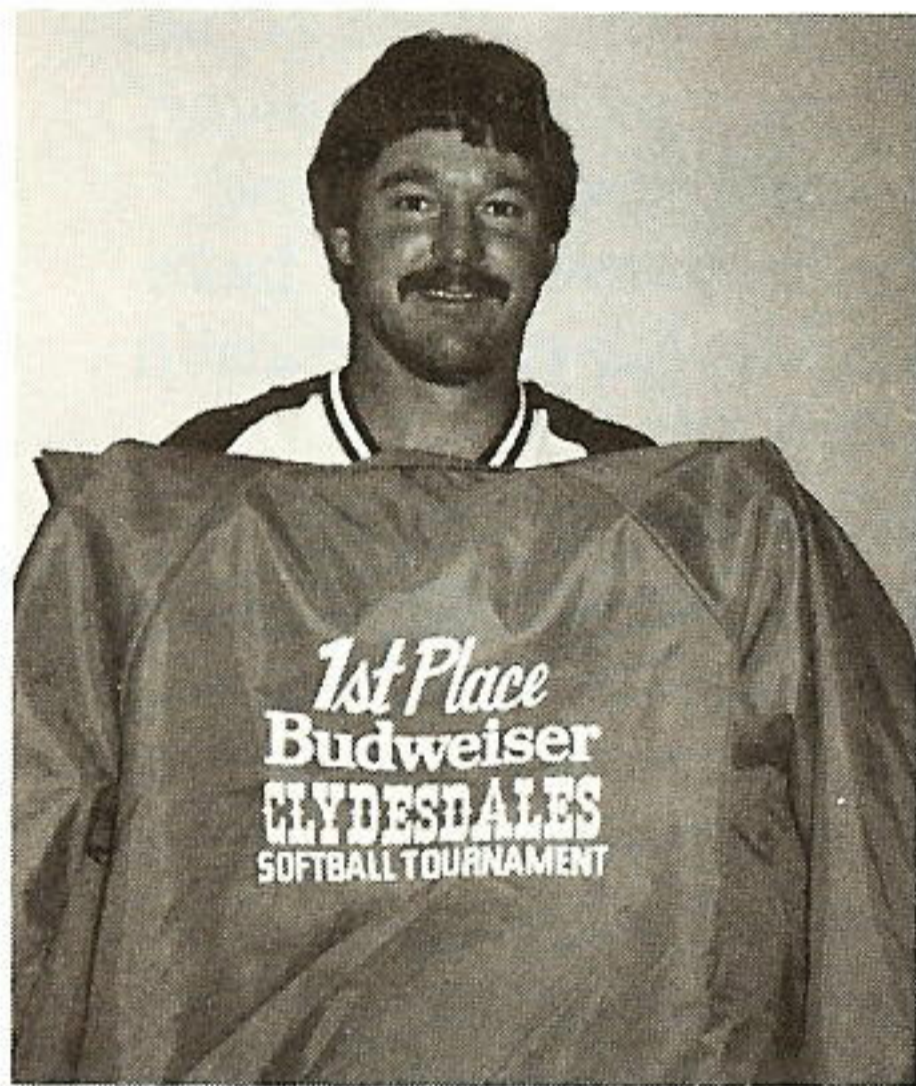


William Nathan Rountree

Graham announces baby grandson

Clint Graham, start-up supervisor at River Bend, announces the birth of a grandson last June 20.

The youngster, named William Nathan Rountree, weighed 9 pounds, 5 ounces at birth.



Rusty Williams

Softball win earns jacket

Milton Russell "Rusty" Williams, meterman-1st class in Orange, hit three home-runs in the Budweiser Clydesdales Softball Tournament in Bridge City last October. His effort helped boost his team to first place among 10 teams.

Williams and other winning team members took home jackets as their rewards, reports *Plain Talks* correspondent Kitty Prouse.

Second son joins family

Weston Keith Ashley was born last June 30, becoming the second son in the Barbara and Thomas Ashley Jr. family.

He weighed 6 pounds, 11 ounces and measured 19½ inches at birth.

Weston's brother is Tommy III. Their dad is assistant general supervisor-corrosion for the Gas Department in Baton Rouge.



Couple visits son in Africa

Last December, Richard and Marijohn Peterman of Beaumont visited their son, Tom Frank, in Dakar, Senegal, West Africa.

According to Peterman, manager-customer services, Tom is on leave from Georgetown University School of Foreign Service in Washington, D.C., for his junior year "study abroad" program at the University of Dakar.

Besides touring the university, where Richard snapped a picture of an African transformer, the Petermans shopped in the colorful marketplace, rode a "bush taxi" through the city and took a side trip to a small fishing village a few hours from Dakar. Along the highway, Richard took photographs of a grazing camel herd, thatch-roofed farming communities, sand dunes and unusual trees

called "Allah's revenge" for their upside-down appearance.



Marijohn and Richard Peterman bought Senegalese garb while visiting the west African nation.

Family grows with birth

Robert Linden Wooderson expanded the Bob and Melinda Wooderson family of Huntsville last Sept. 19.

The baby boy weighed 6 pounds, 7 ounces and measured 19½ inches at birth. His proud dad is an equipment operator at Lewis Creek Station.



Co-workers honor departing Judice

Co-workers in the Human Resources Department in Beaumont honored Mike Judice with a farewell party in early January.

Judice, formerly supervisor-employee relations for the

Beaumont and Port Arthur divisions, is now superintendent of the Mid-County office.

Among gifts presented to Judice were a Windberg painting, given by all Human Resources Department employees, and a plaque given by his co-workers in the Employee Relations section.

Mike and his wife Linda, a departmental clerk in Port Arthur, make their home in Port Neches with their son Todd.

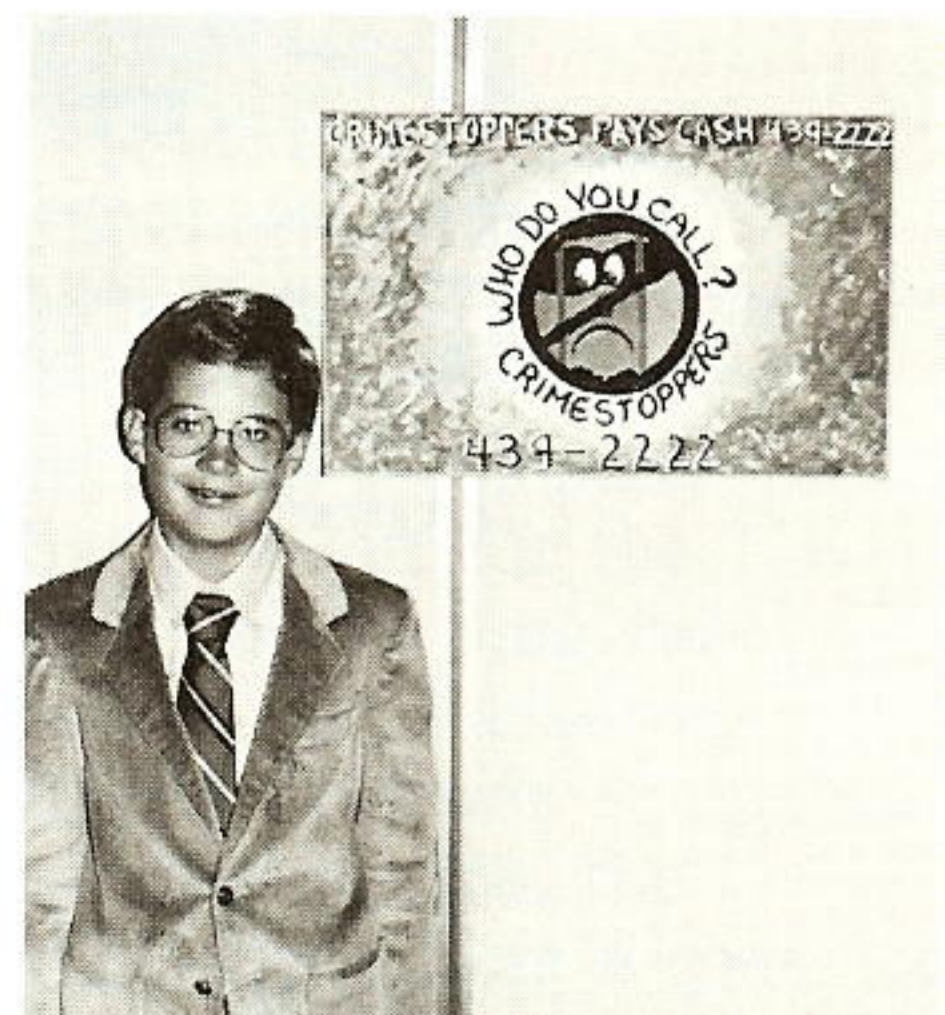


Marlene Belk (left) and Allan Baker (right) present gifts to Judice.

