

McCrary: APSO more important than ever



Photos by Bill Snow

As the country experiences its worst economic downturn since the Great Depression and the company faces its greatest financial challenges since the 1970s, the Alabama Power Service Organization is more important than ever, Alabama Power President and CEO Charles McCrary told delegates at the APSO State Convention Feb. 13.

"I don't have to tell you about the downturn in the economy. You've seen the headlines ... and many of you probably know people who've lost their jobs or had their hours cut back," McCrary said. "People are hurting, and unfortunately when the economy is bad, some of the first areas to feel the pinch

are the programs that help folks in need. What you do is more important than ever for our communities. But I would tell you it's also important to our company."

Due to budget cuts across the company, grants and sponsorships are severely limited this year.

"You've always been the face and voice in our communities, but now you may be the only voice," McCrary said. "It's more difficult to sponsor events or provide other financial aid. All we have is sweat equity – getting out and working in our communities, which is what you do every day."

In briefly summarizing the state of the company, McCrary said the next two years will be difficult.

"People are always going to need our product," McCrary said. "We've been selling electricity for 100 years. But we cannot raise prices anymore – our customers simply can't afford it in the current economy."

Although the cost of doing business continues to rise, Alabama Power must continue to meet the needs of its stakeholders, McCrary said.

"Our customers need affordable, reliable service. Our shareholders need the dividend they've been promised. So what do we do?" he asked. "We can't

sell more electricity. Because of the economy, industrial and residential sales are both down and it's only going to get worse.

"At the same time, we have to run our business," he continued. "We have to spend billions of dollars on environmental controls – we have no choice. We have to spend hundreds of millions of dollars on our transmission system – we have no choice. That's why we have a hiring freeze, no merit increases and are asking everyone to cut 10 percent from their capital and O&M budgets."

McCrary said he realizes it may be difficult for some to reconcile APSO activities in these tough economic times.

"I'm sure some of you are getting squeezed a little. Your managers are being asked to do more with less, and you want an afternoon off to go help a needy family or organization," McCrary said. "But now is when we need you out in the community more than ever.

"When you're out there, it reinforces to our customers that we're human – that we care; that we are not a faceless company," he said. "Now, more than ever, we need people to know that Alabama Power isn't a logo. It's not wires or poles. It's you. You are the face of our company."

By Betsy Shearron

Weatherization panel opens eyes

A panel discussion about the APSO Magic City weatherization project opened the eyes of convention attendees about the potential of taking the initiative across the state this year.

Michael Sznajderman, Magic City 2008 president, opened the discussion with a brief description of the project, in which volunteers spent Oct. 30 last year weatherizing and sprucing up a needy family's home in Leeds. He praised the various partners in the project, including the Alabama Weatherization Association, the Alabama Department of Economic and Community Affairs, and the Jefferson County Committee for Economic Opportunity (JCCEO) that helped make the project a success.

Tim Tavel and Luke Stafford of the Magic City Chapter served as team captains for the project. They told conventioners how JCCEO selected the right home for the project. "We didn't want to bite off more than we could

chew," Tavel said. He and Stafford worked together to draft the to-do list, price supplies and secure the right number of volunteers. In fact, the volunteers did such a good job on the "prep" day, Oct. 29, they had to quit early so there was enough work left for volunteers on the actual weatherization day.

Ken Williams, with the Barry Chapter, affirmed how well the project came together. He was among representatives from several APSO chapters who came to work and observe the project. "If the question is, can other chapters do this, the answer is definitely 'yes,'" he said.

Enthusiasm about the weatherization initiative carried over to the state APSO board meeting that immediately followed the convention. At the meeting, board members voted to officially expand the program into a statewide initiative. The goal: to weatherize six homes in 2009 – one in every Alabama Power division – again on Oct. 30, National Weatherization Day.

President's Message

Heart of APSO volunteers keeping organization strong

Thank you for giving me this opportunity to serve you as president of the Alabama Power Service Organization! It is an honor to be able to work with all of you, in an organization that is very special to me. Not only does APSO give us the opportunity to work in our communities, it also provides employees from every different work group a chance to meet and work with



other employees across the state. I feel blessed to have met so many of you, who share a passion for volunteering.

As we begin our year, I'd like to thank David Marsh for his leadership in 2008. And I'd like to thank our director, Carla Roberson, for her support of APSO. Our treasurer, Richard King, keeps all of our financials straight. Don Franklin is always there when we need him. Let's give Barbara Johnson a big pat on the back for the outstanding work she does on our Web site and newsletters. And I'd like to thank Liz McGill, our secretary, for keeping our APSO board meetings running smoothly.

