



The Idea Group of Santa Fe, LLC

Company Backgrounder

April 2014



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The Idea Group

The Idea Group is comprised of a highly talented team of proven and creative problem-solvers who possess decades of frontline experience working with many of the top companies, brands, and organizations in the world. Our strength is delivering smart, strategic solutions to our diverse clients in the practice areas of business enterprise, public sector and non-profits/associations. We are experts in marketing and branding. The Idea Group deploys “Reality-based Solutions (RBS),” our approach for helping our clients to reach their immediate milestones and goals quickly and cost-effectively.

Our Products and Services

The Idea Group offers a unique array of practical and actionable products and services to support our clients’ strategic initiatives. Whether developing a confidential and prioritized Strategic Solutions Plan or providing tactical project oversight to ensure that strategic goals and objectives are met, our deliverables and support are tailored to the specific needs of our clients. We specialize in branding and marketing, economic development plans, Main Street plans, business and feasibility plans, and tactical marketing action plans.

Our Clients

Since 2003, The Idea Group has served a diverse group of clients. A partial list follows:

Business Enterprises

- 5 Star Burgers
- Acoma Business Enterprises
- Ben Smith Drummer
- Consensus Planning
- Dapwood Furniture Co.
- Earthstone
- Elastic Enterprise
- Glenn Rehbein Companies
- High Country Gardens
- Plateautel
- Inner Strength and Fitness
- LANS/LANL
- The Lofts/WivCo
- N-Hance
- The Pantry Restaurant
- Molzen Corbin
- Sierra del Rio Golf Course
- Soleil West
- Stansbury Burke
- Strategic Analytics
- Turtleback Mountain Resort
- UBS Aster Financial Services
- Ventyx Corporation

Public Sector

- 2013 Rural Forum
- NM Econ. Dev. Dept.
- New Mexico Partnership
- Angel Fire Econ. Dev. Group
- Village of Angel Fire
- City of Albuquerque
- Clovis Ind. Dev. Corp.
- Estancia Valley EDA
- City of Elephant Butte
- South Central COG
- Greater Belen Econ. Dev.
- Harding County
- Las Vegas/San Miguel ED
- NMRDRC
- NW NM COG
- Comm. Corp. of Raton
- City of Santa Fe
- City of Santa Rosa
- Sierra County EDO
- City of Sunland Park
- Greater Tucumcari EDO
- Tucumcari Main Street
- Village of Los Lunas

Non-Profits/Associations

- ABQ Teen Arts Center
- Community Economics Lab
- Cumbres & Toltec Railroad
- Mesalands Comm. College
- Nat. Veterans Wellness Cntr
- NM Community Capital
- NM Early Childhood Alliance
- NM Housing & Comm. Dev.
- NALWDB
- Reg. Develop. Corp.
- RTF Turf Producers Assoc.
- Sierra Vista Hospital
- Sirolli Institute
- Tourism Association of NM
- Warehouse 21



Project Highlights

The Idea Group has had the opportunity to support many diverse, “reality-based solution” projects. A brief description follows:

- *5 Star Burgers, Santa Fe, New Mexico*—develop and launch tourism marketing campaign to attract the Santa Fe tourists to 5 Star Burgers, a top New Mexico restaurant chain opening a new restaurant in Santa Fe in June of 2012.
- *Acoma Business Enterprises (ABE)*—strategic planning facilitation and strategic solutions plans for business development office, marketing, casino, hotel, food & beverage, tourism and cultural center. Development of regional tourism and eco-tourism.
- *Angel Fire, New Mexico*—strategic plan to increase sustainable business development for Angel Fire community that complements existing tourism industry and clean environment. Also strategic plan for National Wellness and Healing Center and Resort.
- *Cumbres & Toltec Scenic Railroad*—develop electronic marketing campaign to harness power of sophisticated internet tools and analytics for New Mexico/Colorado railroad to generate more brand awareness for train and to generate more ticket sales.
- *Dapwood Furniture Co.*—develop brand positioning, branding plan, and streamline Dapwood product introduction (private label and branded) into national and international furniture reseller market.
- *Mid Region Council of Governments*—develop regional economic brand for City of Albuquerque, Albuquerque Economic Development, the four counties of Bernalillo, Sandoval, Torrance and Valencia, and the Village of Los Lunas and City of Rio Rancho.
- *N-Hance Revolutionary Wood Renewal*—branding, market positioning, and market entry into Santa Fe, Los Alamos and Torrance counties.
- *Las Vegas, New Mexico*—strategic support of city initiatives related to marketing of 4th of July Fiestas, economic development plan, community branding, and support for beautification and courtesy campaign. Also developed Our Future is Clear campaign to introduce \$80 million water enhancement project to residents and businesses in Las Vegas.
- *Santa Rosa, New Mexico (economic development projects)*—feasibility study and business plan for renovation of historic Ilfeld-Johnson warehouse building; goal to support Santa Rosa downtown revitalization; comprehensive plan, strategic economic development plan, and community branding plan to position Santa Rosa for desired growth; comprehensive Downtown Master Plan to integrate downtown Santa Rosa with its historic Route 66, funded by New Mexico MainStreet.
- *Santa Rosa, New Mexico (media projects)*—development of Blue Hole Dive & Conference Center marketing brochure, video production of television commercials and marketing video, and interactive kiosks for Gallup and GlenRio Visitor Information Centers. Also development of Route 66 Drivin’ Experience, an interpretive exhibit for the Ilfeld Johnson Warehouse.



