

The 2010 Timothy White Award for Editorial Integrity



Rick Bush

**Editorial Director,
Transmission & Distribution World
Penton Media**

Rick Bush has quite a history of accomplishments, first as a researcher at the Georgia Power Research Center and then at the helm of *Transmission & Distribution World* magazine. But listing accomplishments doesn't capture the essence of the man. At his core, Rick is challenge-driven, made evident by his willingness to take on seemingly impossible tasks.

Perhaps his most ambitious effort at Georgia Power was to find a way to place a power cable under an Indian burial ground across the Nacoochee Valley in Georgia. Rick came up with a plan to horizontally bore deep under the burial site, so as not to disturb the remains. Since the required technology was not commercially available, Rick worked with the Electric Power Research Institute (EPRI), vendors and contractors to come up with a first-ever mid-sized boring rig along with new drilling bits, a new back reaming system and a new steering system. For this work, EPRI awarded Rick the Innovator of Year Award in 1994.

When Rick joined *Transmission & Distribution World*, there was tremendous chaos within the electric power industry. He and his team launched out to research and produced a 26-page cover story entitled "An Industry in Search of its Future." For this work, the editorial team received the Jesse H. Neal Certificate of Merit in 1996.

Because engineers were hesitant to embrace new technologies, Rick pressed for action in his editorial columns. He also personally invited passionate individuals to unseat "The Emperors with No Clothes" in the newly-launched monthly column "Straight Talk."

One of the biggest challenges Rick has faced in his professional career was in covering Hurricane Katrina. He managed to get the company's first-ever blog site put up in a day so that he could post what he saw and experienced during the storm. He covered utility linemen rebuilding power lines that had been devastated by high winds and surge tides.

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Rick also takes on vendors who dare to push poor-quality materials and workmanship on utility customers. He just published “Buyers Beware,” a scathing editorial that exposes the folly of power companies who purchase inferior products from low-cost countries based solely on price.

Rick has the ability to influence the direction of the industry. In 2009, Rick met with the chairman of the Federal Energy Regulatory Commission to discuss how to move forward in building out the power grid to enable customers to charge the millions of electric vehicles predicted to take to the road over the coming decade.

On the global scene, Rick joined power executives from the US, France, Germany, Slovakia and the Electric Power Research Institute for an executive summit in Poland hosted by the Polish grid company, PSE Operator. The panel discussed ways utilities can work together across boundaries to better control power flows between regions and nations while also reducing energy consumption.

Rick is frequently called upon to speak at industry events. In 2008, he was the keynote speaker at the Electric Energy Representatives Association (EERA), where he provided insights on the forces at state and federal levels that are pushing utility executives to rethink the way they deliver electricity as they look to accommodate renewable energy sources and load shifting devices.

Rick is a force in the energy industry who leverages his background, passion, connections and savvy to shake up the energy industry and launch it in new directions.

The Board of Judges for the 2010 Timothy White Award

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