

**CITY OF SPRINGDALE**  
**Committee Agendas**  
**Monday, April 20<sup>th</sup>, 2020**  
**City Council Chamber**  
**City Administration Building**  
**Meetings begin at 5:30 P.M.**

**Streets and Capital Improvements Committee by Chairman Rick Evans**

1. **A Resolution** authorizing the expenditure of funds to acquire a portion of land from Sherman Partners, LLC., for the Dean's Trail Phase II Project (project No. ST1801). Resolution presented by Brad Baldwin, City Engineer. **Pg. 2**

**Police and Fire Committee by Chairman Brian Powell**

2. **A Resolution** adopting the Revised Police Department Operations Manual. Springdale Police Department has been operating under a Department Operations Manual that was adopted on April 4, 1996. Resolution presented by Mike Peters, Chief of Police. **Pg. 3**

**Public Vehicle Commission by Chairman Kathy Jaycox**

3. **A Resolution** approving an application for a taxicab operator permit filed by Joe Washington on behalf of NWA Taxi, LLC. Resolution presented by Ernest Cate, City Attorney and Sgt. Mike Bell, Springdale Police Dept. **Pg. 4**

**Committee of the Whole**

4. **A Discussion** of City Council vacancy (tabled from March 2<sup>nd</sup> Committee meeting).

**Finance Committee by Chairman Jeff Watson**

5. **A Discussion** of Covid-19 related budget issues.

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION AUTHORIZING THE EXPENDITURE OF FUNDS TO ACQUIRE A PORTION OF LAND FROM SHERMAN PARTNERS, LLC., FOR THE DEAN'S TRAIL PHASE II PROJECT (PROJECT NO. ST1801).**

**WHEREAS**, the City of Springdale is in need of acquiring a portion of a tract of land for the Dean's Trail Phase II Project, Project No. ST1801, Tract 40, said land being owned by Sherman Partners, LLC.;

**WHEREAS**, the City of Springdale has determined by appraisal that the sum of \$33,000.00 is the estimated just compensation for the property needed from Sherman Partners, LLC.;

**WHEREAS**, the property owner has extended a counter-offer that the City pay the sum of \$35,781.00 to acquire the land needed for the project, said amount being based on an increase in the market value of the property since the City's appraisal was conducted;

**WHEREAS**, it is the recommendation of the City Attorney and the Mayor's Office that the City Council approve the additional sum of \$2,781.00 to acquire the property needed from Sherman Partners, LLC., as this amount is reasonable, is justified, and will avoid the cost, expense, and risk of a trial;

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL FOR THE CITY OF SPRINGDALE, ARKANSAS**, that the City is hereby authorized to acquire a portion of a tract of land for the Dean's Trail Phase II Project, Project No. ST1801, Tract 40, said land being owned by Sherman Partners, LLC., for the total sum of \$35,781.00.

**PASSED AND APPROVED** this \_\_\_\_ day of \_\_\_\_\_, 2020.

\_\_\_\_\_  
Doug Sprouse, Mayor

ATTEST:

\_\_\_\_\_  
Denise Pearce, CITY CLERK

APPROVED AS TO FORM:

\_\_\_\_\_  
Ernest B. Cate, CITY ATTORNEY

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION ADOPTING THE REVISED POLICE  
DEPARTMENT OPERATIONS MANUAL**

**WHEREAS**, Springdale Police Department has been operating under a Department Operations Manual that was adopted on April 4, 1996, and

**WHEREAS**, the Police Department Operations Manual was in need of being updated and modified, and

**WHEREAS**, the Police Department administrative staff has drafted a new operations manual.

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL  
FOR THE CITY OF SPRINGDALE, ARKANSAS**, that

Section 1: the revised Springdale Police Operations Manual is hereby adopted and approved.

Section 2. the Springdale Police Operations Manual may be amended with the approval of the Police Chief and the Mayor.

**PASSED AND APPROVED** this 28<sup>th</sup> day of April, 2020.

\_\_\_\_\_  
Doug Sprouse, Mayor

ATTEST:

\_\_\_\_\_  
Denise Pearce, City Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
Ernest B. Cate, City Attorney

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION APPROVING AN APPLICATION FOR  
A TAXICAB OPERATOR PERMIT FILED BY JOE  
WASHINGTON ON BEHALF OF NWA TAXI, LLC.**

**WHEREAS**, the City of Springdale has received an application for a taxicab operator permit filed by NWA Taxi, LLC.;

**WHEREAS**, Section 122-27 of the Code of Ordinances for the City of Springdale, Arkansas, provides that no taxicab operator permit shall issue unless and until the City Council shall certify a need for the additional service to be rendered by the applicant(s);

**WHEREAS**, after public hearings and public comment on the issue of public transportation within the City of Springdale, and after the Public Vehicle Commission for the City of Springdale met and recommended the Springdale City Council find that need exists for additional taxicab service in the City of Springdale, the Springdale City Council certified a need for additional taxicab services in the City of Springdale; and

**WHEREAS**, pursuant to Section 122-27 of the Code of Ordinances for the City of Springdale, the Springdale City Council conducted a hearing on the application for a taxicab operator permit filed by Joe Washington of NWA Taxi, LLC.;

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL FOR THE CITY OF SPRINGDALE, ARKANSAS**, that a need for additional taxicab service exists in the City of Springdale, Arkansas, and the application for a taxicab operator permit filed by Joe Washington of NWA Taxi, LLC. is hereby approved, and such permit shall issue at such time as the applicant complies with all requirements and provisions of Chapter 122 of the Code of Ordinances for the City of Springdale, Arkansas.