In 2009, we need to remain focused on our mission: To improve the lives of Alabamians by strengthening and enhancing the communities in which we live. Our areas of focus are education, environment and community enhancement.

As I thought about a theme for this convention, the fact that February is Heart Month kept coming back to me.

For 18 years you have made dreams come true for thousands of individuals. You've built houses, canned hunger, cleaned rivers, streams and trails, clothed children and adults, run and walked for dozens of causes and reasons, and provided support to schools in numerous ways. Hundreds of thousands of dollars have been raised by golf, fishing and shooting clay tournaments, races, selling everything from jewelry to food, and many, many other fundraisers, including – one of my favorites – dog washing. Hundreds of thousands of volunteer hours have been logged during all these years – showing that Volunteers Have Heart.

Now, more than ever, our citizens and communities need us. We face challenges, but these challenges will provide us with new opportunities to meet our goal of improving the lives of Alabamians, and making our state a better place to live. Working together, we can do this, even if we have to "reach within" to go the extra mile.

We help provide hope. The food banks across the state might be the only hope a parent has to feed their family; senior projects might be the only hope a senior struggling on a fixed income has for food, or even warm pajamas, sweaters or blankets; the various Christmas toy programs we participate in might be the only hope a parent has for giving their children something to smile about at Christmas. We have to continue to give this hope. We have to continue to give hope to those who have no hope. And the best thing is, in most cases, the only thing volunteering costs us is time.

I am grateful for your commitment and dedication to APSO, and for the continued support of our company leadership for this organization. I have no doubt that we will have another successful year. Thank you from the bottom of my heart, for volunteering and having "heart!"

Mary Sue Cain
2009 APSO state president

Crosswhite lauds APSO for community projects

During the recent Alabama Power Service Organization (APSO) State Convention, Executive Vice President Mark Crosswhite told members their contributions in the community have a more far-reaching impact than they realize.

“What you do through your projects impacts all of us at Alabama Power and makes our job easier,” Crosswhite said. “There are no corporate organizations in the state more dedicated to their communities than you. I’m proud to be associated with you.”

A guest speaker at the annual convention Feb. 13 in Birmingham, Crosswhite said APSO’s grassroots efforts play an even greater role now that Alabama Power has cut back on advertising and event sponsorships.

A major issue facing Alabama Power and the utility industry concerns environmental stewardship. “Congress is considering Renewable Energy Portfolio Standard legislation this year,” Crosswhite said. “The proposed legislation would require that utility companies generate 15 to 20 percent of their electricity from renewable fuels by a certain date.”

According to the legislation, renewable energy would include solar, wind, ocean, geothermal, biomass, landfill gas and perhaps new hydro. But the legislation does not include energy produced from nuclear or existing hydro sources, Crosswhite said.

“The problem we face is that Alabama doesn’t



have enough sunlight to provide solar economically, and the winds aren’t strong enough to generate wind power,” he said. “We can burn wood or plants – which the legislation calls ‘biomass.’ But it would take many thousands, if not millions, of acres to grow enough pine trees to provide the electricity we would need to satisfy the renewable mandate.”

The proposed legislation also fails to include incentives for clean coal technology, he noted. With a 200-year supply of coal in the United States, Alabama Power supports the development of this technology to help reduce the country’s dependence on foreign oil.

“We’re not against clean energy. We always want to be cleaner and greener,” Crosswhite said. “We’re already generating electricity with clean energy fuels. But we would be severely handicapped by these proposed requirements because the fuel sources available to the Southeast are not part of the legislation.”

If this legislation passes, customers will face higher power bills, he said.

“I’ve always considered APSO one of our company’s most valuable assets,” Crosswhite said. “When people see you volunteering in your community, they will realize what I already know. They will see what Alabama Power really is – 6,900 employees who care about their company and their community.”

• *By Carla Davis*

Marsh exchanges APSO mantle for new role at Troy University

It was with mixed emotions David Marsh passed the gavel to Mary Sue Cain as she took her role as president of the Alabama Power Service Organization (APSO) at the State Convention in Birmingham.

“I’ll miss it,” he said. But, Marsh definitely won’t be resting on his laurels.

On Jan. 1, 2009, he became president of Troy University’s 115,000-member Alumni Association. A 1980 graduate of Troy, Marsh said, “I’m very passionate about my university. My position as alumni president gives me new challenges, and the timing has been perfect.” With campuses in Troy, Montgomery and Dothan, Troy University also has additional campuses throughout the world in its University College division. Part of the Alumni Association’s mission is to maintain connections with graduates while assisting with the university’s initiatives.

“One of our major priorities is raising scholarship money for deserving students,” said Marsh, a project manager for Generation Compliance at Southern Company Services. He and his 16-member board are working on plans for the year. With his son in his third year at Troy, Marsh gets plenty of chances to visit the campus and old friends.

