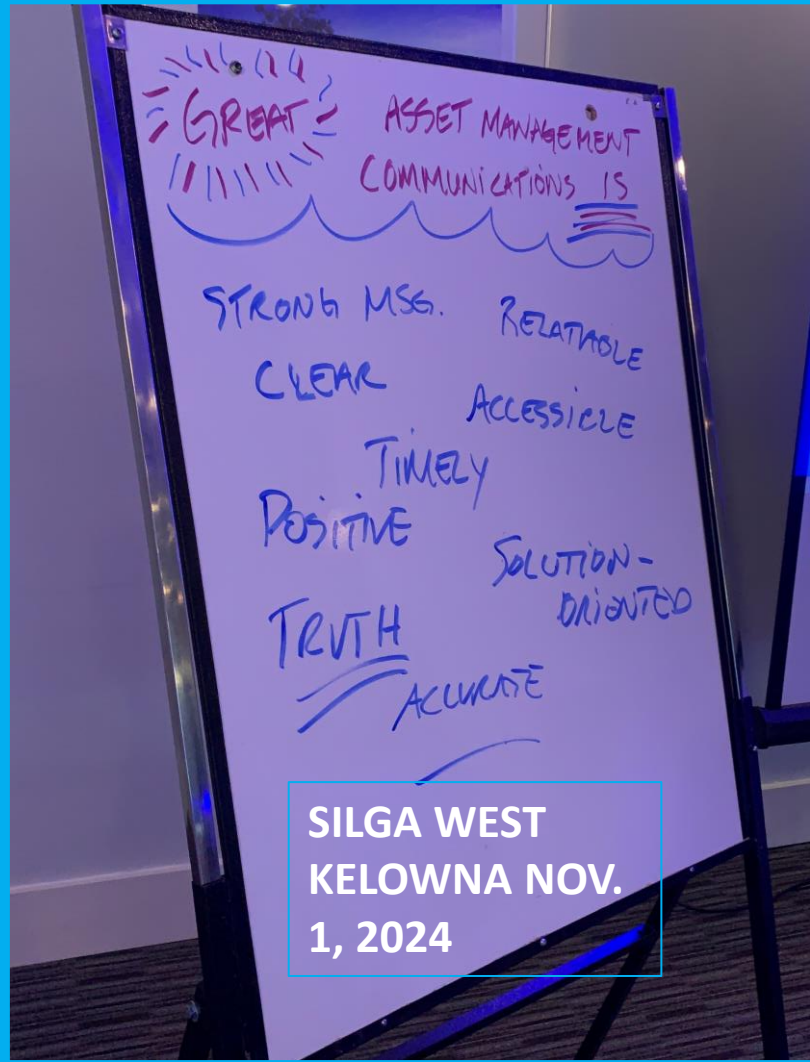


IN YOUR WORDS: What makes for **great** asset management communication? Think of these as your North Star for communications!



- **Early, preemptive**
 - **Explains risks, costs, our reality**
 - **Frequent**
 - **Consistent**
 - **Honest, truthful**
 - **How you deliver it**
 - **Emotional stake**
 - **Right details to the right audience**
 - **Delivered by right spokesperson**
 - **Understandable**
 - **Doomsdayish (No water, no sewer, no town!)**
 - **Balanced**
 - **HOPE!**
- SILGA
KAMLOOPS
OCT. 31, 2024