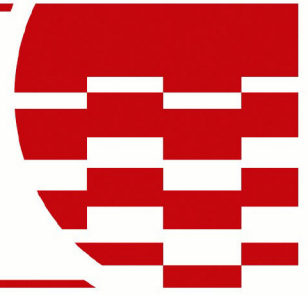


# Entergy Notes

News for our Customers



October 2007

## Five Simple Steps Help Reduce Winter Energy Bills

Winter has paid a visit to South Louisiana, bringing cold temperatures and prompting many of us to turn the heater on for the first time this season. To help customers conserve energy and manage their bills in the cold months ahead, Entergy is continuing its winter "Simple Steps" initiative.

The "Simple Steps" plan provides bill management ideas while informing customers how to maximize the benefits of electricity usage without sacrificing the comforts and conveniences electricity provides.

Here are the top five energy-savers:

- 1. Adjust the thermostat.** During winter months, set the thermostat to 68 degrees. Every degree higher can add 3 percent to your bill.
- 2. Conserve hot water.** Wrap your electric water heater with a water heater blanket and set the thermostat to 120 degrees or medium. Insulate pipes running to and from the heater and check for leaky faucets.
- 3. Replace air and furnace filters every 30 days.** Air conditioning and heating remain the top energy cost for a home, so keeping them in good condition makes sense.
- 4. Use energy-efficient bulbs when replacing light bulbs.** Entergy recommends Energy Star qualified compact fluorescent light bulbs that use 70 percent less energy and last up to 10 times longer than incandescent bulbs.
- 5. Seal air leaks.** In drafty homes, the air may "turn over" several times an hour, meaning that the home's entire volume of air must be reheated that often. Weather-stripping in any location where there may be a path from the inside of your home to the outside makes good sense. That includes places you may not think of – such as attic hatchways and electrical outlets and switches.

Participating in outdoor activities and holding indoor gatherings also allows you to lower your thermostat at home while enjoying the benefits of exercise and the warmth of a friendly get-together.

Instead of cocooning inside, bundle up and enjoy a long walk. It's good for your health! Organize a hay ride or get together with friends for caroling. If your home has a fireplace, roast some marshmallows and enjoy the company of family and friends. Think about using an outdoor Mexican oven the same way. Or light up the grill. Cooking out can be just as much fun in the winter months as the rest of the year.

Don't forget one of winter's simplest ways to keep warm: the occasional cup of hot chocolate. It always makes winter seem brighter and warms you from the inside out. Enjoying such simple pleasures can result in reducing winter heating costs, too.

### 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

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Kerry Jones, District A  
Sarah Sharp, District B  
Amy Davis, 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-ENERGY**  
(1-800-368-3749)

To report an Outage:  
**1-800-9OUTAGE**

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## Low-Income Champions Undergo a New Orleans Revival

More than 80 low-income advocates gathered on Oct. 16 for Entergy New Orleans' annual Low Income Customer Assistance Summit to find ways to improve the lives of low-income New Orleanians.

"This summit goes beyond communicating Entergy's policies and available assistance for our low- and fixed-income customers," said Rod West, ENO's president and chief executive officer. "This is an opportunity for our company and the low-income advocates to work together and find ways to address the pressing issues facing our under-served customers."

"New Orleans Revival" was the theme of the summit held at the St. Charles Zea Rotisserie & Grill. During lunch, Shades of Praise interracial gospel choir gave an uplifting performance.

Sessions at this year's summit focused on making housing more affordable, with featured speakers Mtumishi St. Julien, executive director, Finance Authority of New Orleans; Gregory Rigamer, president, GCR & Associates; Rosalind Peychaud, executive director, Neighborhood Development Foundation; Howard Rodgers, executive director, New Orleans Council on Aging; Douglas B. Kahn, director of housing, City of New Orleans; and Gary Silbert, director of economic development, ENO.



**Mtumishi St. Julien,**  
executive director,  
Finance Authority of  
New Orleans.



**Rosalind Peychaud,**  
executive director,  
Neighborhood Development  
Foundation.

Also presenting were Theo MacGregor and Jerrold Oppenheim, authors of *The Economics of Poverty* report commissioned by Entergy in 2006, which makes the case that making investments to eliminate poverty benefits all Americans.

The ENO Low Income Customer Assistance Summit is held annually to afford advocates and officials from ENO and local agencies the opportunity for networking and participating in strategy sessions. Each year the meeting identifies general subject areas that could be addressed to help provide assistance to low-income customers.

Each year, Entergy New Orleans honors individual advocates for their outstanding accomplishments. Two New Orleans individuals were this year's recipients of the "Making Things Brighter" award: Sister Vera Butler, St. Joseph's Church, and Father Vien thé Nguyen, Mary Queen of Vietnam Church.

Sister Vera was recognized for helping to establish The Rebuild Center for homeless and poor citizens in the St. Joseph's neighborhood. Father Vien was honored for ongoing advocacy for his Eastern New Orleans parishioners in the aftermath of Hurricane Katrina, including successfully closing down the Chef Menteur Landfill. Each award winner was presented with a \$1,000 check.



