



## NOTICE TO MARKET PARTICIPANTS AND STAKEHOLDERS

Date: October 9, 2014

**Re: Stakeholder Meeting – Strategic Plan and Nearer Term Projects**

The main purpose of the meeting is to provide feedback to the MSA on how it is doing and where it should go over the next few years. The whole MSA team will be on hand to field any questions. To stimulate the discussion, two documents are attached. The first document, [Activity Matrix](#), attempts to describe the broad range of activities undertaken by the MSA in furtherance of fulfilling its mandate and emphasizes regulatory efficiency. The [Strategic Plan](#) covers the period 2015 to 2018, looks at our strengths and weaknesses and indicates some priorities for the MSA in the nearer term time horizon. Some of these priorities are public projects and this is a key area that we are looking for feedback. The panel moderator will provide lots of opportunity for the audience to comment or ask questions, in addition to those of the panel.

Agenda details for the MSA stakeholder meeting to be held on **October 17, 2014 at 1:30pm, in the Turner Valley Room of the Fairmont Palliser**, are as follows:

1:30 – 2:00: Welcome and introductory remarks from Harry Chandler

2:00 – 3: 15: Panel Presentation/Discussion

Panelists: Derek Olmstead - MSA  
Peter Lomas - MSA  
Cheryl Terry - AESO  
James McIntosh - Direct  
Jim Paton - TCE  
Randy Stubbings - ENMAX

Moderator: Eagle Kwok – Balancing Pool

3:15 – 3:45: Wrap up and important take aways for the MSA  
Matt Ayres - MSA

3:45 – 5:00: Refreshments

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If you have not already contacted Donna Ehrhardt about attending the meeting at (403) 705-3181 or [donna.ehrhardt@albertamsa.ca](mailto:donna.ehrhardt@albertamsa.ca), please do so.

Yours truly,

*/s/ Mike Nozdryn-Plotnicki*  
Senior Advisor