



News for our Mississippi Customers

Entergy Mississippi Targets Federal Stimulus Funds for Customers

“Smart Meter” pilot would be aimed at residential, small commercial customers

A \$3 million pilot project aimed at testing new technology to improve customer service and lower customer bills may soon get underway. That’s if the U.S. Department of Energy approves an application filed recently by Entergy Mississippi, Inc.

If approved, the federal stimulus grant would place automated meters in 5,000 residences and small commercial businesses, including some government buildings.

“Entergy Mississippi is working hard to get these federal stimulus dollars, and is excited about the prospect of this pilot project,” said John Mullins, vice president of customer operations for Entergy Mississippi, Inc. “This new technology is designed to let customers view their energy consumption in real time. That’s valuable information they could use to reduce their electric bill.”

If the pilot project meets company and customer expectations, it could be expanded.

“We’re committed to meeting our obligation to serve by providing the most

“Smart Meter” Technology*

Automatic meter reading, or AMR, is the technology of automatically collecting consumption, diagnostic and status data from metering devices and transferring that data to a central database for billing, troubleshooting and analyzing. This advance saves utility providers the expense of periodic trips to each physical location to read a meter. Another advantage is billing can be based on near real time consumption rather than on estimates based on previous or predicted consumption. This timely information, coupled with analysis, can help both utility providers and customers better control the use and production of electric energy.

*SOURCE: Wikipedia



The photo above shows an example of a newer retrofit US domestic digital single-phase smart meter.*

reliable, affordable power possible,” Mullins said. “We’re continually working to find solutions that benefit customers and provide long-term stability in our rates.

“Energy efficiency measures are an important component in meeting customer challenges and in providing for our customers’ future energy needs.”

Mississippi Invests \$300,000 in Mississippi Building Blocks

Grant will help fund early childhood education project statewide



Haley Fisackerly, president and CEO of Entergy Mississippi, shows students at the New Jerusalem Christian School in Jackson some of the educational toys provided through the Mississippi Building Blocks program.

It’s a basic rule of economics: Wise investments made early in the game can pay off in the future with big dividends.

Entergy Mississippi, Inc. is applying the same philosophy to Mississippi’s future. Recently, the company announced a \$300,000 grant to Mississippi Building Blocks. The early childhood education program aims to improve the quality of pre-kindergarten and build a stronger future work force. The first \$100,000 gift is one of three installments to be invested in the program over three years.

“Supporting Mississippi Building Blocks is an investment that will pay off in long-term benefits for our state,” said Haley Fisackerly, president and chief executive officer of Entergy Mississippi, Inc. “More and better early childhood education directly affects the success of our children, our communities and our economy. This initiative is critical in Mississippi, where there is no statewide pre-K program.”

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"...Building Blocks" CONTINUED

Mississippi Building Blocks is a three-year pilot program that will serve some 50 child care centers and 150 early education classrooms throughout the state. Over the life of the pilot, \$10.5 million of funding is required, all to be contributed by the private sector.

"Thoreau wrote that a corporation can have a conscience only if it is run by conscientious leaders," said Blake Wilson, president of the Mississippi Economic Council. "The fact that this new initiative is funded by the conscience of the corporate community sends a clear signal about how important early childhood education is to Mississippi's future.

Supporting Mississippi Building Blocks is an investment that will pay off in long-term benefits for our state.

"Entergy Mississippi has also sent a positive signal to its customers and employees that it cares about making a difference in our children's lives."

The idea for Mississippi Building Blocks took shape when Momentum Mississippi and Leadership Mississippi, both part of MEC, partnered to bring business and education leaders together on the issue of early childhood education. They launched the program in December 2008.

"Mississippi Building Blocks is committed to improving school readiness and work force development," said Dr. Laurie Smith, executive director of Mississippi Building Blocks. "Entergy Mississippi's generous donation will help us meet this commitment by

enabling us to purchase needed classroom materials and promote teacher training within participating child care centers.

"Good corporate citizens like Entergy Mississippi are vital to the successful fulfillment of Mississippi Building Blocks' mission, and I am grateful for their support."

More and better early childhood education directly affects the success of our children, our communities and our economy.

"We're very excited that Entergy Mississippi has made it a priority to help boys and girls in our state get a great start in life," said Dr. John Jordan, interim state superintendent of education. "Teachers and school leaders work hard to prepare students for their future endeavors, but they can't do it alone. Mississippi Building Blocks is a wonderful example of how Entergy Mississippi and other business leaders are supporting our children and helping prepare them to enter the work force. This grant is a great investment in Mississippi's future that will pay dividends in a stronger economy and better quality of life for all."

Entergy Mississippi Awards Grants to Mississippi Projects

Total of \$124,000 awarded across state

Projects that enrich educational opportunities for Mississippi students are getting a boost from Entergy Mississippi, Inc.

Through the Entergy Charitable Foundation, the company has awarded grants to the following:

- Hinds Community College
- Junior Achievement
- Middle Mississippi Girl Scout Council,
- Mississippi State University Foundation
- New Stage Theatre
- Northwest Mississippi Community College Foundation
- Parents for Public Schools
- University of Mississippi—DeSoto Center

"More often, community organizations are focusing their efforts on improving education," said Liz Brister, manager of external affairs for Entergy Mississippi, Inc. "We're seeing a lot of creativity and innovation in these programs.

"A grant from Entergy gives these groups the boost they need to turn great ideas into reality and to keep many successful initiatives alive."

The Entergy Charitable Foundation is a private, nonprofit foundation wholly funded by Entergy Corporation. The foundation's goal is to support initiatives that help create and sustain thriving communities. Special focus is on low-income initiatives, educational and literacy programs, and efforts to protect the environment.

The foundation accepts applications three times per year. For more information or to access an application form from the Entergy Charitable Foundation, look under "Our Community/Corporate and Foundation Giving" at entergy.com.

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Entergy Currents is a publication of Entergy Mississippi, Inc.

Editorial Staff:

Joey Lee
Mara Hartmann
Nicole Bradshaw

Direct suggestions or inquiries to:

Entergy Communications
PO Box 1640
Jackson, MS 39215-1640

