

## A Letter from the President

The storm that devastated west central Wisconsin the night of July 15, 1980, will long be remembered as "The Big Wind." It was the costliest natural disaster in our state's history with damage estimates topping \$160 million in just a four-county area. The destruction of homes, farms and thousands of trees was unimaginable.

On the NSP system, five major transmission lines and a dozen smaller lines were knocked out. Every structure in a 10-mile stretch of our major 345 kV supply line was completely destroyed. Our distribution system was turned into a tangled web of wire and splintered poles that left more than 150,000 people without electricity, some of them for more than a week.

That awful night in July brought out more than hardship and destruction, however. It brought out the best in us as a team of people who make up this company.

Line crews working 19-hour days became the rule rather than the exception. Phones were manned night and day by volunteers from many departments who reassuringly answered the thousands of calls from customers. Employees at all levels worked at unfamiliar tasks in a Herculean effort to reconstruct in a few days a system that took years to build.

In recognition of that effort, this special publication was prepared for and is dedicated to you, the special people of NSP. Your dedication and skills gave our customers a feeling of security, a feeling that they were in "good hands" and need not worry.

Although few persons outside the power industry fully understand the enormously complex problems encountered in restoring our electrical system, your commitment to complete the job under some of the most adverse conditions truly presented our communities with a heart-warming picture of the kind of people who work at NSP.

I am proud of you and you can be justifiably proud of your accomplishments during the past few weeks. A disaster like the one we have just experienced exposes true character in a way which nothing else can.

For giving so much for so long, thank you.



## Letters

### To NSP:

You did a fantastic job of trying to get our city back together again. Thanks for all your efforts.

*Jean M. Meier*

With sincere thanks to all the NSP linemen and personnel who worked so hard and so long to bring us power.

*Anis Prochaska*

I wish to express our appreciation to the crews who worked so many long hours restoring power during our recent crisis. When the crews arrived in our backyard on Sunday night I was never so glad to see anybody. I asked one of the men how many hours they had been working and he said 16 hours—they continued another hour. My heart really went out to all of them.

I also want to thank the office people who must have been under great pressure. I called once and was treated so kindly and as though my problem was truly important.

*Janet Shlosky*

Seven days without electricity really taught us how much we rely on you.

*Calvin & Virginia Quasfle*

Even though I didn't get my power until Tuesday, I still say thank you, thank you, thank you.

*Dagny Oksou*

Thanks for your quick service in restoring power. A job well done.

*Sue Modahl*

Our many thanks to your crews and those who came into the area and worked such long hours getting our power restored. I do not think that it would be possible to give them enough credit for all they did. NSP should be very proud of its crews.

*Dr. & Mrs. E. L. Koch*

I have heard of the indignities heaped upon your company: spoiled meat thrown into your office, crewmen booted, contingents of outraged women, and the landslide of vicious phone calls. Their complete lack of

understanding of the complexities involved is amazing.

*Helen Leonard*

My hat is off to the men who worked thanklessly through the nights and days making an impossible job possible.

*Todd Alan Hanson*

I think you have handled a very difficult situation in a very efficient manner. My admiration of the line crews of NSP is enormous. I know they have taken a lot of undeserved criticism from people who should know better.

*Kathleen Winger*

To you and your people at Northern States, and all those who came from other places to help, our family says "thank you."

Yes, there were times when our tempers were showing and we were getting a bit tired of McDonald hamburgers and cold coffee. Well, we made it and it was good for us.

*Leah Anderson*

Continued on page 11