

Entergy Notes

News for our Customers

April-May 2008

Entergy New Orleans Donates \$100,000 to Green Light New Orleans

Entergy New Orleans, Inc. is helping customers save millions of dollars on their electricity bills thanks to a donation to Green Light New Orleans.

Rod West, president and chief executive officer, delivered a check in March to Green Light New Orleans so the nonprofit can purchase compact fluorescent lights and install the bulbs in the homes of local residents.

The donation by Entergy New Orleans of \$100,000 to GLNO will facilitate the purchase of 40,000 CFLs and will create energy savings of \$2 million over the life of the bulbs.

Green Light New Orleans is a local environmental nonprofit organization that works to reduce the burden of high energy bills and reduce climate changing carbon emissions in the city of New Orleans. Since its beginning in October 2006, GLNO has installed 60,000 CFLs.

Representatives from Coca-Cola are making a joint donation with the New Orleans Saints of \$50,000.

"There is a great need for these kinds of initiatives to help our customers lower their energy burden," said West. "We proudly partner with Green Light and join Coca-Cola and the Saints to challenge other members of the business community to support this important cause."

The support for Green Light New Orleans is a part of the company's overall initiative to reach out to Entergy New Orleans customers and educate them about ways to become more energy efficient in their homes and save money on their energy bills.

Entergy New Orleans announced a \$500,000 initiative earlier this year to reach out and educate as many customers as possible about ways to become more energy efficient.



Rod West, president and CEO of Entergy New Orleans, Inc., at left, presents a \$100,000 check to Andi Hoffmann, executive director, Green Light New Orleans, center front, while surrounded by the nonprofits' supporters.

Our Mission

The mission of the Entergy New Orleans, Inc. 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
Vacant, 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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Entergy New Orleans is Ready for Storm Season

When serious weather threatens, Entergy New Orleans, Inc. mobilizes for around-the-clock outage restoration, and we are ready.

In preparation for the coming storm season, 85 linemen performed a reliability blitz during one week in April on 22 circuits throughout the city to identify and correct potential problems that could later lead to outages. During the blitz we replaced 350 cross arms, installed 30 switches and made upgrades on equipment to help ensure reliable power delivery.

Tree Limbs Are A Big Issue

Vegetation management is another critical aspect of storm preparation. We conduct tree trimming near electrical distribution feeders to remove large, overhanging limbs that could fall and create power surges that endanger power lines and equipment. By June 1, Entergy New Orleans will complete 175 miles of critical tree trimming.

We're Ready, Are You?

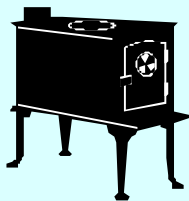
Now is the time, before a major storm or hurricane threatens, to survey and prepare your yard. Look for dead or weakened branches that could snap during a storm and begin pruning to help trees better withstand high winds. Before trimming a tree, check carefully for nearby power lines. If a tree is too close to or touching a power line, don't try and trim it yourself. It is safe only for licensed, qualified tree trimmers to work near power lines. Call 1-800-ENTERGY (1-800-368-3749).

Call In Your Outage

Anyone experiencing an outage should call in their outage to 1-800-9OUTAGE (1-800-968-8243).



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



Barbecued Spareribs

3 pounds spareribs	1 TB Worcestershire sauce
1 TB shortening	3 TB brown sugar
1 onion, minced	6 TB water
6 TB lemon juice	1 cup chili sauce
3 TB vinegar	1-1/2 tsp. salt
1/4 tsp. pepper	

Cut ribs into 6 servings. Heat shortening over medium heat. Add ribs and brown slowly on both sides. Remove ribs; stir in remaining ingredients. Mix thoroughly. Return ribs; bring to boil. Turn heat low; cover and cook 1 to 1-1/2 hours or until meat is tender. Yield: 6 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.*

Entergy New Orleans is Committed to Saving Vintage Street Tiles



New Orleans is known worldwide for its sensational festivities and historical landmarks – Mardi Gras, the Jazz & Heritage Festival, the French Quarter and the Chalmette Battlefield – to name a few. But to locals, there are subtler features that are representative of the city’s soul and that cast an indelible image as uniquely New Orleans.

