

## Zaharia, Sarah GCPE:EX

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, April 19, 2018 3:13 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** RE: Follow up

Okay. Just so's you know... the ec strategy came up in the subsequent call with Fazil. Evidently there is another draft in the works that ties in with the PO direction. And I think there is an outline that Fazil is going to send us. Will forward when I get it.

Tks,

R

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Robb Gibbs  
ADM – Strategic Communications  
Government Communications & Public Engagement  
P: 1-778-698-7469  
C: 1-778-584-1242

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**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Thursday, April 19, 2018 3:09 PM  
**To:** Gibbs, Robb GCPE:EX  
**Subject:** RE: Follow up

Thanks Robb, I've attached the list we talked about and will send the digital version of the presentation on the new website from JTT as soon as I get it. I emailed Tasha about the annotated list and she apologized and said she'd get it to us asap.

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, April 19, 2018 1:45 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** FW: Follow up

Hiya,

Here are the two docs from Meghan. Plus attaching the full omnibus... ec dev stuff is at the end but you may also find the ride hailing stuff interesting.

R

---

Robb Gibbs  
ADM – Strategic Communications  
Government Communications & Public Engagement  
P: 1-778-698-7469  
C: 1-778-584-1242

---

**From:** Sali, Meghan JTT:EX  
**Sent:** Thursday, April 19, 2018 10:52 AM  
**To:** Gibbs, Robb GCPE:EX  
**Subject:** Follow up

Hey Robb,

Attached are my notes on the frame, and the innovation commissioner's notes for PJH's speech.

I'll get back to you with the other two items.

M

***Meghan Sali***  
***Ministerial Assistant to Hon. Bruce Ralston***  
***Minister of Jobs, Trade and Technology***  
British Columbia Parliament Buildings | 501 Belleville St, Victoria, BC V8V 2L8  
[meghan.sali@gov.bc.ca](mailto:meghan.sali@gov.bc.ca) | 250.812.0878

## Zaharia, Sarah GCPE:EX

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**From:** Schollen, Tasha GCPE:EX  
**Sent:** Thursday, April 19, 2018 11:00 AM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** RE: Economic Initiative Framework  
**Attachments:** CCSSP\_Economic Strategy Framework\_Dec 4.pptx

I think Robb has this...

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**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Thursday, April 19, 2018 10:37 AM  
**To:** Schollen, Tasha GCPE:EX  
**Subject:** Economic Initiative Framework

Hey Tasha,

Do you have any draft materials that I can review? It came up in our assignment meeting last week with Robb.

**Sarah Zaharia**

Executive Director | Financial Ministries  
Government Communications and Public Engagement  
[Sarah.Zaharia@gov.bc.ca](mailto:Sarah.Zaharia@gov.bc.ca)  
(778) 584-1258

## Zaharia, Sarah GCPE:EX

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**From:** Mukasa, Kate GCPE:EX  
**Sent:** Tuesday, April 10, 2018 5:16 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** RE: FOR REVIEW: Surrey LRT Logo

Thank you

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**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Tuesday, April 10, 2018 5:14 PM  
**To:** Mukasa, Kate GCPE:EX  
**Subject:** RE: FOR REVIEW: Surrey LRT Logo

Green light from HQ – just talked with Robb

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**From:** Mukasa, Kate GCPE:EX  
**Sent:** Monday, April 9, 2018 1:04 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** RE: FOR REVIEW: Surrey LRT Logo

Hello Sarah,

I'm free to connect when you are.

Thank you,  
Kate

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**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Thursday, April 5, 2018 12:50 PM  
**To:** Mukasa, Kate GCPE:EX  
**Cc:** McKenzie, Scott GCPE:EX  
**Subject:** RE: FOR REVIEW: Surrey LRT Logo

Hey Kate, let's connect about this s.22

No big concerns on my end.

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**From:** Mukasa, Kate GCPE:EX  
**Sent:** Monday, March 26, 2018 1:26 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** McKenzie, Scott GCPE:EX  
**Subject:** FOR REVIEW: Surrey LRT Logo

Hello Sarah,

Last year during the writ period, the City of Surrey had sent through some branding of their LRT project for provincial approval. We were not able to approve anything at that stage, and now that a funding agreement is imminent, they are circling back.

I'm not sure who at HQ would need to approve this before I share with Our MO.

The logo developed for the Surrey Light Rail project has been developed, reviewed and approved by the project board and is awaiting approval from the province to proceed using it on collateral.