Youth designs winning poster

Brian Eberhardt, son of Dave and Christine Eberhardt, won \$100 for his winning entry in the Lake Charles Crimestoppers' poster contest. His 1st place drawing was also selected as the overall winner, which meant the youth won the grand prize award of \$200.

Brian's father is gas turbine supervisor at Nelson Gas & Oil.



Brian Eberhardt



Ray and Debra Mason

Couple weds in Conroe

Ray Mason and the former Debra Coon married Feb. 16 in First Baptist Church of Conroe.

The groom is T&D engineer for the Western Division.

The couple now resides in their new home in Conroe.



Family adds baby daughter

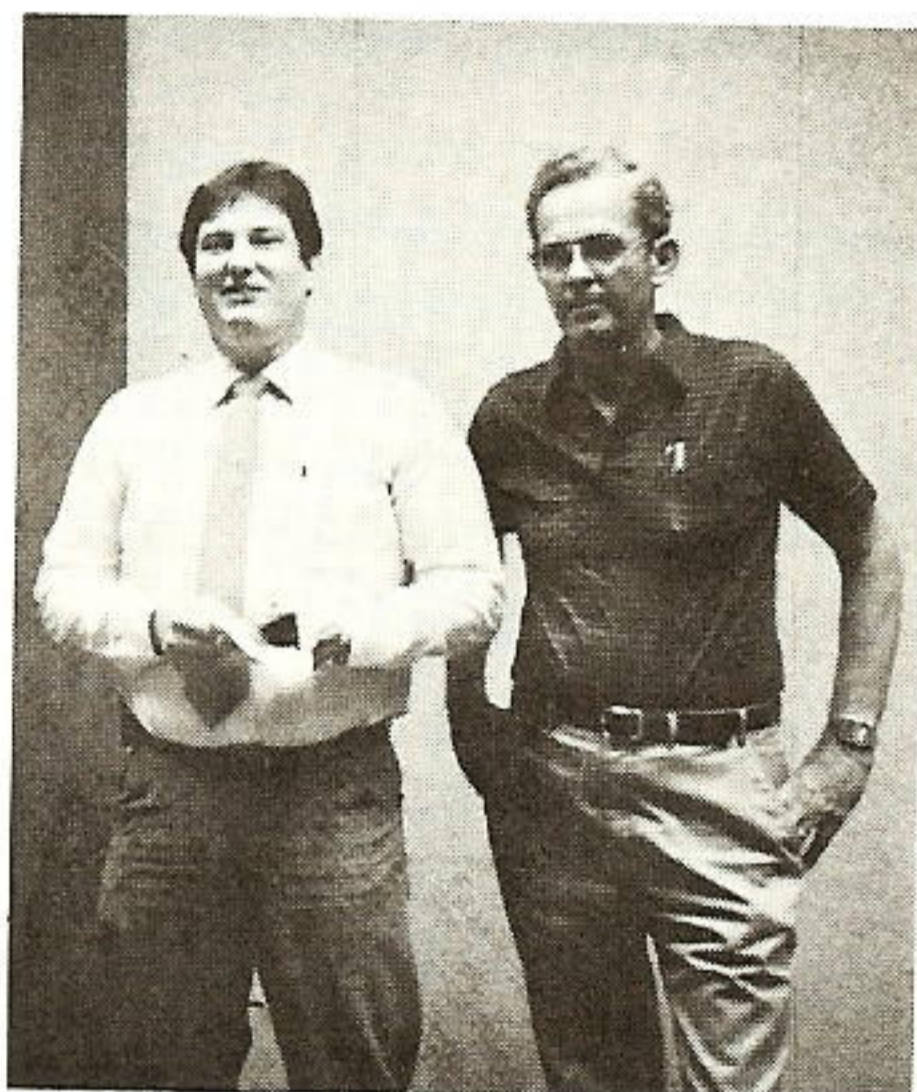
Honey Leigh Greer was born last July 3 to Charles and Adelaide Greer.

The little girl weighed 7 pounds, 3 ounces and measured 20½ inches at birth. Her dad is a utility foreman in the Baton Rouge Substation Department. Although her mom is now a fulltime homemaker, she previously worked as a clerk in Baton Rouge Substation and is a former *Plain Talks* correspondent.

Employees honor Doyle move

Co-workers at the Beaumont Service Center honored Mike Doyle late last year as he prepared for his new job duties as industrial engineer based in the Liberty-Pearl Complex.

Doyle joined GSU in 1981 after graduating from the University of Tennessee at Martin with a bachelor of science degree in electrical engineering technology.



