



Entergy Mississippi, Inc. Builds on Successful *Ennovations* Strategy

More than \$70 million in upgrades will target additional service improvements

Just because you are seeing more Entergy Mississippi trucks in your neighborhood these days doesn't necessarily mean there is a power outage nearby. In fact, workers may just be preventing one.

Building on its successful *Ennovations* initiative launched in 2007, the utility is combining decades of industry experience with new technologies and extensive planning to make a quality product even better.

In 2007, Entergy Mississippi invested more than \$36 million in approximately 300 projects determined to have the greatest positive impact. This year, the company will spend an additional \$34.2 million on 260 targeted projects.

"We are highly encouraged by the positive results gained through *Ennovations* in 2007 and are eager to build on that success in 2008," said Entergy Mississippi president Carolyn Shanks. "We are working hard to surpass customer expectations today and to position ourselves as the power company of the future."

Key to *Ennovations'* success is its focus on pre-emptive service strategies, including

the use of high technology to analyze outage data; to inspect lines, circuits and other equipment, and to ensure that work occurs in the most outage-prone areas. For example, infrared cameras that employ thermal imaging technology are used to seek out weaknesses in the system before they become problems.

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Other plans include an advanced underground cable treatment program to extend the life of company facilities and prevent future outages. State-of-the-art inspection and damage identification equipment also identifies problems quickly, helping reduce the length of outages that customers experience when problems occur.

Another focus, while highly effective, is decidedly more low-tech: the installation of lightning arrestors and animal guards are designed to keep Mother Nature and her critters at bay.

Furthermore, Entergy Mississippi is spending more than \$9 million on its tree-trimming efforts in 2008 to further reduce the

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Entergy Accepting Applications for Community Partnership Grants

A March 31 deadline is fast approaching for nonprofit organizations across Mississippi to apply for a grant of up to \$1,000 through the Entergy Community Partnership Grants program.

"A cornerstone of Entergy's business philosophy is helping build and enrich our communities," said Ann Becker, external affairs manager for Entergy Mississippi. "These grants enable us to work as partners with the local groups that know community needs best."

"After sponsoring the grants for more than 15 years, we can look back on hundreds of projects we have supported that have made a real difference in the lives they have touched," she said.

Only online application forms will be accepted. The guidelines and grant form are available at http://www.entergy.com/our_community/cpGrant_Guidelines.aspx.

Organizations that have received grants for three consecutive years must wait one year before applying again. Organizations must be located within Entergy's service territory.

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Grant applications are judged by an advisory board made up of educators and community representatives on approach, objectives, benefits, participation and evaluation.

Questions may be directed to Ann Becker via e-mail at abecker@entergy.com.

Entergy Mississippi's Economic Development Team has the Blueprint for Success

How does a regulated utility grow its business and help the communities it serves at the same time? John Turner, director of economic development for Entergy Mississippi, Inc., and his team have the blueprint for everyone's success.

"The more successful our communities are, the more successful Entergy is," said Turner. "New and expanding companies translate into more jobs and more business for the community, but it also results in the need for more electricity. It's a win-win situation."

For Entergy Mississippi, recruiting businesses and industries to the state is a delicate process. The company's eight-member team qualifies business leads, helps communities prepare for new business and assists in recruitment. The group also works closely with key allies like the Mississippi Development Authority, local economic developers and local business leaders to attract new commerce to the state.

"Communities — not states — win projects," said Turner. "Our community development managers work with local communities to help them be a competitive contender."

A recent example of how Entergy Mississippi's economic development

department is helping communities is the automotive supplier forum held in Grenada. Community leaders from north Mississippi gathered to learn how to make their hometown the choice location for companies that will supply the new Toyota assembly plant in Tupelo.

"We want our communities to take advantage of the many opportunities that Toyota will surely bring to our state," Turner said. "This is a very important moment for Mississippi, and we are dedicated to ensuring that our communities are successful."



The boot camp will guide community leaders step-by-step through the site selection process and help them develop a marketing strategy for their area.

They also focus on business retention and expansion. Entergy Mississippi assures businesses that they'll have the continued support needed to be successful. In the last year Entergy Mississippi helped several at-risk companies reestablish their organizations and become competitive within their industries.

"We have a strong focus on business retention and expansion because 70 percent to 80 percent of all new jobs come from existing business," said Glenn Parker, business retention and expansion account manager. "This proved to be the case last year when approximately 75 percent of the added load was from existing business expansion and more suppliers moving to Mississippi to support the growing businesses."

In 2008, Anita Lewis and Steve Kelly, community developers for Entergy Mississippi, will rollout a six-week "boot camp" for a selected group of communities. The course will guide leaders step-by-step through the site selection process and help them develop a marketing strategy for their area.

"At Entergy Mississippi, we are working hard to make the future brighter for our customers — not just by providing reliable service — but by strengthening communities as well," said Turner.

"...Ennovations..." CONTINUED

risk of damage to lines, poles and equipment from falling limbs and trees. In addition to maintenance trimming, the company is spending more than \$1 million to continue to identify dead or dying trees and remove them. Many of these targeted trees suffered damage during Hurricane Katrina that is only now becoming apparent.

"We know our customers count on us all day every day, and we take that responsibility very seriously," said Shanks. "Through *Ennovations*, Entergy Mississippi continues to raise the bar on quality service."

Shanks noted that *Ennovations* builds on Entergy Mississippi's Beyond the Basics goals. Under that initiative adopted more than five years ago, the utility's commitments included providing affordable electric rates and building stronger communities.

"The improvements Entergy Mississippi is bringing about through *Ennovations* are well-planned, expertly executed actions designed to further improve a quality product," said Shanks. "These efforts will continue to directly benefit customers by resulting in fewer outages."

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