

PLAIN TALKS

December 1991

Volume 71 Number 8

Talented hands fashion holiday crafts



Something fishy
at Lewis Creek

GSU helps
in a pinch

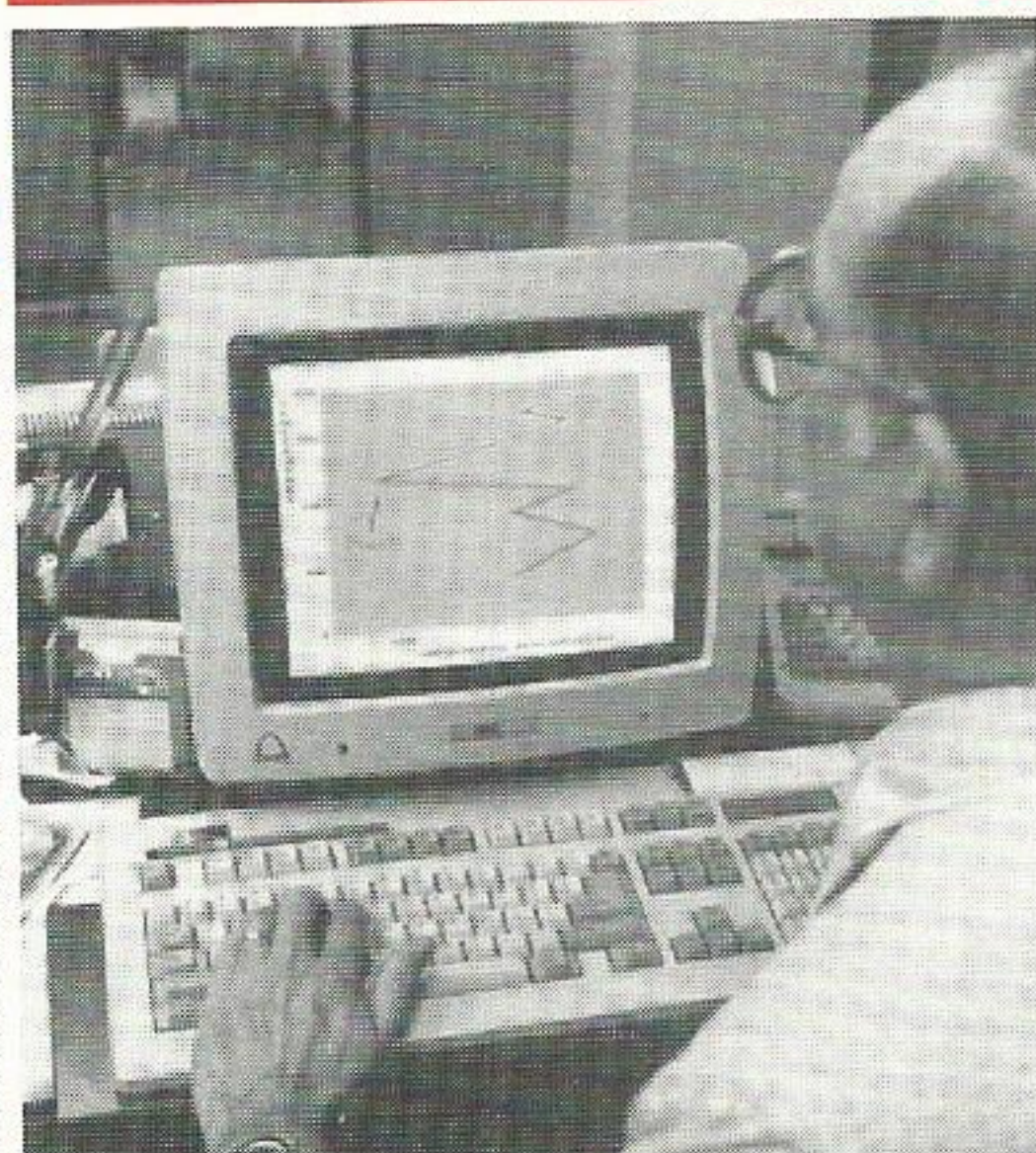
What does home
mean to you?

PLAIN TALKS

December 1991 Volume 70 Number 8



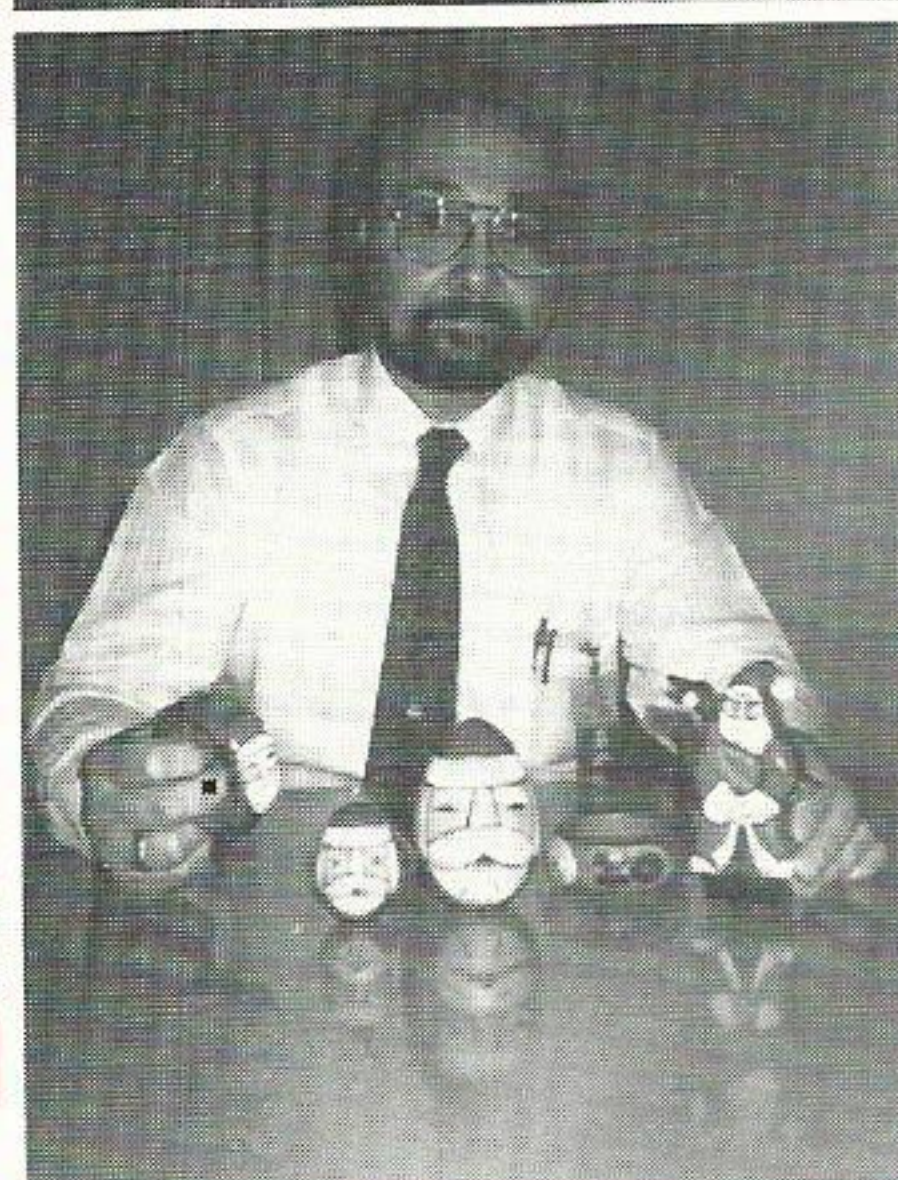
5



6



10



8

CONTENTS

New TV ads carry a special message: It's magic!

- 3 Television advertisements that promote the Good Cents program use a professional magician to help the message materialize.

Youngsters offer holiday recycling tips

- 4 What should you do with your used Christmas gift wrap and other holiday leftovers? Four children of GSU employees share their ideas.

Home for the holidays

- 5 Home, especially during the Christmas season, means many things to many people. Several GSU employees tell what home means to them.

Pinch technology creates "win-win" for GSU, industry

- 6 Industrial Marketing uses pinch technology, an energy analysis tool, to help both the company and industrial customers.

Christmas presents from the heart...and hand

- 8 Employees make beautiful gifts out of ordinary materials. Woodcarvings and hand-fashioned ornaments show off their special talents.

Hypothermia tips mean "Hats ON!" for senior customers

- 10 Customer Service departments throughout the system are presenting senior citizen groups with ideas on how to stay warm, along with a warm knit hat.

Hungry carp order from hydrilla menu

- 11 Hungry Asian Grass Carp are responsible for cleaning up hydrilla, a fast-growing plant that clogs water intake pipes, at the Lewis Creek Reservoir.

- 12 Service Anniversaries
14 Mailbox
15 Kim's Korner

About the cover

Henry Joyner, administrator-advertising and financial information, carved this dove wall hanging. Joyner has been carving festive ornaments and wall hangings for years. For more on employee holiday crafts, see page 8.



Published for employees and retirees of Gulf States Utilities Company. No portion of the contents of this magazine may be reproduced without written permission of the publisher. Address all communications to PLAIN TALKS, Corporate Communications, Gulf States Utilities Company, P. O. Box 2951, Beaumont, Texas 77704, Phone (409) 838-6631.

Manager-Corporate Communications:
Kim McMurray

Executive Editor:
Betty Gavora

Editor:
Scott Harper

Correspondents:
Robert Adams
Vickie Albert
Michael Allen
Laurie Bayern
Ronnie Bordelon
Mamie Burrell
Lisa Creekbaum
Betty Dickschat
Cherie Ducote
Sharon Englade
Pris Gallagher
Charlotte Gautreau
Susan Gilley
Rhonda Haskins
Rick Harvin
Connie Herford
Barbara Hopkins
Tina Hunt
Ray Jackson
Lynda Kapalski
Helen Kennedy
Ella Kirby
Clint Lilley
Doug McCormick
Audrey McDonald
Rebecca Montgomery
Clint Moss
Gerald Nelson
Sherry Overbeck
Edith Patterson
Myra Ponthier
Don Pumphrey
Joe Reine
Casey Richert
Suzanne Rigby
Mike Rodgers
Darlene Rutherford
D. W. Rutherford
Jeral Semien
Wilma Shaw
Sue Simon
Jean Tinsley
Mark Viguet
Delores West
Robby Zeringue
Kerry Zimmerman

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

New TV ads carry a special message: It's magic!

