

Message

From: Andrew Dow [/O=IMO/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=DOWA]
Sent: 2017-02-23 1:42:52 PM
To: Jordan Penic [/O=IMO/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Penicj]
Subject: RE: Market Renewal Backgrounder

No problems with the edits but would be good (and maybe this is for the new comms person to work out) if previously approved language would be final. I've found while working with Markets that they continuously change and edit things that they already approved in previous communications materials. In this case, they're making a handful of edits to language that was already approved by ELT, the Board and themselves through the Business Plan. This is a different document, so the language doesn't have to be the same, but it seems like they often make changes not to reflect the purpose of the new document, but just because they decide more arbitrarily that now they want to say something differently.

Sorry - bit of a rant!

From: Barbara Ellard
Sent: Thursday, February 23, 2017 1:23 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<mailto:jordan.penic@ieso.ca>
Sent: February 17, 2017 15:59
To: Barbara.Ellard@ieso.ca<mailto:Barbara.Ellard@ieso.ca>
Cc: Mary.Bernard@ieso.ca<mailto:Mary.Bernard@ieso.ca>; Andrew.Dow@ieso.ca<mailto: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
Web: www.ieso.ca<<http://www.ieso.ca>> | Twitter: [IESO_Tweets](https://twitter.com/ieso_tweets)<[http://www.twitter.com/ieso_tweets](https://twitter.com/ieso_tweets)> |
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