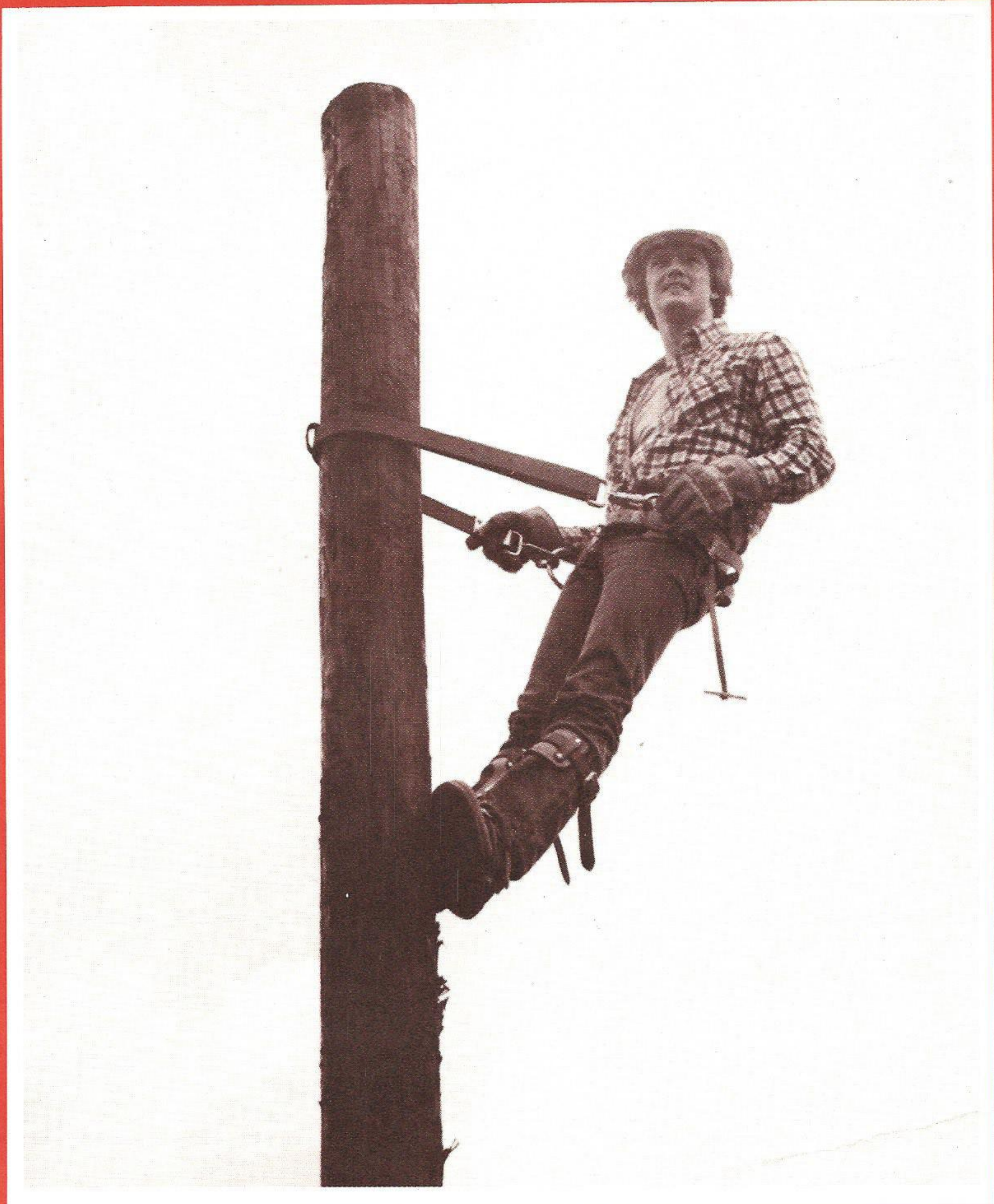


PLAIN TALKS

OCTOBER
1981



THE COVER

Tim Cote, a new T&D helper from the Western Division, braces himself atop a pole.

Cote was one of 10 young men who participated in the third six-week helper training session for 1981.

Taught by Willis "Butch" Coon, the course represents an effort by the company to give new helpers a broad range of on-the-job know-how before they even report to work.

A related story and pictures can be found on pages 10 and 11.

Arden Loughmiller
Gulf States Utilities
Beaumont, Texas

Dear Mr. Loughmiller:

I am writing this letter to you in appreciation for a personal service extended to me by Michael Leach, an employee of Gulf States Utilities.

On Sept. 2, I was driving to a meeting of the East Texas Chamber of Commerce in Woodville and experienced trouble with my car three miles south of Kountze.

Mr. Leach stopped immediately and checked my car to see if he could offer any assistance. He determined the problem was a total loss of oil through a defective filter and told me the car could not be driven without serious damage. He contacted an auto repair shop in Kountze, which in turn towed my car to the garage for repairs.

Mr. Leach stayed with me until he knew my car and I would be safe before he continued on to Doucette. I was most appreciative of his actions and felt you should know, too.

Sincerely,

Betty Dixon

Manager-Chamber of Commerce
Nederland

Editor's Note: Leach is in the Relay Department at the Beaumont Service Center.

Rufus Mier
Gulf States Utilities
Port Arthur, Texas

Dear Mr. Mier:

I want to thank you for the opportunity you afforded me and my staff to gain information about the conservation of energy. I think you have some very exciting years ahead of you as you try to educate the public concerning the future cost of energy. We in the education field know full-well how difficult educating the public can be.

I appreciate the help Kathleen, Tom and others from Gulf States Utilities have extended to our programs. Each of our vocational programs is uniquely tied to energy making us an important link in the energy conservation chain.

If it could be worked out, I feel a trip to your coal-fired and nuclear generating plants would be a valuable field trip for our vocational staff. With approval from our district, this trip might be made on one of our scheduled in-service days. If this time was not compatible with GSU, I would be happy to determine the interest in a Saturday trip. From the expression of interest the other night, I think our staff would respond.

Thanks again to you and your staff.

Sincerely,

Guy R. Jones, Ph. D.

Director-Career Education

Editor's Note: Others mentioned in the letter are Kathleen Reed and Tom Clark, both of the Port Arthur Division Consumer Services Department

PLAIN TALKS

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Employees who change residences or offices should fill out company mailing-address-change forms (GSU0012-00-79) and return them to the mailroom in the Wilson Building. GSU publications, departmental mailings and other company information are not automatically forwarded; addresses must be corrected when employees move.

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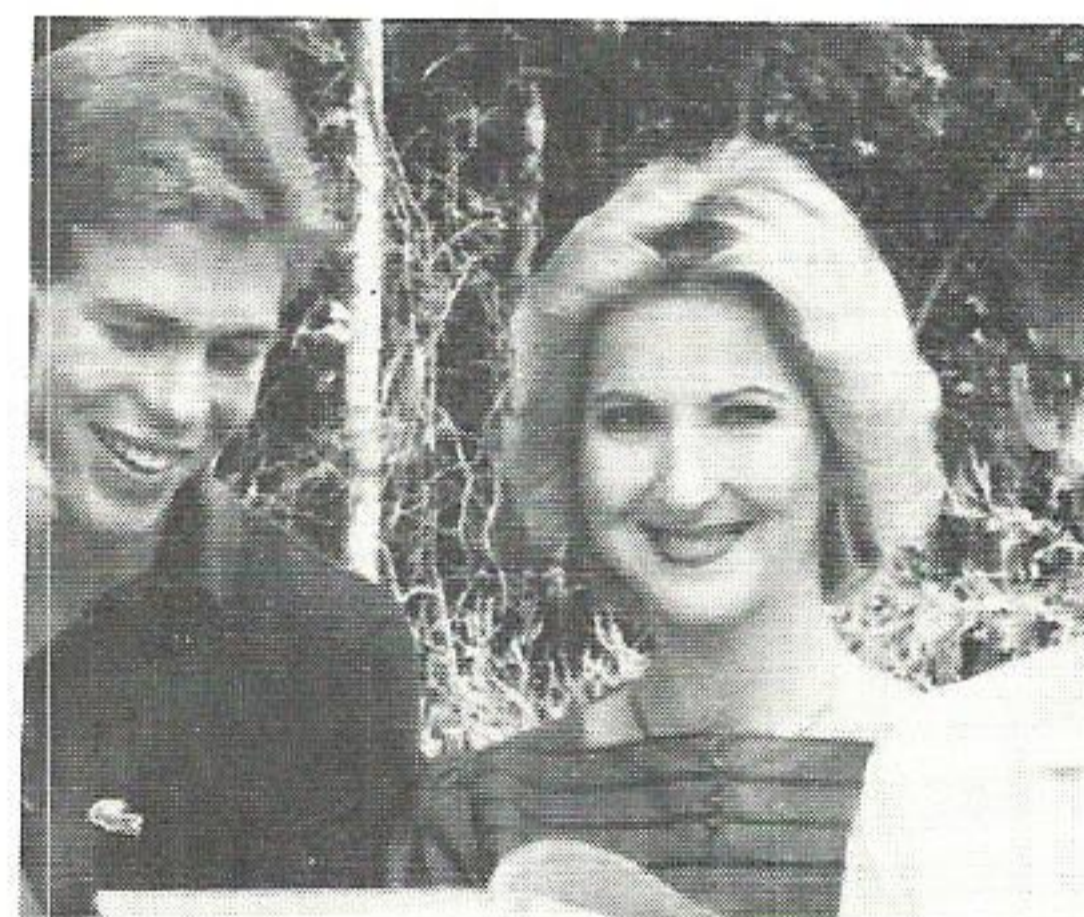
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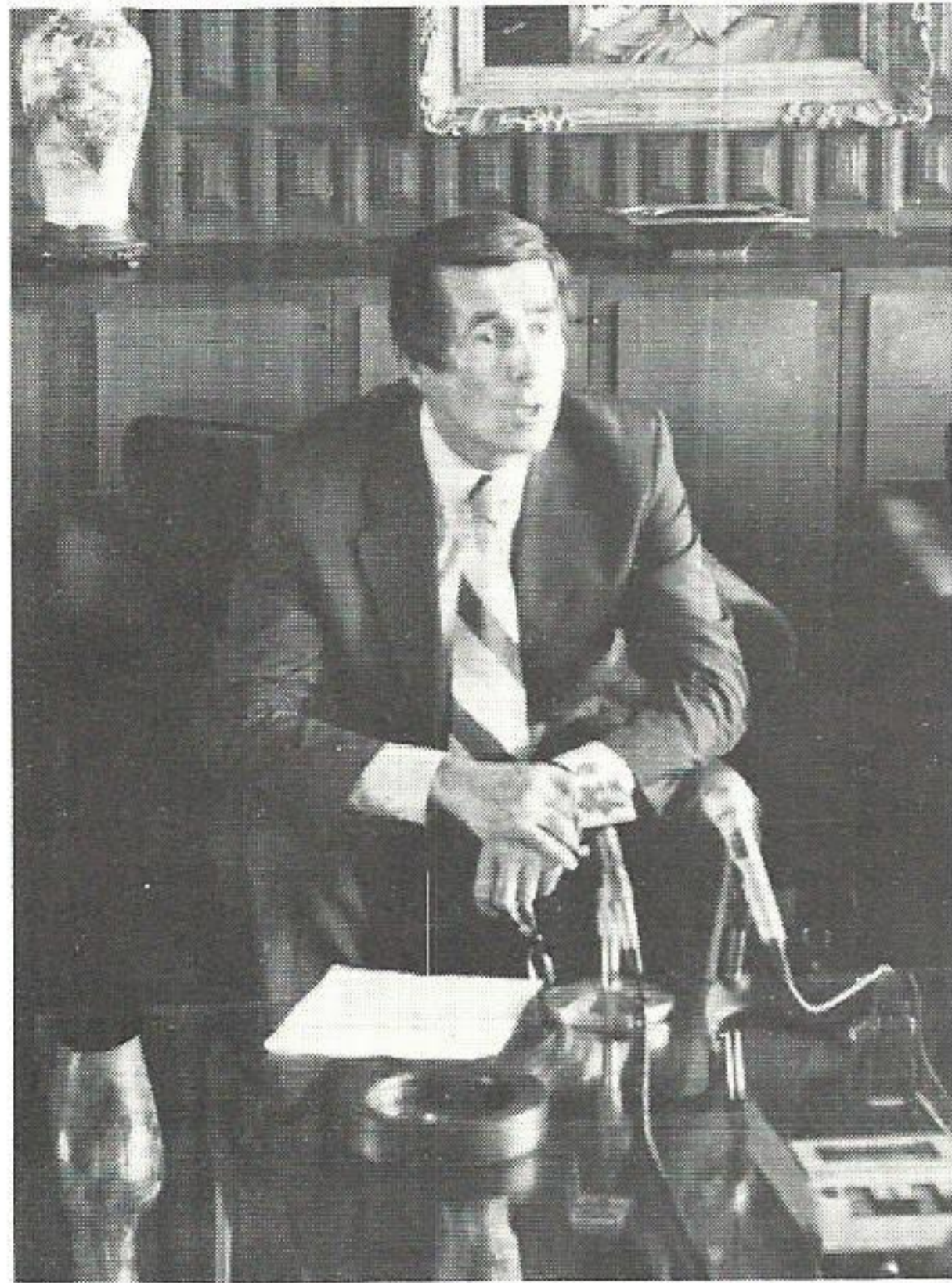
17 Recipe Exchange — favorites from employees' and retirees' kitchens

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GSU co-sponsors science meet

Lamar University will host the 29th national Science Education Conference in January 1982, announced James Cook, president of the Thomas Alva Edison Foundation, during a news conference at Lamar in mid-October.



The Edison Foundation is co-sponsoring the conference with Gulf States, the Texas Education Agency and Lamar.

Three hundred Southeast Texas area junior high and high school science teachers will be invited to participate in the program, which will feature presentations from many of the nation's prominent scientists and educators.

The program will be planned by the Edison Foundation based on the recommendations of a 32-member blue ribbon conference advisory committee and a steering committee of 15 school science supervisors from various districts.

Cook told area media, "Our nation is in such a dire strait in science education that we're rapidly losing our lead in science technology." Part of the problem, he added, can be attributed to "a shortage of science and math teachers."

According to Cook, "Anything that will stimulate interest at the high school level (by working with teachers) has to be a positive step. A less and less knowledgeable public is being asked to make more political decisions on science issues."

Established 34 years ago, the Edison Foundation's objective is to assist science educators in providing students with the science education needed to function effectively as citizens and to encourage young men and women to investigate and pursue careers in science, engineering and technology.

Also participating in the conference will be the 10 high school scholars selected internationally to receive scholarships from the Thomas Alva Edison Foundation and the Max McGraw Foundation.

GSU Board Chairman Don Crawford, who is also a Lamar regent, is chairman of the conference advisory committee. He is also vice chairman of the Edison Foundation.

The teachers invited to attend the conference will be selected by their school superintendents.

The two-day session, Jan. 25-26, will mark the first time for the conference to be hosted in the state of Texas.

Investments given for Thrift Plan

Investments made by the Thrift Plan trustee during September 1981, covering employee deductions and company contributions through August 1981 included the purchase of 17,411 shares of common stock at a total cost of \$195,873.75. The average cost per share was \$11.25.

The trustee also deposited \$172,566.24 in savings with First Security Bank of Beaumont and \$25,031.50 in guaranteed fixed income fund with the Equitable Life Assurance Society.

Dealer enrolls in program

In mid-September, Lloyd's Trailer Sales of Port Neches became the first mobile home dealer in the Port Arthur Division to enroll in the National Energy Watch program.

Shown presenting an N.E.W. plaque to Ronald Hoelzer, (at



left) owner of the dealership, is Port Arthur Division Vice President Ron McKenzie.

Hoelzer, who has been in the mobile home business for 26 years, is current president of the Golden Triangle chapter of the Texas Manufactured Housing Association.

Regarding the enrollment, Tom Clark, supervisor-consumer information services for Port Arthur, commented, "We are extremely pleased that Ron Hoelzer has joined the growing number of mobile home dealers in their commitment to provide energy-efficient housing for their customers."

