



Charting A New Direction

2008 Team City Conference

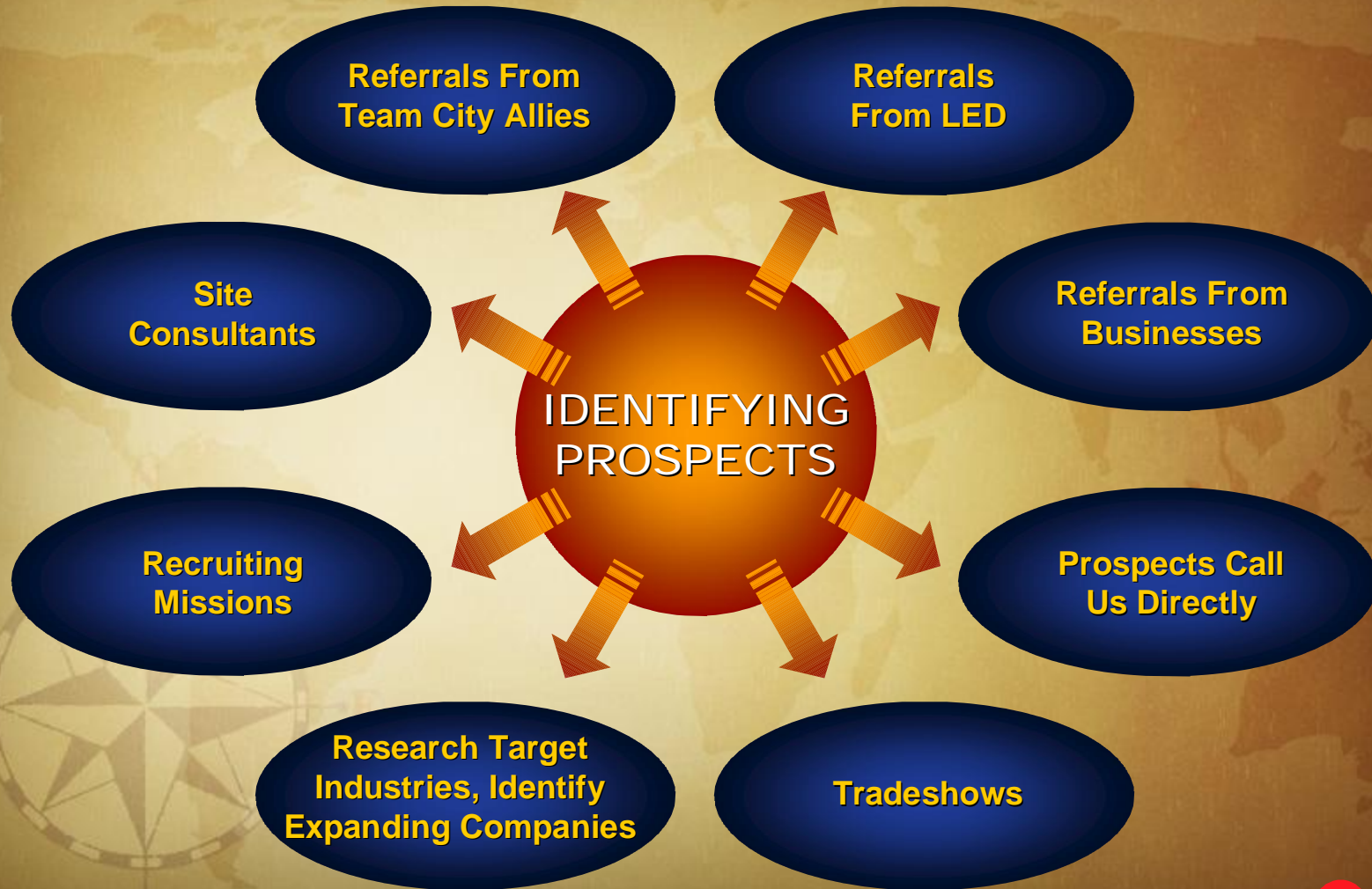
June 4 - June 5




Entergy Louisiana Economic Development Focus Areas



Entergy Louisiana Marketing & Recruiting Activities



Entergy Louisiana Economic Development




Shelley MacNary
Director



Merite Cain
Administrative
Assistant

MARKETING & RECRUITING


COMMUNITY/ECONOMIC DEVELOPMENT



Sam Richardson
Lead Recruiter



Clif Avant
