



## Rich Maggiani

- Over 20 Years Experience, with Masters Degree
- Instructional Designer, Trainer, Coach, Writer, Speaker
- Fellow, Society for Technical Communication
- Award-Winning Communicator
- [www.solari.net](http://www.solari.net)

### Professional Skills

- Instructional designer, trainer, and coach of communication classes in a variety of settings and audiences: corporate, academic, and professional.
- Writer and editor of numerous books and documents (over 225 at present):
  - User guides for both vertical and horizontal markets, including software and hardware user guides, online help, training materials, quick reference guides, programs and procedures, course catalogs, and pocket guides.
  - RFP responses, agency reports, system documentation (including design and logic manuals), reference manuals, architecture and functional specifications, test plans, and report samples.
- Organizational communicator for international professional organization: planning, organizing, writing, and coaching the exchange of information between the Board of Directors, office staff, and membership.
- Marketing communication consultant for branding, messaging, and positioning and its successful implementation throughout an organization and through all levels of corporate communication.
- Public speaker and presenter at international professional conferences on topics ranging from marketing, writing, competitions, listening, and professional development.
- Manager and organizer for all aspects of multi-layered projects and personnel.
- Designer and production artists for marketing materials, books, and publications.

### Toward Humanity Blog

- Writer and publisher of the Solari blog *Toward Humanity*, since all communication must be for the benefit of humanity and bring us all closer together toward a common goal.
- <http://www.solari.net/toward-humanity/>

### Experience, over 20 Years

- **Communication Consultant: Instructional Designer, Trainer, Writer, Coach**  
 President and Founder  
 Page Designs Inc, 1988–Present
  - Solari Communication (dba), Essex Vermont Communication Consultants; [www.solari.net](http://www.solari.net) 2004–Present
  - PDI Creative (dba), Burlington Vermont Marketing and Communication agency with a staff of eighteen employees 1988–2004
- **Instructional Designer, Trainer, Technical Communicator, Designer, Editor**  
 Vermont State Colleges, Waterbury Vermont 1985–1989
- **Information Developer**  
 IBM, Poughkeepsie New York 1981–1985

### Education, MSA, BS

- **Master of Science in Administration**  
 Saint Michael's College, Colchester VT  
 Summa cum laude
- **Bachelor of Science**  
 Mathematics; Education and Communication  
 Bridgewater State University, Bridgewater MA  
 Cum laude
- **Teacher Certification**  
 English, Mathematics, Secondary Education
- Additional communication-related course work:  
 Technical Writing, Book Design, Designing Task Oriented Libraries, Graphic Design, Usable Graphics, Professional Skills, Typography
- Computer programming course work:  
 Basic Programmer Education; Systems Programmer Training; Basic and Advanced Programming Language for Systems; HTML; PHP.



## Instructional Design and Training

- **Instructional Designer and Trainer.** Created and designed a full-day class on customer communication skills for base-line training and for annual employee evaluation and assessment. Vertek Corporation, Colchester Vermont. August 2010–Present.
- **Instructional Designer.** Designed and created a presentation framework and four-day class on beginner and intermediate presentation skills. RiverSource University, Ameriprise Financial. Minneapolis Minnesota. November 2009–July 2010.
- **Instructional Designer and Trainer for Subject Matter Experts.** Designed, wrote, trained for a Technical Writing and Professional Skills classes for subject matter experts and other professionals for an internal training program. Green Mountain Coffee Roasters, Waterbury Vermont. August 2009–April 2010.
- **Instructional Designer and Teacher.** Designed and taught an undergraduate course in Technical Writing. Champlain College. Burlington Vermont. September 2007–January 2008.
- **Instructional Designer and Trainer.** Designer and trainer of the Communication Trilogy in the Solari Classroom: *Writing for Results*, *Presenting with Poise*, and *Are You Listening?* Solari Communication, Essex Vermont September 2004–Present.
- **Instructional Designer and Trainer.** Designer and trainer of three supplemental communication classes in the Solari Classroom: *Compelling Communication*, *Applying Writing Mechanics*, and *Working with Word*. Solari Communication, Essex Vermont September 2004–Present.
- **Instructional Designer and Trainer.** Designer and trainer of *Rediscovering Your Inherent Skills*, a class based on a six-month sabbatical and its incumbent results. Solari Communication, Essex Vermont September 2004–Present.
- **Instructional Designer.** Designed training and created content for enQuesta and several software modules for classroom teaching and self-paced e-learning. Systems & Software, Williston Vermont. 2003–2007.
- **Instructional Designer and Teacher.** Designed and taught a graduate-level course in Business Communication. Saint Michael's College, Colchester Vermont. September 1993–May 1998.
- **Instructional Designer and Teacher.** Designed and taught a graduate-level Business Writing Workshop for rudimentary learners. Saint Michael's College, Colchester Vermont. January 1994–May 1998.

