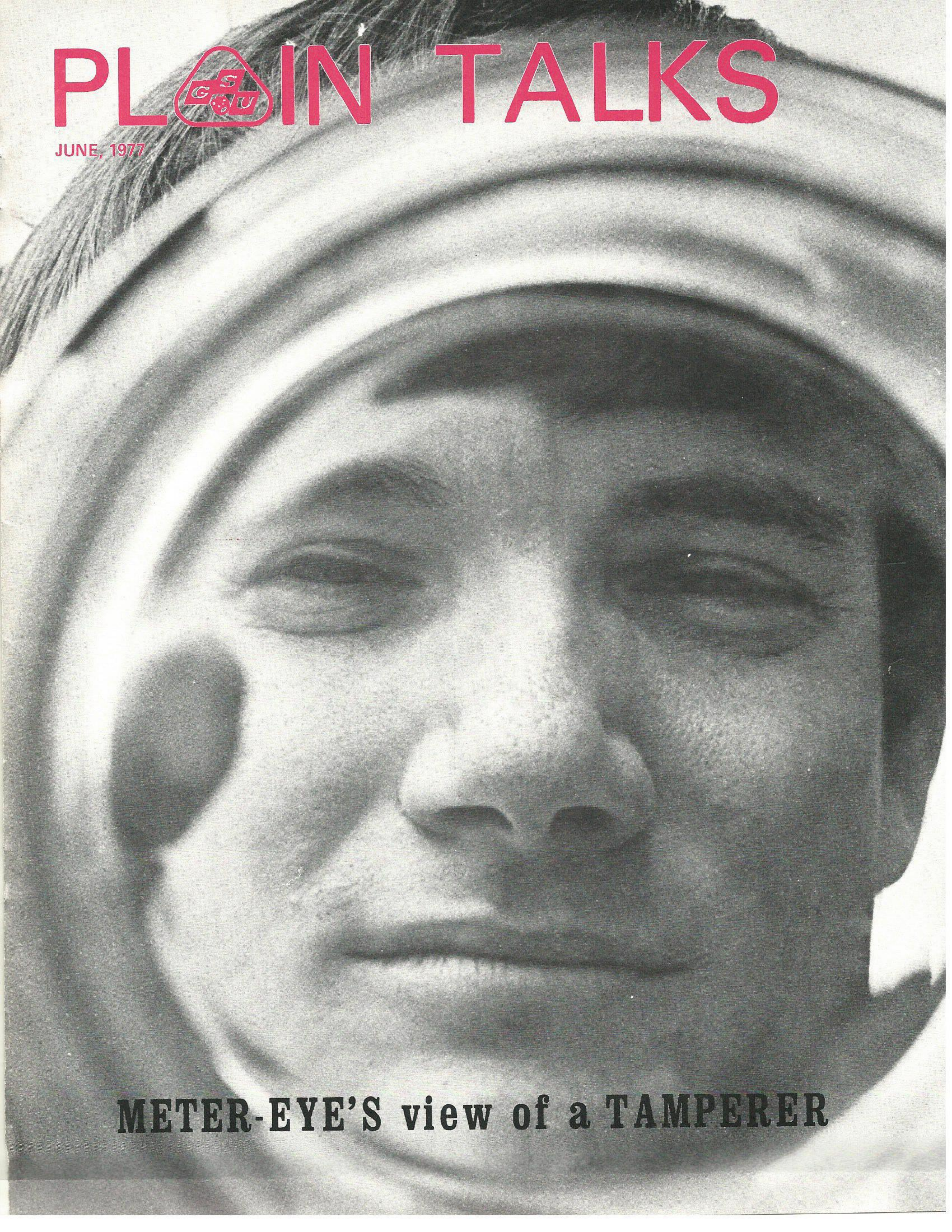


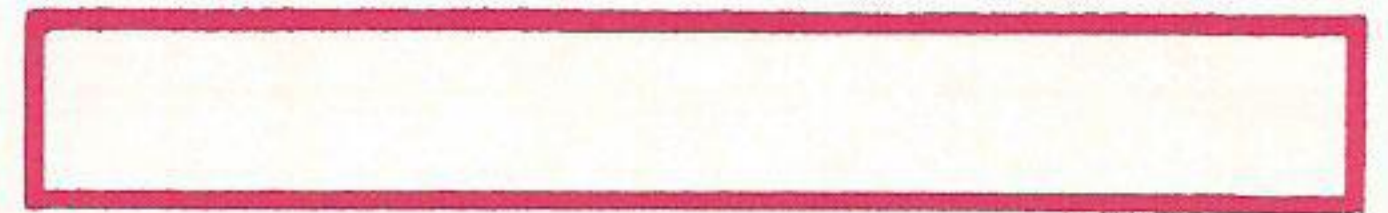
PLAIN TALKS

JUNE, 1977



METER-EYE'S view of a TAMPERER

WELCOME ABOARD



SYSTEM DEPARTMENTS

System Operations

Edmisten, Gary L., Bmt, Engr Helper - Bldg & Grnds-MO
Brumley, Ivy J., Bmt, Bldg Attendant - Bldg & Grnds-MO

Accounting Services

Weber, Janet E., Bmt, Clerk - Plant
White, Lovenia B., Bmt, Billing Clerk - Sys Billing
Bonner, Larry A., Bmt, Clerk - Classifications

Power Plant Engr & Des

Huddleston, James T., Bmt, Sr Engr Assistant

Material Services

Sheffield, Laura B., Bmt, Clerk - Overall

Information & Data Services

Coco, Jodine H., Bmt, Dept Clerk - Recds
Henderson, Lennard, Jr., Bmt, Laborer I-Recds-Dupl-Sta S/R
Lott, Susan G., Bmt, Dept Clerk - Data Sys Operns

BEAUMONT DIVISION

Distribution

Boutte, Joseph W., Jr., Bmt, Laborer I-T&D/Lab Crws-Line
Garrett, Michael W., Bmt, Laborer I-T&D/Lab Crws-Line
Johnson, Laddie R., Orange, Helper-T&D-Lab Crws-Line
Potter, Harry H., III, Bmt, Laborer I-T&D/Lab Crws-Substa
Guillory, Avar D., Bmt, Engr Helper-T&D/Engr
Teal, James R., Dayton, Apprentice-T&D-T&D/Line

Division Accounting

Jumel, Karen L., Bmt, Clerk - Cust Accts
Owens, Sharon G., Anahuac, Local Office Clerk - Overall
Schwart, Rebecca L., Bmt, Stenographer-Cred & Coll
McManus, Janice C., Anahuac, Local Office Clerk-Overall

PORT ARTHUR DIVISION

Division Production

Benoit, Brenda L., Pt Arth, Dept Clerk- Engr & Clerical

Distribution

Barbin, Gary L., Pt Arth, Helper-T&D - Lab Crws-Line
Mahon, Willard R., Pt Arth, Garage Mech 2/C-T&D/Garage
LeBlanc, Keith A., Pt Arth, Helper-T&D-Lab Crws-Line
Collazo, Jack G., Pt Arth, Helper-T&D-Lab Crws-Line
Young, Wilbert J., Jr., Pt Arth, Helper-T&D-Lab Crws-Line

Division Accounting

Cooper, Cynthia A., Pt Arth, Clerk - Cust Servs

WESTERN DIVISION

Distribution

Vick, Jerry W., Conroe, Helper-T&D-T&D/Lab Crws-Substa
Morrison, Kenneth, Conroe, Laborer I-T&D/Lab Crws-Line

Division Accounting

Shelly, Durlen, Conroe, Clerk - Cust Accts
Harris, James A., Conroe, Meter Reader - Cust Accts

Division Production

Gilbert, George T., Conroe, Equip Oper-Lewis Creek/Operns

BATON ROUGE DIVISION

Division Production

Smith, Dan I., E Rouge, Laborer I - La Sta/Lab Crws
Sullivan, Daniel D., B Rouge, Oper Helper - La Sta/Operns
Hubert, Edmond G., Jr., B Rouge, Equip Oper - W Glen/Operns
McMahen, Rance P., B Rouge, Equip Oper - W Glen/Operns
Johnson, Ardes E., B Rouge, Operator Helper-Operns-La Sta
Speeg, Albert D., B Rouge, Laborer I-Labor Crews-W/Glen
Spencer, Daniel J., B Rouge Equipment Operator-Operns-W/Glen
Cook, James R., B Rouge, Operator Helper - Operns-La Sta
Swain, Gordon L., Jr., B Rouge, Equipment Operator-Operns-

Division Accounting

Humphrey, Lena J., Gonzales, Local Office Clerk-Overall
Burr, Robert C., B Rouge, Laborer I - Stores
Peters, Ted A., Jr., B Rouge, Meter Reader-Cust Service
Granger, Janice M., B Rouge, Clerk - Cred & Coll
Soules, Linda S., B Rouge, Clerk - Cred & Coll

Distribution

Seal, Rickey B., B Rouge, Laborer I - T&D/Lab Crws-Line
Musso, Donald J., B Rouge, Garage Mech 2/C-T&D/Garage
Nelson, Linda A., B Rouge, Dept Clerk-T&D/Meter
Reeves, Deborah K., B Rouge, Dept Clerk-T&D/Substa
Barnes, Paul D., B Rouge, Shop & Field Tester-T&D/Meter

LAKE CHARLES DIVISION

Division Production

Hamilton, Kurt M., L Chas, Equipment Operator-Operns-Nel Sta

MANAGEMENT EMPLOYMENT

Thibodeaux, Ronald L., Bmt, Admin Accountant - Actg Servs-
Subsidiary Actg

Melton, Gene L., Bmt, Risk Analyst-Actg Servs-Risk Mgt

Adams, Mildred S., Bmt, Claims Clerk - Legal Servs-Claims

Fontenot, John C., Bmt, Engr - T&D/Engr

Baldwin, Cyrus S., B Rouge, Staff Attorney-Div Acts/Consumer
Cred

Waters, Vickie L., B Rouge, Admin Accountant-Div Actg-
Consumer Cred

Whitman, Quentin R., Bmt, Mathematician-Admin Sys-IDS-
Implem Sys

Lamb, Ronald T., Bmt, Nuclear Trng Repr-Pers Svs-Nucl Trng

Copeland, William G., Bmt, Financial Analyst-Fin Sys

Gruetzmacher, David W., Br City, Chemist-Sys Prod

Ligler, Mark E., St Francvl, Quality Assur Rept-Quality Assur

PLAIN TALKS

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Member:
Houston

INSIDE FRONT COVER

Welcome Aboard

Page 3

CRACKING DOWN ON DIVERSION

New Company policy calls for cracking down on those who tamper with their meters, or divert electricity in an effort to avoid paying for what they use.

Page 10

TRI-GENERATION: A NEW FRONTIER

Three years in advance of President's energy policy, Company has been investigating benefits of co-generation and even tri-generation.

Page 12

GSU NEWS

Shareholders hear status of Company.

Area students, teachers attend symposium.

Thrift Plan

Page 17

RETIREMENTS

Four from Beaumont and one from Baton Rouge plan retirement in July and August.

Page 18

PEOPLE ON THE MOVE

Thirteen employees receive promotions and transfers.

Page 22

IN MEMORIAM

Company loses one active, and three retired employees.

Page 23

COFFEE CUP

This 'n That related to employees and their families.

INSIDE BACK COVER

Best Shot

The Lincoln Memorial by Randy Harless

THE COVER:

Terry Puckett, engineer (Power Plant Engineering & Design-Beaumont), poses as a would-be meter tamperer in this meter's eye view shot illustrating a problem that has long plagued the Company. A new policy to battle tampering and diversion is explained beginning on page 3.



Don't Touch That Meter!

CRACKING DOWN ON DIVERSION AND TAMPERING

A new, hard hitting program aimed at curbing the theft of electricity has been launched by the Company in an effort to crack down on meter tamperings and diversions.

Called Current Diversion Prevention Program, a Committee reporting to J. R. "Pat" Murphy, senior vice president-Operations, has initiated the plan to keep tight control of meter integrity through such methods as strict meter seal checking, prompt investigations of suspect customers, stern warnings to violators and prosecution when necessary.

"For the first time," said Ron McKenzie, staff engineer in System Operations, "the Company will begin keeping comprehensive records from all districts in all divisions. Those who feel a need to steal electricity, and are caught, will find their names recorded in our computer banks. We intend to attach this problem strongly, to try to nip it in the bud before it becomes as serious a problem at GSU as it has become in the East for a number of years."

"Historically," said Norman Lee, president of Gulf States, "electric utilities have always had this problem to a small degree. But now this illegal element of our society, small though it has been, is beginning to increase. People who wouldn't think

of shoplifting or committing robbery, somehow justify to themselves that stealing electricity is okay. They don't seem to realize, or care, that they can be prosecuted and obtain a criminal record. It almost seems to be a game with them. The time has come for GSU to join other utilities in pressing the matter, and cracking down on customers who steal our product."

Lee was quick to point out that only a very small percentage of GSU's 431,000 electric customers are involved in meter tampering or diversion. "I think the figure is something less than one percent," said Lee, "but even so, in Baton Rouge for instance, we recovered over \$14,000 in revenues during 1976. No one really knows how much money we lost beyond that figure which we were unable to collect. And it should be emphasized that the action of these dishonest few is causing the honest customer to pay more."

J. R. Long, chief auditor, has been researching the subject, studying what other neighboring utilities are doing about meter tampering and diversion. "A neighboring utility has created an entire department to do nothing but find those customers who do steal electricity, and prosecute them. Their program began in 1971 with an employee education program and

expanded from there to meetings with public officials and the judiciary of the City. The conviction rate has steadily climbed from 25 in 1971 to 86 in 1974. If the program can work for them, it can work for us.”

A check by PLAIN TALKS in each division revealed that meter tampering and diversion is a growing problem. Only the Lake Charles Division reported that meter tampering and diversion did not appear to be a major problem at this time. Butch Franklin, division accounting supervisor, said his division “does have its share of those who attempt to steal electricity.” He went on to say that this new program should help in reducing what theft there is, and should serve as a warning to those who have thought about it.”

Charles Bordeman, supervisor of Customer Accounting in Beaumont, told PLAIN TALKS that the problem is definitely increasing in his division. “In 1976 we had some 215 instances of meter tampering which we rebilled. I don’t have a total figure for the Beaumont Division, but for the Beaumont district we recovered \$24,258 as a result of our investigations.”

“METER READERS ARE OUR FIRST LINE OF DEFENSE. THEY SHOULDER THE INITIAL RESPONSIBILITY OF FINDING THE PROBLEM.”

Ronnie Carlin, division accounting supervisor in Port Arthur, echoed Bordeman’s statement. “We do have a problem with tampering and diversion in Port Arthur and Mid-County. It never ceases to amaze me how much of the thievery is so obvious. In some cases it appears that no attempt at all has been made to cover up the fact that they are stealing.”

Carlin reported that 133 cases were investigated last year (1976), 97 of those taking place in Port Arthur itself. “We rebilled and recovered \$4,583.09 in revenue. We can’t really tell how much money we actually were unable to recover, but it’s safe to say that the unrecovered amount is a good deal higher than what we were able to recover.”

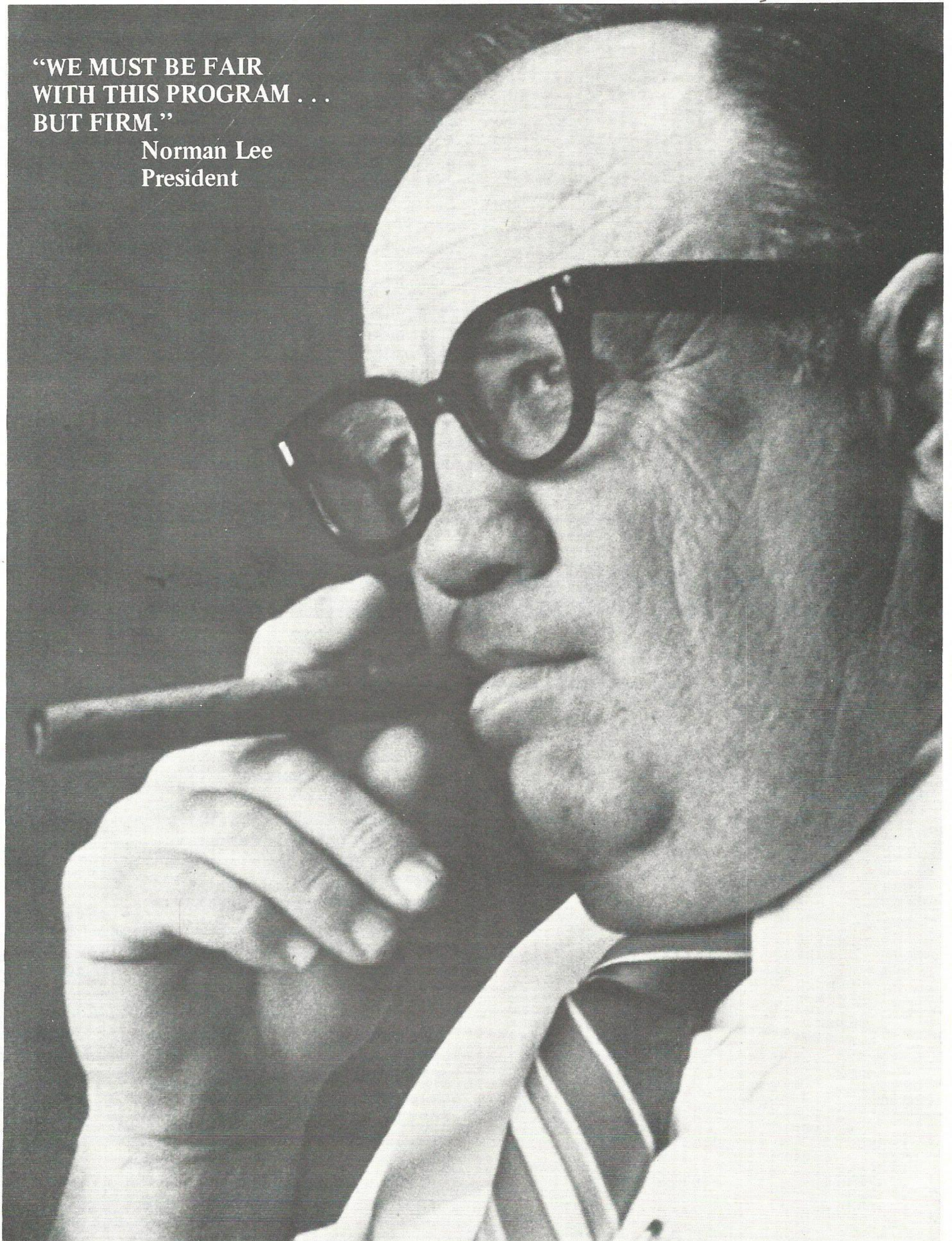
George Irvin, division accounting supervisor in Baton Rouge, said that one of the main problems faced by his department in the past is obtaining adequate proof in the eyes of the law to file charges. “We have had limited success in the courts to date,” said Irvin. “This is because it has been necessary to have an actual witness to prove the suspect has been stealing electricity.”