The city is hoping to do a brand reveal at a project announcement (looks like that may be end of April). Also, please note that at the time of a funding announcement for the LRT, there will also be a funding announcement for the Millennium Line Extension. The City of Vancouver has not developed any branding for this project yet, and it would be my preference to do a brand reveal when they are both ready.

Sending you the Surrey LRT now for review. Please let me know if you have any questions.

Thank you,  
Kate

## Zaharia, Sarah GCPE:EX

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**From:** Schollen, Tasha GCPE:EX  
**Sent:** Thursday, April 5, 2018 8:36 AM  
**To:** Zaharia, Sarah GCPE:EX; Dale, Raman GCPE:EX  
**Cc:** Lowe, Mike GCPE:EX; Stewart, Dawn M GCPE:EX; Sall, Gurmeet GCPE:EX  
**Subject:** RE: GCPE budget Question

Sure, I'm in the dark as to the genesis of it and will have to make some calls.

---

**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Thursday, April 5, 2018 8:36 AM  
**To:** Schollen, Tasha GCPE:EX; Dale, Raman GCPE:EX  
**Cc:** Lowe, Mike GCPE:EX; Stewart, Dawn M GCPE:EX; Sall, Gurmeet GCPE:EX  
**Subject:** RE: GCPE budget Question

Tasha – can we connect this morning about this info? This isn't the first time we had the request. Might be good to include Raman and Mike in the conversation as well.

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**From:** Schollen, Tasha GCPE:EX  
**Sent:** Wednesday, April 4, 2018 9:58 PM  
**To:** Dale, Raman GCPE:EX; Zaharia, Sarah GCPE:EX  
**Cc:** Lowe, Mike GCPE:EX; Stewart, Dawn M GCPE:EX; Sall, Gurmeet GCPE:EX  
**Subject:** RE: GCPE budget Question

Thanks, Raman. I appreciate the help. This should do the trick.

---

**From:** Dale, Raman GCPE:EX  
**Sent:** Wednesday, April 4, 2018 9:47 PM  
**To:** Schollen, Tasha GCPE:EX; Zaharia, Sarah GCPE:EX  
**Cc:** Lowe, Mike GCPE:EX; Stewart, Dawn M GCPE:EX; Sall, Gurmeet GCPE:EX  
**Subject:** RE: GCPE budget Question

Hi Tasha,

We manage our salary budgets centrally at GCPE. They are not split out by each comms shop.

This is a tricky exercise, as the size and shape of shops has changed since transition, as your attachment shows, and it wasn't always a clearly tracked move (ie X # of staff from old MIT went to create the new Mental Health and Addictions shop of 5 etc). Overall, the total complement of staff in comms shops has remained constant pre and post transition, and there were a number of shifts overall.

For the current 11 staff in JTT including yourself, the total full-year projection for salaries and benefits would be approximately \$980k (including a 100% MOU).

Here is what I have for pre transition:

Pre-transition	Comms Staff
Ministry of International Trade	5

Ministry of Jobs, Tourism and Skills Training	<b>12</b>
Ministry of Small Business and Red Tape Reduction	<b>5</b>
Ministry of Technology, Innovation and Citizens' Services	<b>5</b>

The attached shows a summary of the positions that comprise these shops and **a projection** of the annual cost. Hope it helps.

I am in meetings off-site until after 11 tomorrow. CC'ing Dawn and Gurmeet who may be able to assist further, or I will get back to you then. Mike has a good handle on things as well.

**Raman Dale, CPA, CMA**

Executive Director, Finance and Corporate Services  
Government Communications and Public Engagement  
**Phone: (250) 920-8810**

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**From:** Schollen, Tasha GCPE:EX  
**Sent:** Wednesday, April 4, 2018 8:13 PM  
**To:** Zaharia, Sarah GCPE:EX; Dale, Raman GCPE:EX  
**Cc:** Lowe, Mike GCPE:EX  
**Subject:** FW: GCPE budget Question

Hello Sarah and Raman,

I just received this request about my shop's (JTT) payroll as compared to what it was previously when the ministry was JTST. These questions have come from my minister and apparently the DM wants the info by noon tomorrow.

I have highlighted the questions that I am unable to answer.

Can you let me know if it's possible to get answers by noon tomorrow?