- **Instructional Designer and Teacher.** Designed and taught an undergraduate course: Managing a Small Business. Saint Michael's College, Colchester Vermont. May 1996–August 1996.
- **Instructional Designer and Trainer.** Designed and trained professionals in a Computer Basics course. IBM Corporations. Essex Junction Vermont. September 1990–May 1992.

## Technical Communication

- **Integrated Resource Plan 2011.** Writing, editing, organizing, graphic design and layout, project management. Green Mountain Power, Colchester Vermont. March–June 2011.
- **Social Media Columnist.** Editor-invited columnist for *Intercom*, the main publication of The Society for Technical Communication, Fairfax Virginia. (<http://intercom.stc.org>) March 2009–Present.
- **Invention Descriptions and Flowcharts for Linux Operating System.** Invented twenty enhancements for Linux, all of which were accepted by a technical design team and published. ipCapital Group (intellectual property), Williston, Vermont. November 2008–February 2009.
- **Branding and Logo Consultant.** Lead the effort to refresh the brand and logo, resulting in new messaging and positioning statements and a redesigned logo. The Society for Technical Communication, Fairfax Virginia. May 2006–May 2009.
- **Web Site Marketing Copy for Tourist Attractions.** Wrote attraction copy for tourist booking through a hand-held mobile reservation interface. MobiRez–Advertising Associates International, Honolulu Hawai'i. September 2008–December 2008.
- **Massachusetts Department of Energy Resources (DOER) Renewable Portfolio Standard Requirements Feasibility Report.** Wrote the Executive Summary, and rewrote, edited, and designed the entire report. La Capra Associates, Boston Massachusetts. September–October 2008.
- **Connecticut Energy Advisory Board (CEAB) Electricity Procurement Report.** Project management, writing, editing, organization, graphic design and layout. La Capra Associates, Boston Massachusetts. July–August 2008.
- **Report to Anchorage Municipal Light and Power on Energy Efficiency Incentives.** Document design, writing, and editing. Grimason and Associates, Shelburne Vermont. March–April 2008.
- **driveBAY, medSAFE, and trakSTAR Set-up Guides.** Graphic design, photography, writing, and production. Ascension Technology, Burlington Vermont. February–May 2007.