Franklin reported only 16 confirmed cases of meter tampering in the Lake Charles district, and recovered \$1,507 through rebilling. “We don’t really have comprehensive figures for the division as a whole,” Franklin said.

Incomplete records of meter tampering and diversion is not a factor unique to Lake Charles or any other division. Utilities such as GSU have, in

“WE MUST BE FAIR
WITH THIS PROGRAM . . .
BUT FIRM.”

Norman Lee
President



the past, not really had a big problem with theft. This is particularly true where natural gas has historically been plentiful and the major source of boiler fuel for southern power plants.

"It doesn't take a lot of theft to run lost revenue past the point where we have to do something about it," said McKenzie. "If we take just one-half of one percent of our electric revenues from residential and commercial customers in 1976 and mark it off to theft, that means a dollar loss to the Company of over \$1 million. It's time we began to keep definitive records on the problem, and do something about it."

The Current Diversion Prevention Program is that "something." It is a three phased plan covering:

1. Prevention; 2. Billing Procedures; 3. Prosecution.

The first phase went into operation earlier this year, and primarily utilizes the people who are the first line, and the strongest link, of the entire program . . . the meter readers, the service departments and accounting personnel. Phase one involves warning labels for meter cans, warning letters for all unsealed meters, and color coded meter seals, locking devices and special reporting procedures.

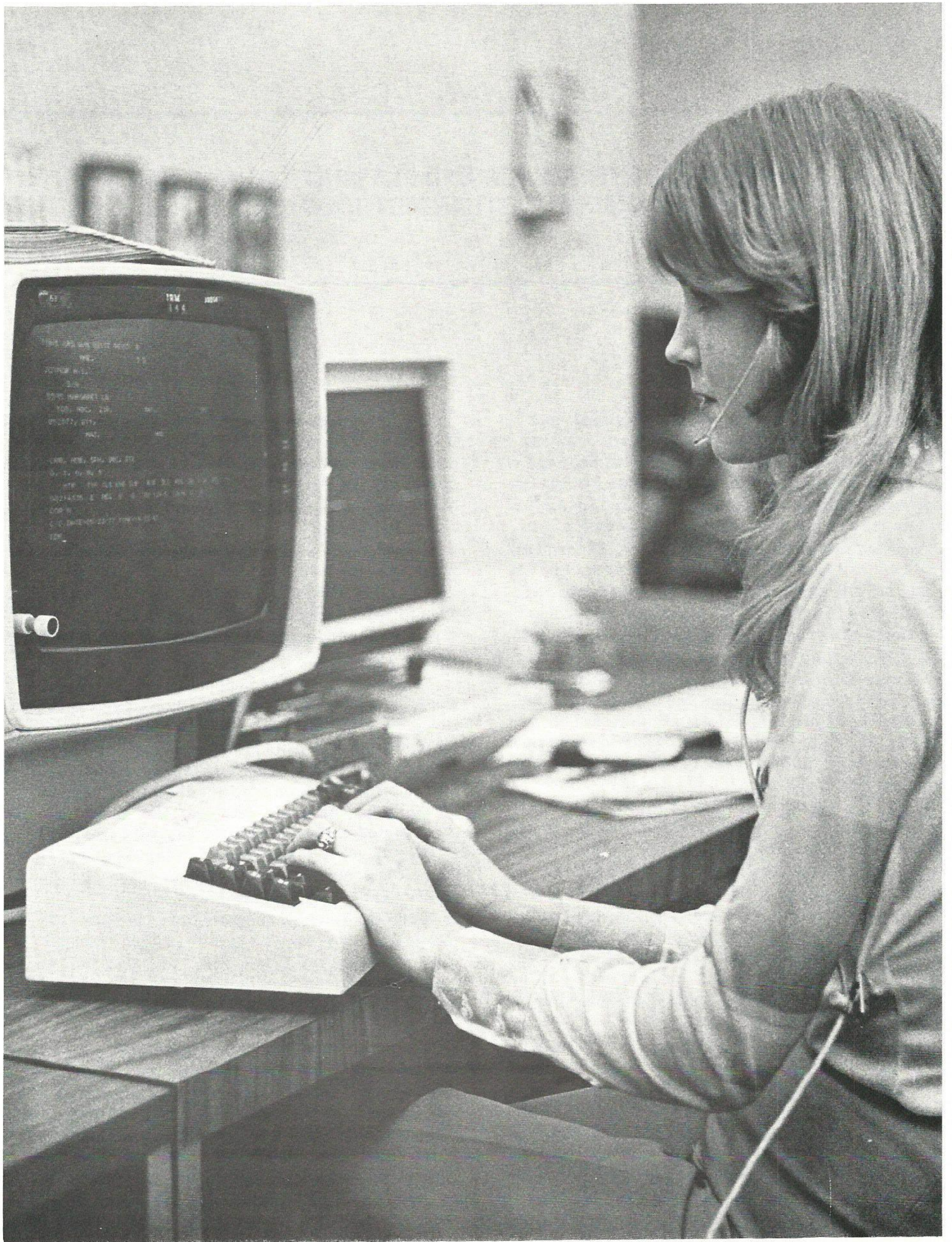
"CUSTOMER BILLING HAS BEEN REDESIGNED TO KEEP UP TO DATE AND SYSTEMATIC RECORDS OF ALL METER TAMPERINGS."

Phase two centers around customers billing. A program is being designed to maintain consistent, systematic methods of recovering lost revenue, labor and material charges associated with meter investigations and resealing.

The third phase involves prosecution. GSU has been at work for some time working with local judicial offices in an attempt to arrive at some consistent manner whereby those charged with theft of electricity will be dealt with, with a minimum of delay.

For security reasons PLAIN TALKS will not reveal specific details of much of the overall program. It is safe to say that the meters of all GSU customers will be examined to a much greater degree, and on a regular basis from now on for possible tampering. Some divisions have reported it almost impossible to keep certain meters sealed for any length of time. "We know of some customers who virtually go back into the meter as soon as the meter reader turns the corner," said Carlin, "but you have to catch him at it to prosecute. This new program, with increased cooperation from the law, should help us in the future."

Carlin went on to say that some of those who steal electricity make no bones about it, they almost dare you to catch them. "We had one case involving



“SOMETIMES, EXPERIENCE AND PLAYING A HUNCH CAN NAB TAMPERERS WHEN OTHER METHODS FAIL.”

a man we shall call Mr. X, who was a resident in a multi-unit, individual metered apartment complex. He and his brother moved into this apartment and cut themselves on by removing the sealing boots on the meter. This unauthorized use showed up on the computer and our collector re-sealed it with a padlock. Next month the same thing again. The padlock had been cut and they cut themselves back on. This time our collector removed the meter entirely and installed a blank with another padlock. On checking the next day this had also been broken into and Mr. X was again using electricity through a direct tie-in. We removed the breaker box this time, taped the line leads, removed the meter lugs and called the police.”

Carlin said this still did not end the case. The District Attorney’s office was approached concerning prosecution of Mr. X, but GSU was told the Company did not have a case.

“About a month later,” Carlin continued, “the apartment manager called us and said that Mr. X had been cutting into outside lighting and other apartments and again had lights every night. Again the police were called and more photographs taken. Now we had been joined by the apartment manager and the fire department in an attempt to file charges for everything from theft of electricity to creating a fire hazard.”

Carlin said Mr. X was finally evicted. But still not prosecuted . . . not yet.

This is an extreme case to be sure, but indicative of what is going on. The most common means of tampering involves upside down meters. Even this requires the removal of the meter seal. And removal of the seal virtually assures that the customer will be caught when his meter is read. When this happens the customer is rebilled based on previous consumption and the customer is expected to pay. If the customer has managed to elude detection for several months, his bill can easily run into the hundreds of dollars.

“No one can go undetected over the long run,” said Bordeman. “The longer they manage to do it, the more it’s going to cost them. And it’s a lot easier for someone to pay each month as he should, honestly, than being branded as a thief and having to come up with a large lump sum.”

Sometimes it’s just experience, and playing a hunch based on that experience, that uncovers illegal use of electricity. Norman Ener, division accounting supervisor in the Western Division, recently nabbed a customer based on a hunch that proved correct.

Ener went on to say that no comprehensive records have been kept in his division in the past on diversion. “But this new program will solve that.” Ener said he really couldn’t say if the number of cases in the Western Division had increased over the past few years or not, but that he felt there certainly had been no decrease.

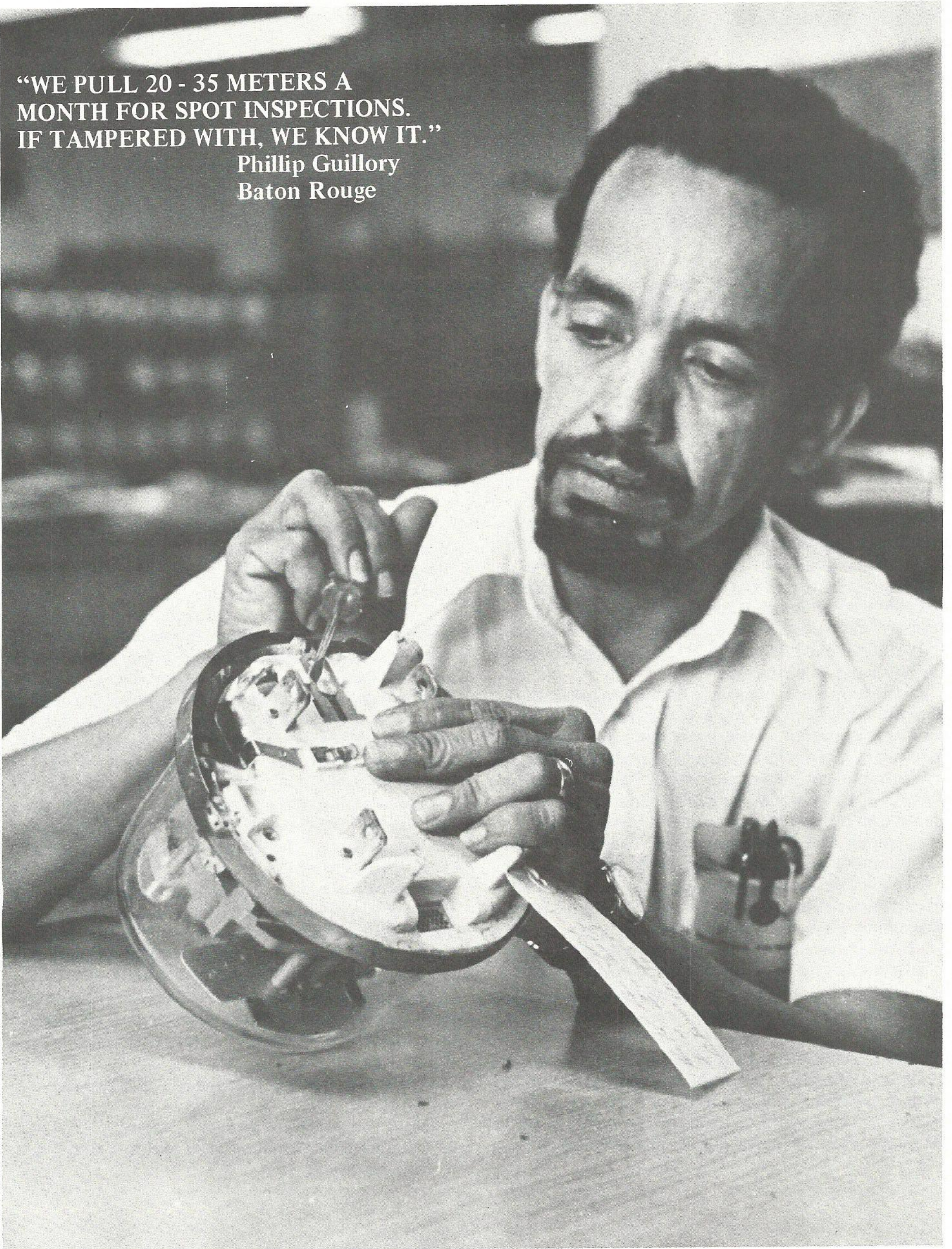
As stated earlier, by far the majority of GSU’s customers are never involved in tampering and diversion. It’s a very small number that is causing the Company to take extreme measures.

Some utilities have gone so far as to offer rewards to employees who turn in people they suspect are tampering. These “tips” are investigated and if proved true, the reward is given. Con-Ed of New York City instituted a massive internal employee program to educate them on how to spot potential tampers, and established specific departments to handle such cases.

Clarence F. Eckelmann, New Orleans Public Service and chairman of the security committee of Edison Electric Institute summed up the situation this way, “Anybody who says his Company doesn’t have a problem hasn’t looked for one.” He went on to say that utilities have ignored the problem for fear of putting larcenous ideas in the heads of otherwise honest customers.

“WE PULL 20 - 35 METERS A
MONTH FOR SPOT INSPECTIONS.
IF TAMPERED WITH, WE KNOW IT.”

Phillip Guillory
Baton Rouge



TRI- Generation . . .

During the annual shareholders meeting held this past month in Beaumont, one stockholder attuned to the times and conditions of the electric utility industry, read a statement from the WALL STREET JOURNAL describing co-generation, and its potential effect on our industry. He asked Floyd Smith, chairman of the board and principal executive officer, "Has Gulf States made any studies in this direction?"

A better question could not have been asked. Co-generation has been the subject of much activity within our Company for several years now, and a prime function of Charles Glass, vice president-marketing.

"Yes, we have," answered Smith. "We have made presentations to nearly every large industry in this area . . . Mr. Glass and I are going to Oakland next week to talk with Kaiser Industries." Smith then asked Glass to more specifically cover the question.

"About three years ago in studying the effect of the oil embargo we determined that, since some 60 percent of the kilowatt hours we generate go to heavy industry, and those industries are very heavily dependent upon some source of oil or gas to do process heating. The long term fuel supply for their steam generation should be coal, so we set about developing a plan for fulfilling this need."

Glass explained that to get the economy of scale needed for coal operation, you need to satisfy as many fuel needs as possible. Therefore the Company set out to develop future coal-fired steam-electric plants in each of the major industrial areas within the GSU system.

"We began planning this some three years in advance of the Carter recommendation. In fact, the Carter recommendation came from some people that we worked with during this time," Glass added.

Four viable projects are currently underway in the GSU system in various stages of consultant study. Glass explained that in all probability, co-generation will be accomplished as a joint venture, not as sole ownership by the Company. "We think this is not only good business from the stability of a large sector of the energy we supply, but it is also one of the greatest conservation measures we could undertake. So we are very excited about it."

Co-generation, in fact, may be a misnomer. Tri-generation might be more appropriate. "Only this week," continued Glass, "Mr. Adams (senior vice president-power plant engineering-construction), Mr. Derr (manager-power plant engineering & design) and I met with a group of consultants from New York. Now, after talking with some of our industrial customers, we are going to add another phase to co-generation . . . coal gasification, whereby we might also supply some synthetic gas for feed stock. Thus the term we used, tri-generation, means the conversion of coal into three forms of energy . . . feedstock, electricity and steam.

To answer your question then . . . yes sir, we are doing something."

Smith concluded the answer by saying, "We think we are the leader in our industry in this. Thank you, it was a good question."

A New Frontier

Charles Glass



Page Elected; Dividend Declared



Thomas A. Page, executive vice president of the Company, was elected a director of the company at the annual shareholders meeting in Beaumont. Page has been executive vice president since November, 1975. He joined GSU in 1973 and has served as treasurer and senior vice president of finance.

The board of directors met before the shareholders' meeting and declared regular dividends on all issues of preferred stock and 28¢ a share on common stock outstanding. The dividends are payable June 15, to shareholders of record date May 25.

Floyd R. Smith, chairman of the board and principal executive officer, told shareholders that 1976 included some disappointments. The major one, Smith said, was lack of adequate rate relief. This was the primary cause of disappointing earnings per share which were essentially flat in 1976. In order to carry forward the very expensive construction program necessary to provide a reliable supply of electricity for present and future customers, adequate rate relief must be granted.

During 1976, the company added 12,000 electric customers, and reached an all-time record peak load demand of 4,160,000 kilowatts, an increase of 4.6%. Kilowatt-hour sales totaled 23.8 billion, a 10.3% increase and total revenue reached \$448 million, up 15.6%.

Page told shareholders that rate relief must be forthcoming to maintain GSU's economic health and its investment attractiveness to the financial community. Over half of the money needed to finance construction of new facilities is derived from outside sources, he said.

Smith said that the company is continuing on schedule construction of its last oil-fired generating unit at Sabine Station near Bridge City. This unit is to begin operating in 1979. Start of full-scale construction of the first nuclear power plant north of Baton Rouge has been delayed until sometime in 1978 due to financial constraints, Smith said. GSU received a construction permit from the Nuclear Regulatory Commission recently and is completing preliminary site work.

Area Students, Teachers Attend "NUKE" Symposium

Thirty-seven students and teachers from Beaumont, Port Arthur and Western Divisions are attending the 17th annual Texas Nuclear Science Symposium in Austin on the campus of the University of Texas.

The symposium, sponsored by the Texas Atomic Energy Research Foundation of which Gulf States is a member, is held each year to familiarize outstanding high school juniors and seniors, and their teachers, with nuclear physics, engineering and related topics.

Mildred Tribble, director of Home Services, is accompanying the GSU group. Beaumont has 19 students and teachers at the four day symposium, Port Arthur has eight, and the Western Division has 10.

Participants spend two afternoons

touring the science laboratories at the university, including those where experiments sponsored by the foundation are being carried on in thermonuclear (fusion) research.

The Texas Atomic Energy Research Foundation is made up of 10 investor-owned electric utilities in Texas. The foundation was created in 1957 for the advancement of knowledge of energy, particularly nuclear energy, through scientific and educational activities. Its research efforts are presently directed towards controlling fusion reactions through programs being carried out at the University of Texas laboratories, with the ultimate goal of using energy from nuclear fusion for the generation of electricity. Board Chairman Smith is president of the TAERF board of trustees.

Harriet Babin Chairs C of C Teaching Day

Harriet Babin, home service supervisor in Baton Rouge, was named chairman of the Baton Rouge Chamber of Commerce Business-Profession Teaching Day held April 27.

As such, Babin was responsible for supervising the one day event which involved obtaining selected business and industry leaders from throughout Baton Rouge to attend all area high schools, and to serve as "teachers for a day."

As "teachers," these leaders discussed the free enterprise system, how they became businessmen and chose their careers, and what they look for in young graduates who seek employment in their businesses.

The program was sponsored by the Education Committee of the Chamber.



