

From: Meeusen, Karl  
Sent: 6/8/2010 1:45:57 PM  
To: Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4)  
Cc:  
Bcc:  
Subject: RE: festa!

Thanks. Here are links to the papers I was talking about today. I know, not as much fun, but interesting nonetheless.

Karl

[http://www.hks.harvard.edu/hepg/Papers/Ruff\\_economic\\_principles\\_demand\\_response\\_eei\\_10-02.pdf](http://www.hks.harvard.edu/hepg/Papers/Ruff_economic_principles_demand_response_eei_10-02.pdf)

[http://iis-db.stanford.edu/pubs/22696/when\\_it\\_comes\\_to\\_demand\\_response.pdf](http://iis-db.stanford.edu/pubs/22696/when_it_comes_to_demand_response.pdf)

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**From:** Dietz, Sidney [mailto:SBD4@pge.com]  
**Sent:** Tuesday, June 08, 2010 1:36 PM  
**To:** Meeusen, Karl  
**Subject:** festa!

Festa Gustine:

<http://kathrynmaffei.tripod.com/> seems to be scheduled for 10-13Sep10, and this link has a program that give you an idea of what happens when <http://kathrynmaffei.tripod.com/index-8.html> . Please beware the musical web page.

An article from Via:

[http://www.viamagazine.com/top\\_stories/articles/festa03.asp](http://www.viamagazine.com/top_stories/articles/festa03.asp)

The oxen:

[http://www.youtube.com/watch?v=4F9u9ozhp-E&feature=player\\_embedded#!](http://www.youtube.com/watch?v=4F9u9ozhp-E&feature=player_embedded#!)

There are 19 videos of the Cow Parade, in case you want to relive the whole thing. There are also candlelight processions, masses, speeches, etc. You should go!

Note that it's at least a week-long event, and that the population of the town doubles, and the language on the street is Portuguese.

yours,

sid

ps -- can you send me the author names of the two DR articles you mentioned?