

# PLAIN TALKS

May/June 1993

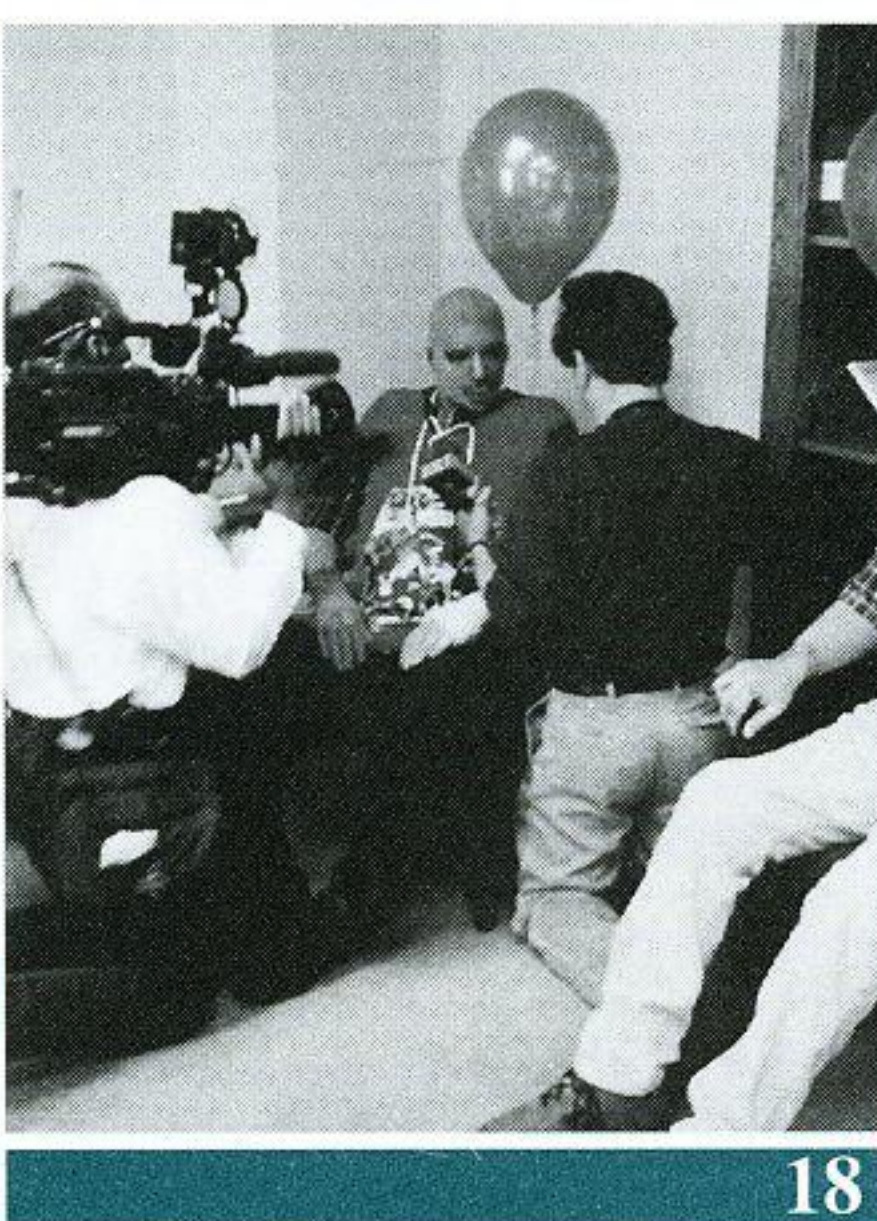
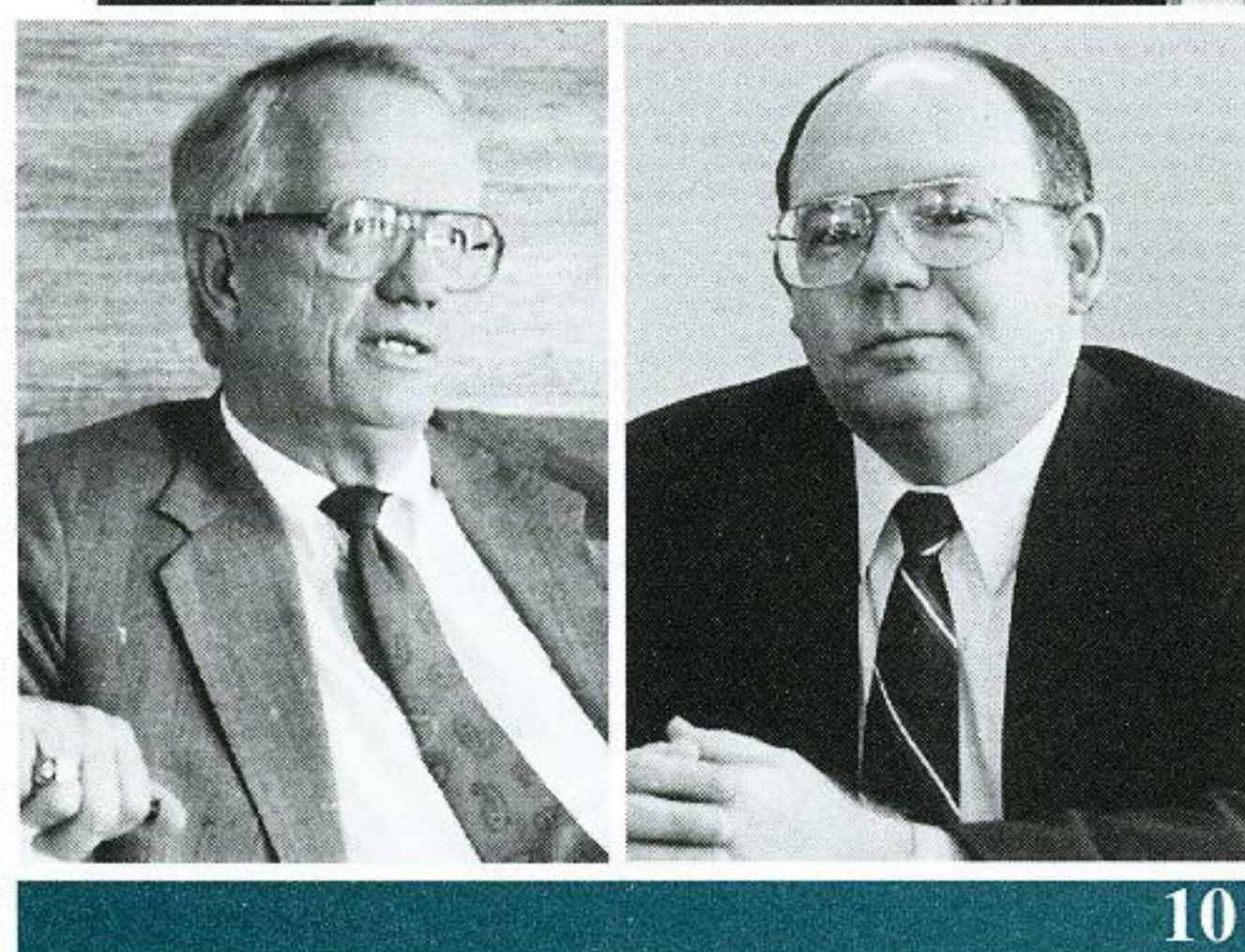
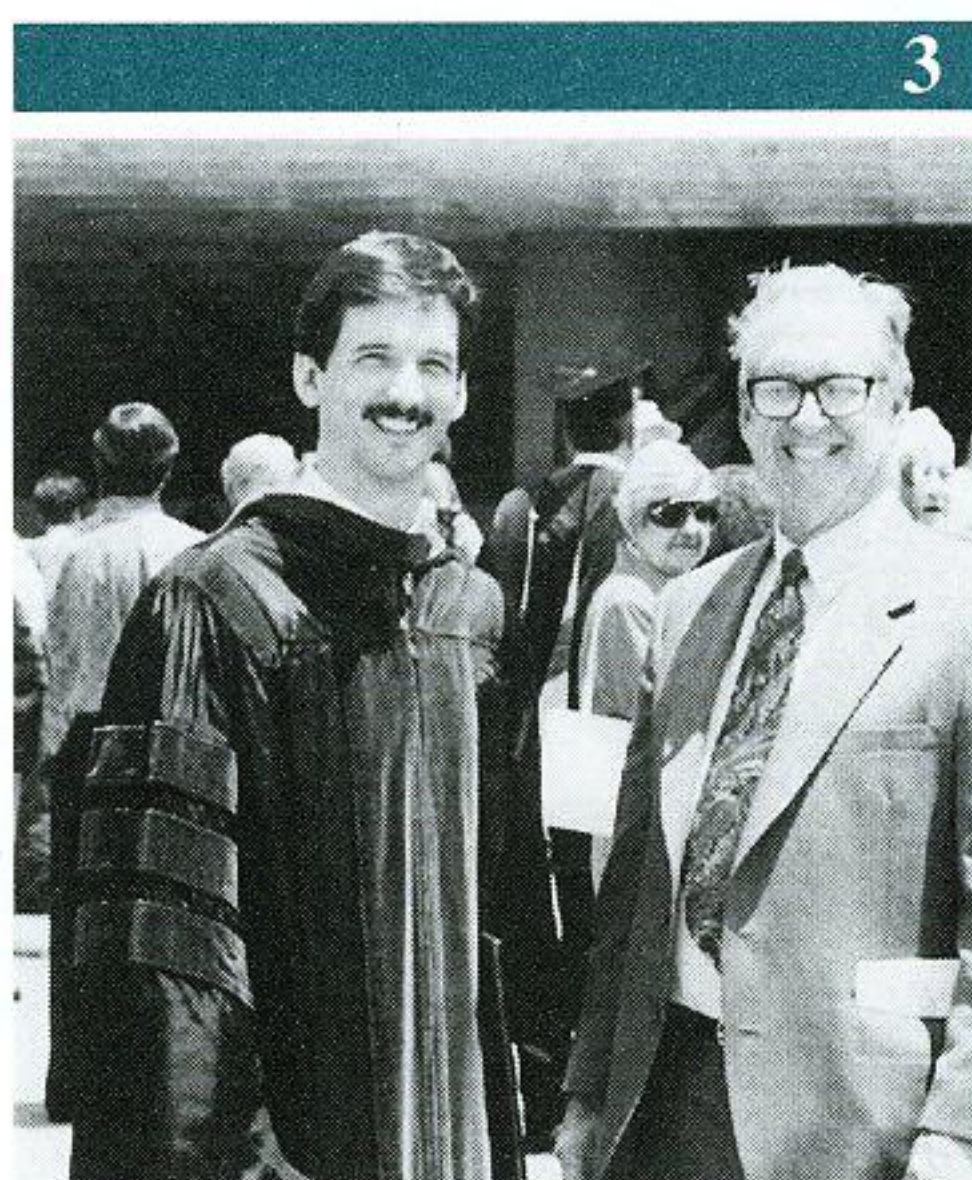
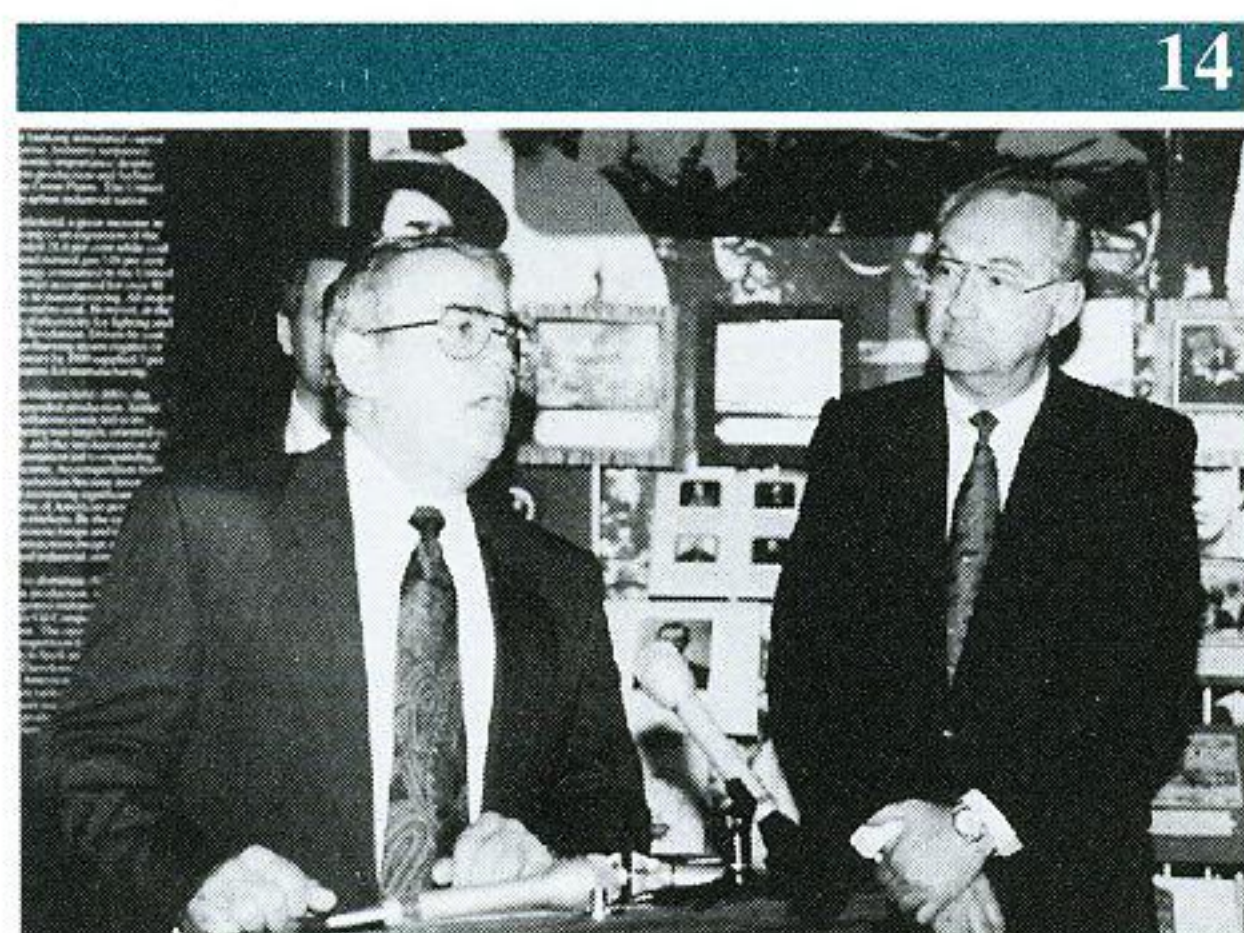
Volume 72 Number 3

We Salute Our  
1993 Graduates



# PLAIN TALKS

May/June 1993 Volume 72 Number 3



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### About the cover

This time of the year means graduation for GSU employees and their families. In this issue, **Plain Talks** salutes 1993 GSU graduates with a photo feature.