SAFETY AWARD—Neches Station employees were honored recently by Beaumont Division Manager Ward McCurtain for setting a record of one million man hours worked without a lost time accident. Representatives of the various groups shown are, left to right, Frank L. Turner (Mechanical Maintenance Dept.), Orié S. Richardson (Electrical Maintenance Dept.), David H. Mayo (Test Maintenance Dept.), Benjamin Ketcherside (Operations Dept.), Leonard Sterling (Labor Dept.), and Dorothy Haynes (Office Secretary).



PRESIDENT—Jeanne B. Johnson, customer accounting supervisor in Lake Charles, has been elected president of the American Business Women's Association's Lake Charles Chapter, La Femmes d' Affaires. The chapter's principal project is the presentation of scholarships to further business women's education.

THRIFT PLAN

Purchases of Gulf States Utilities Company stock made by the Trustee during April, 1977 covering employee deductions and Company contributions through March, 1977 were as follows:

Type of Shares	Number of Shares	Total Cost	Average Cost Per Share
Common	20,360	\$270,211.48	\$13.2717
\$4.40 Preferred	113	6,458.70	57.1566

The Trustee deposited \$123,520.38 with the Savings Department of the First Security National Bank.

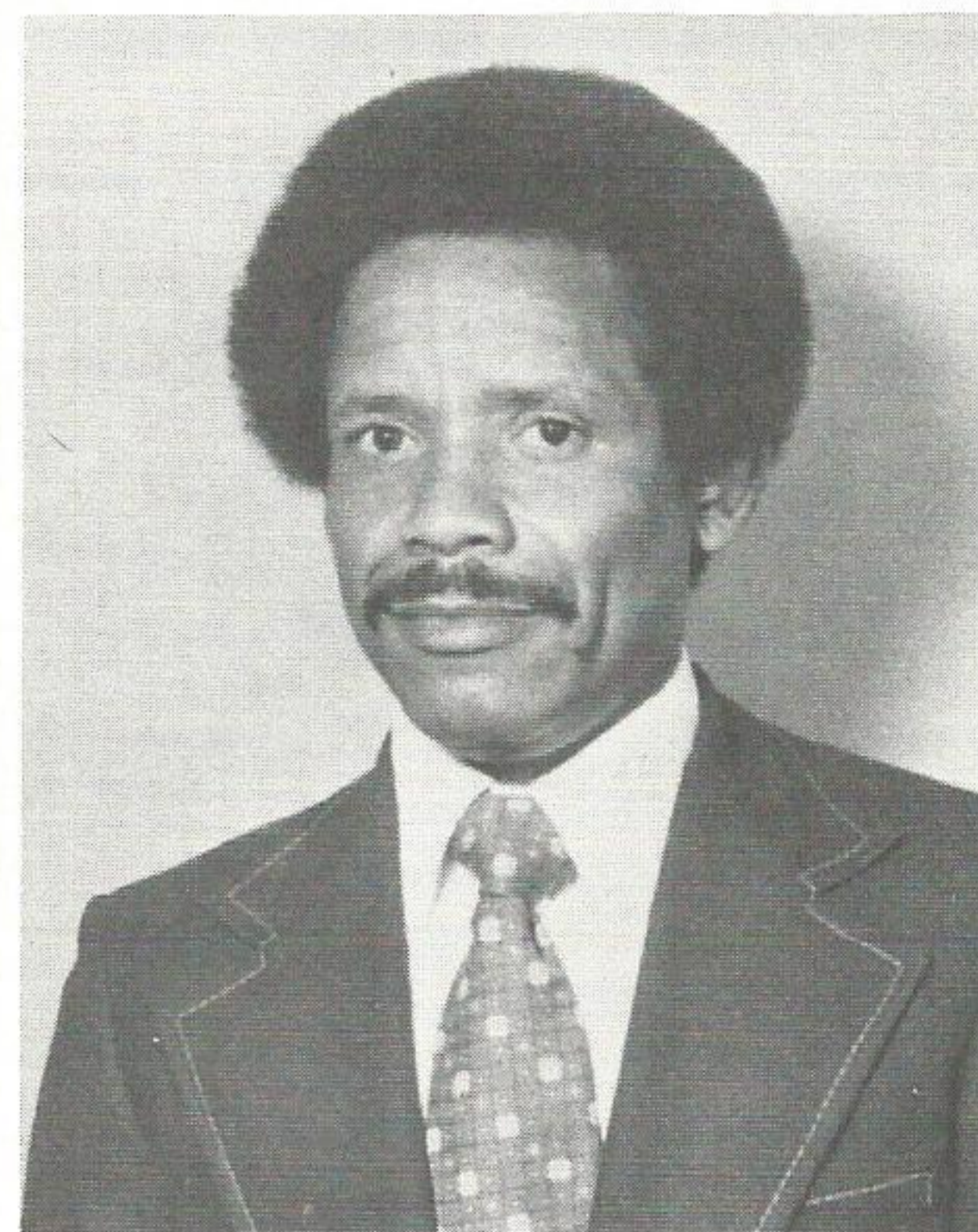
NUMBER SHARES	PER SHARE PRICE	TOTAL COST
1,815	13 1/4	\$24,048.75
5,000	13	65,650.00
5,000	13 1/8	66,225.00
5,000	13 1/4	66,850.00
3,500	13 1/4	46,830.00
45	13 3/8	607.73
<hr/> 20,360		<hr/> \$270,211.48
110	56 1/2	6,286.50
3	56 3/4	172.20
<hr/> 113		<hr/> \$ 6,458.70



CHARLIE'S ANGELS—Charles Bordeman, supervisor-customer accounts in Beaumont, has reason to smile. He is surrounded by his angels every working day. "What has Farrah got we haven't got," said one of the girls. And they know who their Charlie is. To surprise him they all wore their special T-shirts and PLAIN TALKS camera was there to record it. The angels are, front row left to right, Charlotte Theobald, Karen Jumel; Second row, Barbara Burris, Charlie, Charamayne Smith; Back row, Marsha Cozad, Phyllis Lancon, Sondra Yowman and Charlotte Bass.



YA NEVER KNOW—Working in the Transmission & Distribution Department certainly cannot be termed a routine job. Ya never know what the next day will bring. In this case, Richard McCants (utility foreman), Bobby Hill (shop and field tester), and Larry Mitchell (helper), had to literally set sail into a residential area near Conroe to pull fuses and meters before rising water got to them. When the water began to recede, they were back on the job turning the lights back on.



McDonald James, consumer service representative in the Lake Charles Division, has been appointed alternate member to the Lake Charles Planning & Zoning Commission by Mayor William E. Boyer.

The commission is responsible for annually reviewing the city's capital improvement budget and all zoning ordinances and land use changes which effect the community.

In a letter to James from Mayor Boyer, James learned that his term of office is six years.

—Janet Followay



NICE STRING—Earnest Cannon and Tommy Montgomery must know the secret of successful fishing. The pair brought in over 100 pounds of bass and perch during a weekend fishing excursion on Lewis Creek lake near Conroe. Cannon is shown holding a few of the fish caught. (from D. W. Rutherford)

FISHING RODEO ALL SET

Mike Durham, safety director, has taken on two new assignments involving community affairs.

He has been named a member of the Board of Directors of the Jefferson County Council on Alcoholism, and been appointed to the Occupational Safety and Health Advisory committee in the College of Technical Arts at Lamar University.

DURHAM TAKES ON ASSIGNMENTS

Six Mile Marina, at beautiful Toledo Bend Reservoir, has been chosen as headquarters for the 3rd Annual Live Wires Club Member-Guest Bass Tournament June 11.

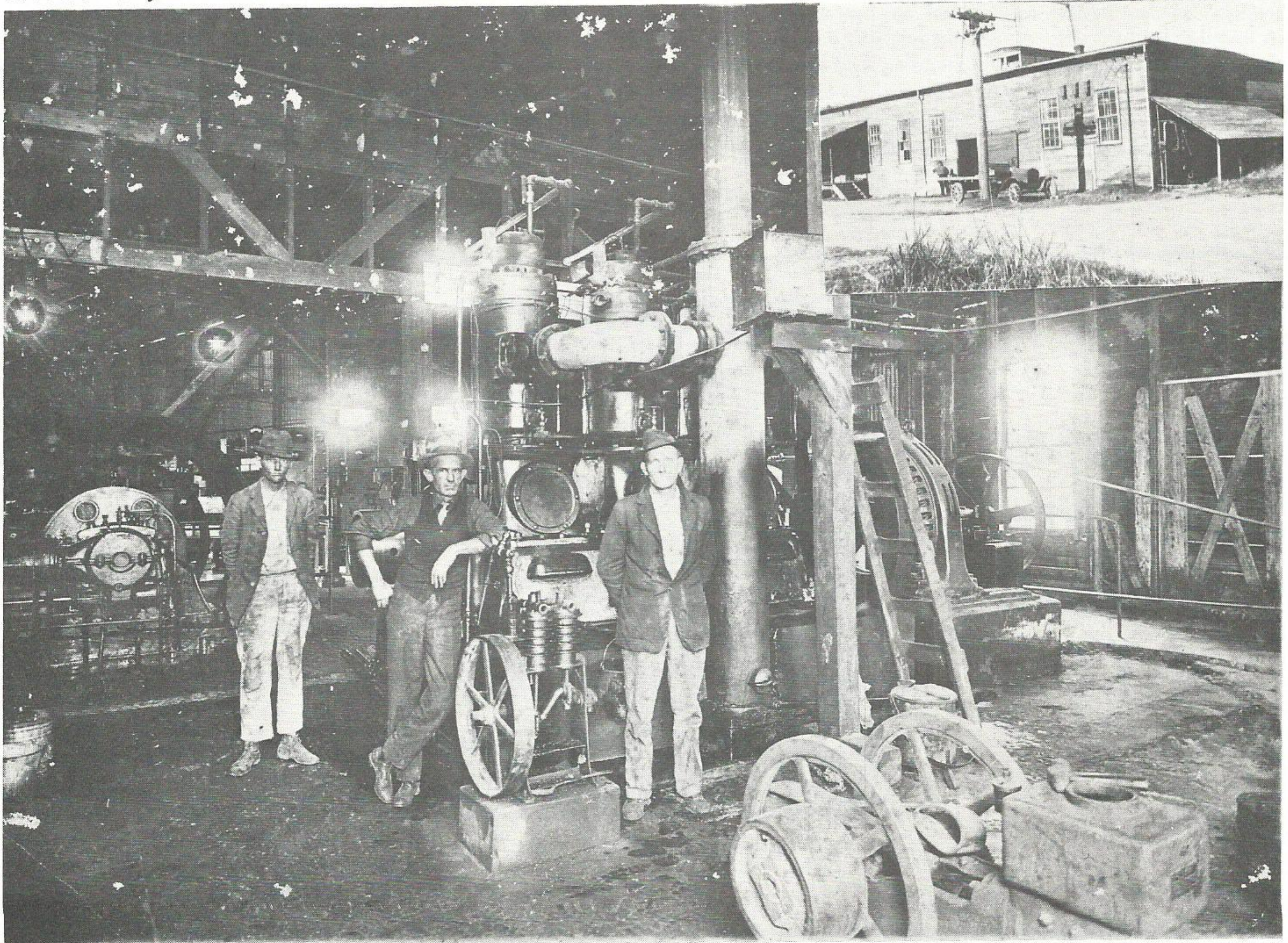
Activity is scheduled to get underway at 5:30 a.m. Trophies will be awarded for the biggest bass, as well as the first, second and third place teams.

Chip Knowles and Wes Smith, chairmen for the tourney, have promised additional surprises as well.

Winners of the tourney will be announced in the next issue of PLAIN TALKS along with photographic proof that the big ones did not get away . . . I think.

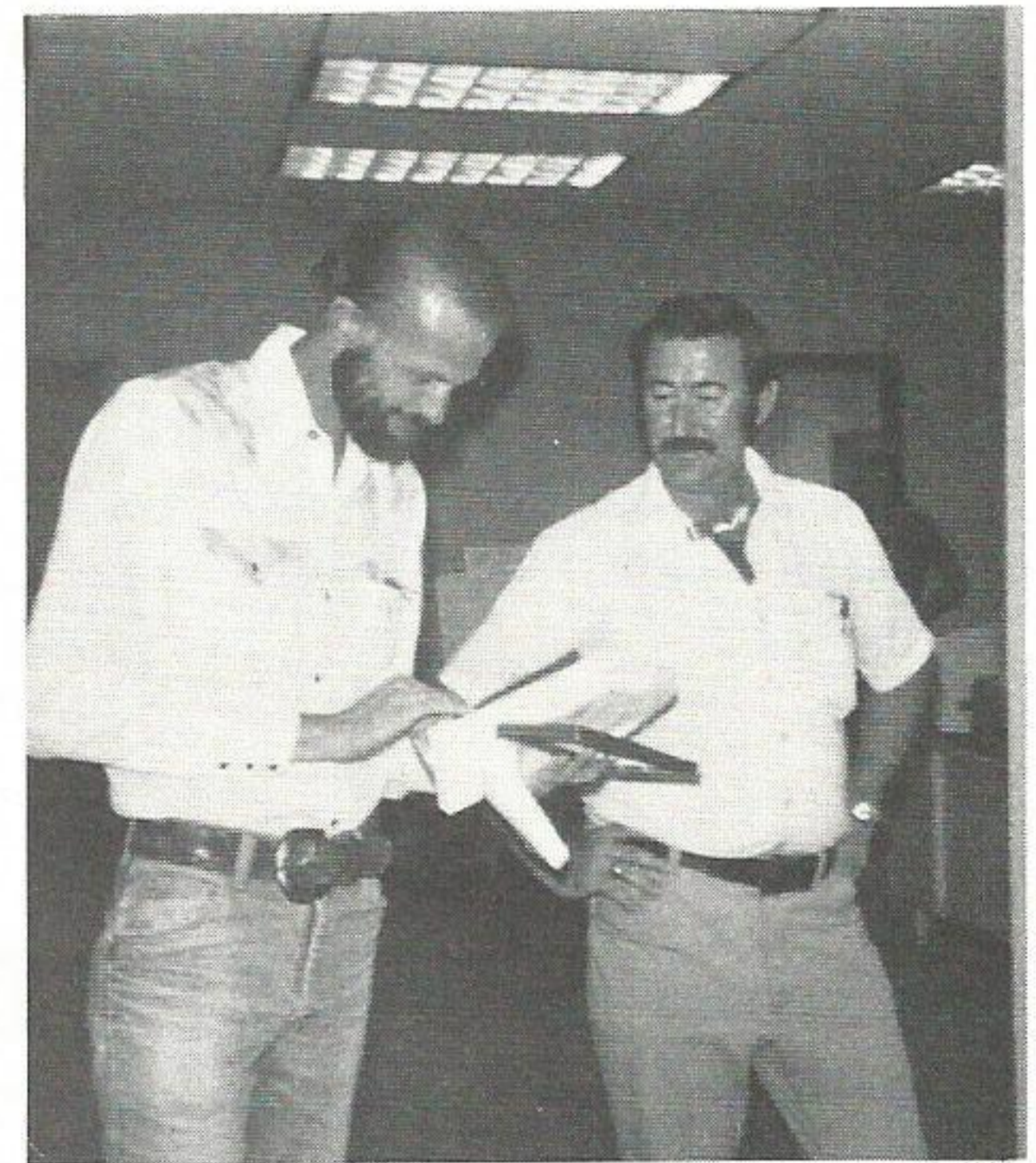
—from out of the past—

BEFORE THERE WAS A GSU—Richard “Dick” Heinen, retired shop foreman in Lake Charles, dropped by the PLAIN TALKS office with this vintage photograph of the old Lake Arthur (La.) power plant, taken in 1926, the year Dick began working for what was to become Gulf States nine years later. Heinen was able to identify two of the men in the picture, J. L. McCrary, superintendent, in the center, and Ralph Rutherford, operator, at right. The man on the left is not identified, perhaps one of you readers can remember. If so, contact PLAIN TALKS. The two units pictured are a 40/Kw unit, and a 140/Kw unit. Heinen retired in 1970 after 44 years of service.



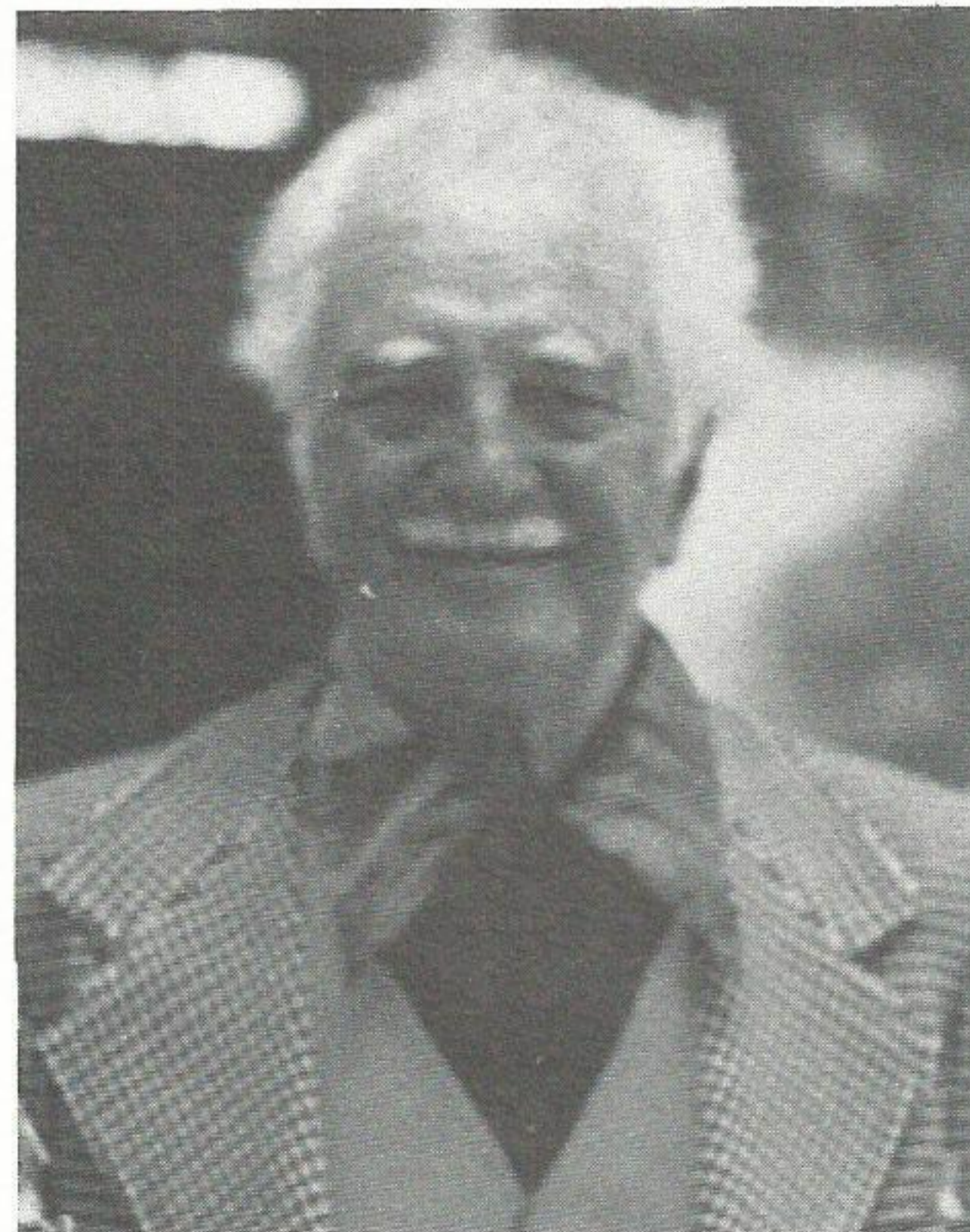


INDUSTRIAL AWARD—Gulf States was honored by the Texas Safety Association at its annual meeting in Houston last month. The Association cited GSU with the Industrial Award in recognition of outstanding service and worthy achievement in accident prevention. On hand to accept the award was Mike Durham, left, safety director of the Company, and Ron Hale, center, safety and claims representative of the Western Division and Ray Thompson, safety representative for Beaumont and Port Arthur Divisions.