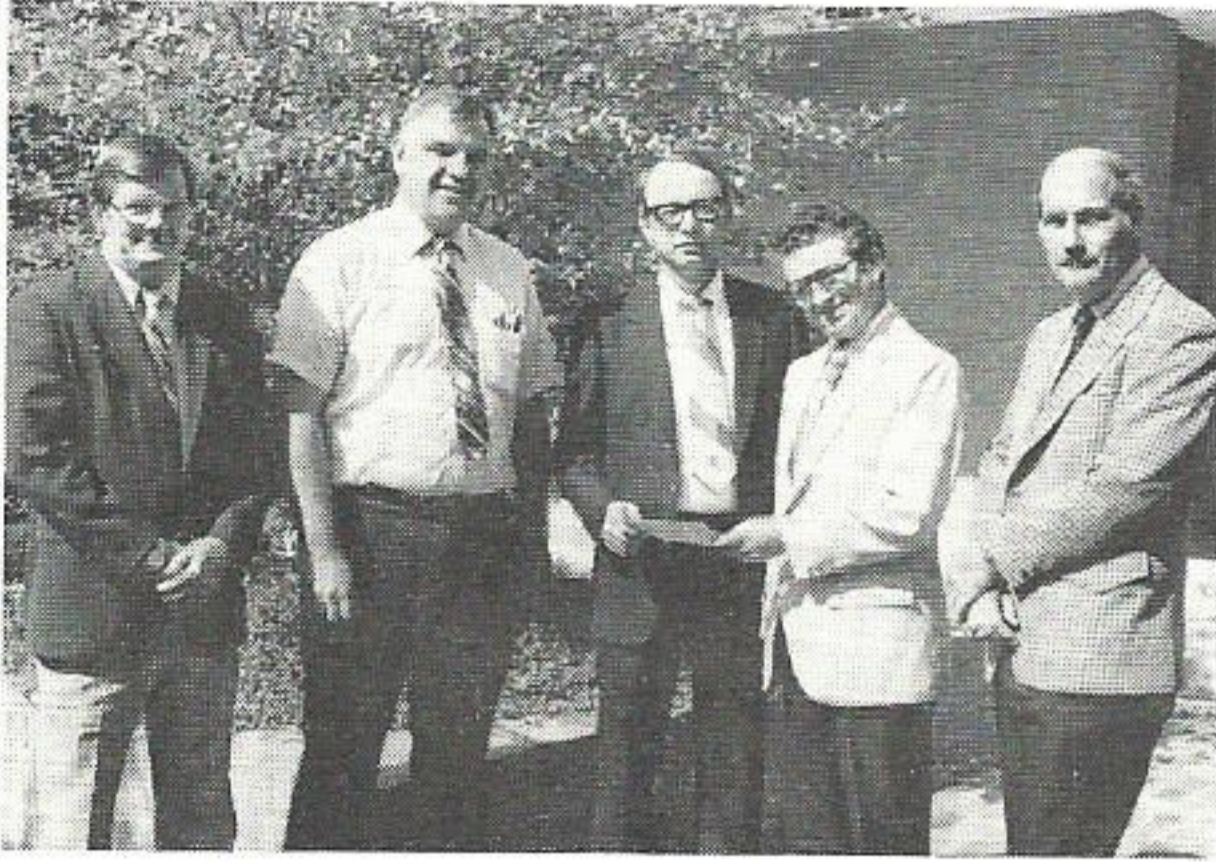
During the first eight months of 1981, Gulf States added about 1,300 new single-family homes in the Golden Triangle area. Of that total, 865, or 66 percent, were mobile homes.

The average bill for a typical 1,000-square-foot mobile home in the company's service area is \$101 per month for the six summer months of May through October. The cost is expected to increase to \$190 by 1985.

Scholarships given at McNeese, USL

Scholarships for electrical engineering students have been awarded to two Lake Charles Division universities.

In the top photograph, Division Vice President Ted Meinscher (center) is shown presenting a \$1,200 check to Dr. O. C.



Karkalits, dean of the College of Engineering and Technology at McNeese State University in Lake Charles. The money was to be divided between two students, Eric Fontenot and Robert Shelton (not shown).

Also shown are (from left) Bill Barksdale, GSU's vice president of technical services; Dr. Edwin Eisen, head of the engineering department at McNeese; and Tom Roby (far right), GSU's employment director.

In the lower photo, Barksdale (second from left) is shown presenting a \$1,200 check to Dr. W. A. Klos, electrical and computer engineering department head at the University of Southwestern Louisiana in Lafayette.

Also pictured are Terry Huval (far left), GSU engineer, and Roby (far right).

Mayo's project wins contest

Robert Mayo, a Lake Charles Division consumer service representative, recently won first place in a system-wide energy efficiency contest with his entry in the commercial retrofit category.

Mayo's project involved the use of a load control device on the Louisiana Savings Association building in Lake Charles, an 11-story office complex with 115,000 square feet of conditioned space.

After the building was completed and occupied in 1976, rising energy costs prompted the building's management to explore ways to reduce operation costs. Upon Mayo's recommendation, management agreed to install load control equipment designed to reduce both peak demand and energy consumption. The system, which was purchased from a Houston firm, was installed in June 1979.

During the first year of operation, the system brought about a 10-23 percent reduction in the monthly peak demand by controlling the air conditioning chillers, auxiliaries and lighting. Monthly kilowatthour consumption dropped by 23-50 percent, it was estimated.

The second year of operation showed a 2-30 percent reduction in monthly peak demand and a 23-51 percent reduction in kilowatthours consumed.

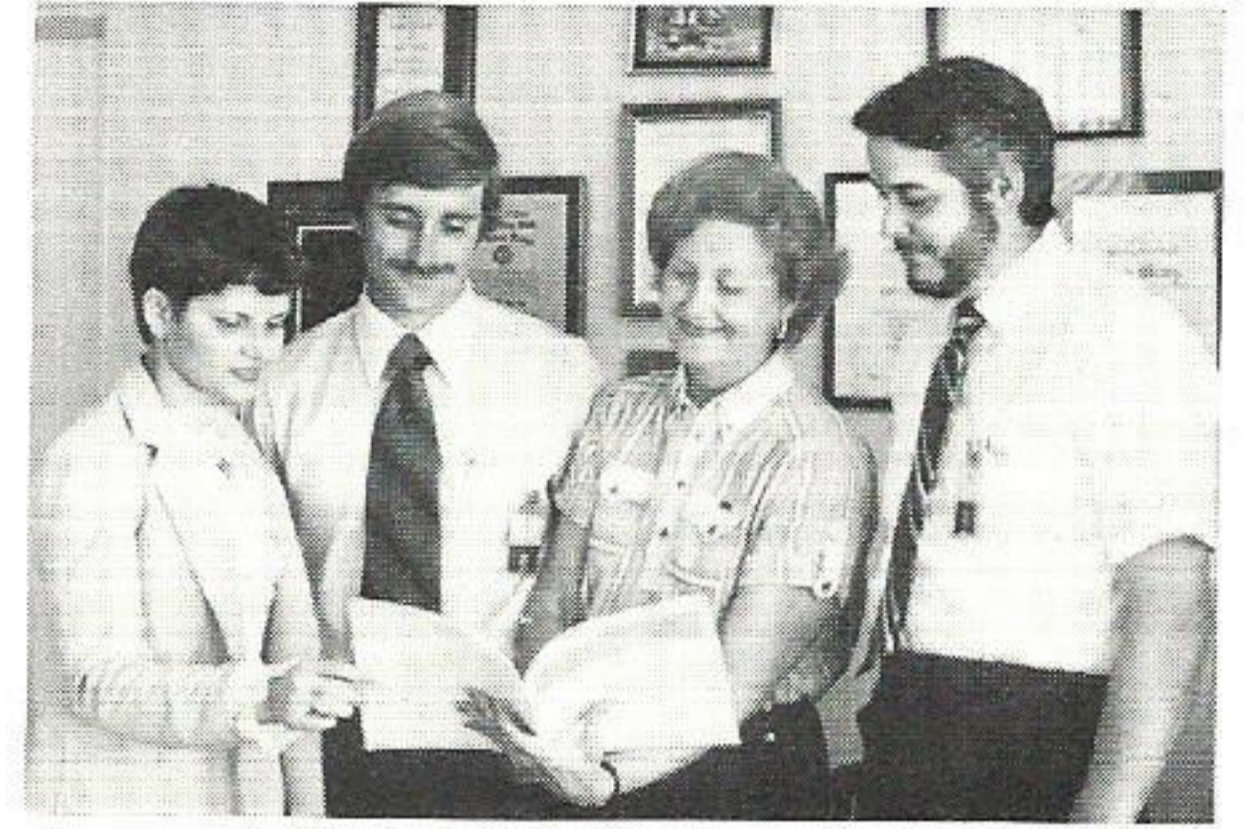
Although it had been estimated that payback would occur in about 18 months, the energy-saving benefits of the system had made up for the cost in less than 16 months.

As a prize for winning in that category of the contest, Mayo and his wife Jerilyn were treated to a weekend for two at a Houston hotel the weekend of Oct. 2.

GSU publishes SLA newsletter

Katherine Pfeiffer, licensing analyst and librarian for the Nuclear Licensing Library, enlisted the help of GSU's Office Services Department in publishing a special newsletter.

Mrs. Pfeiffer is the current editor of the publication, the



From left to right, Katherine Pfeiffer, B. D. Strait, Dude Marshall and Sam Gallier review the September issue of the Public Utilities Division Newsletter.

Public Utilities Division Newsletter, which is sponsored by the Special Libraries Association (SLA). The newsletter, which is in its sixth year of publication, will be edited by Mrs. Pfeiffer for the coming year.

According to Mrs. Pfeiffer, those who helped bring about publication of the newsletter included Sam Gallier, Dude Marshall, B. D. Strait, Gail Barnett and Karen Platt, all of Office Services.

The Special Libraries Association is a network of more than 11,500 librarians and other informational specialists from around the world. A "special library," by definition, "acquires, organizes and maintains informational material in fields pertinent to the work of an organization."

Getting Ready for the

by Susan Gilley
Plain Talks Editor

“People are just too busy shuffling paper. To much time is spent looking for information and in meetings,” asserts Bert Rogers, director-Administrative Support Services.

That dilemma — revealed through a survey of Gulf States employees conducted this spring — is what company officials hope to lessen through careful planning for “the office of the future.”

By mid-November, the company should be on-line with a pilot program utilizing the IBM 8100 word processing system. In the pilot program, employees in seven areas of the company will be outfitted with cathode ray tube (CRT) terminals with typewriter keyboards. The six-month study will enable company officials to determine “whether the 8100 system is the right one for us.” Participating departments are Production Accounting, Accounting Services, Computer Applications, Administrative Support Services, Stenographic Center, Legal Services and Willow Glen Station.

A survey of GSU employees preceded the decision by the Computer Applications Steering Committee to initiate the pilot program. That committee is made up of Joe Bondurant, executive vice president-Operations; Joe Donnelly, executive vice president-Finance; and Ed Loggins, executive vice president-Administrative and Technical Services. Serving as secretary for the committee is Tony Gabrielle, vice president-Computer Applications, who submitted the study team recommendation for a pilot program using the IBM word processing hardware.

From what the surveyed employees reported, a growing mass of paperwork seems to pose the biggest hindrance to improved productivity. And Rogers believes those findings point to only one solution. “We’ve got to think smarter — if we can store more information electronically and commit it to film, not only could we eliminate needless filing, but we could also reduce the amount of time spent searching for the information later,” he insists.

The Office Systems Study, carried out in conjunction with International Business Machines (IBM) specialists, aimed specifically at improving office productivity through the use of improved office technology.

Carried out over a seven-week period ending May 22, the study featured interviews with more than 70 employees representing district, division, power plant and system office settings. In addition, 465 related questionnaires were sent to employees, with 350 going to professional and management employees and the remainder to support staff. Responses were received from 260 employees.

The resulting 211-page study report identified problem areas and contained 706 statements submitted by the participating employees.

Along with Rogers, the study team was made up of Sandra Conn, Office Services, Beaumont; George Hayes, Engineering Services, Beaumont; Joel Moore, Computer Applications, Beaumont; Jay TeSelle, Transmission and Distribution, Port Arthur; Sunnye Thompson, Production, Beaumont; and two IBM employees — Tom Gandy,



Clerical employees reported that they have been practically submerged in a mass of paperwork.

industry specialist, and Paul Olson, study specialist.

The questionnaire enabled the study team to draw up an “activity profile” for both categories of employees. Surprisingly enough, both management and professional employees and support staff indicated that 16 percent of their work week is spent gathering information, searching for information and filing information.

Here are the summarized findings of the study team in eight statements:

— The external environment — including the cost of money and fuel and the regulatory environment — has placed additional pressures on GSU.

— Company emphasis is on people since more employees are being added to handle an increasing amount of work.

— Growth has been primarily in the staff groups, which include all categories of clerical employees.

— Special projects have now

Office of the Future



Bert Rogers

become the rule.

— We have too much duplication and unnecessary effort in all departments.

— The office should be a “control function,” but instead it is slipping out of control.

— We are doing things in the office the same way they were done 20 years ago.

— Everyone is going in their own direction, creating incompatible systems.

During a presentation to the steering committee on May 22, Rogers further clarified the situation by reporting, “The basic reason we’ve found ourselves here (meaning, having the problems revealed through the survey) is that we haven’t had an integrated, company-wide plan for improving the productivity of all information handlers.”

In computer jargon, the system selected for the pilot program can “interface” (connect) with the networking architecture already in place at Gulf States, but can be used as a “stand-alone” word

processing system, too. The selected hardware and software reportedly will enable a successful meshing with future information networks that might develop.

According to Rogers, capabilities of the system include the ability to set up a calendar. “If my boss wants to set up a meeting with me, he can check out my calendar, then propose a meeting date and time. It will eliminate phone calls and memos. Also, my terminal will accept messages. Each morning, I can simply check my directory of messages, then call up any message that I’m especially interested in.”

The system has a built-in dictionary that should help reduce spelling mistakes. It also will perform some mathematical functions.

Aside from the study findings, Rogers already had certain information that suggested the GSU paper flow might be reaching an unmanageable level.

For instance, he notes, “Each

year, about 60,000 pounds of outdated records are destroyed from among records stored in our Washington Boulevard vault. Even though we’re microfilming more and more, that amount continues to grow yearly.”

Sometimes, storing information on film or electronically does not prevent employees from continuing to maintain unnecessary files of the hard copy. That could be quite a problem, considering that the amount of hard copy — the actual documents — microfilmed each year would loom 10 times higher than Edison Plaza if the paper were stacked on top of each other.

Altogether, more than 5½ million pages were microfilmed in 1980. This would require 367 four-drawer file cabinets to store that much information on original documents.

But Rogers is hopeful about the future, partly because he feels the pilot program using word processing equipment signifies a step into the future.

“By organizing central information centers and providing office access to that information, I believe the office of the future can emerge from the sea of paper that we’re now facing,” he declares.

Dateline/Calvert...

Seven employees operate out of the old stone Gulf States Building on the south end of Calvert.

An aging structure housing an electric utility office exemplifies the spirit that has helped the historic old town flourish. One employee, local office clerk Betty Dowell, points out that Gulf Staters in the "antique center of Texas" personally "know just about all of our customers" since Calvert is still a relatively small town.

But all that could be changing, she predicts, with Calvert possibly becoming a boomtown as a result of area oil development, lignite recovery and a nearby construction project by a neighboring utility to build a coal-fired power plant.

Main Street sweeps through Calvert, right past the GSU office, encompassing four lanes of Highway 6 traffic. Even before energy exploration in the area, tourists



Betty Dowell

had discovered Calvert. Since the 1970s, 12 antique specialty shops have been established in the town and many homes and businesses have been restored.

Mrs. Dowell, her husband Clyde

and their 17-year-old Malissa were, until recently, living in a spacious restored home, but the Gulf States' veteran admitted that heating and cooling the house was expensive. The family planned to build a more energy-efficient home.

About 3,600 residential customers, as well as several hundred commercial customers, are served by the office. Mrs. Dowell admits that it gets "a little burdensome at times" being the only office employee, particularly in the summer when some customers' nerves are somewhat frayed by high temperatures and high bills.