- **Integrated Resource Plan.** Writing, editing, interviewing, organization, graphic design and layout, project management. Green Mountain Power, Colchester Vermont. March–May 2007.
- **enQuesta Suite.** Recreated the entire library and training materials into a task-oriented style: library design, writing, editing, organization, book design, graphic design and layout, audience analysis, project management, online help, training materials, user guides, marketing materials, interactive training materials, script writing, voice over, course catalog, marketing materials, template design for these areas:
  - ▶ enQuesta marketing materials (focusing on features and user benefits)
  - ▶ enQuesta user guides
  - ▶ System user guides
  - ▶ enQuesta online help
  - ▶ enQuesta product release notes
 Systems & Software, Williston Vermont. 1999–2000; 2003–2007.
- **Rebuilding Our Organ, Making Music for the Future.** Project manager, editor, and art director for this fund raising marketing piece. First Unitarian Universalist Society, Burlington Vermont. 2005.
- **DR Power Mowers; Neuton Cordless Electric Mower and Accessories Safety and Operating Instructions.** Graphic and book design, writing and editing, and photography to create six assembly, operating, and maintenance manuals for mowers and accessories. Country Home Products, Vergennes Vermont 2002–2004
- **fx/Scholar Suite User Guides.** Writing, editing, and designing seven user manuals for educational software package. Champlain Software, South Burlington Vermont. 2000–2001.
- **Homestead Gas Stove Owner's Manual.** Writer and book designer for this assembly and operation's manual for a free-standing gas stove. Hearthstone Stoves, Morrisville Vermont. 2000.
- **Grand List User Guide.** Designing and writing this user guide for town managers and listers. Vermont Tax Department, Montpelier Vermont. Summer 1998.
- **Responses to Requests for Proposals (RFPs).** Designed, wrote, and edited three responses to RFPs; two awarded. Blue Cross and Blue Shield of Vermont, Montpelier Vermont. 1998.
- **Programs and Procedures.** Designed and wrote internal manual by interviewing employees. Vermont School Boards Insurance Trust, Montpelier Vermont. 1997–1998.
- **Correspondence Standards.** Wrote and designed this company-wide standards manual. National Life of Vermont, Montpelier Vermont. 1997.
- **Application Programmer Interface.** Wrote this manual using “C” code as input. Kestrel Technologies, LLC, Burlington Vermont. November 1995.
- **Hospital Products Division.** Wrote *IDXConnectR Getting Started* user manual and online help. Wrote the *Admissions, Discharges, and Transfers (ADT)* and the *Hospital Patient Accounting (HPA)* system manager user guides. IDX Systems Corporation, South Burlington Vermont. 1996–1997.
- **Enhanced 911 Request for Proposal.** Designed, produced, wrote, and completely edited this proposal under a strict deadline. Vermont Tele-emergency (TDS TELECOM), Northfield Vermont. October 1995.
- **Training Manual and Installation Guide.** Coauthored a training manual and wrote an installation guide for CARRI® software. LPA Software, Inc., South Burlington Vermont. June 1995.
- **Laboratory Test Ordering and Review System.** Wrote two user guides and a quick reference guide. Fletcher Allen Health Care, Burlington Vermont. Spring 1995.
- **Day-to-Day®.** Wrote two user manuals and two quick reference guides for Calendar (for Macintosh) and Contacts (for Windows). Portfolio Software, Richmond Vermont. Summer/Fall 1994.
- **MicroTrak XL® and ELs1000®.** Wrote thirteen manuals about two biomedical instruments—user guides, architecture, functional specifications, detailed design, releases notes and procedures, and test plans, and updated them with each new software release. BioTek Instruments, Winooski Vermont. Spring 1990–Winter 1994.
- **Administrative Systems User's Guides.** Wrote and designed nine new manuals—three for their PC product and six for their IBM AS/400 product. Champlain Software, Burlington Vermont. September 1991–January 1992.
- **Vermont Views™ GraphEx User's Guide.** Wrote applications software user's guide for Vermont Creative Software, Richford Vermont. Spring 1990.
- **Administrative Systems 12-Volume Library.** Wrote, designed, edited, and published a library of six user guides, five report sample guides, and a data element dictionary for the Vermont State Colleges, Waterbury Vermont. 1985–1989.
- **Computing Newsletter Editor.** Wrote, edited, designed, typeset, and published a bimonthly newsletter for the Vermont State Colleges, Waterbury Vermont. 1987–1989.
- **MVS System Logic Library.** Served as Project Manager for this 42-volume library. Wrote, edited, and produced seven volumes. Wrote 38 technical newsletter updates. Served as Project Manager for the Logic Tool® documentation software. IBM Corporation, Poughkeepsie New York. 1981–1985.