story by Mike Rodgers
photos by Henry Joyner

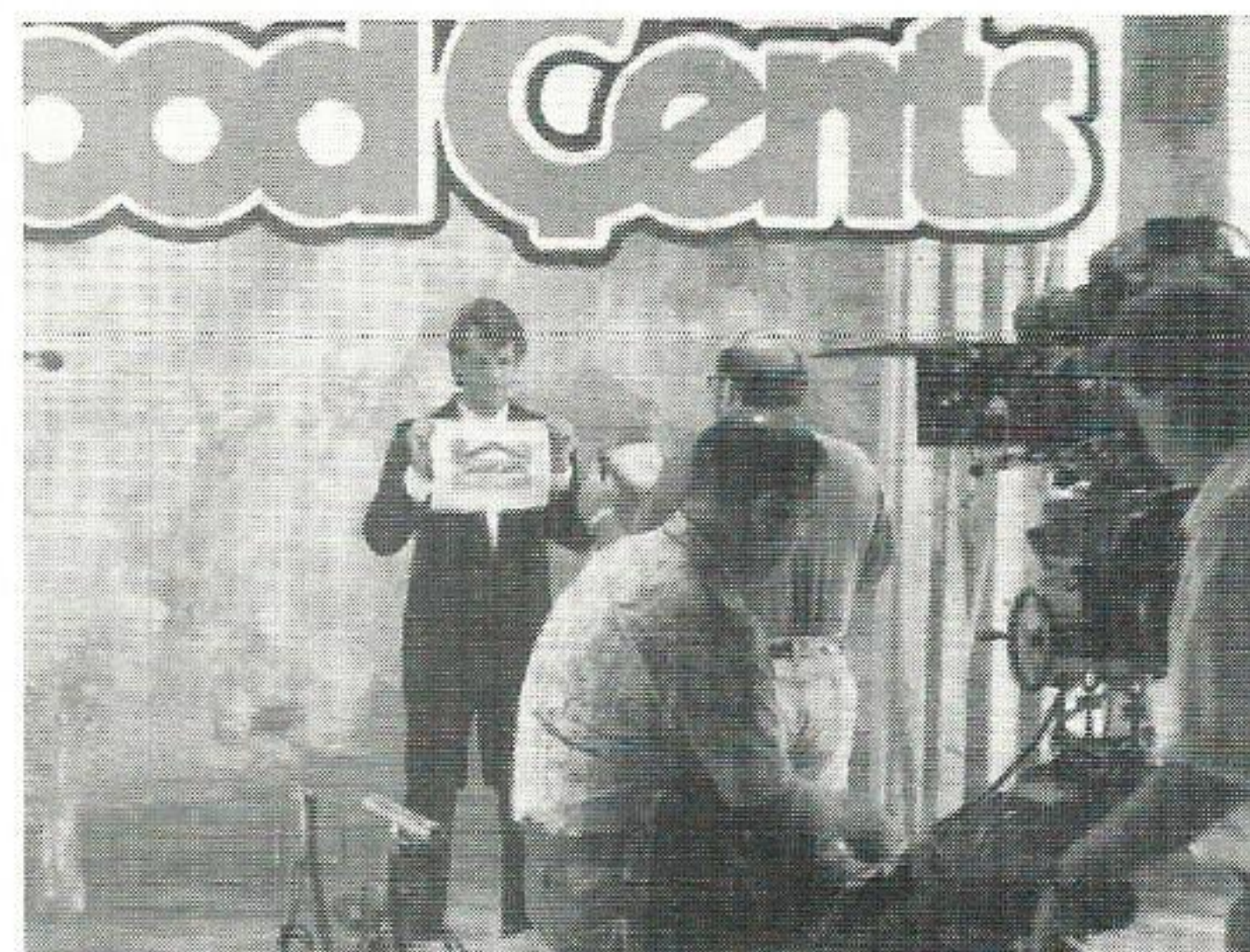
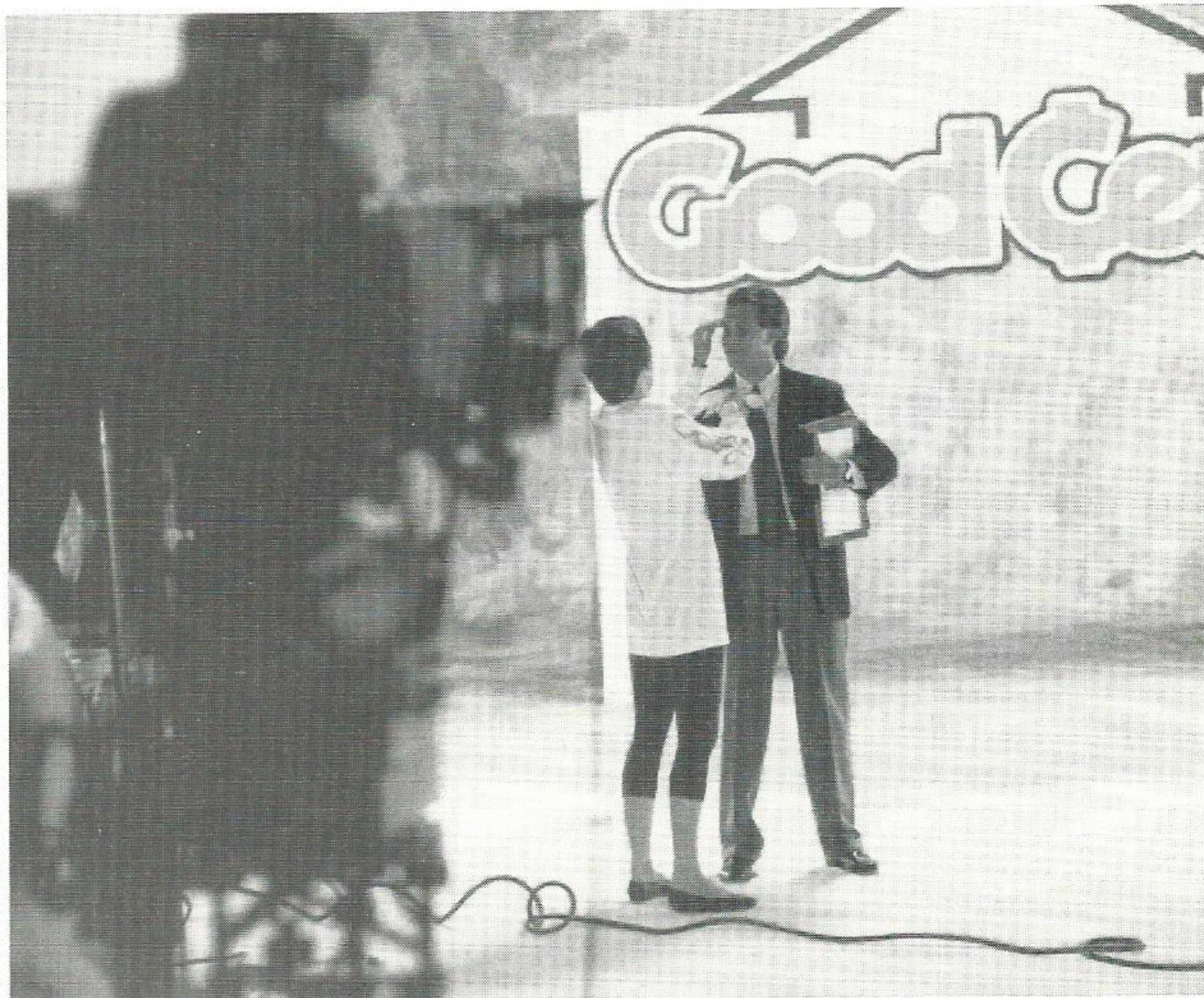
"Abracadabra!" "Alakazam!" "Hocus-Pocus!" These are all words that remind us of magicians and conjure up images of a well-dressed individual pulling rabbits out of hats and performing other mysterious tricks. Starting early next year, a magician will bring GSU's latest commercial messages to TV audiences in the service area.

"The six 30-second spots are all about the Good Cents program," says Henry Joyner, administrator-advertising. "Good Cents is well-recognized by the public now, but we want to build on it." As the market for new homes improves, the company will be reminding homebuilders and prospective buyers that energy-efficient houses are comfortable, affordable and environmentally sound.

Almost everyone has an affinity for magic. The new spots use a professional magician to get the message out in an entertaining and informative way. They provided Jim Finger, a Houston-based professional magician, with his TV debut. "He was hired after we watched audition tapes of magicians from across the country," Joyner emphasizes. Finger's versatility was another key factor in his favor. Not only does he do magic tricks, but he also rides a unicycle and juggles — skills which play a part in several of the commercials.

Television production is a demanding business. To save time and money, all six commercials were produced in one long session, a day which began at 6 a.m. and ended about 10:30 p.m. Commercials require many different camera shots or "takes." Finger kept his energy level high for take after take. In one commercial, he rides a unicycle and talks to the camera the entire time.

It is the magic that will probably grab the attention of the audience. Finger does a variation of the old "pulling a rabbit out of a hat" trick. He also changes a \$1 bill into a \$100 bill with a Good Cents logo on the back and leaves it suspended in midair. All the commercials were recorded on film and Joyner wants everyone to know that Finger performed the magic tricks. "There were no camera tricks used. He did everything you see." According to Joyner, technicians at the lab



Top, Finger gets a touch of makeup from the stage manager. Above, Finger gets final instructions from the commercial producer.

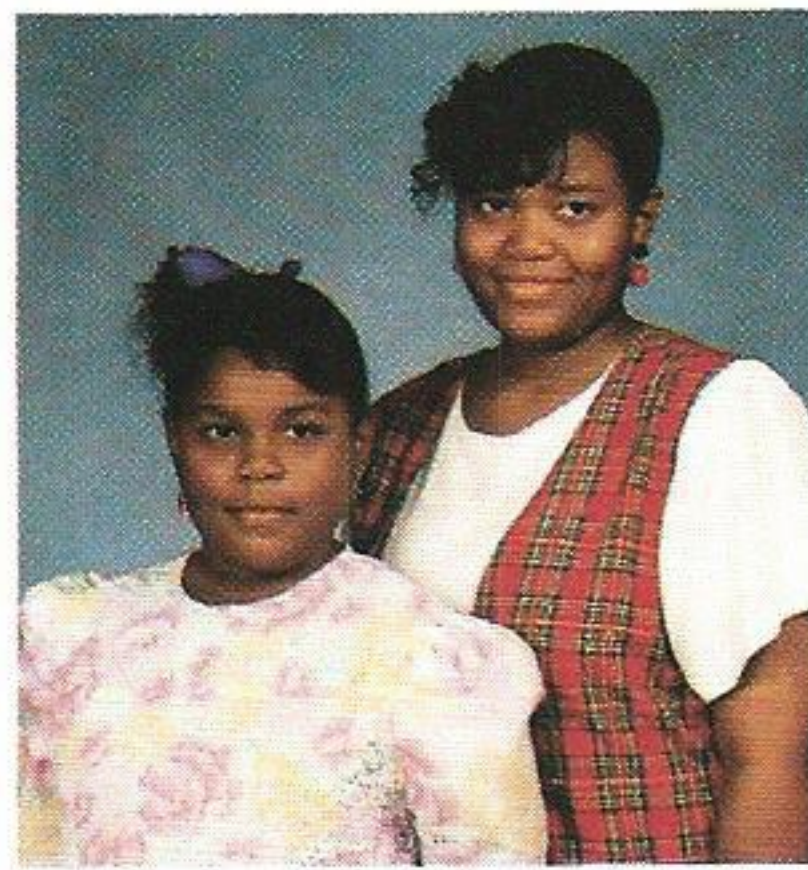
where the film was processed were so intrigued that they examined it frame-by-frame in an effort to discover Finger's secret. They never found out.

Joyner witnessed the stunts as Finger performed them for the camera and knows how they were done. To the question, "How did Finger change the dollar bill?" he only smiles and responds, "It's magic!"

Recycling Christmas



Thurston Mansfield



Neka Renfro (right)



Laura Simpson



Matthew Muckleroy

Youngsters offer holiday recycling tips

by Susan Gilley

In some homes, after Christmas 'tis the season to be melancholy. What should one do with the mountains of crumpled gift wrap and the dried-out Christmas trees?

Several Beaumont employees' children told **Plain Talks** that Christmas is the "green" holiday for good reason—most of the refuse left after the festivities can again be put to good use.

Offering their suggestions were Thurston Mansfield, 12; Neka Renfro, 12; Laura Simpson, 9; and Matthew Muckleroy, 6.

Matthew likes to fish on Village Creek with his dad and little brother David, 2. One after-Christmas ritual in their household involves sinking the old Christmas tree at their favorite fishing hole. "Your Christmas tree makes it into a good fishing spot," explained the son of Peggy Muckleroy of Design Engineering. Matthew also suggested that wrapping paper should simply be used to wrap other gifts—provided, of course, that the original recipients didn't rip it.

Laura, whose dad is Wesley Simpson of Purchasing, said her family plans to recycle the branches from this year's Christmas tree since Simpson recently started carving. "Daddy can use the branches for woodcarving, which will really be good if the tree is cedar," Laura explained. With three girls in the family, the Simpsons have long recycled gift wraps and ribbons. They wrap breakable ornaments and the nativity scene in tissue paper, give old ribbons a new look with a ribbon shredder and save bags for packaging future Christmas gifts.

"You can save old wrapping paper and cut out pretty designs like Santas or bears and glue them on bars of soap to give as gifts next year," Laura suggested. She also planned to use crumpled sheets of gift wrap to cushion packages for her sister Amy, 20, who attends college in Abilene. Laura said she and her other sister, 17-year-old Robin, may even transform some of the paper scraps into jewelry by using a stiffening solution available at crafts stores. The resultant creations can be worn on chains or serve as earrings with glued-on backs, Laura added.

Neka, whose mother is Patty Renfro of Human Resources, speculated that it might be a good idea to strip castaway Christmas trees of their needles, place them in potpourri pots, cover with water, heat and fill the house with the fresh evergreen scent.

"I think you could make a hairbow with wrapping paper," she added. "You could just cut the paper into strips and form it into a bow, put one of the leftover package bows in the middle and attach it to one of the barrettes that you can get at a crafts store," she explained. Neka suggested that boxes can be recycled for storage or turned into dollhouses for little girls, like her 9-year-old sister Sheena.

