

Message

From: Jordan Penic [/O=IMO/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=PENICJ]
Sent: 2017-02-23 1:31:43 PM
To: Barbara Ellard [/O=IMO/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Ellardb]
Subject: RE: Market Renewal Backgrounder

Thanks very much. The announcement was pushed out to next week, at the earliest. So the delay wasn't that problematic.

From: Barbara Ellard
Sent: February 23, 2017 1:24 PM
To: Jordan Penic
Cc: Andrew Dow; Mary Bernard; Tom Chapman
Subject: RE: Market Renewal Backgrounder

Sorry for the delay. Here are our edits to the backgrounder.

Barbara

From: Jordan Penic
Sent: February 17, 2017 4:03 PM
To: Barbara Ellard
Cc: Andrew Dow; Mary Bernard
Subject: RE: Market Renewal Backgrounder

Would EOD Tuesday work? Most of the content is pulled from the business plan.

From: Barbara Ellard
Sent: February 17, 2017 4:00 PM
To: Jordan Penic
Cc: Andrew Dow; Mary Bernard
Subject: Re: Market Renewal Backgrounder

When do you need my review by?

From: jordan.penic@ieso.ca
Sent: February 17, 2017 15:59
To: Barbara.Ellard@ieso.ca
Cc: Mary.Bernard@ieso.ca; Andrew.Dow@ieso.ca
Subject: Market Renewal Backgrounder

Barb,

As you know the Market Renewal project could be featured in the upcoming rate mitigation announcements. As such we're beefing up some of the content on our website should interested parties visit to learn more about the project. While the webpage will be updated and built out over the longer term, in the immediate we'd like to include the attached backgrounder on the website, on a new market renewal web page (Tom and June have been working on that piece). This just goes a bit further in addressing some questions people might have, should market renewal be a featured aspect of the announcement.

Can you take a review of this backgrounder and let me know if you have any concerns? It's written to be simple plain language that a reporter could digest and understand, not really for the market participant type crowd you would get at the stakeholder engagement.

Cheers,

Jordan

Jordan Penic | Senior Manager, Communications & Government Affairs

Independent Electricity System Operator (IESO) | T: (416) 506-2815

120 Adelaide Street West, Suite 1600, Toronto, ON M5H 1T1

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