



News Release

FOR IMMEDIATE RELEASE

HOOKS ELECTED PRESIDENT OF TEXAS PUBLIC POWER ASSOCIATION



GEUS General Manager Alicia Hooks

(August 2, 2021-Greenville, Texas) GEUS General Manager Alicia Hooks has been elected President of the Texas Public Power Association (TPPA).

TPPA was founded in 1978 to represent the 72 municipally-owned electric utilities across Texas.

“TPPA provides members the opportunity to collaborate with exceptional public power leaders from across Texas to strengthen our collective knowledge, provide mutual support and ensure our voice is heard. For more than 100 years public power utilities have supplied reliable, affordable electricity and exceptional service. Today we serve more than five million Texans across our communities”, said Hooks.

Hooks joined GEUS in 2013 as Compliance Manager after 11 years at Garland Power and Light. She was serving as Assistant General Manager when GEUS’ Board of Trustees appointed her to the General Manager position in January of 2018.

“Public power is an important part of Texas history and has a critical role in its future. I am truly honored to serve during this revolutionary time for public power”, added Hooks.

Hooks becomes the third GEUS General Manager to serve in this role as TPPA President.

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GEUS became the first municipally-owned electric utility in Texas in 1891. 110 years later it became the first municipally-owned cable television and high speed Internet operation in Texas. GEUS offers these services to the 26,000 plus consumer\owners living in the Greenville, Texas area located approximately 50 miles East of Dallas, Texas. GEUS is uniquely governed by an autonomous board of trustees that is appointed by the Greenville City Council. Steps were taken by the Texas Legislature in 1989 to allow this type of governing structure. For more information about our 130+ years of public power history or the services we offer, please visit our web site at www.geus.org