

From: Dietz, Sidney
Sent: 2/24/2012 10:10:38 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

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.