Manager



Perry Pertuit
Senior Analyst




Philip Seghers
Recruiter




Ron Childress
Community
Developer




Bill Peperone
Community
Developer



Pam Webster
Analyst



Karen Yates
Community
Developer



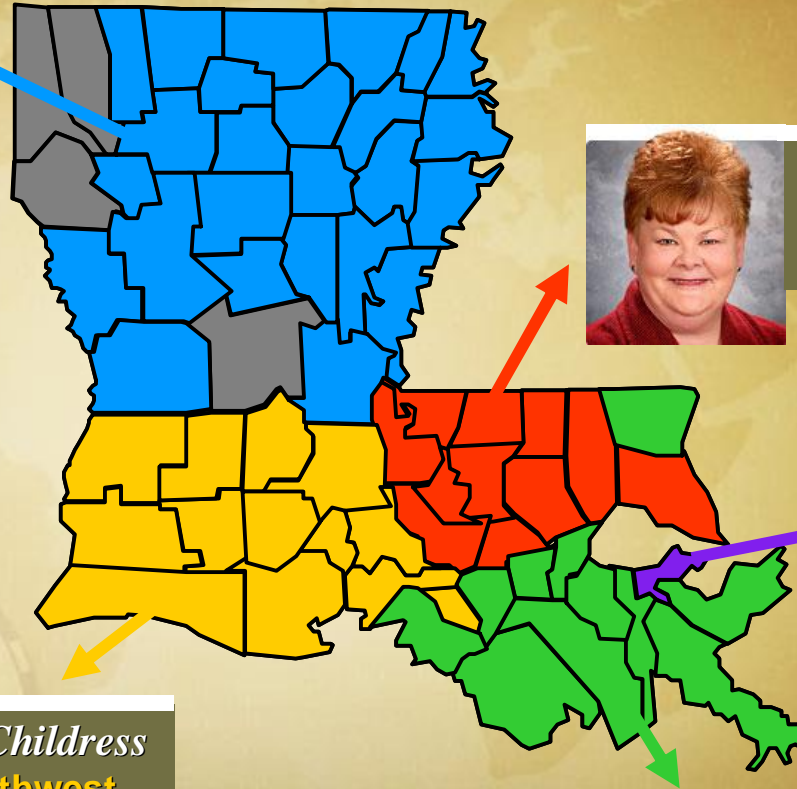
Don Terry
Community
Developer



Entergy Louisiana Community Development Regions



Don Terry
North Region



Karen Yates
Capital / North
Shore Region



Gary Silbert
Entergy New
Orleans, Inc.