Many thanks,  
Tasha

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**From:** Schollen, Tasha GCPE:EX  
**Sent:** Wednesday, April 4, 2018 8:06 PM  
**To:** Mortimer, David JTT:EX  
**Cc:** Campbell, Tracy MAH:EX  
**Subject:** RE: GCPE budget Question

Hi David,  
I don't manage a budget, so I don't know the answers to your salary related questions. See my responses below.

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**From:** Mortimer, David JTT:EX  
**Sent:** Wednesday, April 4, 2018 7:44 PM  
**To:** Schollen, Tasha GCPE:EX  
**Cc:** Campbell, Tracy MAH:EX  
**Subject:** GCPE budget Question

Hi Tasha

MBR is requesting some information on GCPE costs incurred by the Ministry: Specifically

1. What is the current number of GCPE staff (or full time equivalents) currently assigned to JTT? 11 FTEs s.22  
s.22
  - Director (1) Band 4
  - Manager (2) Band 3
  - Sr. Public Affairs Officer (3) – Joseph Li is one.
  - Public Affairs Officer (4)
  - Jr. Public Affairs Officer (1)
2. What was the number in the previous Ministry, and how has that number changed since the Ministry was reconstituted as JTT? See attachment.
3. What is the total annual budget for salaries for GCPE staff associated with JTT – and how does that compare with the previous incarnation of the Ministry? I don't know. I'd have to send a request to our finance division.

Could you advise on 1 and provide the classification of the staff (Band 2, 3 4? Etc) so I can provide a cost estimate for 3. I'll have to ask about this to be certain.

Could you advise on the GCPE complement allocated to the previous Ministry? JTST? I don't know. Has to go to GCPE's finance division.

We are due back to the DMO with a response for noon tomorrow – sorry for the timelines.

Thanks - David

## Zaharia, Sarah GCPE:EX

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**From:** Zadravec, Don GCPE:EX  
**Sent:** Tuesday, March 27, 2018 5:03 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** LeGuilloux, Marg GCPE:EX  
**Subject:** Re: Sample Scrum Summary & Talk Show Appearance Submission

I raised it with them. In addition to what Marg said, some said they also used to get real time texts from scrums as well as what media were in the scrum.

Don Zadravec  
Executive Director  
GCPE  
778-584-1252  
Sent from my iPhone

On Mar 27, 2018, at 4:31 PM, Zaharia, Sarah GCPE:EX <[Sarah.Zaharia@gov.bc.ca](mailto:Sarah.Zaharia@gov.bc.ca)> wrote:

Don – has this ever come up in conversation with your team?

---

**From:** LeGuilloux, Marg GCPE:EX  
**Sent:** Tuesday, March 20, 2018 5:26 PM  
**To:** Zaharia, Sarah GCPE:EX; Zadravec, Don GCPE:EX  
**Subject:** RE: Sample Scrum Summary & Talk Show Appearance Submission

Hi. I asked my CDs this Q today:

Things they used to get but aren't anymore:

- Call-arounds to the Gallery, in advance of an event, to encourage attendance at the event – Steph has been clear they won't do them.
- Set up of dial-in/call-ins (used to be done by Media relations, now being done by Rick)
- Audio clips from the Hall (they are getting them but taking way way longer – sometimes two hours after, even for a hot issue. Use to get an immed ph. call or heads up or rough transcript right away)
- Moderation (on phone or in person) at big events – this prompted some discussion that they still sometimes will do this, if asked. I do recall Rick deciding recently that his people will do this as well, if asked.

That was it for their list. Hope that helps. Thx.

*Marg LeGuilloux*

Executive Director  
Communications - Social Ministries  
GCPE  
778-584-1259

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**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Friday, March 16, 2018 5:11 PM  
**To:** LeGuilloux, Marg GCPE:EX; Zadravec, Don GCPE:EX  
**Subject:** FW: Sample Scrum Summary & Talk Show Appearance Submission

In follow up to our conversation about scrum summaries, Tasha sent me an example. Can you check in with your CD's about items we might be missing? I'm working on building a list and we can talk about if we need them going forward and who might be responsible for them.

-SZ

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**From:** Schollen, Tasha GCPE:EX  
**Sent:** Thursday, March 15, 2018 3:47 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** Sample Scrum Summary & Talk Show Appearance Submission

Example of how we sent talk show appearances to Media Relations.

Sample scrum summary attached.

