

From: Dietz, Sidney
Sent: 2/24/2012 9:57:50 AM
To: 'Tisdale, Matthew' (matthew.tisdale@cpuc.ca.gov)
Cc:
Bcc:
Subject: FW: Profiles and Personas

Matthew --

I've renamed my segment Soulless Salaryman.

yours,

sid

<<...>>

From: Lokey Etheridge, Felecia K
Sent: Thursday, February 23, 2012 3:04 PM
To: Dietz, Sidney
Cc: Berman, Janice S; Malnight, Steven
Subject: Profiles and Personas

Sid,

Attached are documents for you and Matthew Tisdale. There are two documents for each of you:

1. The profile information on the customer
2. A description of the cluster

I would appreciate you taking a read through Matthew's profile, and then forwarding it to him if you are comfortable.

<<...>> <<...>>

<<...>> <<...>>