

Statement of Qualifications for Linda Baynham

Linda Baynham brings eight years in the utility industry plus an additional 10 years experience in the public and non-profit sectors to all projects that Baynham Environmental, LLC manages. She is currently teaching at Tulane University's Freeman School of Business and consulting on the New Orleans Energy Smart energy efficiency incentive program.

Current and recent consulting projects include:

- Entergy New Orleans / CLEAResult: Lead Program Manager for Energy Smart energy efficiency programs.
- LEED building certification review for FutureProof New Orleans.
- Entergy New Orleans / CLEAResult: New Orleans Energy Efficiency Program implementation.
- Pew Center for Global Climate Change / Entergy Corporation: "Make an Impact" Website update.
- Entergy Corporation: Utility energy efficiency, demand response and green power program development.
- National Renewable Energy Lab / Alex Hernandez Consulting: New Orleans Public School energy audits.

At Entergy Corporation, a 4 state, 2.6 million customer utility based in New Orleans, she was a team member or leader of the following programs:

- Initiation and development of Entergy's climate change mitigation strategy, commitment and programs.
- Design and implementation of corporate energy efficiency programs:
 - Energy Star's Change a Light program
 - Entergy's "Geaux Green" green power pilot
 - Advanced metering Time of Use / Demand Response pilot
- Development of corporate energy efficiency strategy, including longer term commitment to energy efficiency as a resource.
- Additional skills and expertise:
 - Marketing and communications programs development as part of Sales & Marketing team.
 - Financial experience as part of the Strategic Planning group.
 - Environmental management experience as Transmission Environmental Manager and Corporate Environmental Manager.

Linda Baynham brings experience with a highly respected group of organizations such as:

- Environmental Protection Agency's Energy Star programs in Washington, D.C.
- White House Office on Environmental Policy under the Clinton Administration
- Louisiana State Governor's Office of Coastal Activities
- Rocky Mountain Institute

Her training and expertise that she brings to Baynham Environmental, LLC include:

- Leadership in Energy and Environmental Design (LEED) Accredited Professional
- RESNET certified home energy rater and trained in the Louisiana Home Energy Rebate Option program
- M.B.A. in Finance from Tulane University, Murphy Fellowship Recipient
- M.S. in Energy and Environmental Policy from the University of Wisconsin, Wisconsin Power and Light Fellowship Recipient
- B.A. in Physics from the Colorado College

She is currently on the following Boards:

- U.S. Green Building Council
- Women's Energy Network – S.E. Louisiana Chapter