**Theo MacGregor (left) and  
Jerrold Oppenheim,** authors  
of *The Economics of Poverty*.



**The Shades of Praise,** a New Orleans interracial  
gospel choir, inspired the audience of 82 low-  
income advocates with a lunch time performance.



**ENO President and CEO Rod West**  
(center) with "Making Things Brighter"  
award winners Father Vien thé Nguyen,  
Mary Queen of Vietnam Church (left) and  
Sister Vera Butler, St. Joseph's Church.

## October Is Change a Light, Change the World Month

### Employees Demonstrate Energy Efficiency One Light Bulb at a Time



ENO President and CEO Rod West installs a compact fluorescent light bulb in the home of a Holy Cross neighborhood resident.

New Orleans residents learned this month how easy it is to change the world by making a simple switch to energy-efficient light bulbs, when Entergy employees stepped in to make the switch for them.

On Oct. 3, employees descended on customer homes in the Holy Cross neighborhood with armloads of compact fluorescent light bulbs used to replace traditional incandescent bulbs.

“Using energy-efficient light bulbs is an excellent way for our customers to manage energy costs and save money,” said Rod West, president and CEO, Entergy New Orleans. “Every light changed to an Energy Star qualified bulb uses a third of the energy of a standard incandescent light and lasts up to 10 times longer.”

The project, conducted in partnership with Green Light New Orleans, is part of the company’s month-long October Change a Light, Change the World pledge drive, which encourages customers and employees to commit to replacing one standard light bulb in their homes to an energy efficient bulb.

“Changing a single light bulb may hardly seem like a significant environmentally conscious action, but the results can be quite impressive if we all do our part,” said Melonie Hall, ENO’s director of customer service. “Our goal is to help our customers realize they truly can help change the world by taking this pledge and developing their own plan for conserving resources and protecting the environment.”

The Entergy volunteer team met at the Lower Ninth Ward Center for Sustainable Engagement and Development before heading into the community to change light bulbs.



#### If a Fluorescent Bulb Breaks

Though Compact Fluorescent Light Bulbs (CFLs) do contain small amounts of mercury, the greatest risk if a bulb breaks is from getting cut by glass shards. Research indicates that there is no immediate health risk to you or your family should a bulb break and it’s cleaned up properly.



You can minimize any risks by following these proper clean-up and disposal guidelines:

Sweep up—don’t vacuum—all of the glass fragments and fine particles.

Place broken pieces in a sealed plastic bag and wipe the area with a damp paper towel to pick up any stray shards of glass or fine particles. Put the used towel in the plastic bag as well.

Open windows to allow the room to ventilate.

#### State of Louisiana Offers Light Bulb Recycling Program

The State of Louisiana is observing the *Save a Light, Save the World* campaign by promoting a recycling campaign for compact fluorescent bulbs.

The state’s Department of Environmental Quality has established these New Orleans area sites where residents can drop off CFLs to be recycled during the month of October:

- New Orleans, 201 Evans Road, Bldg 4, Suite 420
- Mandeville, 645 N. Lotus, Suite C
- Lockport, 110 Baratavia Street

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



**Pumpkin Butter**

3 ½ cups cooked pumpkin  
1 TB pumpkin pie spice

1 box powdered pectin  
4 ½ cups sugar

In a large saucepan, combine pumpkin, spice and pectin; mix well. Place over high heat and stir until mixture comes to a hard boil. Immediately add sugar and stir. Bring to a full rolling boil and boil hard for 1 minute. Remove from heat; ladle quickly into glasses. Cover with 1/8 inch hot paraffin.

*\*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.*

**Energy Management Tip of the Month**

**Building an Energy-Efficient Home Benefits Homeowners**

Homeowners enjoy four major benefits from energy-efficient construction: lower utility bills, increased comfort, higher resale value, and qualification for "energy-efficient" mortgages. We'll look briefly at each one.

Lower utility bills are the result of higher construction standards as compared to conventional construction. More insulation, better windows, highly efficient appliances, and wise use of the sun for heating and passive cooling are just some of the major reasons an energy efficient home will have lower utility bills.

Increased comfort is because energy-efficient construction techniques virtually eliminate drafts and temperature gradients that make homeowners feel warmer or colder than they really are.

Higher resale value results from better-constructed, more energy-efficient homes being worth more in the marketplace. (One survey found that 85% of the respondents believe energy-saving features add to a home's resale value.)

Finally, the possibility of qualifying for an "Energy-efficient Mortgage" is a real advantage. Home buyers purchasing an "energy-efficient" home with energy consumption that can be documented may qualify for a larger mortgage than they would receive on a "conventional" home. According to the National Association of Realtors, lenders are now looking closely at the projected utility costs for a home in determining whether a "prospective" mortgagor can afford both the monthly mortgage payment and the utility payment.

**Entergy In the Community**

Would you like to request an Entergy speaker for an upcoming event or a representative to attend a neighborhood meeting? Call Terri Babin at (504) 670-3530.



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