Ron Childress
Southwest
Region

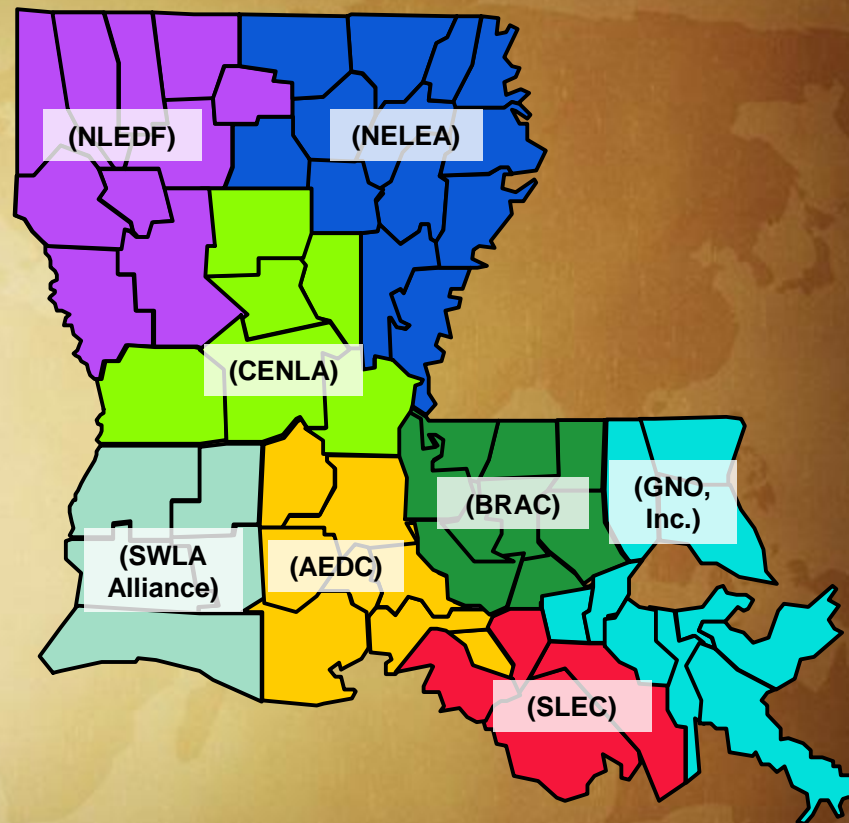


Bill Peperone
Southeast
Region



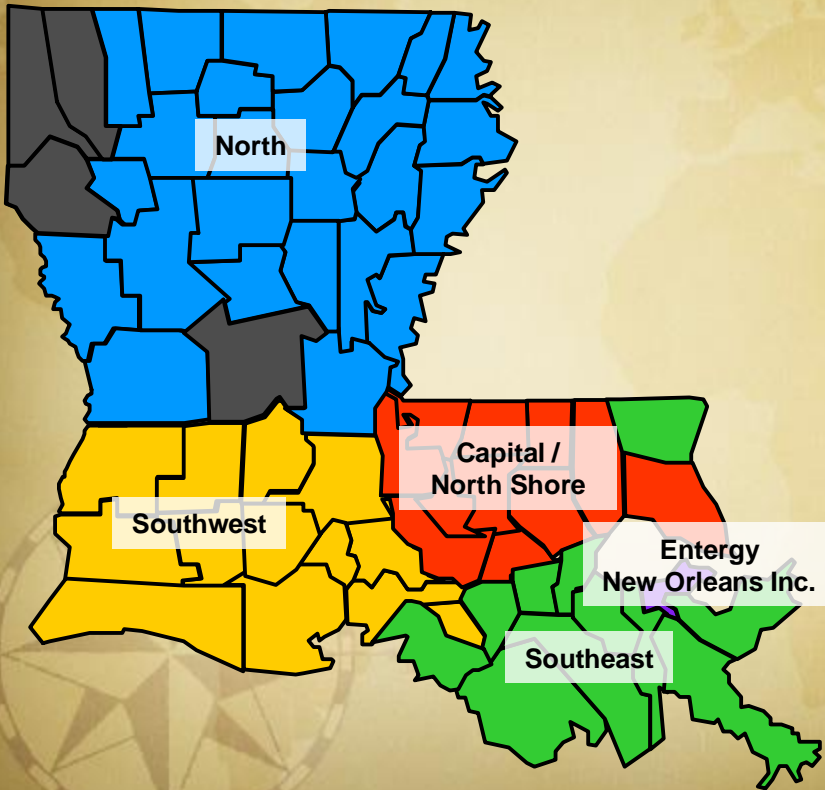
Regional Economic Development Agencies

-  Northwest LA Economic Development Foundation (NLEDF)
-  Northeast LA Economic Alliance (NELEA)
-  Central LA Economic Development Alliance, (CENLA)
-  Southwest LA Alliance (SWLA Alliance)
-  Acadiana Economic Development Council, (AEDC)
-  Baton Rouge Area Chamber (BRAC)
-  Greater New Orleans, Inc. (GNO, Inc.)
-  Southeast LA Economic Council (SLEC)

