



**Partner:** Arkansas Technology Development Foundation

**Project:** Post-Occupancy Survey

**Designed and Aligned:** The University of Arkansas Technology Development Foundation, a 501(c)(3) organization formed to grow and manage the Arkansas Research and Technology Park, asked Springline Group to develop and conduct a post-occupancy survey comprised of quantitative and qualitative components. Springline Group collected, processed and analyzed the raw data before presenting its findings to the Director and Board members. The results provided valuable insights into the current state of client relations and the Park's emerging needs, giving the group clear direction on how to approach future improvement efforts.

**Partner:** Asept

**Project:** Branding Research Facilitation

**Designed and Aligned:** When a newly funded technology company was searching for a name, Springline Group facilitated brainstorming exercises during a series of think tank sessions and produced several reports for the investor. The efforts gave the company the clarity it needed to decide on a fitting brand.

**Partner:** The Bank of Fayetteville

**Project:** Arkansas Knowledge/Knowledge Worker Industry Consulting

**Designed and Aligned:** John Lewis, President of the Bank of Fayetteville, charged Springline Group with the task to research, identify and create recommendations for accelerating the growth of the knowledge and knowledge worker industry in Arkansas. Springline Group completed statewide interviews of stakeholders and people of influence. The findings are published in the 2005 Milken Institute Report, and Accelerate Arkansas and the Arkansas Research and Technology Park make routine use of the recommendations.

**Partner:** BBBRRR, LLC

**Project:** Business Plan for Ben & Jerry's Franchise of Ozarks

**Designed and Aligned:** Springline Group performed research for and developed the business plan for BBBRRR, LLC. Springline Group guided the owners through the five-step Ben & Jerry's franchisee interview process. BBBRRR, LLC, now holds the franchise rights for all of the Northwest Arkansas and Branson, Missouri, markets. Ongoing efforts include the management of the build-out process for the company's first shop at Branson Landing.

**Partner:** NearBridge/The BIT Group

**Project:** Consulting and Project Support Services

**Designed and Aligned:** A longstanding consultant for The BIT Group on multiple endeavors, Springline Group has supported the company not only with the writing and publishing of TrendSmart but also with various projects for defense industry contractor General Dynamics.

**Partner:** Cox Communications

**Project:** Project Management

**Designed and Aligned:** Cox Communications of Kansas and Arkansas looked to Springline Group to spearhead a proactive, company-wide initiative to cultivate its competitive edge within the market. Springline Group managed a 6-team, 40-person effort from start to finish, during which time it helped the company identify resource gaps and new opportunities for advancement within the industry.

**Partner:** Jammin' Java

**Project:** Executive Consulting

**Designed and Aligned:** The owner of Jammin' Java, a popular coffee shop in Fayetteville, AR, had reached a decision point in his business. Springline Group assisted him with developing a financial model and evaluating different options, including selling the business, expanding to new markets and franchising the concept.

**Partner:** Mashburn Studios

**Project:** Market Analysis and Business Plan Development

**Designed and Aligned:** When Meredith Mashburn decided to start up a family-focused photography studio, Springline Group helped her establish her business goals, researched market competition and developed a viable business model. Furthermore, Springline Group designed a business plan to help Meredith secure a Small Business Administration loan to fund the build-out and start-up activities for her new studio.



**Partner:** Northwest Arkansas Museum Foundation

**Project:** Science Center

**Designed and Aligned:** For over four years Springline Group has collaborated with the Foundation on a myriad of projects, including industry research, conceptual business planning, initial branding, website, incorporation, 501(c)(3) status procurement and fundraising collateral. Actively working with the Board, Springline Group has helped secure over a half-million dollars in donations from individual and foundations.

**Partner:** Sister to Sister

**Project:** Non-Profit Consulting

**Designed and Aligned:** Foster Mother and Registered Nurse Nancy Ashford wanted to found a home for first-time teen mothers. Although she possessed the desire, drive and determination to pursue this dream, she did not know where to start when creating a non-profit organization. Springline Group stepped in to help with the creation of a Strategic Concept Document, Board development, 501(c)(3) status procurement and fundraising efforts. From this one-year collaborative effort has emerged an organizational roadmap for success and a strong board to carry out the plan.

**Partner:** Skylight Energies, LLC

**Project:** Business Development

**Designed and Aligned:** Springline Group worked with the managing partners of Skylight Energies to establish a business plan for using old natural gas wells to generate electricity that feeds back into the grid. In addition to writing the business plan, Springline Group has led the creation of the business entity, liaison activities among electricity utility companies and government agencies as well as contracts negotiation for generators and equipment. Future phases will include the integration of mountaintop well sites with wind generators for energy.

**Partner:** TheatreSquared

**Project:** Strategic Concept Document Development

**Designed and Aligned:** Springline Group oversaw an extensive interview process, collecting and shaping TheatreSquared's ideas into a brief, cohesive Strategic Concept Document. With a clear business-oriented articulation of its purpose in hand, the arts-based organization has raised over \$200,000 to date, produced three shows in its first year and launched an official five-show season in 2007.

**Partner:** Tinnin & Tinnin Endodontics

**Project:** Operations Management Consulting

**Designed and Aligned:** With a booming practice and two Northwest Arkansas offices, Dr. Jim Tinnin and his management staff were overwhelmed and needed organizational help. Springline Group coached and consulted with the management staff for six months, pinpointing new efficiencies for handling day-to-day operations while maintaining a comfortable, professional atmosphere for both employees and patients.

**Partner:** Tyson Foods, Inc.

**Project:** Women's Diversity Initiative

**Designed and Aligned:** Springline Group coordinated and helped Tyson Foods, Inc., launch an internal Women's Diversity initiative. Kicked off with a workshop facilitated by WorldWIT Founder Liz Ryan, the initiative successfully energized the company's employees and set the groundwork for a continuing Women's Affinity Group.

**Partner:** University of Arkansas Community Design Center

**Project:** Mission and Vision Statements

**Designed and Aligned:** Executive Director of the Community Design Center Steve Luoni needed assistance with capturing and communicating his organization's mission and vision. Springline Group facilitated several group meetings among team members to hone resonant mission and vision statements.

**Partner:** University of Arkansas Information Technology Research Center (ITRI)

**Project:** Women in Information Technology Conference

**Designed and Aligned:** Springline and the ITRI combine resources and contacts to coordinate and host an annual Women in IT Conference. The Conference offers inspiring keynote speakers and empowering break-out sessions covering business, personal and technology topics. This focus on women in the technology industry, unique to Arkansas and the southeastern region of the U.S., has been lauded as a much-needed resource for corporations such as Alltel, Acxiom, Dillard's, J.B. Hunt, Tyson Foods and Wal-Mart.