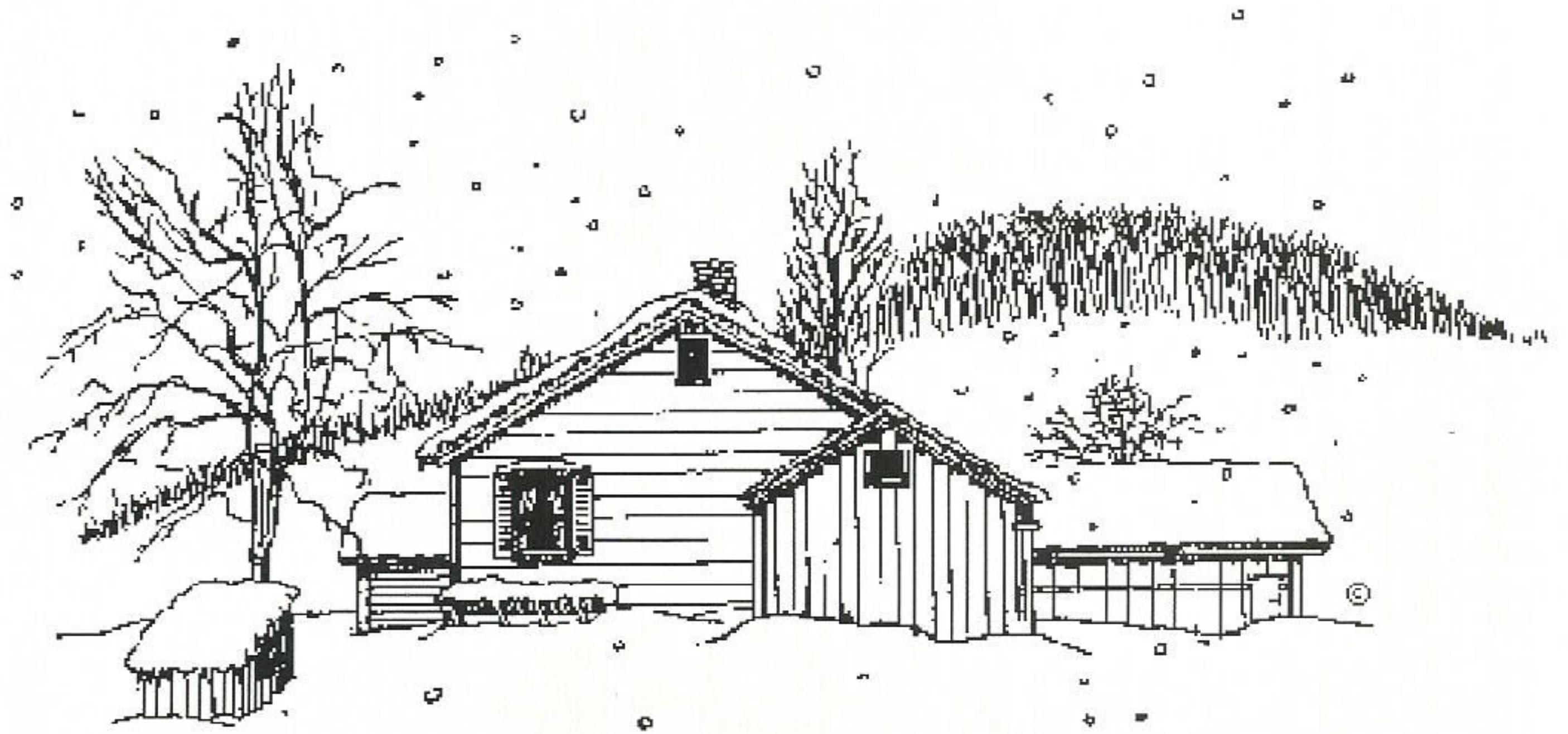
Thurston, a beach lover, said, "I think everybody should take their Christmas trees to the beach to build up the sand dunes. It would be even better if they could stand upright, 'cause then the dunes would be bigger. People shouldn't burn their Christmas trees in bonfires at the beach, though, because that just adds to the litter."

As for wrapping paper, Thurston advises people to "open your gifts real carefully" so the gift wrap can be reused. This suggestion prompted a laugh from his mom, Mary Ann Mansfield of System Operations, who recalls his eagerness in opening his own presents. Thurston said he may give some of the prettier paper this year to his three younger cousins so that they can use it in their crafts.

Wrap your Christmas green

In the center section of this issue, you'll find a sheet of Christmas gift wrap made of recycled paper. Here's wishing you and yours the merriest of Christmases and the happiest of New Years.

Home for the holidays



by Scott Harper and Pris Gallagher

"Oh there's no place like home for the holidays...for the holidays you can't beat home sweet home," goes a popular holiday song. For many GSU employees, the holiday season means going home, whether traveling across town or across the country.

For Karen Radosevich, market research analyst, Beaumont, home is Rock Springs, Wyo. "It's a small town. Everyone tries to go home so you get to see old friends," says Radosevich. "You're there one day and it's like you never left. It's amazing how time stands still."

A typical Christmas at home for Radosevich includes spending time with her family of "four brothers, two dogs and three cats."

"There's a lot of catching up when we get together," she says. "Everyone comes down for breakfast and we tell lots of stories and there's lots of laughing."

Last year, Radosevich was living in Phoenix, Ariz. and wasn't able to go home for Christmas. "It was brutal," she remembers. "I called home, but it's just not the same as being home."

When you mention "home for the holidays" to Robert Palmer, utility worker, Baton Rouge, he thinks of Mississippi. "I go home to visit my Mom and see my brothers and sisters who come in from all parts of the country."

When the Palmer clan gets together, the family includes four sisters, four brothers and 60 grandchildren. "We reminisce about old times and cook something on the grill," he says. "Everybody goes to church together for the Christmas program."

Palmer says his family was a church-centered one when he was small and basically still is. "There are two preachers in our family and I'm one of them," he says. "I like to get together with my younger brother and talk about our church activities."

For Chris Hahn, district service representative, The Woodlands, Christmastime means "the whole family gets together." Her immediate family of 22 people gathers in Port Lavaca, Texas for a special Christmas tradition.

"We usually have a big meal on Christmas Eve or Christmas Day," says Hahn. "If we gather on Christmas Eve, we go to church afterwards."

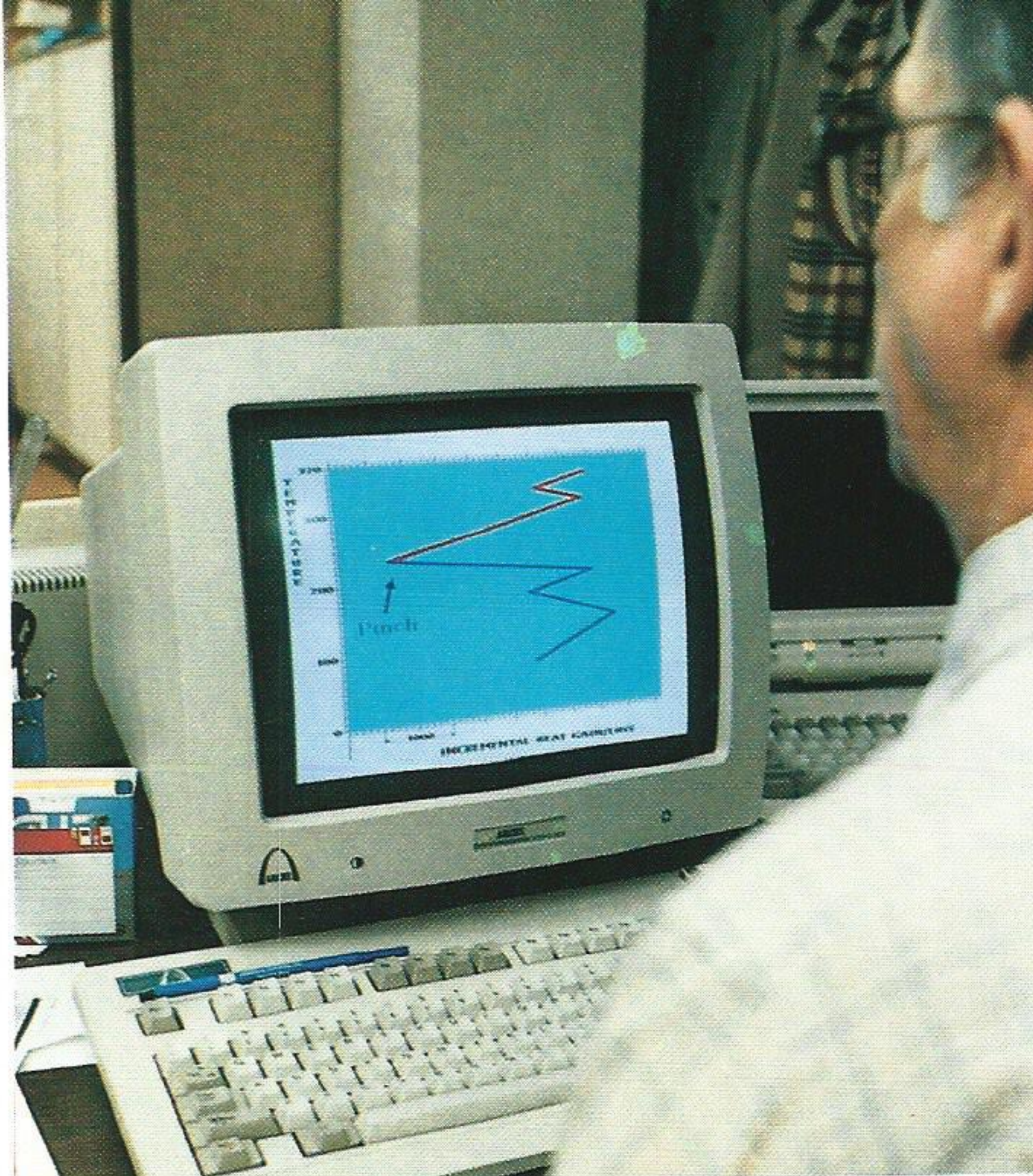
"Everyone in my family either sings or plays a musical instrument," she says. "Before we open presents, we all gather around the Christmas tree and sing carols. It's a lot of fun."



Karen Radosevich points the way to home in Rock Springs, Wy. "Home for the holidays means spending time with your family," she says.

Pinch technology creates “win-win” for GSU, industry

story by Susan Gilley
photo by Scott Harper
artwork by Linka Peveto



Bob Smith, senior process engineer, Beaumont, determines where the pinch point occurs in a plant process.

Industrial Marketing employees have a focus—to get to know their customers, reaching the point where they understand their processes, can identify their competition and recognize their strengths and weaknesses.

According to Don Hamilton, GSU's manager-industrial services and cogeneration, use of pinch technology is probably the best way the company accomplishes that goal. Pinch technology is an energy analysis tool that tracks the heat flow from all process streams in an industrial system and identifies modifications for optimizing energy use.

Why should a utility company strive so hard to understand another industry?

For the answer, Hamilton recalled what happened to GSU in the mid-1980s. Between 1984 and 1986, GSU's systemwide industrial sales plummeted 24 percent—the

biggest contributor to the company's overall 16 percent drop in sales.

Rather than wringing their hands in despair, marketing executives regrouped to combat the problems. As a result of changes made in 1986 and 1987, Gulf States added about 640 megawatts in system industrial sales between 1987 and 1990. Although the figure was offset by a loss of an additional 420 megawatts, the sales surge led to a net gain of 220 megawatts.

The losses had stemmed from the downturn in the petrochemical industry—the cornerstone of our industrial customer base—and the switch to cogeneration, he added.

