



NOTICE TO MARKET PARTICIPANTS AND STAKEHOLDERS

Date: October 7, 2014

Re: MSA Stakeholder Meeting - Update

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, the Strategic Plan [[link](#)] 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. It is the same plan that was presented at the stakeholder meeting in October 2014. In addition, the attached Project Options List [[link](#)] combines the projects mentioned in the Strategic Plan with others that have come to light in the past year. Some of these projects are analytical in nature and some speak to the way we conduct our business. We are looking for feedback on the project list, what's important, what's not and what may be missing.

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 14, 2015 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: 45: Panel Presentation/Discussion

Panelists: Carolyn Dahl Rees - TransAlta
Chris McDowall – Velocity American
Doug Simpson - UCA
Daniel Jurijew – Capital Power

Moderator: Mike Nozdryn-Plotnicki - MSA

3:45 – 4:00: Wrap up and important take aways for the MSA
Matt Ayres - MSA

4:00 – 5:00: Refreshments

If you have some ideas to share and will not be able to attend the meeting to do so in person, feel free to contact me at 403-705-8503 or by email at mike.nozdryn-plotnicki@albertamsa.ca.

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

Yours truly,

/s/ Mike Nozdryn-Plotnicki
Senior Advisor