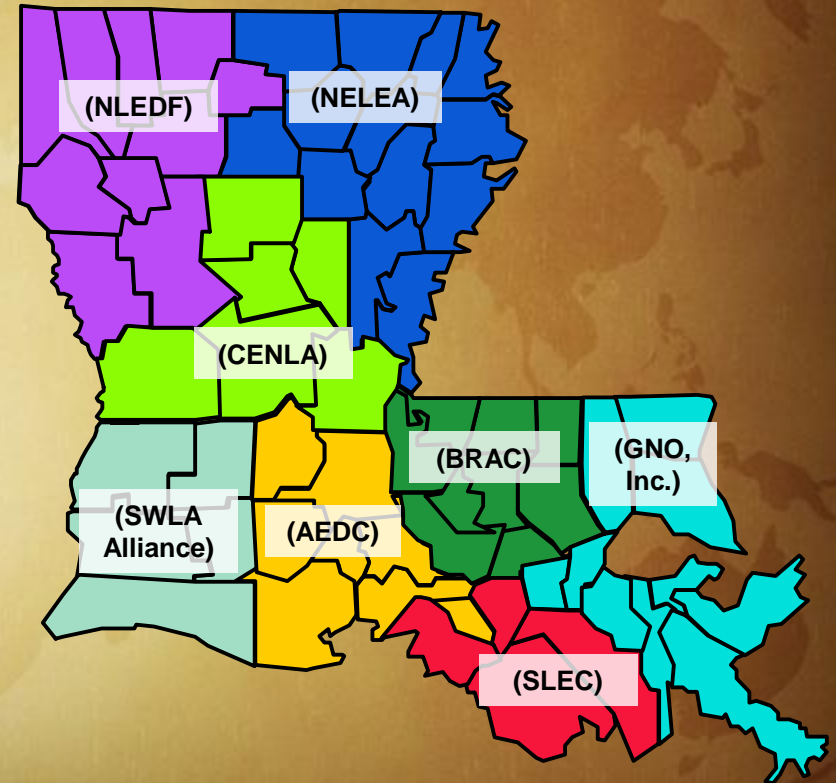


The Regional Approach

Entergy Louisiana Community Development Regions



Regional Economic Development Agencies



20 Years of Community Development

Team City Born

1988

GSU named best ED
program due to
success of Team City

1993

88 Team Cities

2008

1990

First Team City
Conference in
Scott, LA

1994

Merger - Team
City Statewide



Focus Group Results

*Thank you for your input.
Here is what you told us.*



This is what you told us!

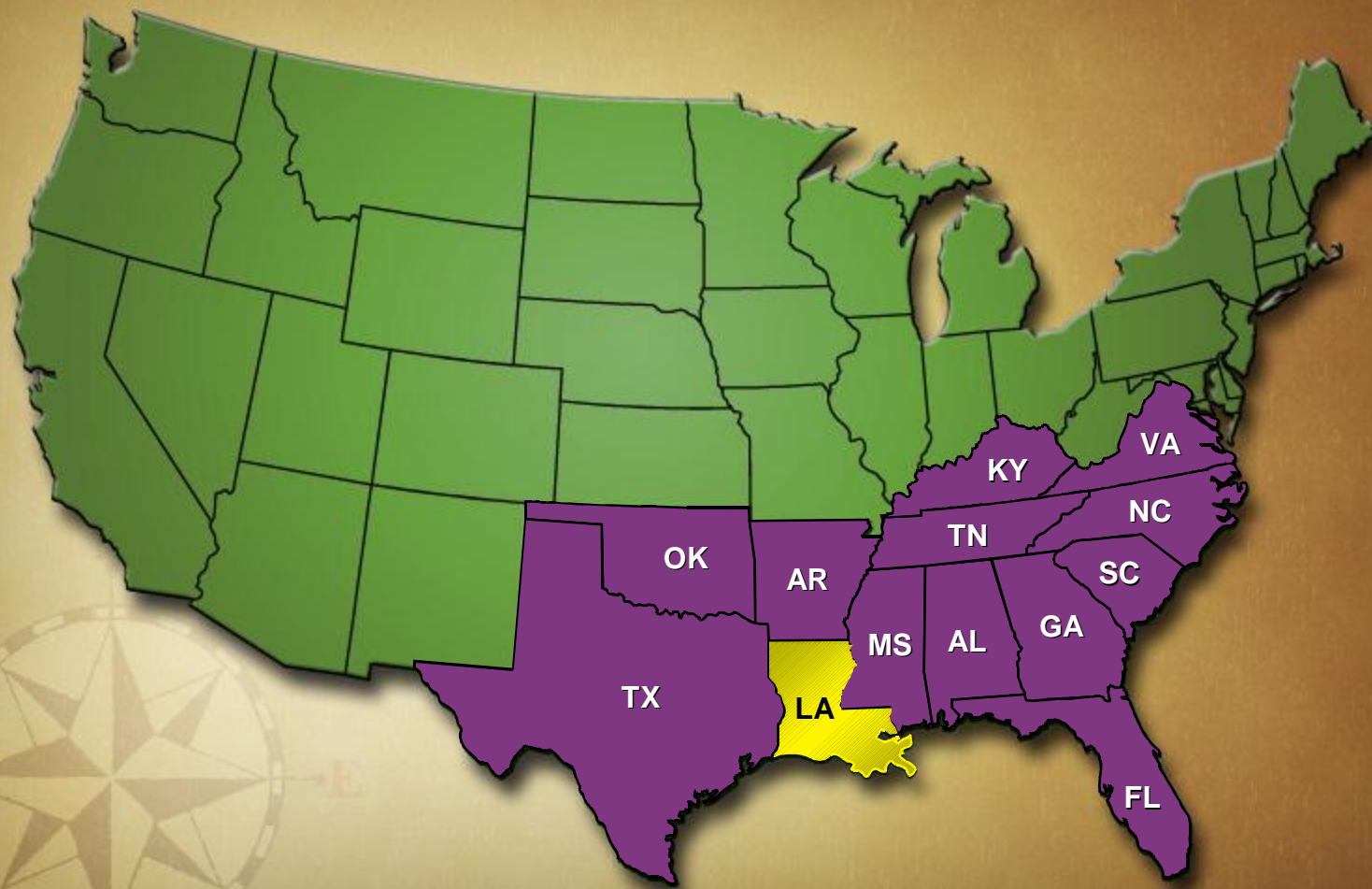
➤ **More Economic Development Training and Networking Opportunities**