NO MORE DOGS—Joe Kimball, Jr., meter reader in Port Arthur for the past nine years, is leaving all dogs and fences behind him. Kimball has been transferred to Beaumont and is now a computer operator. Before he left Port Arthur his friends and co-workers gave him a reminder . . . a can of dog repellent, among other gifts. Looking on is Curtis LeBlanc, collector in Port Arthur. (from Sue Williams)

Pioneer GSU'er Is Dead At 77



Dick Landry, Sr.

A former pioneer employee of the Company, Richard A. Landry, Sr., is dead at the age of 77. Landry, father of Dick Landry, industrial engineer in Conroe, died of a brain tumor in Santa Monica, Calif., in March.

A long time power plant engineer, Landry was closely associated with Gulf States for a number of years. He was instrumental in the start up of Louisiana Station in Baton Rouge, and worked in Beaumont, Lake Charles and Port Arthur plants as a GSU employee.

Landry had been retired since 1968 after ending his career with Imperial Irrigation District as general superintendent for power generation at El Centro, Calif.

He is survived by his wife, Irene; a sister, Esther L. Jovellanos of Santa Monica; two sons, Dick and Mitch; six grandchildren.

RETIREMENTS

Four employees from Beaumont and one from Baton Rouge will be retiring in July and August of this year. Together these men represent a total of 168 years of service.

Henry W. Levy, Paul M. Anawaty, Alvin L. Bowen and C. P. "Red" Jordan are ending their careers in Beaumont, with Roy N. Beatty the lone Baton Rouge retiree.

Senior man on the list is C. P. "Red" Jordan, with 38 years of service. Jordan was hired in 1939 as groundman in Beaumont T&D (Line). In 1942 he became a substation mechanic and progressed through various classifications until transferring back to the Line Department in 1945. Jordan was promoted to line foreman in 1952 and in 1961 transferred to Orange. He was brought back to Beaumont in 1965 and promoted to assistant general line foreman.

The Sour Lake native is a veteran of the U. S. Navy (1935-39), and is married to the former Thelma Pleasant of Sabine, Tex. The couple has one daughter, Mrs. T. G. Morgan.

Paul M. Anawaty retires with 37 years service. He was employed in 1940 as district representative in Beaumont. He became a substation clerk in 1942, and was a helper in 1943 prior to joining the U. S. Army for two years. He was reinstated in 1945 as apprentice in T&D, and promoted to substation mechanic in 1946. Anawaty progressed through various classifications and was promoted to shop foreman in 1955.

The Beaumont native is married to the former Eunice Ray Thrasher of Poynor, Tex., and the couple has one son, Paul Wayne Anawaty of Colorado Springs, Colo.

Roy N. Beatty is a 32 year veteran of the Company. He was employed in 1945 as a mechanic's helper at Louisiana Station. He was named repairman later that same year, and progressed through various classifications. He was promoted to master repairman in 1963. He transferred to Willow Glen Station in 1976.

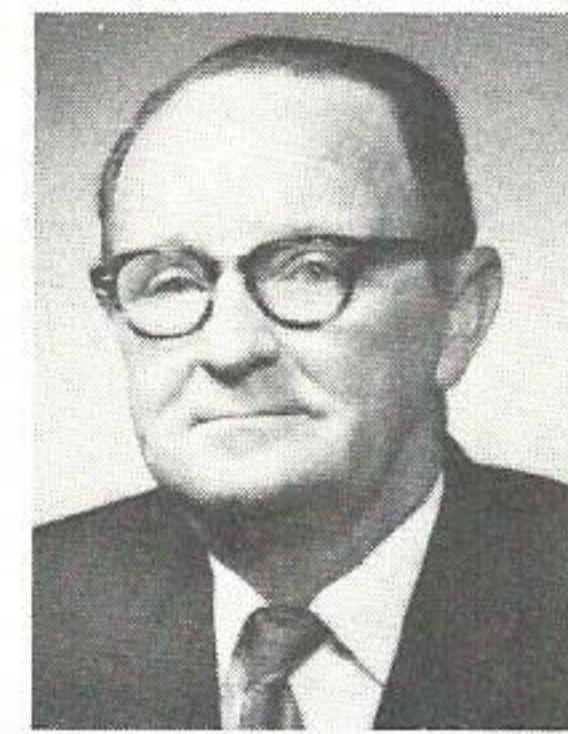
The Baton Rouge native graduated from Catholic High School, attended Louisiana State University for a time, and later graduated from the Anderson Aircraft School in Los Angeles, Calif.

Alvin L. Bowen is another 32 year veteran of the Company. He was employed in 1945 as operator's helper at Neches Station. He was promoted to auxiliary operator in 1947, and turbine operator in 1948. In 1949 he became second fireman, and was promoted to turbine engineer in 1950. In 1952 he was promoted to switchboard operator, and was named head fireman in 1956. Later that same year he was named system operator.

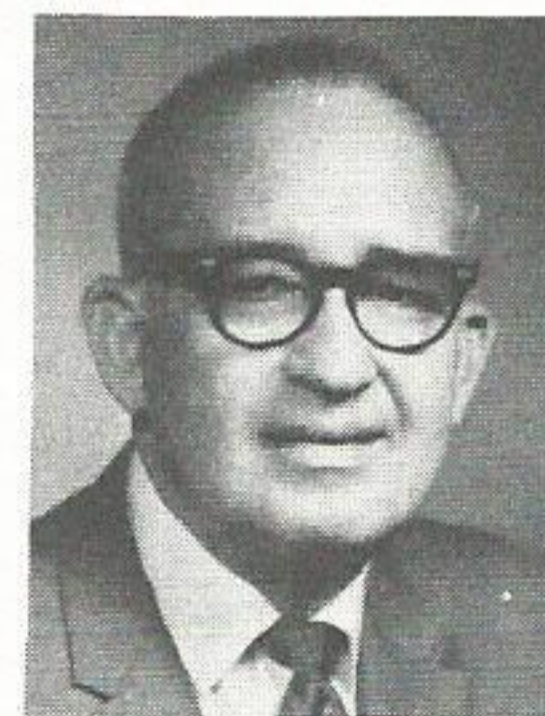
Bowen is a native of Bronson, Tex.

Henry W. Levy retires after 29 years of service. The New Iberia, La., native was employed in 1948 as laborer in the Line Department. He was named car washer in 1952, and in 1972 was promoted to garage mechanic helper. He became a painter in 1973 and progressed to painter second class in 1976.

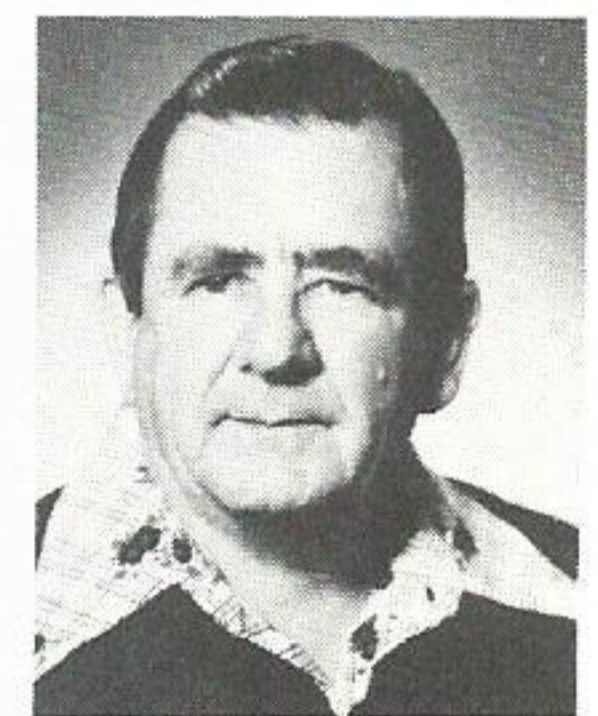
Levy is married to the former Audra L. Anderson of Doucette, Tex.



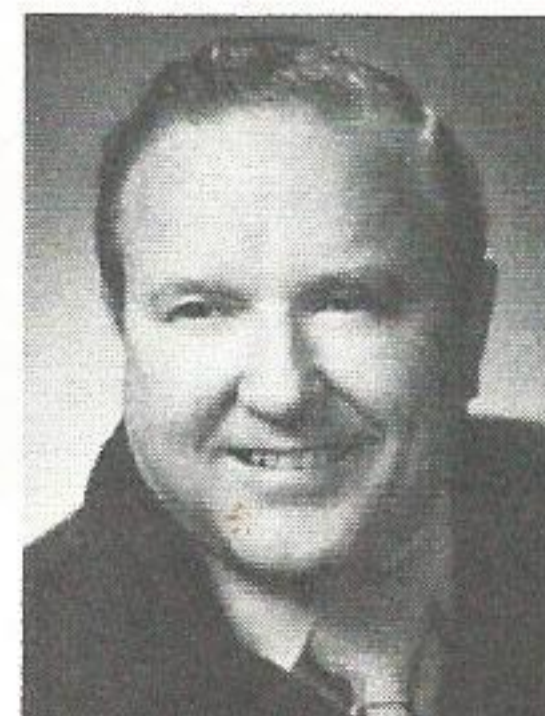
"Red" Jordan



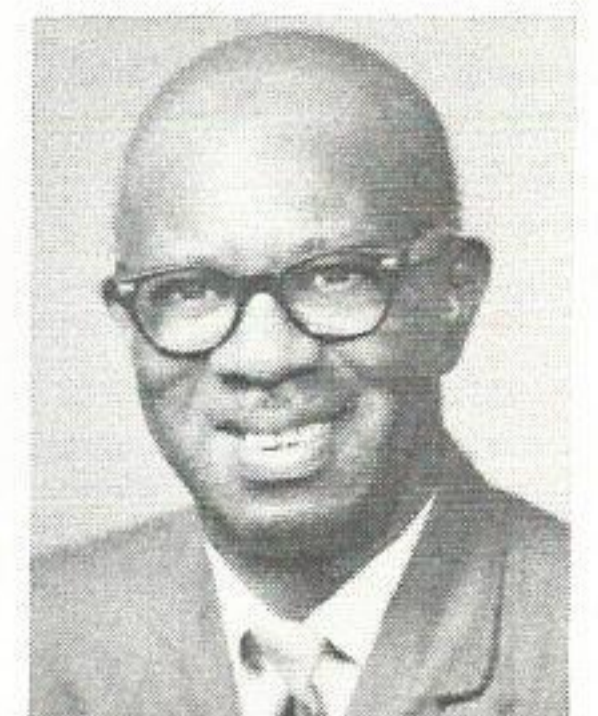
Paul Anawaty



Roy Beatty

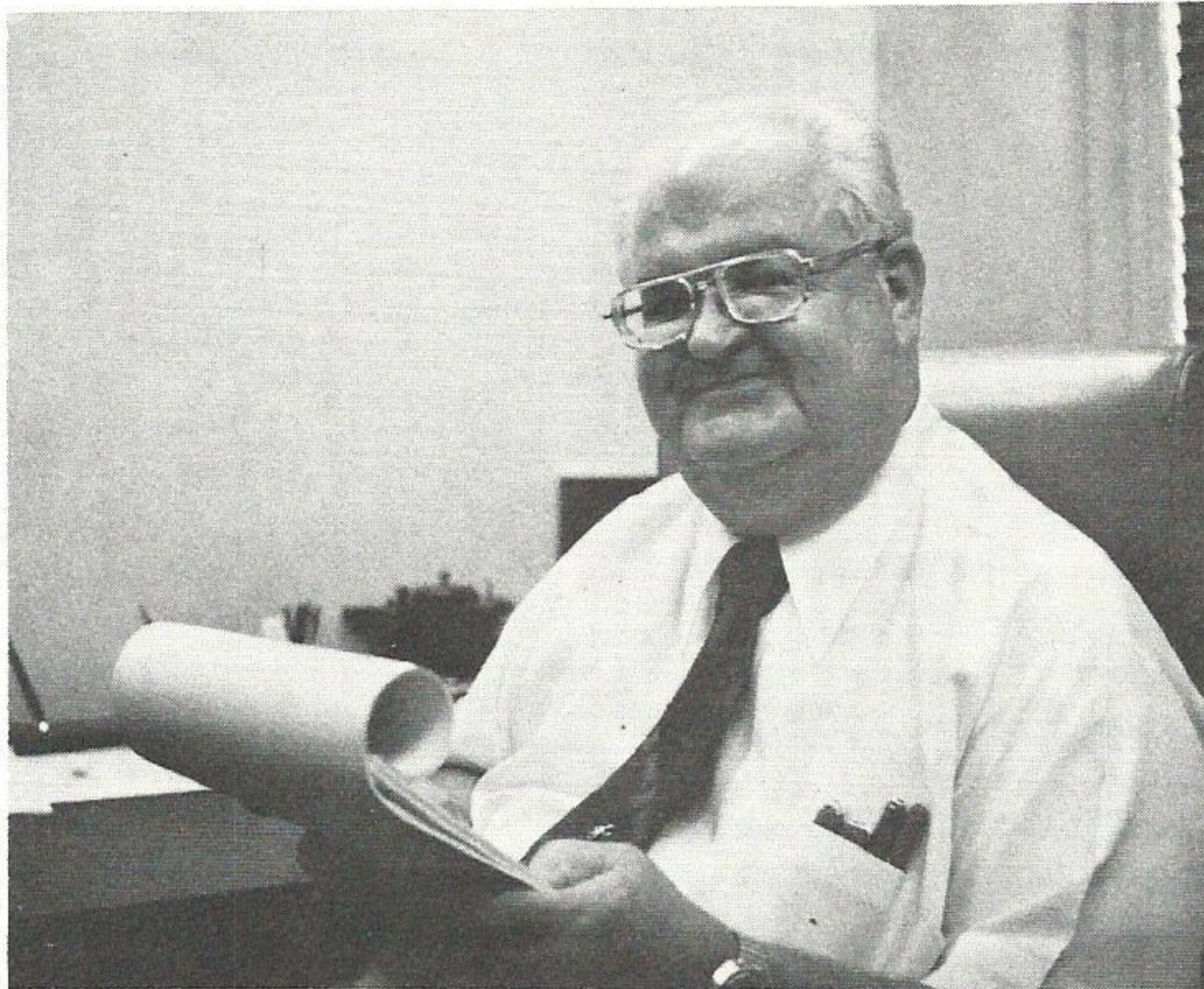


Alvin L. Bowen

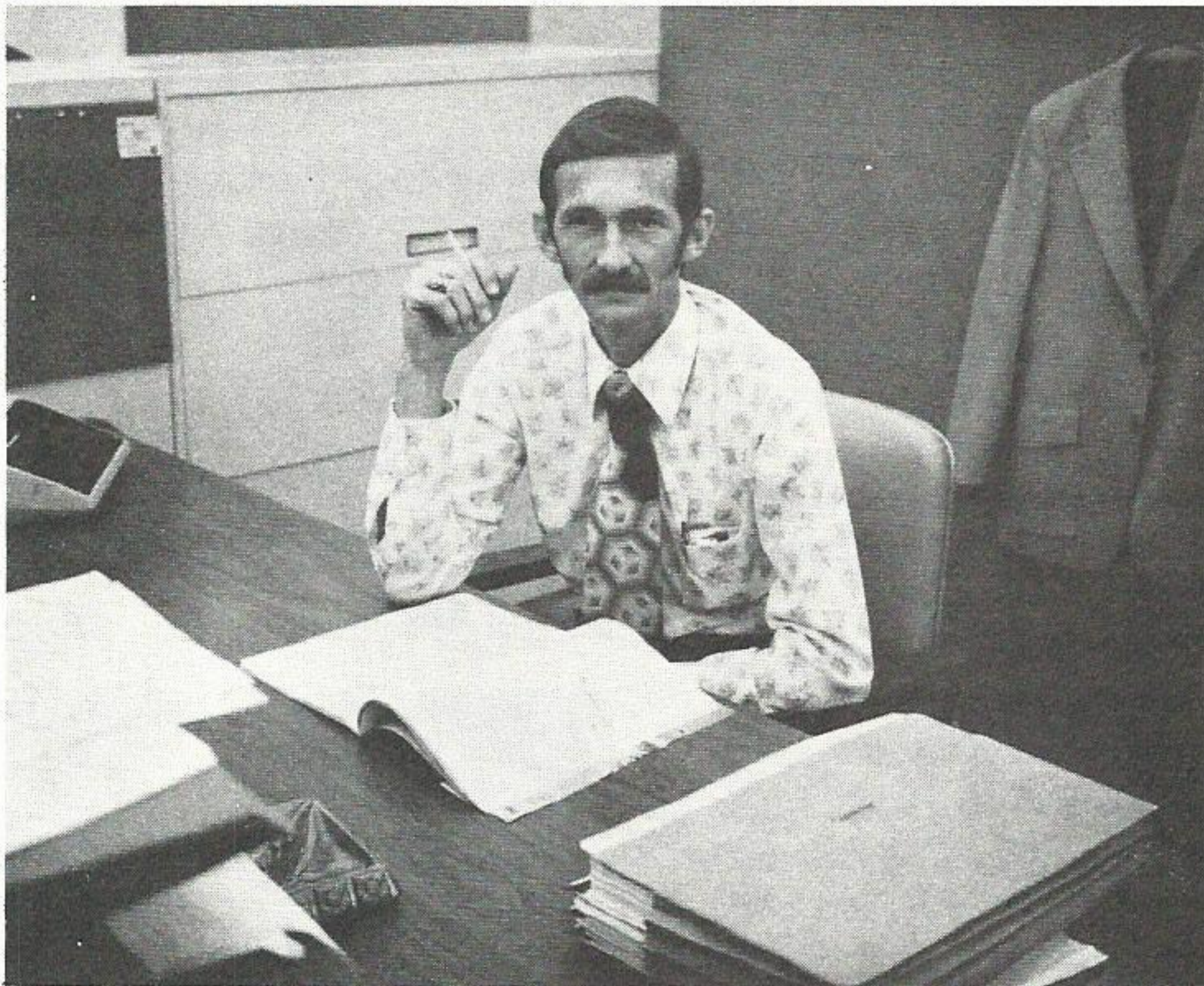


Henry W. Levy

PEOPLE ON THE MOVE



Virgil M. Shaw



Mitchell Bridges

Virgil M. Shaw, marketing strategist in System Marketing, has been transferred to Technical Services as contract coordinator. As such Shaw will administer operating contracts and agreements which are concerned with power purchase agreements, transmission service agreements, interconnection agreements, power plant ownership and operating agreements.

