
Suzanne Hammelman

From: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Sent: Tuesday, September 19, 2017 5:33 PM
To: Suzanne Hammelman
Subject: Re: Oct. hearing

Hi Suzanne,

I've reviewed this approach with Charles. We'd like to move forward with the plan. Other tactics will be placed and running in the background so you will have the benefit of general local awareness of Oct. 16 hearing.

We're both away from the office this week. Please let me know if you can get any of these items underway now in the interest of time.

Thanks,
Yolanda

On Sep 18, 2017, at 5:39 PM, Suzanne Hammelman <shammelman@hawthorngroup.com> wrote:

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Yolanda –

Thanks for calling and the answer is “YES” we can help turn people out for the **Monday, October 16 hearing**. We have a very good grassroots organizer on the ground in the New Orleans area who can work on this for us and we are confident we can turn out NOLA citizens (18 and older) who support the issue (and will tell people why if asked). These citizens would complement the company's efforts to recruit GrassTops or leadership types (business and community leaders). The people we would turn out would care about jobs/economic development, reliable and affordable power AND would be highly focused on preventing the kinds of issues the city just went through.

I would caution you that we **generally do not recommend this type of stand-alone effort** and certainly would not suggest doing it more than once. Questions will be asked – who are these people and WHY did they turn out? Who got them here? So for future efforts, you most certainly should have

an organization behind it, with a “face(s),” a website where people can go for information and to join, and an active social media conversation.

For the October hearing, if the company can promote the event (local newspapers ads, some social media promotion) just letting people know about the hearing and encouraging them to weigh in, that would be helpful and would answer for the short-term the question, “why did these people turn out?” We CAN get people there without that, but it would be better to have it.

Below is a pricing menu, including turning supporters out; getting a few of them to sign in to speak and have them deliver a message; adding some branded t-shirts **so it will be obvious how many supporters are there** (e.g., “Local Energy. Reliable Energy.”); and perhaps adding a petition that could be given to the Council members. It is important to note that this **price is based on having three-and-a-half weeks** to complete the recruiting process.

- Hawthorn management fee: \$7,500
- Hawthorn expenses: minimal – I don’t think there would be any expenses here except for the gross receipts tax we’re required to charge which is 0.0035 x total invoice we send you
- Supporters for the hearing (50-100): \$8,500-\$14,000
- *Optional* - Supporters to sign in and speak (10): \$6,500
- *Optional* – T-shirts (50-100): \$1,000-\$1,500
- *Optional* – Petition signatures (1,000-1,500): \$19,000-\$26,000

Let me know if this is sufficient for your purposes. Call me anytime with questions or revisions.

Thanks! And we’ll be thinking about your Dad.

Best,

Suzanne

703-626-4385