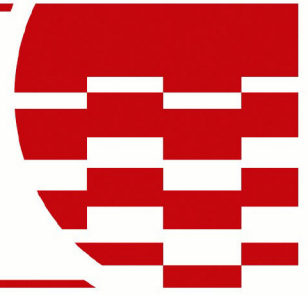


Entergy Notes

News for our Customers



September 2007

New Orleans Residents Lend a “Helping Hand”



New Orleans resident Linda Hence gets a “Helping Hand” from Entergy New Orleans customers.

New Orleans resident Linda Hence and her daughter Deidra both lost their homes during Hurricane Katrina. Linda also lost her job. Yet even with her hardships, she continues to be compassionate about helping others and urges everyone to do the same.

Entergy New Orleans’ Helping Hands program provides Linda the opportunity to do just that. Linda has always been a Helping Hands contributor and following the storm, she became a recipient. She applied for and

was awarded a \$500 Power of Hope grant which she says, “Saved me.”

Linda continues to struggle to put the pieces of her life back together, but she also helps others who are struggling. Through her utility bill, she makes a monthly contribution to Helping Hands as a way of giving back and giving thanks to Entergy for the help she received.

In addition to making monetary donations and rebuilding her home in New Orleans East, Linda continues to volunteer her time in the Baton Rouge area, where she lives temporarily, with the East Baton Rouge Food Bank, United Methodist Ministry and St. Vincent DePaul Church.

“Helping Hands is a wonderful program,” said Linda. “I didn’t know how good until I needed help.”

Linda encourages all to contribute to Helping Hands. She is just one of thousands of people to showcase the program’s success and the value of Entergy’s customer, employee, retiree and shareholder support.

All funds contributed to Helping Hands are directed to the New Orleans Council on Aging for disbursement to qualified customers. To receive assistance from the fund, a customer must be 65 years of age or older, be disabled or have an income below the poverty level.

Please consider donating to Helping Hands and encouraging your neighbors to do the same. 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. Entergy shareholders match new customer contributions up to \$500,000 annually. And, all donations are tax deductible.

Make your contribution to Helping Hands by checking the box on your monthly bill or by visiting our Web site at www.entergy-neworleans.com/our_community/fuel_fund.aspx.

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
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 ENTERGY
(1-800-368-3749)

To report an Outage:
1-800-9OUTAGE

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Energy Theft is Dangerous and Illegal

Stealing energy is a crime. It's also dangerous. On behalf of all its customers, Entergy New Orleans is extremely concerned about the dangers that energy theft poses to those who illegally manipulate electric and gas meters or bypass them to avoid paying for service.

Electricity and gas are there when you need them, at the flip of a switch. However, service wires and equipment, handled improperly, can cause serious injury and even death. Nearly every instance of energy theft Entergy has discovered has presented a very dangerous situation for innocent family members, friends and neighbors, as well as utility employees.

Those who steal energy can expose themselves and others to electrical burns, gas leaks, carbon monoxide problems, permanent injuries and death through electrocution.

Electricity and Gas Theft

Electric service wires to homes and businesses, handled improperly, can deliver enough "jolt" to kill. Using metal objects and tools near electric current in these lines can have devastating and deadly results.

What does electricity theft look like? If someone is stealing electricity, you may notice that the person has extension cords or jumper cables attached to their power lines or electrical equipment, or that they are working on power lines or meters, and they are not a trained professional.

Tampering with natural gas meters and equipment can cause gas leaks and potential carbon monoxide problems that may result in very dangerous situations including serious injury and property damage.

