
Suzanne Hammelman

From: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Sent: Wednesday, October 4, 2017 9:22 AM
To: Suzanne Hammelman
Subject: Re: Revised proposal -- QUESTION

Follow Up Flag: Follow up
Due By: Wednesday, October 4, 2017 11:00 AM
Flag Status: Flagged

Let's print the 250 in Orange. Please adjust proposal accordingly. Thank you!

On Oct 4, 2017, at 6:54 AM, Suzanne Hammelman <shammelman@hawthorngroup.com> wrote:

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I'd keep them all orange

I'd offer them/encourage any union and employee supporters to attend and wear them at hearings. The more the better

From: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Sent: Wednesday, October 4, 2017 7:51:31 AM
To: Suzanne Hammelman
Subject: Re: Revised proposal -- QUESTION

Looking to you for guidance on larger group wearing shirts -- and the color(s) options. I don't dress grassroots supporters on a regular basis!

Also confirming if your contract estimate has been entered in the system and can't be changed at this point. Will let you know.

On Oct 3, 2017, at 6:13 PM, Suzanne Hammelman <shammelman@hawthorngroup.com> wrote:

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Good feedback and we'll make that distinction.

Let me know about t-shirts (and if you want a different color)

From: POLLARD, YOLANDA Y [<mailto:YPOLLAR@entergy.com>]
Sent: Tuesday, October 03, 2017 5:18 PM
To: Suzanne Hammelman <shammelman@hawthorngroup.com>
Subject: RE: Revised proposal -- QUESTION

Yes, this helps.

One point of caution. I'd stay away from general power outage references. The NOPS is a generating unit that would prevent address cascading outages or blackouts, so that angle works. The power outages in homes/businesses experience today are related to the distribution system (poles and wires in the neighborhoods). The distinction is important because the Alliance has been using distribution system reliability issues (a new docket before the city council about frequency and duration of outages) to encourage customers to oppose the construction of New Orleans Power Station.

From: Suzanne Hammelman [<mailto:shammelman@hawthorngroup.com>]
Sent: Tuesday, October 03, 2017 3:37 PM
To: POLLARD, YOLANDA Y
Subject: RE: Revised proposal -- QUESTION

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

1. The supporters are told to avoid the media to the extent it's possible. They will decline interviews/etc. Especially in this scenario, there will be more than enough people from the existing supporters (unions, etc) for the media to interview.

2. If pressed, everyone will be able to provide a reason why they are there (they are, after all, recruited BECAUSE they already support the project for their own reasons). While they'll decline to speak with the media, they'll be able to articulate why they're at the meeting if put in a situation where dodging a question would be awkward. They mostly say they're concerned people who've experienced so many power outages that they demand a real backup power source. Some will say they're interested in

jobs. Others will say they heard about it through one of the unions and wanted to go because they hear the plant will bring jobs.

3. It may be more difficult for the speakers to avoid the media (given that they're going to be speaking in public on the matter) but each one of them will have a compelling story. Our team typically uses people who actually have compelling stories (for example, they had an aunt at a nursing home where power was lost and disaster ensued OR they're a young person who's searching for a good job in East New Orleans but isn't finding anything/etc). Even the speakers will be told to avoid the media but will be prepared to speak with them if needed. We run our speakers through though media practice drills several times prior to the event to make sure they know how to handle and divert.

Does that help?

From: POLLARD, YOLANDA Y [<mailto:YPOLLAR@entergy.com>]
Sent: Tuesday, October 3, 2017 3:42 PM
To: Suzanne Hammelman <shammelman@hawthorngroup.com>
Subject: RE: Revised proposal -- QUESTION

To your point about lessening the questions –

How do the participants you're securing answer questions about their support and affiliation, if asked by media, etc.?

From: Suzanne Hammelman [<mailto:shammelman@hawthorngroup.com>]
Sent: Tuesday, October 03, 2017 2:32 PM
To: POLLARD, YOLANDA Y
Subject: RE: Revised proposal -- QUESTION

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I actually think it would be good if we can get others to wear shirts. That will lessen the questions about “who are these people?”

I MAY be able to still change the color – we haven't printed yet (but I'm not sure if we've ordered the actual shirts

We may want to order shirts in bulk – maybe get 250 of them that can be used now and at the next event (right now we’re using 85 of them – so up that to 125 for this hearing and leave 125 that you can provide to union members, employees and others for the next hearing). The shirts right now are just under \$22 I believe. Ordering a larger quantity might bring the per unit cost down. If you’re interested, I’ll check. Just give me a ballpark number (100, 200, 250, 500)

From: POLLARD, YOLANDA Y [<mailto:YPOLLAR@entergy.com>]
Sent: Tuesday, October 3, 2017 3:26 PM
To: Suzanne Hammelman <shammelman@hawthorngroup.com>
Subject: RE: Revised proposal – QUESTION

What’s your take on union leaders also wearing orange tshirts, similar to attendees you’re securing? Might not hurt that NOPS supporters wear orange in general, but interested to hear your perspective...

Not sure if union will wear orange at this point, but that’s a possibility to put on the radar.

From: Suzanne Hammelman [<mailto:shammelman@hawthorngroup.com>]
Sent: Tuesday, October 03, 2017 12:25 PM
To: POLLARD, YOLANDA Y
Subject: Revised proposal

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

Yolanda –

Per our conversation this morning, following is an amended proposal to add 25 additional recruits (and t-shirts) for the hearing on Monday, October 16. Please know that this *replaces* (rather than in addition to) the proposal sent to you on September 25.

Hawthorn will assign a local grassroots organization in New Orleans to recruit and manage participants and speakers for the hearing. We will turn out New Orleans citizens (age 18 and older) who support building the New Orleans Power Station for their own reasons (jobs,

local energy, reliability, economic development, community investment, etc.). These will be real supporters whom we have identified, recruited and educated about the benefits of the power station and why it is the most desirable solution at this time and for future energy needs.

We will turn out **75 supporters for the hearing** and an **additional 10 people who will sign up to provide two-to-three minute testimony**. We will have all people there ahead of the hearing, and the speakers will be there at least two hours in advance to ensure they get in the room (please let us know if that is not enough time). Supporters and speakers will prepare their own hand made signs and we will provide them with **branded t-shirts** so that the Council members and media will be able to visualize the volume of support. You have previously reviewed the t-shirt design/message.

Following are the charges for the services outlined above, including our management fee and gross receipts tax on the total that we're required by Virginia state law to include.

Hawthorn management fee	\$7,500
75 supporters (with hand-made signs) plus 10 speakers for testimony; branded t-shirts for all	\$12,750
10 supporters to provide testimony	\$6,500
Branded t-shirts for supporters and speakers	\$1,830
Gross receipts tax (\$0.0035)	\$100
TOTAL:	\$28,680

Thank you and we look forward to working with you for a successful event.

Best,

Suzanne