**PASSED AND APPROVED** this \_\_\_\_ day of \_\_\_\_\_, 2020.

\_\_\_\_\_  
Doug Sprouse, Mayor

ATTEST:

\_\_\_\_\_  
Denise Pearce, CITY CLERK

APPROVED AS TO FORM:

\_\_\_\_\_  
Ernest B. Cate, CITY ATTORNEY

# Randall John Harriman

3262 Sagely Lane, Springdale, AR 72764 • [Ranio277@hotmail.com](mailto:Ranio277@hotmail.com) • Phone (479) 466-4673

**OBJECTIVE:** To leverage my education, professional experience, and community involvement to obtain an appointment to Springdale City Council.

## EXPERIENCE

I am lifelong Springdale resident (with a short stint in Johnson). I am married to my “High School Sweetheart”, Lindsay, who is a school teacher at Southwest Junior High where we met. I have a passion for Springdale! I enjoy lending a hand from volunteering on boards to teaching children financial literacy classes. As you can see below, I give a lot of my time to my community.

Growing up in Springdale gave me an opportunity to build many relationships with people and our people are what makes Springdale an AMAZING place to live, work, and play. I have been planning on running for City Council for around 3 years and with Colby’s resignation, I see no better time than now to run. I would love to be considered for an appointment to the Council to give me the ability to become acclimated and learn from each of you prior to my race and win in November.

I feel I will bring immediate value to the Council. All of my adult career has been in the Financial Industry in Northwest Arkansas. Along with managing multiple branch locations and lending money, I have experience in Accounts Payable, Marketing, Human Resources, Global administration of disaster recovery plans, serving on the IT steering committee, and serving as the bank Security Officer. I am currently Vice President of Business Development for Signature Bank. In all of my client meetings and presentations I express the importance of investing in your community and how it solidifies success for our future.

I believe I have the knowledge, skills, community relationships and motivation you are looking for in your opening on the Council.

## COMMUNITY AND NON-PROFIT CONTRIBUTIONS

Springdale Ambassador 2017- Present  
NWACC Foundation Board 2019-Present  
Springdale Mayor’s Prayer Breakfast, Committee member 2015-Present  
Leadership Springdale Graduate 2015  
Business and Industry Training (BIT) 2019-Present  
Northwest Technical Institute, Foundation Board 2016-2019  
Arts Center of the Ozarks, Board of Directors 2014-2016  
Deacon, Johnson Church of Christ 2011- Present  
Springdale Rotary 2018- Present

## EDUCATION

2000 Graduate, Springdale High School, with honors  
2000-2004 University of Arkansas, Bachelor Degree in Business Education

## EMPLOYMENT

May 2017-Current **Vice President of Business Development, Signature Bank of Arkansas**

As Vice President of Business Development I am actively growing the bank’s deposit portfolio in Northwest Arkansas. I develop calling lists, strategize on sales techniques, solicit to potential clients, and close the sales seamlessly. I am a group leader in composing our 5 year plan as well as leading our team to accomplish quarterly goals. I determine where to spend marketing dollars to maximize return on investment while supporting community programs. I am active in the community as an Ambassador of the Springdale Chamber, Rotary member, and serve on multiple non-profit boards. My goal is to develop name and brand recognition as well as being the face of the bank to our community.

January 2015-May 2017 **Assistant Vice President, Private Banking Advisor, Arvest Bank**

As a Private Banking Advisor I served my clients as a concierge for all banking products and services. We supported high level clients with any banking, lending, and investment need. I had partnerships with multiple lending, and investment experts to make client experiences pleasant and seamless. I used my knowledge and

experience to cross sell products to clients to promote the bank and take care of all financial needs under one roof and with one point of contact.

January 2012-January 2015     **Assistant Vice President, Security Manager, Commercial/Consumer Lender, First Security Bank**

As Assistant Vice President / Lender I am responsible for making decisions on credit worthiness of applicants and business development on the lending side. As Regional Security Manager I am responsible for all physical, employee, and monetary security. I conduct investigations regularly when fraud is suspected. I process all counterfeit currency through the Secret Service and am a member of the FBI Infragard program. As Branch Manager at First Security Bank I was responsible for selling bank products, opening accounts, scheduling employees, monetary management, managing three locations as well as business development, and providing excellent customer service. I excel at achieving goals, motivating my employees, and making sure my employees are adhering to bank policy.

June 2007-January 2012     **Branch Manager, Consumer Lender, Bank Officer, Metropolitan National Bank**

As Branch Manager, Bank Officer at Metropolitan National Bank I was responsible for business development, facility, employee training, and monetary management. I processed consumer loan and credit card applications, and motivated my employees to reach bank sales goals. I abided by a strict budget and oversaw all branch operations.

Nov 2005- June 2007         **Regional Branch Manager, Security Officer, Chambers Bank**

As Branch Manager at Chambers Bank I managed 3 banking locations. My duties included facility, employee, and monetary management as well as opening new accounts, selling bank products and motivating my employees to do well. I continued to serve as Security Officer of the bank as a whole. I was in charge of all physical security for every branch. I worked in conjunction with senior management and alarm companies to give Chambers Bank a high level of security.