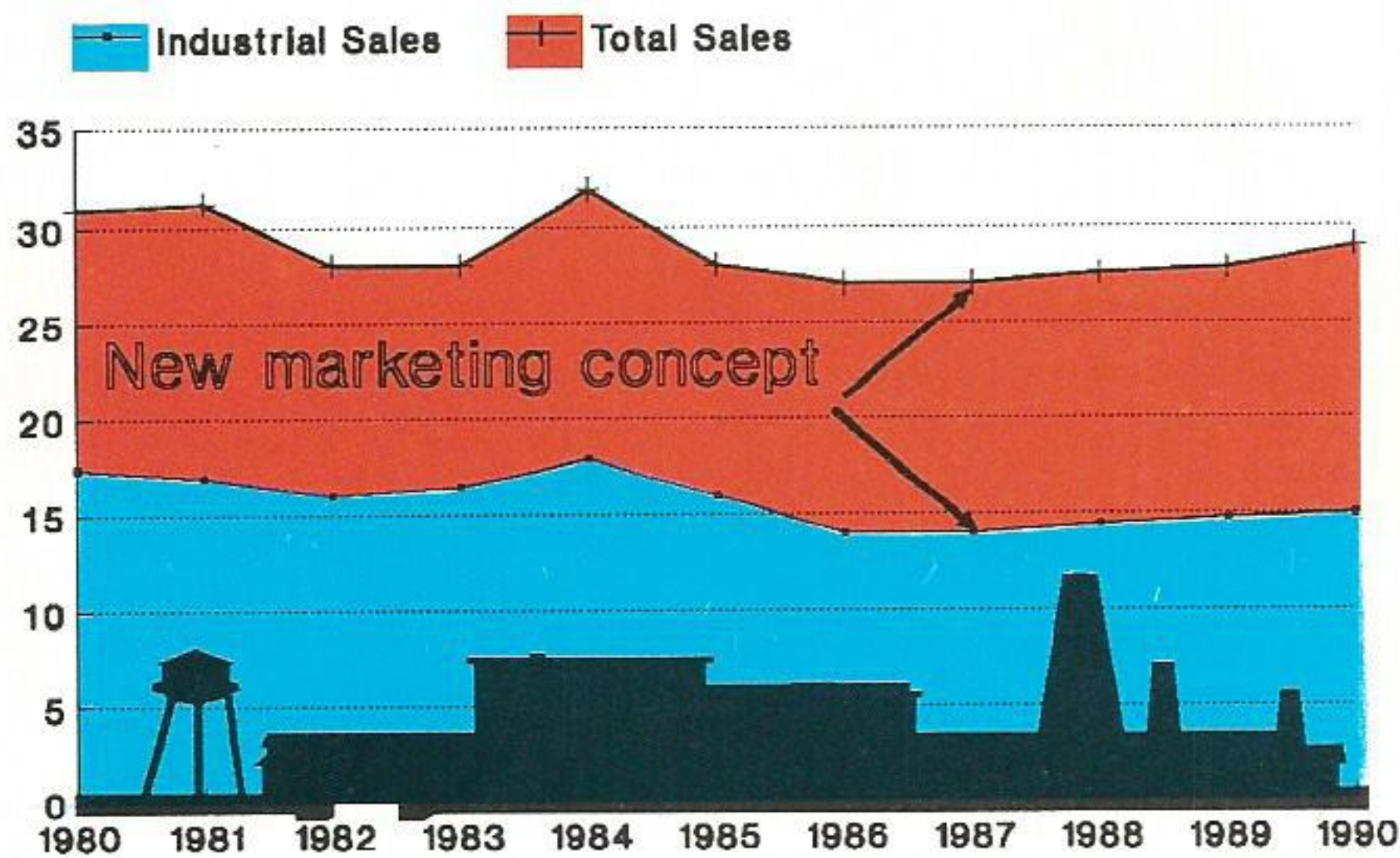
A number of marketing programs—most notably economic development and industrial load expansion and retention programs—contributed to the gains. Pinch technology has played a part in boosting the load by adding about 30 mega-

watts, but has played a major role in preparing the company to cope with other challenges.

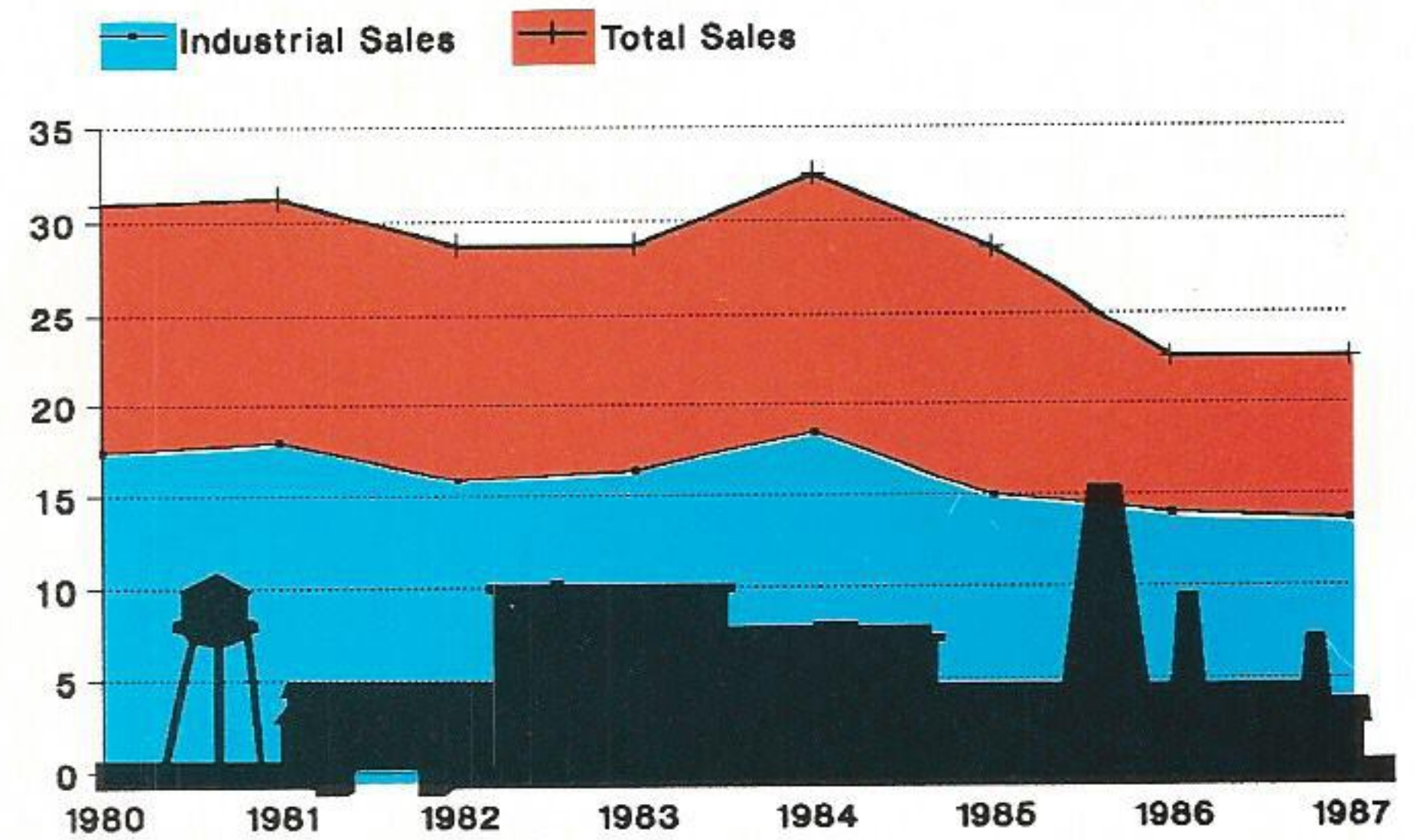
For the company being analyzed, the benefits can include cutting energy costs by optimizing the use of energy in plant processes and reducing environmental impact by switching to “clean” electrical equipment. For GSU, the benefits can include increasing load as industrial facilities add electrical equipment and move away from cogeneration as steam is eliminated from some processes. As a bonus, GSU gains insights into industrial customers. Ironically, pinch technology promotes the customer's wise use of energy but is ultimately in Gulf States' best interest.

Hamilton, who is an engineer by training, simplified the definition of pinch technology by explaining, “Take an imaginary box and assume that you're placing a certain amount of heat into it. By the laws of

GSU's ENERGY SALES Millions of Megawatthours



GSU's ENERGY SALES Millions of Megawatthours



thermodynamics, you need to equalize the amount of heat leaving with the amount entering the box to keep it from getting too hot or too cold," he added. In pinch technology, GSU's process engineers apply the same principles, charting vectors on a graph to represent heat flow in a plant process. The vectors can be linked together into two lines—one representing the flow toward higher temperatures and the other representing the flow toward lower temperatures. Using computer programs, the engineers can determine where the "pinch" point occurs—the place where the points are closest together.

Once that point is known, recommendations can be made on ways for recovering heat that would otherwise be wasted. One way pinch technology utilizes electricity is in pumping chemical steams to heat exchangers. Those facilities which have implemented

GSU's pinch technology suggestions have installed either electrically-powered pumps, or refrigeration units or common heat pumps.

Once GSU began applying pinch technology—sometimes known as heat integration analysis—the company had to hire process engineers like Bob Smith, who works out of the Liberty-Pearl Building. GSU participated with the U.S. Department of Energy in detailed studies that quantified projected energy savings at three Southeast Texas refineries. The company has independently undertaken similar studies at three pulp and paper mills and a study is expected to begin at a fourth mill before the end of the year. Two are located in Texas and two in Louisiana. In addition, officials at two synthetic rubber plants—one is in Texas, the other in Louisiana—have asked GSU to begin pinch technology studies at their

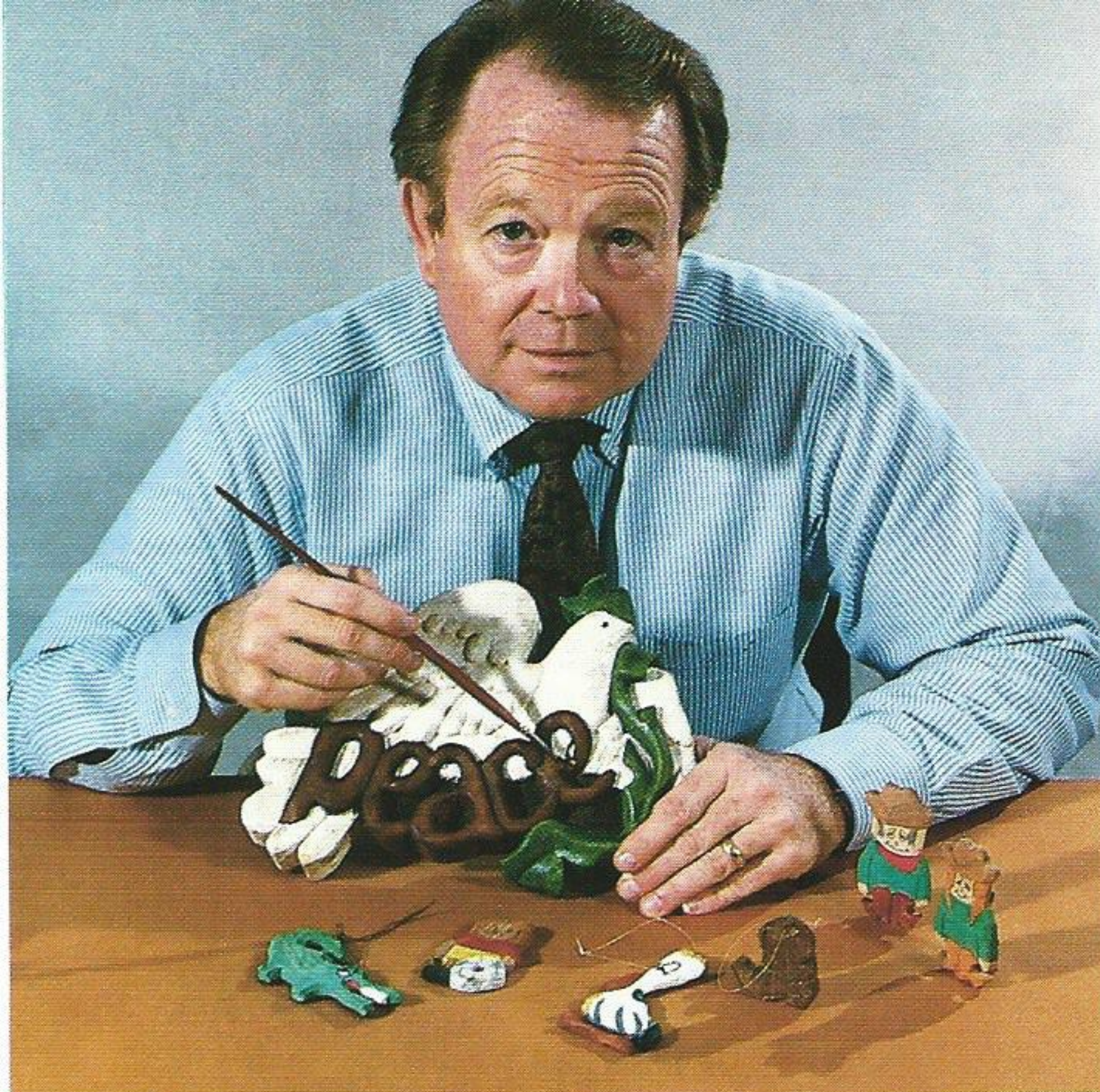
facilities in 1992, revealed Smith, a senior process engineer.