An APSO member for 18 years, Marsh plans to stay busy with the organization and, as past president, will serve as an advisor to Cain through 2010. He took his first leadership role in 2002, serving a one-year term on the state board. When the Corporate and Birmingham Division chapters combined in 2004, Marsh served a one-year stint as treasurer for the new Magic City Chapter. The following year, he became president-elect. As president of the Magic City Chapter in 2006, Marsh won the prestigious Patsy Topazi service award. In 2007 he was state president-elect, responsible for planning the APSO state convention.

Among APSO’s many highlights the past several years, Marsh gets the most satisfaction from the organization’s home-weatherization project for low-income and elderly homeowners.

“This is one of the most significant projects we performed in 2008 and, long-term, I’m hopeful it will become a signature project for APSO,” he said. The project complements APSO strategic planning conducted in 2007, as members sought more ways to align with company strategy. That course continues in 2009, with plans to complete a weatherization project in each of the company’s six divisions, he said.

For Marsh, serving APSO will continue to be a family affair. His wife, Melissa, and children Ben and Ellen participate in APSO projects. “It’s something we’ve always enjoyed doing together,” he said.

• *By Donna Cope*

Chapter Presentations



Photos by Bill Snow

Pat Maddox - 2008 Miller President



Maria Thompson - 2009 Mobile Division President



Lance Crowe - 2009 E.C. Gaston President-elect



Donna Collier - 2008 Southern Division President



Susan Beasley - 2008 Southeast/Farley Co-President

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Paige Lake - 2008 Western Division President



Ken Williams - 2009 Barry President-elect



Roo White - 2009 Eastern Division President



Frances Lucas - 2009 Magic City President



Julie Hester - 2008 Gorgas President

Sznajderman wins leadership award

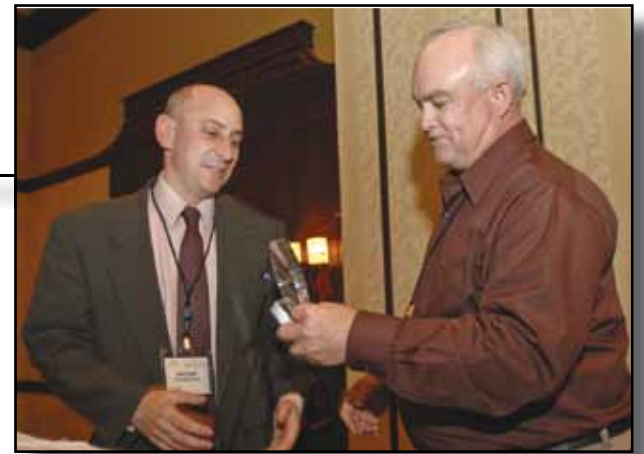
Each year, Alabama Power Service Organization (APSO) recognizes an exceptional chapter leader with the Patsy Topazi Leadership Award. But that's not all. Those leaders must exemplify the spirit of the service organization.

Magic City Chapter President Michael Sznajderman received the award this year and praised the organization and members for remaining committed to the cause.

"To me, APSO is really the heart and the soul of Alabama Power," he said. "APSO members are not only dedicated to the company and its ideals, but devoted to service in their communities."

Greg Deavers, president-elect of the state board, won the Topazi Award in 2007. He works as a heavy equipment operator at E.C. Gaston Steam Plant.

Deavers said Sznajderman's track record left little doubt as to who should win this year's award.



Sznajderman accepts trophy from Greg Deavers.

"He has a real tenacity when he goes after a job. He's very well organized and makes people feel wanted when he talks to them," said Deavers. "He's just a pleasure to be around and you don't find those people every day."

APSO chapter presidents and the board of directors - a group of 25 people - voted on the award. Sznajderman was chosen among 10 chapter presidents.

• By Keisa Sharpe

ALABAMA POWER SERVICE ORGANIZATION 2009 Leadership

PRESIDENTS

EASTERN DIVISION CHAPTER.....	Rohi "Roo" White
BARRY CHAPTER.....	Angel Mooneyham
GASTON CHAPTER.....	Craig Taylor
GORGAS CHAPTER.....	Jeff Phillips
MAGIC CITY CHAPTER.....	Frances Lucas
MILLER CHAPTER.....	Cherie Hill
MOBILE DIVISION CHAPTER.....	Maria Thompson
SOUTHEAST/ FARLEY CHAPTER.....	Michelle McAndrews / Rodney Robinson
SOUTHERN DIVISION CHAPTER.....	Christy Dykes
WESTERN DIVISION CHAPTER.....	David Mayo