## Speaker and Trainer

- *Interviewing: Before, During, and After.* Career Day. Toronto Society for Technical Communication Annual Conference. Toronto, Ontario, Canada. October 2011.
- *Listening! A Most Vital Business Skill.* Invited speaker. East Bay Society for Technical Communication Chapter. Danville, California. September 2011.
- *Enrich Your Career through Social Media.* Invited speaker. Sacramento Society for Technical Communication Chapter. Sacramento, California. September 2011.
- *The Art of Questioning.* Spectrum 2011. Rochester Society for Technical Communication Regional Conference. Rochester, New York. April 2011.
- *Enrich Your Career Using Social Media.* Invited speaker. Practical Conference on Communication (PCOC). Nashville, Tennessee. October 2010.
- *Enrich Your Career Using Social Media.* Invited speaker. Vermont ASTD Fall Professional Training and Development Day. October 2010.
- *Branding Yourself Through Social Media.* The Future of Learning Conference; ASTD. Invited speaker. Berlin, Vermont. October 2010.
- *Promoting Your Career Through Social Media.* Webinar for the Society for Technical Communication. Invited speaker. Fairfax, Virginia. June 2010.
- *Social Media: Present and Future.* The Future of Technical Communication Conference. Invited speaker. Chelmsford, Massachusetts. June 2010.
- *The Art of Questioning.* Society for Technical Communication International Conference. Dallas, Texas. May 2010.
- *Cloud Computing and How It Is Changing Communication.* Vermont STC Chapter. Invited speaker. Burlington, Vermont. October 2009.
- *Social Media and Its Effect of Communication.* Connecticut STC Chapter. Invited speaker. New Haven, Connecticut. September 2009.
- *Cloud Computing Is Changing How We Communicate.* International Professional Communicators Conference (IPCC). Honolulu, Hawai'i. July 2009.
- *Embracing Social Media.* Invited speaker. Vermont Business Exposition. Invited. Burlington, Vermont. May 2009.
- *Time Off Can Boost Your Career.* Southern Arizona STC Chapter. Invited speaker. Tucson, Arizona. April 2009.
- *Listen!* Phoenix STC Chapter. Invited speaker. Phoenix, Arizona. April 2009.
- *Social Media and Its Effect on Communication.* Vermont STC Chapter. Invited speaker. Burlington, Vermont. March 2009.
- *Social Media in Organizational Communication.* Doc-Train East. Invited speaker. Boston, Massachusetts. October 2008.
- *Rediscovering Your Inherent Skills.* Dallas STC Chapter. Invited speaker. Dallas, Texas. October 2008.
- *Listen!* Society for Technical Communication International Conference. Philadelphia, Pennsylvania. June 2008.
- *Effective Interviewing of Subject Matter Experts.* Writers UA conference. Portland, Oregon. April 2008.
- *Rediscovering Your Inherent Skills.* Vermont STC Chapter. Invited speaker. Burlington, Vermont. November 2007.
- *Opening Session Speaker.* International STC conference. Las Vegas, Nevada. May 2006.
- *Are You Listening?* International STC conference. Las Vegas, Nevada. May 2006.
- *Being a Consultant.* International STC conference. Las Vegas, Nevada. May 2006.
- *Writing Your Contract: Negotiating Better Terms.* International STC conference. Las Vegas, Nevada. May 2006.
- *New Skills for the Technical Communicator.* International STC conference. Seattle, Washington. 2005.
- *How a Sabbatical Can Boost Your Career.* International STC conference. Seattle, Washington. May 2005.
- *Idea Market for Volunteering.* Spectrum: Regional STC conference. Invited. Rochester, New York. April 2005.
- *Professional Conduct for Contractors and Consultants.* Philadelphia Metro STC Chapter annual conference. Invited. Philadelphia, Pennsylvania. March 2005.
- *Profitable Marketing Strategies.* International STC conference. Baltimore, Maryland. May 2004.
- *Advanced Marketing.* International STC conference. Invited. Baltimore, Maryland. May 2004.
- *Issues in Contracting and Consulting.* International STC conference. Invited. Baltimore, Maryland. May 2004.
- *Policies and Procedures.* International STC conference. Invited. Nashville, Tennessee. May 2002.
- *Marketing Basics.* International STC conference. Presented as an independent session and as a progression. Nashville, Tennessee. May 2002.
- *Writing a Contract.* International STC conference. Nashville, Tennessee. May 2002.
- *Responding to a Request for Proposal.* International STC conference. Nashville, Tennessee. May 2002.



