

From: Zafar, Marzia  
Sent: 7/13/2011 6:00:49 PM  
To: Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4)  
Cc:  
Bcc:  
Subject: Fw: Promoting July 26 community forum

Hi  
Just a learning piece for PG&E...  
Regards,  
Marzia Zafar

**From:** Zanku.Armenian@sce.com [mailto:Zanku.Armenian@sce.com]  
**Sent:** Tuesday, July 12, 2011 07:43 PM  
**To:** marc.fisher@vcadmin.ucsb.edu <marc.fisher@vcadmin.ucsb.edu>; ddavis@cecmail.org <ddavis@cecmail.org>; Lauren Navarro <lnavarro@edf.org>; leekakheifets1@gmail.com <leekakheifets1@gmail.com>; Zafar, Marzia; steve@sbchamber.org <steve@sbchamber.org>; jdewey@santabarbaraca.gov <jdewey@santabarbaraca.gov>  
**Cc:** Katherine.Roth@sce.com <Katherine.Roth@sce.com>  
**Subject:** Promoting July 26 community forum

Marc, Dave, Lauren, Leeka, Marzia, Steve and Jim,

Many thanks for the time you are taking to participate in the Smart Energy Community Forum on July 26 at UCSB. We've had individual calls with most of you to walk through the anticipated program and we'll be having a group debrief call on July 22nd at 11am to go over final details. You will receive additional communications from me or Katherine Roth as we get closer to the event to share other details.

In the meantime, I'm attaching the flyer for the event. I would appreciate any help you can provide in promoting the event through your individual organizational channels to spread the word about the forum. There will be print and online advertising beginning to run later this week and up to the event. But as we all know, the best promotion vehicle is through social networking so to the extent you can help promote this through your personal, professional and organizational networks it would be much appreciated. We're also sharing this flyer with a large group of elected officials and staff in wide area in and around Santa Barbara so they can share with the community. We're also distributing through other professional organizations.

But anything you can do as well we would greatly appreciate.

Thanks again for your time and participation. If you have any questions please do not hesitate to contact me.

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