



## Industrial Power Consumers Association of Alberta

September 2, 2008

To: Alberta Electricity Market Participants

Re: New IPCAA Executive Director Appointment

IPCAA is pleased to announce that Sheldon Fulton of Forte Business Solutions Ltd. has accepted the role of Executive Director of IPCAA effective September 1, 2008.

"I see providing strong advocacy in both the market and the policy/regulatory arenas," Sheldon has stated. "Together, we will make it our primary concern to ensure the market operates in a fair, efficient and openly competitive manner, building coalitions and consensus among Alberta electrical loads, working with generators to encourage market efficiency, and facilitating an open dialogue with the AESO, AUC, DOE and the MSA."

Sheldon will be rounding off his current duties at the Ontario Power Authority in Toronto. He will be transitioning his time commitments to IPCAA over the next four months.

Contact information is as follows:

Sheldon Fulton  
Forte Business Solutions Ltd.  
5856 Dalcastle Drive, N.W.  
Calgary, AB T3A 1Z3

Email: [fortebssl@aol.com](mailto:fortebssl@aol.com)  
Phone: 403.815.1341  
Fax: 403.247.6514

Please update your contact information, and forward this notice to those within your organization for whom it will be required.

Sincerely,

Marie Gallant  
Executive Secretary, IPCAA