- *Considerations for Ethical Decision Making.* Vermont Businesses for Social Responsibility (VBSR) fall conference. Brattleboro, Vermont. November 2001.
- *Writing for Results.* International STC conference. Orlando, Florida. May 2000.
- *Writing for Results.* Practical Conference on Communication. Invited. Oak Ridge, TN. October 1999.
- *Writing for Results.* International STC conference. Cincinnati, Ohio. May 1999.
- *Socially Responsible Business Practices.* Addison County Chamber of Commerce annual conference. Invited. Middlebury, Vermont. April 1999.
- *Writing for Results.* Vermont STC Chapter. Invited. Burlington, Vermont. January 1999.
- *Writing for Results.* InterChange regional conference. Invited. Boston, Massachusetts. October 1998.
- *Socially Responsible Business Practices.* Vermont Businesses for Social Responsibility (VBSR) annual conference. Burlington, Vermont. June 1998.
- *Writing for Results.* International STC conference. Anaheim, California. May 1998.
- *Socially Responsible Live and Work Balance.* Vermont Businesses for Social Responsibility (VBSR) annual conference. Burlington, Vermont. May 1997.
- *Starting a Small Consulting Business.* Vermont STC Chapter. Burlington, Vermont. March 1997.
- *Best Practices for Contracting and Consulting.* Vermont STC Chapter. Burlington, VT. October 1996.
- *The Generational Effect on Social Media.* "Intercom" magazine, May 2009.
- *Technical Communication in a Social Media World.* "Intercom" Magazine, March 2009.
- *Position Papers.* Write and publish papers on various communication topics. 2007–Present. Titles:
  - ▶ How Does It Look?
  - ▶ Reading Is Dead
  - ▶ Communication Sometimes Requires Persistence
  - ▶ Effectively Managing Twitter
  - ▶ The Value of The Society for Technical Communication
  - ▶ Writing 201: Analyzing the Writing Process
  - ▶ How Useful Is Your Twitter Stream?
  - ▶ Influence Your Community by Engaging Them
  - ▶ Embrace Social Media: Blogging and Microblogging
  - ▶ Cloud Computing Intersects with Social Media
  - ▶ The Generational Effect on Social Media
  - ▶ Social Media and Its Effect on Communication
  - ▶ The Costs of Poor Communication
  - ▶ The Nut as an Effective Marketing Tool
  - ▶ The Ten Tents of Effective Communication
  - ▶ The Inevitable Rise of the Technical Communicator
  - ▶ The Increasing Importance of Technical Communication
  - ▶ How to Truly Listen
  - ▶ How to Be an Effective Listener
  - ▶ Personality Traits of an Exceptional Listener
  - ▶ The Many Benefits of Listening
  - ▶ Why Is Listening So Under-Appreciated