June 2004-Nov 2005         **Assistant to Senior Vice President, Chambers Bank**

At Chambers Bank of North Arkansas I used the skills I learned in college at many different levels. I served as the Senior Vice President's Assistant, assisted in the Human Resource function, created and maintained bank reports in Excel and accounting programs, performed day to day BSA (Bank Secrecy Act) law requirements, processed accounts payable, excelled in the roll of Security Officer, and was the Global Administrator of the Contingency and Disaster Recovery plan. I also served on the IT Steering Committee and was responsible for publishing the corporate newsletter every month.

Aug 2000-June 2004         **Teller/CSR, Bank of America**

At Bank of America I excelled as a teller receiving many CELA (Customer Experience and Leadership Award) nominations, and was also recognized as the spirit champion at my location. While working at Bank of America I contributed to creating a positive work environment for my co-workers and a WOW experience for my customers.

**Rose Lawrence**

---

**From:** Doug Sprouse <dsprouse@springdale.ark.gov>  
**Sent:** Wednesday, March 18, 2020 4:38 PM  
**To:** bparnell@springdale.ark.gov; Rose Lawrence  
**Subject:** FW: City Council, Ward One - Resume  
**Attachments:** Kyle Rockett - Resume.doc

Beth,  
Please forward this to the City Council.  
Thanks,  
Mayor

---

**From:** Kyle Rockett [<mailto:Kyle.Rockett@jbhunt.com>]  
**Sent:** Wednesday, March 18, 2020 4:09 PM  
**To:** dsprouse@springdale.ark.gov  
**Subject:** City Council, Ward One - Resume

Mayor Sprouse,

I am writing to you today to express my interest in the open Springdale City Council - ward 1 position and have attached my resume for your review.

My wife, Layne, and I moved back to Springdale in 2018 after a two-year residence in Rogers. This is my third stint residing in Springdale: 1994-2001; 2010-2015; and 2018 to present. Over the course of my 13+ years in Springdale, I have seen many changes, growth, and a steady hand over our City Government. Even with the media and current worldly events providing discouraging economic data, the future is bright for our city.

Concerning the outcome of this open city council position, I trust the City of Springdale will appoint a person that is honest, diplomatic, organized, and fiscally responsible. While I possess those qualities, even if I am not selected as a candidate for this position, I rest my mind knowing that I have full confidence in my city's council members and mayor's decision.

Somewhat selfishly, I had a longer-term vision for myself concerning civic involvement or other government involvement within the State of Arkansas or our Federal Government. I focused on my MBA degree, my financial health, and gaining career growth that would allow me to focus on the things that are greater than just "me". I have obtained all of those goals so I have found myself prayerfully considering that it is time for me to take a leap of faith and try to give back to my community and country--which are a passion of mine. I feel I have the diplomacy to navigate tough conversations and the courage to do so. I also know that I have a different generation's perspective when looking at a specific problem and provide an innovative approach while respectfully vetting out the alternatives. Finally, the will is in me to provide attentiveness, active listening, and a common-sense approach to solving our toughest challenges that we will face as a city.

I thank you and the City Council for opening this unexpected search. I pray daily for the entirety of our city's leadership team. You all have some tough fiscal battles coming with the uncertain economic times we have experienced this month and I am here to help do my part... at the very least: as a respectful citizen.

Sincerely,

**Kyle Rockett | Director of Strategic Accounts**



479.231.6173 (Mobile) | 479.820.8209 (Office) | 479.770.2464 (Fax)  
J.B. Hunt Transport, Inc. | Our business is moving yours.™

Single Source | Intermodal | Dedicated | Final Mile | Truckload | LTL | Refrigerated | Flatbed

# Kyle Rockett

7376 Charlotte Avenue  
Springdale, Arkansas 72762  
479.466.9191  
kyle.rockett@jbhunt.com

## Education

- May 2016     **Master of Business Administration**  
*John Brown University*  
Siloam Springs, AR  
Cumulative GPA 3.83/4.00
- May 2007     **Bachelor of Science Degree in Business Administration**  
*Williams Baptist University*  
Walnut Ridge, AR  
Cumulative GPA 3.70 / 4.00
- May 2003     **Junction City High School – Honor Graduate**  
Junction City, AR  
Cumulative GPA 3.73 / 4.00

## Affiliations / Honors

- President, Phi Beta Lambda, (2005-2006)
- Arkansas Student Leadership Forum Nominee (2005)
- Who's Who Among Students in American Universities and Colleges (2006)
- Williams Baptist Business Student of the Year (2007)
- Williams Baptist Alumni Service Award Winner (2010)
- Region of the Quarter – West Network (Q1 2014)
- J.B. Hunt Truck Pricing Pillar Award (Q4 2015)
- Leadership 101 & 201 Training (2015, 2016)
- DCS Sales 101 Training (2017)
- DCS Sales 201 (2019)
- DCS Sales 301 and Executive Leadership Presentation (2020)