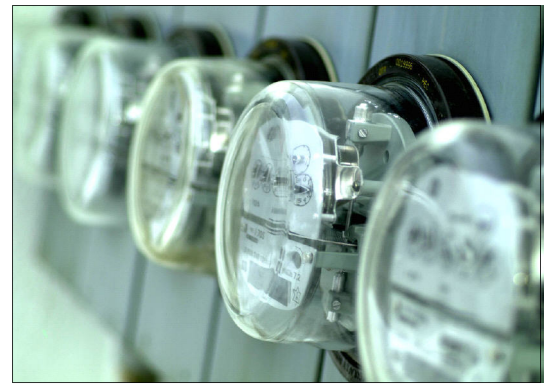
Signs of gas theft might include a meter with missing dials or other evidence of damage or tampering such as a direct pipe connection from the service riser piping to the customer's line bypassing the meter. This direct connect is often made with materials such as plastic and rubber hose and tape—materials that are not made for safe delivery of natural gas service.

Energy Theft is Costly

Even though the vast majority of ENO customers are honest, those who steal service are costing us all money. Like other businesses, utilities consider theft losses to be part of the cost of doing business, which means honest customers end up footing the bill.

How to Report Energy Theft

If you see signs of electricity or gas theft or related suspicious activities in your neighborhood, report them immediately by calling 1-800-ENTERGY. You don't have to identify yourself and the information you provide will be treated confidentially. By calling Entergy, you not only help protect honest customers and your own wallet, you also may help protect someone's life! Reporting energy theft is the wise and safe thing to do.



Entergy Named to Worldwide Dow Jones Sustainability Index



For an unprecedented sixth consecutive year, the Dow Jones Sustainability Indexes named Entergy Corporation to the Dow Jones Sustainability World Index and the Dow Jones Sustainability North American Index. Entergy was the only U.S. utility selected to the world index.

In 2007, Entergy ranked best in class for occupational safety; environmental policy and environmental management; stakeholder engagement; climate strategy; and talent attraction and retention. Entergy also scored in the top percentile for corporate governance, labor practice indicators and environmental reporting.

"Our designation as a DJSI company is an extremely noble distinction that communicates Entergy's vision of honesty, integrity and sustainability to all our customers," said J. Wayne Leonard, Entergy's chairman and CEO.

Launched in 1999, the DJSI tracks the financial, environmental and social performance of leading sustainability-driven companies worldwide and selects companies whose overall performance scores are in the top 10 percent for their sector.

One of Our Favorites
From Our “Woodstoves to Microwaves” Cookbook*

Red Bean Soup

1 cup dried red beans	2 cups croutons
1 ½ quarts water	1 clove garlic, chopped
1 onion, chopped	1 stalk celery, diced
¼ stick (2 tablespoons) butter	1 ham bone



Cover beans with water and boil 2 minutes. Remove from heat and soak 1 hour. In a heavy saucepan, sauté onion in butter until soft. Add beans with water, garlic, celery, ham, salt and pepper. Cover and bring to a boil; lower heat and cook for 2 hours or until beans can be mashed with a spoon. Puree beans in a blender or mash through a coarse strainer. Reheat bean mixture before serving and garnish with croutons.

**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.*

Entergy New Orleans Applauded for Preparing Public Schools for Opening Day

At a press conference of the Recovery School District on Sept. 5, State Education Superintendent Paul G. Pastorek recognized Entergy New Orleans for helping the RSD reach an important milestone in the turnaround of the New Orleans school system.

The RSD, a special state school district administered by the Louisiana Department of Education, completed the rebuilding of 22 schools that suffered from years of neglected maintenance. When the district determined this summer that eight of the schools housed in modular, portable buildings needed new electric service, Pastorek personally called ENO to help with the job.

“Entergy did a fabulous job of helping us out on the electrical side,” said Pastorek. “We had some real challenges in being able to open a number of these schools. We had long lead items we had to address and Entergy was extraordinarily helpful.”

With 12 weeks to go before school opened when Pastorek made the call, ENO determined that the pad mounted transformers needed could not be delivered by the manufacturer in time. The ENO team, lead by Tom Peters, region manager, metro distribution operations, came up with some innovative solutions to provide service in time for school.

