



News Release

FOR IMMEDIATE RELEASE

GEUS General Manager Alicia Hooks Honored with TPPA Distinguished Service Award



Darrell Cline, Garland Power & Light, Alicia Hooks, GEUS, and Taylor Kilroy, TPPA

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TPPA Executive Director, Taylor Kilroy

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Greenville, TX-July 24, 2025-The Texas Public Power Association (TPPA) has awarded its prestigious *Distinguished Service Award* to retiring GEUS General Manager Alicia Hooks in recognition of her more than 22 years of dedicated service to the public power industry.

Hooks, former President of the TPPA Board, played a pivotal role in shaping the future of Texas' oldest municipally owned electric utility. At GEUS, she spearheaded a transformative strategic plan that expanded broadband and streaming TV services, modernized employee compensation, and championed long-term financial planning—all while maintaining stable rates for customers. Under her leadership, GEUS earned numerous accolades in financial reporting, safety, communications, and reliability, including multiple RP3 (Reliable Public Power Provider) designations from the American Public Power Association.

“Alicia’s leadership has had a lasting impact on public power in Texas,” said TPPA Executive Director Taylor Kilroy. “She brought vision, innovation, and integrity to every aspect of her work and elevated GEUS as a model of reliability and service. Her legacy will benefit customers and communities for generations.”

Hooks’ retirement marks the end of an era for GEUS, but her contributions will continue to resonate across the industry.

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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