

From: Ralff Douglas, Kristin
Sent: 9/30/2013 2:35:31 PM
To: Affonsa, Deborah (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=DTA31);
Zafar, Marzia (marzia.zafar@cpuc.ca.gov)
Cc: Allen, Meredith (/O=PG&E/OU=Corporate/cn=Recipients/cn=MEAe); Reilly,
Brooke A (/O=PG&E/OU=Corporate/cn=Recipients/cn=BAR11)
Bcc:
Subject: RE: ScottMadden Report

Thanks for sending this.

“The Chronicle of a Death Foretold?”? Why are they all so freaking dramatic?!

From: Affonsa, Deborah [mailto:DTA3@pge.com]
Sent: Monday, September 30, 2013 1:30 PM
To: Ralff Douglas, Kristin; Zafar, Marzia
Cc: Allen, Meredith; Reilly, Brooke A
Subject: ScottMadden Report

Ladies – I thought you might be interested in reading this short report from ScottMadden on the utility business model! I can't seem to get away from either . . .the utility of the future or business model of the future! Let me know if there is anything you need for the en banc next weekDeb

Deborah T. Affonsa
Vice President, Corporate Strategy
Pacific Gas & Electric Company
dta3@pge.com
(o) 415-973-4407 (c) 415-260-4407

PG&E is committed to protecting our customers' privacy.
To learn more, please visit <http://www.pge.com/about/company/privacy/customer/>