## Author and Publisher

- *Toward Humanity.* Write a blog on various communication topics. [www.solari.net/toward-humanity/](http://www.solari.net/toward-humanity/) On-going. 2008–Present.
- *Staying Competitive with Social Media.* "Intercom" magazine, June 2011.
- *Your Flowing Twitter Stream.* "Intercom" magazine, March 2011.
- *Boost Your LinkedIn Profile with Recommendations.* "Intercom" magazine, December 2010.
- *The Value of Your LinkedIn Connections.* "Intercom" magazine, September/October 2010.
- *Using LinkedIn To Get Work.* "Intercom" magazine, June 2010.
- *Why Social Media Is So Wonderful.* "Intercom" magazine, March 2010.
- *Town Manages Money Responsibly.* "The Essex Reporter" 25 February 2010.
- *How to Better Manage Your Twitter Stream.* "Intercom" magazine, February 2010.
- *On Twittering.* "Intercom" magazine, September 2009.
- *Communication Plan.* Wrote a series of position papers on better internal communication, demonstrating how it benefits a company both strategically and financially. 2008.
  - ▶ The Most Successful Companies Communicate Better
  - ▶ A Communication Plan Establishes a Foundation for Success
  - ▶ The Many Benefits of Effective Communication Plans
  - ▶ The Many Reasons for Needing a Communication Plan
  - ▶ Communication by the Numbers
- *Effective Business Communication.* Published in the Champlain Business Journal. November 2006.
- *Marketing Your Service: On Becoming Visible.* Published in the international magazine "Intercom". December 2005.



## Teacher and Instructor

- **Adjunct Professor** at Champlain College, Burlington, VT, 2007–2008. Teaching required *Technical Writing* course
- **Adjunct Professor** at Saint Michael's College, Colchester, VT, 1993–1998. Taught three courses:
  - *Technical Writing*, a required graduate-level course in the Master of Science in Administration program at The Prevel School.
  - *Writing Workshop*, custom-designed workshop for graduate students.
  - *Managing a Small Business*, an undergraduate elective.
- **Teacher of Computer Literacy**, on IBM PCs. Saint Michael's College, Colchester, VT. 1990–1992.
- **Instructor**—individual, group, and classroom on PCs and Macintosh computers. PageMaker, Word, Macintosh Basics, System Software. 1988–Present.

## Professional Awards and Honors

- *Fellow*. For continued exemplary contributions to the corporate communication field (awarded to 0.02% of membership). Society for Technical Communication. 2008.
- *Associate Fellow*. For dedication, leadership, and excellence in the field of technical communication. Society for Technical Communication. 2005.
- *Special Interest Group Service*. Society for Technical Communication. 2006.
- *Outstanding Service Award*. Programming Team for 51st Annual Conference. Society for Technical Communication. 2004
- *Employer of the Year*. Vermont Federation of Business and Professional Women's Association. 1999.
- *Employer of the Year*. Burlington Business and Professional Women's Association. 1999.
- *Community Excellence Award*. Finalist for Lake Champlain Regional Chamber of Commerce award. 1998.

## Design and Writing Awards

- *Excellence*. Awarded to the Solari Communication web site, [www.solari.net](http://www.solari.net). Apex Awards. 2009
- *Excellence*. For writing and design of a trio of Ascension Technology Set-up Guides; from regional STC award competition. 2009.
- *Distinction*. Communicator Awards for Solari Position Papers. 2008.
- *Excellence*. MarCom award for *enQuesta* sell sheets; design and writing. Systems & Software. 2006.

