

What is old is new again.

Customers in our 4 communities have begun noticing the new look of KLPD. But technically it isn't a new look. And I know for sure that KLPD has customers that still remember what they see when our trucks go by. I would like to assure you that the only thing that has changed is the logo. Alas all of KLPD's rolling fleet is donning our new, old logo. Same goal, same people, new (err...old) logo.

I had been on the search for an original example of the KLPD logo of the past. I first saw the logo in a framed photo I happened upon in the vault while looking to bring some KLPD history into my office. I am a history buff and KLPD has a rich history. This particular photo was taken in 1969 and every time I look at it the photo speaks to me. A snapshot in the time of my predecessors. That logo reminded me of the 'old school' logos of my childhood (gasp...I'm old). Back when the logos were hand painted and truck doors were pretty much all of the marketing there was. I grew up in a family of tradesfolk; this photo reminded me of various photos of myself as a youngster in my relatives' (grandfather, dad, uncle, etc.) work trucks.



(From left: Harry Wakefield, Arthur Noble, Don Wormwood. Photo taken at 4 Factory Pasture)

The search was on and Justin Webster, KLPD lineman first class, stumbled upon an old unused decal (he wasn't hurt) while looking for something that apparently hadn't been seen in a while. One board vote and several revisions later KLPD's 'old school' logo is back. They aren't hand painted this time, although I was happy to know that hand painting is still an option.

In the interest of safety all of KLPD's vehicle logos are now fully reflective. It is very important for us to be seen while restoring power after whatever Mother Nature sends our way. I would welcome our customers to send in pics of crew restoring power when the nasty weather inevitably hits. And if you ever stumble across old Polaroids of KLPD in action please let us know so that we can get them into our archives. For history.

Questions, comments and feedback are always welcomed ([tshea@klpd.org](mailto:tshea@klpd.org)). Thank you for your time.

Todd