In addition to Mrs. Dowell, who has worked for the company since 1965 as well as for a brief time in 1961, the office staff consists of two servicemen, a meter reader, two line crew members and District Superintendent Joe Bailey.

LIBRARY LINES

Audio-Visual Equipment Available

by Karen McConnell
Corporate Librarian

As the central source for audio-visual equipment, the Corporate Library is stocked with overhead projectors, 16 millimeter film projectors, 35 millimeter slide projectors, an opaque projector and cassette players.

Since equipment is loaned to employees on a first-come, first-served basis, an interested employee should reserve any necessary equipment as soon as the time and day of their meeting is confirmed. Reservations may be made by calling the library at extension 731-3621. Borrowers based in geographic locations outside Beaumont can have the

equipment sent to them by way of the company's courier service.

Food for thought

In one of the data base searches done recently, an unusual article turned up — "How to Recycle a Cow Burp, or Some Imaginative Energy Choices for the Future," by Douglas Colligan, *Science Digest*, 76 (Oct., 1974), p. 32.

In the article, investigators with the Texas Highway Department claim that the nation's cows belch an estimated 50 million tons per year of hydrocarbons. According to the researchers, 10 cows burp enough gas to satisfy the annual space heating, water heating and cooking requirements for a small house!

FEDREG

A file entitled "FEDREG" covers federal regulatory matters from March 1977 to the present. Subjects covered include agriculture, arts and humanities, athletics, business, constitutional rights, consumer affairs, contracts, defense, environment, foreign affairs, law enforcement, parks and recreation, taxation, technology, trade, transportation and veterans' affairs. Included are rules, proposed rules, public law notices, meetings, hearings and presidential proclamations. It is updated weekly by its producer, Capital Services, Inc.

A "Coloring Box" of People

In 1971, Cindy Dorgan (now Cindy Clayton) was an 18-year-old student attending boarding school in Luxembourg who was "hungry for friendship" with other young people.

That was about the time she became acquainted with the non-profit organization "Up with People" — a group that managed to appease that hunger after she applied for and was accepted for membership.

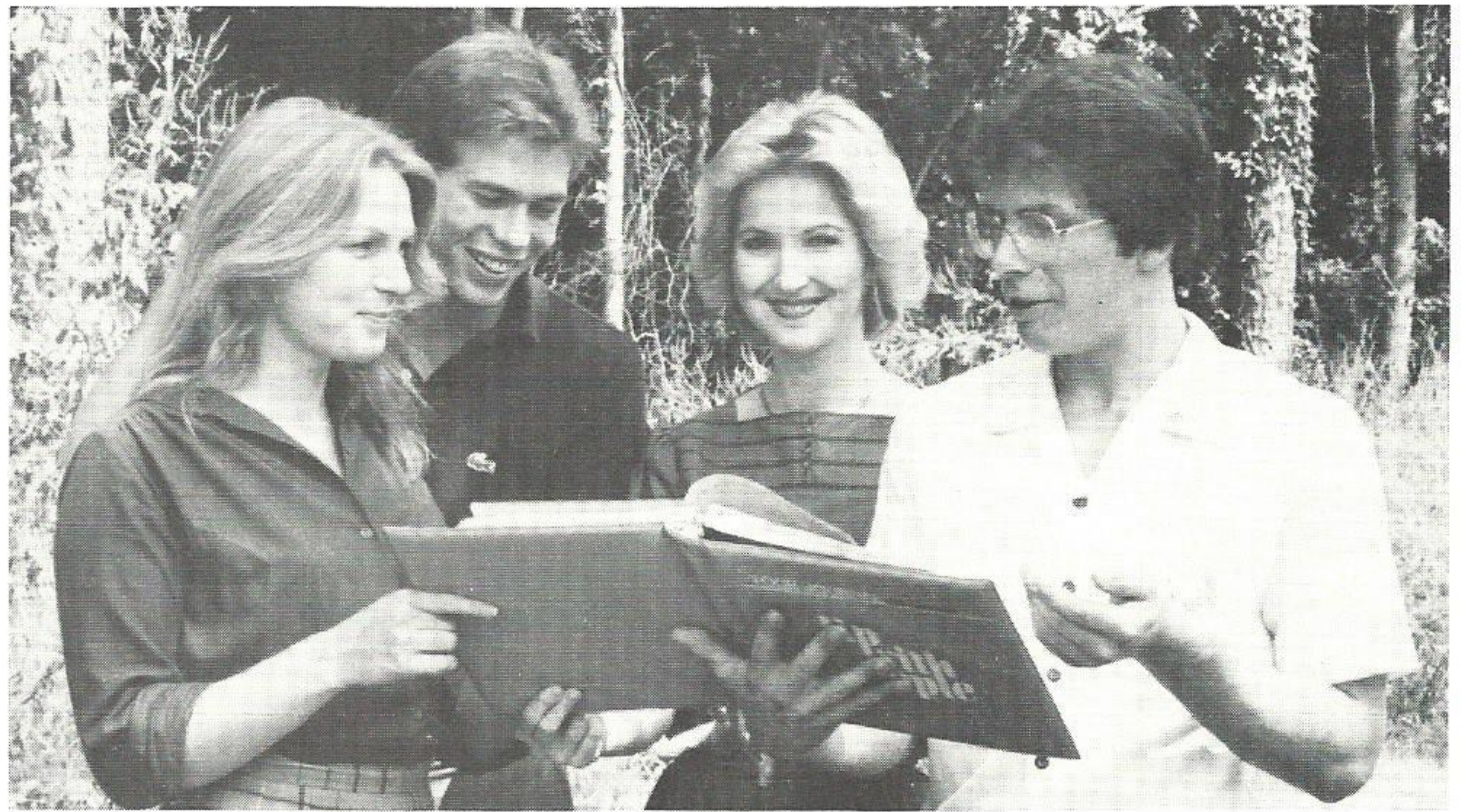
When she was introduced to the group, she was living in Europe for five years while her stepfather worked as a project engineer for a large corporation's international division. Her mother called her at boarding school and asked her to return home to Antwerp, Belgium, to attend an Up with People performance. Her family was also serving as a host family.

"I thought it was like a Broadway musical — very professional," she relates.

Mrs. Clayton, now a purchasing agent with Gulf States, toured with the group in Europe and the United States for a year and a half. She also did public relations work for the group.

When Up with People came to Beaumont for an Oct. 5 performance at the civic center, Mrs. Clayton was one of the most enthusiastic members of the audience. For several days before the performance she had helped three young cast members assigned to public relations duty find families willing to open their homes to individual members.

The recent experience, she says, brought back memories of her days with the group — memories that she says she views "like a coloring box full of brothers and sisters of all different sizes and colors." Not only does the group tour all over the world, but it also accepts members from abroad.



Cindy Clayton (second from right) scans an Up with People tour journal with cast members (from left) Hilde Schoppe of Norway, Scott Sayre of Oregon and Jim Cole of Colorado.

Each summer, a fresh group of members — although there are usually some repeaters — report to Tucson, Ariz., for five weeks of staging and orientation. Many of the recruits have never before performed in public and have only a vague notion of any talent they might possess. Mrs. Clayton, for example, recalls that her previous performances had been limited to those during her stint as a high school cheerleader. And Scott Sayre, a 21-year-old, two-year member who was one of the three advance workers for Beaumont, points out that when he reported for his first orientation session he was informed for the first time that he was a baritone!

According to Mrs. Clayton, "You don't get into the group on the basis of talent. You get in on the basis of what kind of person you are." Sayre adds that the group, which originated as a summer conference, is based on the philosophy of "people standing up and saying what they are for instead of what they are against."

Cast members must pay for the privilege of belonging to the group. Another cast member, 18-year-old Jim Cole of Fort

Collins, Colo., says he had to sell his car to raise the \$4,800 needed to join up with the group. And Hilde Schoppe, a 19-year-old from Stavanger, Norway, reports that she worked for a whole year as a mail carrier before traveling to Tucson in July. Miss Schoppe and Cole were the other members of the Beaumont public relations team.

Each student travels about 35,000 miles per year, staying with host families who represent all levels of income, all races and all creeds.

Mrs. Clayton remembers that her host families ranged from those that lived in mountain shanties with no hot water and no heat to servant-run homes of government officials. She insists that the experience taught her tolerance, love and how to share.

During Mrs. Clayton's stint with the group, professors traveled with each cast, actually teaching courses for college credit. While that is no longer the case, Mrs. Clayton describes the entire experience as "educational." In some cases, students are still able to persuade colleges to grant credit in communications and fine art courses.

An Introduction to Lin



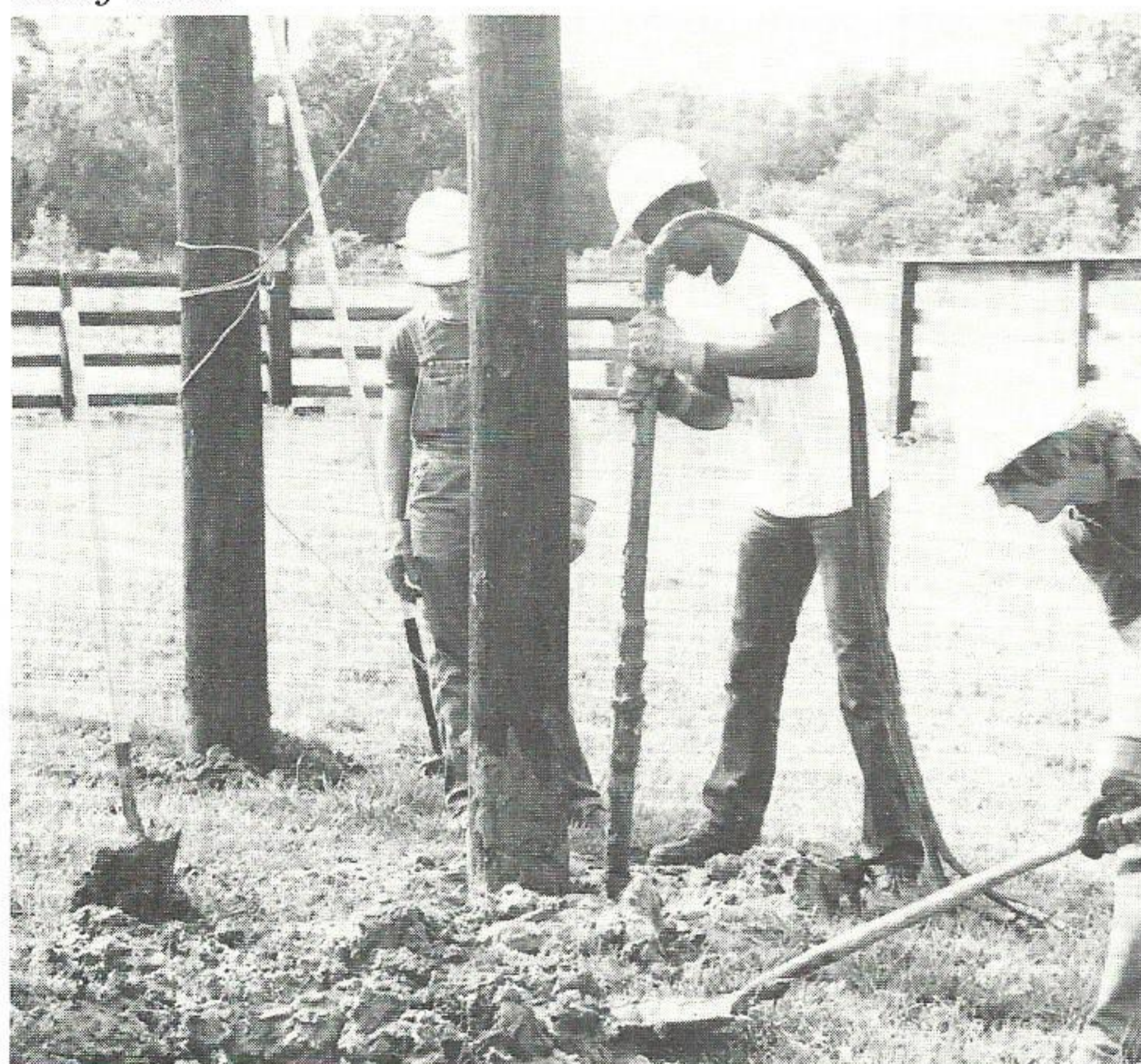
A group of about 10 young men can sometimes be spied playing a strange game of "catch," as each perches atop one of a cluster of utility poles in a 15¼-acre site on the outskirts of Beaumont.

The 10 are newly-hired Transmission and Distribution helpers from all divisions of the company and they are tossing a basketball among themselves to learn to maintain their balance and help overcome some of their natural reluctance about ascending a pole.

And Willis "Butch" Coon, the T&D training representative who leads the six-week helper training program, says the brand-new training tool is one of the best

Text and photos by
Susan H. Gilley

Jack Winston, mechanic-1st class of Baton Rouge, shows Steve Moore of Port Arthur (middle) and Jed Gerbrecht of Baton Rouge (left) how to install a "cat head" on a line truck. The equipment will have rope wrapped around it and then be used for dragging heavy items.



A helper operates a hydraulic tamping machine to pack the dirt around the bottom of a newly-erected pole.



Bob Tassin (left) and Butch Coon show oil switch equipment to a class.

ne Department Work

things to happen to Gulf States' helpers.

"We give them a little bit of climbing — just enough experience to get a feel for it. We also familiarize them with the tools and materials they'll be working with, as well as stress safety," Coon explains.

Until this summer, when the company held the first of four six-week sessions scheduled for 1981, the helper training was only one week in length. The new employees gained mostly on-the-job experience.

Coon defines a helper as someone who does "everything from setting poles to assisting in all phases of construction, driving and operating trucks — whatever

a lineman needs in the way of assistance." Typically, a helper progresses to the apprentice level a year or so after beginning work and then moves through the ranks of the linemen, ranging from lineman-4th class to lineman-1st class. The training, predicts Coon, "will provide a good springbed all the way through their progression."

The training site, a onetime horse pasture located adjacent to Helbig Bulk Substation, also is outfitted with equipment designed to introduce helpers to the kind of work they might be doing with underground cable. Over the six-week period, the helpers may operate lifting equipment, erect poles, use hydraulic tamping

machines for stabilizing the bottom of a pole and learn to operate a winch and a bucket.

"The hands-on aspect of the course is really important. The helpers wear hard hats and gloves, just as if they were out in the field," Coon reveals.

Classroom instruction also takes place in a temporary structure. There the new hires are introduced to the basics of first aid and defensive driving, as well as told about company benefits and given an overall picture of company operations. Probably most importantly, each class learns how to work around electricity.

The instructor says he believes that most young helpers know about as much about electricity as he did when he hired on 20 years ago. "I didn't know anything about electricity, other than plugging in a cord," he recalls.

According to Bobby Tassin, a T&D training representative based in Baton Rouge who sometimes assists Coon, "We need to set their work attitudes now regarding safety. It's not a job that you can learn by osmosis. They really have a lot to learn in a short period of time."

A pre-test, occasional pop quizzes and post-test provide gauges for measuring how much the helpers have learned.

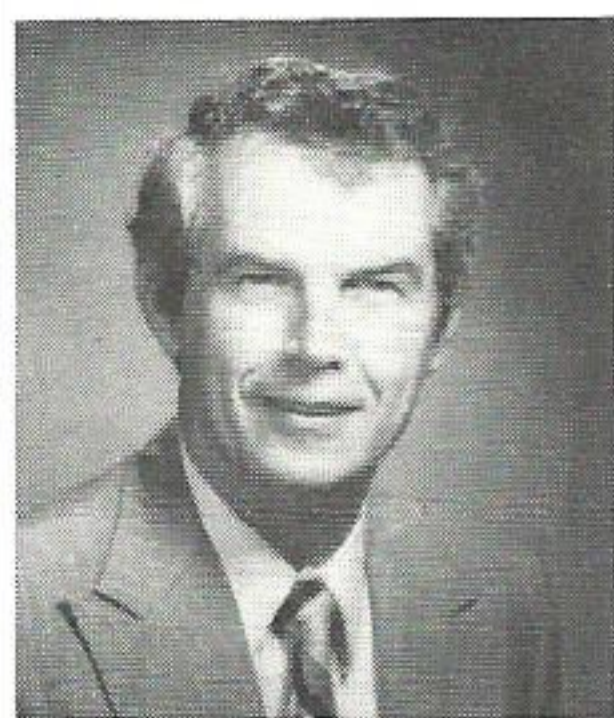
Coon, who himself started out as a helper and advanced through the T&D ranks before transferring to training three years ago, insists that the training program is still "only in the embryo stage." For example, he hopes that within a year the site will feature a substation simulator.