Shaw, a native of Mexia, Tex., was employed in 1949 as an engineering assistant in Beaumont. Later that same year he was named industrial engineer in the Sales Department. He was transferred to Navasota in 1950, and in 1955 was transferred to Port Arthur. He was promoted to supervisor-industrial sales in Port Arthur in 1961, and in 1965 was transferred to Baton Rouge as superintendent of sales. Shaw was promoted to manager of electric operations-Baton Rouge in 1968, and in 1973 was transferred back to Beaumont and named marketing strategist.

Shaw is a graduate of Texas A&M University with a bachelor of science degree in mechanical engineering. He has also successfully completed the Public Utility Executive Program at the University of Michigan. Shaw is a combat veteran of the U.S. Army having served with the 36th Infantry Division in World War II.

Shaw is married to the former Anne E. Remsen of Beaumont, and the couple has four children, Mark, Ruth Anne, Scot and Burt.

Edaleen Bean, senior clerk in Accounting Services-Beaumont, has been transferred to Financial Services and promoted to cash management assistant.

Employed in 1952 as billing machine operator, Ms. Bean was named clerk in 1965 and senior clerk in 1967. She is a native of Deweyville, Tex., and attended Chenier Business School.

Mitchell S. Bridges, administrative accountant, has been promoted to senior administrative accountant-Subsidiary Accounting in Beaumont.

Bridges, a native of Florien, La., was employed in 1960 as an engineering helper in T&D Lake Charles. He was promoted to engineering assistant in 1966, and in 1970 was promoted to senior engineering assistant. In 1973 he was transferred to Beaumont and promoted to administrative accountant in Accounting Services. This move followed his graduation from McNeese State University with a bachelor's degree in business administration.

Bridges is married to the former Katheryn Theriot of Lake Charles, and the couple has one child, Michelle. Bridges is a nine year veteran of the Louisiana National Guard.

Hubert J. Desselles, master repairman at Willow Glen Station, has been promoted to mechanical maintenance foreman.

Desselles, a 29-year employee of the Company, began his career in 1948 at Louisiana Station as operator's helper. He progressed through various classifications, and was transferred in 1972 to Willow Glen as repairman first class. He was promoted to master repairman in 1974.

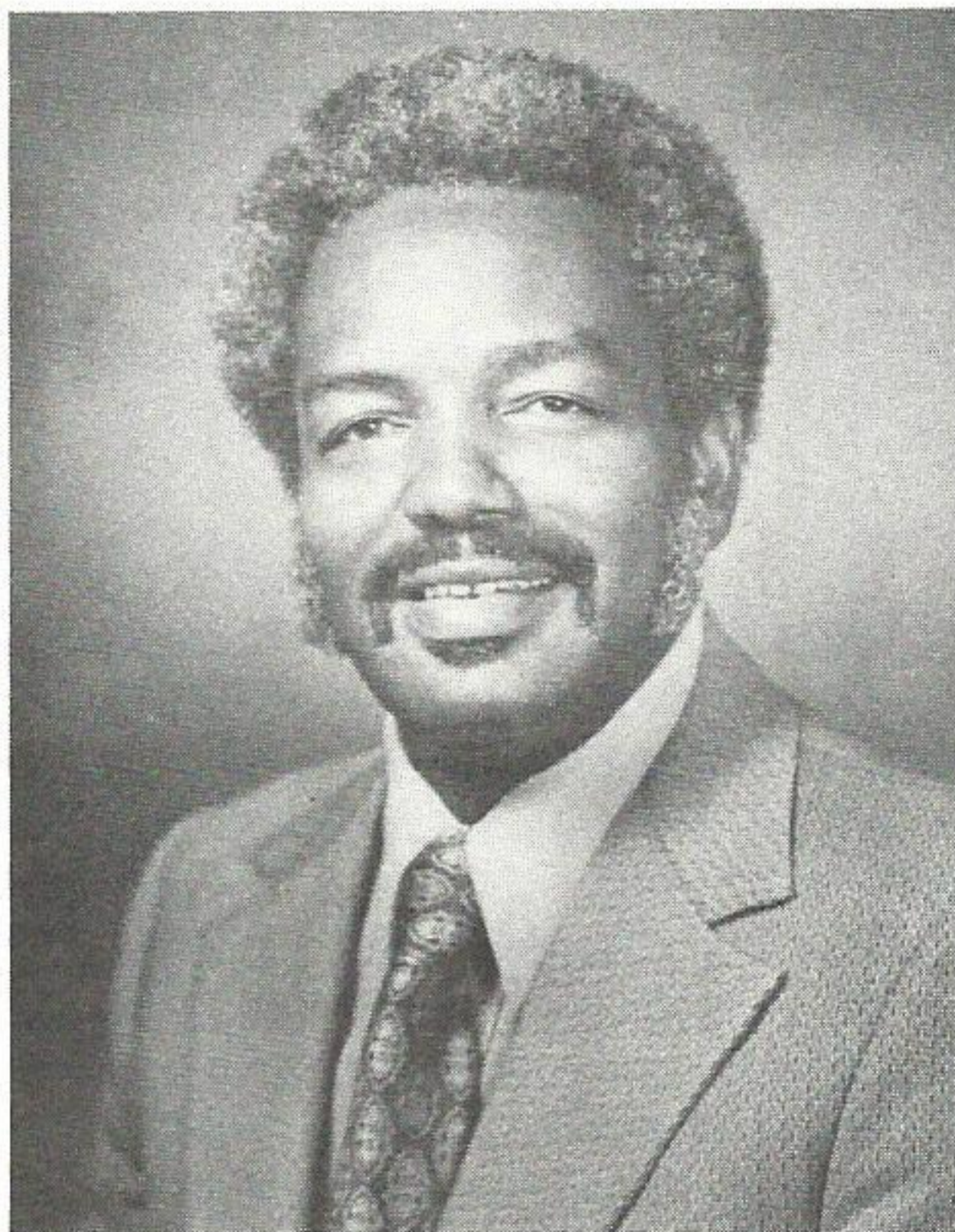
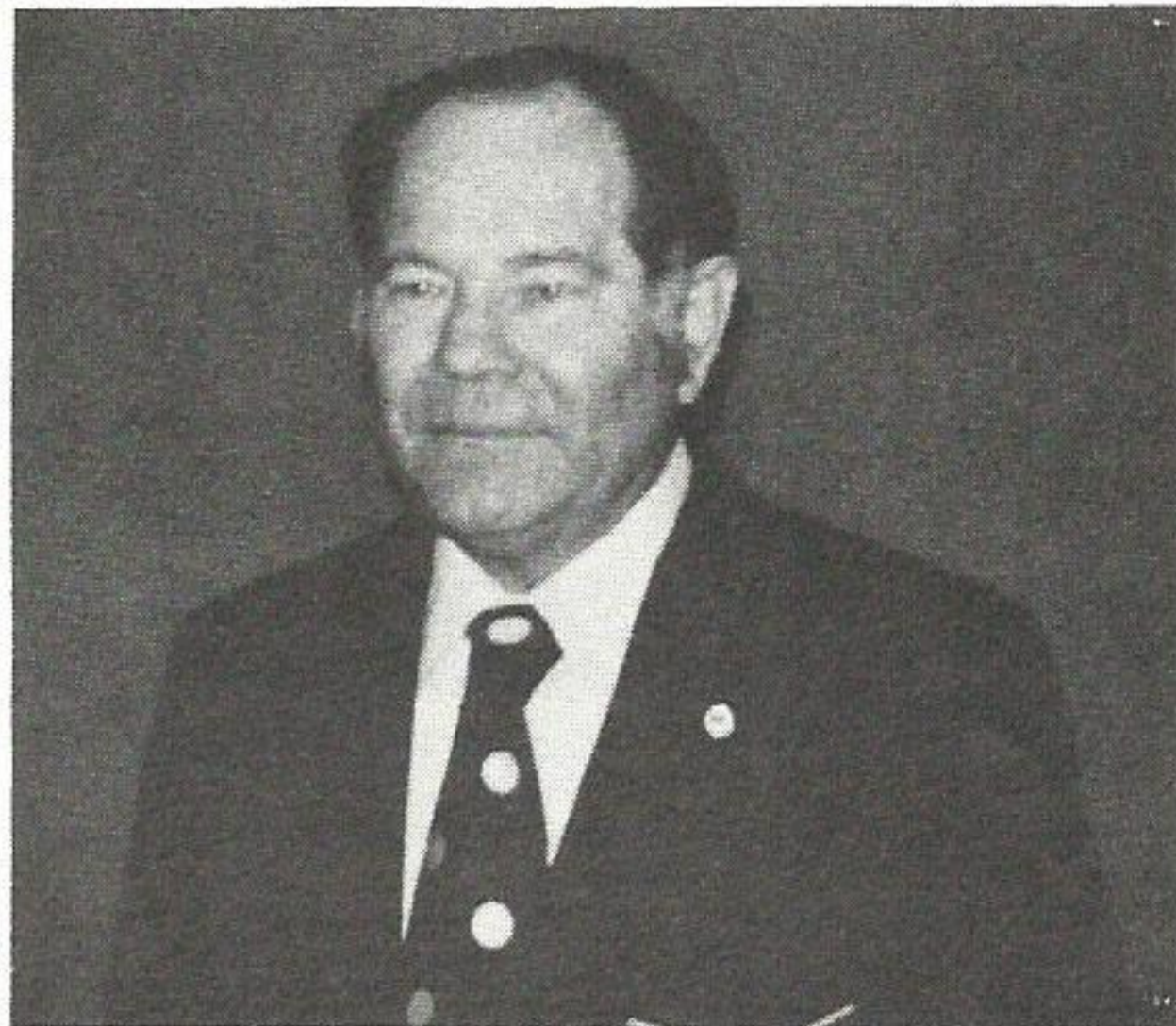
Desselles is a native of Marksville, La., and a veteran of the U.S. Navy. He attended the Baton Rouge Trade School.

Desselles is married to the former Martha Moulard of Marksville, and the couple has three children. They are Chris, Steve and Mitzi. Desselles is also active in the United Travelers of America and is a Grand Executive Board Member for the Mississippi-Louisiana Jurisdiction of UTA. He is a member of the Kilowatt Klub, and served as its first president for five consecutive years.

Sam J. Turner, utility labor foreman, Building and Grounds in Beaumont, has been promoted to maintenance foreman.

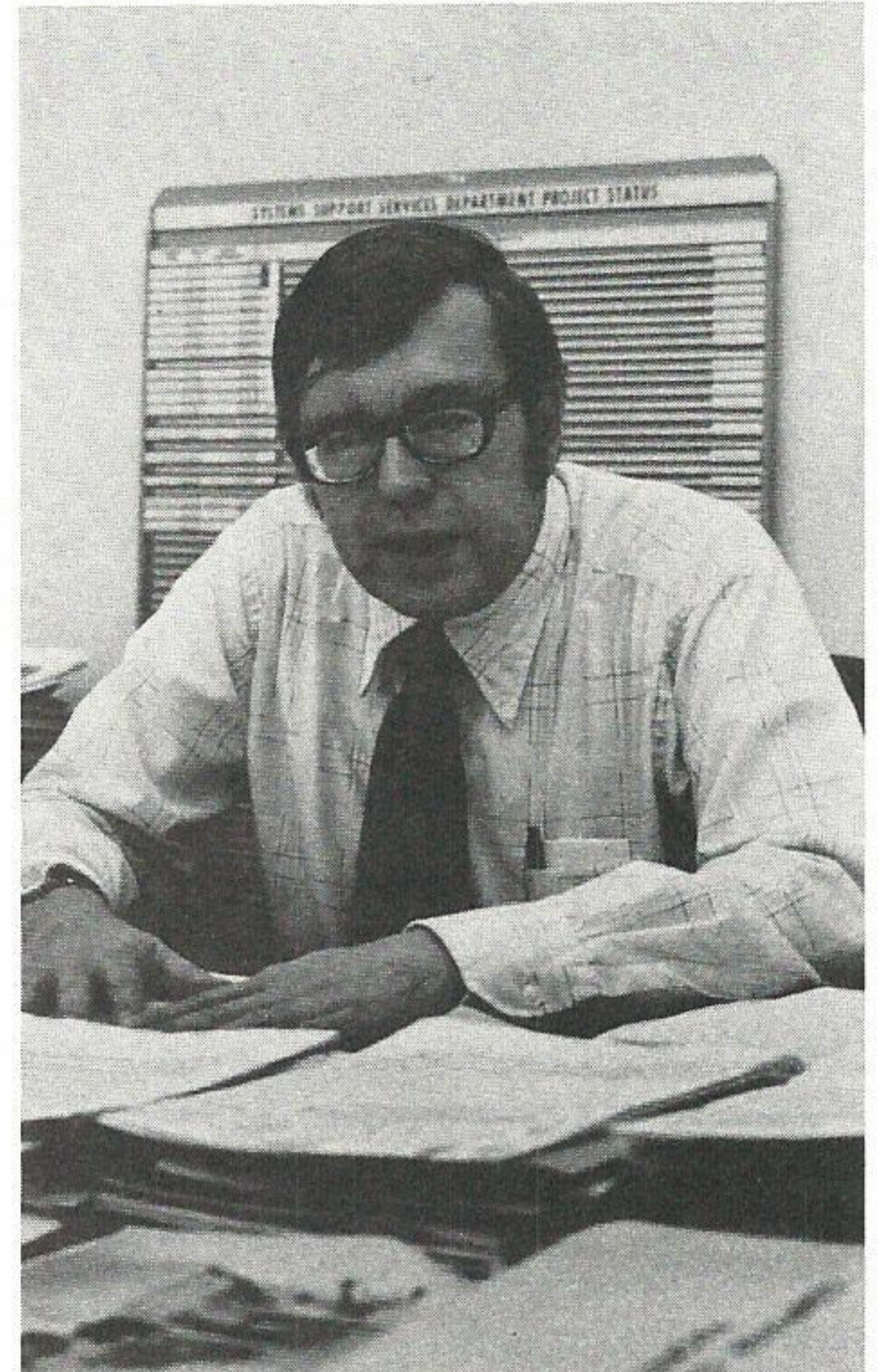
Turner, a 23-year veteran of the Com-

Hubert Desselles

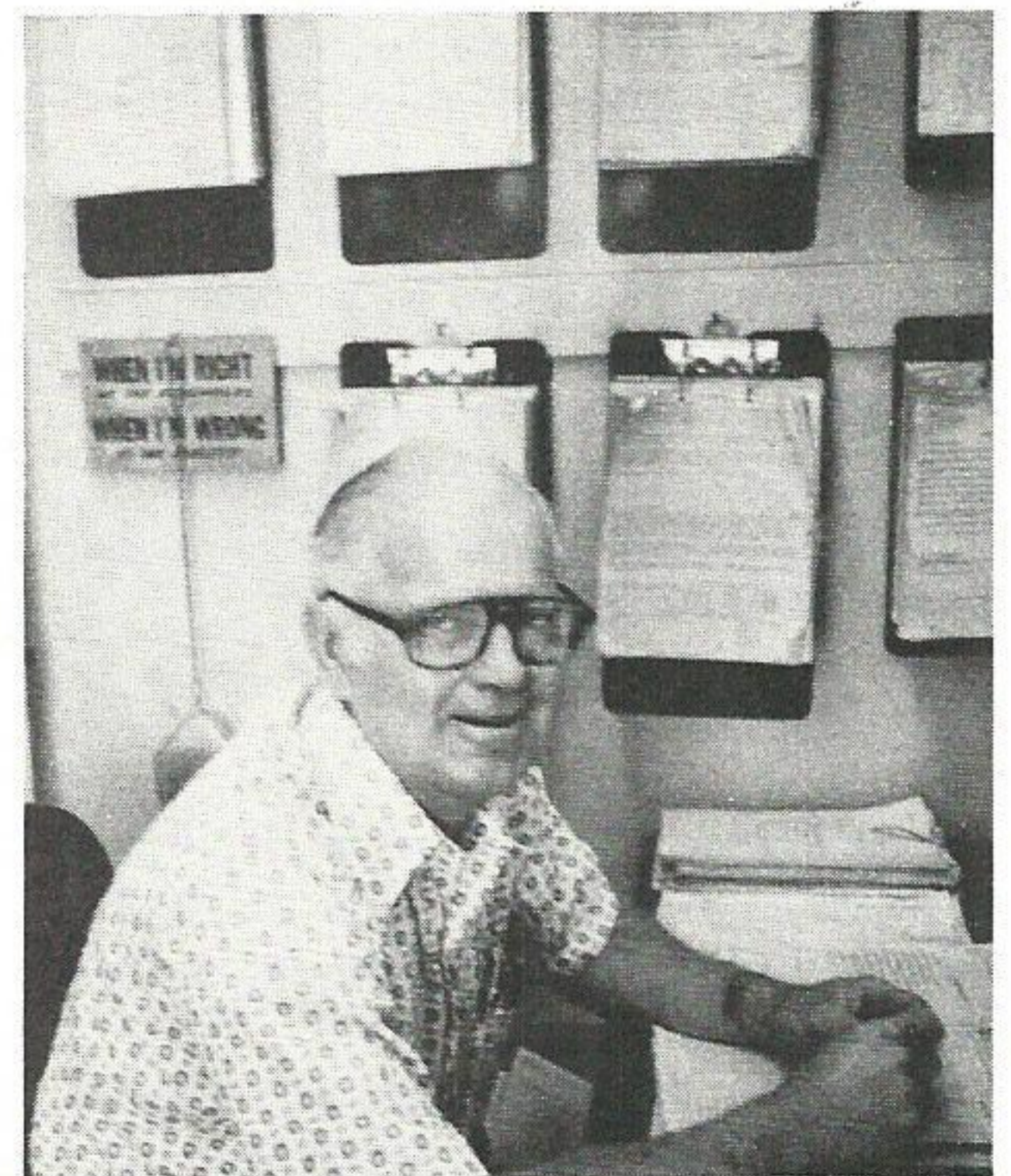


Sam Turner

Carter Davis



Edgar DeWoody



PEOPLE ON THE MOVE

pany, was employed in 1954 as a laborer in Beaumont. He progressed through various classifications and was promoted to utility foreman in 1968.

