
From: jeffrey E. <jeevacation@gmail.com>
Sent: Saturday, July 18, 2015 9:30 AM
To: Pritzker, Tom
Subject: Re:

i understand the exhausted part

On Fri, Jul 17, 2015 at 9:25 PM, P=itzker, Tom <[REDACTED]> wrote:
<=lockquote class="gmail_quote" style="margin:0 0 0 .8ex; border-left:1px #ccc solid; padding-left:1ex">

On the plane headed to Oxford. =eed to sleep.

I really like Ariana and admire her f=r what she is trying to do. The degree of difficulty is very h=gh. She's fighting several national systems, a boys club, a family with brand confusion, the disruptive world etc. I sug=ested to Ariana the idea of hiring TPO for \$1.00, we would spend her money=putting together a strategic plan and then try to figure out how to execut= on that plan. Joe (the guy who I brought in to run TPO) and I discussed it after she left. We were exhausted =ust hearing her very cogent and well-reasoned description of the challenge=. Joe thinks it goes into the box labelled "too tough =9D. I suggested we think of a deal we couldn't refuse. = She wanted to speak with Benjamin about this which is fine. We left the =all in her court to come back to us. Joe is probably right, bu= I like Ariana and it's a very interesting dynamic.

=C2 tjp

From: jeffrey E. [mailto:jeevacation@gmail.com]
Sent: Friday, July 17, 2015 07:33 PM
To: Pritzker, Tom
Subject:

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please no=e

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