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Champions For Change



Mike Hagood with Waste Management helps customers brainstorm and implement ways to reduce waste and increase profit.

By Rob Keys

This, our fourth annual "Greenest Office" issue, is about change.

We changed the design of the cover. We changed the categories in which winners were selected, and the way they were selected. We even changed the name of the content.

Thus, we present the *Northwest Arkansas Business Journal's* 2011 Greenest Office & Sustainability Awards.

We think all of the change is appropriate, too, because the way we view, implement and practice all things "green" evolves almost daily. Sustainability has become about so much more than recycling.

Sustainability is more about people and

their policies and practices. It's about how businesses boost their bottom lines by being better stewards of our planet.

So it's in that spirit that we recognize winners in five categories. Honorees came from an entry pool almost twice as large as last year, an encouraging sign that change was, indeed, needed.

As you can tell from the above photo,

Waste Management was chosen as this year's Greenest Office recipient. The other winners are Procter & Gamble, SphereAccess, NWA Emerging Leaders and Mikel Lolley.

It's our hope that you both enjoy and learn from their stories. ▶

See page 8

IN THIS ISSUE

Green Consultants

Page 17

NEXT ISSUE: OCTOBER 31 – PROFESSIONAL DEVELOPMENT

Collaboration and the Cloud



Dan Sancker
Guest Commentary

While information technology professionals around the world are embracing cloud computing, many executives are taking a wider view to determine whether the freedom of its functionality can extend beyond the IT realm.

Cloud-based computing is a pretty simple concept to grasp. Simply put, the applications live in a "cloud" on the Internet rather than being installed on your hard drive. This approach frees you from having to continually update the programs yourself. It also stores your information in a place that makes it more secure than having it saved only on your computer.

And, it's completely scalable. It's big when you need it, and small when you don't. Moreover, it has reduced the cost of computing to virtually nothing.

Systems are stored in one "cloud" not connected to outside networks, reducing cost and increasing security and efficiency. The benefits are easily identifiable in the IT world:

- Computing resources can be pooled and distributed to applications as needed.
- The elimination of capital expense associated with building a server infrastructure delivers a better cash flow.
- Because server capacity can be launched and shuttered in a matter of minutes, the time to deploy a new application drops dramatically.

EDITORIAL

Fuzzy Math

Perhaps we should've known Honkamp Krueger & Co. — at least as it initially was presented to us — was too good to be true.

We first heard about the firm in the spring from our sister publication in Little Rock. Honkamp, it seemed, did a little bit of everything.

Its list of services included accounting, auditing, wealth management, tax, consulting and on and on and on. And all of it from a fast-growing office in Bentonville.

OK, we thought, now *this* is the kind of story we like to write. Then we called Ryan Hauber.

Let's just say things got fishy at that point. A request to visit the office for some standard interviews and picture-taking was met with a weird resistance.

The folks at Honkamp are so busy and travel so much, Hauber explained, it might be easier to conduct the interviews via Skype. And he would be happy to email us some photos.

So, after a fistful of frustrating attempts to meet somewhere in the middle, we de-

• As your applications grow, you can add capacity, meaning you can buy "just enough" and scale as the application demands grow.

• With an outsourced cloud, you don't need to keep server, storage, network and virtualization experts on staff full time. You get economies of scale of those expert resources through your cloud provider.

• Cloud deployment provides automatic failover and immediate disaster recovery services.

Some companies are applying the same concepts to non-IT functions, even something as asset-heavy as warehousing and transportation. CaseStack, a fast-growing logistics company, is an ideal example. Its own hardware is cloud-based and offers logistics technology to its customers, but that barely scratches the surface.

It is the only company in the industry to collaboratively build a transportation and warehousing model enabling its customers to use services as needed without investing in buildings or trucks — almost as if their logistics services were handled in the "cloud."

CaseStack's most-important service platforms have been developed with large retailers who are not customers, vendors or even partners in a legally documented sense; they are co-collaborators.

One of the most notable programs CaseStack has pioneered is its use of retailer-driven consolidation. In a normal environment, many CPG companies use age-old methods to fulfill orders from retailers from their warehouses. A purchase order

comes in, the supplier stages the products on pallets and contacts a trucker to deliver it to the retailer.

That shipment often doesn't completely fill a truck, so they use less-than-truckload services or partial trucks; either way, more wasted miles, time, diesel fuel and greenhouse gas emissions result.

By developing technology and processes with retailers, CaseStack facilitates ordering and consolidation of multi-supplier full truckloads. The orders for many different products from distinct, unrelated companies come as one. They're shipped out together on full trucks. Transportation costs less, resources aren't wasted, on-time delivery rates are higher, and the environment is better off.

Retailers get exactly what they need when they need it, reducing potential obsolescence and inventory-carrying costs. Without the programs, retailers would need to order larger quantities, but now can get the benefits of full truckload economics with orders as small as one case. The average CaseStack truck is carrying 16 independent loads, replacing up to 16 trucks pulling into the retailers' distribution yards.

Many mid-sized suppliers have said they might not be in business without such a program, and retailers have benefited by being able to add variety to their shelves.

CaseStack is one example of how the advances in IT cloud usage are changing business cultures. ▀

Dan Sancker is CEO at CaseStack, Inc., a logistics outsourcing company located in Fayetteville. He can be reached at dsanker@casestack.com.

ecided to pass on the story.

Frankly, we had forgotten about Hauber and Honkamp until they showed up in the Sept. 19 issue of *Arkansas Business*. As has been well-documented by our friends there, Hauber reported 36 CPAs and 206 "other professionals" working in Honkamp's Bentonville office, which rocketed it to No. 3 on the annual list of largest accounting firms.

As it turns out, Arkansas State Board of Public Accountancy executive director Jimmy Corley called AB with some news: He couldn't find a single Arkansas-licensed CPA who listed Honkamp as their employer, though the firm itself was registered.

This led to a conversation between Hauber and an AB editor that served only to further muddy the picture. There was talk of "ambiguity" and a "misunderstanding."

The end result was AB's decision to remove Honkamp from its list. Regrettably, we didn't learn that fact until after we'd gone to press with our own list.

That's how it came to pass that one of our editors decided to drop by Honkamp's Ben-

tonville office.

Turns out that "office" is managed by Regus, a company that specializes in "virtual offices." The nice lady at the front desk didn't even know which company Mr. Hauber works for when we asked to see him.

That led to another phone conversation with Hauber, during which he objected to "probing" questions like, "Do any of your CPAs live in Arkansas?"

Hauber said Honkamp's people are in such demand from competitors that such information isn't made public, unlike, say, Wal-Mart, which last time we checked, doesn't hide the identity or size of its work force. Frankly, Hauber seemed perturbed that anyone would question anything about Honkamp.

He said Honkamp does business in Bentonville, but "how we do it is irrelevant."

Unfortunately for Mr. Hauber, that's for us to decide. Perhaps he'll take solace in the fact that while Honkamp's no longer among our ranking of the area's largest accounting firms list, he's all alone at the top of another list. ▀



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