The Centerville, Miss., native is a two year veteran of the U.S. Army and is married to the former Mable Wright. The couple has three children, Sam, Jr., Carolyn and Emma Lois. Turner is active in the Downtown Optimist Pony League and serves as a member of the executive board, and is a participant in Big Brothers of America.

John F. Brumfield, security and claims representative, has been transferred to Power Plant Construction and named security coordinator.

A native of Lake Charles, Brumfield joined the Company in 1953 as a residential sales representative-junior, in the Lake Charles Division. He progressed through various classifications and was named commercial sales representative-senior in 1965. In 1967 Brumfield was transferred to Beaumont and named insurance and claims representative.

Brumfield holds a law degree from LaSalle Extension University, 1967, and is married to the former Mary Richmond of Leesville, La. The couple has two children, Phil Brumfield and Cyndi Brumfield Hebert of Orange.

Brumfield is active in the Edison Electric Institute and is currently a member of the National Disaster Sub-committee. He has completed numerous security courses the National Security Management course and Industrial Facilities Protection course given by the Defense Industrial Security Institute.

Mark Byers, administrative accountant-Accounting Services, has been transferred to Internal Audits-Beaumont, and named internal auditor.

Byers was employed last year after graduating from Texas A&M University with a bachelor's degree in finance. Byers is a native of Austin.

Carter G. Davis, director-IDS Planning Services, has been promoted to Manager-Information and Data Services, and has become responsible for all data processing functions.

A native of Clarksville, Tenn., Davis began his career with the Company in 1956 as an accounting clerk. He was promoted to junior accountant in 1957 and transferred to IDS Support Services. In 1961 he was named system analyst, and was promoted to supervisor of EDP Systems in 1964. He was promoted to director in 1971, and in 1976 was named director of Planning Services.

Davis attended Austin Peay State College and served two years with the U. S. Army.

Edgar K. DeWoody, utility foreman in the Transmission and Distribution Department in Sulphur, has been transferred to Lake Charles T&D as assistant to the general line foreman.

DeWoody, a native of Lake Charles, has been employed with GSU since 1946. He began his career as an operator in the Water Department and later transferred to T&D as a helper. He progressed through various classifications through the years working as a serviceman and as a lineman. He was promoted to utility foreman in 1968 and transferred to Sulphur.

DeWoody is a WW II veteran of the U. S. Navy.

John C. Williams, chemist at Sabine Station, has been transferred to Nelson Station near Lake Charles.

The Nederland, Tex., native is a 1976 graduate of Lamar University with a bachelor of science degree in Environment Science.

Alice D. Simon, stenographer-Financial Services, has been promoted to executive stenographer-Financial Services.

Mrs. Simon, employed in August of 1976, is a native of Beaumont. She is married to Alvin Simon of Winnie.

She is a graduate of Hampshire-Fannett High School and attended Massey Business College in Houston.

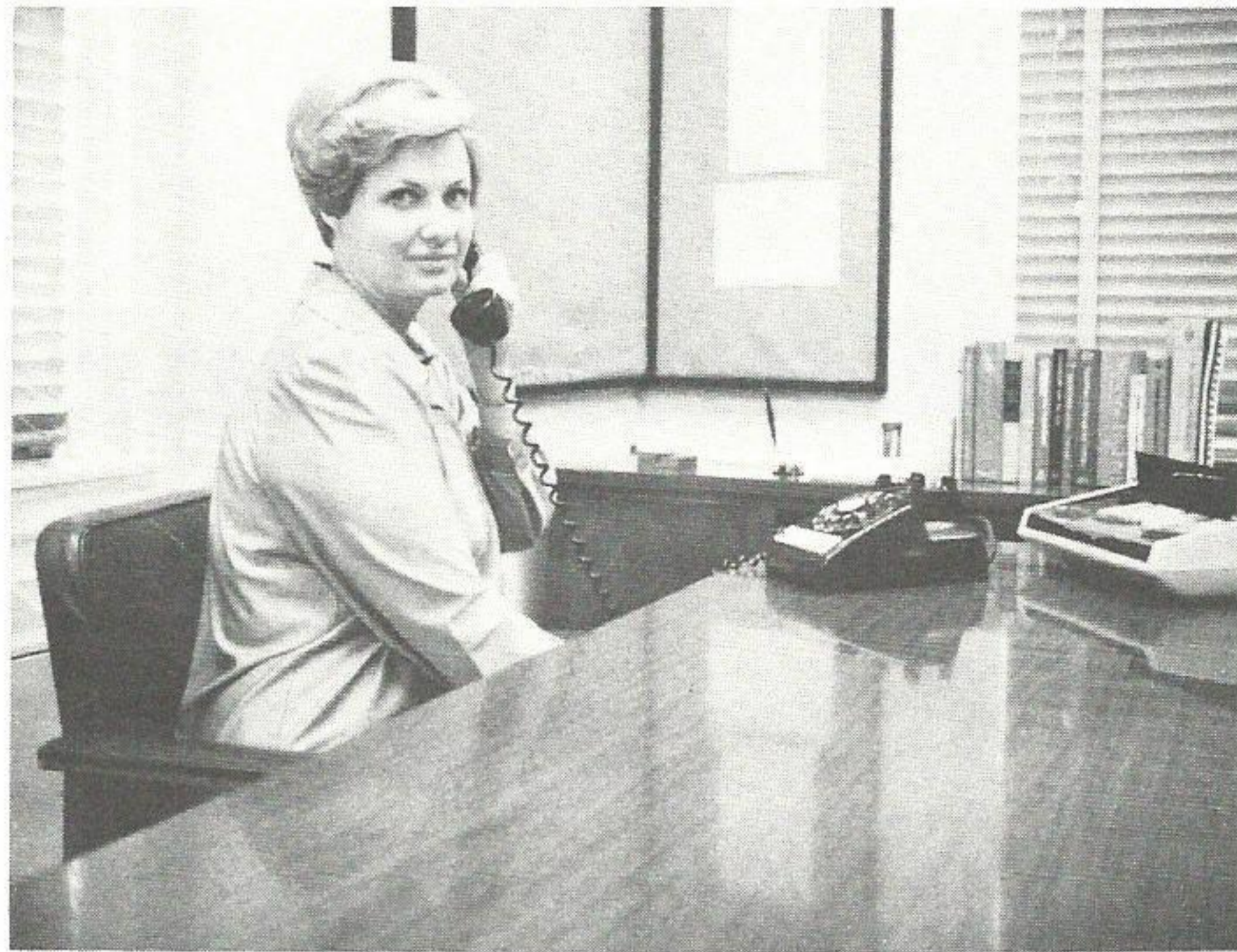
Kenneth E. McCullough and Craig L. Carpenter have both received promotions at Willow Glen Station.

McCullough, mechanical maintenance foreman, was promoted to mechanical maintenance supervisor. The 17-year veteran of the Company was employed in 1960 as a helper at Louisiana Station. He transferred to Willow Glen in 1974 after being promoted to foreman.

The Brookhaven, Miss., native is married to the former Betty Davis of Baton Rouge, and the couple has two children, Donnie and Debra. McCullough is a veteran of the U. S. Army.

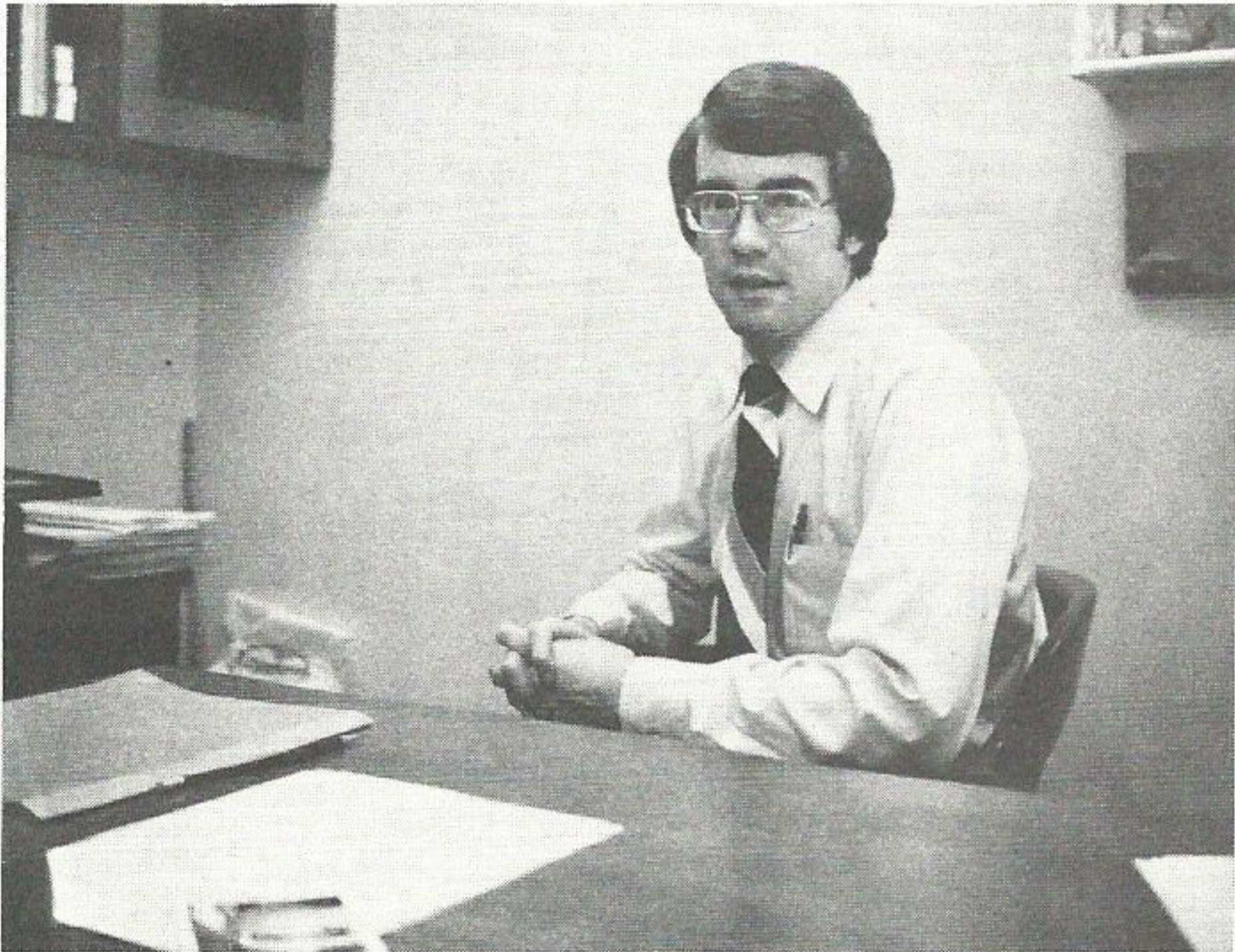
Carpenter, equipment operator at Nelson Station near Lake Charles, was promoted to control operations foreman and transferred to Willow Glen.

The Lake Charles native joined the Company in 1970 after serving four and a half years in the Marine Corps.



Alice Simon

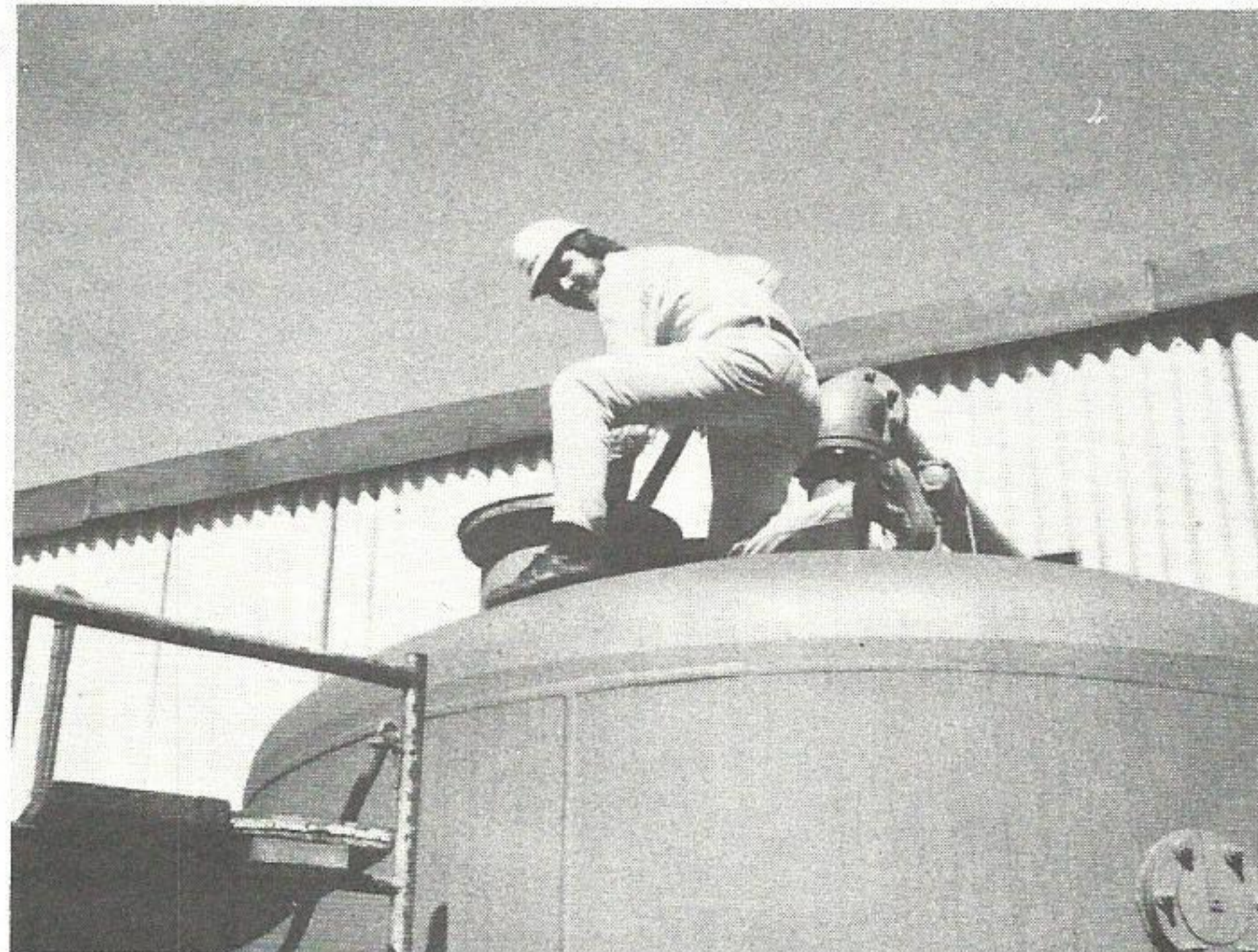
Mark Byars



John Brumfield



John Williams



In Memoriam

Aubrey D. Bonnette, who retired May 1, died May 3. He was a 41-year veteran of the Company, and was a resident of Sour Lake, Tex.

Bonnette joined the Company in 1936 as a groundman. He was transferred to Jasper as an assistant serviceman, and progressed through various classifications. He was transferred to Sour Lake in 1943 as a district serviceman, and spent the remainder of his career in that city. He was promoted to serviceman first class in 1949.

Larry A. DeBlanc, substation mechanic in Port Arthur T&D, died April 13. He was 30-years old.

DeBlanc was employed in 1970 as a laborer. He was transferred to the Line Department in 1972, and in 1973 was transferred to the Substation Department as helper. He became an apprentice in 1974, and lineman in 1975. He was named substation mechanic in 1976 and promoted to substation mechanic second class in December.

DeBlanc was a native of Washington, La.

Jack Killough, retired general line foreman in Lake Charles, died March 31. The Athens, Tex., native was employed in 1926 as a lineman in Lake Charles T&D. In 1927 he transferred to Jennings, and was promoted to line foreman in 1929. In 1935 he was transferred back to Lake Charles and was promoted to general line foreman in 1952.

Marcia B. Hammond, retired executive secretary-Baton Rouge Division, died March 22. She was a resident of Clinton.

Ms. Hammond was employed in 1925 as stenographer, and later that same year was promoted to manager's stenographer. She was promoted to president's stenographer in 1933. During a series of mergers that formed the Baton Rouge Division she became secretary to the vice president in 1936, and assistant confidential payroll clerk in 1942. In 1950 Ms. Hammond was named personnel department clerk, and was promoted to executive secretary in 1954.

She was a native of LeCompte, La.

Reporters

When you have any news or a story you think would be interesting to other Gulf Staters, contact the reporter nearest to you, or write or call the **PLAIN TALKS** editor, Pat McMeel, in Beaumont. Notify **PLAIN TALKS** reporters of any event that is happening in your area that the magazine should cover. A complete list of reporters and their locations is given below. If any persons named are no longer active reporters, please contact Pat McMeel. Persons wishing to become **PLAIN TALKS** reporters should also contact the editor. We can never have too many reporters.

BATON ROUGE: Margie Force (T&D); T. Boone Chaney (T&D), Melanie Hima (T&D), Jack Gautreaux (T&D), James W. Bello (T&D), GERALYN WILLIAMS (Gas), Glenda Boyd (Acct.), Mary Smith, Robert Graves (Storeroom), Susan Wilks, Debbie Lynn (Engr.), Linda Nelson (Meter), Debbie Reeves (Sub.), Rhonda Cheek (Govt. St.)

BEAUMONT: Bill Toups (S.C.), Carolyn Motl (T&D), Ann Ogden, Edy Mathews, Dorothy Nowell, Carolyn Thaggard, Gina Collins, Gene Russell.

CALVERT: Betty Dowell.

CLEVELAND: Edd Mitchell.

CONROE: Frances Elliot, Marilyn Key, Pat Jones.

DENHAM SPRINGS: Lenelle Juban.

GONZALES: Billie Fortenberry.

HUNTSVILLE: Karen Morley.

JENNINGS: Earl Mayfield.

LAFAYETTE: Mona Burris.

LAKE CHARLES: Billie Belvin (Garage), Edith Patterson (T&D), Janet Followay.

LA. STATION: Marilyn Nicholson.

LEWIS CREEK: D. W. Rutherford.

MADISONVILLE: Jean Tinsley.

NAVASOTA: Betty Dickschat.

NECHES STATION: Terry Bond.

NELSON STATION: Martha Caldwell.

NEW CANEY: Diana Winkelmann, Paul Mosley.

ORANGE: Doris Womack.

PORT ALLEN: Adele Vavasseur.

PORT ARTHUR: Sue Williams, Lorraine Dunham (S.C.)

SABINE STATION: Darlene Faires, Fred Kressman.