Although some companies have engineers who can carry out their own pinch technology studies, they are most often hired at the corporate level. Individual facilities must stand in line to utilize their services.

But GSU stands in the gap, noted Hamilton. "We're right here, we have the expertise and we're willing to help our customers." As time goes by, more and more industrial customers are taking them up on the offer.

Christmas presents from the heart... and hand

LinkaPeveo



For 15 years, Joyner has created works of art from pieces of wood. His holiday carvings include ornaments and wall hangings.

by Mark Viguet and Donna Little

For some, the holiday season conjures up crowded shopping malls, frantic shoppers and last minute Yuletide panic. For several GSU employees, the holidays are a time to slow down and create unique, hand-fashioned crafts for friends and family.

Becky Conques, electronics technician, Lafayette, uses decorative pins, braids and beads found at fabric stores to fashion one-of-a-kind Christmas ornaments. The fancy finery is used to cover styrofoam balls that are the base of the craft.

"It takes about 12 hours of my spare time to create one ornament," Conques said. "It's like an itch. I'm just one of those people who has to do something with my hands. Usually, I'll make about 15 ornaments for Christmas and hang them on our tree."

The ornaments, in red, royal blue, white, gold and green, usually don't stay on the tree long, however. "Family and friends will stop by and 'ooh and aah,' so I'll give some away and just keep a few for our tree," Conques said.

Several Edison Plaza employees cut through the holiday's hectic pace by whittling or wood carving.

Henry Joyner, administrator-advertising and financial information, began creating art from pieces of

wood in 1976.

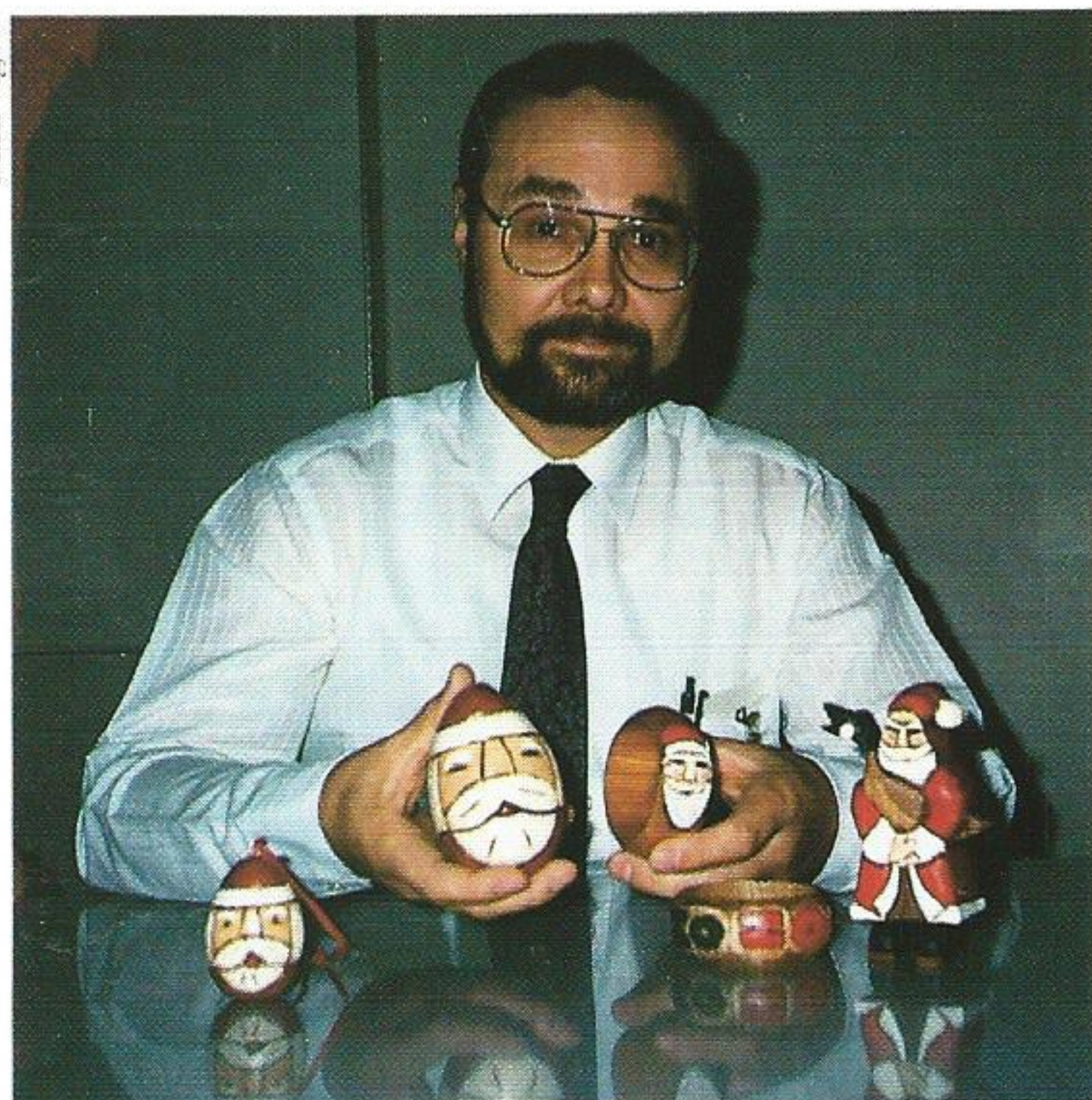
"I started by carving eagles during the nation's Bicentennial," Joyner said. "Later, when I moved from Washington, D.C., to this area, I carved a number of duck decoys. Now, I favor caricatures of people."

"Turn-of-the-century or western faces lend themselves to the character studies I do," Joyner said. "I've also created caricatures of friends, usually working from a photograph."

Joyner's work has been displayed in many shows and sold in galleries over the last 15 years. His holiday pieces include a dove wall hanging and a number of Christmas ornaments featuring cowboys and cowgirls, cowboy boots, pelicans and alligators.

"Christmas is a natural time of the year for craft work like whittling," Joyner said. "Most of my

Mark Viguet



Steger carves Santa ornaments, figurines and bracelets for gifts.



holiday items relate to Texas and Louisiana—the areas I know best.”

New to whittling are Wesley Simpson, senior purchasing agent, and Jerry Steger, senior purchasing agent-contracts. Simpson started carving in February during a community education course on the subject.

“I find it relaxing; it helps me take my mind off of problems,” Simpson said. His creations include an owl, praying hands, a cowboy and a goose.

The most challenging of the 25 or so carvings he has produced is an impressive Indian head carved from a single piece of cedar. The Indian is a Christmas gift for a friend whose home is decorated in a western motif.

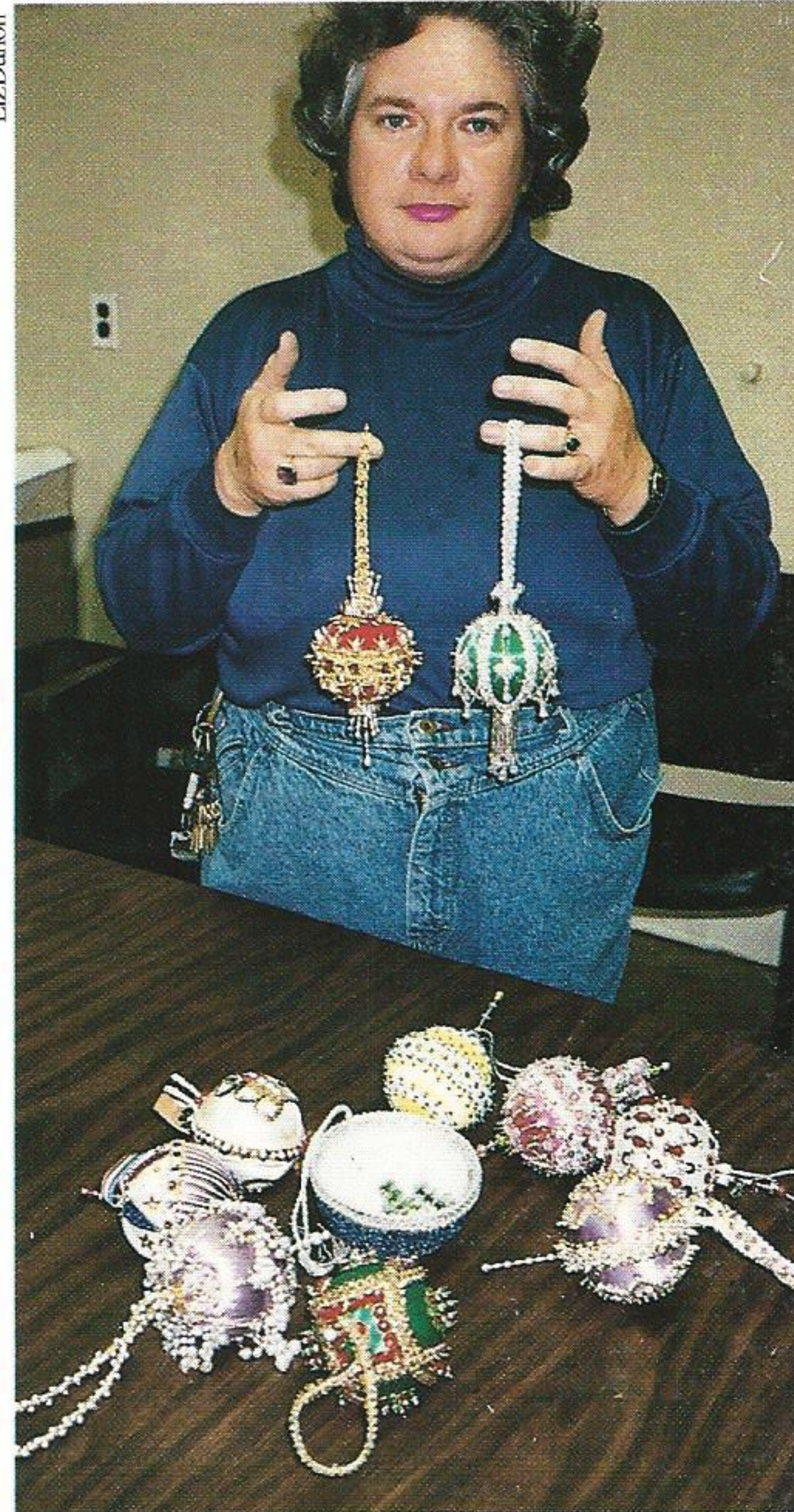
“I fashioned the basic shape with a hammer and chisel, then used a pocketknife to cut the details,” Simpson said. “It took me about six months to complete.”

Steger was already working with wood by using saws to make tables, shelves and cupboards, and last summer decided to try his hand at carving. He was spurred to pursue the hobby by a gift.

“I received a carving and wanted to try to duplicate it,” Steger said. “I purchased a set of carving knives and started. I find it very relaxing.”

“Carving differs from woodworking in that woodworking requires building things on a larger scale with mechanical means, while carving requires much more detailed work by hand,” Steger said. “Each produces a one-of-a-kind work and both take creativity.”

Steger’s projects include Christmas bracelets and a favorite holiday subject—Santa Claus.