## Work Experience

- February 2019 – Present     **Director of Strategic Accounts – Dedicated Contract Services Division**  
*J.B. Hunt Transportation, Lowell, Arkansas*
- Responsible for upholding a high level of customer satisfaction by maintaining direct line interactions with key stakeholders regarding service, pricing and strategy through J.B. Hunt operations and support teams.
  - Provide account analysis upon request which may include, cost studies, measurement tools and utilization studies and make appropriate recommendations based on KPI results.
  - Work closely with Operations teams to ensure they have the tools, knowledge, training and support they need to perform their responsibilities for implementation of new accounts and/or to make changes to existing accounts to ensure their profitable return.
  - Maintain overall profitability at desired shareholder level on an annual \$185 million book of business within our division.
- June 2017 – February 2019     **Operations Client Manager – Dedicated Contract Services Division**  
*J.B. Hunt Transportation, Lowell, Arkansas*
- Serve as customers' primary point of contact for Strategic Accounts within DCS division that represent just over \$100 million in annual revenue.
  - Provide database reporting, through Pace and PBR, as requested by customer and internal field operations.
  - Assist Director by overseeing the implementation and measurement of Key Performance Indicators.
  - Provide data used for contract renewals, rate increases and to evaluate changes in business by preparing operating assumptions for the account.
  - Assist Director and field operations in preparation for Annual Account Assessments and Mid-Year Business Reviews for all client locations.
  - Serves as primary point of contact for multiple accounts located within Delaware, Ohio, and North Carolina, Alabama, and Georgia.

## Work Experience | Continued:

---

April 2015 –  
Present

### **FieldFX Baseball Operator / Auditor**

*SportsMEDIA Technology Corporation (SMT)*, Fremont, California

- Digitally record the position of all players and plays in real time.
- Validate positioning and trajectories of player paths and how plays develop.
- Remotely resolve and audit for 8 minor league venues for parent clubs of: Yankees, Astros, Dodgers, Rays, & Royals.
- Summarize game with specific game metrics and finalize post-game reporting.
- Complete audit of games and prepare clips to be uploaded to MLB teams.
- 2015 – 2019 Seasons: worked in Press Box at Arvest Ballparks for Nationals providing in-game video editing and auditing to provide to Kansas City Royals' analytics team.
- Position held concurrently with J.B. Hunt positions since 2015.

December 2013 –  
June 2017

### **Pricing Manager II – West Network & Power Carrier Solutions Division**

*J.B. Hunt Transportation*, Lowell, Arkansas

- Supports the bid process by collecting and analyzing data for trends to maintain profitable business.
- Determine spot market rates by utilizing company databases for market competitive rates.
- Conduct customer reviews to maintain market competitive pricing to expand the business.
- Controls Yield Management to improve bottom line results by leveraging company assets to reduce operating costs.
- Consults with the sales force for all divisions to determine market strategies & understanding of customer requirements.

December 2011 –  
December 2013

### **Regional Fleet Manager**

*J.B. Hunt Transportation*, Lowell, Arkansas

- Dispatched, supervised, and documented safety performance for average fleet of 45 drivers.
- Monitored and trained drivers to promote company safety culture.
- Ensured 100% on-time service & compliance with safety and Department of Transportation regulations.
- Controlled driver retention through motivation, efficient load planning, and maximizing benefits offered.
- Acted as company representative in employee disputes, terminations, and unemployment hearings.

March 2008 –  
October 2011

### **Branch Manager**

*Enterprise Rent-a-car*, Rogers, Conway, Magnolia, & El Dorado, Arkansas

- Develop business-to-business relationships by weekly marketing trips to corporate & insurance customers.
- Maintain factory recalls, maintenance, and detail records for average fleet of 150(+) vehicles.
- Actively pursued account receivables weekly to reduce our bad debt accumulations 40% (2010).
- Ranked no. 2 personally in states of Arkansas/Louisiana/Texas (2009) for Enterprise's annual sales.
- Efficiently managed and posted 90% occupancy of inventory valued at \$3.375 million.
- Accomplished exciting career path progression from Management Trainee to Management Assistant to accelerated path to multi-Branch manager promotions in 16 months.

## Rose Lawrence

---

**From:** Beth Parnell <bparnell@springdalear.gov>  
**Sent:** Wednesday, March 18, 2020 4:39 PM  
**To:** 'Amelia Williams'; 'Brian Powell'; 'Colby Fulfer'; 'Denise Pearce'; 'Doug Sprouse'; 'Ernest Cate'; 'Jeffrey H. Watson'; 'Kathy Jaycox'; 'Michael Overton'; 'Mike Lawson'; 'Ricky C. Evans'; 'Wyman Morgan'  
**Cc:** 'Rose Lawrence'  
**Subject:** Ward 1 Position 2

From: **Jim Reed** [<mailto:jreed7035@gmail.com>]  
Sent: Tuesday, March 17, 2020 9:56 PM  
To: Doug Sprouse  
**Subject: Ward 1 pos 2**

Mayor: Sprouse

Jim Reed , I would be interested in serving the rest of Councilman Fulfers term on The Council and Bring my 12 years experience to help serve Our Citizens for the remaining time , but at the same time I have no intention to run for this seat and will not run for the seat at this time , Please Consider this as my interest to serve letter, I will be back in Springdale from South Texas around April 3 or 4th .

Thank You

Jim Reed

9460 Oak Dr

Springdale 72762

Contact me with any questions.