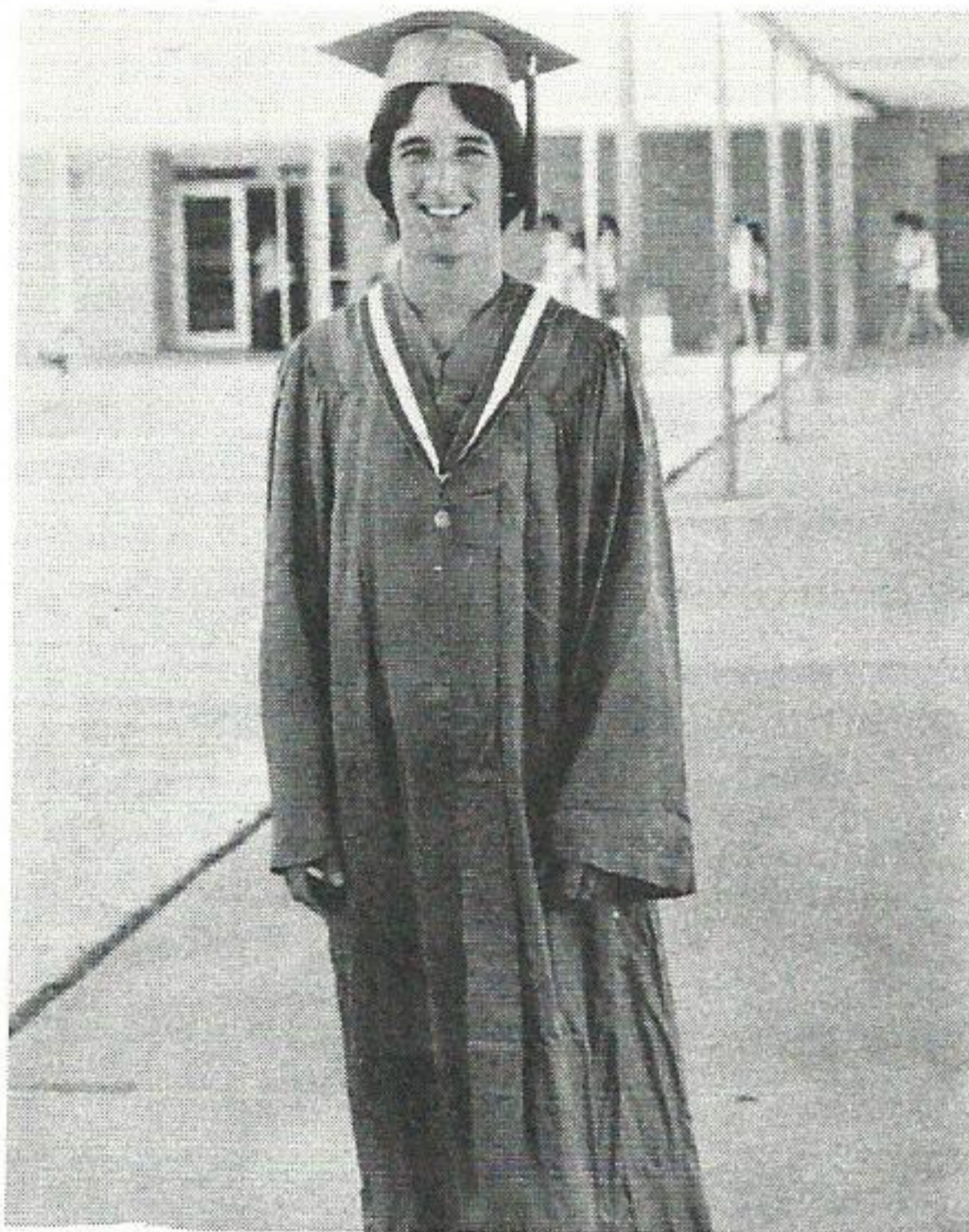
SOMERVILLE: Mary Brock.

SULPHUR: Pearl Burnett.

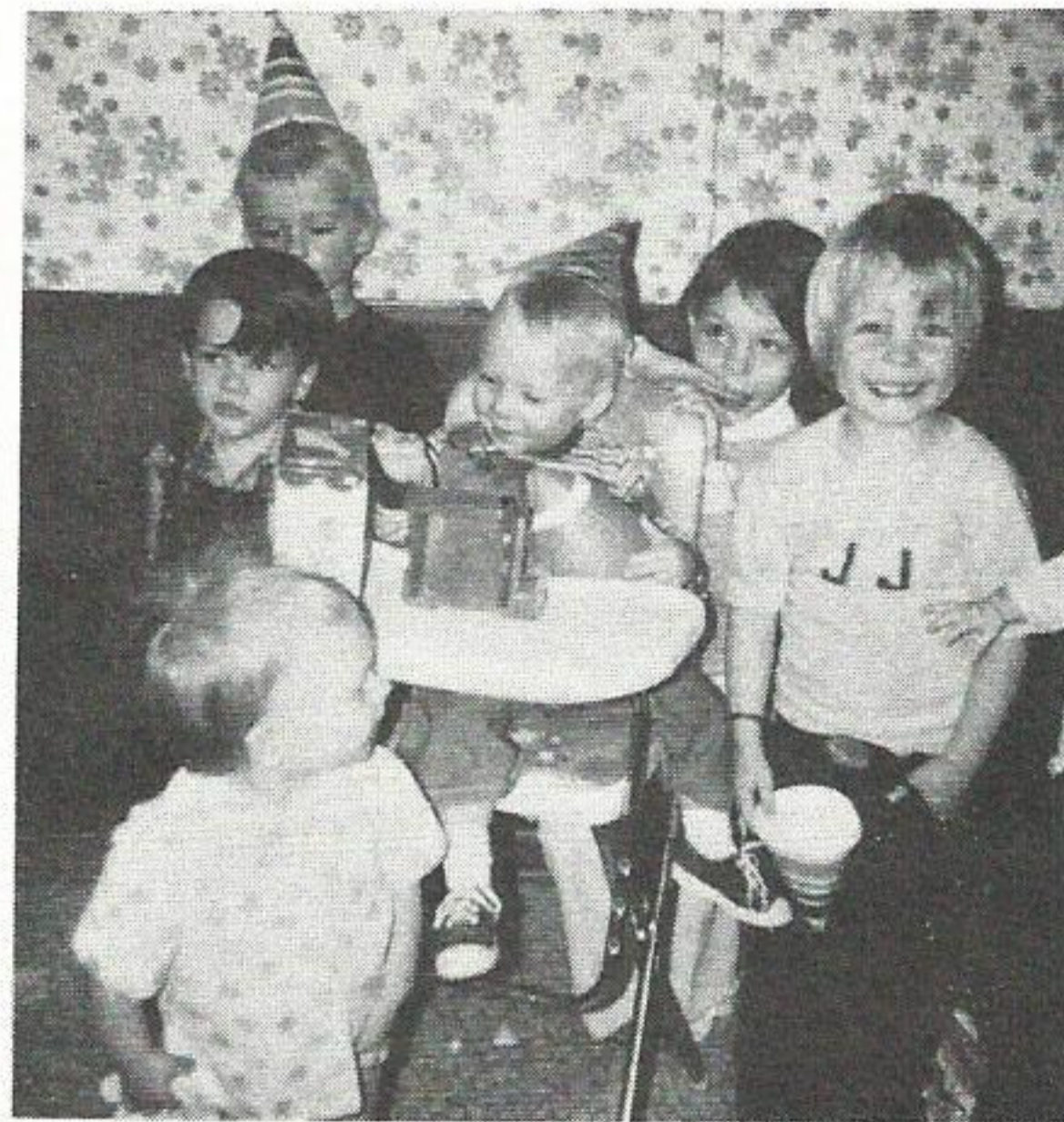
WILLOW GLEN: Dora Landaiche, James Veatch.

WOODVILLE: Alene Cole.

ZACHARY: Myra Ponthier.

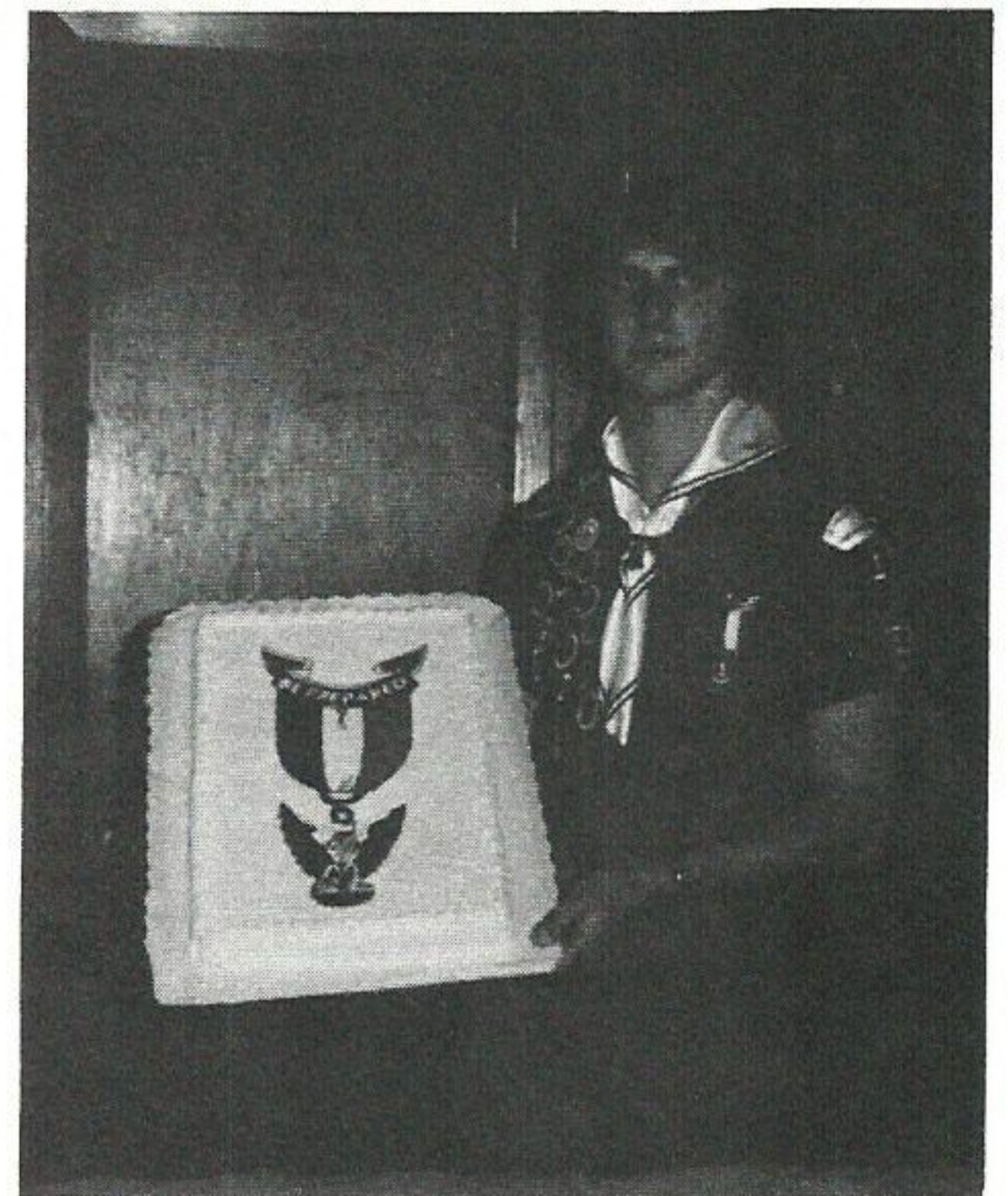


THE GRADUATE—Lee Tynes, son of Lannis Tynes (Design Engineer-Beaumont), graduated magna cum laude from Forest Park High School this past year. He is currently majoring in Pastoral Counseling at Baylor University. A member of the All-Region Band while in high school, Lee is now marching with Baylor's Mighty Golden Wave marching band. He's following in his father's footsteps. Lannis was a member of the Mississippi State University band in his college days.

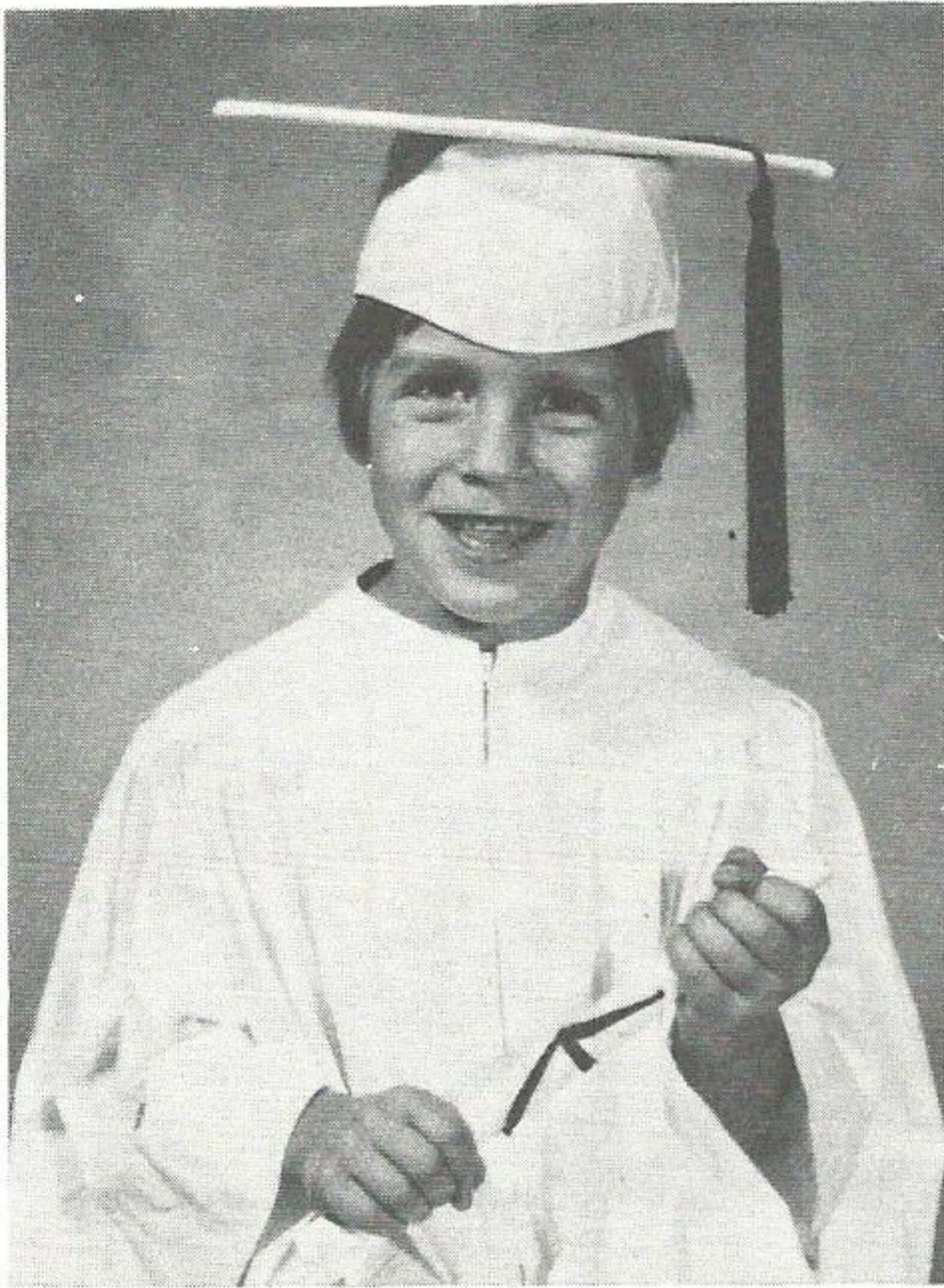


1st BIRTHDAY—Young "Dustin" Rutherford seems to be having a ball at his very first birthday party. The man on the right "JJ" is Dustin's 3-year old brother. The boys are the sons of D. W. Rutherford of Lewis Creek Station. (from D. W. Rutherford)

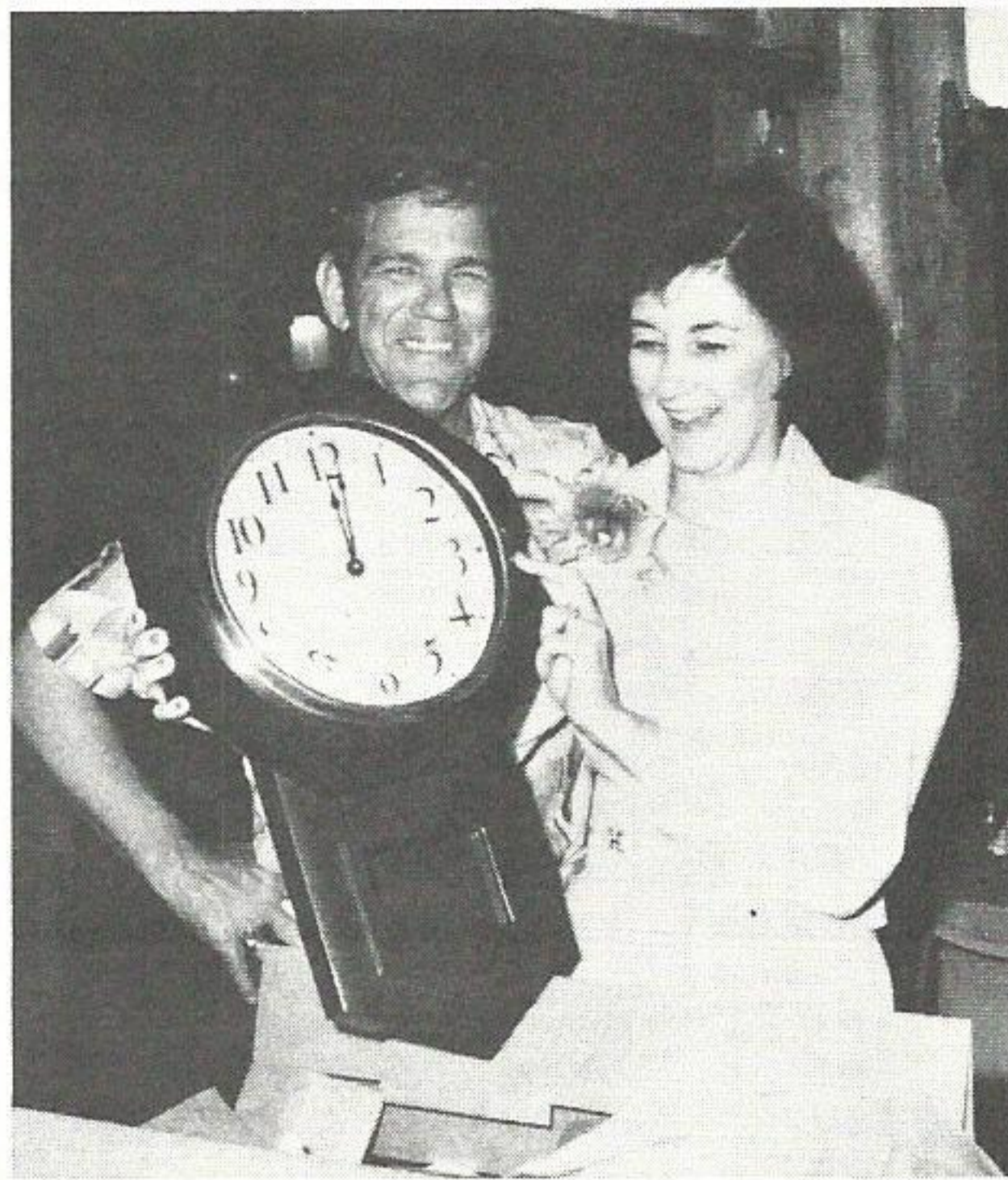
TOP CHIGGER—Weldon Dube, control room foreman at Lewis Creek, has been elected president of the Conroe Chigger Camping Club. Other GSUers also tabbed for offices were D. O. Gibson (secretary), LeRoy Courville (treasurer), and Bill Linnehan was named "Bouncer." (from D. W. Rutherford)