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- *Tourism Association of New Mexico (TANM)*—strategic support and board visioning for statewide tourism association
- *Tucumcari, New Mexico*—branding and marketing of “Renew 10” and “Renew 09: Empowering the Land,” a national renewable energy conference targeting landowners, ranchers and developers to provide expertise, contacts, and partners to enable the construction of facility-grade and utility-grade renewable facilities on private property. Also, development of Tucumcari Main Street Plan for revitalization of historic downtown. Lastly, production of “Tucumcari. Renewed.” marketing video.
- *UBS Aster Financial Group*—strategic support and branding for leading Santa Fe-based financial services company.
- *Village of Los Lunas, New Mexico*—working with Los Lunas Community Development Department to develop vision, goals, targets and branding strategy and community brand for Village located 15 minutes south of Albuquerque.

Our Partners/Strategists

The Idea Group is comprised of senior strategists with proven track records of delivering superior business results and accomplishments. A brief biography of each team member follows:

James Glover – *Founding partner* of The Idea Group of Santa Fe, LLC has over 25 years of marketing and media experience working with leading businesses, the public sector and non-profits/associations. Within The Idea Group, Mr. Glover is responsible for new business development, client relations, facilitation and strategic planning. Prior to forming The Idea Group in 2003, Jim spent most of his career in Los Angeles, where he provided strategic marketing direction to clients in the corporate and entertainment industries and produced more than 200 media projects in the capacity of producer, director and writer. Most recently, Glover served as manager of production for MPH Entertainment in Burbank, a leading producer of non-fiction programming for the major cable networks. Previously, Jim was CEO and founder of World1Media LLC, an entertainment, marketing and Internet start-up company based in Santa Fe. He also served for nine years as marketing consultant and independent producer with his Santa Monica-based Total Entertainment. Clients served included American Honda, Sprint, MCI, The Upper Deck Company, Beckman Instruments, Computer Sciences Company, Computer Learning Center, US Air, Hertz, and Ritz Carlton. Early in his career, Glover worked in the Silicon Valley as a financial analyst and operational auditor. He earned his MBA in marketing from the University of California, Irvine (UCI) and his BS in international business from the University of Oregon.

James Patterson – *Founding partner* with The Idea Group and a proven marketing executive, Jim spent 35 years in the advertising community in Chicago. He lead campaigns for major packaged goods brands, such as Head & Shoulders, Coca-Cola, Libby Foods, Star-Kist, Wyler’s and Staley’s Sta-Puff and Sno-Blo, as well as running the Greyhound and Allstate accounts. Jim served as a vice president at Leo Burnett where he ran McDonald’s international marketing for seven years and was managing director of Burnett’s 80-person Singapore office. Additionally,



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Jim was publisher of the *smARTbook*, a guidebook to the Arts in Chicago for four years. Finally, Jim was VP of Client Services and Financial Director of D&H, an advertising division of HA-LO in Chicago, before moving to Santa Fe. Jim is a graduate of Brown University.

Darien Cabral – *Partner* with The Idea Group in the areas of economic development, business planning and finance, Darien’s economic development career spans over 20 years in New Mexico. He was director of a small business development center for ten years; he directed the NM Business Resource Center; he served as director of Coffee Kids, a development organization working in Latin America, and ran the IACA, the primary international trade organization in the \$2 billion Indian art sector. He was a senior partner in a commercial financing firm and served as a commercial lender at a New Mexico bank. Cabral has raised millions of dollars of private equity and debt capital for many New Mexico enterprises, as well as millions of dollars of grant funding for economic development initiatives. He was a principal founder of the first community-based lending organization in the State with current lending capacity of over \$12 million, the NM Community Development Loan Fund. Darien currently consults with the New Mexico Manufacturing Partnership. He holds a master’s degree in international management from Thunderbird. In addition, he studied in Japan on a fellowship program and served as a development consultant in the former Soviet Union with the Soros Foundation.

Charles A. Lieppe – *Executive strategist* with The Idea Group, Charles has consistently enhanced shareholder value by building businesses via the development and implementation of key strategic insights and providing the leadership and focus for superb performance. As a proven CEO with classical marketing training, Charles has substantial experience in e-commerce, acquisitions, divestitures, turnarounds and corporate restructurings across a range of consumer and institutional businesses in both domestic and international markets. He is the former CEO and president of Nabisco International and Corporate Vice President and General Manager of Procter and Gamble. Most recently, he was CEO/president of DBT Online Inc. He earned his BA and MBA from Columbia University.

Contact Us

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