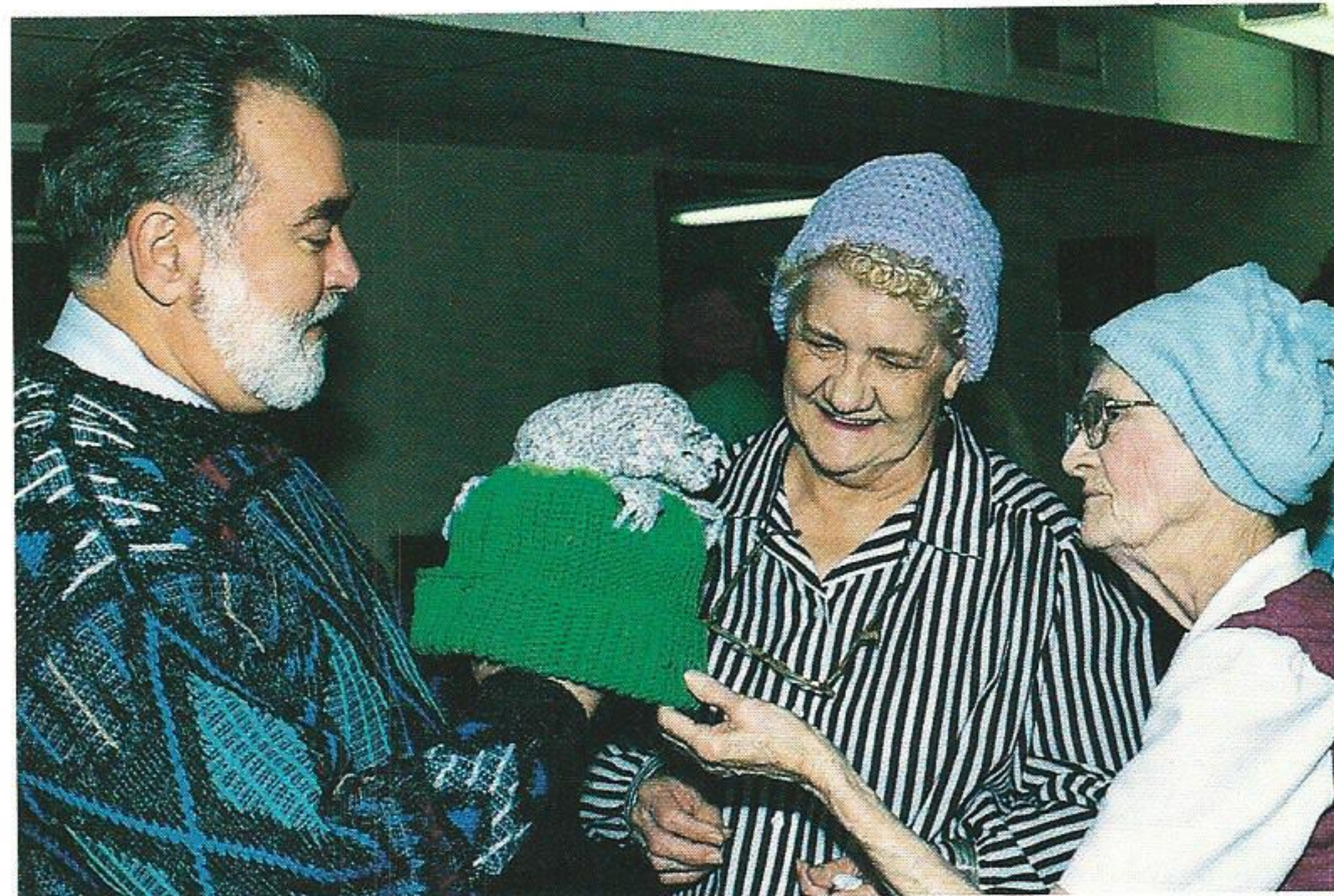
“I’ve completed eight large Santas and 12 smaller ones,” Steger said. “They represent a lot of hours of work, because, as a beginner, I have to take my time. But I don’t really consider it work; it’s more of a leisure activity. The fascinating part is watching a block of wood transform into an object.”

One constant among these GSU craftspeople is the holiday spirit of giving.

“Most all the carvings I do I give away as gifts,” Steger said.

Top left, Simpson carved this Indian bust from cedar to give to a friend for Christmas. He used the wood’s natural grain to create the feather’s color. Above, Conques’ hand-made ornaments find their way to family and friends.

Hypothermia tips mean "Hats ON!" for senior customers



Two residents of Seville Apartments inspect a hat that came back with an armadillo on top.

story by Scott Harper and Mark Viguet
photos by Scott Harper

There's an old saying that goes, "If your feet and hands are cold, put on a hat." Customer Services throughout the service area are bringing that saying to life with "Hats ON! For Warmth," a hypothermia education program for senior citizens that includes handing out hats knitted by local Retired Senior Volunteer Program (RSVP) members.

"We felt like it was a good way to partnership with many of the senior groups in our area," says Sue Guidry, consumer affairs specialist, Beaumont.

The program consists of a 15-minute slide show and talk exposing the dangers of hypothermia, a condition in which the body temperature falls dangerously low during cold weather. Senior citizens and infants are especially susceptible.

At the conclusion of the program, attendees receive a booklet on hypothermia and its prevention. Then every senior citizen selects a knit cap to help keep them warm.

"We provided the yarn to RSVP last January and they knitted about 1,000 caps," says Les Jones, customer information coordinator, Beaumont. "The hats come in all shapes and sizes."

In Western Division, Connie Calfee, customer information coordinator, Conroe, has spoken to several senior groups including residents of retirement apartments, church groups and the local chapter of the American Association of Retired Persons. "In the program, I try to let them know what they can do to prevent hypothermia," she says.

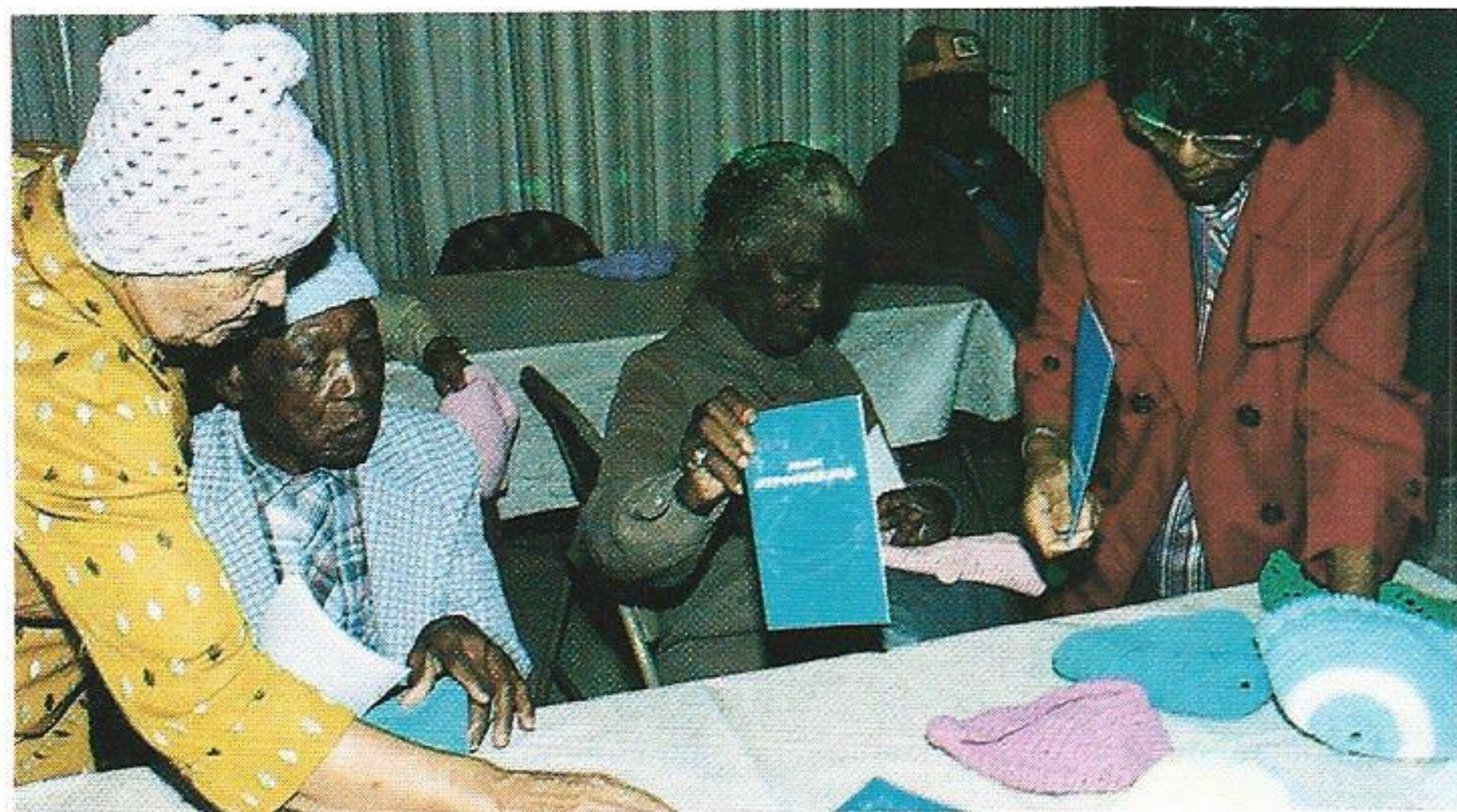
Clyde Mitchell, customer affairs coordinator, Lake Charles, says there's been an "overwhelming response" to the program in Lake Charles Division due to the hats. "The customers really appreciate the hats," says Mitchell. "They definitely make an impact."

"I think this was a great idea," says Brenda Broussard, customer information coordinator, Port Arthur. "Attendance has been better with the hats." Broussard has seen several customers out in the community with their hats.

"They love it!" says Beverly Trahan, customer affairs coordinator, Baton Rouge, referring to Baton Rouge Division customers who have received hats. "Many of them didn't have a hat at all. The demand will definitely exceed our supply."

All agree the hats have boosted attendance. "They're a good way to get people to attend the program," says Guidry.

Trahan sums up the goal of the program, "Hypothermia is preventable. We try to teach our customers to be aware of the clues so they can prevent it from happening. It's all about saving lives."



Residents of the Pine Nutrition Center select hats and booklets at a recent hypothermia program.

Hungry carp order from hydrilla menu



by Mike Rodgers

Less than 10 years ago, Lewis Creek Station faced a serious problem. The nearby reservoir, built to supply cooling water, was in danger of choking on hydrilla, a fast-growing plant that was clogging the intake water system and periodically threatening to shut the power station down.

At that time, there were only two ways to keep the thick growth under control —herbicides and mechanical cutting. The use of herbicides was expensive and not always effective. In addition, the long-term environmental impact was a consideration.

Mechanical harvesting, the second method, used a mowing machine that cut the hydrilla in much the same way we mow our lawns. The aquatic lawnmower, however, could not keep up with the task. Cutting the hydrilla a few feet below the water line did not kill the roots and the plants grew back quickly.

During the fall as the hydrilla died, every available Lewis Creek employee was put to work gathering huge amounts of the floating greenery, which was drawn toward the intake by lake currents.

In October 1983, a new tactic was tried. With approval of the Texas Parks and Wildlife Department, the reservoir was stocked with 22,000 Asian Grass Carp, a fish with a healthy appetite. "They did their job quickly and efficiently," says Perry Walker, plant superintendent-Lewis Creek, adding, "Within six months, the hydrilla was under control." The danger to the power plant was significantly reduced.

Timing the release of the fish was an important factor. Grass Carp were placed in the reservoir in October of that year, during a time when cooler weather was already killing off the hydrilla.

The reservoir, north of Conroe, is a lovely, peaceful site. Calm waters lap lazily against the sand and grass along the shoreline. From across the water, Lewis Creek Station stands out silvery against the blue sky. Wading in the shallows along the shoreline reveals that the Grass Carp have done their job well. Power plant personnel have not used the harvester since the fish were introduced to the lake.

Now, however, it is time to evaluate the condition of the lake. Observers see fewer fish than before. "We don't know if they are

getting old and dying, or if some of them have moved to deeper water within the lake," reports Walker. "That's what we want to find out."

As hydrilla spreads to more lakes across the South, the introduction of Grass Carp into Texas is proving to be controversial. Boaters favor their use, since they eat the hydrilla which clog boat motors and make water sports difficult. Some fishermen, on the other hand, are opposed.

The carp eat the bottom vegetation, which provides places for smaller fish to hide from larger predators. If the Lewis Creek reservoir is to be restocked with Grass Carp in the future, state approval will again be required. Public hearings could bring out supporters and opponents.

The reservoir at Lewis Creek was not built for recreation. Its sole purpose is to provide cool water for the power plant. Looking out at the large body of water near his office, Walker concludes, "We must keep the power plant in operation to provide power for our customers. At the same time though, we will do what we can to protect the balance of nature."

