

**Kenneth D Rice**  
05/18/1999 04:58 PM

To: Jeff Skilling/Corp/Enron@Enron  
cc:  
Subject: Coining a New Term in lieu of "Trader/Trading"

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From: Jordan Mintz on 05/12/99 03:04 PM  
To: Kenneth D Rice/HOU/ECT@ECT, Kevin P Hannon/HOU/ECT@ECT  
cc:  
Subject: Coining a New Term in lieu of "Trader/Trading"

Following up on Jeff's request from today's EBR, I thought I would throw out to you a thought: The word "commerce" has a positive business connotation. Perhaps something along the lines of "Intellectual Business Commerce" or a derivative thereof (albeit a bit unwieldy) has some attraction. "Commerce" has a broad enough meaning to capture the concepts of "customer interface", "strategic assets", and "market maker" that Jeff alluded to.

Anyway, one idea. Let me know if you want me just to stick to tax.

Jordan