479-790-0137

Sent from my iPhone

**ALVIN DALE TYLER**

5000 Bob Mills Rd  
Springdale, AR 72762  
479-236-2309  
killowatt42@aol.com

---

**08/1972 - 06/1975 Diploma from SPRINGDALE HIGH SCHOOL,  
SPRINGDALE, ARKANSAS**  
3.48 GPA, 29 ACT, MEMBER OF: BASKETBALL TEAM,  
TENNIS TEAM, SCIENCE CLUB, FELLOWSHIP OF  
CHRISTIAN ATHLETES, YOUTH FOR CHRIST.

## **Professional Experience**

**1/31/2017 – current City of Springdale—Planning Commissioner**

Review plats of proposed subdivision developments and site plans for proposed new construction for conformity to the Comprehensive Land Use Plan, Master Street Plan and Master Trail Plan, zoning regulations, subdivision regulation and design standards. These reviews are done in context of existing land use and development, population and traffic distribution, and the needs and best interest of the City of Springdale.

**11/16/1979 - 6/1/2016 AEP SOUTHWESTERN ELECTRIC POWER,  
COLUMBUS, OHIO--TELECOMMUNICATIONS  
ELECTRICIAN**

MANTENANCE ON: 800 MGHZ MULTISITING RADIO,  
MERIDIAN TELEPHONE SWITCH, ALCATEL  
MICROWAVE RADIO, MULTIPLEX EQUIPMENT FOR T1  
TO DS3. CABLING FOR LAN/WAN. WESTRONIC D20  
RTU. UTILINET RADIOS FOR DISTRIBUTION  
AUTOMATED SWITCHING.

## **Special Skills**

SPENT 12 YEARS, 8 YEARS AS JOURNEYMAN ELECTRICIAN, IN ELECTRICAL SUBSTATION MAINTENANCE INSTALLING, WIRING AND TESTING SUBSTATION EQUIPMENT BEFORE TRANSFERRING TO TELECOMMUNICATIONS DEPARTMENT.

## **Hobbies and Interests**

GOLF, FISHING, COMPUTERS, HIKING, AND READING.

## **Springdale History**

I moved to Springdale in 1960 at the age of three. I was able to graduate from Springdale High School after only 12 years of classes. I consider growing up in Springdale one of the best blessings in my life. I chose to start my career here and raise a family here. I was fortunate to be able to coach kids in football, baseball, basketball from 1976 through 2000 all in Springdale.

After retirement in 2016, I felt the desire to serve Springdale and applied to be on the Springdale Planning Commission and was appointed to a seat in 2017. Since being appointed to the Planning Commission, I have attended most of the City Council meetings and several of the Committees meetings learning about how to see all sides of each decision being made. I have also spent time with Code Enforcement, Building Inspection, and Signalization Departments.

I love the direction Springdale is going and want to be a part of helping it continue to try keeping up with and staying ahead of the growth in this city.

May God continue to bless Springdale in the future. I would now like to serve as a representative of Ward 1 on the city council.

## Rose Lawrence

---

**From:** Wendy Cassady <wendycassadyslp@me.com>  
**Sent:** Monday, April 13, 2020 9:43 AM  
**To:** dsprouse@springdalear.gov  
**Subject:** Springdale City Council Seat  
**Attachments:** CV Wendy Cassady 2020 04 10.pdf; Untitled attachment 00445.txt

Dear Mr. Sprouse,

My name is Wendy Cassady and I am the owner of Cassady Children's Center in Springdale. We provide pediatric speech, occupational and physical therapy to children with disabilities. I am originally from Virginia but I have lived in Springdale for 20 years and I have been a business owner in Springdale for nearly 13 years. I currently have four sons who attend the Springdale Public Schools and I consider Springdale my home. I am applying for the open City Council Seat for Ward 1 and I have attached my resume for consideration. Thank you in advance for taking the time to consider my resume.

Sincerely,  
Wendy Cassady

**Wendy Cassady, MS, CCC-SLP**  
191 Ireland St, Springdale, Arkansas, 72762  
479/530-6025  
[wendycassadyslp@me.com](mailto:wendycassadyslp@me.com)

### **Education**

MS, Speech-Language Pathology, Mississippi University for Women (MUW), 1998, GPA: 4.0  
BS magna cum laude, Psychology (minor in Sociology), Virginia Tech, 1994, GPA: 3.7

### **Certificates and Licenses**

Certificate of Clinical Competence, Speech-Language Pathology, American Speech-Language-Hearing Association  
License, Speech-Language Pathology, Arkansas State Board of Examiners

### **Business Ownership**

Majority Owner and General Manager, Cassady Children's Center, 2007-present  
956 Mathias Drive, Springdale, Arkansas, 72762  
479/419-9911

- Cassady Children's Center was founded as Wendy Cassady Speech Pathology, Inc., in 2007, and was renamed Cassady Children's Center in 2014. I am the majority owner and general manager of Cassady Children's Center, and my husband, C. Richard Cassady, is the minority owner.
- Cassady Children's Center provides pediatric speech, occupational, and physical therapy in a 13,000 square foot facility, employs 17 licensed therapists and about 6 office/billing staff, and has served approximately 2,000 Northwest Arkansas children.
- Cassady Children's Center is a member of the Springdale Chamber of Commerce.
- Cassady Children's Center has provided financial and in-kind support to the following activities and organizations in Northwest Arkansas:
  - Autism Involves Me (AIM)
  - Down Syndrome Network
  - Merry Christmas Springdale
  - Miracle League
  - youth robotics programs at the Don Tyson School of Innovation
  - youth robotics programs and PTO at Bernice Young Elementary School
  - youth robotics programs at Springdale High School

