



Becky Maniaci, President
Desktop Solutions, Inc.
Brief History

In 1996, Becky Maniaci started her own graphic design business because the company she was at was up for sale with the possibility of "going corporate." She had to get out before she became unhappy, and wanted to stay in a more "family-like" atmosphere. She had about \$10,000 in savings for a downpayment on a house, however used it to start up a business instead. She wanted to start the kind of business that she, and hopefully others, would like to be a part of, to enjoy going to each day (as much as one can!). She started working out of her apartment living room, until after 6 months the traffic of customers was enough to justify a move. For the next 5 years, she kept her overhead low by sharing office space, and renting from a friend's low-rent Riverwest building. She wanted to save money in order to be able to buy a building the next time she relocated.

In the summer of 2002, Becky was able to buy a 100-year-old building on Martin Luther King Drive, an area targeted for renovation and growth, which was very appealing to her as she enjoys being a part of Milwaukee's growth. She did not want to be in the Third Ward where all the other design firms were as she likes to be different, and likes the diversity of the Brewer's Hill area. She renovated much of her building, structurally and cosmetically, which has turned out to be an ongoing process with such an old building. She is proud the work she has put into the building, and was even recognized by the Mayor as a recipient of the 2004 "Mayor's Urban Design Awards."

Since moving to MLK Drive, she has participated in the BID's marketing committee meetings, excited about the opportunity to get to know her neighbors and find out what's going on in the area. She enjoys being a part of the changes occurring on the street and wants to see more. She is very willing to help in any way she can to help renovate the area so more successful businesses can move in.

The focus of Becky's business isn't to become rich, it's to help others at a fair price and to have some fun. Eighteen of her clients are non-profit organizations as she believes in helping those who help others. Desktop Solutions has grown naturally, via word of mouth, because people enjoy working with her company. It wasn't until last summer that she hired her first sales person, in hopes to grow just a little more.

Today, the 8-year-old company has six employees who make up a truly dynamite team. Becky takes great pride in what she's created and plans to continue trying to make a difference in the lives of her employees, clients and community.

RESUME

Rebecca S. Maniaci

EXPERIENCE:

- August 1996 - Present
Desktop Solutions, Inc. – Milwaukee, Wisconsin
President / Owner
Responsibilities: Oversee all administrative responsibilities; customer service; provide quotes for projects; proof; desktop publishing/graphic design; provide creative direction for projects; hire and train all new employees; print coordination; client relations; develop internal systems; bookkeeping.
- February 1992 - August 1996
JDTV – Glendale, Wisconsin (now called Tribune Media Services)
Production Manager / Director of Information Services
Responsibilities: Managed production and information departments for cable television listings magazines; created and oversaw proofing department; scheduling; print coordination; hiring of staff.
Account Executive
Responsibilities: Customer service for various accounts; created and proofed ads; proofed magazines before they went to print.
- September 1991 - February 1992
Etc... Marketing, Inc. – Milwaukee, Wisconsin
Office Manager
Responsibilities: Produced newsletters, fliers, ads and other materials; wrote press releases; coordination and sales of expo booths to include development of mailing list and follow-up; oversaw financials and all office operations.
- June 1991 - September 1991
B.Zign Communications, Inc. – Milwaukee, Wisconsin
Production and Office Manager
Responsibilities: Developed file system and other systems to organize the company; desktop publishing; graphic design; print production coordination; copywriting; proposal preparation; provided estimates for all projects; oversaw production and scheduling of all projects.
- May 1986 - June 1991
Hintz & Company – Milwaukee, Wisconsin
Creative Director
Responsibilities: Oversaw all creative design and production of materials; coordinated print production; produced newsletters, fliers, ads and other documents; coordinated photo shoots; wrote, edited and proofed copy; generated traffic instructions for projects; managed the planning, scheduling and promoting of special events; developed marketing plans and proposals; media buys.
Office Manager
Responsibilities: Oversaw all financials and worked directly with accountant; personnel orientation and training; researched and purchased all office equipment; prepared budgets and project estimates.
- February 1985 - May 1986
Andrews/Mautner, Inc. – Milwaukee, Wisconsin
Account Coordinator
Responsibilities: Composed correspondence; set up and maintained files; prepared purchase orders; reviewed invoices; word processing; updated mailing lists; sent out press releases; worked with upper level management, clientele and media.
Receptionist
Responsibilities: Greeted public; operated switchboard; opened and logged all mail; typed correspondence; dictaphone; photocopy; handled inter-office mail.

EDUCATION:

Marquette University – Milwaukee, Wisconsin
Studied Liberal Arts, Business (August 1982 – December 1984)
Lourdes High School – Rochester, Minnesota
General Courses (1978 – 1982)