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Mexico

1993

CONGRATULATIONS  
GRADUATES

You're  
Invited

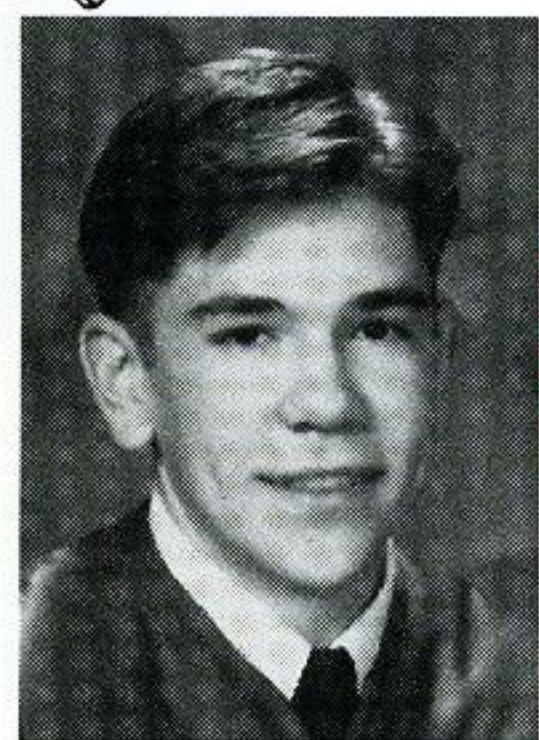


Lisa Aaron Anderson  
Tarkington High School  
Daughter of John H. Anderson  
Serviceman - Cleveland



Makiba Quanna August  
West Brook High School  
Daughter of Sharon B. August  
Information Analyst - Beaumont

Travis Wayne Benoit  
Sam Houston High School  
Son of Jules G. Benoit  
Serviceman-1st class  
Lake Charles



Jeremy S. Block  
West Orange-Stark High School  
Son of Jimmy & Ramona Block  
Utility Foreman/Part-time Clerk - Orange



Mary Katherine Boswell  
Klein High School  
Granddaughter of Dan Gipson  
Retiree - Lewis Creek



April Inez Caillier  
Buna High School  
Daughter of Candy Caillier  
Departmental Clerk - Beaumont

Jill Brown  
Bridge City High School  
Step-daughter of Barry Murchison  
Supervisor-Mid-County - Port Neches

Veronica J. Baggett  
Home-schooled  
Daughter of Jack Baggett  
Nuclear Training Representative-Licensing  
River Bend



Joshua A. Begnaud  
Breux Bridge High School  
Son of Tina Begnaud  
Accounting Clerk - Lafayette



Natalie Marie Cloudy  
Kelly High School  
Step-daughter of Jim Kelly  
Electrion - Sabine Station



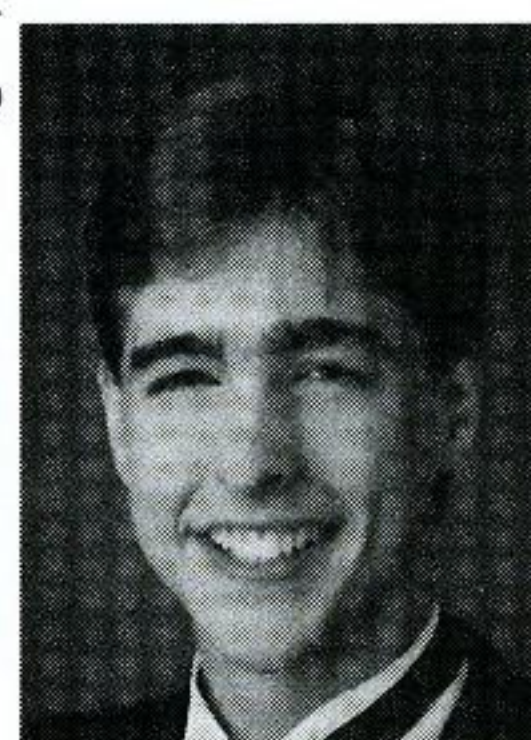
Scott Brignac  
St. Amant High School  
Son of Shelby Brignac  
Serviceman-1st class - Gonzales



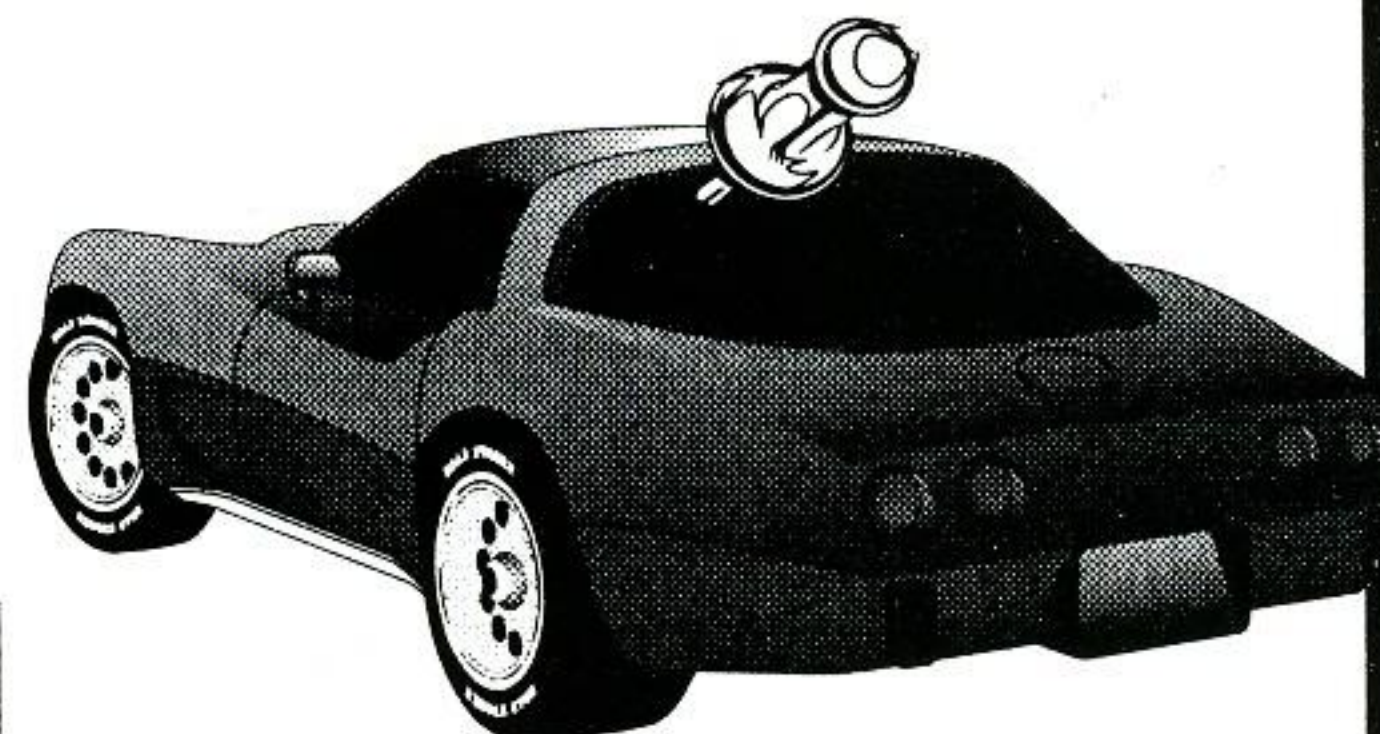
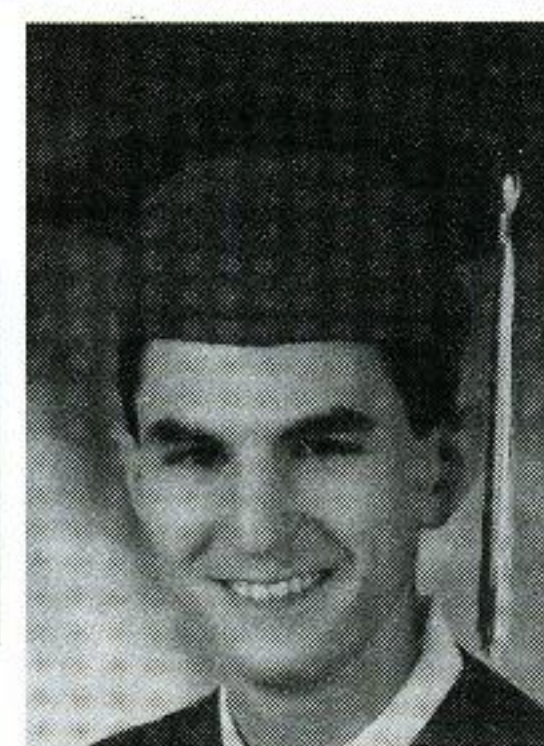
Stacey Breaux  
Port Neches-Groves High School  
Daughter of Linda Breaux  
Senior Stenographer - Port Arthur



Alan Case  
Central High School  
Son of Mike Case  
Senior Safety Specialist  
Baton Rouge



Thomas M. Champagne  
Kelly High School  
Son of Jim Champagne  
Vice President-Energy Resources  
Beaumont

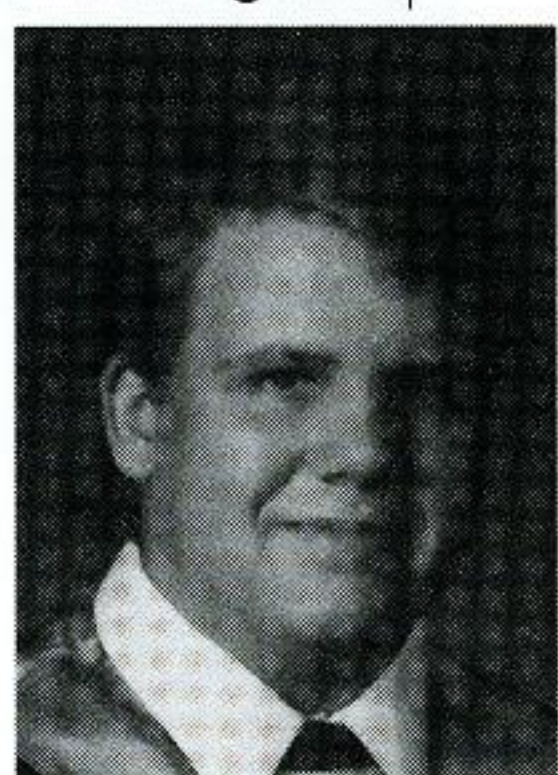




Michele Cormier  
LaGrange High School  
Daughter of Harry Cormier, Jr.  
Senior Energy Auditor -  
Lake Charles



Kennon Cotton  
Vidor High School  
Son of Gene Cotton  
Senior Chemist - Sabine Station



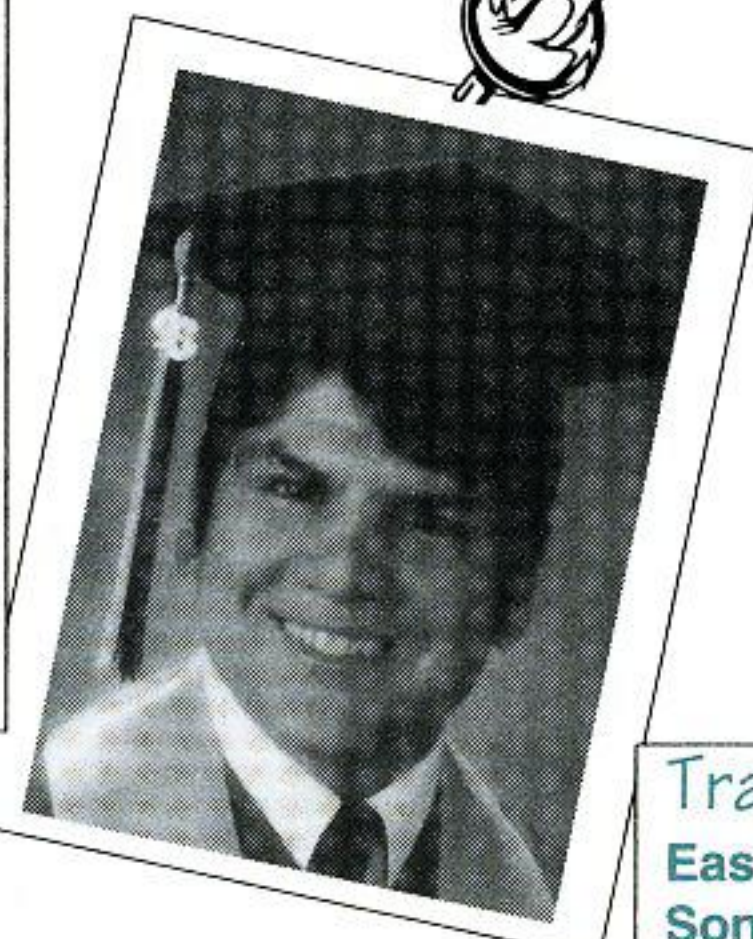
Ronny Davidson  
Lumberton High School  
Son of Melinda Coleman  
Utility Man - Beaumont



Aimee Chantel Davis  
Beaumont Christian  
High School  
Daughter of Sarah Davis  
Coordinator, Special Projects-  
Accounting Services  
Beaumont



Danielle Rae Dornier  
Walker High School  
Daughter of Jim Dornier  
Storekeeper - Denham Springs



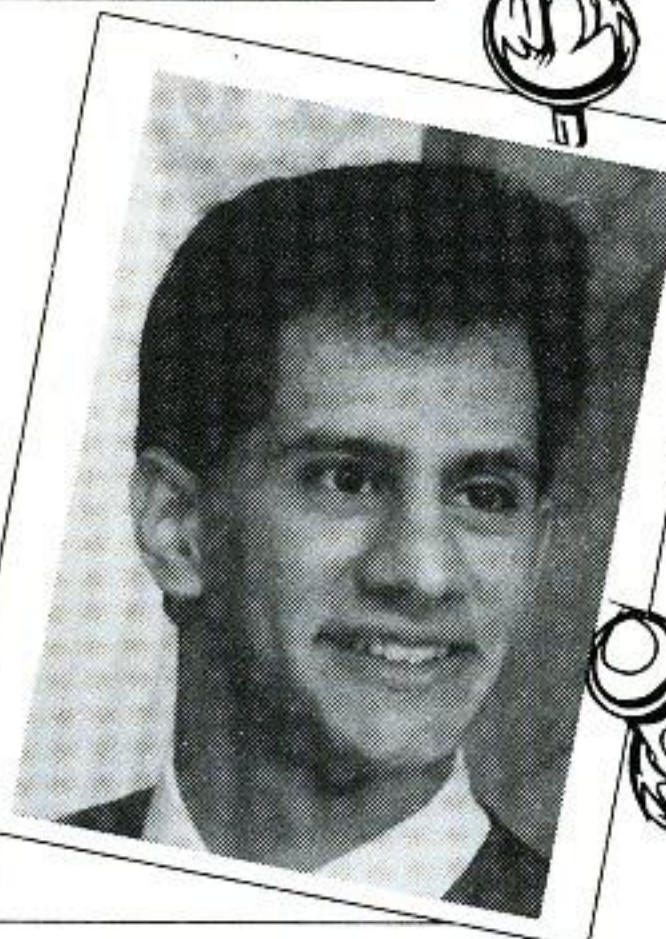
Travis Engler  
East Ascension High School  
Son of Lloyd Engler  
Utility Line Foreman - Gonzales

Emily Anne Giggar  
North Shore High School  
Granddaughter of Dan Gipson  
Retiree - Lewis Creek



