



News Release
FOR IMMEDIATE RELEASE

GEUS HONORED WITH APPA AWARD OF MERIT FOR CUSTOMER COMMUNICATION



Pictured from left to right are Chris Mangual, Kami Williams, Alicia Hooks, and Jimmy Dickey.

Effective communication with GEUS customers is essential to our mission. We are dedicated to exploring new and advanced methods of communication as technology continues to evolve, ensuring we stay connected with our community.
GEUS General Manager, Alicia Hooks

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Greenville, TX, February 3, 2025- GEUS was recently recognized with the Award of Merit in the video category by the American Public Power Association (APPA), one of only forty-five utilities nationwide to be recognized for superior communication efforts.

The APPA awards highlight utilities' creativity and innovation when engaging with their customer/owners. GEUS was acknowledged for its exceptional communication strategies, showcasing its commitment to keeping customers informed in effective and impactful ways.

“Effective communication with GEUS customers is essential to our mission,” said GEUS General Manager Alicia Hooks. “We are dedicated to exploring new and advanced methods of communication as technology continues to evolve, ensuring we stay connected with our community.”

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In 1891, GEUS became the first municipally owned electric utility in Texas. More than a century later, in 2001, it also became the state's first municipally owned cable television and high-speed Internet operation. GEUS provides these services to over 30,000 consumer-owners in Greenville, Texas, about 50 miles east of Dallas. One of the unique aspects of GEUS is that it is governed by an autonomous board of trustees appointed by the Greenville City Council. This structure was made possible by the Texas Legislature in 1989. To learn more about GEUS' 130+ years of public power history or the services it offers, please visit its website at

www.geus.org