

As a child, we were throwing rocks and hit our neighbor's new truck. This particular neighbor was mean to kids in the neighborhood, and my parents didn't get along with him. After he insisted that my disciplinarian father "whup my butt," my father pulled out his belt and took me inside. To my surprise, my father told me to make as much noise as possible and started hitting the bed instead of me. The neighbor walked away satisfied that I had paid a heavy price for just being a kid. I admired my father for that that day.

Lead with Principles



Roderick K. West

Hunkered down in a hotel and riding out Hurricanes Gustav and Ike in 2008 was no picnic for Rod West, President and Chief Executive Officer for Entergy New Orleans, Inc. With only a skeletal workforce, West knew that his presence and guidance was a requirement—and a necessity.

"It was important to the people of New Orleans to know that Entergy was committed to the city and would be restoring their electric service as soon as the winds died down," West says. "My presence, while fraught with peril, helped to provide an executive presence for the company, visibility for our customers, and advance planning and coordination with local, state, and federal agencies."

With annual company revenue of \$750 million and 450 employees, West is guided by principles that were imparted by his alma mater football coach Lou Holtz. During his years at Notre Dame, West learned and honed his keys to success: trust, love, and commitment. In any endeavor, three of his most important questions are: Can I trust you? Do you care? And are you committed? "If I can answer those questions in the affirma-

tive about myself or anyone with whom I am associated, I know that I have a chance at being successful," he explains.

West's key to success was inspired by Coach Holtz, but his career choice was influenced by retired Entergy Corp. senior executive Jerry Jackson, who convinced him to enter the private-utility industry. West decided to chuck his corporate law career and seek opportunities in the utility industry.

"Jerry's dedication to the development of employees, customer service, and the success of the company represented the kind of mix that I sought in my professional career," West explained. "Perhaps more importantly, Jerry was able to effectively serve his community and do good—while doing well."

Following his mentor's footsteps to do good, West courageously accepted the position of chair of the Louisiana State University Board of Trustees in the aftermath of Hurricane Katrina. "While I was dealing with the restoration and rebuilding of Entergy New Or-

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leans, Inc., I was also battling to ensure that the poor, underinsured, and uninsured still had access to quality healthcare and students to quality education opportunities.”

Within the company, West continues good works. “The general theme of my work with extracurricular and professional affiliations is to help our young and/or developing employees become leaders and to create the best work environment for them,” he said. West’s litany of support is working with the Entergy Executive Leadership Council, National Association of Black MBAs, and Entergy Corporate Diversity and Inclusion Council.

“I’ve had the privilege to work with leaders worldwide, and Rod possesses the attributes that make a great leader, including intelligence, integrity, and honor, along with a down-to-earth attitude,” said Gary Taylor, Group President of Utility Operations for Entergy Services, Inc. “Rod has each of those qualities in abundance. He is an excellent choice for Entergy as our Eagle Award nominee.”

CareerFOCUS Magazine[™] and the National Eagle Leadership Institute[®] salute 2009 Eagle Award winner Roderick K. West.

Nominating Company
Entergy Services, Inc.

Current Position
President & Chief Executive Officer

Professional Milestones

- “Top 40 Under 40,” *Gambit Weekly* magazine
- 100 Most Powerful Corporate Executives, *Black Enterprise* magazine
- 2007 University of Notre Dame Inspiration Award

Community Leadership

- Chair, Board of Trustees, Louisiana State University
- New Orleans Recreation Department

Leadership Principle

Trust, love, and commitment.

Education/Training

- Bachelor of Arts, University of Notre Dame
- Juris Doctorate, Tulane University School of Law
- MBA, Tulane University, Freeman School of Business

Birthplace

Baton Rouge, LA

Current Home

New Orleans, LA

The Leadership Promise at Entergy

At Entergy, we understand that, in order to be a leader, not only in our industry but also across all businesses, we must value and embrace diversity as a strategic competitive advantage. In order to do this, we must develop and promote leadership capable of managing in a diverse environment. The U.S. population is becoming increasingly diverse, and the traditional definition of diversity—race, gender, and age—has evolved appropriately to include anything that makes us different from one another.

We must provide our current and future leaders with the skills and experiences that allow them to effectively manage this “melting pot” of ideas, races, cultures, and backgrounds. Entergy is committed to not only create and maintain but also leverage and value the richness of a diverse leadership team and workforce, so that every employee has an equal opportunity to contribute in significant ways to the effectiveness of the organization.