Ross C. Ewart  
Hardin-Jefferson High School  
Son of Christy Ewart  
Senior Information Specialist -  
Beaumont

Mark Andrew Fulton  
Port Neches-Groves High School  
Son of Brian Fulton  
Outage Planner - Sabine Station



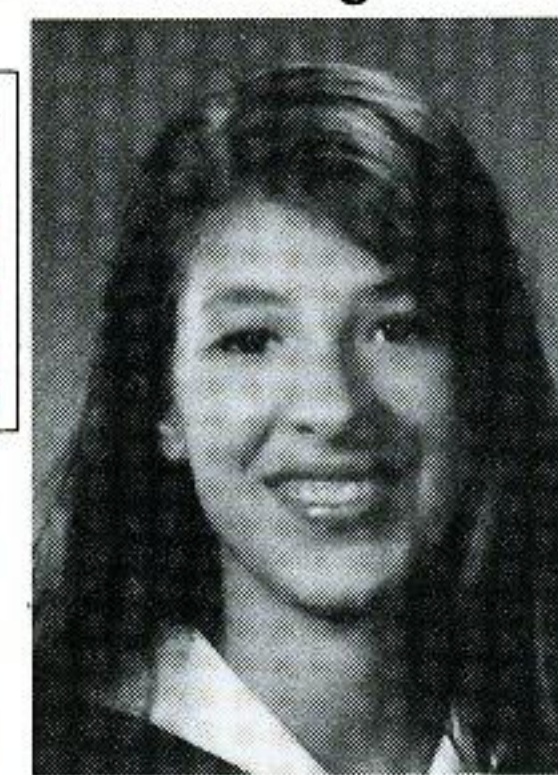
Laurie Lynn Gipson  
Ponca City High School  
Granddaughter of Dan Gipson  
Retiree - Lewis Creek



Kristie Harris  
St. Joseph's Academy High School  
Daughter of Lanny Harris  
Supervisor of Contract Crews -  
Louisiana Station



Deniese Fontenot  
St. Louis Catholic High School  
Daughter of Gerard L. Fontenot  
Control Operations Foreman  
Nelson Gas & Oil



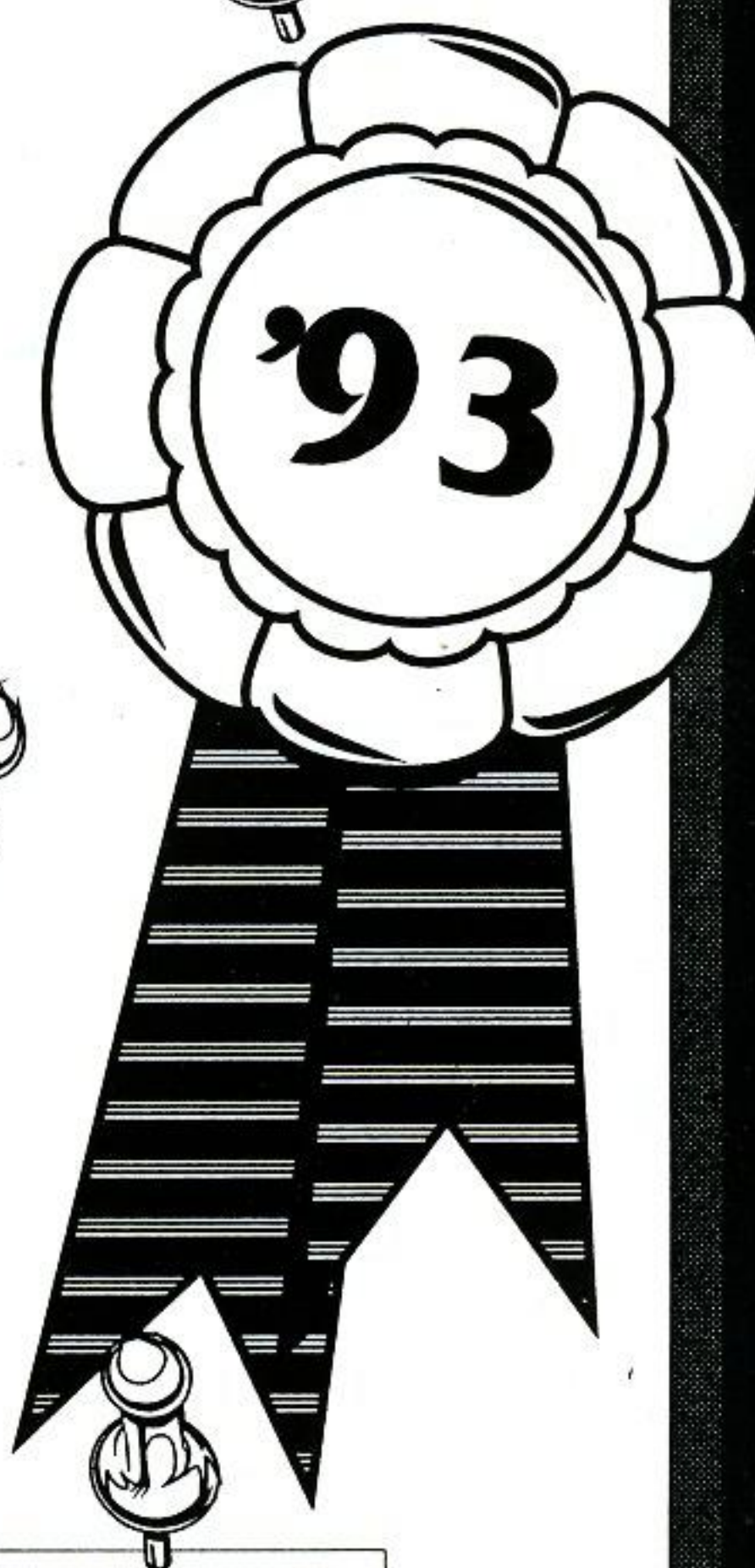
Ingrid S. Griffin  
Lumberton High School  
Daughter of Bill Griffin  
Environmental Coordinator - Beaumont



Dusty R. Hart  
LaGrange High School  
Son of Deryl C. Hart  
Supervisor-Contract Crews -  
Nelson Gas & Oil

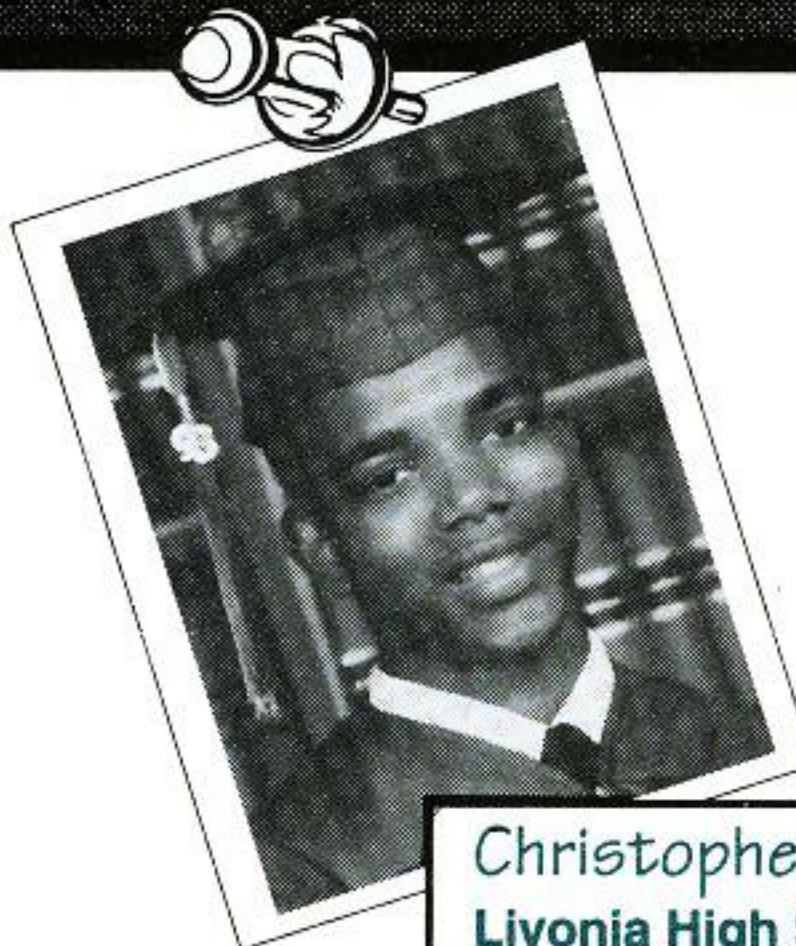
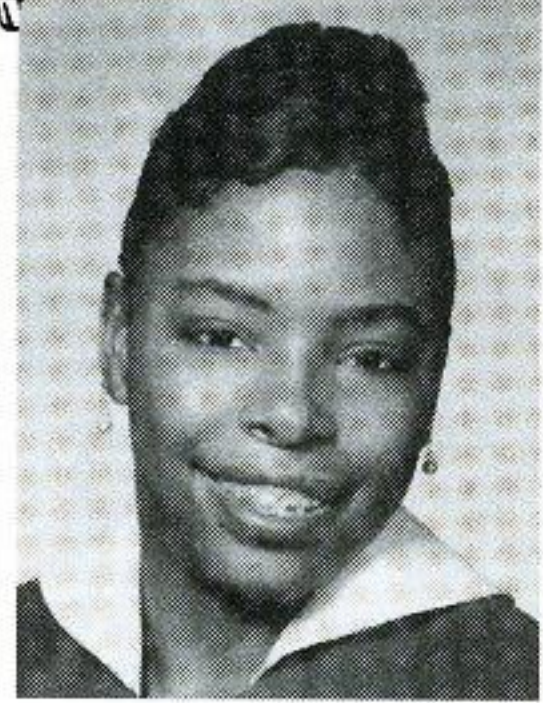


\*Ingrid just completed her sophomore year and was accepted into the Texas Academy of Mathematics and Science at North Texas University.



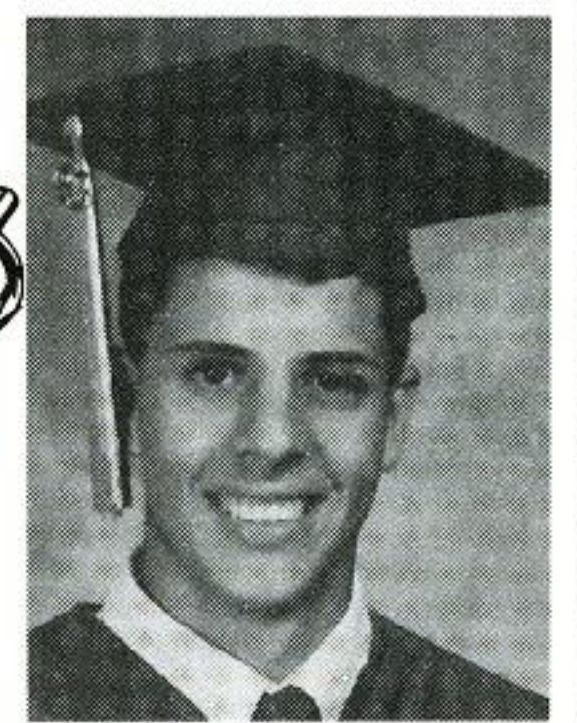


Tarana Henderson  
Central High School  
Daughter of Loraine Piper  
Senior Clerk - Beaumont

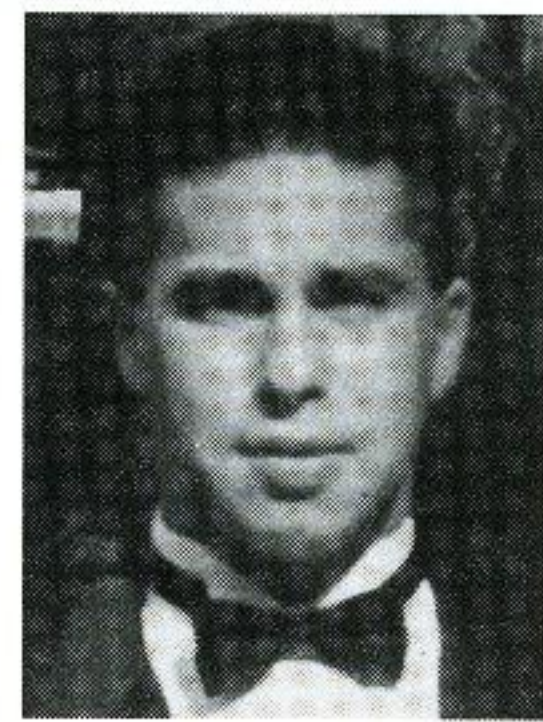


Christopher D. Jones  
Livonia High School  
Son of Cynthia Jones  
Nuclear Repairman-1st class -  
River Bend

James C. Hicks  
Belaire High School  
Son of Juanita L. Hicks  
Legal Secretary - Baton Rouge



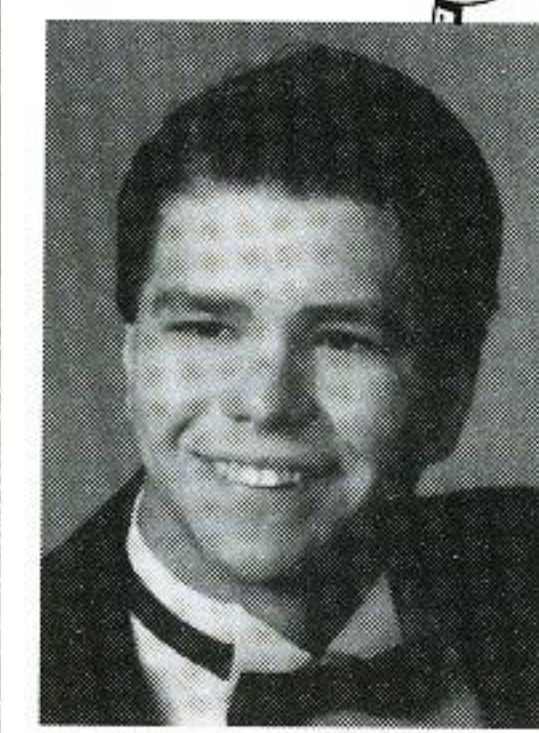
Ashley Laborde  
McCullough High School  
Son of Michael Laborde  
Operating Superintendent  
The Woodlands



Shauna Renee' Linden  
Lincoln High School  
Daughter of Michael Linden  
Marketing Coordinator - Beaumont



Mike Montalvo  
Nederland High School  
Son of Manuel Montalvo  
Control Operations Foreman  
Sabine Station



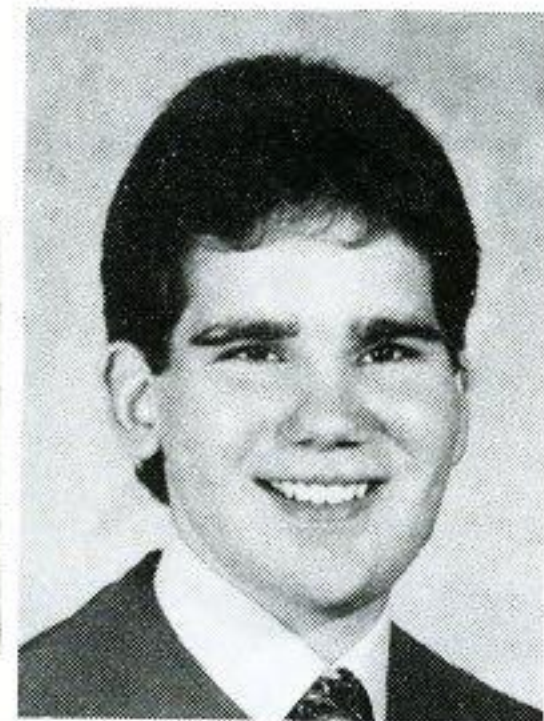
Lori Landry  
Central High School  
Daughter of Debbie Landry  
Clerk - Choctaw