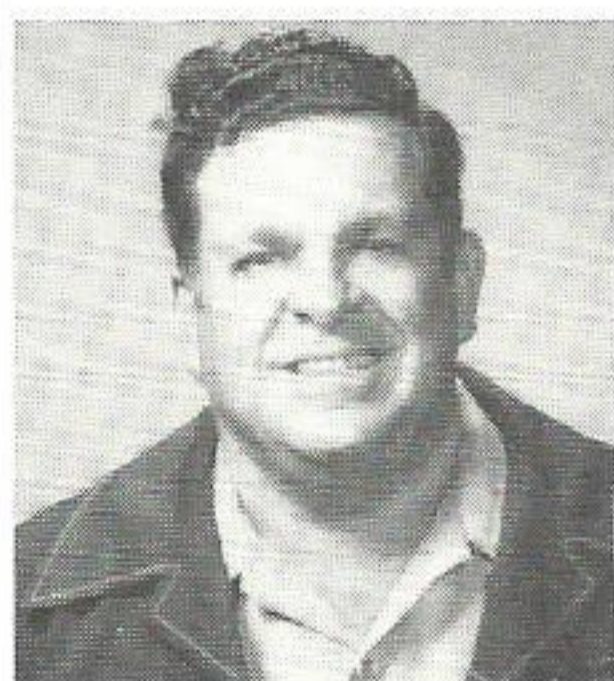
Butch Coon examines the workings of a pad mount transformer.

SERVICE AWARDS

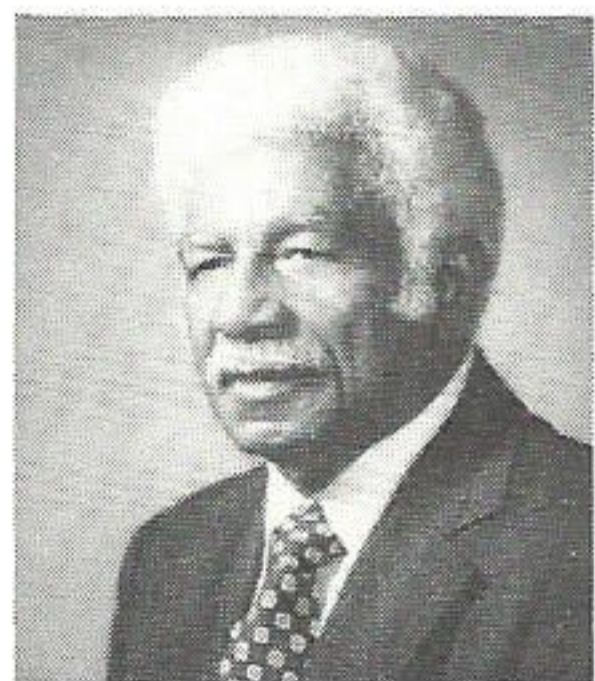
30
years



Jim Cornelius
Real Estate
Beaumont



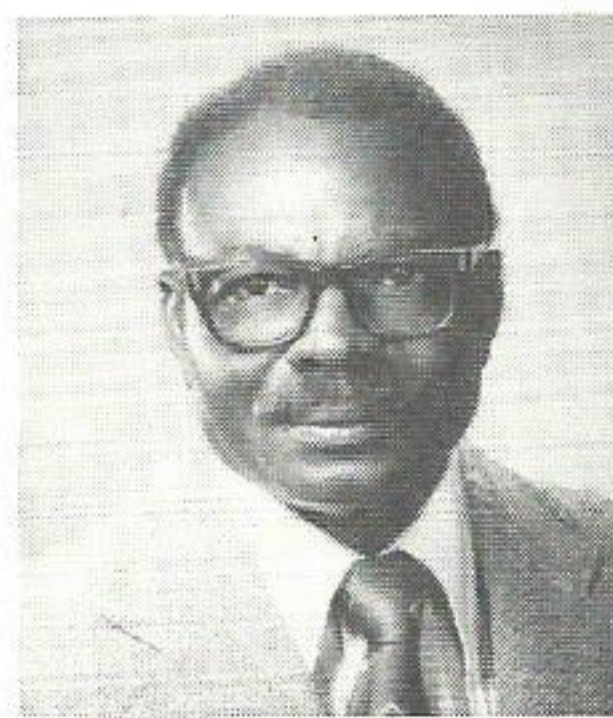
James Flanagan Jr.
Electric T&D
Beaumont



John E. Harrison
Electric T&D
Beaumont



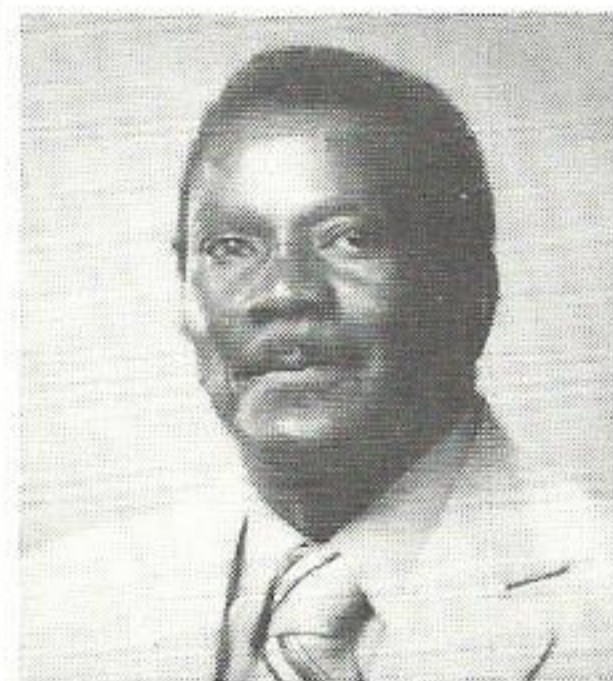
John W. Lattimore
Electric T&D
Huntsville



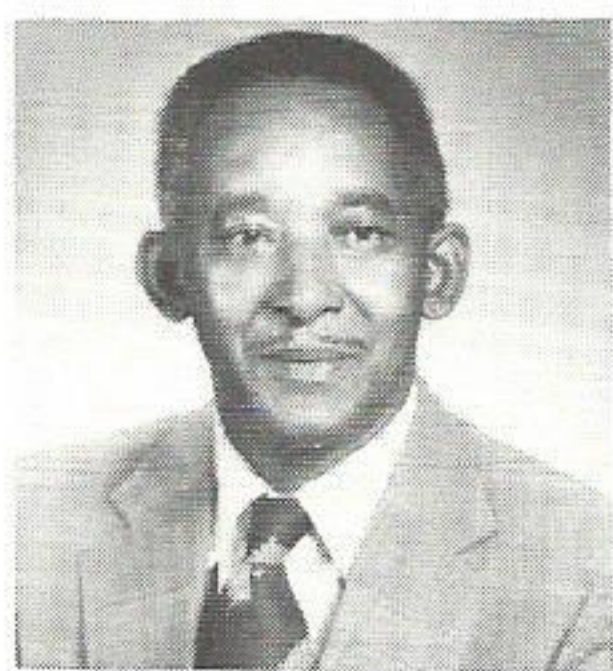
Tom Mitchell Jr.
Electric T&D
Beaumont



Claude H. Patin
Electric T&D
Lafayette

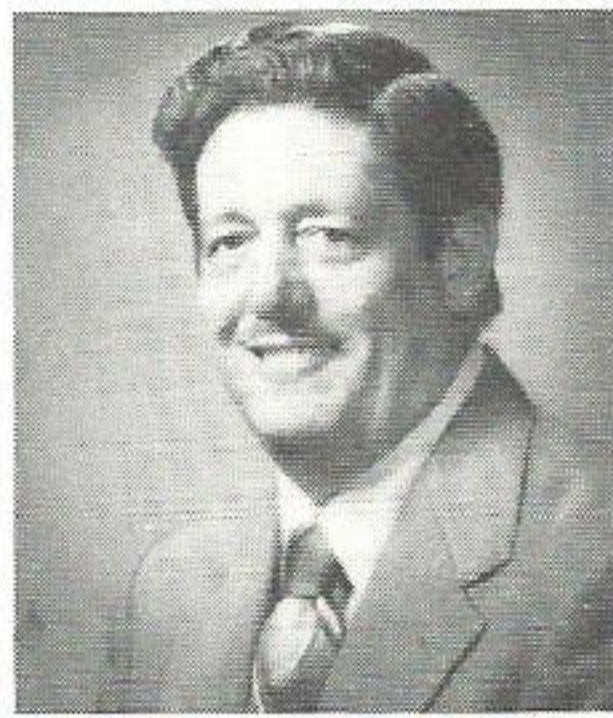


Cleveland Williams
Electric T&D
Beaumont

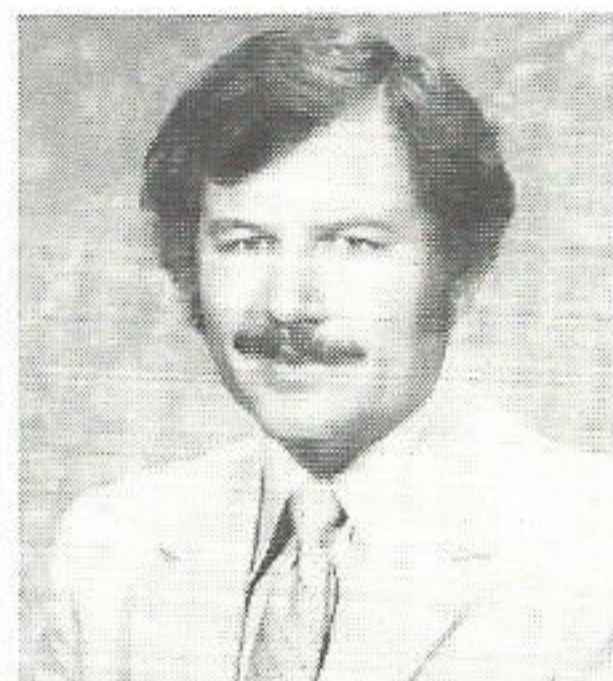


Richard Williams Jr.
Gas Department
Baton Rouge

20
years

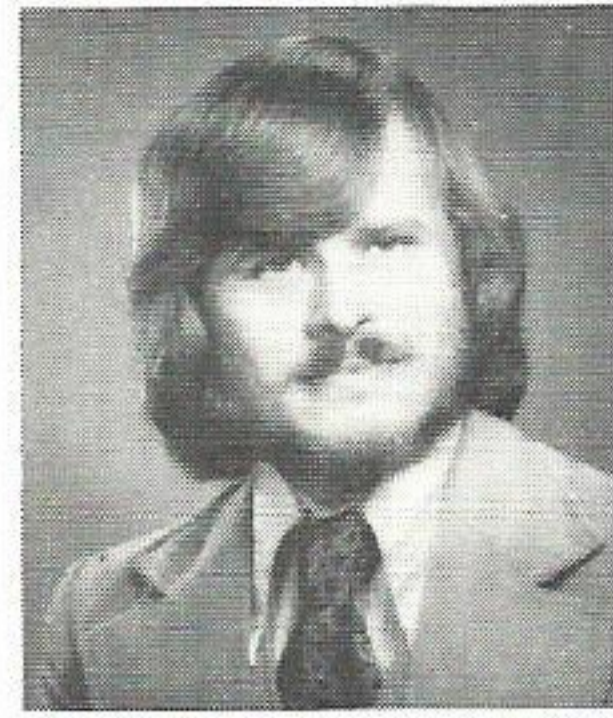


Thomas E. Parsley
Computer Applications
Beaumont

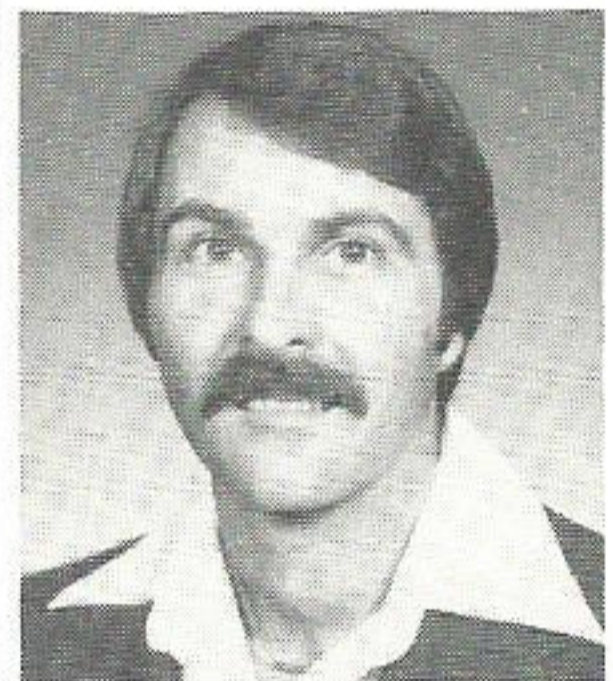


Clabe C. Tuttle
Plant Production
Sabine Station

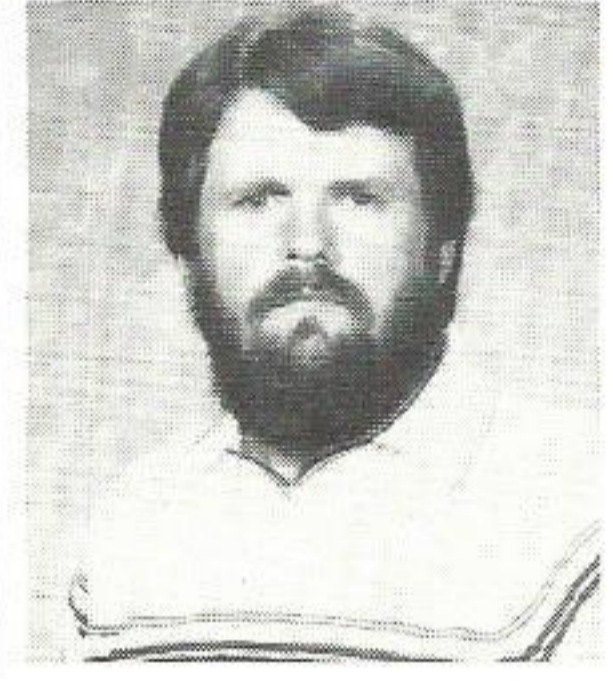
10
years



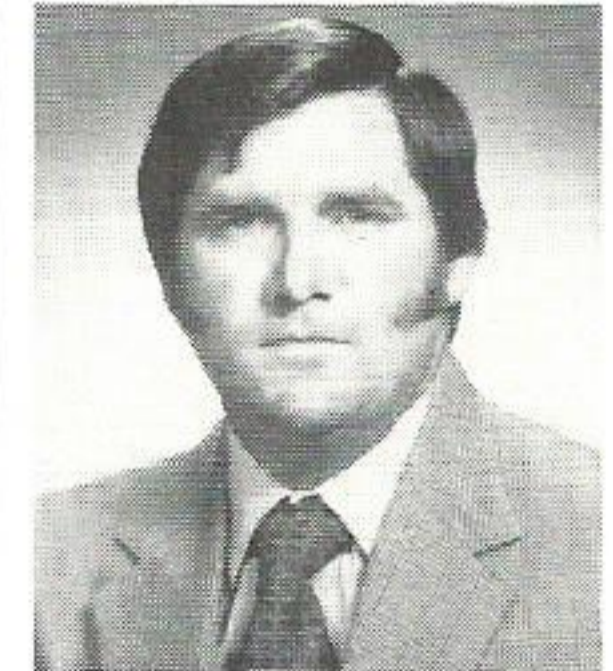
David G. Denby
Engineering Design
Beaumont



