



Entergy light company

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Entergy Corporation is a Fortune 500 integrated energy company engaged primarily in electric power production and retail distribution operations in the Deep South of the United States. Entergy is headquartered in New Orleans, Louisiana, and generates and distributes electric power to 3 million customers in Arkansas, Louisiana, Mississippi and Texas. Entergy has annual revenues of \$11 billion and employs more than 13,000 people.

Entergy traces its history to November 13, 1913, with the formation of Arkansas Power Company. Founder Harvey C. Couch used sawdust from a lumber company to bring electricity to rural Arkansas. In the 1920s, Couch set his sights on buying electric companies in other states. In 1923, he merged four independent companies in Mississippi into Mississippi Power and Light. Two years later, he formed Louisiana Power and Light to provide power to his Mississippi customers from northern Louisiana's natural gas fields.

In the late 1990s, Entergy pursued a strategy of global expansion into unregulated markets, acquiring substantial facilities in Australia, Argentina, and the United Kingdom. Shareholder dissatisfaction with the results of this strategy led to a shakeup of management, culminating with the ouster of longtime CEO Ed Lupberger in 1998. Lupberger was replaced by Wayne Leonard, formerly of Cinergy, who supervised the company's disinvestment from overseas holdings.

Since its inception, Entergy has been headquartered in New Orleans. That city had also been home to Entergy's various corporate predecessors since 1925. After Hurricane Katrina hit the city of New Orleans in August 2005, Entergy temporarily relocated the 1,500 employees and contractors who worked at the headquarters to other cities, including Clinton, Mississippi, Little Rock, Arkansas, and The Woodlands, Texas. In April 2006, the company began moving back into its New Orleans headquarters.

In 2011, Entergy and Coulomb Technologies, an electric vehicle charging station maker, began to donate free electric vehicle charging stations at 16 sites at college campuses in the southern U.S. Its first installation was at Louisiana State University in Baton Rouge, and is free to use for faculty and students.

Prior to the use of the current Entergy logo, each subsidiary had its own distinctive logo. Upon the renaming of the company from Middle South Utilities System to Entergy, the present logo was adopted.

Louisiana Power and Light Company, for example (today's Entergy Louisiana) used the logo shown at right extensively from about 1967 to 1989, on buildings equipment, and advertising. Each of Middle South Utilities' subsidiaries used similar-styled logos

Entergy's service territory includes the southeast corner of Louisiana and the cities of Lafayette and Baton



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Rouge, the eastern three-fourths of Arkansas and the western half of Mississippi. It also includes part of southeastern Texas, including the Beaumont-Port Arthur-Orange and Conroe-Woodlands-Kingwood areas.

A member of the Fortune 500, Entergy owns and operates power plants with approximately 30,000 megawatts of electric generating capacity, and it is the second-largest nuclear generator in the United States after Exelon Corporation. It had annual revenues of more than \$11 billion in 2010 and approximately 15,000 employees.

Entergy's main operating segments consist of the U.S. utility segment and the non-utility nuclear segment. The U.S. utility segment provides retail electricity services to approximately 2.9 million customers in Arkansas, Louisiana, Mississippi, and Texas. The non-utility nuclear segment owns and operates a total of six nuclear units, and provided support services to one.

Entergy operates more than 40 plants using natural gas, nuclear, coal, oil and hydroelectric power with approximately 30,000 megawatts of electric generating capacity to serve its 2.9 million customers in the Gulf South. Its extensive transmission system carries approximately 30,000 megawatts of power across more than 15,700 miles (25,300 km) of interconnected lines within a 114,000-square-mile (300,000 km²) area.

On February 24, 2010, the Vermont Senate voted to prevent the Vermont Public Service Board from issuing the necessary certificate that would allow for the Vermont Yankee plant to have its license renewed for another 20 years. The vote will not affect current operation of the plant, and the issue could be revisited by the legislature in either a special session later in 2010 or in its next regular session in 2011.

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