Laura Leatherwood  
Zachary High School  
Daughter of Lynn A. Leatherwood  
Supervisor-Core Analysis  
River Bend



Tom McMurray  
West Brook High School  
Son of Kim McMurray  
Manager-Corporate  
Communications  
Beaumont



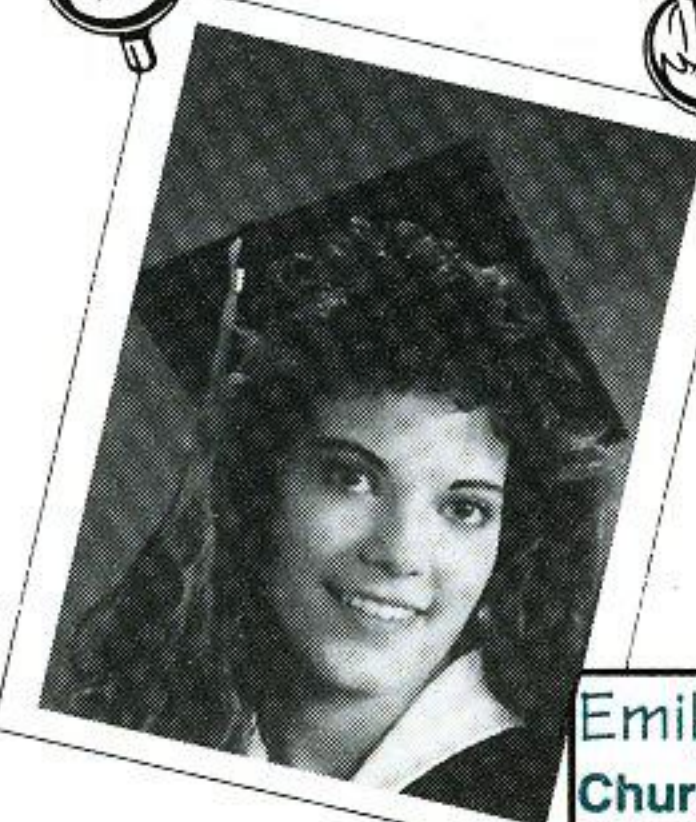
David Wade Loupe  
Scotlandville Magnet High School  
Son of Raymond P. Loupe  
T&D - Baton Rouge



Nicole Leigh Mahlmann  
West Brook High School  
Daughter of  
James & Karen Mahlmann  
Supervisor Reproduction &  
Supply/Billing Clerk - Beaumont

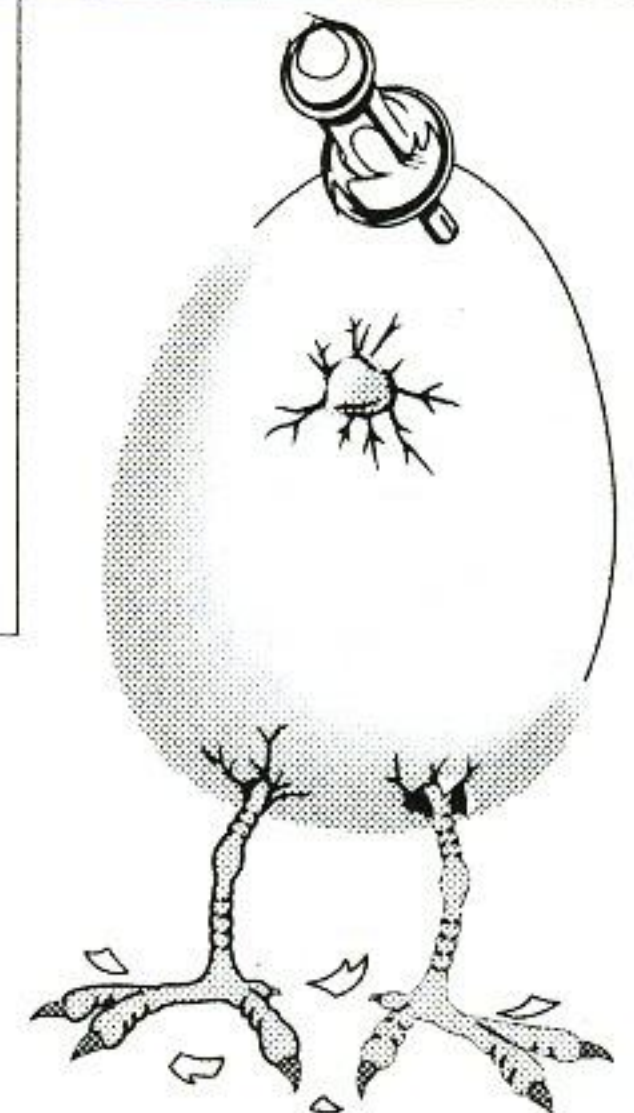


Emily Matte  
Church Point High School  
Daughter of  
Cynthia D. Matte  
Customer Contact Clerk -  
Church Point



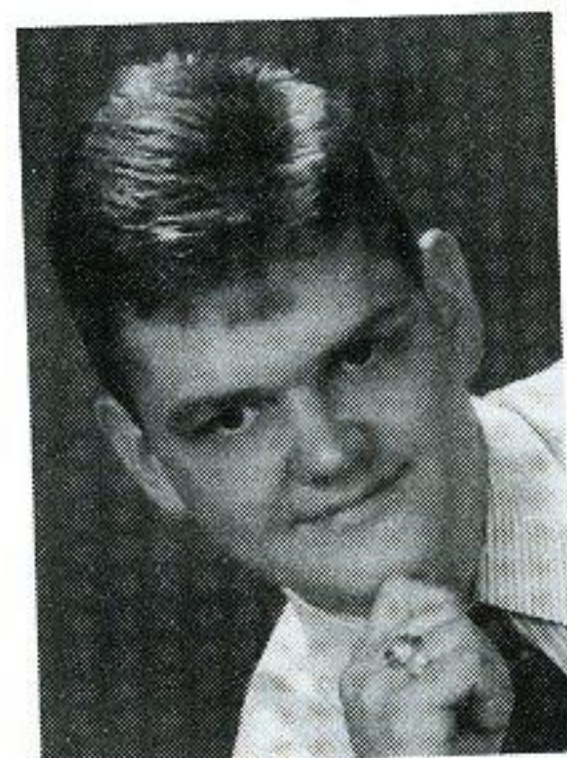
Byron Morrison  
St. Thomas More High School  
Son of Jude Morrison  
Utility Worker - Lafayette

Tisha Nicole Mitchell  
Plaquemine High School  
Daughter of Lydia Aboagye  
Customer Information Coordinator  
Baton Rouge

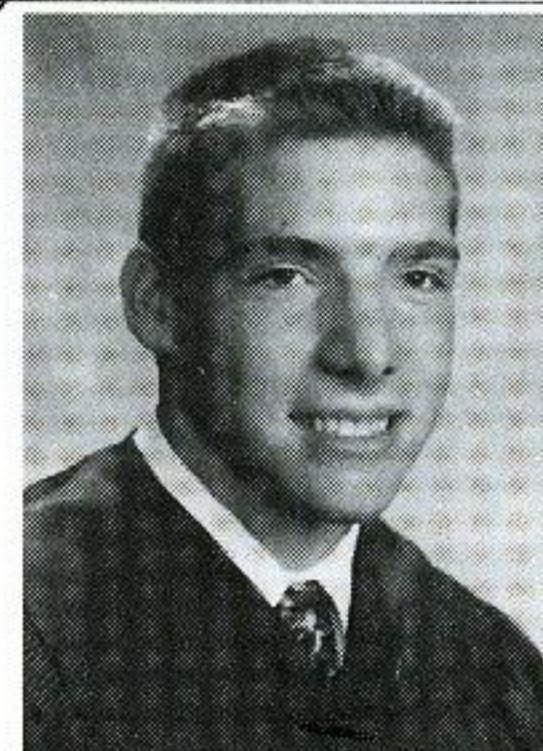




Derek Brandon Petry  
Orangefield High School  
Son of Michael Petry  
Sr. EMS Engineer - Beaumont



Barton Plant  
Huntsville High School  
Son of Roberta Plant  
Accounting Supervisor  
Huntsville



Stephen Sandberg  
Robert E. Lee High School  
Son of Ken Sandberg  
Manager-Division Operations  
Baton Rouge



Brent Plant  
Huntsville High School  
Son of Roberta Plant  
Accounting Supervisor  
Huntsville



Julia A. Pitts  
North Shore High School  
Daughter of James Pitts  
System Operator - Beaumont



Robby Saurage  
Vidor High School  
Son of Sue Saurage Woodward  
Division Substation Operator  
Beaumont



Dawn Nicole Pumphrey  
Kelly High School  
Daughter of Don Pumphrey  
Senior Public Affairs Representative -  
Beaumont



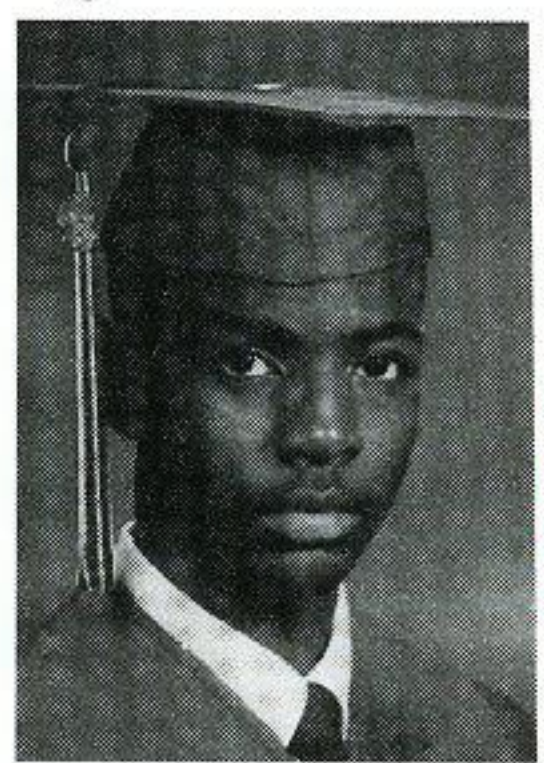
Sarah A. Runnels  
Little Cypress-Mauriceville High School  
Daughter of Catherine Runnels  
Supervisor-System Billing - Beaumont



Tommy Reine  
Redemptorist High School  
Son of Joe Reine  
Sub-Station Mechanic-1st class  
Baton Rouge



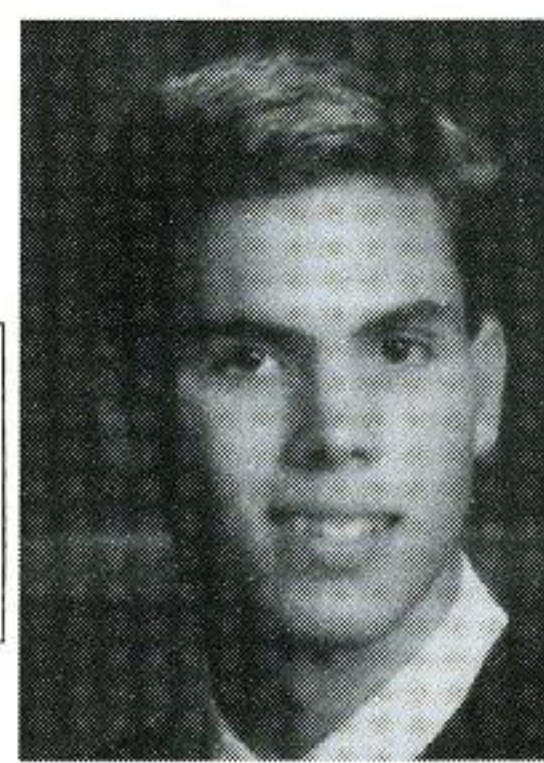
Christopher Terence Sorrell  
Robert E. Lee High School  
Son of Sheila Young Sorrell  
Section Head - Baton Rouge



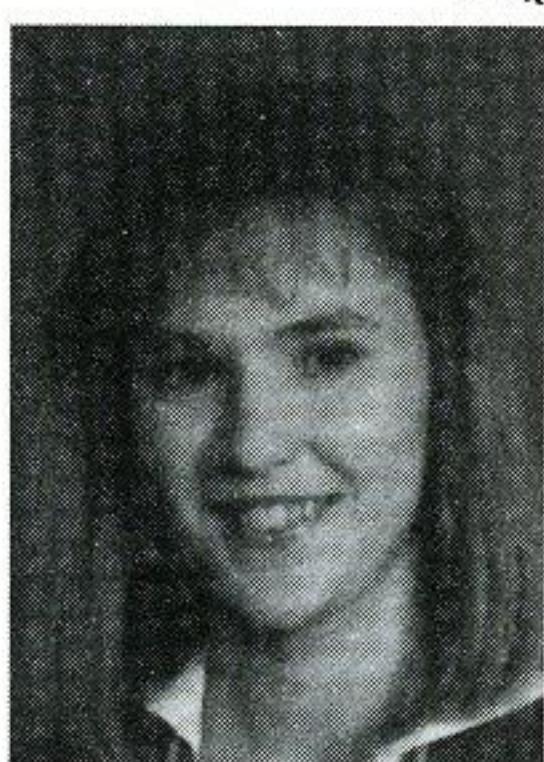
Lauri G. Ross  
Central High School  
Daughter of Terry C. Ross  
Lineman-1st class  
Baton Rouge



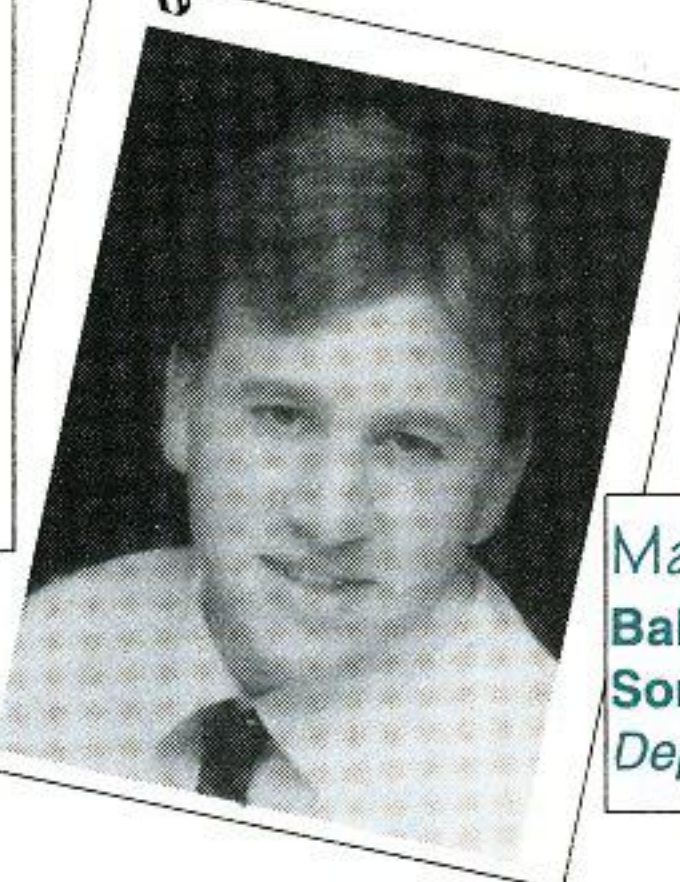
Rusty Stuart  
Conroe High School  
Son of Lloyd Stuart  
Utility Foreman - The Woodlands