Walter Dishman
Electric T&D
New Caney



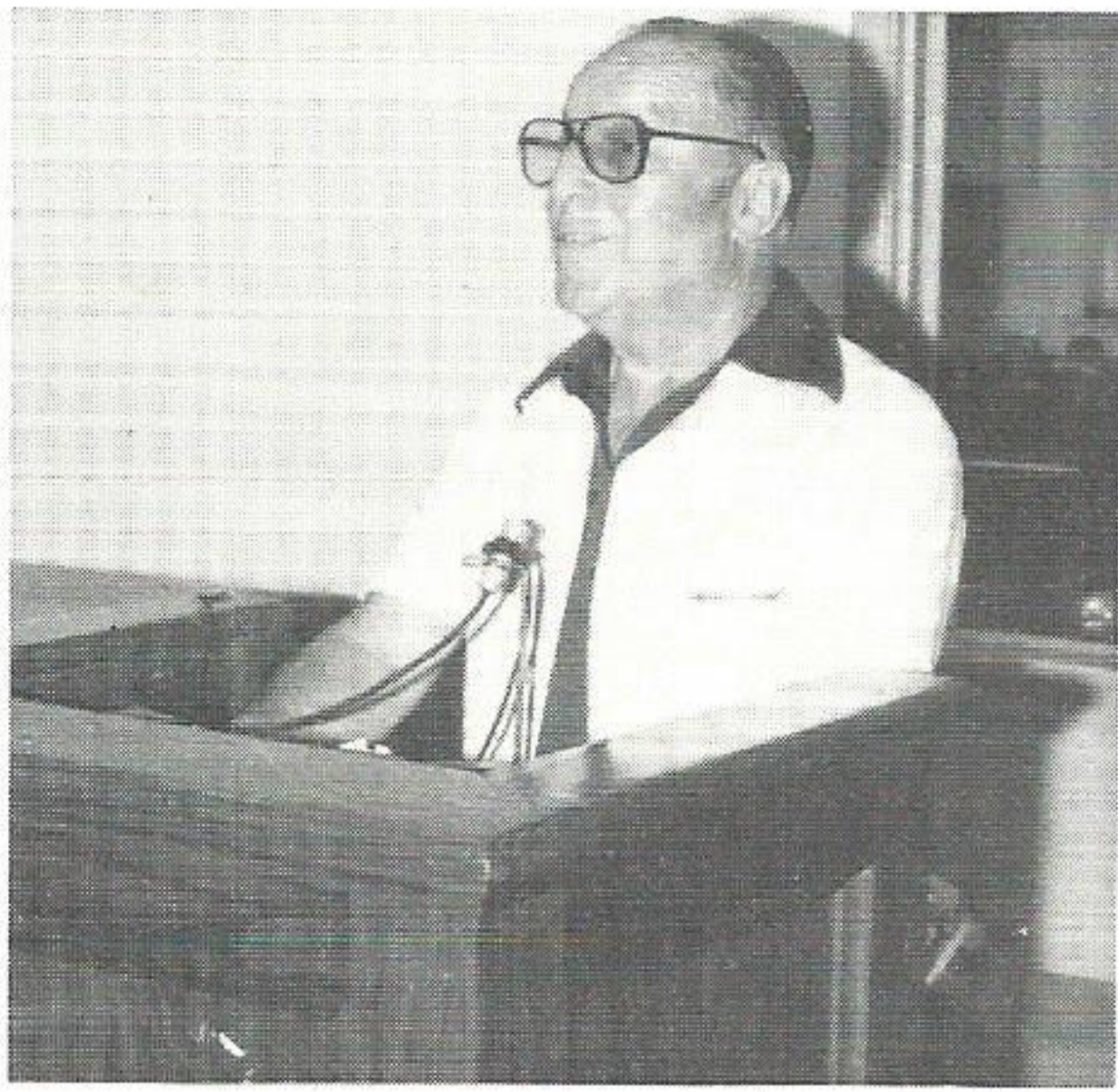
John T. Knoden
Plant Production
Sabine Station



Conrad E. Starns
Electric T&D
Baton Rouge



Judge R. Williamson
Plant Production
Nelson Coal Plant



Cyril Dominguez

Dominguez heads Baton Rouge group

Cyril Dominguez, president of the Baton Rouge Division Sideliners Club, had spent 42 years with Gulf States when he retired on Aug. 1, 1980.

A native of New Orleans, he attended Louisiana State University. Dominguez has been a longtime member of the Baton Rouge Little Theater group.

Married to the former Vera Rodgers of Edna, Texas, he and his wife have a daughter, Mrs. Pat Bullock. The Dominguezes attend St. Pius Catholic Church.

Dominguez has become the first to serve as president for the still-new Sideliners Club, which is about a year old.

Beaumont group nominates officers

The nominating committee of the Beaumont Division Sideliners proposed a slate of officers for 1982 during the group's September meeting.

Headed by Vic Gayle, who also is the current president, the slate also featured Bill Buckley for the vice president slot and Helen Byrd for the secretary-treasurer position.

Officers will be elected during the regular December meeting, when Sideliners will also be able to submit names from the floor.

Entertainment for the meeting was furnished by Beaumont singers Pierce and Deb Hendon, who attend First Baptist Church with program Chairman Vic Faver. The duo sang several numbers, including a birthday salute to club members Rex Lee, Luther Risher and John French.

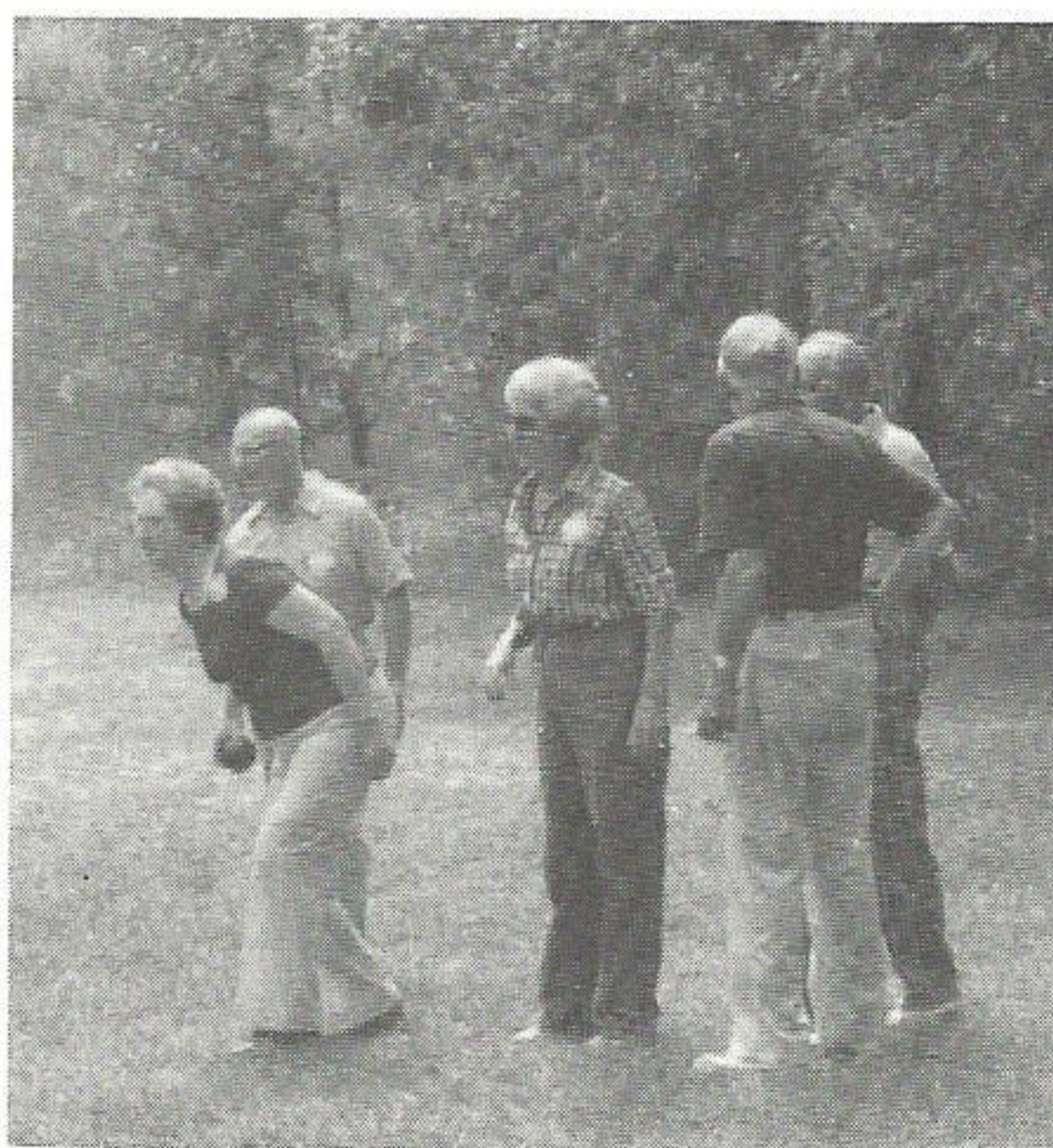
Fish fry held near Silsbee

Beaumont Division retirees and their spouses or guests held an outdoor picnic at the Live Wires Club near Silsbee Oct. 10.

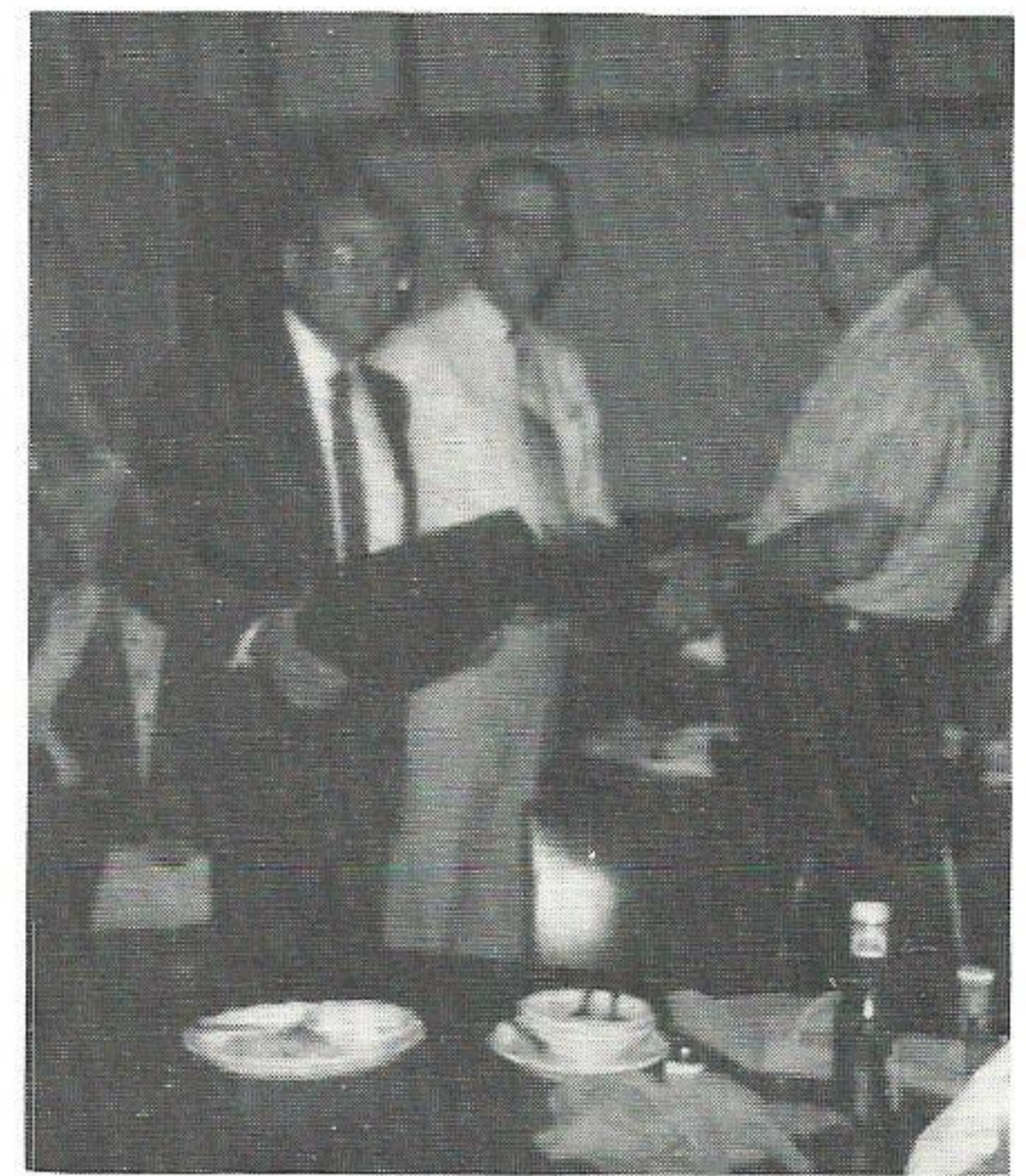
According to *Plain Talks* Correspondent Bill Buckley, Gulf Staters Kent Dubose, Gerald Dean and Joe Simpson prepared and served shrimp, catfish and all the trimmings, while Sideliner Lenora Masterson provided the iced tea.

Members brought "white elephants" along which were distributed as prizes for various games played by club members.

Visitors from outside the Beaumont club included retiree Fritz Simonson and his wife Libby, as well as Beaumont Division Vice President Arden Loughmiller and Lake Charles Division Vice President Ted Meinscher.



Among those participating in games during the shrimp-fish fry were (from left) Letha and Bill Ricks, Iris Bailey, S. L. Adams (with back to camera) and Ed Bailey.

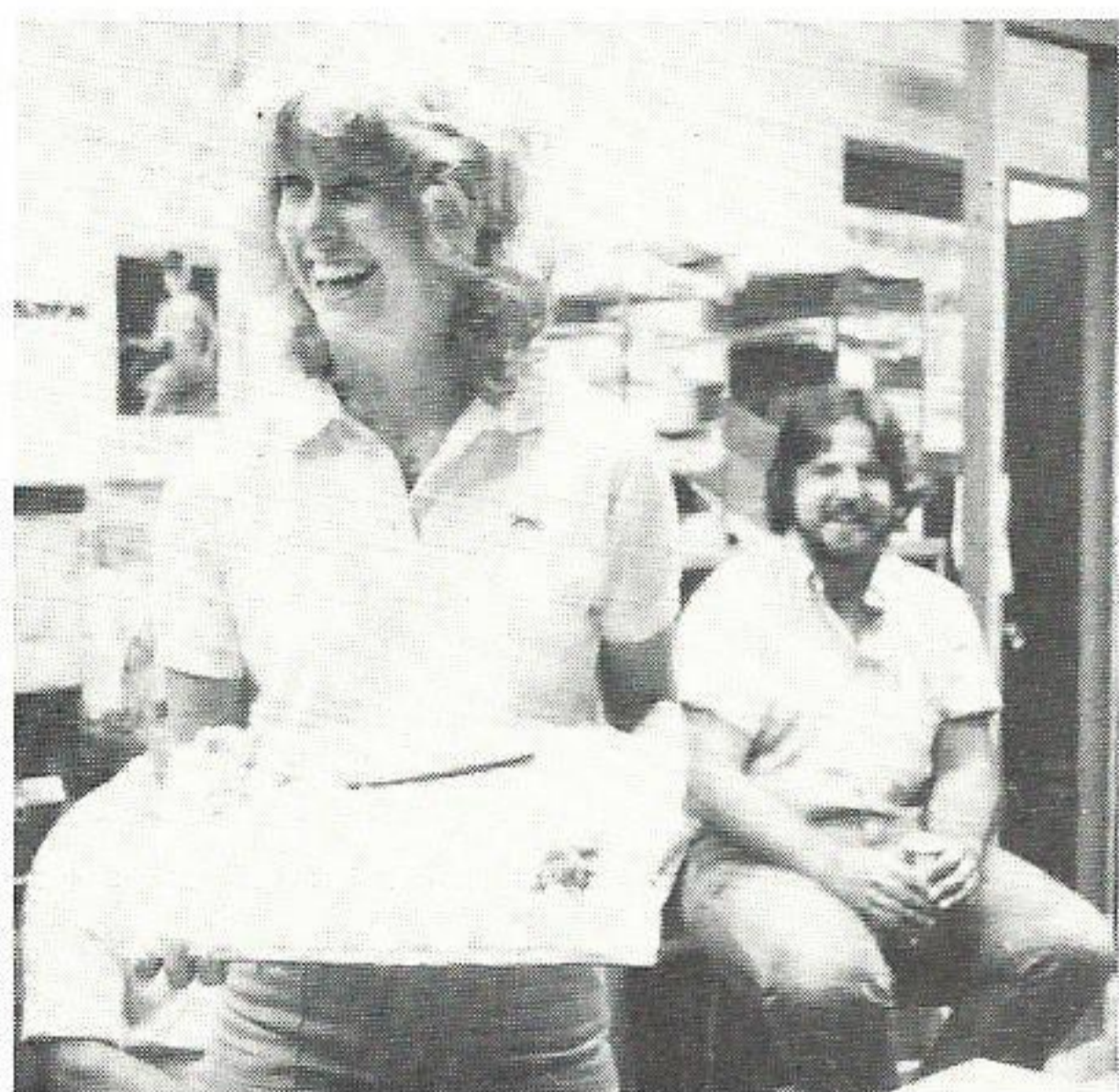


Presentations made in Port Arthur

The Port Arthur Division Sideliners Club recently presented three volumes of scrapbooks to the management of the Port Arthur office.