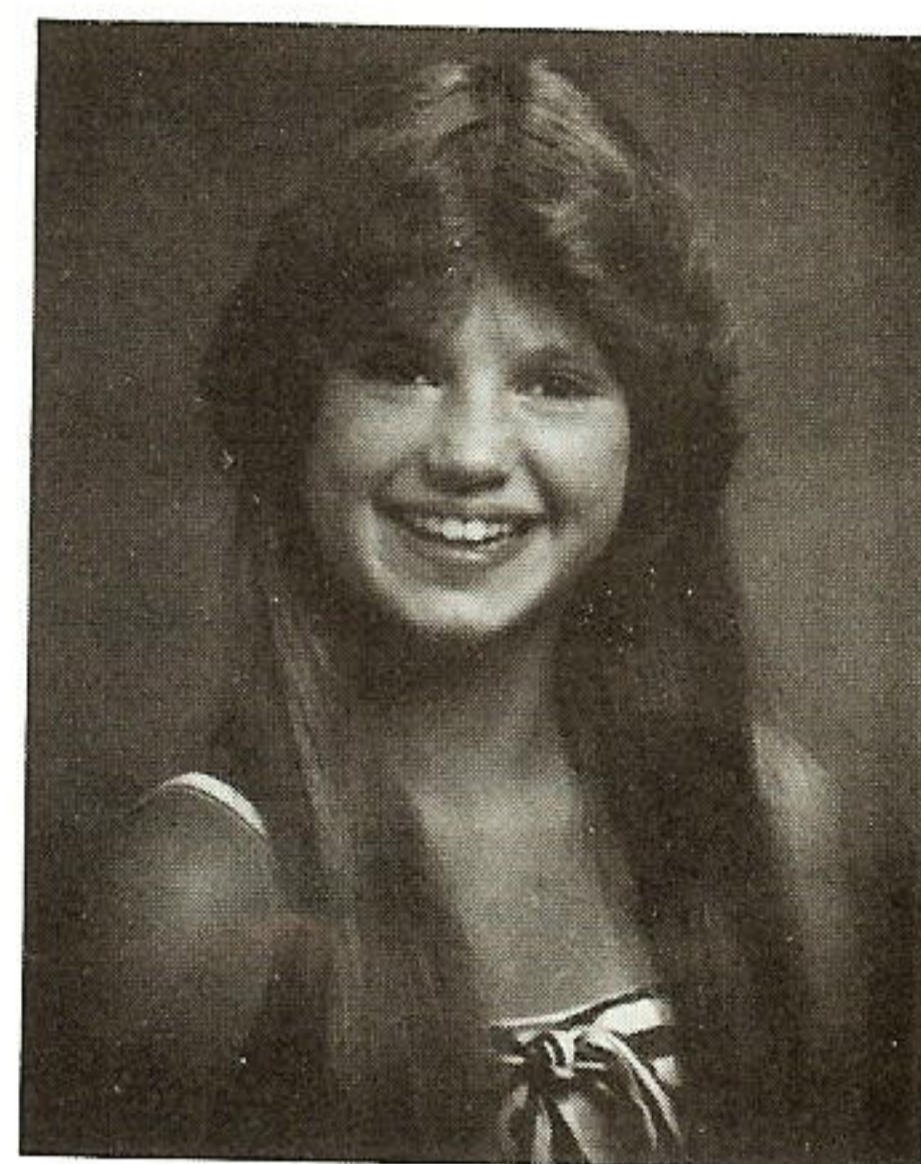
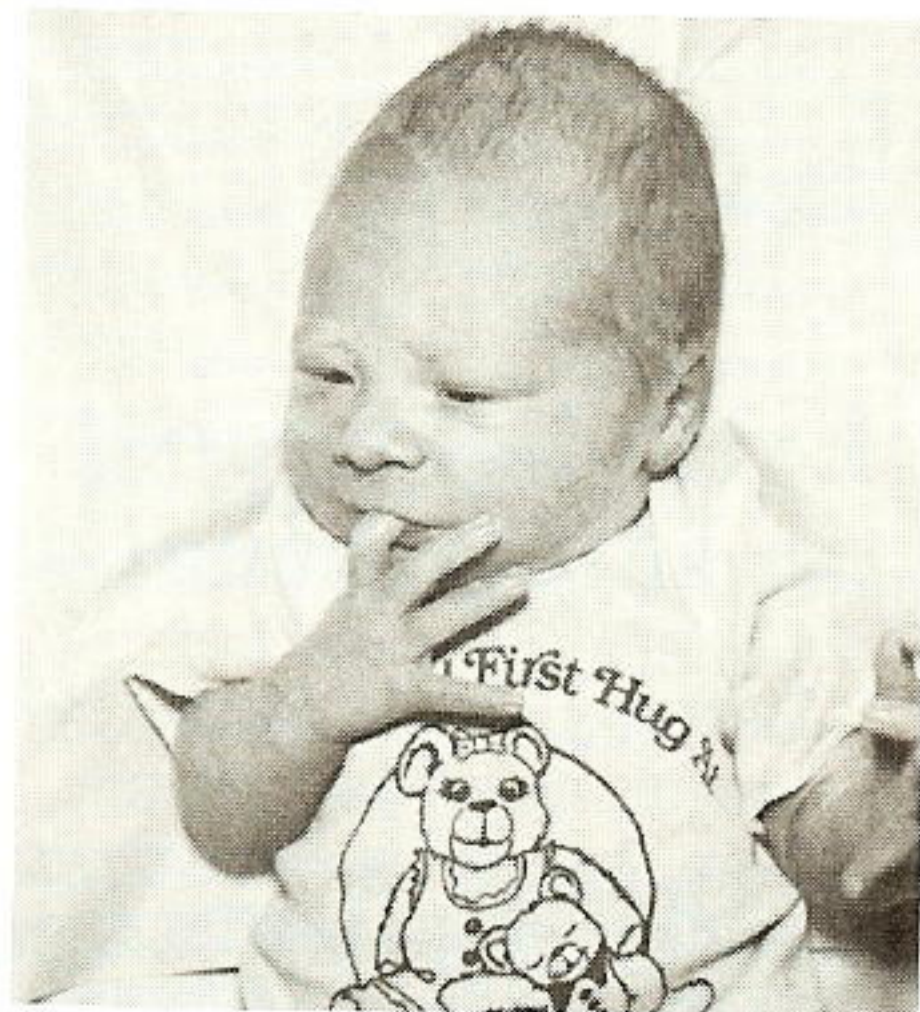
Mike Doyle (left) and Joe Phillips visit during Doyle's going-away party.

Baby boy joins Hands

Davin Wayne Hand weighed in at 7 pounds, 10 ounces when he was born Nov. 15.

The newcomer is the son of Dannie and Sheila Hand of Nederland.

The proud father is an equipment operator at Sabine Station.



Bevin Alice Santos

Girl dances in ballet

Bevin Alice Santos, granddaughter of Gulah "Dude" Marshall, has danced in "The Nutcracker" with the Houston Civic Ballet for the past two years, including 11 performances in 1984.

Marshall, who retired at the end of March as supervisor-mail services, reports that Bevin was accepted into the Houston Academy of Dance a couple of years ago. The young girl is the daughter of Dr. and Mrs. John McNamara of Houston.



Nicholas joins Vavasseur family

Nicholas Vavasseur joined his parents, Mike and Erin, on Aug. 26. The baby weighed 8 pounds, 5½ ounces and measured 21 inches at birth.

His father works in the Willow Glen storeroom as a storeroom assistant.

Barrett Raven shows up early

Little Barrett Martin Raven was born seven weeks prematurely last Aug. 28, report his parents, Matt and Sharon Raven of Beaumont.

The child weighed 5 pounds, 6 ounces and measured 19 inches at birth.

Two proud GSUers celebrated the birth, including Barrett's dad, a senior financial analyst in the Treasury Department in Beaumont. Sheila Johnson, supervisor-technical accounting in Beaumont, is the baby's aunt.



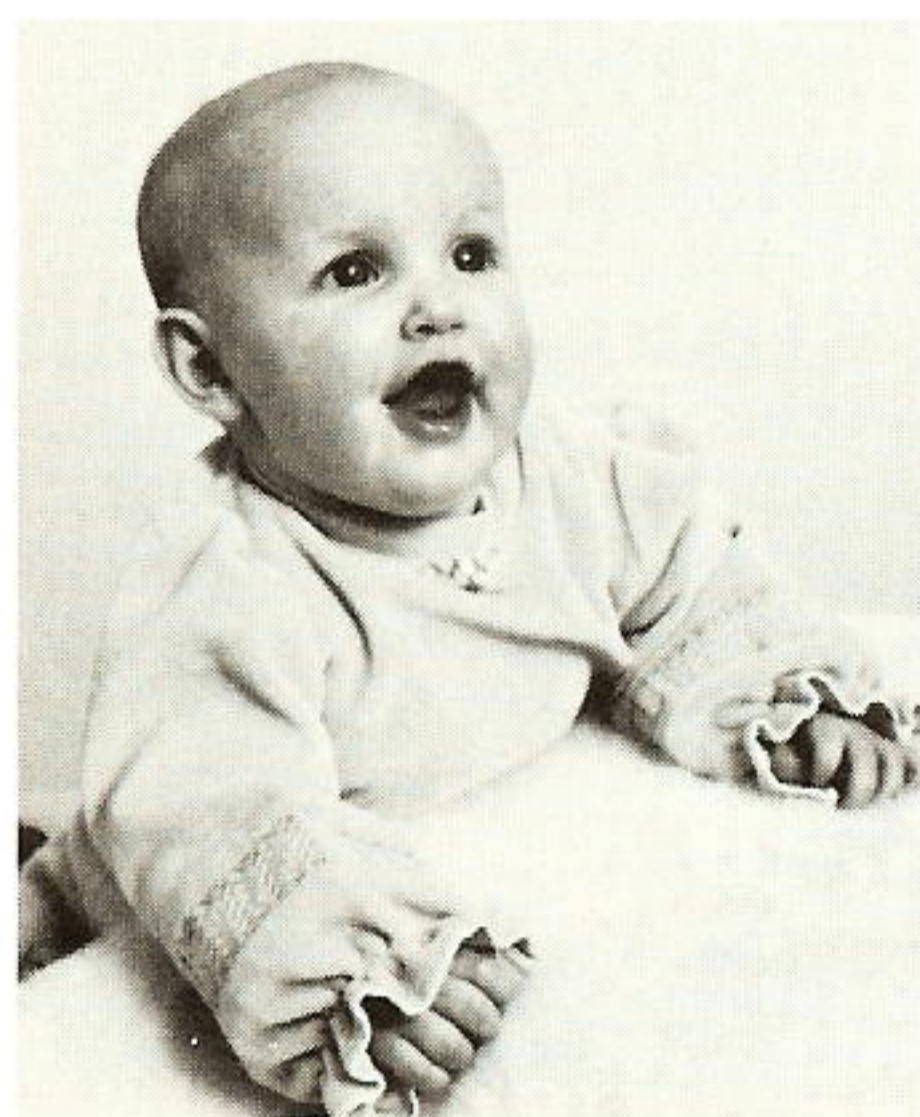
Mid-County staff holds party

Mid-County employees gave a going-away party for Ed Hutchins, district superintendent, who transferred to the Orange district office.