### **Previous Professional Experience as a Speech-Language Pathologist**

Donna Edgmon Speech Pathology, Springdale, Arkansas, 2001-2002, 2004-2007  
Vandergriff Elementary School and Root Elementary School, Fayetteville, Arkansas, 2000-2004  
HealthSouth Rehabilitation Corporation, Fayetteville, Arkansas, 2000  
Paragon Rehabilitation Corporation, Starkville and Winona, Mississippi, 2000  
Personal Private Practice, Starkville, Mississippi, 2000  
West Clay Elementary School, Montpelier, Mississippi, 1998-2000

**Practicum Experience as a Speech-Language Pathology Student**

Sudduth Elementary School, Starkville, Mississippi, 1998

Eupora Health Care Center, Eupora, Mississippi, 1998

MUW Speech and Hearing Center, Columbus, Mississippi, 1998

**Other Professional Experience**

Research Assistant, MUW Department of Speech-Language Pathology, 1997-1998

Counselor, Tekoa Residential Facility, Christiansburg, Virginia, 1995

Mental Health Counselor, Lewis-Gale Psychiatric Center, Salem, Virginia, 1994-1995

Camp Counselor, Autism Society of North Carolina, Raleigh, North Carolina, 1993

Research Assistant, Virginia Tech Department of Psychology, 1992-1994

**Volunteer Experience**

Coach, FIRST LEGO League Team 404 (youth robotics), Springdale, Arkansas, 2019-present

Mentor, FIRST Global Challenge Team USA (youth robotics), Springdale, Arkansas, 2019

Mentor, FIRST Tech Challenge Team 9879 (youth robotics), Springdale, Arkansas, 2015-present

Mentor, FIRST LEGO League Team 404 (youth robotics), Springdale, Arkansas, 2011-2015

Teaching Assistant, Head Start, Starkville, Mississippi, 1996

Eligibility Committee, Montgomery County Christmas Store, Blacksburg, Virginia, 1995-1996

Phone Counselor, RAFT Community Crisis Center, Blacksburg, Virginia, 1994-1995

**Awards**

Springdale Spirit Award, City of Springdale, 2018

School Partner of the Year, Springdale Public Schools Education Foundation, 2017

Coach of the Year, FIRST LEGO League Arkansas Championship, 2020

Mentor of the Year, FIRST Tech Challenge Alabama Championship, 2020

Outstanding Camp Counselor, Autism Society of North Carolina, 2013

Member, Phi Beta Kappa, inducted 1994

April 14, 2020

Honorable Springdale Mayor and City Council,

My Name is Joel Hernandez and I would like to be considered to serve my community on the City Council. I've been a resident of Ward 1 at 1498 Counts Dr. for roughly 9 years but have been a resident of Springdale for 10 years. I'm glad to say that I'm a resident of a thriving community. I've seen many positive changes and see that the future of Springdale looks very favorable. I would love to be a part of this forward progress that the city has had in the last few years and represent the ward I live in to the best of my capacity. We're living in unprecedented times, and our community needs good sound leadership that continues to hear, lead, and paint a bright future for all families.

Serving for me is not just a word; serving is a way of life. As a minister in this community, I've had the opportunity to serve in many ways. These are the areas I have had the pleasure of serving during the last 10 years:

- Arkansas Children's Hospital Northwest – Volunteer Chaplain
- Springdale Recreation Center – Soccer coach, soccer referee, field supervisor
- OneCommunity – Board member
- Washington County Correctional Facility – Chaplain
- Returning Home Center – Social Skills Instructor

I love serving my community and serving on the City Council would be a continuation of what I already do but with greater responsibility to do what's best for our entire community. I've included a resume for your review and would be glad to answer any questions or concerns.

Sincerely,  
Joel Hernandez

**Joel Hernandez**  
1498 Counts Dr.  
Springdale, AR 72764  
(479) 409-2411

**Personal Summary:** I moved to this area in June of 2010. My wife, Wendy and I have made this area our home and a place to raise our seven children (6 boys and 1 girl). We've been happily married for 15 years. I've led a loving, growing and diverse church in Springdale, Iglesia Bautista Bella Esperanza / Beautiful Hope Baptist Church, for the last 10 years. My goal is to be a loving husband, a committed father, and lead others to love God, love each other, and serve their community.

### **SUMMARY OF EXPERIENCE**

#### **El Dorado Missionary Baptist Church**

3014 E. Main St.  
El Dorado, AR 71730  
(870) 863-4666

*Church Planter – 2013 to currently*

Lead and Serve at: Iglesia Bautista Bella Esperanza / Beautiful Hope Baptist Church  
2122 W. Huntsville Ave. Springdale, AR 72764

#### **OneCommunity – Board Member**

September 2018 - Currently  
Non-Profit Organization  
(479) 310-9027 - Director: Diana Gonzalez-Worthen

