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**From:** Dykes, Melissa H. - President/COO <dykemh@jea.com>  
**Sent:** Monday, October 1, 2018 8:00 AM  
**To:** Zahn, Aaron F. - Interim Managing Director/CEO  
**Cc:** Wannemacher, Ryan F. - Interim Chief Financial Officer; Peninger, Kurt W. - Director Corporate Strategy; Charleroy, Melissa M. - Executive Assistant  
**Subject:** Key points for opening/closing this morning

A few key points for the opening/closing this morning: the short version.

- In the opening, please explain that the goals for the meeting and meeting format are a big pivot from what the group is used to. We have very deliberately separated strategic planning from the goal setting process and this morning is focused on goal setting.
- The foundational work for strategic planning has gone great. Thank them for their engagement on the guiding principles (the presentation includes an opportunity to review measures of value and new cultural value). Next big milestone in strategic planning is the Innovation Summit on Friday – an opportunity to think bigger, strategically, imagine possibilities – whatever you want to say here. As a housekeeping matter, there was an error message sent over the weekend about a cancelation of the Summit but it is still very much on and everyone should attend. The all-day summit is one reason for the very shortened version of this meeting.
- The timeline is there to give them some flavor for what is coming, but the goal of the meeting this morning is a functional goal setting and alignment process.
- **KURT – IN MY VERSION PAGE 6 STILL SAYS ONE CORPORATE INITIATIVE BUT I THOUGHT WE WERE CHANGING THE LANGUAGE SINCE IT IS MISLEADING. THERE ARE LOTS OF INITIATIVES GOING ON THIS YEAR (DOWNTOWN CAMPUS, FUEL OPTIMIZATION, TELECOM STRATEGY, ETC). IF THE PRESENTATIONS ARE NOT PRINTED AND YOU ARE JUST PLANNING TO PROJECT PLEASE CHANGE THAT SLIDE.**

Closing:

- I will do a brief “de-brief” on goal setting, asking volunteers to share particularly aligned, cross-functional goals that they were able to work through during the table work exercise.
- For closing, remind them that we will repeat the exercise on October 17 with all managers, so they have between now and then to finalize their goals so they are ready. [I am happy to deliver the closing or you can, whatever works best]

**Melissa Dykes**

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