Rebecca Rene Simpson  
Lumberton High School  
Daughter of Joe A. Simpson  
Planning Coordinator - Beaumont



Matt Scott  
Baker High School  
Son of Nancy Scott  
Departmental Clerk - River Bend





Naomi Usery  
**Little Cypress-  
 Mauriceville High School**  
 Stepdaughter of Ricky Zirlott  
*Maintenance Electrician  
 Sabine Station*



Christina Von Netzer  
**Sevier County High School**  
 Daughter of Franz Von Netzer  
*Boiler Mechanical Coordinator- Beaumont*



Mary Catherine Watson  
**Denham Springs High School**  
 Daughter of Cheryl Watson  
*Part-time Clerk - Denham Springs*



Krissy White  
**Huntsville High School**  
 Daughter of Tommy White  
*Senior Engineering Assistant  
 Huntsville*



Angela Thompson  
**Huntsville High School**  
 VOE Student - Huntsville



Traci Lynette Wilson  
**J. H. Madison High School**  
 Granddaughter of the late  
 Amos Stafford  
*Christina Retiree - Conroe*

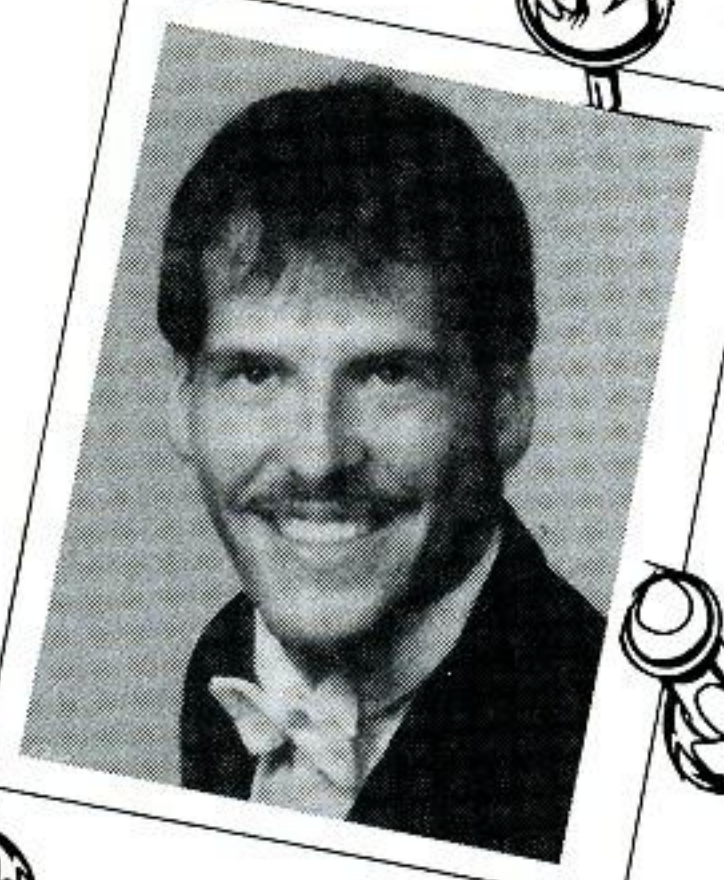


Shannon M. Thibodeaux  
**Eustace High School**  
 Daughter of Roxana Broussard  
*Storeroom Assistant - Nelson Gas & Oil*



# College Grads

Mitchell Aleshire  
**Louisiana State University**  
 Son-in-law of Cecil Goldsmith  
*Equipment Operator - Sabine Station*



Susan Courtney  
**Lamar University**  
 Spouse of Bill Courtney  
*System Analyst - Beaumont*



Julie Allen  
**Southeastern Louisiana University**  
 Daughter of Tommy Allen  
*District Consumer Service Representative  
 Gonzales*



Becky Goldsmith Aleshire  
**Louisiana State University**  
 Daughter of Cecil Goldsmith  
*Equipment Operator - Sabine Station*



Melissa Jo Achord  
**Southeastern Louisiana University**  
 Daughter of Wesley Berton Achord  
*Senior Engineering Assistant  
 Baton Rouge*

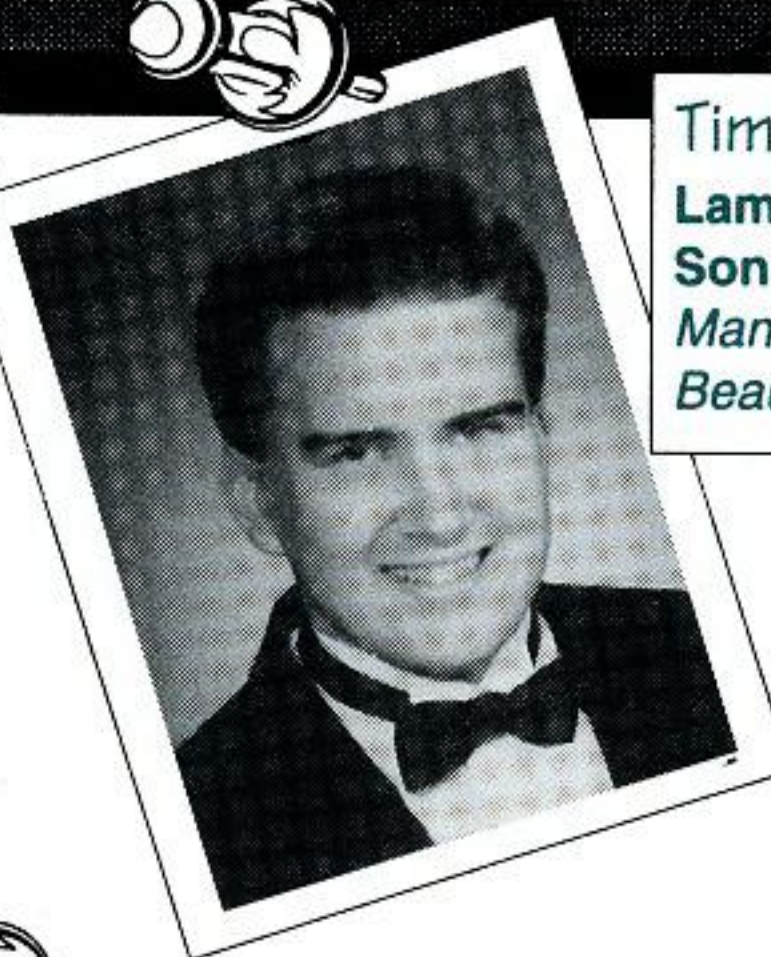
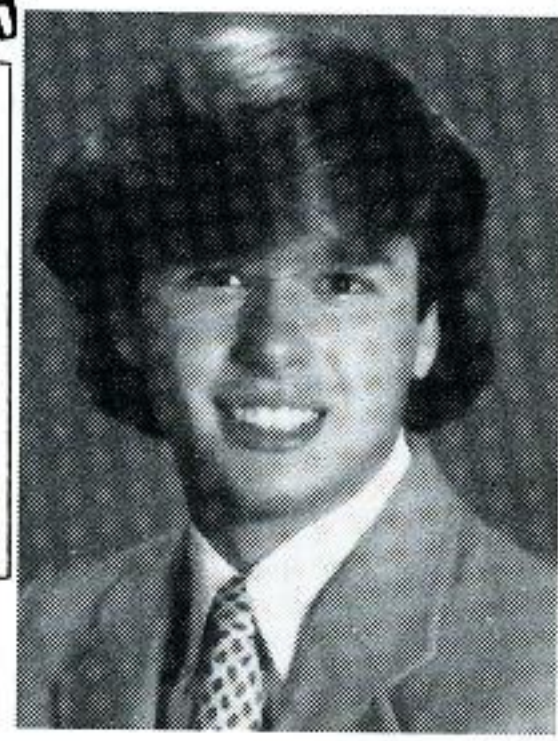


Michelle Bradley  
**Lamar University**  
 Control Operations Foreman  
 Sabine Station



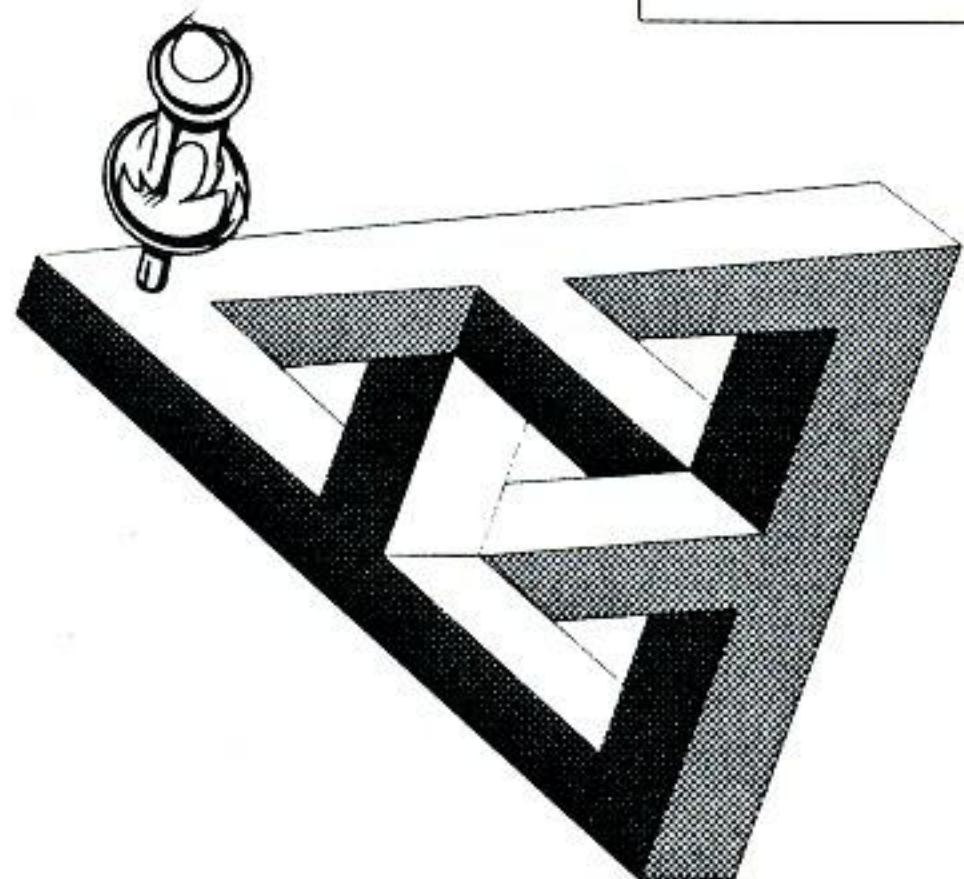
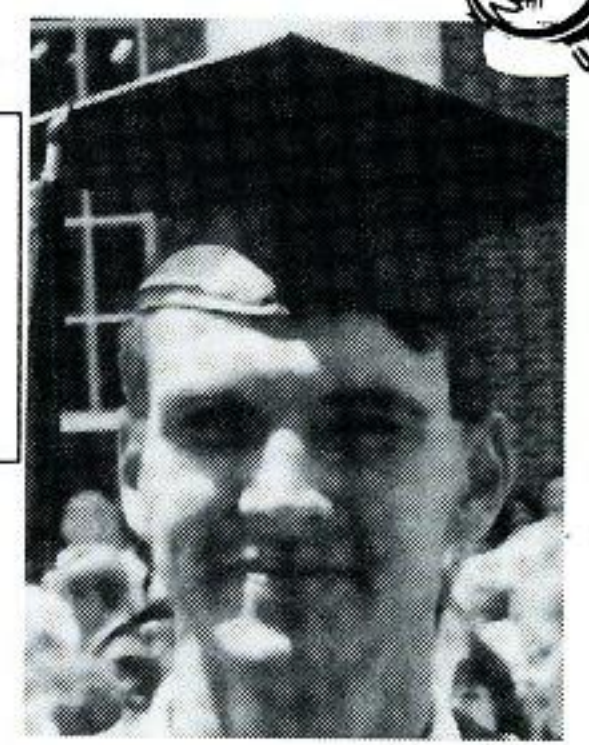


Henry Michael Jackson  
University of Colorado  
Grandson of the late Aldrich Delaroderie  
Retiree - Baton Rouge  
Great-grandson of the late  
Rudolf Delaroderie  
Retiree - Baton Rouge



Tim McMurray  
Lamar University  
Son of Kim McMurray  
Manager-Corporate Communications -  
Beaumont

Lance O'Brien  
Louisiana College  
Son of Michael W. O'Brien  
Senior Planning and  
Scheduling Specialist - River Bend



Barry M. Roberts  
Louisiana Tech University  
Son of Charles W. Roberts  
Planning Coordinator  
Willow Glen



Katherine D. Prichard  
Clearwater Christian College  
Daughter of Andres L. Prichard  
Principal Engineer - Beaumont



Lannis L. Tynes Jr.  
Louisiana State University Medical School  
Susan F. Tynes  
University of New Orleans  
Son and daughter-in-law of Lannis Tynes  
Retiree - Beaumont

Preston A. Simmons  
Texas A&M University  
Son of Bettie Bibb  
Draftsman - Beaumont



Alice Maldonado  
Lamar University  
Niece of Alice Maldonado  
Computer Applications -  
Beaumont



Samantha Elizabeth Jackson  
University of Arizona  
Granddaughter of the late  
Aldrich Delaroderie  
Retiree - Baton Rouge  
Great-granddaughter  
of the late Rudolf Delaroderie  
Retiree - Baton Rouge



Ronald Edward Metoyer  
McNeese State University  
Electrician-1st class - Nelson Coal



Ensign James Aldrich Delaroderie  
United States Naval Academy at Annapolis  
Grandson of the late Aldrich Delaroderie  
Retiree - Baton Rouge  
Great-grandson of the late Rudolph Delaroderie  
Retiree - Baton Rouge





# Minds Behind the Merger

by Keith Kaiser

*You've just learned from your boss that you have been selected to be in charge of one of the largest utility mergers in U.S. history—one valued at \$2.3 billion. So now might be a good time for a quick personal gut check: "How do I feel about this assignment, anyway?"*

*A little over a year ago (June 10, 1992), Don Hunter of Entergy and Don Clements of Gulf States were designated to take the lead over a massive corporate combination that would cost billions and take months, possibly years, to complete. Hunter was named senior vice president and, at the same time, Entergy's transition team leader for the merger. Clements was named GSU's general manager (and subsequently vice president) of strategic projects and primary merger coordinator for GSU.*

*The long, hard road to merger was filled with an array of heavyweight regulatory powers. Among them: the Louisiana Public Service Commission (LPSC), the Public Utility Commission of Texas (PUCT), the Securities and Exchange Commission (SEC), the Nuclear Regulatory Commission (NRC), and the Federal Energy Regulatory Commission (FERC). Thus far, the process is on schedule with approval having come from the LPSC. In addition, nods of approval have come from GSU/Entergy stockholders and the Internal Revenue Service.*

*Now that public announcement of the merger is a little over a year old, Entergy's **ON!** and GSU's **Plain Talks** thought it would be interesting to meet the two merger leaders up close and take a look, from their perspective, at the busy world of corporate combination. Both were open and candid.*

## **Why do you think this merger needed to happen? For GSU? For Entergy?**

CLEMENTS: GSU needed this merger because the company went through a long and trying period financially...Though GSU had a turnabout of fortune in the past several years, it has been a slow process, and the prospects for the future were to limp along with very slow improvements that could be quickly lost if something major happened. The merger puts us on a positive footing...For Entergy, it's a natural fit in terms of geographics and existing interconnections.