#### **WACO Title Co. - Closing Agent**

6815 Isaac's Orchard Ste. D  
Springdale, AR 72764  
(479) 770-6700

*Closing Agent – June 2016 - January 2018*

#### **Self-Employed Mobile Notary Services - Closing Agent**

1498 Counts Dr.  
Springdale, AR 72764  
(479) 409-2411 (as Notary Public, 15 years)

*Mobile Notary Services - August 2011- currently*

#### **First Landmark Missionary Baptist Church**

214 E. Robinson  
Springdale, AR 7276  
*(Church has disbanded since then)*  
*Hispanic Minister – 2010 to 2013*

#### **Arkansas Spanish Interpreters and Translators**

100 N Rodney Parham Rd  
Little Rock, AR 72205  
(501) 312-1300  
*Spanish Interpreter/Translator Feb.2010- May 2013*

**Banking Experience:** (total of 11 years)

**Tri-Counties Bank** – May 2008 – May 2010  
Burney, CA (Northern California)  
Role: New Accounts Specialist

**Metropolitan Nation Bank** – January 2003 – January 2007  
Little Rock, AR  
Role: Starting as Part-time Teller – In-Store Branch Manager

**NAFT Federal Credit Union** - August 1997 – August 2002  
Pharr, TX  
Role: Starting as Part-time Teller – Finished as Computer Security Manager

**Education:**

**Lindsey School of Real Estate** – 2019-2020  
1196 E. Joyce Blvd.  
Fayetteville, AR 72703

**Real Estate License** – March 2020  
Southern Tradition Real Estate – Ben Israel, Principal Broker  
4700 S. Thompson, Suite B-101  
Springdale, AR 7264

**Missionary Baptist Seminary**  
5300 Stagecoach Rd.  
Little Rock, AR 72204  
(501) 455-4588  
*Associate in Bible (May 2005)*

**San Antonio College - IT Division**  
3900 N. 23rd Street McAllen, TX 78501  
(956) 630-2746  
Associate - Computer Network Specialist, 2000-2001

**University Of Texas**  
Edinburg, TX 78539  
1998- 2000  
Pursued Computer Science Degree

**PSJA High School**  
San Juan, TX 78589  
Class of 1996

agachuzocolin@gmail.com  
(479) 353-7994

1314 A.Q Circle Apt. D24  
Springdale, AR, 72764

# Alice Gachuzo-Colin Resume

---

## Summary of Skills

- 5 years of experience supervising youth in individual and group settings.
- Bilingual in English and Spanish, excellent communicator.
- Passionate advocate for children, especially those with special needs.
- Experience with handling crisis situations safely and effectively.
- Positive attitude and strong work ethic.

## Experience

### ESL Paraprofessional

Lakeside Junior High School, Springdale AR 8/2018 – 5/2019

- Assisted children individually and in small groups to help them master assignments and to reinforce learning concepts presented by teachers.
- Adapted methods for students whose first language was not English.
- Provided extra assistance to students with special needs.
- Taught and modeled good social skills to students.
- Observed and recorded relevant data to assess student progress.

### Special Needs Paraprofessional

Elmdale Elementary School, Springdale, AR 9/2017 – 8/2018

- Provided for hygiene for students with special needs.
- Maintained a structured, compassionate care environment.
- Taught socially acceptable behavior employing positive reinforcement.
- Observed students' performance, and social-emotional well-being.
- Maintained accurate and complete student records.

### Kindergarten Paraprofessional

Pine Street Elementary, Conyers, GA 7/2016 – 7/2017

- Worked with small groups of students, focusing on color/number skills.
- Prepared students for 1st grade success.
- Put together weekly lessons plans and assessed take-home assignments.

## Education

*Medical Assistant Diploma*, Blue Cliff College, Fayetteville, AR.

## Community Involvement

*Founder/ Director, Springdale MLK Jr. Day Parade and Unity Celebration.*  
Recognized as "Friend of Springdale Schools"

Harriet Tubman Trailblazer Award

Presented the Arkansas Travelers Award on behalf of our Governor with Mayor Doug Sprouse at the 2020 NWA salute to Black Excellence Award.

# ASHLEY ROBINSON, PH.D.

ENTREPRENEUR, STORYTELLER, & STRATEGIST

---

## ESTEEMED COUNCIL MEMBERS:

I'm incredibly excited to submit my résumé for your consideration as a replacement council member for the open Ward 1 city council seat. I'm confident you'll find my unique mix of business experience, board service, and education makes me an excellent candidate to fill the opening.

First and foremost, I'm a small business owner of a storytelling agency that's based in Springdale. ([You can learn more about what we do here!](#)) We're a digitally positioned business that focuses on using strategic storytelling to help local and national businesses reach customers, build their brands, and share their amazing stories.

While my business is relatively new — we incorporated in 2017 and officially opened in 2018 — we've worked with some amazing clients in the past two years. Our client list includes Tyson Foods, McDonalds, the Environmental Defense Fund, PrepScholar, and Saatchi & Saatchi X, amongst others. I'm proud to own a Springdale-based business, and I'm even prouder that we're a registered business in Arkansas. Not only do I understand what it means to be a business owner in Springdale, I'll bring that same business-minded mentality to the council in order to help both the city and its business community flourish.

I also have board-level experience. I served as a board member for the Ozark Literacy Council from 2016 to 2018. During that time, I helped hire and oversee the transition to a new Executive Director, and I worked with our EDs on communications strategies for the organization. As a board member on a working board, I performed all the duties you might expect, including rewriting HR documents, putting together communications strategies, and compiling important logistical information into useable documents. This is all to say that I'm familiar with what it takes to be an active, engaged, and contributing member of a board, and I'll bring that same mentality to the Springdale Ward 1 city council seat.