SERVICE ANNIVERSARIES

December

1991

Service
Anniversaries

40 YEARS

Harry O. Breeden
Plant Production
Louisiana Station

30 YEARS

Lawrence L. Rainwater
Electric T&D
Beaumont
Edith C. Patterson
Electric T&D
Lake Charles

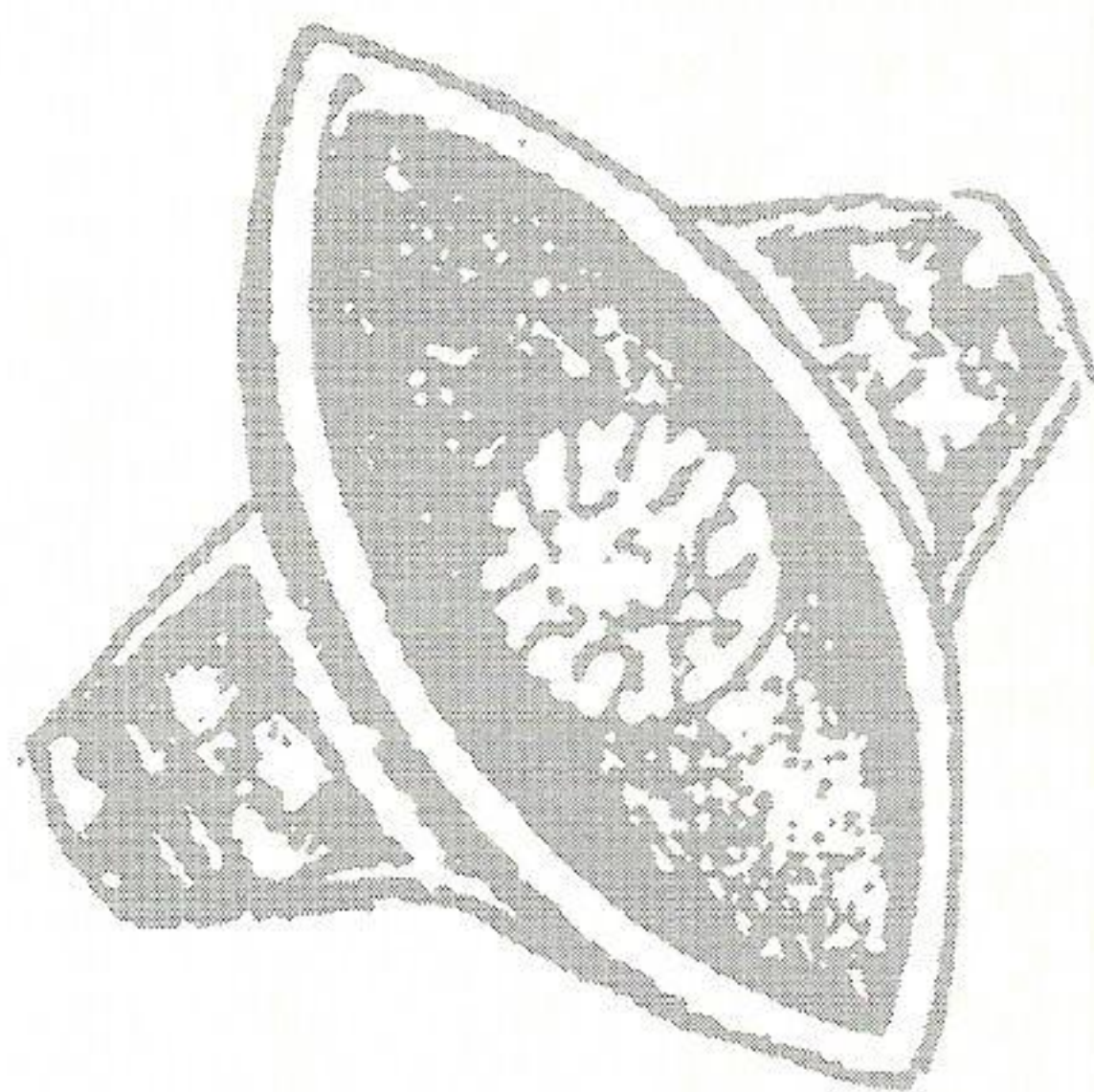
20 YEARS

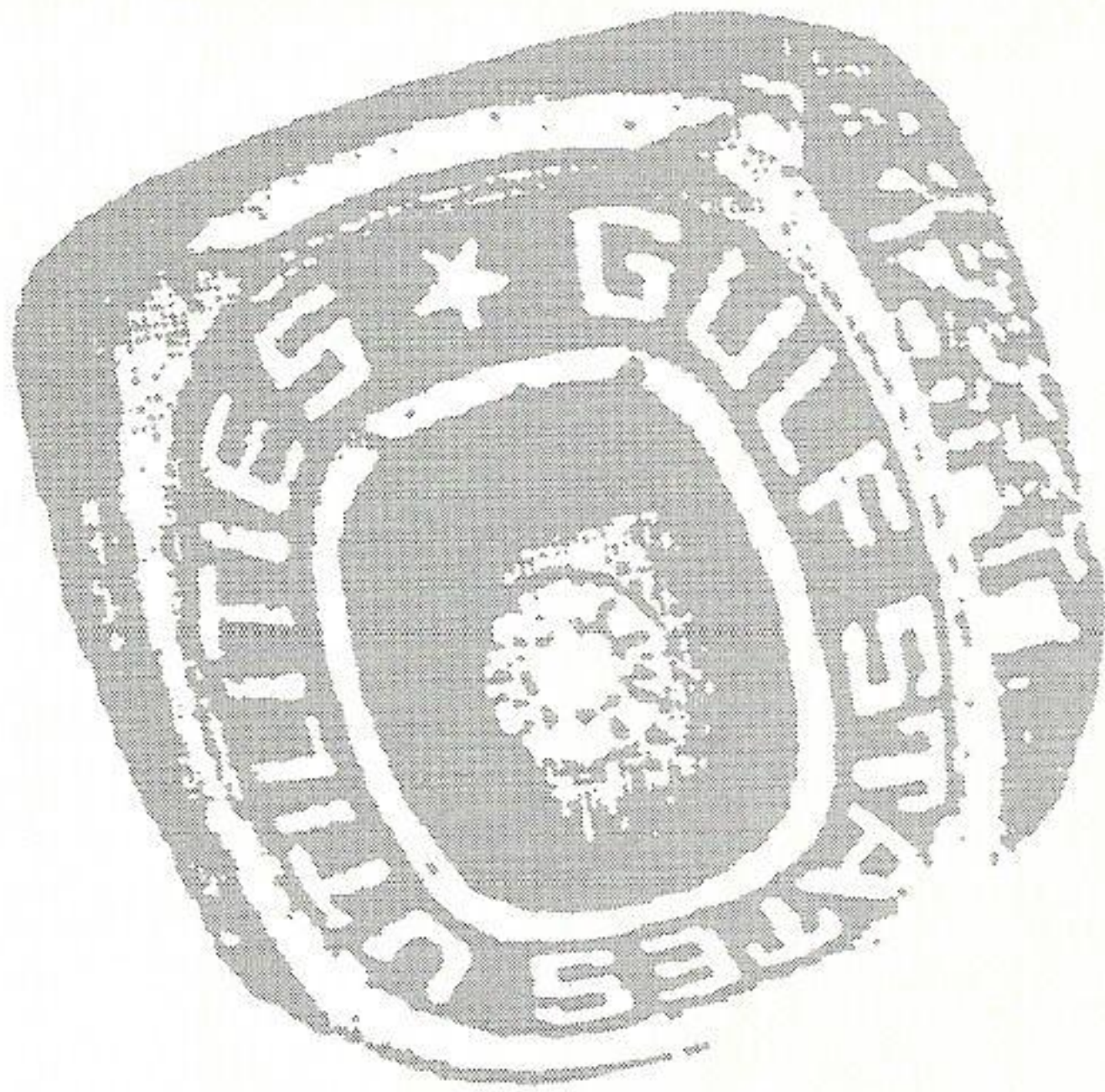
Thomas A. Artieta Jr.
Plant Production
Louisiana Station
Kennard C. Owens
Electric T&D
Baton Rouge

10 YEARS

Walter C. Irwin
System Production
Beaumont
Andres L. Prichard
Design Engineering
Beaumont
Donald R. Cole
Electric T&D
Port Arthur
Kevin R. Daniel
Electric T&D
Lafayette
Ricky A. Ernst
Plant Production
Sabine Station
Calvin Ford
Electric T&D
Baton Rouge
Lucille M. Harris
Electric T&D
Conroe
David D. Jacobsen Jr.
Electric T&D
Baton Rouge
Robert W. Kytle
Electric T&D
Lake Charles
Joseph S. O'Neill
Electric T&D
Navasota
Robert E. Palmer
Division Accounting
Baton Rouge
Billy R. Philio
Electric T&D
Trinity
Ina H. Smiley
Division Accounting
Gonzales
Ronnie A. Glover
Plant Production
Willow Glen
Patrick P. Cowan
Plant Production
Willow Glen
Paul E. Griggs
Plant Production
Willow Glen

Lafayette Miller Jr.
Plant Production
Nelson Station
Fred L. Montgomery III
Gas Department
Baton Rouge
Steven L. Tucker
Plant Production
Willow Glen
Michael J. Vavasseur
Bus Sys. & Oversight
River Bend
Kitty S. Prouse
Accounting Services
Beaumont
Melinda K. Coleman
Electric T&D
Beaumont
Roger D. Minton
Electric T&D
Baton Rouge
Edward L. Willis Jr.
Gas Department
Baton Rouge
Larry C. Garrett
Plant Production
Nelson Station
Keith D. Gribble
Plant Production
Nelson Coal
Theresa L. Guarnere
Division Accounting
Beaumont
Leslie G. McDuffie
Fuel Services
Beaumont
Louis Perroni
Rates & Reg. Affairs
Beaumont
Arthur C. Pulliam
Electric T&D
Port Arthur
Janary J. Roberts
Purchasing
Beaumont
Clifton J. Fruge
Electric T&D
Lake Charles
Lita M. Mills
Division Accounting
Lafayette





