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Benchmark Group Newsletter | September 2015

## BENCHMARK GROUP UNVEILS NEW BRANDING

Benchmark Group, Inc. (BG) is pleased to reveal its new logo and launch of their new visual brand identity. The new identity builds on the company's leadership position as the "project team of choice" for comprehensive engineering and architecture that offers clients ambitious and nationally competitive results.



benchmark group, inc.  
your project team of choice

Originally founded in 1978 as an electrical engineering firm, Benchmark Group is stronger than ever with over one hundred and twenty employees skilled in a variety of disciplines; and clients throughout the United States and Puerto Rico. Their new tagline "project team of choice" was chosen as a descriptor because their commitment to quality and customer satisfaction is the foundation that has been sustained through the evolution of the company. The professionals at Benchmark Group are passionate about creating unsurpassable, premier projects while fulfilling each client's needs.

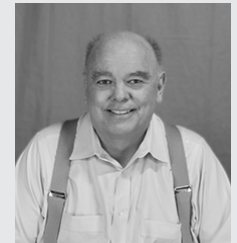
"We are creating a new, stronger, more innovative and streamlined Benchmark Group", said Michele Love, Marketing & Talent Development Manager at BG. The new logo embodies the organization's vision of being a progressive firm. The symbolism of the loops is two-fold; illustrating their continuous innovation, and representing their belief in close communication with clients and vendors.

The new logo also shows a blend of the old with the new by using the traditional blue color with the color green. The green was chosen to represent their commitment to sustainability, energy, and green practices in the communities they serve.

Benchmark Group is located in Rogers, Arkansas and offers services in mechanical engineering, electrical engineering, refrigeration engineering, fire protection engineering, architecture, energy, capital expenditure, construction management and interior design. More than 35 years of experience and long-standing client relationships have established Benchmark Group as the Project Team of Choice. With multiple production platforms, they can make your design vision a reality.

For more information on Benchmark Group visit: [www.teamofchoice.com](http://www.teamofchoice.com).

## MESSAGE FROM THE PRESIDENT



"Benchmark Group has been around for almost 4 decades, and we've always worked proudly to support our Clients with quality work and excellent service. We have also continued to solidly establish additional professional disciplines throughout our history, in order to provide our Clients with a full project team under one roof.

Although we have usually done our work in the background, over time we started to become more well known, and as a result, we are proudly serving an ever-growing list of Clients with our same focus on quality and service. Our new rebranding effort is aimed at better reflecting our well-established capabilities."

Paul C. Parks, President



# LATEST IN TRENDS AND TECHNOLOGY

Cloud-based solutions are becoming the rule – and engineering firms aren't the exception. Assemble Systems, a BIM data management software provider, has developed a cloud-based platform specifically for the AEC industry. To create interest in a classroom setting and to place new students at the forefront of hiring, Assemble Systems is offering free software licenses to qualifying students and instructors. The competition for quality new hires could heat up!



## ENGINEERING NEWS

“Here at Benchmark Group we believe in being our clients’ team of choice! In doing so we continue to grow and have new opportunities with various retail establishments, restaurants, distribution facilities, churches, and multilevel office buildings. Due to an increase in number of projects we have been pleased to welcome many new designers to our team this year. Ranging from experienced designers and master electricians to new college graduates, their eagerness and fresh perspective has been a blessing. We continue to seek qualified design professionals and engineers looking for new opportunities. If you want to join a professional and dynamic team, check out our careers page at [www.teamofchoice.com](http://www.teamofchoice.com).”

Jason Adams, Program Director

## ARCHITECTURAL NEWS

“Benchmark Group strives to promote a work environment that is inspiring, inquisitive, innovative, and diverse in background and thought. Our company develops trusted, working, collaborative partnerships supporting our passion for the profession and commitment to our clients. We are empowered to be thought leaders. To accomplish these goals the architecture team is a cross section of individuals ranging from 35 years of design experience to those who are just out of college starting their professional careers. This broad mix of experience levels allows us to meet our work environment goals and create a dynamic design process benefiting our clients. Benchmark seeks to be a resource for our community personally and professionally. We look forward to serving you in the near future!”

Scott Ward, VP of Production

## COMMUNITY EVENTS

Benchmark Group is honored to be a Corporate Sponsor of this year’s Forty Under 40 presented by the NWA Business Journal and Gray Matters, LLC. Our team had a great time at the networking reception and luncheon!



The 24th Annual Bradford Marine & ATV Buddy Bass Tournament took place on Beaver Lake. Proceeds are directed toward economic development projects for the Rogers-Lowell Chamber of Commerce. Benchmark Group fishermen Robert Gilliam and Jason Dodson were joined by HP Engineering fisherman Brent Watkins to try their luck for the biggest catch. Not only were fish involved, but also some nice sightings of the wildlife Arkansas has to offer including several deer and a bald eagle who seemed intent on fish for breakfast.

