

From: Colvin, Michael  
Sent: 6/11/2013 5:00:32 PM  
To: Cherry, Brian K (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=BKC7)  
Cc: Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4); Allen, Meredith (/O=PG&E/OU=Corporate/cn=Recipients/cn=MEAe)  
Bcc:  
Subject: Re: Launch of Energy Efficiency Microsite

Thanks for forwarding on Brian. Hope you are recuperating and not overdoing it!

Initial reactions - site looks to be crisp, clear, and thoughtful. Kudos to the team.

A random suggestion: I would encourage you all to have additional 'brag' stories added over time. As you add the stories, I would suggest targeting some success stories focusing on customers in 'important' senate/assembly districts -- we (the IOUs, CPUC and the rest of the EE Community) are all continuing to face a collective challenge telling the EE story up at the legislature. I think having a member see a success story in their district would go a long way...

Best  
Michael

-----Original Message-----

From: Cherry, Brian K [mailto:BKC7@pge.com]  
Sent: Monday, June 10, 2013 2:27 PM  
To: Colvin, Michael  
Cc: Dietz, Sidney; Allen, Meredith  
Subject: Fwd: Launch of Energy Efficiency Microsite

Tell me what you think about the site.

Brian K. Cherry  
PG&E Company  
VP, Regulatory Relations  
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(415) 973-4977

Begin forwarded message:

From: "Malnight, Steven" <S0M3@pge.com<mailto:S0M3@pge.com>>  
Date: June 10, 2013, 1:10:01 PM PDT  
To: CC CES Employees <CCIDSMEmployees@pge.com<mailto:CCIDSMEmployees@pge.com>>, "Brown, Jess A" <JAB6@pge.com<mailto:JAB6@pge.com>>, "Nichols, Steven J (Director)" <SJN2@pge.com<mailto:SJN2@pge.com>>, "Giammona, Laurie"

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Subject: Launch of Energy Efficiency Microsite

Team,

I am pleased to announce that today we have launched a new Internet website (also referred to as a "microsite") dedicated to help us tell our story about our leadership in energy efficiency.

The microsite, which can be found here [www.CAEnergyEfficiencyModel.com](http://www.CAEnergyEfficiencyModel.com) <<http://www.CAEnergyEfficiencyModel.com>>, pulls together in one place great information that tells the story of California's leading model for energy efficiency and shows the role that PG&E plays in achieving this success on behalf of our customers and the state. The site features rich content that communicates the impact of our work with customers and partners, including many inspiring customer testimonial videos which feature the great work done by many in this organization.

As we discussed at our recent CES All Hands, sharing our story with both customers and stakeholders is an important part of our leadership role and a clear area where we are doing more. This microsite aims to do just that. Our plan is to conduct some advertising, mostly web-based, over the next couple of months, to raise awareness of the microsite.

Our partners in Solutions Marketing and External Communications, including the great team at Currents, do a tremendous job of featuring the great work you do in the media and through videos. Let's continue to work every day on behalf of our customers and generate great examples that we can showcase on this new microsite for our customers and stakeholders to see.

Regards,

Steve

PG&E is committed to protecting our customers' privacy.

To learn more, please visit <http://www.pge.com/about/company/privacy/customer/>