



Solari Communication: About Us

Create a profitable return on your communication investment

SOLARI OFFERS AN ARRAY OF COMMUNICATION services focused around one clear objective: to create a profitable return on your investment. We capitalize on the often overlooked yet vital role that simple, clear communication plays in your company's success.

Simple, clear communication cuts through the daily deluge and ensures your audience comprehends. Incorporating humanity in your communication fosters a deeper bond between you and your audience. Your communication is then received as intended; as a result, everyone benefits.

Our work for you embodies our fundamental principles of simple, clear communication:

- ◆ *Enlighten* your audience as to your expertise.
- ◆ *Convince* them of your superiority.
- ◆ *Motivate* them to select you above all others.
- ◆ *Align* everyone involved to achieve a mutually beneficial outcome.

This process enables you to gain an in-depth command of your own communication: solidifying relationships, attaining your company's goals, and enhancing your financial position. Simple, clear communication with a purpose elicits a profitable return on your investment.

PRINCIPLE

Founding

OUR COMPANY BIOGRAPHY

Page Designs Inc, the parent company of Solari Communication, was founded by Rich Maggiani in 1988. We have been in business continuously for over 22 years. For our first 16 years, we operated as PDI Creative, a full-service marketing and technical communication agency. We were commonly referred to as the 'agency with integrity'.

Solari (as we are called) was founded in 2004

to provide an array of corporate communication services. In essence, Solari is a sole-practitioner consultancy with Rich Maggiani as its principal.

Rich offers over 20 years of experience, combining his expertise in technical communication, marketing communication, and business savvy to the benefit of his clients. His sole focus is on achieving the results you desire.

Services

Solari offers an array of services applied to achieving simple, clear communication:

Writing services

- ◆ Writing
- ◆ Editing
- ◆ Document design

Instruction with Impact services

- ◆ Instructional design
- ◆ Training
- ◆ Coaching

Solari Classroom

Courses in communication skills, the core of which is Solari's Communication Trilogy:

- ◆ Presenting with Poise
- ◆ Are You Listening
- ◆ Writing for Results

We also offer business communication classes to augment the Communication Trilogy:

- ◆ Essential Editing
- ◆ Communication for CSRs
- ◆ Rediscover Your Inherent Skills
- ◆ Technical Writing

To learn more about specific communication topics, we also offer a wide-array of webinars, some with extensive supporting sessions that expand on a critical communication skill.

Partial Client List

We work well with all measure of clients: small, medium, and large. Herewith is a partial list of clients that we've worked with over the years:

- ◆ Allscripts Healthcare Solutions
- ◆ Ameriprise Financial
- ◆ Anchorage Municipal Light & Power
- ◆ Blue Cross Blue Shield
- ◆ Connecticut Energy Advisory Board
- ◆ Fleischer Jacobs Insurance Group
- ◆ Fletcher Allen Health Care

- ◆ GE Healthcare (formerly IDX Systems)
- ◆ Green Mountain Coffee Roasters
- ◆ Green Mountain Power
- ◆ IBM
- ◆ Massachusetts Department of Energy
- ◆ National Life of Vermont
- ◆ Vermont Agency of Administration
- ◆ Vermont Department of Taxes
- ◆ Vermont Department of Tourism
- ◆ Vermont School Boards Insurance Trust