

**Rich Maggiani:
Solari Principal**

**Integrated Resource
Planning**

**Stakeholder
Communication Plan**

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.

THE INCREASING PENETRATION of renewable generation on power grids is causing a profound transformation in integrated planning. Electric utility planning is fast becoming integrated grid planning, which includes bulk power and distributed resources, transmission and distribution, grid modernization, customer choice, and stakeholder communication together with reliability and cost considerations.

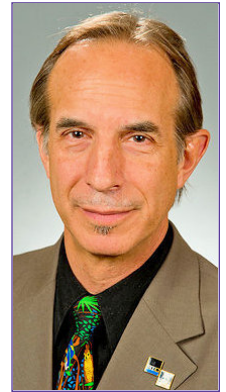
Solari has been fortunate to be at the forefront of this integrated planning transition. Rich played a key role in creating, writing, and communicating the four most recent resource plans of the Hawaiian Electric Companies. Their Power Supply Improvement Plan, filed in December 2016, attains a 100% Renewable Portfolio Standard goal by 2040, and 100% renewable generation by 2045. For all plans, Rich worked closely with utility executives and staff, intervenors, and consultants to meet all regulatory mandates. We can bring this expertise and experience to your integrated 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.

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

WHILE YOU CAN PERUSE samples of Rich's work on our website, they demonstrate only the results of his work. You can rely on Rich's consummate professionalism in everything he does for you, and during all interactions. Rich listens, plans and sets goals, innovates and creates, and writes and communicates simply and clearly to your various audiences. He is wholly dedicated to the task and to you. 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.



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Solari Principal