Along with my business and service chops, I'll also bring an educator's mindset to my work with the city council. I have a Ph.D. in English Literature from the University of Arkansas, which means I'm accustomed to difficult projects and finding solutions to complicated problems. I'm not afraid to seek out expert opinions while building consensus, and as a consummate researcher, I'm no stranger to digging deep for answers. I'm excited to bring my intellectual curiosity to bear on the issues facing Springdale today so that the city can move confidently into tomorrow.

But most importantly, I'm passionate about my neighbors and the Springdale community. I believe that Springdale is uniquely positioned in Northwest Arkansas to be a city with a robust and vibrant heart that's made stronger by the incredible people who live here. The success of the ongoing downtown renovation, the abundance of parks, and Springdale's wonderful community events are testament enough to that. I believe in serving those around you, and I'm ready to bring my work ethic and problem-solving skills to the city council to do just that.

Thank you for your consideration,



Ashley Robinson, Ph.D.

# ASHLEY ROBINSON, PH.D.

ENTREPRENEUR, STORYTELLER, & STRATEGIST

## CONTACT

479.966.9119

[ashley@warcinterrobang.com](mailto:ashley@warcinterrobang.com)

Springdale, Arkansas

## EDUCATION

### PH.D. IN ENGLISH LITERATURE

University of Arkansas, 2016

Book: [Cowboys and Victorians: The American West in English Victorian Literature](#)

## WORK SAMPLES

### [TYSON INCUBATION CENTER](#)

Tyson Foods

### [FOOD SAFETY VIDEO](#)

McDonald's

### [GREEN ACRES ATL](#)

Hartsfield-Jackson Atlanta Airport

### [SHOP DOMAINS](#)

SparkPR & GMO Registries

## WHO AM I?

- Founder and lead storyteller of Interrobang, a storytelling agency based in Springdale, Arkansas that opened in 2018.
- Innovative scriptwriter and story strategist with over six years of experience writing for Fortune 500 companies and industry-leading agencies.
- Former Ozark Literacy Council board member.
- Professional educator with a Ph.D. in English Literature and ten years of experience in higher education and curriculum development.

## EXPERIENCE

### FOUNDER AND LEAD STORYTELLER

Interrobang | Springdale, Arkansas | 2017 – Present

- Run a storytelling agency that helps businesses leverage story-based strategies to build brands, reach clients, and grow their profits
- Help clients reach their target audiences by creating strategic, on brand, story-driven content that packs a punch.
- Use client interviews and feedback to structure video projects, which includes establishing ROIs and target conversions.
- Bring a research- and data-based approach to communications strategies to make sure clients are targeting the right audiences with the right messages.
- Happy clients include Tyson Foods, Simmons Foods, McDonalds, the Hartsfield-Jackson Atlanta Airport, Saatchi & Saatchi X, the Environmental Defense Fund, Heartland Commerce Solutions, and more.

### BOARD MEMBER

Ozark Literacy Council | Fayetteville, Arkansas | 2016 – 2018

- Served on multiple committees, including the human resources committee that was responsible for hiring the new executive director and overseeing the transition.
- Performed all the oversight duties required of board members, and also rewrote critical organizational documents.
- Developed communications strategies for the organization, including fundraising materials and social media blasts.
- Attended certified board training workshops through Tyson Foods' nonprofit initiatives.

## CLIENTS

GMO REGISTRIES

HARTSFIELD-JACKSON  
ATLANTA INTERNATIONAL  
AIRPORT

MCDONALD'S

PREPSCHOLAR

SAATCHI & SAATCHI X

ENVIRONMENTAL DEFENSE  
FUND

TYSON FOODS

EXPLAINIFY

## SKILLS

COPYWRITING



MARKETING &  
COMMUNICATION



STRATEGIC INNOVATION



RESEARCH



LEADERSHIP & MANAGEMENT



## WRITING SAMPLES

[MAXIMIZING VIDEO ROI  
PLAYBOOK](#)

The Weidt Group

[RACE, ETHNICITY, &  
NATIONALITY](#)

PrepScholar

## EXPERIENCE

### ENGLISH DEPARTMENT TEACHING ASSISTANT

University of Arkansas | Fayetteville, Arkansas | 2008 – 2015

- Developed curriculum for and taught courses that focused on making classic literature understandable and engaging.
- Solo taught classes of 30 or more students, and focused on developing students' analytical thinking, literary criticism, research, and writing skills.
- Served in numerous leadership roles throughout the department, including as the Ph.D. Liaison of the Graduate Student Organization and the social media coordinator for the department as a whole.
- Courses developed and taught as the Instructor of Record include: World Literature, Heroes and Superheroes, Sherlock Holmes and Victorian Literature, the Apocalypse, the American West, and introductory composition courses.

## COMMUNITY SERVICE

### LITERATURE INSTRUCTOR

Osher Lifelong Learning Institute | Fayetteville, Arkansas | 2012 – Present

- Teach literature courses twice a year for retirees; develop courses to be intellectually rigorous, thought provoking, and entertaining.

### CONTENT WRITER

Taysia Blue Rescue | Bentonville, Arkansas | 2018 – Present

- Write content for the Taysia Blue dog rescue website, including animal profiles and organizational updates.
- Compile information for individual intake cases, then follow the case through to completion.

## REFERENCES

AVAILABLE UPON REQUEST