HUNTER: This is one of those rare business opportunities...The transaction itself is unique in that it brings so many positive benefits to so many of the constituents that we would really be stupid not to do it...Everybody really benefits from this transaction: shareholders of both companies, the communities, the regulators, the employees, so it's in the public interest.

## **What in the merger process has gone better than expected?**

CLEMENTS: The regulatory process has gone a lot better than expected, particularly in terms of scheduling...We are pleasantly surprised that we have stayed on schedule and very surprised that FERC has been so focused in staying on track.

## **What in the merger process has been particularly tough?**

CLEMENTS: What's been difficult for me to deal with are the issues raised by GSU employees who have questions that can't be answered with the available information...You can't blame an individual for being concerned, but I think that as people become involved in the integration process, they will become enthusiastic and positive about the future and the new opportunities available to them.

HUNTER: Toughest part overall has been the sheer magnitude...I thought going in that I had a good grasp of what needed to be done but I discovered that it was greater than I thought...The level of activity has been high continually and extracts a toll on your people...Our folks have been working seven days a week for a long time. And they don't get very much time off. They go from one thing to the next

## **How long will it take to fully integrate GSU with Entergy?**

CLEMENTS: In the three-year range, operations should be well integrated. But it will take several years for GSU employees to think of themselves as part of a larger system. We've got to give that some time.





**Don Hunter**

- AGE:** 59 years old and chuckles when he reveals his years.
- FAMILY:** Has a wife Dee and four children. (PRIVATE INFO: Dee is short for Deloras. Hunter and his father-in-law only use "Deloras" when they're involved in a little family fun.)
- ENJOYMENT NO. 1:** Loves to play golf but with the intense merger schedule has not been able to do much lately. (He usually shoots in the high 80s!)
- ENJOYMENT NO. 2:** Also loves Western artwork for its beauty, action and nostalgic value: buffaloes, Indians, cowboys, scenics, etc. (His father-in-law got him into this hobby.)
- SINGLE MOST IMPORTANT PERSONAL EVENT OF HIS LIFE:** Marrying his wife Dee!
- SINGLE MOST IMPORTANT CAREER EVENT:** The experience he had as president of an operating subsidiary of a small publicly traded company. "We had a lot of fun...You could see the results of what you were doing reflected in the stock price."
- PERSONALITY:** "I'm a combination, depending on the circumstances...As with most people, I'm different depending on the people with whom I interact...Basically I'm straightforward and have trust in people...I'm focused and demanding, but don't expect more from my people than I expect from myself."
- EDUCATION:** Bachelor of Science in chemical engineering from Purdue University...Master of Science in nuclear engineering from Iowa State University.

HUNTER: Capturing savings is key in the merger to increase shareholder value. Savings can be captured in three years and to do that we have to integrate GSU into our SBU structure quickly. Cultural change, however, will take a longer time, but such a change is central to the long-term well-being of the company.

#### **How will the merger improve customer service quality?**

HUNTER: We must concurrently reduce costs and improve service. As we put the two companies together, we will both need to get better, and we will do that by exchanging the best practices of GSU and Entergy. We will also have to change the way we currently do business. Remember, top performing companies know how to deliver excellent service at low cost.



**Don Clements**

- AGE:** 44 years old and "lost my hair a long time ago," he smiles...Is now going through a mid-life crisis, of sorts: he hurt his legs three years ago waterskiing and he's been smarting a little ever since. It wouldn't have happened in his younger days, he snickers.
- FAMILY:** Married 23 years to Ginny, a girl he met in, wow, the first grade! They have one daughter—Brooke.
- ENJOYMENT NO. 1:** Lives in Beaumont and loves to take short family trips to San Antonio, Houston, New Orleans, etc. Also takes one or two longer trips a year.
- ENJOYMENT NO. 2:** Loves to do "routine things" on weekends...like shopping! buying groceries! reading, etc. "My wife and I have an unusual work schedule, so we do a lot of routine things on the weekends," he says.
- SINGLE MOST IMPORTANT PERSONAL EVENT OF HIS LIFE:** Marrying his wife Ginny. Next, Brooke's birth.
- SINGLE MOST IMPORTANT CAREER EVENT:** Working on the rate case for GSU's River Bend. "It was one of those projects where people pulled together and worked together and did a lot of hard work for a long time," he notes.
- PERSONALITY:** On the job, he's results oriented and not quick to react emotionally when things go either bad or good.
- EDUCATION:** Bachelor of Arts from Texas Christian University...Doctorate of Jurisprudence from the University of Houston.

#### **What will happen to the GSU Beaumont headquarters after three years?**

CLEMENTS: There will be a strong GSU/Entergy presence in Beaumont long after the three years are over.

HUNTER: We intend to keep a headquarters there, much as we do in the other operating subsidiaries.

#### **What can employees do today to prepare themselves for what you see on the horizon?**

HUNTER: Be the best you can be at whatever you do! Be flexible in accepting job assignments. Develop a frame of mind that whatever you do, you're going to do the best you can. And, of course, increase your skill levels.





**CLEMENTS:** You must psychologically accept the fact that there's going to be change, with or without a merger. I hope employees take every opportunity to train and develop and try to keep up with what is going on politically and in the utility industry. Look at trends and don't ground your feet in concrete!

### **Will either of the companies have a hiring freeze?**

**CLEMENTS:** I haven't heard the issue discussed exactly in terms of "hiring freeze." GSU has been in the process the last few years of very strictly managing attrition, which reduces the number of new hires. In fact, the number of new hires at GSU has been reduced as a result of this new program. It hasn't been a hiring freeze as such but it accomplishes some of the same goals.

**HUNTER:** Entergy is not in a hiring freeze. As we get closer to closing, we need to reach an agreement with GSU with respect to how we move people between the two companies. We're committed to using the best people from both companies and the best way to manage is to move people back and forth and to utilize attrition.

### **Will all areas of GSU be evaluated on a job-by-job basis?**

**HUNTER:** Each System Business Unit is responsible for putting together a process, schedule and teams necessary to develop an integration plan. In doing this, they will have a significant amount of latitude. Most jobs will be reviewed, but the impact on field personnel should be low and on other areas it will be higher.

**CLEMENTS:** It's difficult for me to believe that EVERY job will be individually evaluated. At some point we will probably rely on a certain group to have done a comprehensive analysis that applies to particular types of jobs.

### **How much merger-related movement of employees do you foresee in the future?**

**CLEMENTS:** There will be movement but I don't anticipate a "mass movement" of the majority of employees. Many people will find it advantageous to move for their own advancement and to get an exposure to the system. What better way to get a grasp of the system than to move around among the pieces.

**HUNTER:** There are economic considerations anytime we move employees so to think that there will be "rampant" movement is not realistic. There will be MORE movement back and forth but exactly how much is hard for me to answer at this time.

### **Is it possible for an Entergy employee to lose his or her job to a GSU employee because of the merger, or vice-versa?**

**HUNTER:** It's a possibility.

**CLEMENTS:** Those have to be recognized as possibilities.

### **During or after the 18-month moratorium on layoffs, do you see any possibility for an early retirement program for either Entergy or GSU employees?**

**CLEMENTS:** An early retirement package will be offered at GSU sometime near merger closing in order to fulfill the commitment of using early retirement and attrition as the preferred means of effecting any necessary staff reductions.

**HUNTER:** An early retirement package will be offered at GSU near merger closing. There are no plans for an early retirement program at Entergy because there was one in 1991, preceded by ones at LP&L and ESI in 1989. The Entergy workforce has already been reduced by more than 1000.

### **What do you think the layoff picture will look like at the end of the 18-month moratorium?**

**HUNTER:** We have aggressive financial targets to accomplish, and it will be a management and employee challenge to achieve them. Some layoffs are possible.

**CLEMENTS:** Attrition will be helpful in reducing layoffs, but there cannot be a promise that there will be none.

### **Are there any special messages that you have for employees?**

**CLEMENTS:** These are exciting but uncertain times, and it's the uncertainty that's created problems. Our people need to be INVOLVED and need to be POSITIVE. Employees must accept the fact that the industry is changing. They will do themselves and the Company the best favor they can by BECOMING A PART OF THE CHANGE.

**HUNTER:** For me Jack Welch of General Electric says it best: "Companies can't promise lifetime employment, but by constant training and education we may be able to guarantee lifetime employability. We've got to invest totally in our people."

And Welch also says: "Our people



have learned the value of their jobs and the principle that job security comes from WINNING."



# Benchmarking program measures up

by Robert Adams

In Walt Disney's feature film, "Snow White," the wicked queen looks at herself in the magic mirror and says, "Mirror, mirror on the wall, who's the fairest of them all?" According to Ed Loggins, senior executive vice president, she was one of the original benchmarkers. She used the mirror to look at her competition.

Benchmarking, a quality-improvement program GSU has adopted, involves more than just looking at the competition, Loggins says. GSU defines benchmarking as a process for rigorously measuring a company's performance against the "best-in-class" competitors. The company uses the analysis to *meet* or *surpass* the performance of the "best-in-class."

Loggins says that benchmarking -- "sizing up the competition" -- has always been an implicit function of any business. But in the early 1980's, benchmarking became a major part of a strategy process.

"Xerox actually coined the phrase," says Loggins, "as they met the challenge of severe foreign competition in the copier industry." He cited another success story of benchmarking among Fortune 500 companies. Ford Motor Co.'s production of the popular Taurus automobile is a direct result of benchmarking.

GSU began benchmarking in 1992. Several groups, including Human Resources, T & D Operations, Customer Accounting and Internal Audits, have begun to compare specific areas of their work with other work groups and companies.

Benchmarking is a continuous process involving five basic stages. First, a work group determines

exactly what aspect of job performance to benchmark, who will use the information and what they need to know.

Then, the group forms a benchmarking team. A typical benchmarking effort results in large amounts of data, which requires the help of several people to assimilate. A broad field of knowledge is usually needed, more than that which one person might possess.

Third, the team identifies the benchmark partners. These are the recognized leaders in other organizations and industry -- the "best-in-class" performers. They are the external sources for the collection of information.

Data may even be gathered from other *types* of industries, if a part of their job process is similar to ours. Examples include comparable areas of accounting, fleet maintenance, computer applications, etc.

Stage four is collecting the information, both internal and external, and then analyzing it. The data gathered and the resulting analysis will become the basis for recommended action.

Then, stage five is for the company to take the recommended action.

But rather than stop at this point, benchmarking continues. The company continues to gather information about the competition, analyze it and recommend action so that it does not lose the edge that has developed.

Loggins points out that GSU will use benchmarking as a tool for continued improvement and that adopting this program is unrelated to the merger with Entergy. It will help GSU achieve its vision of "being the best it can be."





# GSU out front on BTU tax

story by Doug McCormick  
photos by Scott Harper

After being named GSU's vice president-information services by CEO Joe Donnelly last November, one of Ron McKenzie's first objectives was to make the company more proactive on governmental issues which could impact Gulf States and its service area.

"Mr. Donnelly has made it clear that he wants to be out in front of the issues," McKenzie says. "So we are working to identify major issues early on, track and analyze them and communicate our position to key decision makers. In other words, we are getting in a better position to be heard and make an impact."

McKenzie points out that this is a team effort, involving individuals in numerous departments throughout GSU. "We ask employees with expertise in different areas to help us determine how proposed legislation or other issues will affect GSU," McKenzie says. "These same employees help us determine what GSU's position should be on various issues. Their assistance is invaluable to our governmental affairs and corporate communications staffs," McKenzie says.

Well, it didn't take long for an issue to come along with the potential to affect GSU's service area in a major way. Early in 1993, President Clinton proposed a federal deficit reduction program featuring a BTU energy tax. Likewise, it didn't take long for political, business and industrial leaders from Beaumont to Washington to become aware of GSU's reaction to the proposed tax.

"GSU really took the point position on this one," said one official with Mobil Oil in Beaumont. "They



*Ron McKenzie presents Gulf States' position on the proposed BTU tax at a press conference at the Texas Energy Museum in Beaumont. McKenzie was one of several speakers including Texas U.S. Senator Phil Gramm (right).*

called our attention early on to the negative impact the tax could have on our plant's energy costs and on this region as a whole."

GSU took action on numerous fronts to get the message out that the tax would be bad news for the country as a whole--but especially for GSU's service area, with its heavy concentration of energy-intensive industries.

Donnelly wrote letters to scores of government officials from President Clinton on down and to thousands of community leaders throughout GSU's service area. He also wrote guest columns and letters to the editors of service area newspapers. In addition, numerous print media and radio interviews were done on the subject.

Jim Moss, GSU's vice president-marketing, wrote to industrial plant managers and GSU division personnel--using briefing packages prepared by corporate communications--met with city, county and parish officials. A speech on the tax was prepared and forwarded to division management, a bill stuffer on the proposed tax went to all GSU customers and an "FYI" was written for employees.

In addition, GSU played a key role in organizing a press conference during which Sen. Phil Gramm--along with McKenzie and numerous business and civic leaders--explained that of all 50 states, the tax would hit Texas the hardest, Louisiana fourth-hardest and the Texas/Louisiana Gulf Coast regions harder still. At the same time, GSU lobbyists met with lawmakers in Washington, Austin and Baton Rouge to make the reasons for GSU's opposition to the BTU tax crystal clear.

And where does the issue stand after all this activity? GSU Washington lobbyist Greg Copeland says the U.S. House of Representatives narrowly passed its version of President Clinton's economic plan, including the BTU tax. However, the Senate is considering numerous alternatives to the BTU tax in its version of the plan--and Copeland says it is unlikely that the Senate bill will contain a BTU tax at all. In fact, on June 9, newspapers headlines across the country read, "Treasury Secretary Lloyd Bentsen Declares BTU Tax Dead."