---

**From:** Schollen, Tasha GCPE:EX  
**Sent:** Wednesday, November 2, 2016 11:41 AM  
**To:** van Marum, Karen GCPE:EX; Glover, Hannah GCPE:EX; GCPE Today's News Online GCPE:EX  
**Cc:** Whittier, Joanne GCPE:EX  
**Subject:** Talk Show Appearance - 12:15pm today

CFAX AM 1070 with Joe Perkins – 12:15 p.m.

Guest: Technology, Innovation and Citizens' Services Minister Amrik Virk

Topic: Victoria Courthouse Redevelopment and Remediation Plan

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**Tasha Schollen** | Communications Director  
Ministry of Technology, Innovation and Citizens' Services  
Government Communications and Public Engagement  
Phone: 250-387-3134 | Cell: 250-889-1121

## Zaharia, Sarah GCPE:EX

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**From:** Schollen, Tasha GCPE:EX  
**Sent:** Tuesday, March 27, 2018 4:35 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** RE: FOR REVIEW: NR Northern Rail

Okay, thanks Sarah.

---

**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Tuesday, March 27, 2018 4:33 PM  
**To:** Schollen, Tasha GCPE:EX  
**Subject:** RE: FOR REVIEW: NR Northern Rail

s.13 in a conversation just now with Cara and have raised it with Robb Gibbs a couple days ago. It's been flagged in the corp cal.

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**From:** Schollen, Tasha GCPE:EX  
**Sent:** Tuesday, March 27, 2018 4:23 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** FW: FOR REVIEW: NR Northern Rail  
**Importance:** High

Hi, just sent this off to Sheila...I will send an updated version when I get it. I've attached the letter that's gone out.

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**From:** Schollen, Tasha GCPE:EX  
**Sent:** Tuesday, March 27, 2018 4:23 PM  
**To:** Matthen, Sheila GCPE:EX; McColl, John-Michael JTT:EX  
**Subject:** FOR REVIEW: NR Northern Rail  
**Importance:** High

Hi...sorry for the delay in getting this to you...for your review...can you kindly send me your edits in track?

Thanks,  
T

---

**Tasha Schollen** | Communications Director  
Ministry of Jobs, Trade and Technology  
Government Communications and Public Engagement  
Cell: 250-889-1121

## Zaharia, Sarah GCPE:EX

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**From:** Shirley Vickers <svickers@bcic.ca>  
**Sent:** Friday, March 23, 2018 1:43 PM  
**To:** Michelle Foster; Zaharia, Sarah GCPE:EX  
**Cc:** Tomica Divic  
**Subject:** Re: schedule

Thank you, Sarah and Michelle. I'm sorry, I've been tied up all morning. I'm in Vancouver Tues to Thursday next week and the following week as well. Don't know what your travel schedule is. Looks like we may have the opposite schedules! I think I might have to organize a Vancouver Monday to have a catch up 😊 Hope things are well with yous.22

All the best,  
Shirley

Shirley Vickers, MBA  
President & CEO



BC Innovation Council

Suite 900, 1188 West Georgia, Vancouver, BC

**Stay Connected:** [www.bcic.ca](http://www.bcic.ca)



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**From:** Michelle Foster <mfoster@bcic.ca>  
**Date:** Friday, March 23, 2018 at 11:57 AM  
**To:** "Zaharia, Sarah GCPE:EX" <Sarah.Zaharia@gov.bc.ca>  
**Cc:** Tomica Divic <tdivic@bcic.ca>, Shirley Vickers <svickers@bcic.ca>  
**Subject:** Re: schedule

Apologies Sarah, I misunderstood. Will try to schedule on another date.

Have a great weekend!

Thanks,  
Michelle

**Michelle Foster**

Office Manager & Executive Assistant



BC Innovation Council  
604 602 5221  
Suite 900, 1188 West Georgia,  
Vancouver, BC  
Stay Connected: [www.bcic.ca](http://www.bcic.ca)



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**From:** "Zaharia, Sarah GCPE:EX" <Sarah.Zaharia@gov.bc.ca>  
**Date:** Friday, March 23, 2018 at 11:51 AM  
**To:** Michelle Foster <mfooster@bcic.ca>  
**Cc:** Tomica Divic <tdivic@bcic.ca>, Shirley Vickers <svickers@bcic.ca>  
**Subject:** RE: schedule

Hey Michelle,

As I mentioned – I'm in Vancouver today and Monday so doesn't seem like that will work for Shirley. Happy to talk about other dates that might work.