- ✓ *Regional Training Programs*
- ✓ *Workforce Development*
- ✓ *Tax Incentives and How they Work*
- ✓ *Grant Programs*
- ✓ *Building and Sites Website Training, Site Certification Program and Resource Center*
- ✓ *How to develop a Business Retention and Expansion Program*
- ✓ *Prospect Simulation Training*
- ✓ *Prospect Presentation Training*

This is what you told us!

- **More emphasis on economic development rather than just community development**
- **Provide target marketing and recruiting support**
- **More private sector involvement**
- **Newsletter**
 - ✓ *How do you get an article into the Newsletter?*
 - ✓ *Electronic version*
 - ✓ *Need more articles on success stories*
- **Team City Conference**
 - ✓ *Dynamic Speakers*
 - *Best Practices*
 - *Success Stories and the Process Used*
 - ✓ *Have community representatives involved in planning Team City Conference*

U.S. Competition



Times Are Changing



Competitive Product to Sell

➤ **Objective is to Grow**

- ✓ **Creation of Jobs**
- ✓ **Attract capital investment**
- ✓ **Attract expansions and new business locations**
- ✓ **Retain the businesses currently in your communities**

➤ **What is the Product We Have to Sell?**

✓ **Attractive Communities**

- **Sufficient skilled workforce**
- **Excellent educational system**
- **Sufficient Infrastructure**
- **Good Quality of Life**
- **Efficient Government**
- **Available Raw Materials and Markets**

✓ **Attractive and Suitable Buildings and Sites**

✓ **Current Community Information and Demographics**

✓ **Attractive Incentives**

✓ **Supportive Local Businesses**

Certified Teamwork Louisiana Community

Update Goals and Objectives	✓
Access to Computer and Internet	✓
Community Website with Updated Community Profile	✓
Identify important available buildings and sites and input into Louisiana Site Selection website	✓
Participate in Site Certification Program	✓
Active Business Retention and Expansion Program	✓
Active Business Involvement	✓
Regional Partnership	✓
Participate in Training Programs: <input checked="" type="checkbox"/> <i>Workforce Development Program</i> <input checked="" type="checkbox"/> <i>Prospect Hosting</i> <input checked="" type="checkbox"/> <i>State and Local Incentives</i> <input checked="" type="checkbox"/> <i>Response to Request for Information</i>	✓

Regional Training Programs Entergy Louisiana is Co-Sponsoring

- **Northern Louisiana Region**
 - ✓ Economic Development 201 (Prospect Simulation) and Entergy Louisiana Building and Sites Website Training, May 20 in Winnsboro (30 people) and May 21 in Bastrop (30 people)
- **Capital/Northshore Region**
 - ✓ Workforce Development Program – June 25 - Southeastern La. University
- **Southeastern Region**
 - ✓ Entergy Louisiana Building and Sites Website Training – August 6
- **Southwestern Region**
 - ✓ Entergy Louisiana Building and Sites Website Training – August 14
- **Business Retention and Expansion Basic Course – Ruston**
 - ✓ August 18-20, 2008, Ruston-Lincoln Convention & Visitors Center
- **Community Development Institute**
 - ✓ August 4-8, 2008
- **Webinars – www.LouisianaSiteSelection.com**