
From: Vasie Papadopoulos
Sent: 4/12/2012 9:53:24 PM
To: Judy Pfeifer; Dina Graser
Subject: RE: ARB - Investment Strategy
Attachments: IS ARB Project Brief March 2012 V2.docx; image001.png
Flag: 11.0

Here is the draft ARB brief for your review.

From: Judy Pfeifer
Sent: Wednesday, April 11, 2012 6:29 PM
To: Dina Graser; Vasie Papadopoulos
Subject: ARB - Investment Strategy
Hi,

I have spoken with Bruce and I have the green light to begin the ARB process for the investment strategy.

As I have discussed with both of you it is my desire to engage a PR firm to provide overall strategic communications support.

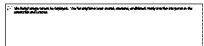
As part of this we would work with the PR firm to engage sub-contractors (research, community consultation, advertising/branding).

Could I task one of you to develop the ARB document that will be needed?

For your information I am meeting with Michael Frappier this week – meet and greet.

And we can add this to our Monday meeting as well.

Judy Pfeifer
Vice President, Strategic Communications



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