

Report of the visit to the "Cleveland Electric Illuminating Co"  
on Tuesday September 22, 1959

The "Cleveland Electric Illuminating Company" is owned by approximately 33,000 shareowners. The shareowners of the company are the only ones who have the power to establish the Code of Regulations which governs the operations of the company. They alone elect the eleven directors of the company.

Virtually all of the activities needed to operate the Company are delegated to the directors in the code of regulations. Two of our full time employees the President and the Executive Vice President are directors of the company. The directors have exclusive authority to:

- Elect the officers of the company
- declare dividends
- authorize budgets and expenditures
- " the borrowing of money
- " law suits for appropriation of land.

The principal officers of the company, whose authority is assigned by the board of directors are: president, executive vice president, vice president distribution, vice president system operations, vice president engineering, vice president finance, vice president marketing, vice president general services, vice president and general counsel, controller, treasurer and secretary.

The President is the Chief executive officer of the company. He is responsible for the general management of the Company's business and as Presiding officer of the Board of Directors ensures that all its resolutions are put into effect and its policies are implemented.

The executive vice-president is the chief operating executive of the company. He exercises executive supervision and control over all elements of the organization.

The vice president distribution is responsible for the construction and maintenance of the overhead and underground distribution and transmission systems, and for the installation of meters and related equipment on customers' premises.

The vice president system operations is responsible for the operation of the generating plants, steam heating plants and electrical system, and for the construction of the electrical portion of plants and substations.

The vice president engineering is responsible for the engineering and design of all steam and electrical facilities and of other structures such as garages, warehouses and office buildings.

The vice president finance is responsible for ensuring the adequacy of available capital, sound pricing of the company's product, the preservation of its assets, budgeting, accounting.

The vice president marketing is responsible for the development and execution of programs to increase the volume of electric and steam heat business to our customers and to stimulate industrial, commercial and residential growth in our area.

The vice president general services is responsible for providing, to all elements of the company, staff services in the areas of purchase and disposition of all equipment and supplies, personnel activities, office buildings and office services.

The vice president and general counsel is responsible for the protection and advancement of company legal interests and the development and guidance of programs designed to build and maintain the company reputation and influence.

### Company objectives.

- To supply electric and steam heating utility service which meets the present needs, and anticipates the future needs, of the customers and ~~the~~ <sup>the company</sup> area at the lowest price which will enable ~~us~~ <sup>the company</sup> to raise the capital required for the continued growth, treat the employees fairly and fulfil the obligations of good corporate citizenship.

- To provide dependable electric service and service information to the customers at the lowest cost, and to provide for the emergency repair of the transmission and distribution facilities.