

# Entergy Notes

News for our Customers

April 2007

## Customers, Employees and Entergy Contribute \$144,000 for Bill Payment Assistance

During the past year, Entergy New Orleans employees, customers and shareholders together contributed \$111,000 to Helping Hands, funds that help customers in times of financial crisis.

Shareholders matched the donation, increasing the total contribution for New Orleans customers to \$144,000. Helping Hands is administered by the New Orleans Council on Aging and last year helped 975 elderly and disabled people pay their utility bills.

"Entergy New Orleans is committed to helping customers in need and we are very proud that many of our employees and customers share that commitment," said Rod West, ENO president and CEO.

One hundred percent of each contribution goes directly to help local utility customers who need assistance. There are no administrative costs associated with the donations. And, Entergy shareholders match 100 percent of employee contributions. Each year, shareholders also match new customer contributions up to \$500,000 annually.

Nationally, federal utility bill-payment assistance programs reach approximately 15 percent of households in need. When federal funds run out or are unavailable, voluntary charitable programs like Helping Hands provide a safety net for elderly and disabled persons. Most of the time, these financial crises are caused by unexpected accidents and medical or other emergencies.

"The Council on Aging receives hundreds of requests daily for assistance. And a large number of our state residents who are elderly and disabled live in poverty," said Sarah Sharp, ENO customer service manager and low income champion. "Helping Hands has assisted thousands of elderly and disabled people, but with the need still growing, we must do everything possible to get new donations."



### Do You Qualify?

To find out if you or another New Orleans resident qualifies for Helping Hands assistance contact the New Orleans Council on Aging at (504) 821-4121.

*The New Orleans Council on Aging administers Helping Hands funds for area residents. Pictured: Helping Hands Coordinator Hattie Robinson, left, and COA Director Howard Rodgers.*

### Our Mission

The mission of the Entergy New Orleans Customer Service organization is to provide exceptional customer service safely and profitably by fostering professionalism, nurturing positive relationships, communicating effectively, unifying our efforts and adapting a self-crucial attitude in servicing our customers.

**Customer Service Director**  
Melonie Hall

**Region**  
**Customer Service Manager**  
Toni Green

**Customer Service Managers**  
Mike Dupuis, District A  
Sarah Sharp, District B  
Vacant, District C  
Lynn Lee, District D  
Katherine Miller-Harris, District E

For questions about your bill, or to report a gas emergency, call:  
**1-800 ENTERGY**  
(1-800-368-3749)

To report an Outage:  
**1-800-9OUTAGE**  
(1-800-968-8243)

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## Entergy Makes List of Most Trustworthy Companies

*Forbes* magazine has recognized Entergy Corporation as one of the 100 Most Trustworthy Companies in the United States, based on analysis provided by Audit Integrity, a Los Angeles-based firm that conducts research on corporate governance best practices.

Entergy was the only energy or electric company on the list, drawn from 8,000 public companies; and ranked among the large companies listed, which included Gap, Avaya, Costco, Manpower and H.J. Heinz.

According to Audit Integrity, these 100 companies "showed the highest degree of accounting transparency and fair dealing to stake-holders during 2006."

## Try Entergy E-Bill!



You'll never view or pay your Entergy bill the old-fashioned way again! Receive and pay your Entergy bill online! Entergy has teamed up with CheckFree Corporation, the leader in electronic bill processing, to bring you this service.

### E-Bill offers these features:

- View your monthly charges on your computer screen
- Receive reminders by e-mail
- View your Entergy statements for the past six months

View and pay your bill when you want – all you need is a bank account and a mouse. Visit [www.entergy-neworleans.com/your\\_home/ebill.aspx](http://www.entergy-neworleans.com/your_home/ebill.aspx) to enroll.

## CDBG Assistance and Insurance Proceeds Save Ratepayers Money



Entergy New Orleans cleared additional hurdles this month in its efforts to limit the impact of Hurricane Katrina-related storm costs on ratepayers and to exit bankruptcy.

On April 11, the company signed a contract with the Louisiana Office of Community Development to receive Community Development Block Grant funding of \$171 million in the near term to help offset its costs for repairing Hurricane Katrina storm damage. The Louisiana Recovery Authority had approved up to \$200 million in CDBG funds to ENO for such storm related costs.

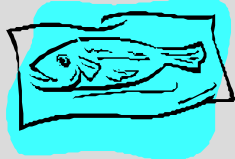
The signing was made in partnership with the New Orleans City Council and other state and local leaders, and in accordance with the LRA and U.S. Department of Housing and Urban Development-approved plan for ratepayer mitigation of Hurricane Katrina-related damages.

ENO also signed a settlement this month to receive approximately \$53.7 million in insurance for hurricane damage to its facilities from Hartford Steam Boiler Inspection and Insurance, a subsidiary of AIG Inc. This agreement is another critical component for ENO to exit bankruptcy and fund the rebuilding of the gas infrastructure damaged by Hurricane Katrina.

"Our application for CDBG funds and for insurance proceeds was on behalf of our ratepayers and these funds will be used on a dollar-for-dollar basis to directly minimize rate impacts associated with the cost of restoration, reconstruction and rebuilding of the electric and gas infrastructure in the City of New Orleans," said Rod West, Entergy New Orleans president and CEO.

"It is our duty to our customers and our regulators to pursue every avenue possible to reduce any storm related costs that could drive our rates higher."

Until the CDBG and insurance funds are received, ENO cannot emerge from bankruptcy. The company hopes the funds will be forthcoming in the next two months.