OFFICERS OF THE BOARD

PRESIDENT	Mary Sue Cain
PRESIDENT-ELECT	Greg Deavers
SECRETARY	Elizabeth McGill
ASSISTANT SECRETARY	Kay Worley
TREASURER.....	Richard King
MANAGER EDUCATION AND VOLUNTEER SERVICES.....	Carla Roberson
PAST PRESIDENT ADVISOR.....	David Marsh
BOARD MEMBERS (AT LARGE).....	Brenda Blanton (2-year term 2009-2010)
	Donna Collier (2-year term 2009-2010)
	Cory Hanks (2-year term 2009-2010)
	Paige Lake (2-year term 2009-2010)
	Pat Maddox (2-year term 2009-2010)
	Michael Sznajderman (2-year term 2009-2010)

RETURNING BOARD MEMBERS:

Linda Burr (2-year term 2008- 2009)
Tiffany Mackin (2-year term 2008-2009)
David Sanders (2-year term 2008-2009)
Edna Weaver (2-year term 2008-2009)
Tammie Williams (1-year term 2009)*
Completing Greg Deavers 2-year term

State chapters honored for superlatives in 2008

At the Alabama Power Service Organization State Convention each year, individual volunteers and chapters are honored that have gone above and beyond the call of duty making a difference in their communities.

This year, the Western Division and Eastern Division received the Alabama Power Service Organization Award of Excellence. Both chapters were recognized for excelling in community contributions in areas including education, environment and community enhancement. Both were noted for innovative ideas, volunteer recruitment and developing public/private sector partnerships.

The Community Spirit Award was given for the chapters with the greatest percentage increase in volunteer hours. Four chapters were recognized for 2008: Southern Division with a 14.7 percent increase; E.C. Gaston with a

25.5 percent increase; Western Division with a 57.6 percent increase; and Eastern Division with a 100.8 percent increase.

The Outstanding Member-Participation Award recognizes two chapter achievements. One award is given to the chapter with the most volunteer hours per member. Two chapters walked away with this honor: Eastern Division recorded more than 28 hours volunteered per member as 434 members volunteered 12,345 hours. The Mobile Division Chapter recorded more than 21 hours per member. In all, 213 Mobile Chapter members volunteered 4,367 hours.

Eastern Division was awarded a second honor for the chapter with the greatest percentage increase in volunteer hours per member, an increase of more than 97 percent.

Western Division captured the Membership Growth Award for the greatest increase in membership – 22 percent.

Individually, Michael Sznajderman took home the Patsy Topazi Leadership Award, which recognizes a chapter president who exhibited outstanding leadership. Sznajderman was praised for his spirit of service, sharp writing skills and passion for the environment.

• *By Keisa Sharpe*



2008 Chapter Presidents

Barry Chapter
Angel Mooneyham

Eastern Division Chapter
Brenda Blanton

E.C. Gaston Chapter
Craig Taylor

Gorgas Chapter
Julie Hester

Magic City Chapter
Michael Sznajderman

Miller Chapter
Pat Maddox

Mobile Division Chapter
Dena Pigg

Southeast/Farley Chapter
Trent Dillard
Susan Beasley

Southern Division Chapter
Donna Collier

Western Division Chapter
Paige Lake

Outstanding Member Participation Awards (Most Hours Per Member)

Eastern Division Chapter
Mobile Division Chapter

Volunteers of the Year

Barry Chapter
Ken Williams

Eastern Division Chapter
Adrienne Veal and Cody Prickett

Gaston Chapter
Karen White

Gorgas Chapter
Orlando Thomas

Magic City Chapter
Lisa Spears

Miller Chapter
Cherie Hill

Mobile Chapter
Varnestra Jones

Southeast/Farley Chapter
Mandy Ludlam

Southern Division Chapter
Michelle Mann

Western Division Chapter
Melissa Henslee

Membership Growth

Western Division Chapter

Chapter Spirit Awards

Barry Chapter
Alonzo Richardson

Eastern Division Chapter
Willie Maise

Gaston Chapter
Ginger Craig

Gorgas Chapter
Malcolm Leason

Magic City Chapter
Edna Weaver

Miller Chapter
Danny Baker

Mobile Division Chapter
Bill Henderson

Southeast/Farley Chapter
Kelly Hadaway

Southern Division Chapter
James Thrash

Western Division Chapter
Harry Gabriel

Community Spirit Awards

Eastern Division Chapter

E.C. Gaston Chapter

Southern Division Chapter

Western Division Chapter

Patsy Topazi Leadership Award

Michael Sznajderman
Magic City Chapter

Outstanding Member Participation (Largest percentage increase in hours per member)

Eastern Division Chapter

Awards of Excellence

Western Division
Eastern Division