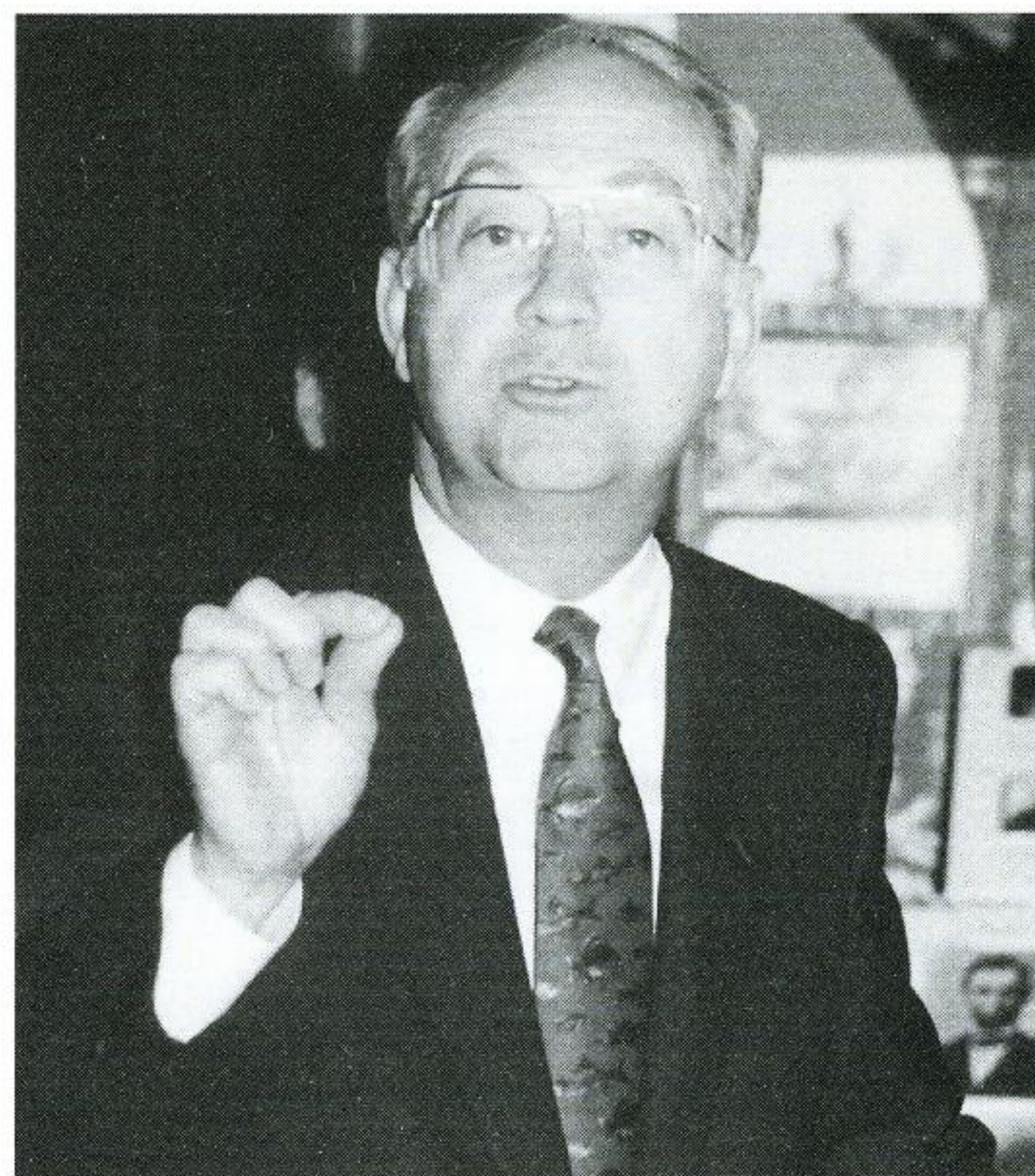


Copeland explains that after the Senate completes its bill, both the House and Senate versions will go to a conference committee made up of select House and Senate members. This committee will negotiate a single version of the bill which then will be voted on again on the floors of the House and Senate. If passed by both houses, the bill will go to President Clinton for signing.

Copeland says a key point to remember is that regardless of what happens in the Senate, the BTU tax is still in the bill passed by the House and must be dealt with in conference.

"No one knows exactly what the final package will look like," Copeland says. "But we're 99 percent sure it won't contain a BTU tax. And even if it does, the tax will have to be revised to make it much more equitable."

McKenzie points out that GSU has not been alone in opposing the BTU tax. "There has been heavy opposition to the tax all across the country," he says. "But I think our efforts have had a significant impact--in large part because we had a system in place to analyze and address this issue very early on."



*Gramm points out the possible economic impact of the BTU tax to Texas and Louisiana.*

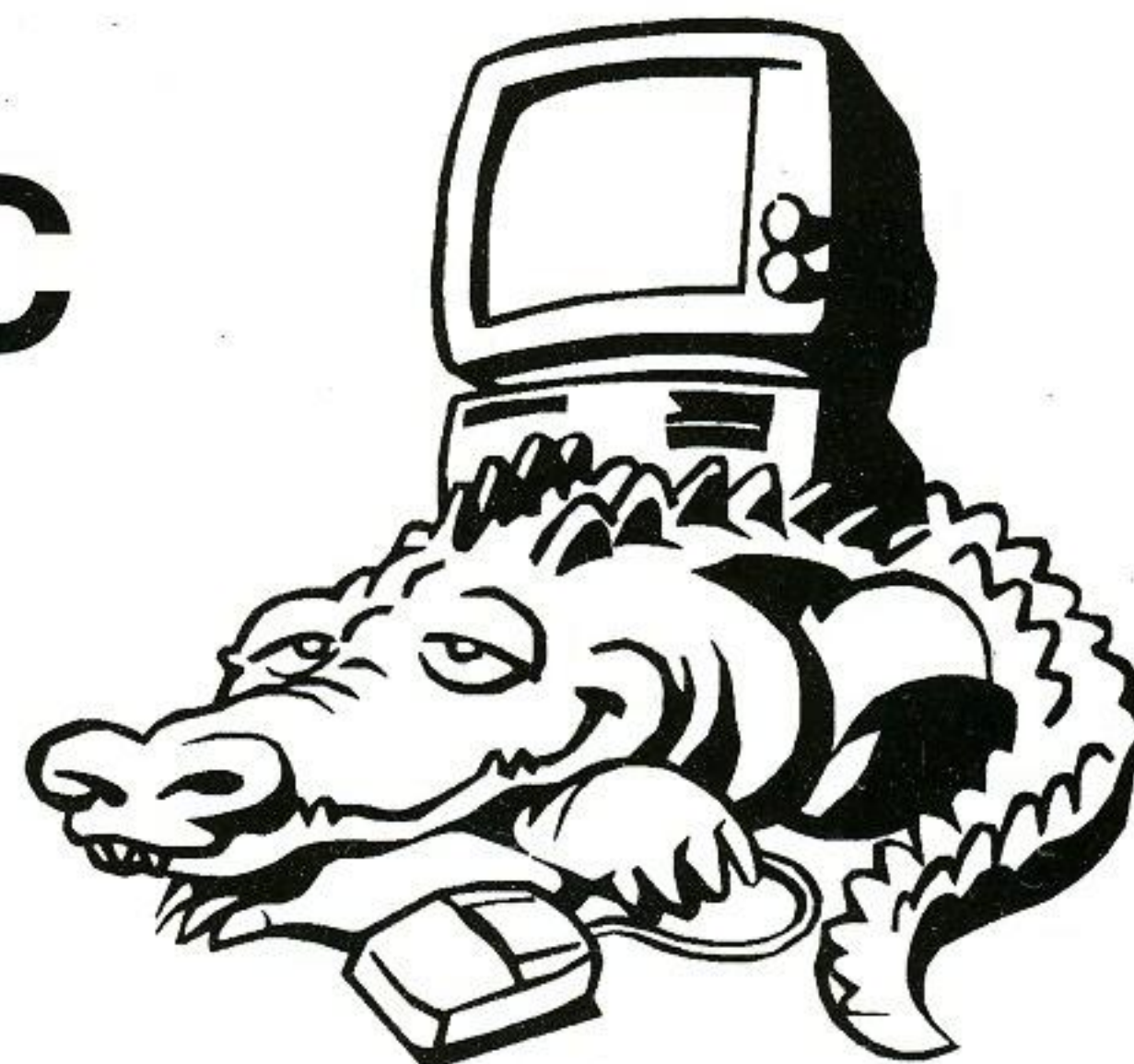
## Protecting your PC

The return of hurricane season reminds us to review our emergency response plans, supplies, evacuation routes, etc. It is also a good time to reflect on how we would recover if a hurricane, fire, or other unplanned event resulted in our personal computer being damaged, destroyed, lost or stolen. Other events such as power surges, equipment malfunctions, program errors, or computer viruses could also cause the loss of or damage to the data on our disks.

- **Back up your data frequently and store the back ups at least 10 miles from your PC.** This is your best insurance against loss of months, if not years, of accumulated work stored on your PC disks. If you are connected to a local area network (LAN), the preferred approach is to keep your work on the LAN file server instead of your hard or floppy disks. The LAN file servers get backed up regularly, relieving you of this activity.

- **Do not leave your ID logged in on the mainframe or LAN while you are away from the workstation.** This leaves the information assets of GSU exposed to passers-by in the same sense as leaving the key in the ignition of your car when it is unattended. If you use a "difficult-to-guess" password on a screen saver, you will not need to log-out each time you leave the workstation: but for computer, network and application performance reasons, you should log-out of every application, platform, and network each day before leaving work. The screen saver technique should also be used for stand-alone PC protection.

- **Be sure you have only properly licensed software on your hard disks.** A relatively common illegal practice is using unlicensed (illegal copies of copyrighted) software. The presence of unlicensed software is a federal offense which subjects you and the company to



civil and criminal liabilities. Having a copy of the product registration form or a set of the vendor provided product manuals is usually sufficient to prove proper licensing. Many popular word processor, spread sheet, data base and miscellaneous products can be down loaded from the LAN, meaning a license for your PC is not required.

- **Practice safe computing and use an Anti-Virus product periodically.** Personal computer users are subject to computer virus attacks. A few copies of Anti-Virus software may be checked out for temporary use from Colleen Grimes at 733-2658 on EP-2.

The Personal Computing Systems group has published **Personal Computing Policies/Procedures** manual with many more tips, as well as "Kwik Reference" documents for many of the most commonly used products. For a copy of the manual or documents, contact Ted Johnson at 733-4885 or Carl Jones at 733-2669, both on EP-2.



## U.S. Savings Bonds: A secure investment

by Scott Harper

In this day and age, guarantees are hard to come by. It's good to know the U.S. Savings Bond is still a secure and fully-guaranteed investment. Gulf States offers employees the opportunity to save with savings bonds through payroll deduction.

Employees received a Savings Bond Bulletin last month describing the benefits of buying U. S. Bonds. In this feature, GSU employees tell why they buy U.S. Savings Bonds.

"It's a painless process," says Steve Burton, vice president and treasurer, Beaumont. "Bonds are absolutely safe and guaranteed by the U.S. Government. With payroll deduction, it's easy to save."

Burton started buying bonds in 1987, saving for his children, Lisa and Jeff, to use for their education. "You really become amazed at how big this fund can grow over time," he says.

"It's automatic, absolutely safe, and you get a reasonable return," he says. "It's a good investment for those who want the most risk-free investment there is."

Nancy Thibodaux, departmental clerk, Orange, has been buying bonds "for quite a while."

Like Burton, Thibodaux says saving with bonds is guaranteed and easy



to do. "Besides," she adds, "It's a good way to invest in America. I still believe in America."

Although her children, Bradley and Bryan, are grown, she still buys bonds for them. "It'll be a little nest egg for them. It will always be there and it just keeps building."

Thibodaux says GSU's payroll deduction plan makes the process "almost too easy." She says employees won't miss money that's taken out.

Thibodaux's message to employees considering purchasing bonds, "Get in-

involved! It's a good thing to do. You invest in your country, it's an easy process and it helps you. Why wouldn't anyone want to do something that is easy and beneficial?"

When their son Derron was born in 1974, Bert Rogers, director-office services, Beaumont, and his wife Sandra, executive secretary, Beaumont, started buying bonds for his education. Derron started college this past year and the Rogers started cashing in the bonds.

"Having the bonds has been very pleasing," says Bert Rogers. "Looking back, I wish we had done more. College is not any cheaper and the bonds have been really helpful to us."

Rogers continues to buy bonds for retirement purposes. "You just can't beat it. When you need it down the road, it will have doubled," he says.

"Using the bonds for education has meant something to us now and it will in the future for retirement," says Rogers.

Employees may take advantage of GSU's savings bond payroll deduction plan by signing up during the annual savings bond campaign or by contacting the Payroll Department.



# SERVICE ANNIVERSARIES

March/April

# 1993

## 40 YEARS

**Jimmy C. Lusk**

Electric T&D

Beaumont

**Glen McGuire**

Electric T&D

Orange

**Leonard Roy Jr.**

Electric T&D

Port Arthur

## 30 YEARS

**Norma M. Cole**

Accounting Svcs.

Beaumont

**Donald E. Hamilton Jr.**

Marketing

Beaumont

**Jean L. Spitznagle**

Human Resources

Beaumont

**Carrol W. Walton**

Division Accounting

Silsbee

## 20 YEARS

**Elizabeth W. Breaux**

Power Supply

Beaumont

**Carlton R. Cormier**

Plant Production

Nelson Coal

**Clarence W. Fowler**

Plant Production

Lewis Creek

**James G. Hancock**

General Services

Beaumont

**Sandra C. Hinson**

Division Accounting

Port Arthur

**Jo M. Landry**

Electric T&D

Beaumont

**Gerald W. Mercer**

Electric T&D

Orange

**Alfred W. Pierson**

Plant Production

Neches Station

**Glenda G. Pruett**

Division Accounting

Port Arthur

**Linda R. Thomas**

Energy Planning

Beaumont

**Benny L. Warner**

Power Supply

Beaumont

**Betty D. Weiblinger**

General Services

Beaumont

**Nina F. Wiley**

Customer Service

Conroe

**Otto F. Yllander**

Plant Production

Willow Glen

## 10 YEARS

**Paul M. Borel**

Electric T&D

Port Arthur

**Kenneth R. Bridgers Jr.**

Plant Production

Nelson Coal

**John M. Browning**

Division Operations

Navasota

**Bobby J. Chretien**

Plant Production

Nelson Coal

**Timothy W. Evans**

Electric T&D

Conroe

**Julius L. Fontenot**

Plant Production

Nelson Coal

**Mark L. Fruge**

Electric T&D

Conroe

**Monroe L. Gorham Jr.**

Electric T&D

Baton Rouge

**Michael L. Grable**

Computer Applications

Beaumont

**Michael D. Harris**

Plant Production

Nelson Coal

**Beverly E. Hector**

Division Accounting

Conroe

**Dan E. Jacobsen**

Bus Sys. & Oversight

River Bend

**Samuel T. Lyons**

Division Accounting

Sulphur

**Michael L. Murdock**

Engineering

Beaumont

**Robert D. Parks**

Plant Production

Nelson Coal

**James D. Powers**

Electric T&D

Cleveland

**Charles W. Roberts**

Plant Production

Willow Glen

**Mary M. Russell**

Human Resources

Beaumont

**Ramesh J. Shah**

RBNG Engrg. & Admin.