Nelda E. Romero
Division Accounting
Port Arthur

Troy A. Fruge
Plant Production
Neches Station

Rodney E. Adams
Plant Production
Sabine Station

Arnold L. Bennett
Plant Production
Sabine Station

Kerry G. Hardman
Plant Production
Sabine Station

Clinton D. James
Plant Production
Sabine Station

Lynda C. Kapalski
Division Accounting
Dayton

Debra M. Lavergne
Design Engineering
Beaumont

George F. Zirlott Jr.
Plant Production
Sabine Station

Mark C. Friedman
Plant Production
Louisiana Station

Ray D. Morris
Division Accounting
Beaumont

Lawrence J. Thomas
Division Accounting
Beaumont

Sandra D. Bellow
Plant Production
Nelson Station

Randy D. Dumesnil
RBNG Engrg. & Admin.
River Bend

Michael D. Eppinette
Electric T&D
The Woodlands

Alice M. Gipson
Accounting Services
Beaumont

Elmer S. Hyde Jr.
Plant Production
Nelson Coal

Gary R. James
Electric T&D
Lake Charles

Jesse R. Jones Jr.
Plant Production
Louisiana Station

Clint D. Lilley
Division Accounting
Cleveland

Racca S. Matte
Plant Production
Nelson Station

High R. McMillin Jr.
Plant Production
Nelson Coal

Kristine A. Miller
Plant Production
Nelson Station

Joseph E. Moore
Electric T&D
Port Arthur

Khaleelah A. Muhammad
Energy Planning
Beaumont

Craig B. Netterville
General Services
Beaumont

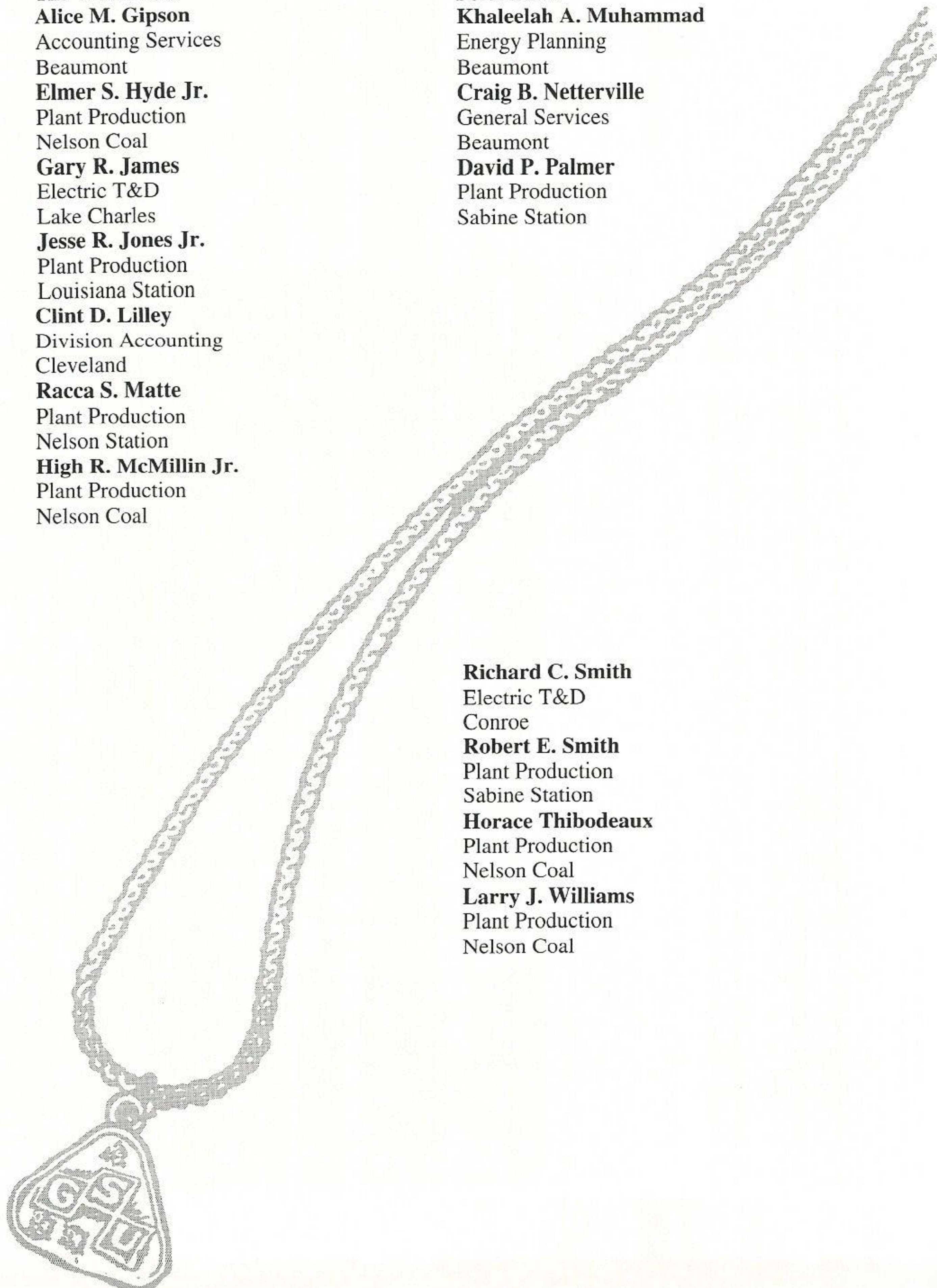
David P. Palmer
Plant Production
Sabine Station

Richard C. Smith
Electric T&D
Conroe

Robert E. Smith
Plant Production
Sabine Station

Horace Thibodeaux
Plant Production
Nelson Coal

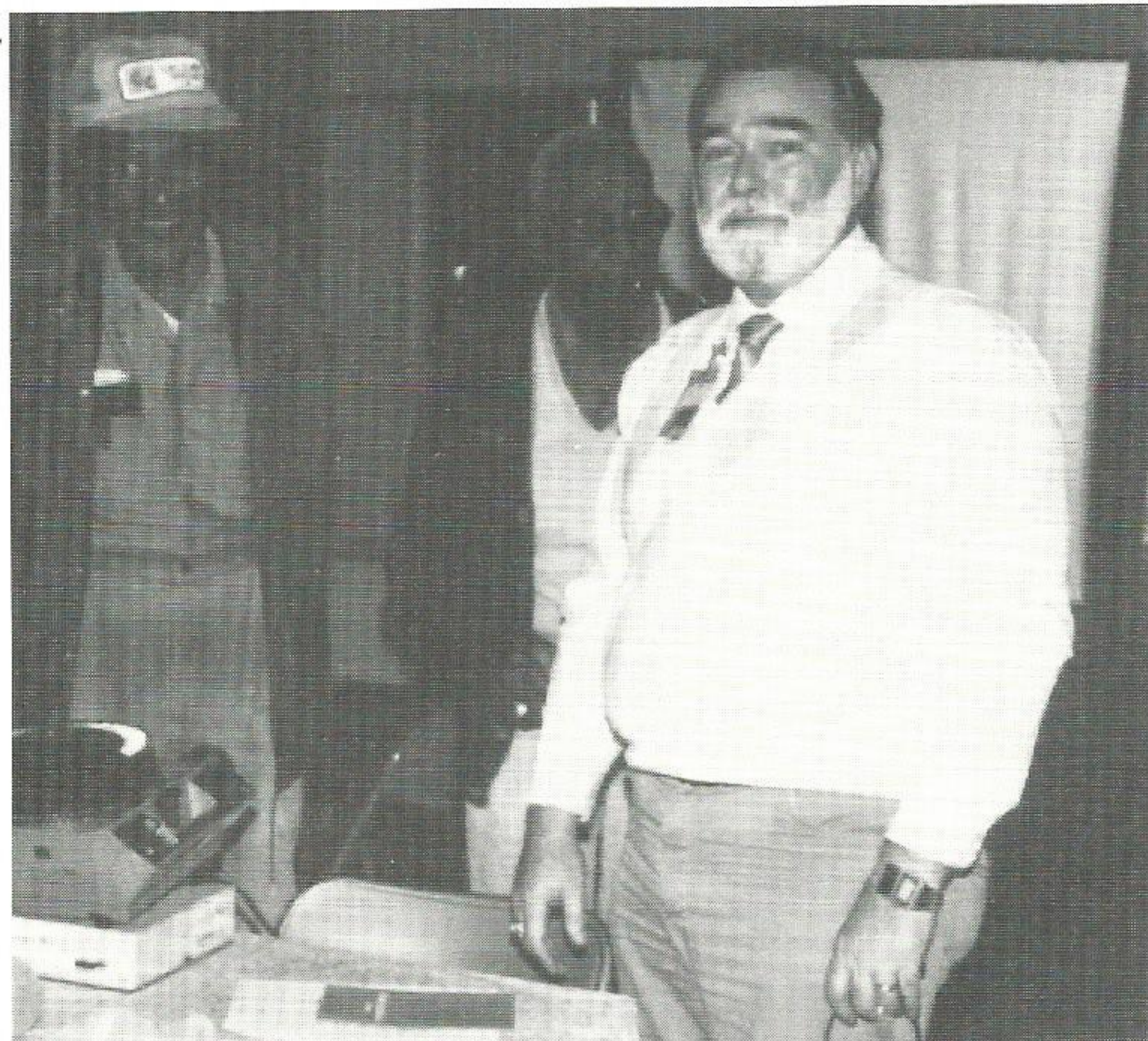
Larry J. Williams
Plant Production
Nelson Coal



MAILBOX



Scott Harper



Jones at a recent Customer Services presentation.

An ounce of prevention

"I want to thank you for conducting the Electrical Safety classes for the Beaumont Fire/Rescue Services," writes Pat Shelton, Chief Training Officer for the Beaumont Fire Department, to **Les Jones**, customer information coordinator, Beaumont.

About 134 members of Beaumont Fire/Rescue services attended Jones' classes.

"The information you passed on to the members was very informative and presented in a professional manner," Shelton writes, "and I'm sure will help reduce injuries and possibly save lives."

Shareholder service

Yvonne Honsberger, senior stenographer, and **Doris Hogge**, departmental clerk, recently helped a shareholder when 15 GSU stock certificates could not be located.

"I cannot begin to tell you how much I appreciate all your help...many, many thanks for your service," writes Mabel Schifer of Abbeville, La.

"Even though it is only 15 shares you treated me as though it was a million. All I can say is Gulf States is lucky having two such wonderful employees."

Honsberger and Hogge work in Shareholder Services in Beaumont.

Customer service kudos

Baton Rouge customer Michelle Bleir appreciated all the hard work by employees during a recent spell of harsh weather.

"Thanks for the great customer service since I moved to Baton Rouge about six years ago. I'm especially impressed with the efficient recovery from last week's weather—a special thanks to everyone who had to get out and work in that weather," Bleir writes.

"Also, please give a pat on the back to all employees who work directly with the customers. I have consistently been treated with the utmost courtesy and helpfulness."

Ramp raves

GSU's Vidor office received a note of gratitude for a recent modification to their building.

"On behalf of all the disabled individuals in Vidor, accept my sincere thanks for the lovely ramp and rails at your Vidor office," writes Virginia Ener, chairperson of the Orange County Mayors' Committee for the Disabled.

"Your personnel have always been accommodating and courteous to me (I use crutches and a wheel chair). Again, we are grateful for your thoughtfulness."

Got it covered

Donna Little, customer information coordinator, Lake Charles, received this note of thanks from Pearl Watson Elementary School:

"Thank you for the time you took searching for extra book covers we needed here," the principal writes. "The ones you initially sent combined with the others gave us the amount we needed."

A great experience

L.D. Clarke, general line supervisor, Lake Charles, received a big thank you from Sulphur customers Dana and Bill Jones for his quick attention during an emergency.

Jones was trimming a tree in his yard when a limb he was working on hit a power line.

"It was a very frightening experience for both of us, but people like you and all the others that came to our rescue, not knowing us, but still caring—that was a great experience," the Jones' write. "Thank you from the bottom of our hearts."

The Jones' also noted that "men came Monday morning and did a beautiful job trimming our tree."

Tour success

Greg Marshall, general maintenance supervisor, and **Charles Gomez**, equipment operator, recently hosted a group of agricultural electrification students from Sam Houston State University at the Lewis Creek Generating Station.

"We enjoyed touring the facility and the slide show and sketch that went with an explanation of the station's operation," writes Associate Professor Yack Moseley. "Gulf States Utilities has routinely conducted tours for my Sam Houston State classes upon request. Thanks so much for these favors extended to us."

"It gives our students an opportunity to gain appreciation for the light, heat and power delivered when a switch is turned on. It broadens their horizons and gives them new insight into the situations a power company faces in their effort to furnish economically priced power."

Marshall and Gomez are located at Lewis Creek.

A Gulf States night before Christmas

by Kim McMurray



'Twas the night before Christmas and all 'round GSU
Not a creature was stirring, not even a line crew

The shareholders had hung their stockings with care
In hopes that common dividends soon would be there

Joe Donnelly and Ed Loggins were snug in their beds
While visions of normal budgets danced in their heads

Cal Hebert, Jim Moss and the whole marketing crew
Were hoping better times would continue to brew

When in front of Edison Plaza there arose such a clatter
We sprang from our terminals to see what was the matter

Away to the windows we flew like a flash
There are no shutters and no one had a sash

When what to our wondering eyes should appear
But a miniature line truck and eight tiny reindeer

With a funny little driver so skinny and quick
We knew it was St. Reddy instead of St. Nick

More rapid than complaint calls the coursers they came
And he whistled and shouted and called them by name

"Now Dividend! Now Voltage! Now Profit and Loss
"On Kilowatt! On Current! On Deposit! and DOS!"

To the top of the white tower the coursers they flew
With a truck full of goodies and St. Reddy, too

As I turned to the elevators, there St. Reddy came
Thank goodness a visitor's badge he had obtained

A big bundle of goodies he had flung on his back
But he said there were no toys in that bulging pack

Reddy's eyes twinkled, his nose shone like a light
He's without a big round belly but he sure is bright

He was lanky and thin, a right pitiful little elf
And I laughed right in his face in spite of myself

A blink of his light-bulb nose and twist of his head
Quickly led me to know I had nothing to dread

He spoke a few words and he started his work
He had best wishes from Louisiana, Texas and FERC

Under the GSU tree he left many treasures
But they went far beyond simple pleasures

He left fair rate decisions and court rulings alike
Good bond ratings, higher sales and not a single bike

"These are not presents," he said with a bow
"Gulf States should have gotten these long before now"

"Gulf States employees have been through a great deal
"What I'm leaving today should help the wounds heal"

And laying a finger aside of his nose
And giving a nod, up the stairwell he rose

He sprang to his line truck, to his team he screamed
Away they flew, always careful not to get creamed

And I heard him exclaim as he drove out of sight
"Happy Holidays to Gulf States, keep up the good fight!"

PLAIN TALKS

P.O. Box 2951
Beaumont, Texas 77704

Address Correction Requested

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



Les Jones, kneeling, poses with residents from Seville Apartments in Beaumont. The seniors recently received hats at a hypothermia program. For more information, see page 10.



Printed on Recycled Paper