



News Release
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GEUS General Manager Alicia Hooks Retires After Transformative Seven-Year Tenure



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GEUS General Manager, Alicia Hooks

Greenville, TX-June 2, 2025-GEUS announces the retirement of General Manager Alicia Hooks, who has led Texas's first municipally owned utility since 2018. She has served as the first female General Manager in GEUS' history and one of the few women to have led electric utilities across the state.

Hooks' leadership has been marked by visionary initiatives, exceptional customer service, and steadfast support for GEUS employees. Under her direction, GEUS implemented the most significant system-wide improvements in over 50 years, including the installation of advanced metering infrastructure and the launch of the addition of 105 megawatts of new state-of-the-art electric generation. These advancements will ensure long-term reliability and efficiency for the growing Greenville community, which saw customer growth exceed 16% during her tenure.

Reflecting on her time at GEUS, Hooks said:

“It has been the greatest honor of my career to serve as General Manager of GEUS. I’m proud of what we’ve accomplished together, especially the strides we’ve made in enhancing the customer experience and equipping our dedicated employees to serve our growing community. Our team has continually risen to every challenge, and I leave knowing GEUS is well-positioned for a strong future.”

A dedicated champion of public power, Hooks also served on the Board of the Texas Public Power Association, including as its President, lending her expertise to the broader public utility community across the state.

Sue Ann Harting, Chairperson of the GEUS Board of Directors, praised Hooks’ impact: “Alicia’s leadership has truly transformed GEUS. Her unwavering commitment to customer service and employee excellence has elevated the entire organization. She leaves behind a legacy of innovation, stability, and community-focused leadership that will benefit Greenville for decades to come.”

GEUS will announce the selection of its next General Manager in the coming weeks.

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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 first municipally owned cable television and high-speed Internet operation in the state. GEUS provides these services to over 30,000 consumer-owners in the Greenville, Texas, area, 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