According to Rosemary Vaught, club president, a couple of years ago the club began collecting old photographs related to company personalities and activities and placing them in three books. One contains very early photographs, another contains Transmission and Distribution photographs and a third features later photographs. Labeling was included where the information was available.

Shown accepting the volumes on behalf of the company are Ron McKenzie (left), current division vice president, and Ted Meinscher (middle), who was division vice president until late this year when he was named Lake Charles Division vice president. The presentation was made by Arsey Borne, club treasurer.



Myrick given farewell party

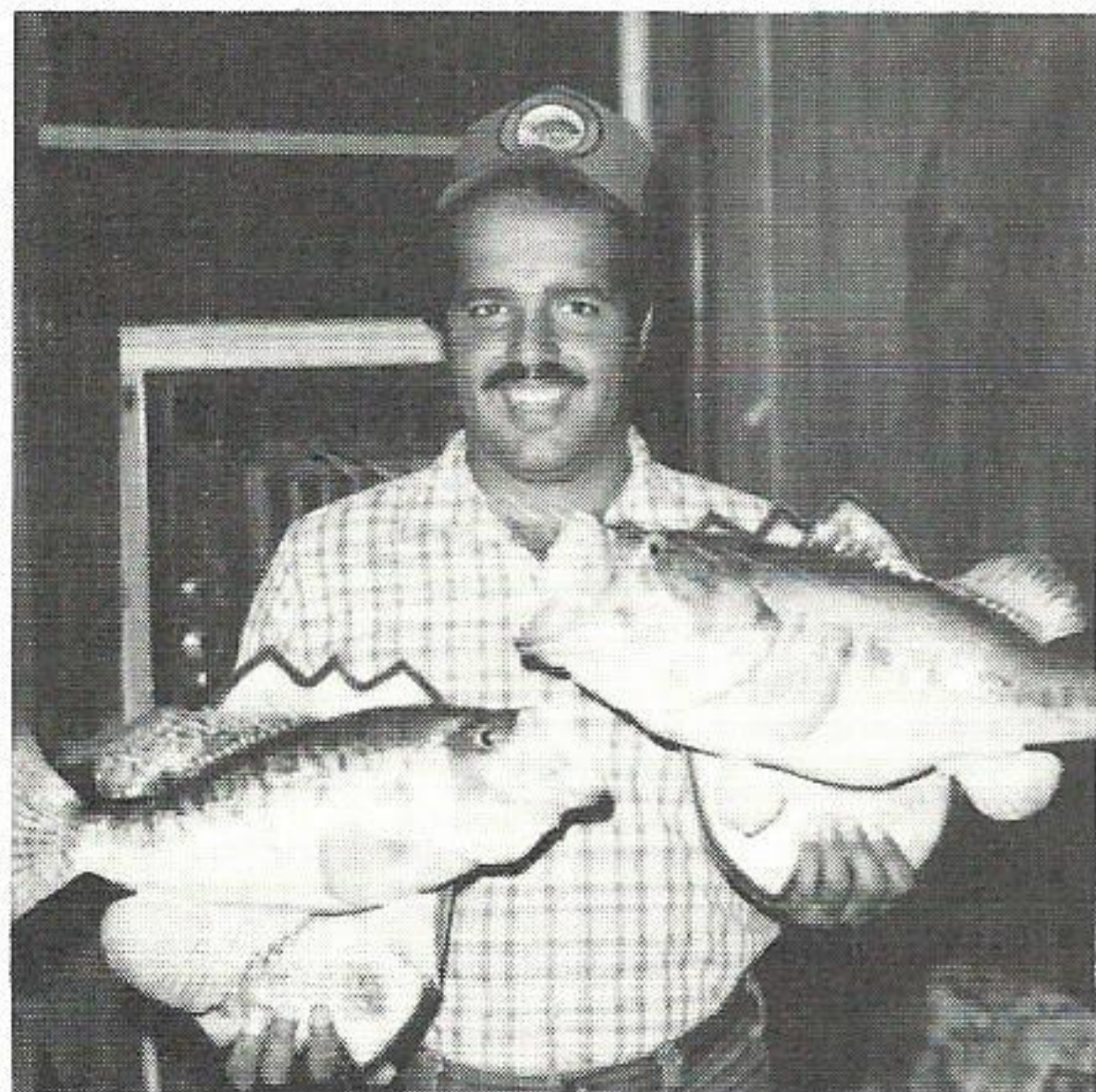
Relay and Communications Department personnel in Conroe honored summer employee Marsha Myrick with a going-away party late this summer.

Miss Myrick went on a cruise to Hawaii before returning to college for the fall semester.

Gautreaux catches winning fish

Russ Gautreaux, a Government Street employee, caught one of the top 10 fish — a three-pound, four-ounce crappie — listed in the Louisiana Fishing Records maintained by the Louisiana Outdoor Writers Association (LOWA).

Caught in a farm pond near his home, the fish entitled Gautreaux to a certificate from the LOWA and enabled him to win a fishing rodeo sponsored by a local department store.



Also shown in the picture is a seven-pound bass which he caught two weeks later.

Both fish were mounted by Ronald Louque of Baker. Louque is also a wildlife artist who will be featured in a forthcoming issue of *Gulf States Magazine*.

GSUers attend Cowboy game

About 43 GSUers were among the Cowboy fans who watched the Dallas football team beat the New York Giants 18-10 in Texas Stadium Sept. 27.



The group, shown in the accompanying photograph, attended the game in a bus chartered by Joe Russian and Joe Roberts, both of whom are senior engineering assistants in the Estimating Department in Beaumont.

The bus left Beaumont at 8 a.m. that Sunday morning and returned shortly after midnight that night.

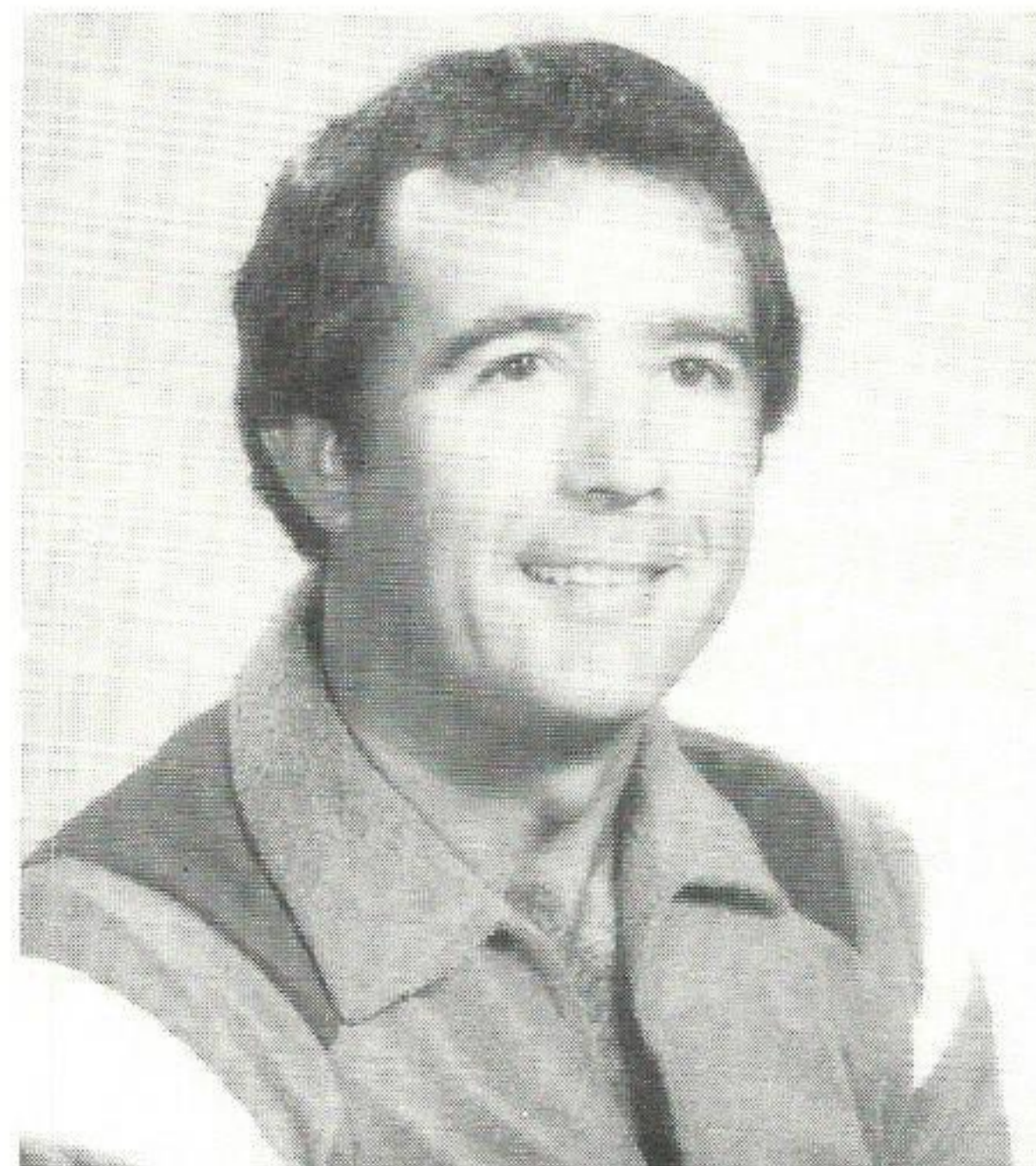


Woman begins maternity leave

Pat Chaisson, shown seated in the picture, began maternity leave on August 28.

Mrs. Chaisson, who will return to work, was honored by co-workers with a going-away party. They also presented her with a gift certificate to a department store.

The engineering helper was awaiting the birth of her second child.



Duplechien named 'man of month'

Dudley Duplechien, serviceman-1st class, was named "Safety Man of the Month" for September in the Lafayette district.

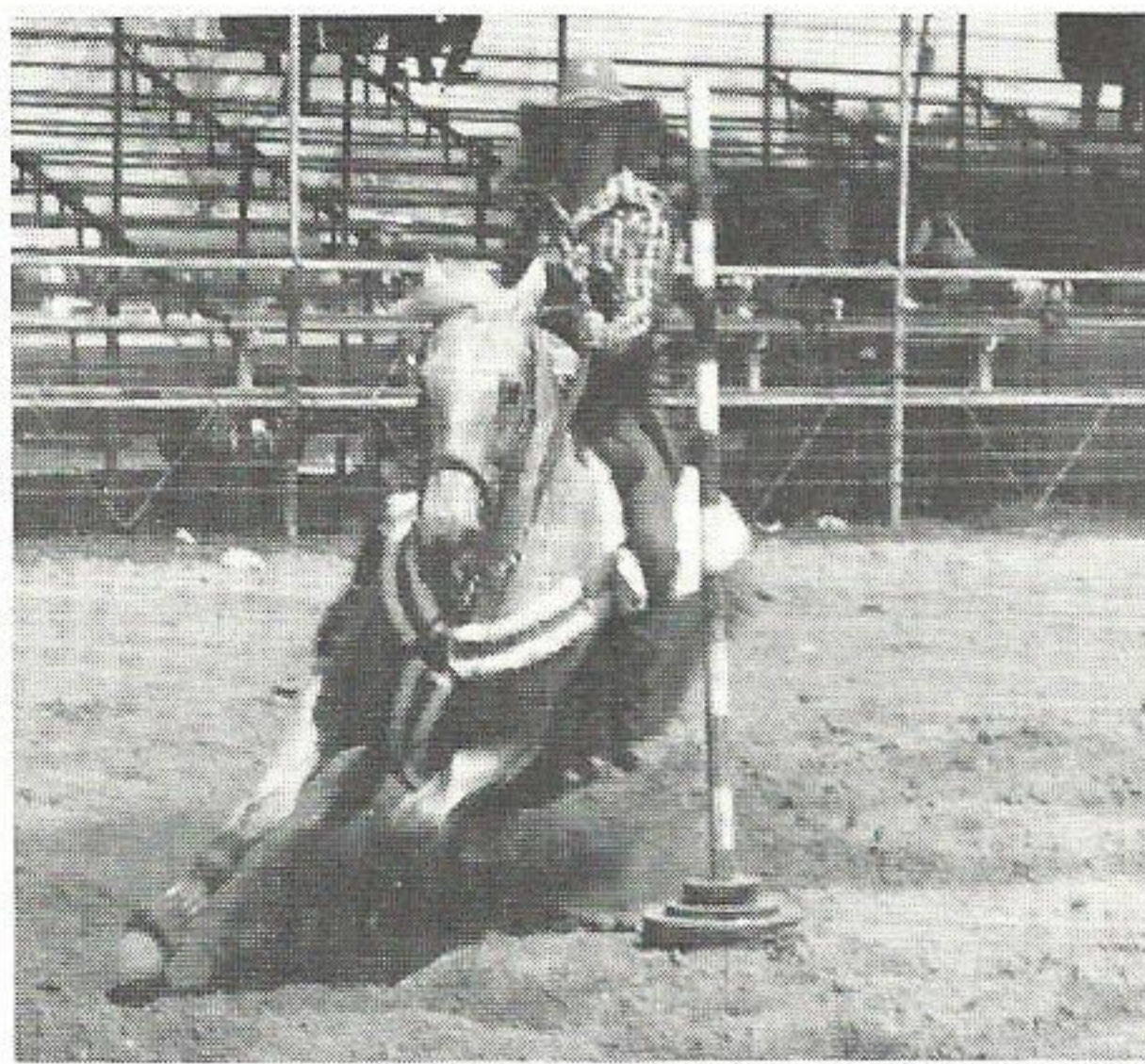
Duplechien has been with Gulf States for 13 years.

Girl competes in rodeos

Pam Benoit, the 14-year-old daughter of Jules Benoit, a Lake Charles serviceman, represented Louisiana in the pole bending event at a championship rodeo in Douglas, Wyoming, July 27 through Aug. 2.

A student at Sam Houston High School in Moss Bluff, Pam rides an 8-year-old golden palomino mare named Sandy. Although the horse has also been trained for cloverleaf barrel racing, Pam prefers the pole bending.

Pam qualified for the national event by placing fourth in the state pole bending event during a June rodeo in Sulphur.



Employees tour Willow Glen

An employee tour of Willow Glen Station was held Oct. 8, with spouses or other guests joining the tour. After the tour, a steak dinner was served.

According to Willow Glen employee Lydia Mitchell, the tour enabled family members to learn more about where their husband or wife works in the plant.