The party was held Nov. 29.



Hutchins, his wife and their daughter, Keri, are flanked by Mid-County employees (from left) Bernice Bond, Nelson Leger, Tass Young, Audrey Cundiff, Don Parker and Karen Norwood.

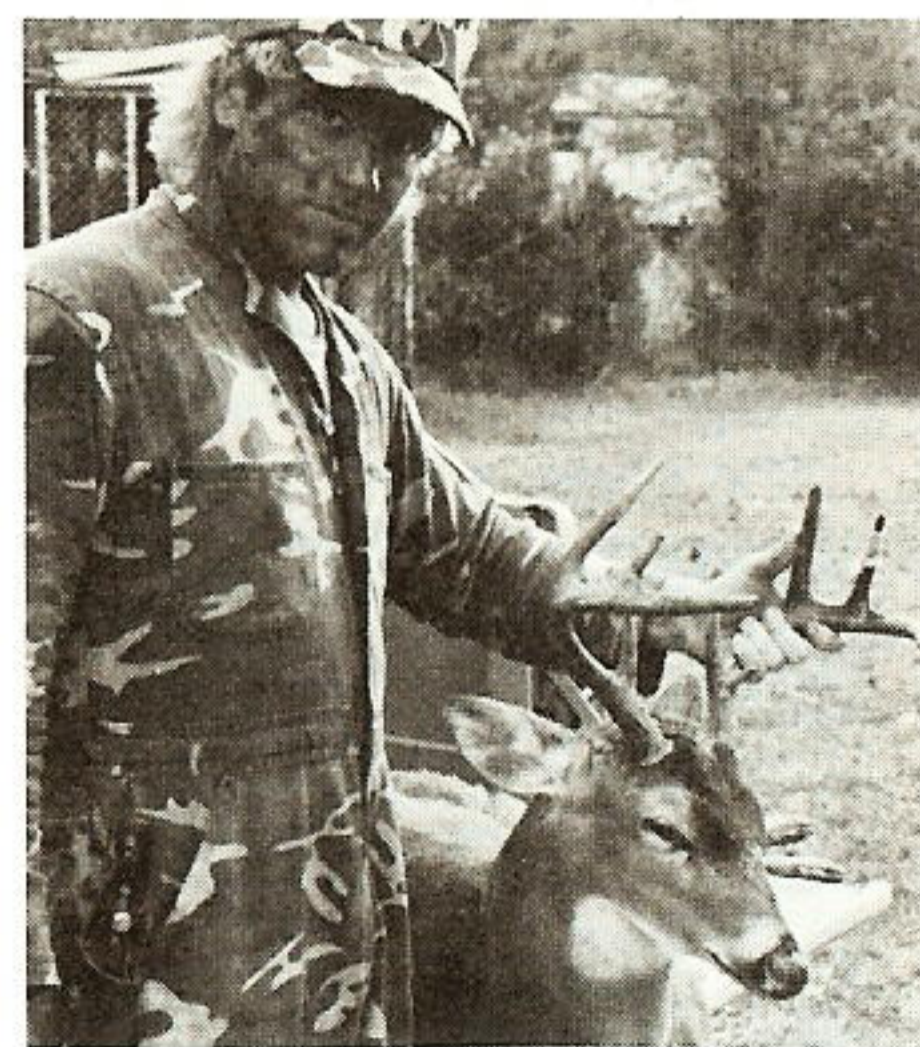


GSU family reports birth

Katherine Elizabeth "Katie" Smith is the latest addition to a Beaumont GSU family.

The infant, born Sept. 24, is the daughter of Homer and Jan Smith. Her mom is a purchasing agent in Edison Plaza, and her grandmother, Dale Jolly, works in the same building as a section head-records management.

In addition, Katie's great-grandfather, Joe B. Redman, is a familiar face around Edison Plaza since he plays Santa Claus at the annual children's Christmas party. Last December, little Katie joined the line to sit on his knee.



James Hignett

Hignett aims for deer

James K. Hignett, lineman-3rd class in Silsbee, is earning a reputation as "The Deer-slayer." On Nov. 4, he bagged a nine-point buck with a bow

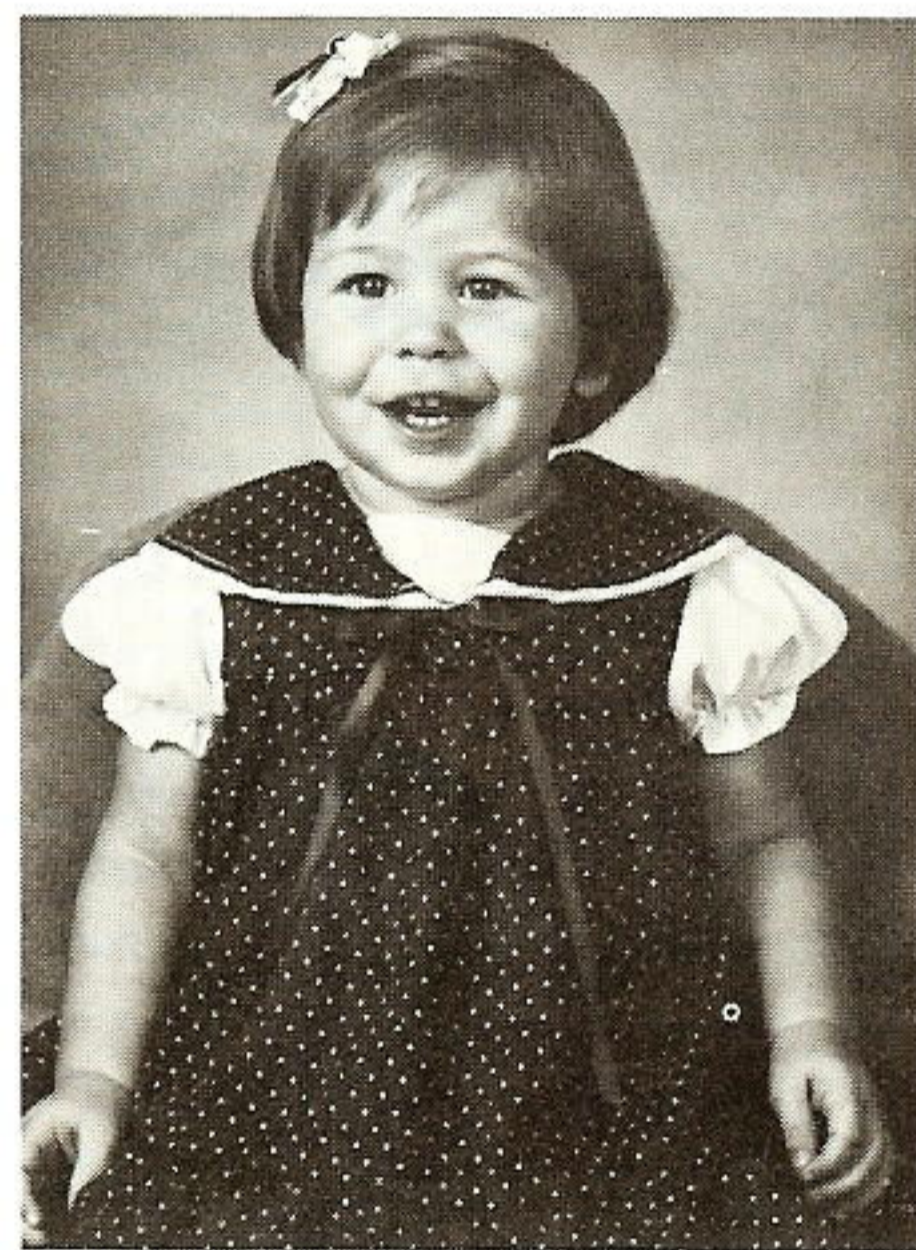
and arrow at a distance of 39 yards.