River Bend

**Faye E. Small**

General Services

Beaumont

**William H. Spell Jr.**

RBNG Plant Operations

River Bend

**Raymond A. Thibodeaux Jr.**

System Production

Beaumont

**Richard W. Votaw**

Electric T&D

Dayton





## Sabine Station employees released from Burn Center



*Larry Sam, wearing a protective covering to prevent infection, talks with GSU's Mike Rodgers about his plans for the future. Sam looks forward to returning to one of his favorite sports, bike riding.*

story by Mike Rodgers  
photos by Henry Joyner

"Goodbye and good luck, Butch, Jeff and Larry," read the banner over the table of party foods in a crowded room at the Burn Center of Hermann Hospital in Houston. The medical staff which spent so much time and effort working with Allen "Butch" Daniel, Jeff Hollis and Larry Sam, held the farewell get-together to say goodbye to the three GSU burn victims, injured in an accident at Sabine Station in early January.

The news media, invited to attend the informal gathering, quickly overwhelmed the small room. An army of video cameras invaded, while TV, radio and newspaper reporters asked questions about the men's ordeal.

In private conversations for **Plain Talks** later, Hollis and Sam talked about the support of their families, their GSU friends and their hopes for the future. "All that support really helped see us through this," says Sam, thinking back on the

many kindnesses which came his way. "I didn't count all the cards, but I read every one of them," he says. What were his favorites? "Well, there was a Teddy Bear with a passport and an Easter basket about the size of a car."

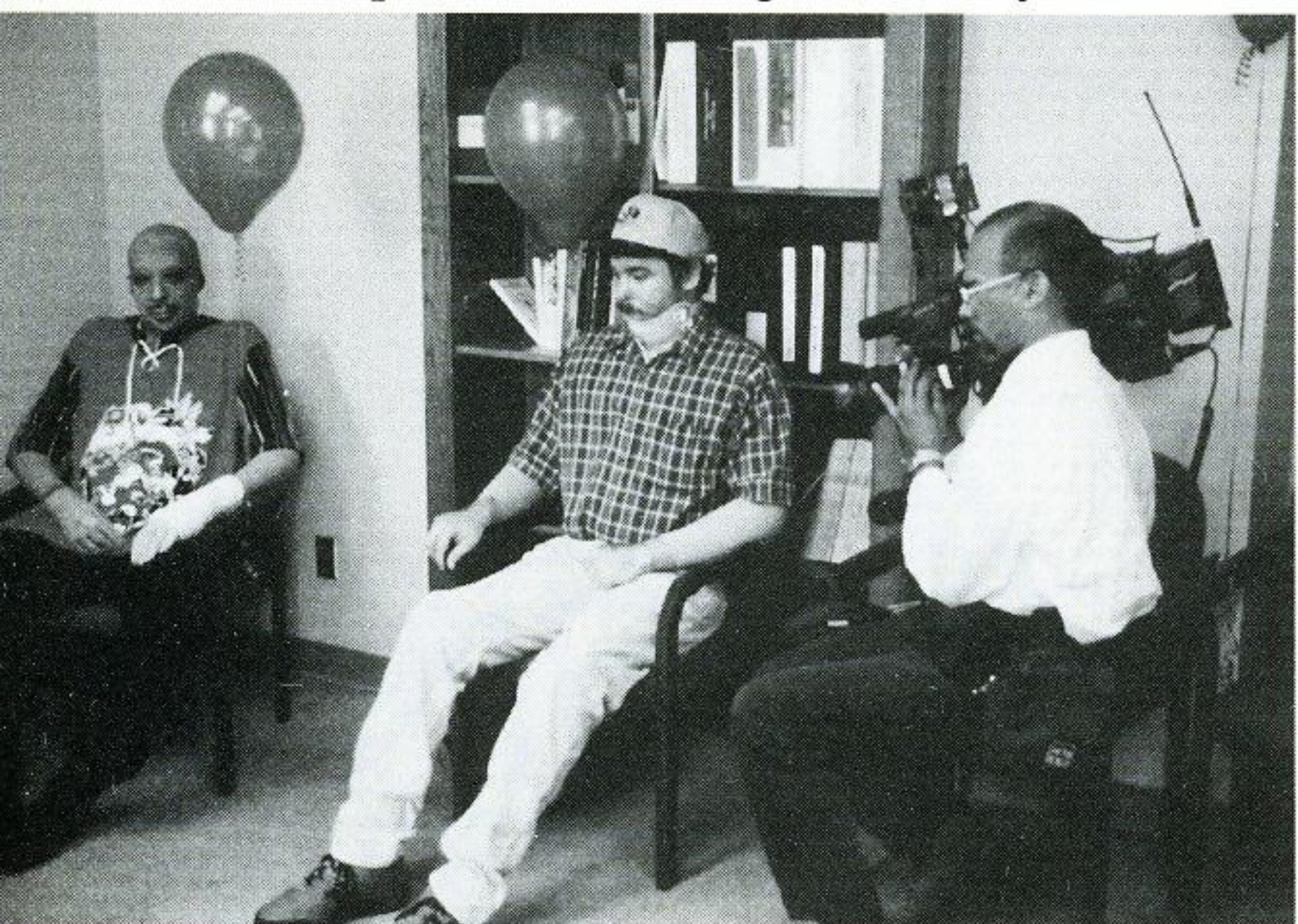
Family members, too, stood by him during his recovery. "They've been very supportive of me. My mom

has been here since the accident. She's been by my side every day."

Looking to the future, Sam hopes to get back on his bike and start riding again. He misses the scenery, excitement and competition of racing. Although Sam was told that it might be two years before he can return to work, he is eager to return and hopes to make it back in one year. "I'm tired of being in the hospital." Offered the chance to say anything he wants to his friends at GSU, Sam responded, "I would like to say one great big thanks. I really owe them a lot. They've really been behind me."

Jeff Hollis returned home in April. Going back meant being with his wife and son in comfortable, familiar surroundings. Reflecting on the friendship shown by countless GSUers, he says, "I didn't know people cared as much as they did. It made me feel real good. They were a big help." Like Larry Sam, Hollis was delighted by the Easter baskets sent over by Edison Plaza employees. "I guess the dentists are going to love us now."

While he is looking forward to returning to work, Hollis acknowledges that day is a long way off, since he tires easily. He is very complimentary of the professional staff at the Burn Center who worked so closely with the three of them from the moment they arrived. Hollis



*Sam (left) and Hollis (right) took questions from the media during the going-away party held at the Burn Center at Hermann Hospital in Houston.*



was released from the burn center first, but like the others, returns for rehabilitative treatment. He knew Larry Sam and Allen Daniel from the time he started working at Sabine Station.

What did Jeff do when he went home the first time? "My son wanted to play Nintendo, so we've been doing lots of that. It's kind of embarrassing, considering a five-year-old beats me just about every day."

*"I would like to say one great big thanks. I really owe them (GSU employees) a lot. They've really been behind me."*

Larry Sam

*To our GSU family:*

*Jeff and I would like to thank everyone who has shown their love and support to us and our family during the last several months. Words cannot express our deep appreciation of the love that we felt during this time.*

*Special thanks go to the Sabine Station Rescue Team, the Edison Plaza Employee Advisory Committee and employees for the wonderful Easter basket, all who were able to donate blood and to employees who made personal contributions.*

*Jeff & Judy Hollis*

## ON THE MOVE

### Promotions from April 1 - 30, 1993

**Allen, Frederick S.**, Willow Glen, to coordinator-accounting & administration, Plant Production (7).

**Amedee, Roger J.**, Baton Rouge, to lineman 3/c, Electric T&D (4).

**Ard, Danny A.**, Orange, to lineman 2/c, Electric T&D (1).

**Belaire, Craig J.**, Beaumont, to staff accountant II, System Production (5).

**Bonura, Norma G.**, Beaumont, to supervisor-fuel accounting, Accounting Services (11).

**Bordeman, Michael E.**, Beaumont, to substation mechanic 1/c, Electric T&D (10).

**Brewer, Timothy D.**, Baton Rouge, to helper-gas department, Gas Department (3).

**Brumfield, Norman T.**, River Bend, to control operating foreman, RBNG-Plant Staff (7).

**Bushman, Martin E.**, New Caney, to lineman 1/c, Electric T&D (1).

**Canzonetta, Barbara P.**, Beaumont, to senior systems analyst, Computer Applications (9).

**Causey, Ronald A.**, Denham Springs, to utility foreman, T&D Line (25).

**Douget, Brett A.**, Conroe, to lineman 4/c, Electric T&D (2).

**Drake, Susan M.**, Beaumont, to associate information analyst, Computer Applications (9).

**Feltner, Mark S.**, River Bend, to senior electrical engineer, RBNG-Plant Staff (6).

**Foster, Robert A.**, New Caney, to lineman 4/c, Electric T&D (1).

**Freeney, Sherry P.**, Hunstville, to customer contact representative, Division Accounting (5).

**Granger, Michael P.**, Lafayette, to substation mechanic 4/c, Electric T&D (12).

**Hayka, John J.**, Baton Rouge, to pipeman welder 3/c, Gas Department (1).

**Hegwood, Joseph B.**, Beaumont, to supervisor-corporate budgets & analysis, Accounting Services (13).

**Hudgins, Deborah N.**, Beaumont, to cash management coordinator, Financial Services (12).

**Joseph, Keith**, Willow Glen, to control operations foreman, Plant Production (12).

**Kopecky, Jean T.**, Beaumont, to assistant treasurer, Financial Services (11).

**Landry, Patrick S.**, Lafayette, to lineman 2/c, Electric T&D (2).

**Lebaron, Frank L.**, Lake Charles, to lineman 3/c, Electric T&D (3).

**Louviere, Rhonda M.**, Port Arthur, to section head, Division Accounting (14).

**Martin, Douglas E.**, Conroe, to substation supervisor, T&D Substation (23).

**McCoun, Jimmie R.**, River Bend, to senior technical specialist, RBNG-Plant Staff (6).

**McDaniel, Richard C.**, River Bend, to control operating foreman, RBNG-Plant Staff (9).

**Meaux, Murlyn J.**, Beaumont, to senior relay engineer, Engineering & Technical Services (7).

**Meche, Rufus M.**, River Bend, to supervisor-accounting services, RBNG-Site Support (7).

**Montgomery, Fred L. III**, Baton Rouge, to collector, Division Accounting (11).

**Montpelier, Timothy G.**, Baton Rouge, to apprentice-line & service departments, Electric T&D (1).

**Mougia, Wayne A.**, Beaumont, to communication serviceman 1/c, Electric T&D (7).

**Perdue, Charles E. III**, Louisiana Station, to test technician 2/c, Plant Production (2).

**Rodriguez, Donald J.**, River Bend, to senior technical specialist, RBNG-Plant Staff (6).

**Small, Marvin M.**, Louisiana Station, to repairman 1/c, Plant Production (9).

**Stinson, Travis D.**, Baton Rouge, to relayman 2/c, Electric T&D (1).

**Stott, Bernard**, Beaumont, to T&D training specialist, Human Resources (14).

**Sullivan, Michael C.**, River Bend, to instrument & control technician 2/c, Plant Production (2).

**Taylor, Shirley D.**, Baton Rouge, to T&D training specialist, Human Resources (22).

**Von Colln, William T.**, Baton Rouge, to senior industrial representative, T&D Operations (14).

**Walker, Michael B.**, Conroe, to utility foreman, T&D Substation (17).

**Wilson, Mark W.**, Beaumont, to staff accountant II, Accounting Services (11).

( ) denotes years of service

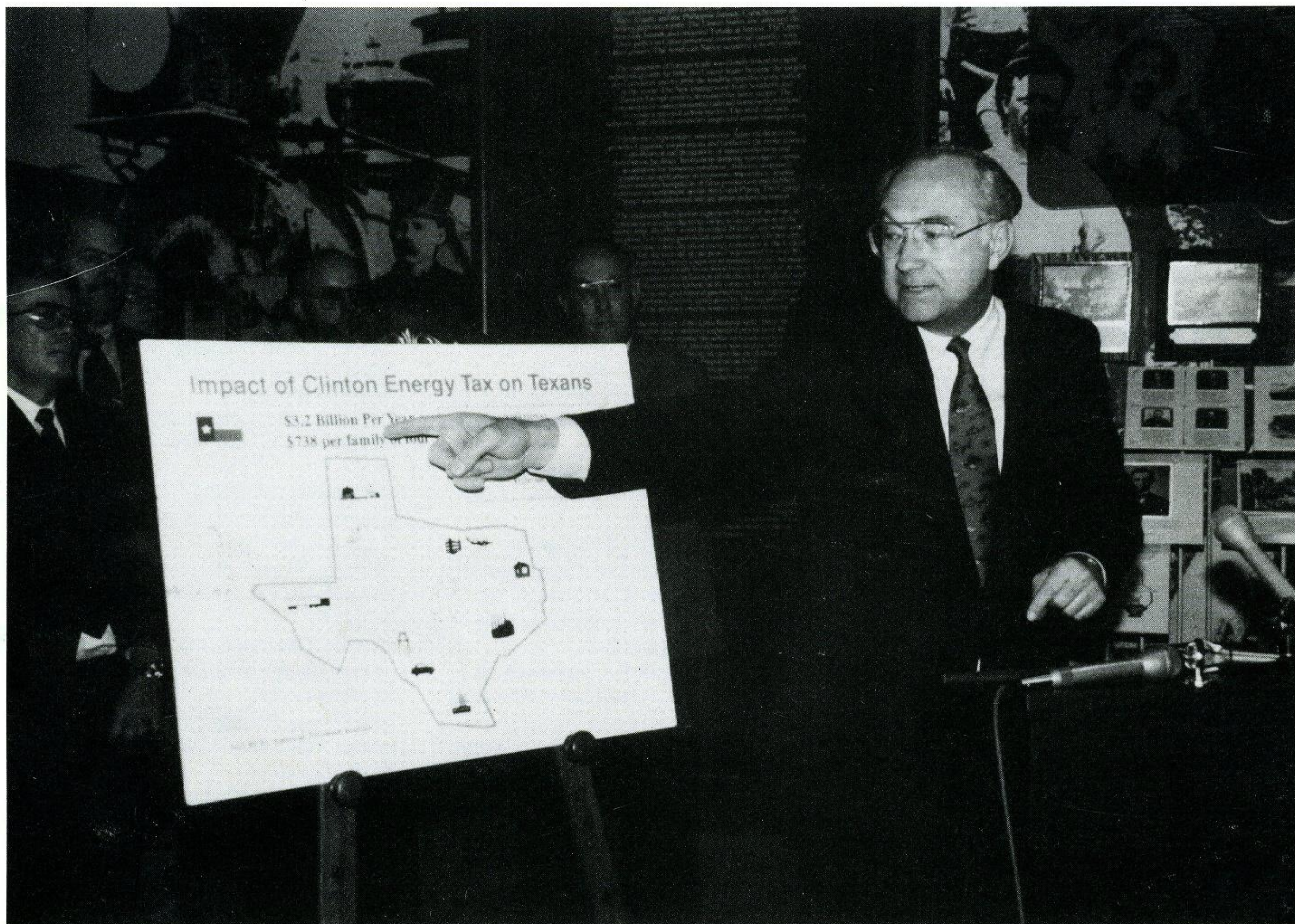


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*U.S. Senator Phil Gramm points out the potential impact of the proposed BTU tax to Texas industries and families at a press conference held at the Texas Energy Museum in downtown Beaumont. Gulf States took part in the local industry coalition to voice opposition to the tax. For more information, see page 14. Photo by Scott Harper.*



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