One of those is the iconic historic blue porcelain street name tiles that grace the curbsides of the French Quarter. Replicas of these beloved tiles adorn jewelry creations, refrigerator magnets, ties for men and other artwork.

Taking care to preserve such local treasures is an important aspect of working in a historic city. And it’s a responsibility that Entergy New Orleans, Inc. takes seriously.

As the company continues its gas rebuild, installing new flood- and corrosion-resistant gas pipes throughout the city, it is Entergy New Orleans’ practice to carefully remove the street name tiles, keep them safe while work is being performed and then restore them to their original street corner.

At each house, gas crews perform directional boring, digging roughly 4-square-foot cuts into streets near curbsides, to install polyethylene pipe through the soil. Crews repave the cuts when the work is complete, paying special attention to the historic street tiles.

“Entergy employees care about our city’s historical treasures, and our gas business has a long history of providing safe and reliable natural gas service since 1835,” said Rusty Burroughs, vice president, gas operations. “When we speak about preserving the history of New Orleans, we take that obligation seriously.”

Entergy New Orleans requires its subcontractors to follow the same standards, procedures and practices as Entergy. But as part of the normal inspection process, Entergy New Orleans managers discovered that a subcontractor’s crew had destroyed the street name tiles on six blocks. That crew was immediately terminated from the job.

The fact is, of the nearly 1,500 street corners impacted by the rebuild to date, approximately 500 have street name tiles and only about 18 were damaged -- a clear violation of Entergy’s practice. Those tiles are in the process of being replaced.

“We regret any inconvenience and we will continue to work hard to ensure the protection of the city’s historical treasures during this long rebuild process,” Burroughs said.



Energy Management Tip of the Month:

Limit Sun Exposure

Install solar screens or films on sunny windows to reduce heat gain in your home during the summer months, thus reducing air conditioning costs.

Detecting Phantom Power

How to identify and eliminate wasteful electric consumption



When an electronic appliance is turned off you may think you're saving energy, but a surprisingly large number of electrical products today – from computers to washing machines – continue to draw power as long as they're plugged into an outlet.

This is called standby power, also known as phantom power. While it may seem trivial, the amount of electricity wasted can add up over time. According to the U.S. Department of Energy, as much as 25 percent of the electricity used to power home electronics is consumed while the products are turned off.

What appliances use phantom power?



Knowing which appliances and electronic devices are the likely users of phantom power will help you become a better energy manager. Those with remote controls or with built in clocks, timers and instant-on features are likely to continue using power even when they have been turned off.

Some common culprits of phantom power are: televisions; DVD and VCR players; computers; printers; chargers for cell phones, digital cameras and power tools; washers and dryers; ranges; and microwave ovens.

Ways to save on your electric bill

- **Use power strips.** Connect several electronics to one power strip and turn the strip off when the equipment is not in use to completely disconnect the power supply from the power source.
- **Unplug small transformers** (battery chargers and power adapters) when equipment is fully charged or not in use. Small transformers are the plastic power suppliers that come with many electronics and plug into a standard wall outlet.
- **Check the label.** If purchasing an Energy Star-labeled appliance or electronic device, choose the model that uses the least standby power, if listed on the label. If standby power is not listed on a product label, you may check the DOE's online database (<http://oahu.lbl.gov>) to view manufacturer supplied standby power data by product category.
- **Shop for appliances with all-in-one features**, such as a phone with a built-in answering machine and caller i.d. display. This will reduce the number of small transformers plugged in and the amount of energy wasted.



Safety Can Be Fun



Entergy recently upgraded its "kids' safety" section on its Web site. "Electrical Safety World" helps teach children in grades three through seven the important safety skills they need to make good choices around electricity.

The new site offers more than safety tips and warnings. It engages a child's imagination with interactive games such as "The Voltinator," "Find the Hidden Dangers" and "Shock Blocker."

The site also includes fun experiments, hands-on activities and special sections for parents and teachers. A 23-page Teachers Guide makes teaching students the principles of electricity a breeze.

To view "Electrical Safety World," go to www.energy-neworleans.com and click on "Safety for Kids."

Entergy Notes
is a publication of
Entergy New Orleans, Inc.

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