

From: Tisdale, Matthew  
Sent: 2/24/2012 10:07:25 AM  
To: Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4)  
Cc:  
Bcc:  
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.

