



News for our Mississippi Customers

Major Entergy Grant Launches Power Systems Lab at Jackson State University

Program will expand engineering pipeline for Mississippi industries

The future of engineering in Mississippi got a rocket boost recently when Entergy and the Entergy Charitable Foundation announced a major financial award to Jackson State University.

The company gave a \$400,000 gift that will establish the Entergy Power Systems Laboratory in the School of Engineering, College of Science, Engineering and

Technology. It will allow JSU to offer a power systems track in the engineering program. Entergy also made a surprise, additional \$100,000 award that will provide scholarships to JSU engineering students.

"This is a strategic investment in the future work force of Mississippi to make our state more attractive for energy research,

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LIHEAP Funds Still Available to Help Eligible Families

Entergy Mississippi, Mississippi DHS urge residents to apply

With colder weather on the way, Entergy Mississippi, Inc. and the State Department of Human Services want eligible Mississippians to know that there is money available to help pay their heating bills.

Congress gave Mississippi a record \$43 million for the Low Income Home Energy Assistance Program in 2009. That's 260 percent more LIHEAP dollars than the prior year and the first time the request has been fully funded.

By addressing our most critical needs, we can build stronger communities and a better future for us all.

LIHEAP funds are given to low-income residents who need help paying their gas or electric bills. Agencies began giving money to qualified Mississippians in January. Because funds remain, they are still taking applications.

"Entergy is a long-time supporter of efforts to increase LIHEAP funding, and the extra money received this year couldn't have come at a better time," said Gloria Johnson, director of customer service for Entergy Mississippi, Inc. "We're working hard to get the word out to our customers. Anyone who thinks they might qualify should apply at their local community action agency."

DHS administers the program and community action agencies distribute the funds. Those familiar with LIHEAP say the number of Mississippians who

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JSU engineering students Filmon Berhe (left) and Carlos Morales (right) explore the new Entergy Power Laboratory with Oscar Limpas, vice president of engineering, Entergy Nuclear (second from left), and Haley Fisackerly, president and CEO, Entergy Mississippi, Inc.

Entergy Mississippi Launches 'Simple Steps' Pilot Program

Qualified customers will receive free kits to improve energy efficiency

Educating customers about energy use and giving them tools to become more energy efficient are goals of "Simple Steps," a pilot program recently rolled out by Entergy Mississippi, Inc.

"Simple Steps" includes a general program for Entergy Mississippi residential and small-business customers and a low-income program for customers in Jackson, Greenville and McComb. A separate energy-efficiency program aimed at middle-school students will also be introduced.

"We want to show that using energy more wisely is easy, economical and very affordable," said Gloria Johnson, director of customer service for Entergy Mississippi, Inc. "We're going a step further by not only giving customers energy-saving tips, but arming them with weatherization kits that can improve the energy efficiency of their homes and businesses."

To participate, customers must complete a home or small-business energy assessment via

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"...Power Systems Lab..." CONTINUED

development and manufacturing," said Haley Fisackerly, president and chief executive officer of Entergy Mississippi, Inc. "The students who graduate from this program will be an incredible resource not only for Entergy, but for businesses and industry throughout Mississippi."

"We're extremely thankful to Entergy for this generous grant to help us equip the Power Systems Laboratory in our new School of Engineering building," said Dr. Ronald Mason, Jr., president of Jackson State University. "Entergy's gift will have a lasting impact on our students as they prepare for challenging careers in the utility industry."

The Power Systems Laboratory will let students conduct experiments in power simulation, power electronics, electrical machines and other subjects related to managing and modernizing the nation's energy transmission systems. Students will also learn about electric grid infrastructure, energy conservation, renewable energy and large-scale smart grids.

"By putting in place local programs like this, we're preparing area students for careers in a growing industry," said Mike Kansler, president and chief executive officer of Entergy Nuclear. "Young Mississippians need

to know that Entergy is a leader in the power industry, and that there are many opportunities for future careers right here at home."

The availability of engineering graduates is especially critical for the utility industry, where a large percentage of the work force is nearing retirement. To guarantee a steady supply of qualified replacements, Entergy has increased efforts to renew interest in engineering-related fields and work with schools to expand degree programs.

Sponsorship of the JSU Power Systems Laboratory and funding of the scholarships is part of Entergy's *Destination Education* initiative, which seeks innovative projects that

develop critical thinking skills and enhance academic preparedness in math, science and technical fields.

"Engineering is definitely making a comeback," said Randy Helmick, vice president of transmission for Entergy. "We believe the new program at Jackson State will attract today's young minds to study electric power systems and provide a pipeline for future generations of engineers."

So far, 2009 has been a busy year for *Destination Education*. Entergy recently announced a major contribution to

Mississippi State University's Promise Program, a scholarship program that helps children of low-income Mississippi families. This summer, the company also made a \$300,000 contribution to the Mississippi Building Blocks early education initiative and launched a nuclear energy curriculum program in state high schools called "Power Path to Nuclear" — the first program of its kind in the nation. Today's grant is from Entergy Mississippi, Inc., Entergy Nuclear and Entergy's transmission group.

This is a strategic investment in the future work force of Mississippi to make our state more attractive for energy research, development and manufacturing.

"LIHEAP..." CONTINUED

qualify has risen. However, many don't know about the program or don't realize they are eligible.

Mississippians who think they may qualify should call their local community action agency. Entergy Mississippi customers can visit entergy-mississippi.com to find the closest agency.

"Supporting LIHEAP is one of many ways Entergy Mississippi helps low-income customers," said Johnson. "By addressing our most critical needs, we can build stronger communities and a better future for us all."

"...Simple Steps..." CONTINUED

an online survey at entergy-mississippi.com. They will then be mailed weatherization kits while supplies last. These contain items that can be easily applied for small-scale efficiency improvements, such as caulk, vinyl door sweeps, air filter whistles and compact florescent light bulbs.



Low-income customers who are eligible for Power to Care or LIHEAP assistance can also get weatherization kits at Salvation Army sites in Greenville, Jackson and McComb.

These customers can perform self-audits using the Salvation Army's computer labs and submit printed receipts showing proof of completion. After verifying receipts, Salvation Army workers will give customers free weatherization kits while supplies last.

"These kits will give our customers hands-on experience with basic, affordable energy efficiency items that are available at many major retail stores," Johnson said. "After using the kits, they'll know exactly what to shop for in the future to continue their energy efficiency efforts."

Entergy Mississippi will conduct follow-up surveys in early 2010 and report results to the Mississippi Public Service Commission.



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