

Rich Maggiani
Solari Principal

**Integrated Resource
Planning**

**Stakeholder
Communication**

**Plans, Reports,
and Studies**

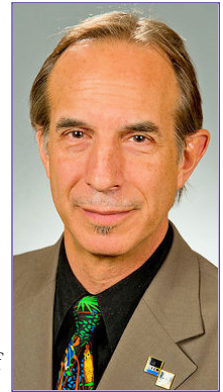
Memorable Messaging

Professionalism

About Solari Communication

Solari is a full-service communication firm operating exclusively in the energy industry. We work with you to create and impart effective communication that establishes and enhances a respectful relationship with your stakeholders.

SOLARI COMMUNICATION is led by its principal, Rich Maggiani, a professional with more than 25 years' experience communicating within the energy industry. Rich deftly informs, guides, and persuades stakeholders by assimilating information into simple, clear, coherent, memorable messages. This combination of communication and energy industry expertise makes Rich uniquely qualified to assist you.



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THE INCREASING PENETRATION OF RENEWABLE GENERATION on power grids, especially from distributed energy resources (DERs), is causing a profound transformation in integrated resource planning. The scope of IRPs has expanded to incorporate integrated grid planning. The influx of variable distributed resources, transmission and distribution upgrades, grid modernization, customer choice considerations, and stakeholder communication—together with heightened reliability and cost considerations—has essentially shifted resource planning to capacity planning.

For over ten years, Solari has been fortunate to be at the forefront of this integrated planning transition. We bring this expertise and experience to your resource planning.

HOW YOU COMMUNICATE with your stakeholders has changed dramatically. We can assist you in creating a coordinated, strategic communication plan centered on five main elements: critical issues, audiences, messaging, implementation, and evaluation. A successful communication plan charts a path that engages stakeholders in meaningful dialog, especially during public meetings where you can employ strategies to adeptly solicit open and honest commentary. Such a meeting fortifies stakeholder relationships, and strengthens trust and confidence.

INSIGHTFUL PLANS, REPORTS, AND STUDIES create opportunities and engender firm paths forward. For an energy industry in flux, seminal research can help ground future decisions. We cohesively employ primary and secondary research to shed light on the industry's emerging transition. Such is the case with the trends we are discovering in our report on the transformation in resource planning. Bank on us to generate similar results for you.

A FOUNDATIONAL CONCEPT of effective communication centers on memorable "sticky" messaging. As with any journey, creating memorable messaging begins with the end in mind. An audience-centered perspective helps envision how external entities perceive your company and its situation. This method avoids a company-focused myopia, instead relying on external perceptions that can be adroitly addressed and turned into enlightened realities.

SAMPLES OF RICH'S WORK only serve to demonstrate results. You can rely on Rich's consummate professionalism during all interactions. Rich listens, plans and sets goals, innovates and creates, and writes and communicates simply and clearly with you and to your stakeholders. His work comprises a thorough grasp of information as it relates to electricity and energy, and how best to present and communicate it. Your success is his highest priority.

Contact us today to discuss how your communication can achieve the desired results and attain your goals. Rich considers it an honor to collaborate with you.

