



The Idea Group  
of Santa Fe, LLC

Company Backgrounder

February 2010



# COMPANY BACKGROUNDER

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## The Idea Group

The Idea Group is a *STRATEGIC SOLUTIONS COMPANY* that assists our clients to reach their business and economic goals. 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. Unique to our company is our weekly *IDEATION* session, where our entire group of strategists convenes to develop strategic directions and solutions for our clients. The Idea Group is more than our name; it's our philosophy and problem-solving approach.

## 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

- Acoma Business Enterprises
- Atmocean
- Ben Smith Drummer
- Consensus Planning
- Earthstone
- Glenn Rehbein Companies
- High Country Gardens
- Inn at Sunrise Springs
- LANS/LANL
- The Lofts/WivCo
- Majestic Development Corp.
- Santa Fe Greenhouses
- Sierra del Rio Golf Course
- Soleil West
- Stansbury Burke
- Strategic Analytics
- Turtleback Mountain Resort
- Ventyx Corporation

### Public Sector

- 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.
- Las Vegas/San Miguel ED
- NMRDRC
- Comm. Corp. of Raton
- City of Santa Fe
- City of Santa Rosa
- Sierra County EDO
- Greater Tucumcari EDO
- Tucumcari Main Street

### Non-Profits/Associations

- ABQ Teen Arts Center
- Community Economics Lab
- Cumbres & Toltec Railroad
- Mesalands Comm. College
- 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



## Recent Projects

The Idea Group is involved in many diverse, strategic solutions projects. A brief description of recent projects follows:

- **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, NM**—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.
- **Clovis Industrial Development Corporation: Clovis, NM**—video production of Clovis Music Festival and legendary 50's and 60's rock and rollers to produce documentary about Clovis Sound and early recordings of Buddy Holly, Roy Orbison and the Fireballs by Norman and Vi Petty for inclusion in newly opened Norman and Vi Petty Rock 'N' Roll Museum.
- **Community Economics Lab: Albuquerque, NM**—working in partnership with Mark Lautman to develop new statewide economic development initiative called "Live Work New Mexico." This new paradigm is designed to attract home-based business professionals to New Mexico.
- **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.
- **Santa Rosa, NM (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, NM (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.
- **Tourism Association of New Mexico (TANM)**—strategic support and board visioning for statewide tourism association
- **Tucumcari, New Mexico**—branding and marketing of "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, The Idea Group is producing and directing "Tucumcari. Renewed." a new marketing video to promote living and working in Tucumcari.



## 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 20 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 and strategic planning. Prior to forming The Idea Group in 2002, 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, 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 is the prime consultant for the New Mexico Manufacturing Partnership and Sandia Laboratories Small business Assistance Program Special Projects. 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.



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**James Ludwig** – *Senior Strategist* is an organizational development/training consultant who originally launched his practice in San Jose, California, providing services to Silicon Valley high-tech firms. Central to a full range of professional services was Jim's all-purpose interpersonal communications seminar, "*Communicating for Results*," which clients utilized for teambuilding as well as skill building in sales, customer service, and interpersonal communications. "Communicating for Results" was eventually offered on a product basis where Jim did train-the-trainer sessions and sold materials to national clients, including Chase Morgan Bank, PG&E, British Petroleum, General Electric, BMC Software, Anderson Medical, and Pfizer.

**Emilie McIntyre** – *Senior strategist* with The Idea Group and a partner with The McIntyre Group, LLC, Emilie is a seasoned professional with a career in marketing and advertising sales. She has worked across media disciplines and is considered an innovator in developing marketing programs and media strategies. Working with blue chip marketers from IBM, Kodak, PricewaterhouseCoopers and Daimler Chrysler to local businesses and start-up enterprises, Emilie has proven to be an expert in brand development. She earned a bachelor of arts from the University of Bridgeport.

**Valeria Alarcon** – *Strategist for The Idea Group* has 15 years of combined experience in sales, field marketing, program development, advocacy and human services. Valeria supports The Idea Group with research and project execution, provides innovative ideas, and comprehensive insight. Valeria perceives and approaches her work with a mission-driven, goal-oriented and collective mindfulness, which brings a level of cohesiveness and efficiency to each project she is working on. As a native of Ecuador, raised in Boston, MA since age 9, Valeria now finds Santa Fe as not only her place of residence but also her home, hence as a recent graduate from College of Santa Fe with a Bachelor's degree in Organizational Psychology, Valeria is excited at the opportunities of being of service to her community.

**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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