The sportsman bagged a second nine-pointer on Nov. 25 with a rifle. Hignett hunts in Polk County.

Child observes 2nd birthday

Sarah Elizabeth Johnson celebrated her 2nd birthday on Feb. 18.

The little girl is the daughter of Ardes and Sandra Johnson. Her dad is a nuclear control operator at River Bend Station.



Sarah Elizabeth Johnson

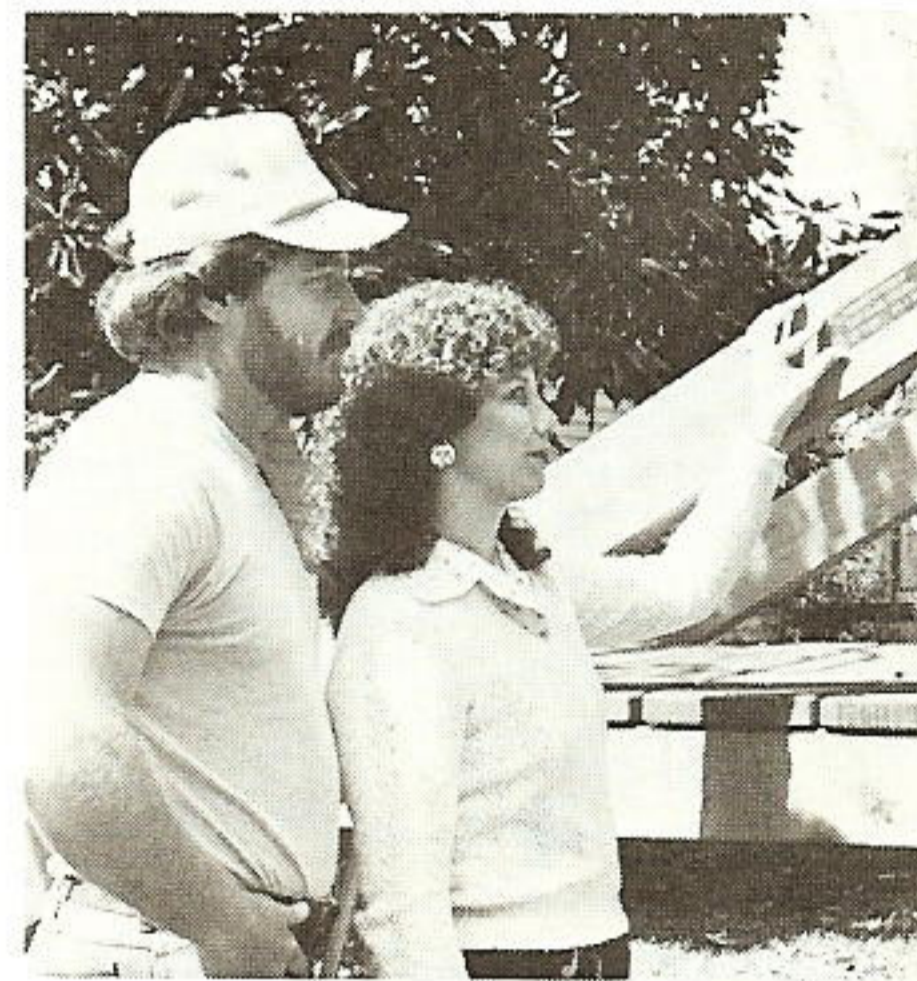
Couple donates playground equipment

A GSU employee and his wife — Mr. and Mrs. Milton R. "Rusty" Williams — recently participated in a fund-raising drive to purchase playground equipment for the Orange State Center.

As a result, equipment was donated to the center in memory of the couple's son, who died Jan. 8, 1982.

Williams, a meterman-1st class based in Orange, and his wife took part in the drive by Caring and Sharing for Early Education, a group of volunteers at the center. In a presentation ceremony, they placed a memorial plaque honoring their son, Bradley

Joe Williams, on the playground equipment. The equipment was valued at \$1,000.

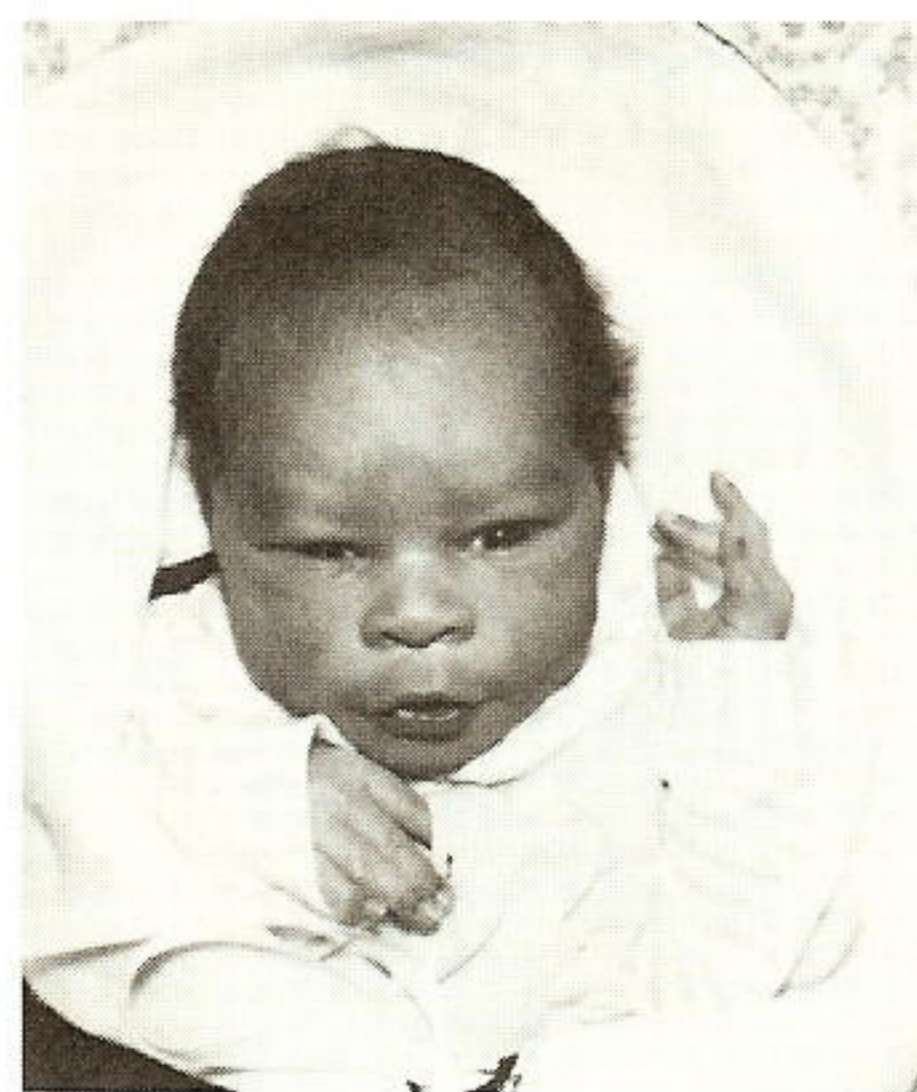


Mr. and Mrs. Rusty Williams (left) attach the memorial plaque to the playground equipment. Photo courtesy of The Orange Leader.

Lee family grows by one

Christopher Allan Lee was born into the Walter "Slate" and Minnie Lee family on Dec. 7, 1984.

