

Johnson William Keith Jr.  
Form 144  
August 09, 2010

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL  
OMB 3235-0101  
Number:  
Expires: March 31, 2011  
Estimated average burden  
hours per response 2.00  
SEC USE ONLY  
DOCUMENT SEQUENCE NO.  
CUSIP NUMBER

FORM 144  
NOTICE OF PROPOSED SALE OF SECURITIES  
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

ATTENTION: Transmit for filing 3 copies of this form concurrently with either placing an order with a broker to execute sale or executing a sale directly with a market maker.

1 (a) NAME OF ISSUER (Please type or print)	(b) IRS IDENT. NO.	(c) S.E.C. FILE NO	WORK LOCATION		
CLECO CORP	72-1445282	I-5663			
1 (d) ADDRESS OF ISSUER	STREET	CITY	STATE	ZIP CODE	(e) TELEPHONE NO
	2030 Donahue Ferry Road	Pineville	LA	71360	3184847400
2 (a) NAME OF PERSON FOR WHOSE ACCOUNT THE SECURITIES ARE TO BE SOLD	(b) RELATIONSHIP TO ISSUER	(c) ADDRESS STREET	CITY	STATE	ZIP CODE
Johnson William Keith Jr.	Officer	2030 Donahue Ferry Road	Pineville	LA	71360

INSTRUCTION: The person filing this notice should contact the issuer to obtain the I.R.S. Identification Number and the S.E.C. File Number.

3 (a)	(b)	SEC USE ONLY	(c)	(d)	(e)	(f)	(g)
Title of the Class of	Broker-Dealer		Number of Shares	Aggregate Market	Number of Shares	Approximate Date of Sale	Name of Each Securities

Edgar Filing: Johnson William Keith Jr. - Form 144

Securities To Be Sold	Name and Address of Each Broker Through Whom the Securities are to be Offered or Each Market Maker who is Acquiring the Securities	File Number	or Other Units To Be Sold (See instr. 3(c))	Value (See instr. 3(d))	or Other Units Outstanding (See instr. 3(f)) (MO. DAY YR.)	Exchange (See instr. 3(g))
Common Stock, \$1 par	Morgan Stanley Smith Barney LLC Executive Financial Services 485 Lexington Avenue, 11th Floor New York, NY 10017		7,500	\$216,225 (1)	60,730,766 (2) 8/9/2010	NYSE
Common Stock, \$1 par	Computershare Trust Company P.O. Box 43078 Providence,RI 02940-3078		4,586	\$132,214 (1)	60,730,766 (2) 08/10/2010	NYSE
Common Stock, \$1 par	JPMorgan Chase Bank - Investor Services 3 Metro Tech Center, 6th Floor Brooklyn, NY 11245		6,154	\$177,420 (1)	60,730,766 (2) 08/10/2010	NYSE
Common Stock, \$1 par	BNY Mellon Employee Stock Purchase Plan P.O. Box 7090 Troy, MI 48007-7090		3	\$86 (1)	60,730,766 (2) 08/10/2010	NYSE

INSTRUCTIONS:

1. (a) Name of issuer
- (b) Issuer's I.R.S. Identification Number
- (c) Issuer's S.E.C. file number, if any
- (d) Issuer's address, including zip code
- (e) Issuer's telephone number, including area code
2. (a) Name of person for whose account the securities are to be sold
3. (a) Title of the class of securities to be sold
- (b) Name and address of each broker through whom the securities are intended to be sold
- (c) Number of shares or other units to be sold (if debt securities, give the aggregate face amount)
- (d) Aggregate market value of the securities to be sold as of a specified date within 10 days prior to filing of this notice
- (e) Number of shares or other units of the class outstanding, or if debt securities the face amount thereof outstanding, as shown by the most recent report or statement published by the issuer
- (f) Approximate date on which the securities are to be sold
- (g) Name of each securities exchange, if any, on which the securities are intended to be sold

- (b) Such person's relationship to the issuer (e.g., officer, director, 10% stockholder, or member of immediate family of any of the foregoing)
- (c) Such person's address, including zip code

Potential persons who are to respond to the collection of information contained in this form are SEC 1147 not required to respond unless the form displays a currently valid OMB control number. (08-07)

## TABLE I — SECURITIES TO BE SOLD

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

Title of the Class	Date you Acquired	Nature of Acquisition Transaction	Name of Person from Whom Acquired (If gift, also give date donor acquired)	Amount of Securities Acquired	Date of Payment	Nature of Payment
Common Stock, \$1 par	8/9/2010 <u>(3)</u>	Exercise of non-qualified employee stock options <u>(4)</u>	Issuer	7,500	8/12/2010 <u>(5)</u>	Check
Common Stock, \$1 par	<u>(6)</u>	Shares awarded under the Company's 2000 Long-Term Incentive Compensation Plan <u>(4)</u>	Issuer	3,998	<u>(7)</u>	<u>(7)</u>
Common Stock, \$1 par	07/20/2009	Exercise of non-qualified employee stock options <u>(4)</u>	Issuer	588	07/20/2009	Check
Common Stock, \$1 par	<u>(8)</u>	Shares acquired through the Company's 401(k) Savings and Investment Plan <u>(4)</u>	Issuer	6,154	<u>(8)</u>	Payroll withholding
Common Stock, \$1 par	<u>(9)</u>	Shares acquired through the Company's Employee Stock Purchase Plan <u>(4)</u>	Issuer	3	<u>(9)</u>	Payroll withholding

INSTRUCTIONS: If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

## TABLE II — SECURITIES SOLD DURING THE PAST 3 MONTHS

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

Name and Address of Seller	Title of Securities Sold	Date of Sale	Amount of Securities Sold	Gross Proceeds
----------------------------	--------------------------	--------------	---------------------------	----------------

## **EXPLANATION OF RESPONSES:**

1. Based on Cleco Coporation common stock closing price on 08/06/2010 (\$28.83).
2. As reported in Form 10-Q filed 08/04/2010; outstanding as of 6/30/2010.
3. Approximate date of exercise.
4. Plan is S-8 registered.
5. Approximate date of settlement.
6. 1/1/1999 - 1/1/2004
7. No value was exchanged for these shares.
8. Shares acquired through the Company's 401(k) Savings and Investment Plan over the reporting owner's term of employment.
9. Shares acquired through the Company's Employee Stock Purchase Plan over the reporting owner's term of employment.

**REMARKS:**

**INSTRUCTIONS:**

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

**ATTENTION:**

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

August 09, 2010  
DATE OF NOTICE

/s/ William Keith Johnson, Jr.  
(SIGNATURE)

DATE OF PLAN ADOPTION OR  
GIVING OF INSTRUCTION, IF  
RELYING ON RULE 10B5-1

The notice shall be signed by the person for whose account the securities are to be sold. At least one copy of the notice shall be manually signed. Any copies not manually signed shall bear typed or printed signatures.

ATTENTION: Intentional  
misstatements  
or omission of  
facts constitute  
Federal  
Criminal  
Violations (See  
18 U.S.C.  
1001)

SEC 1147 (02-08)

**REMARKS:**