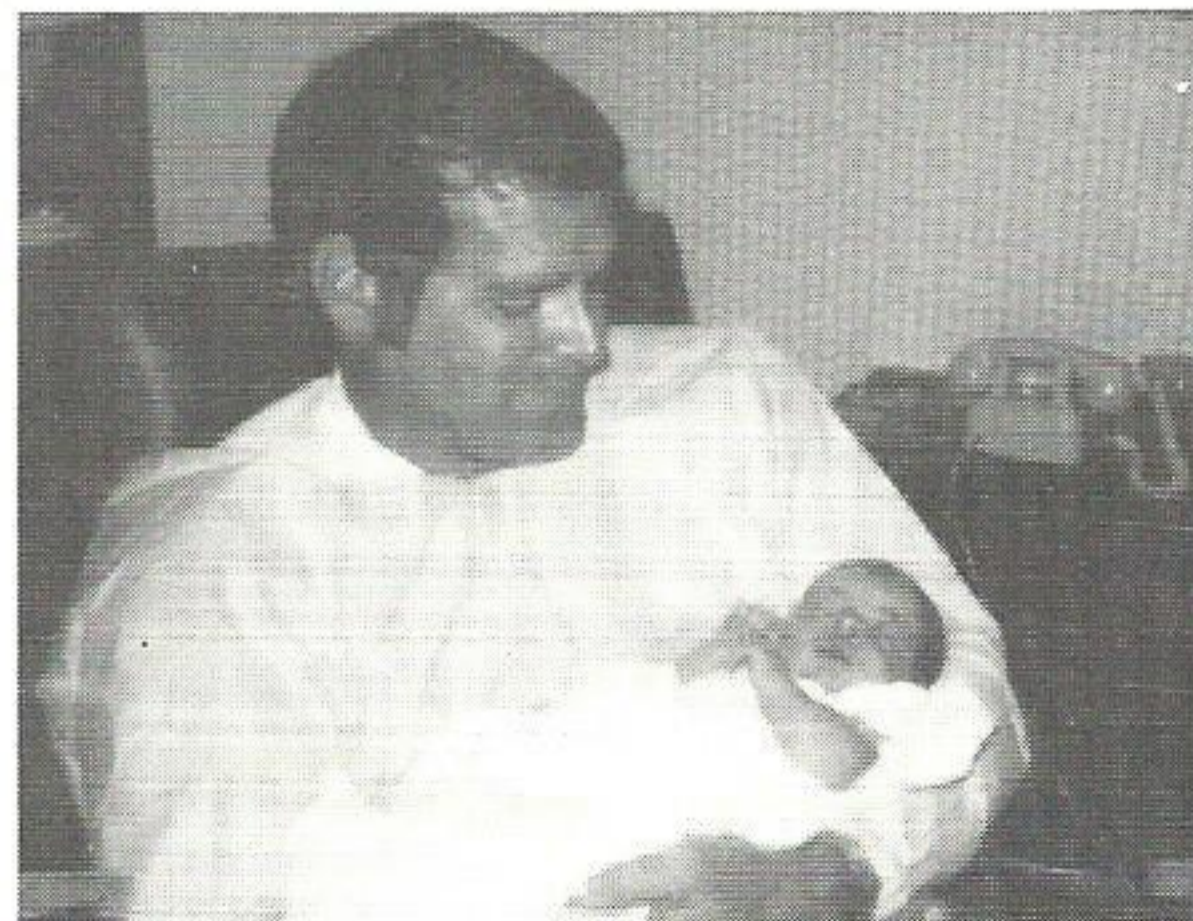
Lafayette celebrates safety record

Lafayette employees "let the good times roll" at an Aug. 14 party celebrating the Lafayette district's good safety record.

Musicians for the festivity were Gulf Staters Terry Huval, guitarist and singer, and Joe Olivier, accordion player.

Shown dancing are Henry and Bobbie Legnon. Legnon is store-room supervisor.

Door prizes were presented throughout the evening.



New baby born to Adams family

A new baby daughter was born to John and Kerry Adams of Conroe on Aug. 23.

Adams is a consumer service representative in the Western Division headquarters. The little girl weighed seven pounds and four ounces and was 20¼ inches long. The child's paternal grandfather is A. A. "John" Adams of Jennings, La., a GSU retiree.

Runners compete in Baton Rouge

Forty-one runners competed in the Aug. 29 GSU-IBEW Race in Baton Rouge, with 25-year-old employee Andy Williams emerging as the overall winner in the 5,000-meter race.

Williams' time was 17:34.

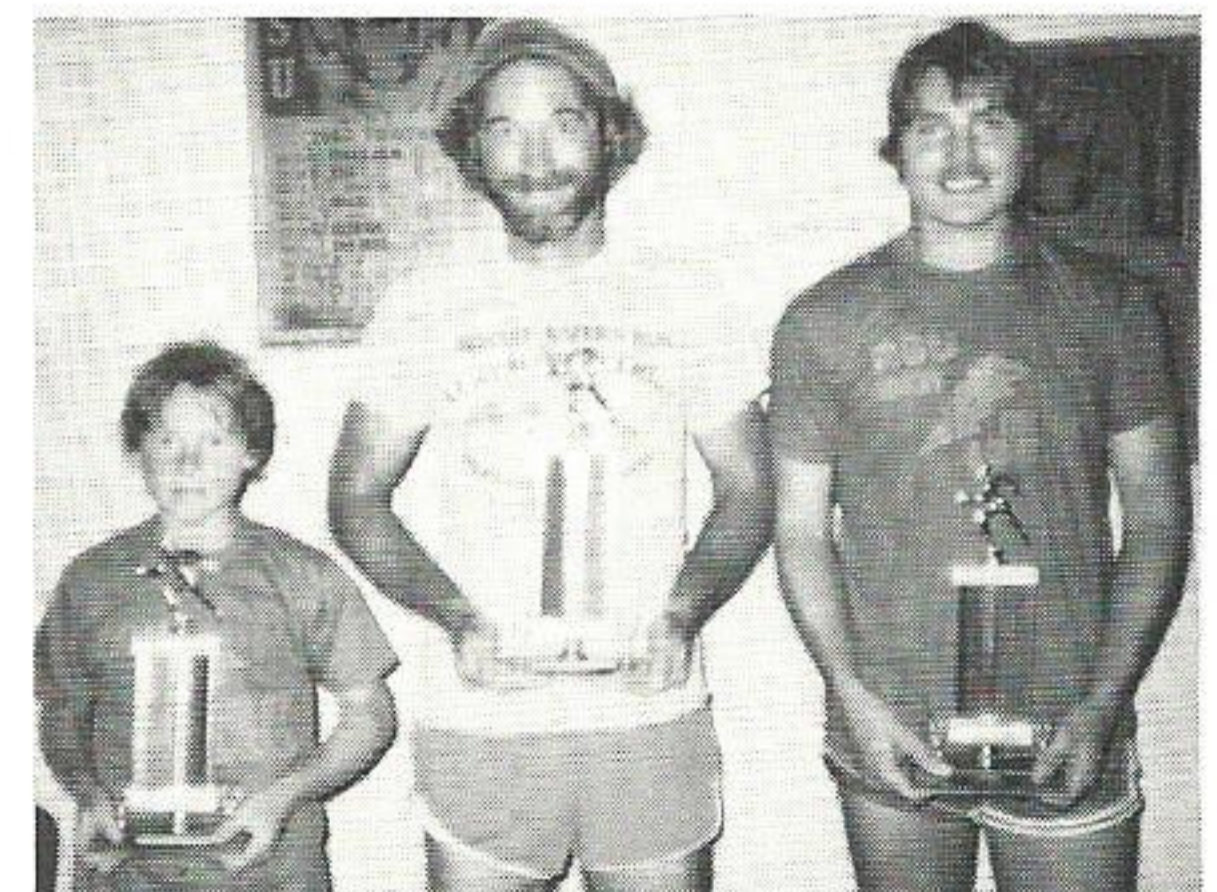
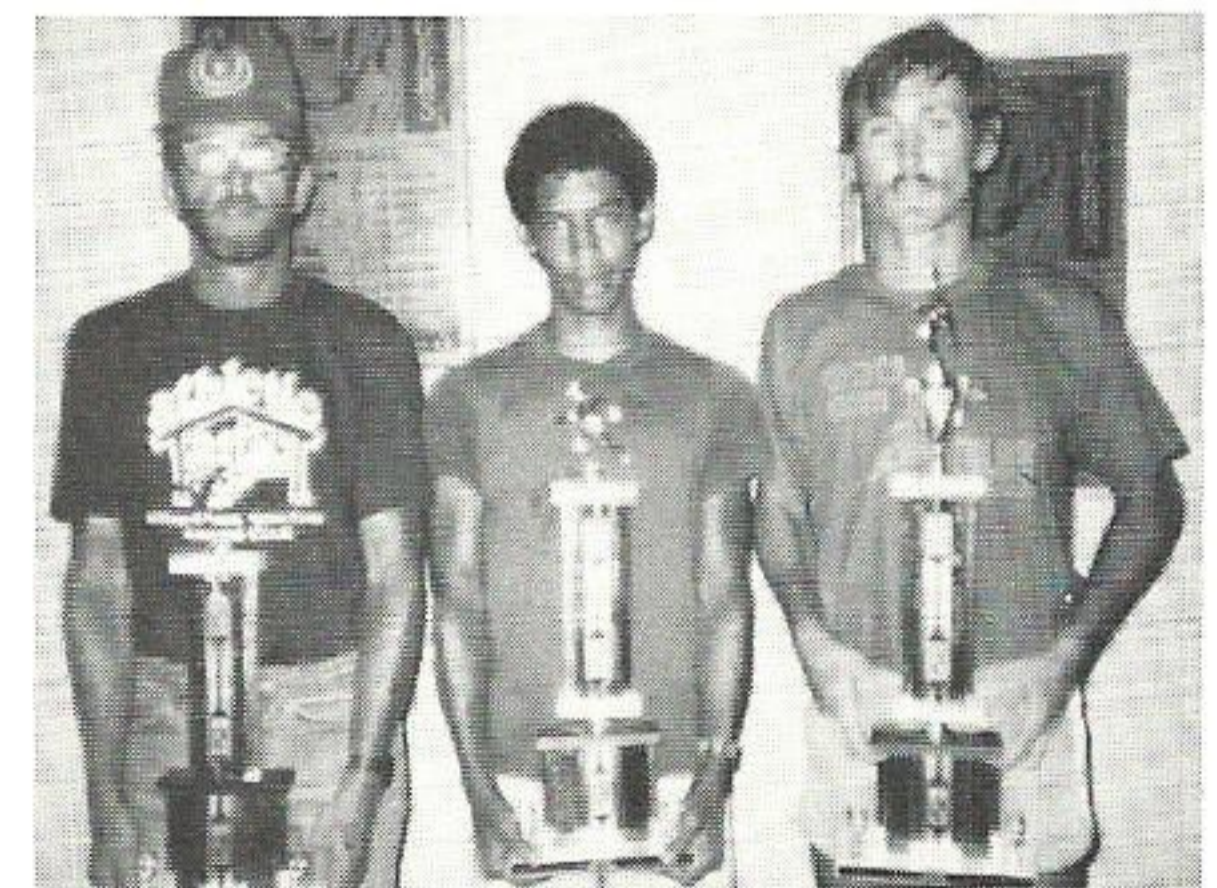
The second- and third-place winners also finished in less than 18 minutes. They were Tim Chustz, 16 years old, with a time of 17:52, and Richard East, 46 years old, with a time of 17:59.

In a one-mile fun run, the first place winner was Bob Tate, 34, with a 6:16 time; second place winner was Kent Faulk, 22, with a 6:26 time; and third place winner was Jason Wendt, 10, with a 7:01 time.

Other 5,000-meter and fun run races were held for different age categories of female and male runners, too.

Shown in the top picture are the overall winners of the 5,000-meter race. They are (from left to right) Williams, Chustz and East.

Shown in the lower picture are the fun run winners. They are (from left to right) Wendt, Tate and Faulk.



ON THE MOVE

Acosta, Anthony B., Port Arthur, to mechanic helper, Plant Production.

Babin, Stephan J., Willow Glen, to test technician-1st class, Plant Production.

Ballard, Curnnie L., River Bend site, to supervisor-quality systems, River Bend Nuclear Group.

Bean, Minion C., Beaumont, to general departmental clerk, Office Services.

Benoit, Lynn J., Lake Charles, to utility foreman, T&D Line.

Benson, Michael A., formerly of Lake Charles, to project engineer, Beaumont System Operations.

Bergeron, Hugh R., Baton Rouge, to corrosion technician-2nd class, Gas Dept.

Block, Bryant K., Beaumont, to utility worker II, Office Services.

Bogolin, Charles P., River Bend site, to operations supervisor, River Bend Nuclear Group.

Brignac, Michael W., Beaumont, to operator's helper, Plant Production.

Broussard, Cheryl S., Baton Rouge, to stenographer-senior, Elec. T&D.

Broussard, Peter A., formerly of Beaumont, to industrial engineer, Lake Charles Division Consumer Services.

Brown, Raymond W., Baton Rouge, to pipeman welder-3rd class, Gas Dept.

Bruner, Robert B., Vidor, to apprentice, Elec. T&D.

Cambre, Robert P., Willow Glen, to electrician-3rd class, Plant Production.

Campbell, Daniel H., Willow Glen, to electrician-2nd class, Plant Production.

Cash, Robert G., formerly of Conroe, to design engineer, Beaumont System Engineering.

Causey, Douglas H., Louisiana Station, to electrician-3rd class, Plant Production.

Chustz, John S., Louisiana Station, to head fireman, Plant Production.

Clark, Tommy G., Port Arthur, to supervisor-consumer information services, Consumer Services.

Clay, Albert, Beaumont, to lineman-3rd class, Elec. T&D.

Colleps, Glenn M., Baton Rouge, to helper, Gas Dept.

Collier, Michael D., Baton Rouge, to substation mechanic-4th class, Elec. T&D.

Colquitt, Donnell Jr., Lake Charles, to serviceman-2nd class, Elec. T&D.

Cooley, Walter K., Anahuac, to superintendent-Anahuac, Division Operations.

Courtade, Russell A., Willow Glen, to repairman-2nd class, Plant Production.

Coxe, Jeffrey A., Louisiana Station, to turbine-water plant operator, Plant Production.

Crowley, Paula D., Beaumont, to confidential records clerk, Internal Audits.

Darensbourg, Joseph K., Baton Rouge, to storeroom assistant, Elec. T&D.

Dispenza, Sam M., Baton Rouge, to party chief, T&D Engineering.

Dodge, Ray S., Baton Rouge, to apprentice, Gas Dept.

Dodson, Deborah J., Lake Charles, to staff accountant, T&D Operations.

Donnelly, Thomas F., Beaumont, to lineman-3rd class, Elec. T&D.

Duffee, Richard S., formerly of Orange, to supervisor-customer accounts, Beaumont Division Accounting.

Duffel, Albert J., Beaumont, to staff accountant, T&D Operations.

Dykes, Ralph L., Beaumont, to staff accountant, Power Plant Engineering & Design.

Eaphrom, John, Baton Rouge, to substation mechanic-1st class, Elec. T&D.

Edgerton, James C. Jr., Port Arthur, to repairman-1st class, Plant Production.

Esclovon, Dennis D., Beaumont, to lineman-4th class, Elec. T&D.

Field, Molly H., Beaumont, to coordinator-employee benefits, Human Resources.

Fowler, Kay H., Beaumont, to stenographer-senior, System Consumer Services.

Franklin, Harrison, Lake Charles, to serviceman-2nd class, Elec. T&D.

Fruge, Emery J., Lake Charles, to inspector-contract crews, T&D Line.

Gallow, Rickie J., Beaumont, to lineman-3rd class, Elec. T&D.

Gaspard, Leonard J., Port Arthur, to supervisor-consumer services, Division Consumer Services.

Gibson, Richard L., formerly of Sabine 5 site, to superintendent-construction management, Beaumont Fossil Projects.

Gross, Sherbert A., Denham Springs, to lineman-4th class, Elec. T&D.

Guidry, Mark V., Conroe, to repairman-3rd class, Plant Production.

Guilbeau, Michael, Lafayette, to relayman-1st class, Elec. T&D.

Harden, Robert E., Lake Charles, to lineman-4th class, Elec. T&D.

Harris, Anthony, Beaumont, to lineman-1st class, Elec. T&D.

Harris, Philip W., Port Arthur, to apprentice, Elec. T&D.

Hawkes, Marshall L., Beaumont, to real estate representative, System Engineering.

Hayes, Glen J., Beaumont, to substation mechanic-1st class, Elec. T&D.

Honea, Ramona K., Baton Rouge, to staff accountant, T&D Operations.

Hutchison, Daniel E., Beaumont, to apprentice, Elec. T&D.