- *Distinguished* and *Excellence*. STC International and Northeastern Economic Developers Association awards for the “Livable Jobs Toolkit”. Vermont Businesses for Social Responsibility. 2000.
- *Bronze*. Summit Creative award for Engelberth Construction Proposal design and writing. 2001.
- *Excellence*. Apex Communications award for Brush brochure and poster; Fine Paints of Europe. 2001.
- *Excellence*. American Graphic Design and STC Regional awards for “Environment 2001”. Vermont Agency of Natural Resources. 2001.
- *Distinction*. Communicator Award for “Five Years of Caring”. Fletcher Allen Health Care. 2001.
- *Merit*. STC Regional for “Imagine a Place”. Old Tavern at Grafton. 2001.
- *Distinguished*. STC Regional award for Environment 2000 web site. Vermont Agency of Natural Resources. 2001.
- *Merit*. STC Regional award for Regional Educational Television Network (RETN) web site. 2001.
- *Excellence*. STC Regional award for Flynn Theatre for the Performing Arts web site. 2001.
- *Excellence*. Apex Communications and STC Regional awards for “Environment 2000”. Vermont Agency of Natural Resources. 2000.
- *Honorable Mention*. Communicator Awards for Espresso Ristorante Advertising Campaign. 2000.
- *Distinction* and *Excellence*. Communicator Awards and STC Regional awards for “EcoLogical Solutions”. Vermont Agency of Natural Resources. 2000.
- *Excellence*. STC Regional award for “Foundation for the Future”. Fletcher Allen Health Care. 2000.
- *Distinguished*. STC International and Communicator Awards for “Environment 1999”. Vermont Agency of Natural Resources. 2000.
- *Excellence*. Apex Communications award for Flynn Theatre for the Performing Arts web site. 2000.
- *Distinguished and Excellence Awards*. As editor for STC Vermont Chapter newsletter. 1998, 1999.
- *Excellence*. Communicator Awards, Apex Communications, and STC Regional awards for “Environment 1998”. Vermont Agency of Natural Resources. 1999.
- *Merit*. Boston Regional STC competition for “Fall for Health”. Fletcher Allen Health Care. 1999.
- *Excellence*. Apex Communications for the “fx/Scholar Quick Start Guide”. Champlain Software. 1999.
- *Distinction*. Communicator Awards for the “ConnectR User Guide”. IDX Systems. 1999.
- *Achievement*. Boston Regional STC competition for “fx/Tools User Guide”. Champlain Software. 1999.



- *Excellence*. Boston Regional STC competition for "VSBIT Programs and Procedures". Vermont School Boards Insurance Trust. 1999.
- *Excellence*. Boston Regional STC competition for "Pathways to the 21st Century". University of Vermont. 1998.
- *Distinction and Best of Show*. Boston Regional STC competition for "Environment 1997". Vermont Agency of Natural Resources. 1998.
- *Achievement*. Boston Regional STC competition for Environment 1997 web site. Vermont Agency of Natural Resources. 1998.
- *Achievement*. Montreal Regional STC competition for "Laboratory Order Entry and Results Review System" user guide and quick reference card. Fletcher Allen Health Care. 1998
- *Achievement*. Boston Regional STC competition for "Automated Correspondence Standards". National Life of Vermont. 1998.
- *Merit*. Montreal Regional STC competition for "Day-To-Day Calendar". Portfolio Software. 1998.

## Society for Technical Communication

Positions held and accomplishments for this international communication organization, as contributions to the advancement of the profession.

- *Director-at-Large, STC Board of Directors*. Re-elected with highest vote total. 2011–2013.
- *Director-at-Large, STC Board of Directors*. Elected with second-highest vote total. 2008–2011.
- *Marketing and Public Relations Assistant to the President*. 2006–2008.
- *Competitions Assistant to the President*. 2005–2006.
- *Public Relations Manager*. Communication Subcommittee for the Transformation Committee. 2002–2003.
- *Co-founder*. Society for Technical Communication (STC), Vermont Chapter. Newsletter editor, and other positions, regional and international. 1994–Present.
- *Membership Manager*. Consultants and Independent Contractors Special Interest Group. 2000–2005.
- *Management Stem Coordinator*. Baltimore STC International Conference. 2003–2004.
- *International Art Competition Lead Judge and Panel Judge*. International competitions. 2001, 2002, 2004, 2006, 2007
- *Drummer, The Rough Drafts*. STC performing music band performing at international conferences. 2002–Present

## Marketing

- Create and implement regional, national, and international marketing plans.
- Qualify and quantify client needs, suggest improvements, and make recommendations. Work closely with clients and their employees.
- Meet with programmers, designers, planners, and users to obtain technical information, determine documentation needs, and meet the market requirements.
- Negotiate contracts that are beneficial to all.
- Establish and maintain respectful and productive working relationships.

## Graphic Design

- Design printed materials, including books and libraries of books, newsletters, catalogs, directories, brochures, flyers, and graphic images.
- Produce computer-generated and paste-up mechanicals.
- Select, spec, and typeset text.