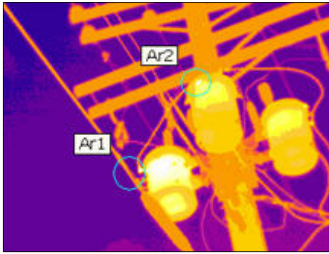
“We downsized some of the service requirements at some of the sites and in other cases found existing transformers that were the right size to serve the portable buildings,” said Peters. “To get the transformers we needed, our account service managers contacted customers that had finalized their accounts to verify that their transformers were no longer needed.”

“Seldom do you provide service to a commercial building where a pad mounted transformer is involved in a 12 week time frame,” added Peters.

At the Thurgood Marshall Middle School press event, Pastorek said, “Entergy was a critical partner, especially in regard to the modular campuses, in getting schools energized and fully operational. Entergy repeatedly answered the call to deliver and install the transformers and ancillary wiring necessary to energize the modular campuses.”

Pastorek said that with Entergy’s help, New Orleans schools are starting to turn around. “It’s great to be in a newly renovated New Orleans public school where children can be proud of the environment in which they learn, where we treat them with the dignity and respect they deserve and we give our children the best that we as adults have to offer. It’s about time. Change is coming.”

Heat-Seeking Camera Stops Outages Before They Start



An actual infrared photo shows trouble spots on this utility pole. The brightest part of the image indicates the hottest temperature.

“Infrared allows us to see what our eyes cannot,” said Frank Muscarello, senior reliability engineer associate. “Nearly everything gets hot before it fails, making infrared cameras an extremely cost-effective, valuable diagnostic tool with many diverse applications.”

While infrared technology is a tool known mostly for its use by the military and law enforcement, Entergy uses the technology to detect abnormally hot electrical connections or components, measuring within one-tenth of a degree of accuracy, said Caldwell.

The inspections are one of many ways ENO, EGSI, and ELL have prepared for the high electricity demands of summer since 2000. At the end of each week, the contractor provides a report on findings for use in future maintenance. Critical problems are called in as they are discovered for immediate repair.

Infrared detection also assists the company with its storm response capabilities.

“Last month, as we looked at the potential threat Hurricane Dean posed to the New Orleans region, Entergy New Orleans felt secure knowing that we had already evaluated some of our customer facilities and made repairs to potential trouble spots,” said Tom Peters, region manager, metro distribution operations.

“Preemptive service strategies are a key focus of our operations,” said Alvin Donaldson, distribution reliability/work management manager. “This technology underscores the company’s commitment to staying customer focused and ensures that the company’s preventative programs are directed to the most outage-prone areas.”

In the parking lot of Entergy’s Virgil Street facility in Algiers, Stephen Caldwell directs his handheld infrared camera to a transformer and distribution line. A tiny image cast in brilliant pink, blue and green tones appears on the attached monitor. Nice and cool.

Then Caldwell turns the camera towards an 18-wheeler. The exhaust pipe of the vehicle shines vivid yellow on the screen, and a reading of the pipe’s temperature appears.

“That exhaust pipe is over 110 degrees,” said Caldwell.

Caldwell’s company, Infrared Specialists, contracts with Entergy to inspect circuits throughout Entergy New Orleans, Entergy Louisiana and Entergy Gulf States territories. The effort aims to identify and correct equipment problems before they turn into outages.



Frank Muscarello (left) and Stephen Caldwell focus the infrared camera on a utility pole to demonstrate its simple use.

Energy Management Tip of the Month

Oct. 3 is Change a Light, Change the World Day



Entergy is participating for the third year in the Energy Star “Change a Light, Change the World” campaign to promote energy efficient compact fluorescent lighting.

You can do your part by replacing light bulbs in your home and office with energy-efficient compact fluorescent bulbs. According to the Energy Star program, a compact fluorescent light bulb:

- Uses two-thirds less energy
- Saves at least \$25 over its lifetime in energy costs
- Lasts at least 6,000 hours, or about four or five years

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