Irvine, Jerry G., Beaumont, to lineman-3rd class, Elec. T&D.

Jackson, Nathan L., Louisiana Station, to utility worker II, Plant Production.

Jasper, Thomas E. Jr., Silsbee, to lineman-4th class, Elec. T&D.

Jones, Charles D., Conroe, to lineman-3rd class, Elec. T&D.

Keeney, Jeffrey L., Port Arthur, to apprentice, Elec. T&D.

Key, Marilyn K., formerly of Conroe, to secretary, Plant Production, Nelson Coal Plant.

King, Gerald V., River Bend site, to supervisor-operational quality assurance, River Bend Nuclear Group.

Knighten, Hawthorne N., Baton Rouge, to apprentice, Gas Dept.

Koci, Eugene W., formerly of Beaumont, to district accounting supervisor, Orange Division Accounting.

Kovach, David E., Conroe, to lineman-3rd class, Elec. T&D.

Lee, Aubrey P. Jr., Willow Glen, to electrician-3rd class, Plant Production.

Lege, Garland J., Lafayette, to utility foreman, T&D Line.

Lockhart, Raymond L., Baton Rouge, to pipeman apprentice, Gas Dept.

Martinez, David J., Louisiana Station, to repairman-3rd class, Plant Production.

Mayfield, Bendel K., Lafayette, to lineman-3rd class, Elec. T&D.

McAndrew, Billie M., Baton Rouge, to senior clerk, Division Accounting.

McComb, Joseph W., Lake Charles, to garage mechanic-1st class, Elec. T&D.

McKay, Kevin T., Port Arthur, to repairman-3rd class, Plant Production.

McLaughlin, James A., Beaumont, to senior generation planning engineer, Power Interconnections.

Meitzen, James A., Beaumont, to director-mechanical engineering, Power Plant Engineering & Design.

Melancon, August P., St. Francisville, to turbine-water plant operator, Plant Production.

Nance, Frank W., Beaumont, to utility foreman, T&D Line.

Netherly, Willie C., Port Arthur, to test technician-1st class, Plant Production.

Nicks, Roland C., Beaumont, to draftsman, Engineering Design.

Ogden, Carolyn S., Beaumont, to personnel department clerk, Human Resources.

Parent, Clarence J., Baton Rouge, to party chief, T&D Engineering.

Pascual, Raymond, Beaumont, to party chief, System Engineering.

Pearl, Virgil L., Port Arthur, to repairman-1st class, Plant Production.

Phillips, Dwight S., Denham Springs, to lineman-2nd class, Elec. T&D.

Powell, Harvey L., Port Arthur, to repairman-3rd class, Plant Production.

Rachal, Michael D., Baton Rouge, to apprentice, Elec. T&D.

Reeves, Rose N., formerly of Port Arthur, to personnel clerk, Beaumont Human Resources.

Robin, John R., Lafayette, to right-of-way representative, T&D Engineering.

Samuels, Michael R., Port Arthur, to apprentice, Elec. T&D.

Sartin, Jessie L., Beaumont, to turbine operator, Plant Production.

Schaefer, Rebecca C., Beaumont, to staff accountant, Accounting Services.

Seal, Rickey B., Baton Rouge, to apprentice, Elec. T&D.

Seymour, David G., River Bend site, to quality assurance engineer, River Bend Nuclear Group.

Smiles, Raymond J., Louisiana Station, to switchboard operator, Plant Production.

Smith, Mark A., formerly of Nelson Station, to mechanical engineer, Beaumont Power Plant Engineering & Design.

Smith, Philemon G., Louisiana Station, to head fireman, Plant Production.

Smith, Thomas D., Beaumont, to lineman-3rd class, Elec. T&D.

Stafford, Robert B., River Bend site, to supervisor-quality engineering, River Bend Nuclear Group.

Stephens, Harold M., Port Arthur, to engineer, T&D Engineering.

Steptoe, Ronald L., Beaumont, to utility foreman, T&D Line.

Swinney, Frank S., Conroe, to garage mechanic-3rd class, Elec. T&D.

Thibodeaux, Christopher, Nelson Station, to mechanic helper, Plant Production.

Trove, David G., Vidor, to lineman-1st class, Elec. T&D.

Veillon, Joseph M., Lake Charles, to relayman-1st class, Elec. T&D.

White, Carl E., Conroe, to meterman-2nd class, Elec. T&D.

Widgeon, Royal S. III, Nelson Station, to electrician-1st class, Plant Production.

Wisser, Charles E., Beaumont, to design engineer, System Engineering.

Jennings Woman Bakes Winning Cake



Mary Jane Deshotel enjoys cooking — and Gulf Staters from the Jennings area appreciate her culinary efforts.

Mrs. Deshotel, who is married to 33-year Gulf States veteran John J. Deshotel, was the first place winner in a Cake Bake-Off held during the Lake Charles Division Safety Fair and Family Day Sept. 19.

Her Pineapple Coconut Three-Layer Cake drew praise from tasters, including her husband, who is a serviceman based at the Jennings Service Center.

Her recipe follows:

Pineapple Coconut Three-Layer Cake

Filling

Prepare this first so that it will be cool enough to spread between the cake layers.

one large can crushed pineapple
one 7-ounce bag coconut
(reserve some to sprinkle on cake)
one stick margarine
one cup granulated sugar

one tablespoon cornstarch
two egg yolks, slightly beaten
— Put all ingredients together in saucepan and cook on low heat until mixture thickens.

Cake

one box pineapple cake mix
two whole eggs, plus one egg white
two tablespoons shortening
two tablespoons granulated sugar
1 1/3 cups water
— Put all together in a bowl and beat three minutes with an electric mixer on medium speed. Grease and flour three 8-inch pans, divide the batter among the pans and bake 20 minutes at 350 degrees in an electric oven.

Frosting

one box confectioners sugar
three ounces cream cheese
1/4 cup shortening
1/2 teaspoon salt
1/2 teaspoon lemon juice
1/3 cup water
— Put all the ingredients together in a bowl and beat until fluffy. Spread on cake, then sprinkle top with remaining coconut.

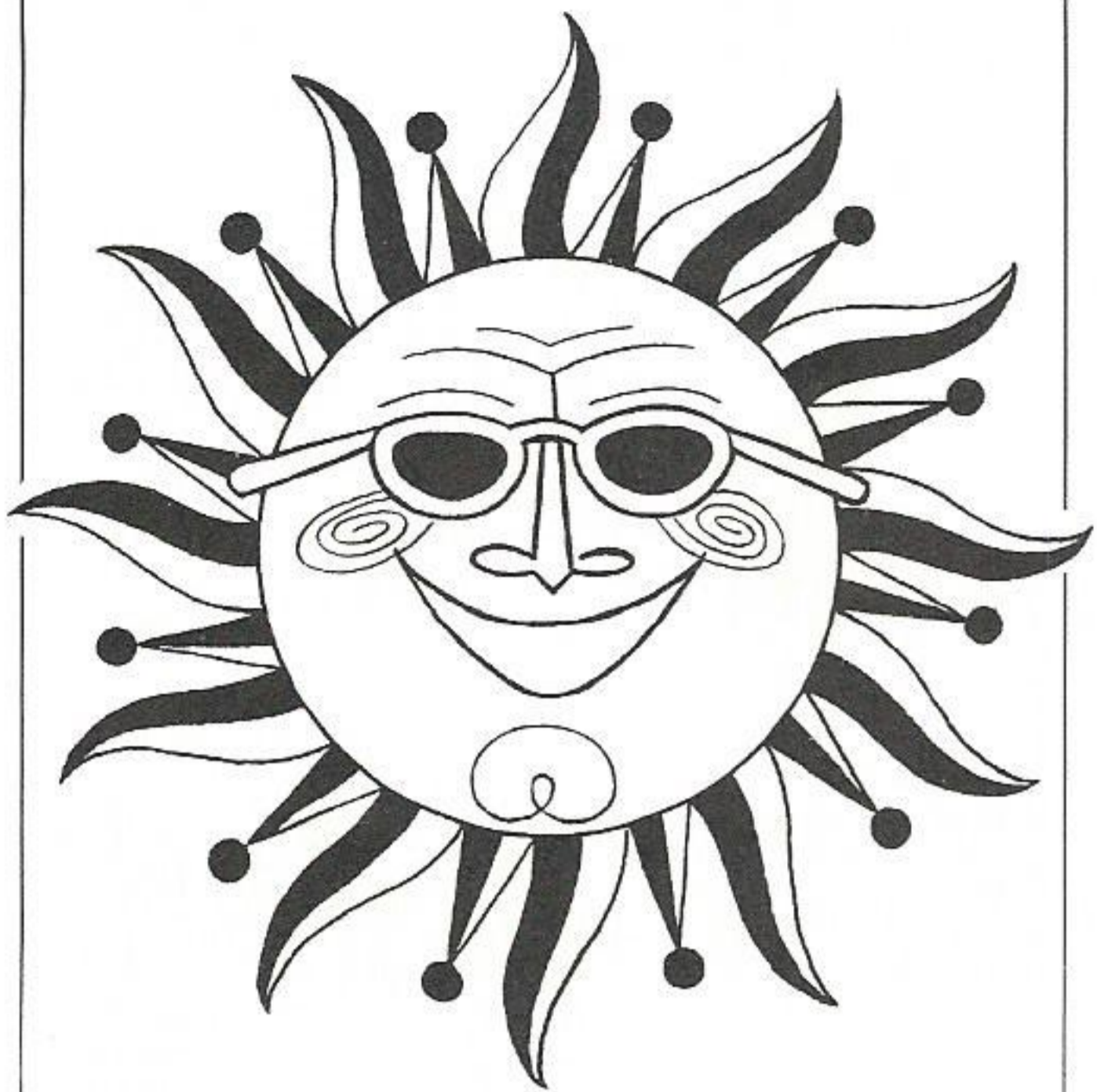
(Continued from page 19.)

gambling than investing. If a single-A company is not as strong as a triple-A company, then potential investors will demand a higher interest rate from the riskier investment. Right now, interest rates for a single-A company such as GSU are about 1.75 percent higher than they are for a triple-A rated company.

That means generally that if Gulf States borrows \$100 million, the company must pay \$1.75 million more in interest than would a triple-A rated company.

We have no source of revenues to pay our expenses except what we receive from our customers. The bottom line is, of course, that we must recover all of our costs of doing business if we are going to be able to stay in business.

But GSU is attempting to do something about the situation, and that story will be told next month in this same column.



Costs decrease for sun power

When New York's Citicorp center was designed five years ago, the architects wanted to use its sloping south face as a solar collector to generate cheap energy for the 59-story building.

The New York Times reports, however, that when they looked into it, they discovered the process was anything but cheap. But just this September, Citicorp said it was going to install a solar electric system on its 45-degree roof to help light part of the atrium below.

The decision indicates that the cost of sun power has fallen dramatically over a period of just a few years.

Company to build wood-fired plant

Vermont Public Service Commission has authorized Burlington Electric to build the "world's largest wood-fired power plant" — a 50-megawatt facility using low-cost chipped waste wood harvested locally.

According to the publication, *Energy Users Report*, the plant is expected to cost \$80 million and to be completed by late 1983. The wood used will displace 26 million gallons of fuel oil annually.

Coal use nears record levels

Buoyed by continued strength in exports and domestic demand, consumption of U.S. coal will hit a record 838 million tons this year, the National Coal Association predicted on Sept. 28.

The NCA's revised forecast is 6 million tons below its estimate last March of 844 million tons, due principally to some softening in the steel and general industry markets. Consumption last year was 789 million tons and in 1979 it was 742 million.

Production by year's end will reach 795 million tons, 55 million less than forecast in March, reflecting the effects of the 72-day miners' strike. Production in 1980 was 824 million tons, and in 1979 was 776 million.

Eastern coal production, most affected by the strike, shows the sharpest revision, down 67 million tons from the March estimate to 520 million. Western output has been revised upward by 12 million tons to 275 million.

The difference between consumption and production this year will be met by a net 42-million-ton reduction in inventories, mostly at electric utilities in the eastern part of the country.

The National Coal Association expects coal use by utilities to reach a record 600 million tons this year, up from 568 million in 1980, an increase of 5.6 percent. Coal's share of the electric generation market is forecast to climb to 52.4 percent by the end of the year, the highest level since 1966, as high-cost oil continues to be displaced by coal.



Utility Bond Ratings: A Simple Translation

Editor's Note: The following guest column was authored by Joseph L. Donnelly, executive vice president-Finance.

What do the phrases first mortgage bond and bond ratings have in common?

Obviously, they're both terms that would be familiar to the financial community. But for many people who don't regularly deal with financing and investments, the mere mention of either of those phrases causes their eyes to begin glazing over and their ears to begin tuning out.

That's a shame, because in the electric utility industry, financing is perhaps our most pressing problem. Gulf States and the rest of the industry *must* finance if we are to complete critical power plant construction programs already well underway.

Bonds are the principal source of funds for capital-intensive electric utility companies, which need approximately \$3 of investment to produce \$1 of revenue. The downgrading of utility bond ratings in recent years has created problems for the industry and contributed to rising electricity costs.

Can either of those confusing financial terms be translated to more practical terms so that, as employees, we'll have a better grasp of the dilemma?

I think the easiest comparison for obtaining financing for a company can be made to a young couple who decides to obtain financing to buy a \$40,000 house. The mortgage company would not agree to lend the full amount to the couple because if the company had to foreclose, there would be no guarantee that it

would get its money back through a forced sale of the house. In order to ensure that the mortgage company will have assurance that the loan will be repaid, it may require the couple to pay 20 percent down, then finance the remainder.

Similarly, a utility company must also come up with a "down payment" as proof of its ability to pay debts. For example, Gulf States' down payment is made up of its common stock investment — a combination of retained earnings (the internally-generated money remaining after stock dividends and operating costs are subtracted) and externally-generated money from common stock sales. The stockholders are the equivalent of the "owners" of the "home."

A first mortgage bond represents one way a utility obtains financing.

For instance, the company may sell a \$1,000 first mortgage bond, agreeing to pay 16 percent interest per year for eight years. After collecting that interest each year for eight years, the buyer turns in the bond to get back his initial \$1,000 investment.

Actually, the transaction is handled through banks and investment houses, rather than by the company directly.

What if a buyer were to submit his bond, only to be told that the money was not available?

Because the person holds a "first mortgage" bond, that means the buyer has a call on the tangible property of the company — the equivalent of \$1,000. In essence, the buyer can be pictured as backing a pickup truck to the door and hauling off a desk, a couple of chairs and a lamp worth \$1,000.

Of course, this is only an analogy. In the real world, judges appoint receivers and a buyer is ultimately paid in cash, perhaps after some of the company's property has been auctioned.

Not many investors would care to endure such a hassle, so they make a point of determining how strong a company is before making such an investment.

Hardly anyone has the time to become an objective expert on the thousands of companies that sell bonds to finance various programs. Instead, such investors rely on companies that specialize in rating the financial strength of various companies. The major rating firms use letters or numbers to indicate the appraisal of a company.

The two most widely used are prepared by Moody's Investors Service Inc. and Standard & Poor's Corp. Moody's uses nine ratings, ranging from Aaa (top-quality) to C. Standard & Poor's uses seven basic ratings ranging from AAA (top-quality) to D.

Tracking of utilities reveals that their financial plight was brought on by energy costs, inflation and interest rates. In 1965 there were 15 triple-A utilities and today there are only two. Unfortunately, Gulf States is not one of them.

GSU is a single-A company, and while that doesn't *sound* too bad, it is actually a very expensive proposition. The single-A rating is just one step above what is known as "investment grade" level. No cautious investor would purchase bonds from a company with a rating below that level — to do so would be more akin to

(Continued on page 17.)

PLAIN TALKS

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Q.

How much is the Clean Air Act costing the average consumer?

A.

In 1979, the latest year for which estimates are available, the Clean Air Act levied a "hidden sales tax" of \$400 on a family of four in the form of higher utility rates and higher prices for all manufactured goods. By 1988, the family's annual clean air bill will add up to more than \$630 (in 1979 dollars).

Source: "Making the Clean Air Act More Cost-Effective." Kenneth W. Chilton and Ronald J. Penoyer. Center for the Study of American Business. Washington University, St. Louis, Mo.

