



Robert W. Wilford  
Executive Director

# Crowley's Ridge Development Council, Inc.

A Community Action Agency

Serving Northeast Arkansas Over 35 Years

Administrative Offices

P.O. Box 1497, Jonesboro, AR 72403-1497 • 2401 Fox Meadow Lane, Jonesboro, AR 72404  
870.802.7100 - Phone • 870.935.0291 - Fax • crdc@crdcnea.com - E-mail • www.crdcnea.com - Web

## MEMORANDUM OF REFERENCE

**FROM:** Robert W. Wilford, Executive Director

**RE:** Robert D. "Bob" Allen, Director of Marketing

**DATE:** November 17, 2006

Robert "Bob" Allen is one of the most versatile and accomplished marketing professionals I have ever encountered. He is a "wizard" in utilizing the computer to generate exemplary marketing materials including newsletters, pamphlets, brochures, business cards, and special promotion materials. His "can do" attitude and unquestioned loyalty for the agency sets a wonderful example for others to emulate.

Bob is exceptionally innovative and creative as he was responsible in toto for developing the agency's highly acclaimed website. Using his incomparable technological expertise, Bob acquired the software to construct this website, and through personal research and unparalleled acumen, he taught himself the nuances of website technology. He updates this site on a daily basis making it the most comprehensive, informative, and up to date website in America for the community action network consisting of over 1,100 agencies who are the country's leaders in the development of programs designed to eliminate the causes of poverty in the United States.

A highly productive, energetic, and independent individual, Bob requires very little supervision as he conducts his daily work routine as the agency's director of marketing. He is meticulous in performing all tasks, small and large, and meets deadlines without fail. Armed with extensive experience in both "for profit" and "nonprofit" operating venues, his attention to detail is beyond question and is reflected in the high quality marketing materials he generates on a routine basis.

Bob possesses a unique sense of humor and forever has a smile for whomever he encounters including both internal and external customers. He has developed numerous partnerships with broadcast and print media outlets in multiple counties in Northeast Arkansas making the agency the recipient of regular coverage in getting "the message out" about the agency's work in "helping people ... changing lives!" Bob is a valuable asset to the agency's mission and operation. He is a morale booster par excellence and is forever reminding employees of their responsibilities in continually representing the agency in a proactive and positive manner.

I highly recommend Bob for positions of trust and for those requiring personal ingenuity, a "self starter" mentality, and independence of direct supervision. If he ever makes the decision to leave the employ of Crowley's Ridge Development Council, this agency's incalculable loss will be a tremendous gain for some other organization. Bob is truly one of the "good guys" who believes in putting others before self as embodied in a reflective spirit of continually professing in word and action that: "Helping people help themselves is a common mission worthy of pursuing every day of our lives!"

/rw

### Child Development/ Head Start

213 North Fisher Street  
Jonesboro, AR 72401  
Phone • 870.931.1172  
Fax • 870.935.1330



### Human Services

2114 North Church Street  
Jonesboro, AR 72401  
Phone • 870.935.8610  
Fax • 870.802.7128

### Aging Services

2114 North Church Street  
Jonesboro, AR 72401  
Phone • 870.932.0836  
Fax • 870.932.4954

### Northeast Arkansas Regional Recovery Center

6009 C.W. Post Road  
Jonesboro, AR 72401  
Phone • 870.932.0228  
Fax • 870.910.5689

### Prevention Resource Center

520 West Monroe Street  
Jonesboro, AR 72401  
Phone • 870.933.0033  
Fax • 870.933.0048



[www.crdcnea.com](http://www.crdcnea.com)

Our community action agency does not discriminate on the basis of race, color, national origin, age, gender, religion, disability or veteran status. Customer diversity is wholeheartedly embraced in both our service delivery systems and hiring practices as we strive to eliminate the causes of poverty in Northeast Arkansas.

