

From: Dietz, Sidney  
Sent: 2/24/2012 10:10:39 AM  
To: 'Tisdale, Matthew' (matthew.tisdale@cpuc.ca.gov)  
Cc:  
Bcc:  
Subject: RE: Profiles and Personas

You live in an expensive house, and I would pay more for an environmentally-friendly product. Both of us have 'Unconventional Mindet," which really makes me want to crawl under a rock. Yeah, you're original, like 68% of your segment!

**From:** Tisdale, Matthew [mailto:matthew.tisdale@cpuc.ca.gov]  
**Sent:** Friday, February 24, 2012 10:07 AM  
**To:** Dietz, Sidney  
**Subject:** RE: Profiles and Personas

This is hilarious. PG&E thinks I'm influential and that you're already 35 years old... I guess you can't tell everything about a man from his energy use!

Thanks for sharing.

**From:** Dietz, Sidney [mailto:SBD4@pge.com]  
**Sent:** Friday, February 24, 2012 9:58 AM  
**To:** Tisdale, Matthew  
**Subject:** FW: Profiles and Personas

Matthew --

I've renamed my segment Soulless Salaryman.

yours,

sid

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**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.