The little boy is now at home with his parents in Conroe. His dad is a lineman-1st class in The Woodlands.



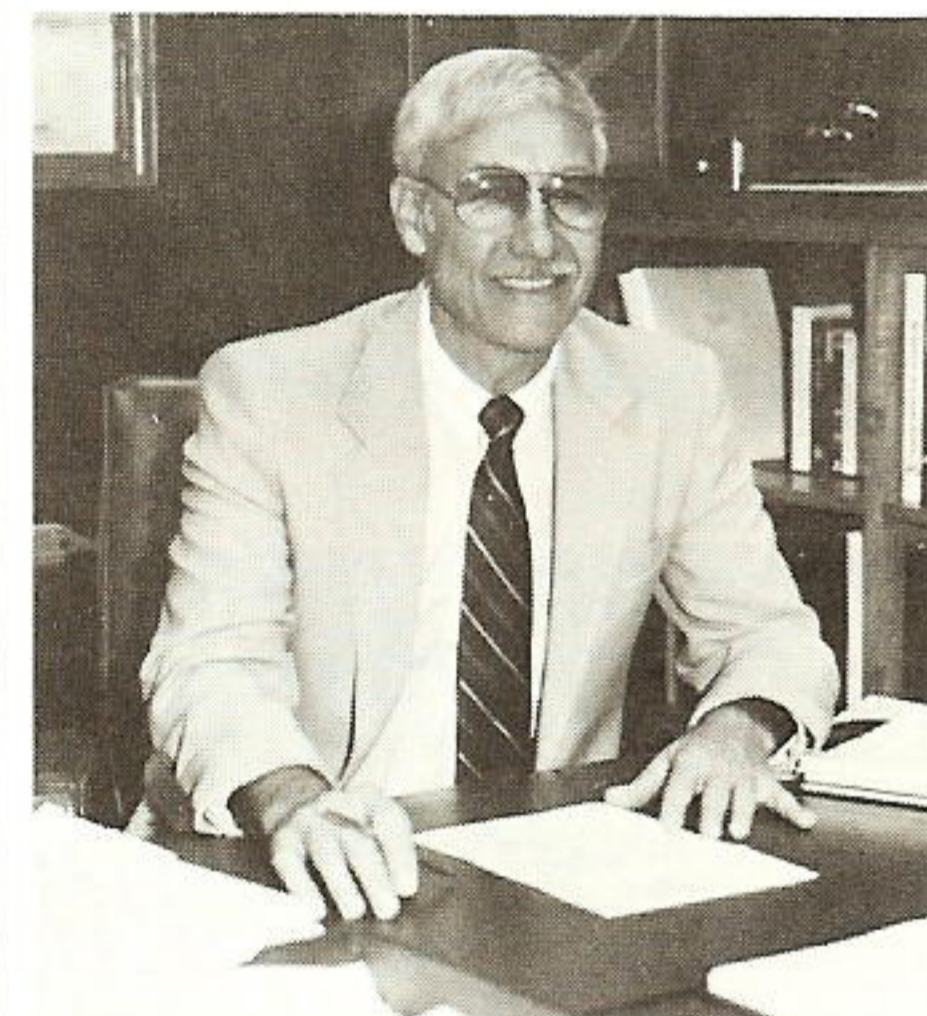
Lytle holds post on safety council

Dewey I. Lytle, operating superintendent in Baton Rouge, has been elected vice president of the traffic division for the Safety Council of Greater Baton Rouge.

The SCGBR is a non-governmental, non-profit agency whose sole purpose is to promote safety education and accident prevention. It was officially chartered as a chapter of the National Safety Council in 1958 and now boasts more than 250 members, a six-person staff and a 44-person board of directors.

Lytle, a 25-year company veteran, heads one of five divisions — home, occupational, recreation and youth, traffic and women's. All officers, board members and committee members serve on a volunteer basis.

The SCGBR serves a nine-parish area, including East and West Baton Rouge parishes.



Dewey I. Lytle

Graduation picture deadline nears

High school and college graduates whose parents or grandparents are GSU employees or retirees will be featured in a special picture section of a summer issue of *Plain Talks*.

The section will also include photographs of GSUers who complete a college degree.

Pictures — preferably head-to-shoulder shots — should be submitted no later than Friday, May 31, says Betty Gavora, supervisor-employee communications. Color photographs may be submitted if no others are available.

Each picture should be labeled with the graduate's

name, school and relationship to a GSU employee. Pictures will be returned after publication upon the request of the sender.

Pictures of graduates should be sent to *Plain Talks*, Edison Plaza-9th floor, Beaumont.



Ernsts report recent birth

Rachal Anne Ernst selected Oct. 8 as her day to join the Ricky and Anne Ernst family of Bridge City.

The infant weighed 7 pounds, 3½ ounces and measured 20½ inches.

Her dad is an engineering assistant at Sabine Station.



The cooks: (from left) Donald Hood, Jim Glascock, Harriet Babin and John Yarbrough.

Department hosts white elephant sale

Offerings ranged from the unusual to the useful to the ugly at a white elephant sale hosted by the Marketing and Consumer Services Depart-

ment in Baton Rouge Division on Jan. 17.

According to Debi Patin, *Plain Talks*' correspondent, participants brought such unwanted items as baskets, handmade crafts, ugly ceramic planters, clothing and an umbrella hat. The event was a big success, she adds.

GSU family announces birth

Christopher Paul Martin joined the Ron and Anna Martin family of Groves last July 26.

The infant weighed 7 pounds, 3 ounces and measured 19 inches at birth. His dad is an electrician-2nd class at Sabine Station, while his uncle, Jay Gonzales, is consumer information coordinator in Beaumont.



Family announces latest arrival

Brittney Lea Goodwin is the latest addition to the Greg and Teri Goodwin family of Deweyville. She measured 19 inches and weighed 6 pounds, 1 ounce at birth.

The proud father is a repairman-2nd class at Nelson Coal, but he is not the only GSU relative. Bonnie Duval, departmental clerk at Sabine Station, is the child's grandmother, and Gerald Goodwin, repairman-1st class at Sabine Station, is her uncle. A Sabine

Station retiree, Walter H. Burris (Duval's father), is the great-grandfather.



Division makes dictionary donation

The Port Arthur Division recently presented several copies of the Oxford American Dictionary to Woodrow Wilson Junior High School in Port Arthur.

The donation stemmed from the division's participation in the Adopt-a-School program. Students who do not have dictionaries at home may now check out the books for overnight use.