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**From:** Michelle Foster [mailto:mfooster@bcic.ca]  
**Sent:** Friday, March 23, 2018 11:49 AM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Tomica Divic; Shirley Vickers  
**Subject:** Re: schedule

Hi Sarah,

Thought I'd jump in for Shirley- she's s.22 available on Monday around noon, if you're free for coffee or lunch?

Please confirm and I'll send the calendar request 😊

Thanks,

Michelle

**Michelle Foster**  
Office Manager & Executive Assistant



BC Innovation Council  
604 602 5221  
Suite 900, 1188 West Georgia,

Vancouver, BC

Stay Connected: [www.bcic.ca](http://www.bcic.ca)



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**From:** "Zaharia, Sarah GCPE:EX" <[Sarah.Zaharia@gov.bc.ca](mailto:Sarah.Zaharia@gov.bc.ca)>

**Date:** Friday, March 23, 2018 at 9:49 AM

**To:** Shirley Vickers <[svickers@bcic.ca](mailto:svickers@bcic.ca)>

**Cc:** Tomica Divic <[tdivic@bcic.ca](mailto:tdivic@bcic.ca)>

**Subject:** RE: schedule

Hi Shirley,

I'm in Vancouver today and Monday, happy to meet with you if those dates work for you and you're in town.

---

**From:** Shirley Vickers [<mailto:svickers@bcic.ca>]

**Sent:** Monday, March 19, 2018 2:57 PM

**To:** Zaharia, Sarah GCPE:EX

**Cc:** Tomica Divic

**Subject:** schedule

Hi Sarah,  
s.22

Are you there and if so, do you have time for a coffee or lunch? I thought it would be great to catch up.

Shirley

Shirley Vickers, MBA  
President & CEO



BC Innovation Council

Suite 900, 1188 West Georgia, Vancouver, BC

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## Zaharia, Sarah GCPE:EX

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**From:** Schollen, Tasha GCPE:EX  
**Sent:** Thursday, March 15, 2018 9:42 AM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** RE: Media Relations Suggestion

Hi –  
I would love to get the scrum audio, but didn't receive it. Does she mean audio from her team or in TNO? We didn't get any TNO alerts that day. Didn't see it until it was transcribed in TNO the next morning.

---

**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Thursday, March 15, 2018 9:33 AM  
**To:** Schollen, Tasha GCPE:EX  
**Subject:** RE: Media Relations Suggestion

I'd like to talk about this briefly at our meeting today. s.13

- This should have definitely gone to MBR as well. s.22 s.13  
s.13 I will remember to consider that in future and let my team know as well.
- We can talk about it but s.13
- I expect that when we send them the scrum audio that they then send that to their MOs?

---

**From:** Schollen, Tasha GCPE:EX  
**Sent:** Wednesday, March 14, 2018 8:53 AM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** Media Relations Suggestion

Hi Sarah,  
I believe we spoke to this a couple of weeks ago at our sectoral CD meeting and I'm raising it again.

s.13

Thanks,  
Tasha

---

**Tasha Schollen** | Communications Director  
Ministry of Jobs, Trade and Technology  
Government Communications and Public Engagement  
Cell: 250-889-1121

## Zaharia, Sarah GCPE:EX

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**From:** Turner, Caeli LDB:EX  
**Sent:** Tuesday, March 13, 2018 1:02 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Parry, Paulette LDB:EX; Zanolco, Viviana LDB:EX; McRae, Meghan GCPE:EX; Leslie, Sean GCPE:EX; Nelson, Tiffany GCPE:EX  
**Subject:** RE: BC Wine Month - button and door poster suggestion  
**Attachments:** Seasonal collateral.pdf

Hi Sarah,

As requested, here are some variations of the icon that have been used in the past. Our marketing/design team primarily ties the colour used into the season/time of year.

Here's an example of a green one in our current Savvy Shopper for March:  
<http://www.bcliquorstores.com/flipbooks/savvy-shopper/2018/March/>

In terms of the buttons, as mentioned yesterday, our graphic team pulled together the design for our discussion, since it was a new request. We will now need to get it approved internally (through the head of BC Liquor Stores and through our CEO) and as long as they have no concerns, we can get them shipped out ASAP to the stores for April.

If you have any further questions or concerns, please just let me know.