## Administration

- Manage the daily operations of the Solari Communication. Establish services, products, prices, and policies.
- Market to private, public, and government entities; grew PDI Creative to an 18-person firm.
- Oversee all financial books, customer files, and business information.
- Evaluate and purchase all hardware and software.
- Purchased competitor (Word Design) in April 1991; incorporated clientele, personnel, and equipment.
- Purchased competitor (RWRoulston) in November 1994; incorporated clientele, personnel, and equipment.

## Computer and Software

- Operating Systems:
  - Windows
  - Macintosh
- Expert with Word, Excel, PowerPoint, FrameMaker, InDesign, Pages, Numbers, Keynote, Acrobat, Dreamweaver, and Contribute.
- Proficient with Flare, Mimic, Capture, Echo, Analyzer, X-Edit, Captivate, RoboHelp, Photoshop, Paint Shop Pro, and Audacity.



## Community Service

- *Basketball Coach.* Essex Recreational Youth Basketball League, Essex Vermont. 2007–2009.
- *Soccer Coach.* Essex Recreational Youth Soccer League, Essex Vermont. 1998–2007.
- *Chairperson and Director.* Vermont Businesses for Social Responsibility (VBSR), Board of Directors, Public Policy and Education committees. 1997–2003.
- *Class Leader (elected).* Vermont Leadership Institute. Leadership program for potential political and community leaders. 1999–2000.
- *Co-chair.* Commission on Childhood Poverty in Vermont. Member of 10-person formed by Joint Legislative resolution to develop consensus between public and private sectors to end childhood poverty in Vermont. 1997–1999.
- *Committee Member.* Lake Champlain Regional Chamber of Commerce. Member, Government Affairs committee. 1996–2003.
- *Co-Chair.* Principal Search Committee. Essex Middle School, Essex Vermont. 2001.
- *Business Representative.* Congressman Bernie Sanders Small Business Roundtable, Burlington Vermont. 2000–2001.
- *Delegate.* White House Conference on Small Business. One of 16 elected and appointed delegates from the state of Vermont. June 1995.
- *Board Member.* New American Schools initiative. Essex Elementary School, Essex Vermont 1994.
- *Member.* Graduate Student Advisory Committee. Saint Michael's College, Colchester Vermont 1987–1990.
- *Chairperson and Director of Inventory.* Welcome Alternative Food Cooperative, Poughkeepsie New York. 1981–1984.

## Memberships

- American Society for Training & Development
- Society for Technical Communication
- Vermont Businesses for Social Responsibility

## Client List (Partial)

- Allscripts Healthcare Solutions
- Ameriprise Financial
- Anchorage Municipal Light & Power
- Ascension Technology
- BankNorth Group
- BioTek Instruments
- BlueCross BlueShield of Vermont

- Burlington Technical College
- ChannelHealth
- Champlain College
- Coalision
- Conference Hotels of Vermont
- Connecticut Energy Advisory Board
- Country Home Products
- Engelberth Construction
- Espresso Restaurant
- Fine Paints of Europe
- Fleischer Jacobs Group
- Fletcher Allen Health Care
- Flynn Theatre for the Performing Arts
- GE Healthcare (formerly IDX Systems)
- Green Mountain Coffee Roasters
- Green Mountain Power
- Hearthstone
- IBM
- ipCapital Group
- La Capra Associates
- Massachusetts Department of Energy
- MobiRez Tourism
- MyWebGrocer
- National Life of Vermont
- Old Tavern at Grafton
- Pine Ridge School
- Regional Educational Television Network
- RiverSource University
- Saint Michael's College
- Selection Unlimited
- Systems & Software
- United Way of Chittenden County
- University of Vermont
- Vermont Agency of Administration
- Vermont Agency of Natural Resources
- Vermont Businesses for Social Responsibility
- Vermont Department of Taxes
- Vermont Department of Tourism
- Vermont Public Television
- Vermont School Boards Insurance Trust
- Vertek Corporation

## References

A list of references; copies of articles, position papers, and writing samples are available on request.