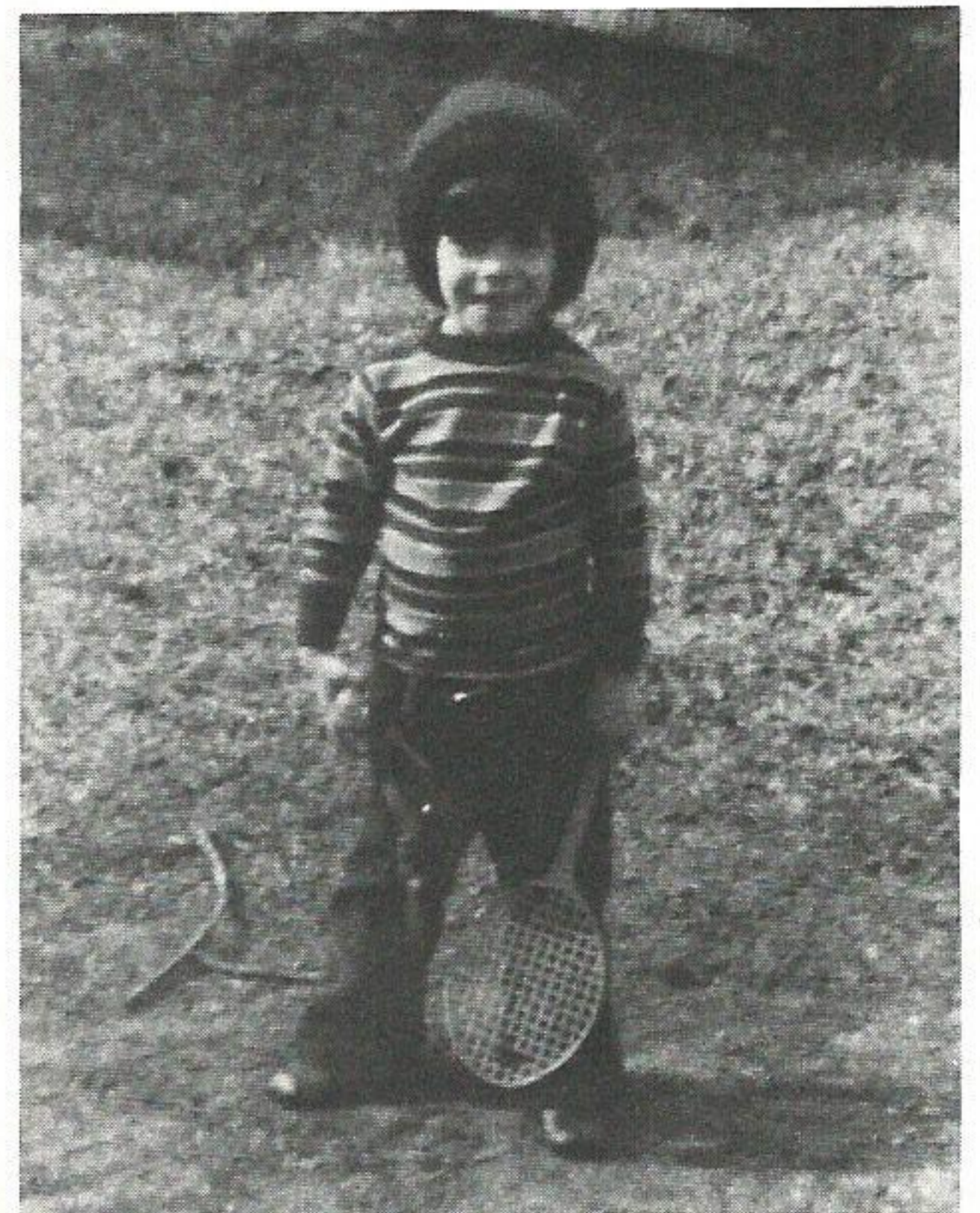
EAGLE SCOUT—Not many make it to the top. One of those that did is Thomas R. Clayton, Jr., son of Tom and June Clayton. Dad, a service supervisor in Baton Rouge T&D, witnessed his son's elevation to scouting's highest award. Following graduation from Belaire High School, Ricky plans to enter Louisiana Tech at Ruston. An added highlight was receiving a card from President Jimmy Carter congratulating the achievement. (from Margie Force).



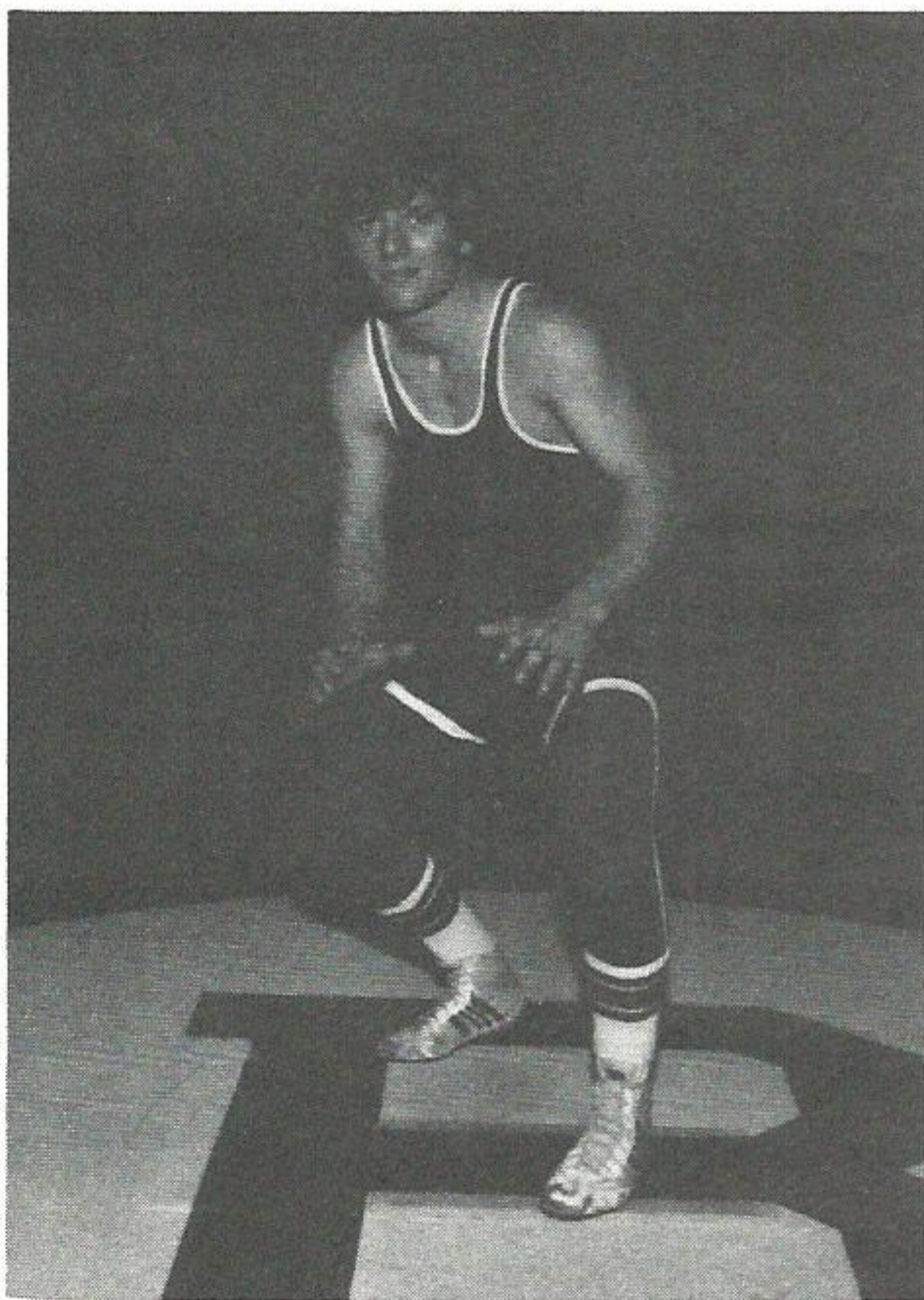
THE GRADUATE—Robert L. Pace, Jr., sub-station mechanic in Baton Rouge, proudly watched his son take that first big step in his education. Pete was a recent graduate of kindergarden in Denham Springs. Pete is six years old. (from Rhonda Cheek)



GOODBYE HELEN—A farewell dinner party at the Boondocks Restaurant was held honoring Helen Powell, senior stenographer-Port Arthur, who is leaving the Company to move to Houston. She was presented an antique chimes clock and other gifts from her friends and co-workers. John Conley, operating superintendent, is shown presenting the clock to Powell. (from Loraine Dunham)



BIRTHDAY BOY—Young Sean McSwain celebrated his fourth birthday recently. The youngster is the son of Linda Smith, T&D Beaumont. With all the presents he got, looks like he can't quite decide on whether he rather play badminton or cowboys and indians. Perhaps he could hit the birdie into the air and then shoot it down. (from Carolyn Motl)



WRESTLING CHAMP—Robert Easley, district serviceman in Baker, La., may remember the day he used to spank his son for being naughty, but those days are over. Jess, 16-year-old Baker High School wrestler, recently captured first place in the Amateur Athletic Union's (AAU) junior Olympics try outs in New Orleans. The 131 pound mat man then went on to Tennessee for further qualifications. (from Myra Ponthier)



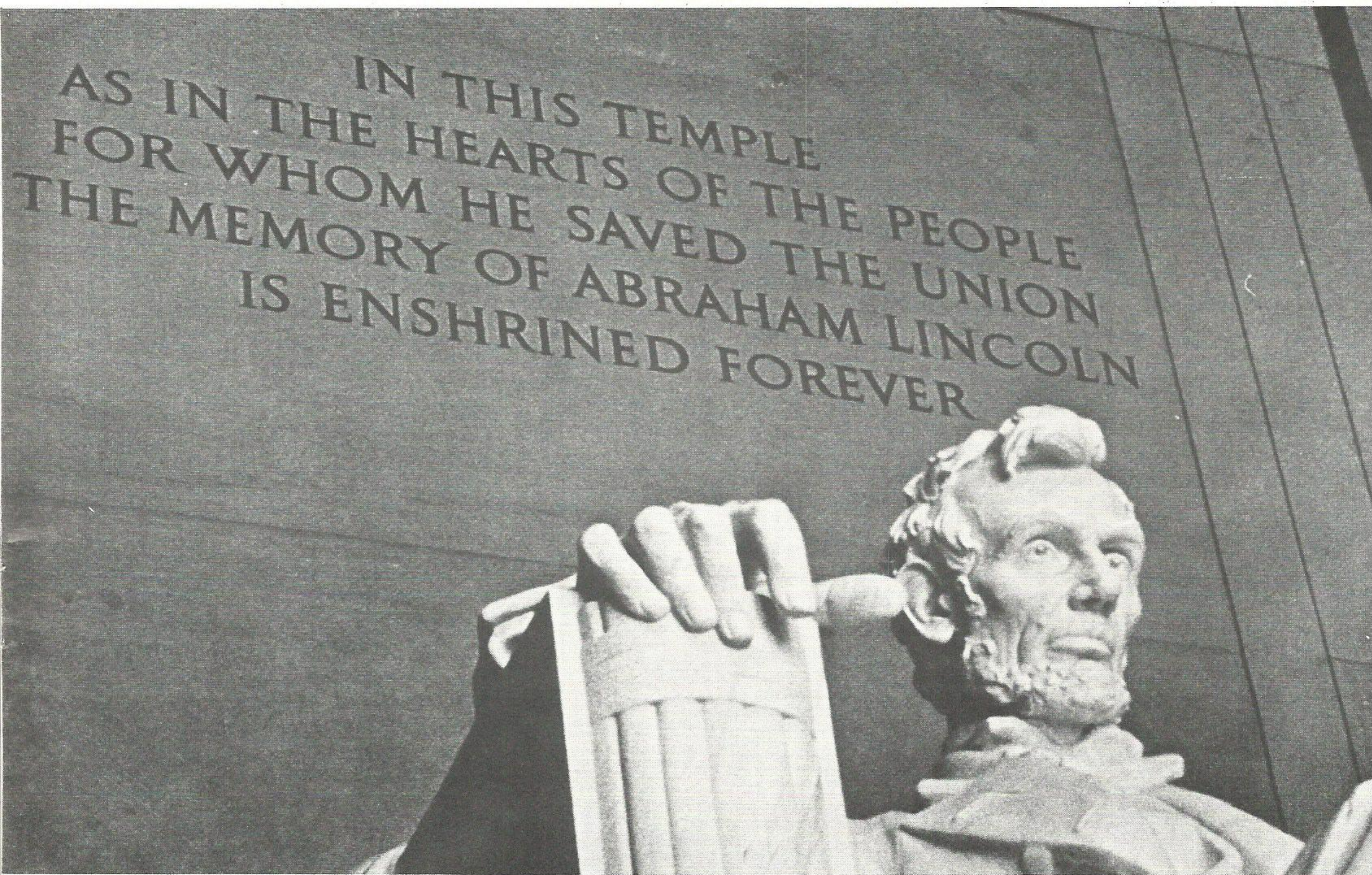
RETIREMENT PARTY—R. A. "Slim" McReynolds, T&D foreman in Beaumont, was given a retirement party by his friends and co-workers. Slim has been with the Company for 31 years. A cake and various gifts including a Garcia reel and some money was presented to Slim, and Sy Krebs, supervisor of the Service Department read a poem describing Slim's career. "The last 20 years have been his," said Mrs. McReynolds, "the next 20 are mine." (from Carolyn Motl)

YOUR BEST SHOT

Almost everyone at one time or another has taken what he considers to be his "best shot."

If you have a best shot you would like to see reproduced here, send it, with the negative if possible, to the PLAIN TALKS office in Beaumont. Your picture can be of any subject, taken with any camera. If selected for use it will automatically be in the running for "Best Shot of the Year," with the winner receiving a nice plaque. Okay . . . take your best shot.

Randy Harless, IDS-Beaumont, submitted this unusual view of an oft shot subject in Washington D.C. The angle of the photo proves that a little "creative imagination" is all it takes to make a standard shot into a very good shot. This effort will join past winners in final competition for "Best Shot of the Year."



Harless used a Minolta 202, 35mm camera with standard lens. He used Kodachrome 64 with a shutter speed of 125 with a lens opening of f4.

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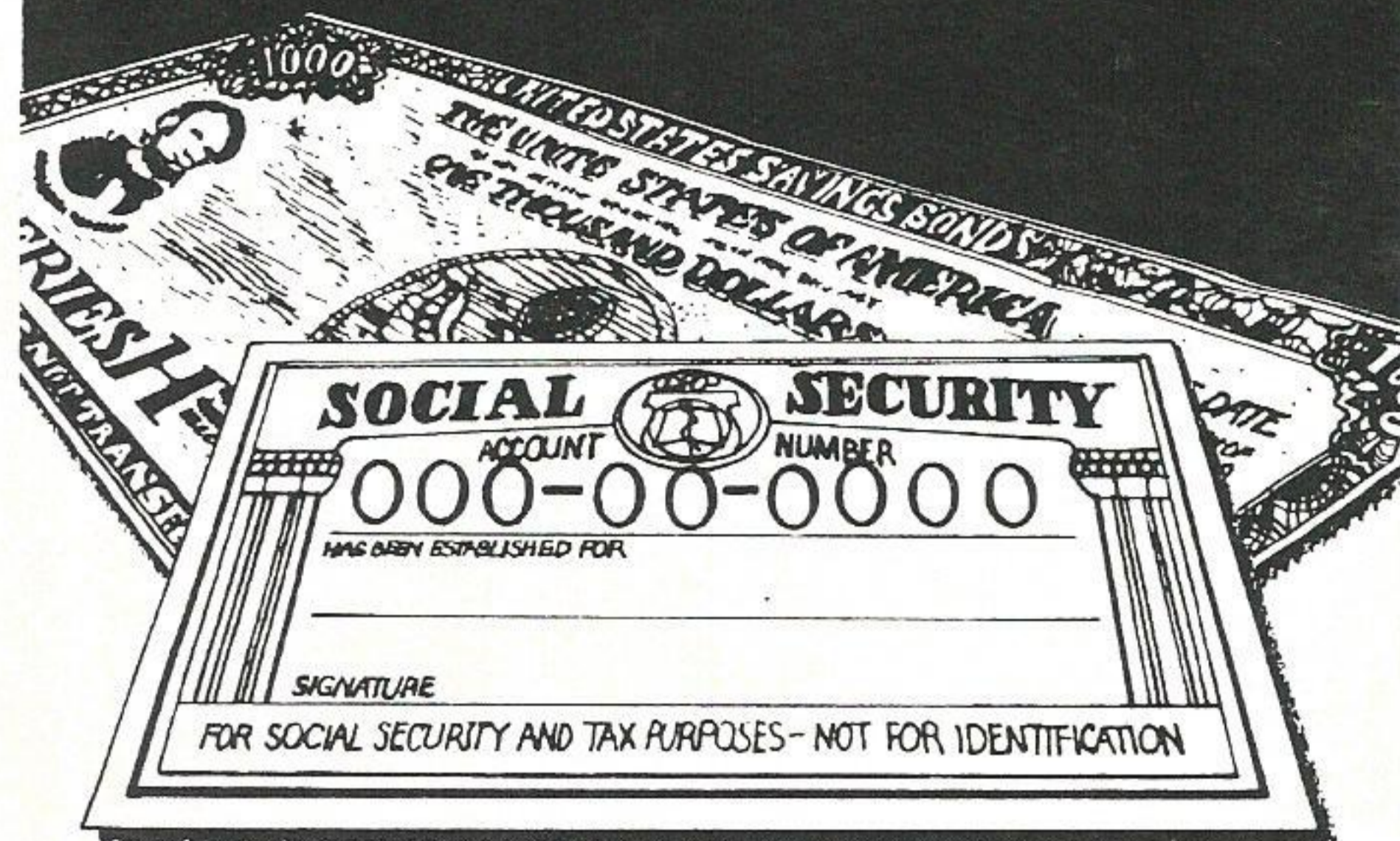
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