**One of Our Favorites**  
**From Our "Woodstoves to Microwaves" Cookbook\***

**Filet of Flounder with Meuniere Sauce  
in the Microwave Oven**

**Ingredients:**

4 fillets of flounder (2 pounds) -- bass, redfish, red snaper or trout may be substituted

**Sauce:**

1/4 cup butter

1/4 cup green onion tops, chopped

1/2 teaspoon garlic powder

1/4 teaspoon cayenne

1 tablespoon Worcestershire sauce

2 teaspoons lemon juice

1/2 teaspoon salt

Dry fish on paper towels before placing in a glass baking dish. Combine ingredients for sauce. Cook on high for one minute. Pour sauce over fillets. Cover with waxed paper. Cook on high 5-6 minutes or until fish flakes easily with a fork. Turn dish once. Garnish with parsley and lemon slices. Yield: 4 servings

*\*These recipes have been in use for a long period of time. They were developed and tested when home appliances were not as efficient and powerful as they are today. Cooking times and temperature suggestions may have to be altered to provide optimum results.*

## Customers Begin Building Storm Reserve Fund

### New line item appears on March bills

Last month, Entergy New Orleans customers began building a new storm reserve fund that will accrue \$75 million over the next 10 years to pay for future weather-related damages.

Regulators allow utility companies across the Gulf Coast to put aside an amount of money into a special storm reserve, since commercial insurance on transmission and distribution poles and wires is unavailable.

ENO's regulator, the New Orleans City Council, approved implementing the storm reserve fund as part of the rate relief package granted ENO in October 2006.

The storm reserve will give ENO the ability to restore the New Orleans electric and gas systems following disasters in the future, while allowing the company to focus on reliability improvements and customer service. ENO makes no profit on storm charges, but seeks only to recover the direct costs that are necessary to restore power to its customers.

The impact of the storm reserve on the typical customer bill is approximately \$2.59 per month starting March 1, 2007. For this modest sum, New Orleanians can help limit the impact that future major disasters have on their rates. While the ENO storm reserve will appear as a line item on customer bills, many companies include the cost of a storm reserve fund in their base rates.

"We know any rate increase, particularly in these difficult times, is unpopular, but we also know no one likes it when the lights go out," said Rod West, president and CEO of ENO. "We think this is a fair plan that has a minimal rate impact on New Orleanians and will help the company make needed repairs in the future to continue serving our city in extreme circumstances. The fact that the storm reserve will be collected over ten years makes this increase more manageable for customers."



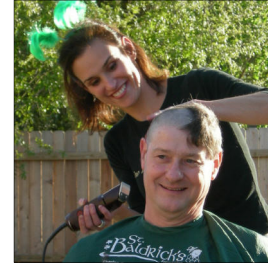
## Entergy Employees Brave the Buzzer for Cancer Research

Six Entergy employees sauntered up to waiting barber chairs at the annual St. Baldrick's Day fundraiser last month, losing their locks but helping the event raise \$40,000 for children's cancer research.

A crowd gathered at Oak Street's One 2 One Hair Salon to cheer on Team Entergy and 20 other brave New Orleanians.

March 16 was St. Baldrick's Day in New Orleans, part of a nationwide fundraiser. The shearing event—where people collect donations for agreeing to go bald—began as a dare between three New York executives seven years ago. To date, St. Baldrick's Foundation has raised \$20 million for cancer research.

Morgan Stewart, Entergy New Orleans communications manager, led local fundraising efforts in March at the Oak St. locale and at Parasol's Restaurant and Bar in the Irish Channel.



*Leon Hinson, senior engineer with the ENO Gas Business, gives it up for St. Baldrick's for the second year in a row.*



*Left to right: John Villere, senior relay technician, Entergy Louisiana; Chris Winters, communications specialist, Entergy Corp.; Morgan Stewart, communications manager, Entergy New Orleans; Leon Hinson, senior engineer, ENO gas business; Mark Hutchinson, senior relay technician, Entergy Louisiana; and Michael Roy Ross, operations coordinator, Entergy Louisiana.*

### Energy Management Tip of the Month:

#### Reduce Your Cooling Needs Before the Summer Heat Sets In

One way to save money on cooling costs before the peak summer months is to not operate an air conditioner when you can get by with outside air. If your home is well insulated, that will help keep unwanted heat out. You can also:



- Keep windows shaded and curtains closed during times of the day when the sun would pour into unprotected windows.
- Keep the production of heat in the home to a minimum by grilling outdoors and using microwave ovens rather than heating an entire oven in the kitchen.
- Use bathroom ventilation fans to remove warm, moist air during showers.
- Replace incandescent lamps with energy efficient compact fluorescent ones, which produce a quarter as much heat as incandescents.

Then, open the windows and enjoy natural ventilation if the breeze is blowing, or turn on a fan. Fans use a small fraction of the energy required to operate the air conditioner. Window or whole-house fans can be used to bring in outside air when it's cool enough, and ceiling or portable fans can stir the air so you'll feel cooler at higher temperatures. Fans can do that because as they increase air flow across your skin, they increase evaporation of the skin's moisture, which makes you feel cooler.

### Did You Know?

Our **Appliance Calculator** can show you how much it really costs to use the appliances in your home.

Visit

[www.energy-neworleans.com/  
your\\_home/Ensign.aspx](http://www.energy-neworleans.com/your_home/Ensign.aspx)



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