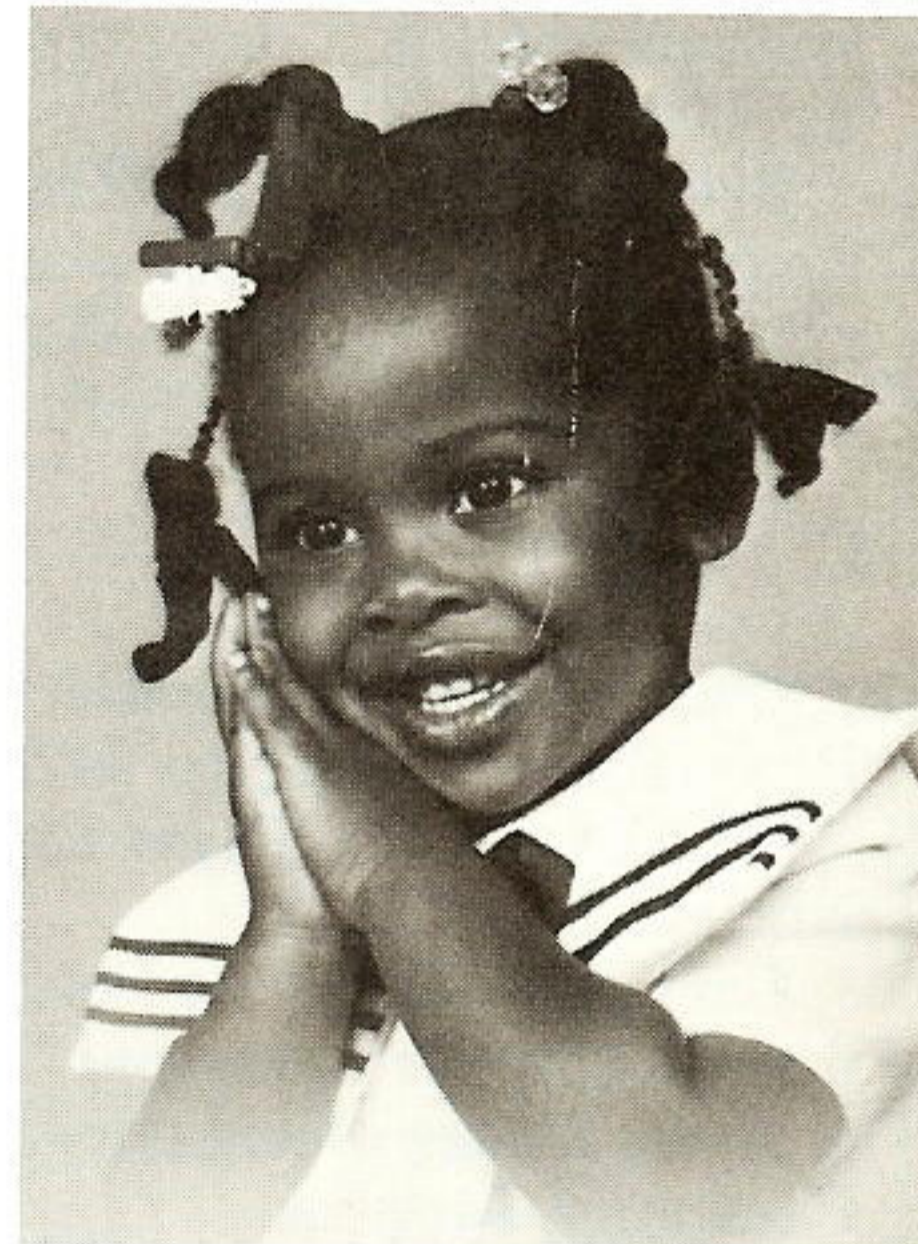
Dr. Mattie Londow, Woodrow Wilson Jr. High School principal, accepts a dictionary from Sue Williams, consumer information coordinator in Port Arthur.

Party marks 3rd birthday

Laura T'Raysi Harris celebrated her 3rd birthday

Jan. 3 with a party in the Ronald's Room at a McDonald's Restaurant.

The little girl is the third daughter of Georgia Harris, who is an energy auditor in Conroe.



Laura T'Raysi Harris

Port Arthur honors Boutte

Port Arthur employees hosted a farewell party for Sherman Boutte on March 5 in the main office auditorium.

Boutte, an 18-year GSU employee, was utility foreman-line.

According to *Plain Talks*' correspondent Barbara Broussard, the menu featured red beans, rice, sausage and cornbread cooked up by GSU retiree Sonny Hebert.

The party-goers roasted Boutte, who is leaving on medical disability. They gave him a homemade fishing pole concocted from sticks and electrical tape — then followed up with a gift of a real fishing rod and reel.

Boutte was also honored for having worked 18 years without a lost-time accident.

According to Broussard, Boutte and his wife, Ellen, are expecting a baby this summer.

B

Bailey, Robert E., River Bend Station, to supervisor-quality control, River Bend Nuclear Group.

Beaty, Kenneth W., Beaumont, to associate systems analyst, Computer Applications.

Brooks, Michael P., River Bend Station, to senior planning & scheduling specialist, River Bend Nuclear Group.

C

Callegari, Richard M., River Bend Station, to senior systems engineer, River Bend Nuclear Group.

Carter, Roberta J., Beaumont, to senior industrial analyst, System Marketing & Consumer Services.

Caywood, Jana U., Beaumont, to staff accountant I, Accounting Services.

Clark, Judith W., Baton Rouge, to utility worker II, Building Services.

Cole, Donald R., Port Arthur, to serviceman-4th class, Electric T&D.

D

DeGraw, Gary D., River Bend Station, to quality control inspector II, River Bend Nuclear Group.

Dodson, Deborah J., Lake Charles, to staff accountant II, Division Accounting.

DuBose, Cynthia T., Louisiana Station, to staff accountant I, Plant Production.

E

Easlick, Ralph G., River Bend Station, to radwaste supervisor, River Bend Nuclear Group.

Estes, Charles A., Conroe, to meter supervisor, Electric T&D.

F

Faires, Ethel W., formerly of Sabine Station, to training representative, System Production, Beaumont.

Finn, Leah K., formerly of Beaumont, to systems analyst, Computer Applications, River Bend Station.

Fontenot, Darryl W., Beaumont, to communications serviceman-1st class, Technical Services.

Frank, Percy J., Lake Charles, to garage worker, Electric T&D.

Fruge, Carl, formerly of Sulphur, to supervisor-credit & collections, Division Accounting, Lake Charles.

G

Gill, Judith P., Beaumont, to senior engineering assistant, System Operations.

Gill, Michael C., Beaumont, to planning analyst, Corporate Planning.

Gillespie, Paul F., River Bend Station, to senior compliance analyst, River Bend Nuclear Group.

Gonzales, Juan J., Beaumont, to consumer information coordinator, Division Marketing & Consumer Services.

Gorney, Joe, formerly of Beaumont, to service foreman, Electric T&D, Conroe.

Gosdin, John W., Beaumont, to senior contract administrator, River Bend Nuclear Group.

Grable, Michael L., Beaumont, to associate systems analyst, Computer Applications.

Guy, Terry L., Conroe, to serviceman-1st class, Electric T&D.

H

Haarmeyer, Roy, Conroe, to inspector-contract crews, Electric T&D.

Hamilton, John R., River Bend Station, to projects supervisor, River Bend Nuclear Group.

Heath, Myrl D., Conroe, to storeroom supervisor, Electric T&D.

Hebert, Gloria S., formerly of Lake Charles, to district accounting supervisor, Division Accounting, Sulphur.

Hegwood, Joseph, Beaumont, to staff accountant II, Accounting Services.

Helmick, Randall W., River Bend Station, to director-River Bend projects, River Bend Nuclear Group.

Henry, Gary W., River Bend Station, to turbine-water plant operator, Plant Production.

Hines, Charlie L., Cleveland, to lineman-1st class, Electric T&D.

Hogan, Debra R., Baton Rouge, to customer contact clerk, Division Accounting.

J

Jones, Martha P., Beaumont, to senior risk analyst, General Services.

Judice, Michael W., formerly of Beaumont, to superintendent-Mid County, Division Operations, Mid County.

K

Kelly, Thomas J., Orange, to inspector-contract crews, Electric T&D.

Kilgore, Gary E., formerly of Beaumont, to cost engineering specialist, River Bend Nuclear Group, River Bend Station.

Kimmell, Glenn R., River Bend Station, to supervisor-quality operations, River Bend Nuclear Group.

Koons, Barbara S., Beaumont, to secretary-administrative, Executive Secretarial Staff.

L

Landry, Jesse M., Willow Glen Station, to repairman-1st class, Plant Production.

Laney, Janice L., River Bend Station, to quality control inspector II, River Bend Nuclear Group.

Leger, Mary K., Beaumont, to section head, Accounting Services.

M

McClellan, Harry M., River Bend Station, to senior compliance analyst, River Bend Nuclear Group.

Mercer, Gerald W., Orange, to utility foreman, Electric T&D.

Metcalf, Donald E., River Bend Station, to quality control inspector III, River Bend Station.

Moosman, Stewart K., Sabine Station, to project maintenance supervisor, Plant Production.

N

Nance, Frank W., Winnie, to assistant line supervisor, Electric T&D.

Nauls, Theodore W., formerly of Neches Station, to equipment operator, Plant Production, Willow Glen Station.

O

Overbeck, Joseph C., The Woodlands, to lineman-2nd class, Electric T&D.

