



The Belford Group

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News Release

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The Belford Group to hold "Barn Raising" at new home

Fayetteville marketing & website firm to celebrate new headquarters with clients & neighbors

FAYETTEVILLE, AR (Feb. 9, 2011) – The Belford Group – a marketing, website and software development agency – is updating the old-fashioned "barn-raising" with an event to celebrate moving into its barn-like new headquarters in western Fayetteville.

OK, so it's a ribbon-cutting and reception, but that's not all it is.

From **4:30 p.m. to 6:30 p.m. Tuesday, March 15, 2011**, The Belford Group's clients, friends, neighbors, staff, supporters and local leaders will assemble much in the same fashion as folks in these parts did in years gone by – as a community celebrating growth – at the company's new offices at **2175 Stone Chapel Lane** in west Fayetteville (off Mount Comfort Road).

A "barn-raising" was a common practice in Northwest Arkansas in the not-too-distant past. Neighbors would gather from miles around, working together in a spirit of cooperation to rapidly erect a new barn for a member of the community. Afterward, they would enjoy and admire their collaborative accomplishments and strengthen their inter-dependent relationships in a festive, celebratory atmosphere.

"We're basically cutting out the manual labor and keeping the party," said Angela Belford, CEO of The Belford Group. "Our new office space is a red building that resembles a barn, so we're just having a little fun with that. But we are dead serious about the community-building aspect. We are celebrating our move from a 900-square-foot space into this 2,300-square-foot facility, and it is relationships that have enabled us to arrive at this milestone. Our clients, neighbors, supporters, staff and local leaders have propelled us to grow and succeed, and we want to share this moment of celebration with them."

About The Belford Group

What happens when a right-brained, creative "people person" joins forces with a left-brained, code-crunching "tech head"? The result is The Belford Group, founded in May 1999 by Angela and Barry Belford, first as a software-development company. Over time, the agency has expanded to embrace the strengths of its founders in an integrated fashion to fill a specific niche. Angela is a master marketer. Barry is the pre-eminent programmer. As a result, the Belford Group of today is a talented enclave of collaborative professionals who produce potent marketing strategies, amazing graphic design, high-caliber creative-concepting and writing, efficient project and production coordination, effective account management and web-design and software wizardry – everything from business cards to interactive web portals. The company now has grown to eight employees.

Today, The Belford Group caters to a specific clientele, marrying marketing services with technology to provide effective and cost-efficient marketing and branding solutions for businesses and organizations who need such help but may think they cannot afford it.

In just three years operating under this new business model, The Belford Group has designed more than 35 corporate logotypes (logos) and designed and launched more than 75 websites for clients representing a wide range of industries.

The Belford Group's sister company, TBG Software, develops and markets proprietary software systems and packages. TBG Software has fully developed software titles that creatively address a variety of operational challenges. In addition, the company custom-designs software to address a wide variety of business and operational goals for organizations of any size and any budget. TBG Software offers:

- **GraceBase:** A proven membership- & facilities-management system.
- **ManageIT:** A workflow and customer relationship management (CRM) system.
- **OnlineSignup.org:** A no-hassle event and program registration and payment system.

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