Best regards,  
Caeli

Caeli Turner  
Director, Corporate Policy & Communications BC Liquor Distribution Branch  
2625 Rupert Street, Vancouver BC V5M 3T5  
T: 604 252-3196 E: caeli.turner@bcldb.com

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-----Original Message-----

**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Tuesday, March 13, 2018 9:15 AM  
**To:** Turner, Caeli LDB:EX  
**Cc:** Parry, Paulette LDB:EX; Zanolco, Viviana LDB:EX; McRae, Meghan GCPE:EX; Leslie, Sean GCPE:EX  
**Subject:** RE: BC Wine Month - button and door poster suggestion

Hi Caeli,

Thanks to everyone for your time yesterday, I appreciated having a clear understanding of the plans for BC Wine Month. With the timelines being what they are, we are going to leave the creative as is for the buttons.

Could I ask for the campaigns with other colored logo bugs still to be sent (blue vs orange)?

All the best,

Sarah

-----Original Message-----

From: Turner, Caeli LDB:EX  
Sent: Monday, March 12, 2018 4:48 PM  
To: Zaharia, Sarah GCPE:EX  
Cc: Parry, Paulette LDB:EX; Zanolocco, Viviana LDB:EX  
Subject: FW: BC Wine Month - button and door poster suggestion

As discussed - resending, with the support VQA collateral.

Caeli Turner  
Director, Corporate Policy & Communications BC Liquor Distribution Branch  
2625 Rupert Street, Vancouver BC V5M 3T5  
T: 604 252-3196 E: caeli.turner@bclldb.com

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-----Original Message-----

From: Turner, Caeli LDB:EX  
Sent: Monday, March 12, 2018 4:40 PM  
To: Zaharia, Sarah GCPE:EX  
Cc: Parry, Paulette LDB:EX; Zanolocco, Viviana LDB:EX  
Subject: BC Wine Month - button and door poster suggestion

Hi Sarah - as discussed. This look and feel aligns with the BC VQA promo that will already been in our stores for April. It could be used for buttons for all-staff and for the door posters.

Caeli Turner  
Director, Corporate Policy & Communications BC Liquor Distribution Branch  
2625 Rupert Street, Vancouver BC V5M 3T5  
T: 604 252-3196 E: caeli.turner@bclldb.com

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## Zaharia, Sarah GCPE:EX

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**From:** Turner, Caeli LDB:EX  
**Sent:** Monday, March 12, 2018 1:27 PM  
**To:** Zaharia, Sarah GCPE:EX; Togneri, Cassandra GCPE:EX  
**Cc:** Parry, Paulette LDB:EX  
**Subject:** RE: Introductions - GCPE

Thanks for introducing us, Cassandra.

Sarah, nice to meet you. My team handles LDB communications (internal, corporate, stakeholder, media etc.), but we have a separate group responsible for Marketing and Advertising for BC Liquor Stores. Yes, we have 197 stores located all throughout the province, so the logistics to ensure all the stores have received the products in advance will be a bit tricky. We would need the design finalized within the next day or two to allow enough time for printing/shipping and instructions to all of our stores.

Are you free for a call today at 4:30pm? Our CEO is unavailable at that time, but if you can walk Paulette (our Director of Marketing) and me through what your request is, we can loop back with him afterwards for approval and to see if the request is doable.

Thanks,  
Caeli

### Caeli Turner

Director, Corporate Policy & Communications  
BC Liquor Distribution Branch  
2625 Rupert Street, Vancouver BC V5M 3T5  
T: 604 252-3196 E: [caeli.turner@bcldb.com](mailto:caeli.turner@bcldb.com)

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**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Monday, March 12, 2018 12:30 PM  
**To:** Togneri, Cassandra GCPE:EX; Turner, Caeli LDB:EX  
**Subject:** RE: Introductions - GCPE

Thanks for the intro Cassandra – great to meet you Caeli!

Can you let me know when you're free today or tomorrow? I know we are working on tight deadlines.

-Sarah

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Monday, March 12, 2018 9:30 AM  
**To:** Turner, Caeli LDB:EX; Zaharia, Sarah GCPE:EX  
**Subject:** Introductions - GCPE

Good morning Caeli and Sarah –

Sarah, Caeli Turner is the Director of Corporate Policy and Communications at the LDB. Caeli, Sarah Zaharia is the Executive Director of the Communications Operations Division of GCPE. Sarah would like to set up a call with you and Blain Lawson to discuss the possibility of decals and buttons in all BC Liquor Stores for BC Wine Month.

Please let me know if I can assist you in any way.

Thank you,  
Cassandra

**Cassandra Togneri**  
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