P

Parrish, Deanna P., formerly of Neches Station, to equipment operator, Plant Production, Willow Glen Station.

Pascual, Raymond, Beaumont, to party chief, Electric T&D.

Pittman, Victor D., Beaumont, to systems analyst, Computer Applications.

Powell, Cheryl K., Nelson Coal, to electrician-1st class, Plant Production.

Pratt, Gary L., Conroe, to lineman-2nd class, Electric T&D.

Pulliam, Arthur C., Port Arthur, to lineman-4th class, Electric T&D.

R

Rayburn, Marshall W. Jr., formerly of Neches Station, to equipment operator, Plant Production, Willow Glen Station.

Reynolds, William B., Beaumont, to supervisor-mail services, General Services.

Ruby, Robert D., River Bend Station, to senior systems engineer, River Bend Nuclear Group.

S

Saia, Martin G., formerly of Beaumont, to senior planning & scheduling specialist, River Bend Nuclear Group, River Bend Station.

Scott, Tony Jr., Cleveland, to lineman-4th class, Electric T&D.

Semien, Michael, Beaumont, to lineman-3rd class, Electric T&D.

Seymour, David G., River Bend Station, to compliance analyst, River Bend Nuclear Group.

Simmons, Jeffrey H., River Bend Station, to systems engineer, River Bend Nuclear Group.

Solorzano, Efrain, Conroe, to lineman-4th class, Electric T&D.

Squyres, Deborah K., Beaumont, to confidential records clerk, Accounting Services.

Syphrett, Daniel W., formerly of Beaumont, to superintendent-Daisetta, Division Operations, Daisetta.

T

Tomlinson, Phillip F., River Bend Station, to director-quality operations, River Bend Nuclear Group.

Tommasi, Tina M., Nelson Station, to utility worker II, Plant Production.

Trick, Douglas P., Beaumont, to staff accountant II, System Production.

W

Walton, Mark E., formerly of River Bend Station, to

supervisor-design engineering, River Bend Nuclear Group, Cherry Hill, N.J.

Weathers, Guerry W., Beaumont, to supervisor-survey & right-of-way, Electric T&D.

Williams, Anthony J., Baton Rouge, to substation mechanic-1st class, Electric T&D.

Worthey, James G., Beaumont, to EDP shift supervisor, Computer Applications.

Part-time hobby becomes permanent exhibit

Mary Jordan decided a few years ago that she would like stained glass doors for her kitchen cabinets.

So the industrious Jordan, who is division accounting coordinator based in Edison Plaza, signed up for a leaded stained glass class offered by an Old Town shop in Beaumont.

"I originally planned to finish the cabinet project and just drop it, but it hasn't worked out that way," admits Jordan. One result of her involvement was her recent completion of a stained glass window for Edison Museum. The window features a phonograph, Thomas Alva Edison's favorite of his 1,092 patented inventions. It was presented to the museum in February on the late inventor's 138th birthday.

Between her kitchen cabinets and this latest project, Jordan taught her husband, Doug, and several of her friends how to make stained glass. As a matter of fact, the window was a joint gift from the Silsbee couple, with Mary cutting out the glass and Doug grinding it down to fit the pattern developed by Mike Mullenax, a Lamar art student who is the recipient of the

museum's fellowship grant.

Mullenax had never developed a stained glass pattern before, but after he and Jordan sat down and refined his design, the Jordans never deviated from the final pattern.

By the time the window was completed, Mary and Doug Jor-

dan had spent 33 hours working on the project.

And Joe DeJean, museum curator, insists it was time well spent.

"The stained glass window is a fitting tribute to Edison and it adds a wonderfully artistic look to Edison Museum," he says.



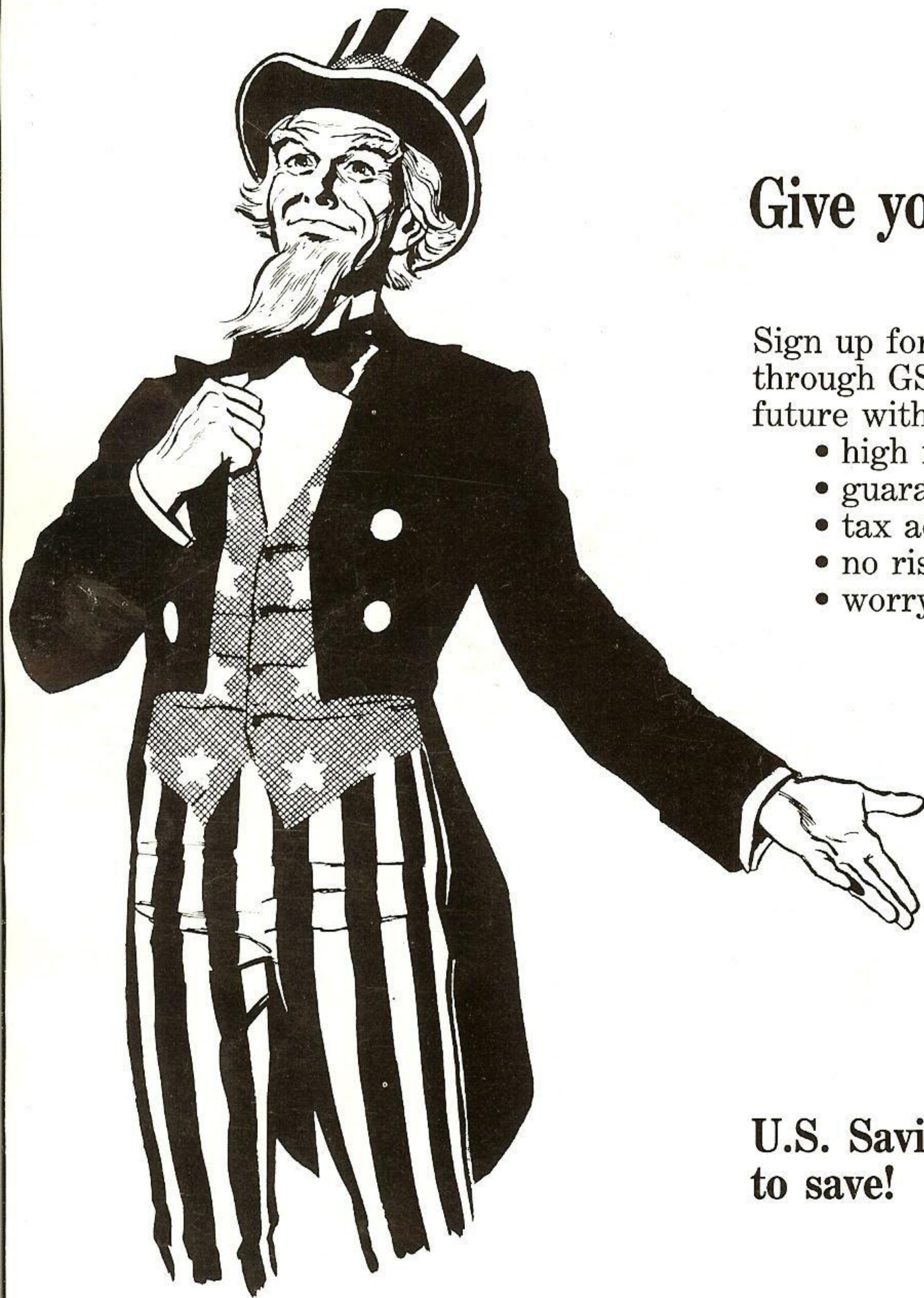
Doug and Mary Jordan worked on the stained glass window in their garage work area.

PLAIN TALKS

P. O. Box 2951
Beaumont, Texas 77704

Address Correction Requested

BULK RATE
U.S. POSTAGE
PAID
Beaumont, Texas
Permit No. 11



Give yourself a raise!

Sign up for new **competitive-rate** U.S. Savings Bonds through GSU's payroll savings plan and safeguard your future with:

- high market-based interest
- guaranteed earnings
- tax advantages
- no risk
- worry-free ease of payroll savings

U.S. Savings Bonds — America's favorite way to save!