



THE ALTERNATIVE BOARD®

The Alternative Board® (TAB) is an exclusive membership organization for small and mid-sized businesses with revenues ranging from \$1 – 100M. Founded in 1990, the company has worked with over 13,000 business owners. Membership in TAB provides business owners with targeted business coaching, peer advisory boards and a successful business owner network that spans the globe. For more information on The Alternative Board and peer advisory boards, please visit www.TheAlternativeBoard.com



Jeff Meisner

Skyline DFW Exhibits & Graphics
Grand Prairie, TX
www.dfwexhibits.com

TAB Member Since: 2006
Company Founded: 2001
Industry: Business Products & Services



Inc List Rank: 3329
Company Size: 20

Skyline DFW Exhibits & Graphics provides trade show and event services including exhibits and graphics, creative services and exhibit and event services.

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Since opening for business in 2001, Skyline DFW Exhibits & Graphics has defied the odds with double-digit top-line revenue growth every year since. This despite a 20% decline in the net square footage of exhibit space at trade shows since 2006. Yet, even in the midst of a recession, and cutbacks in corporate trade show and convention budgets, Skyline DFW has continued to grow. In fact, between 2006 and 2009 the company has grown 57% and in 2008, the company expanded its operations from 12,000 to 37,000 square feet.

But it's not square footage that landed Skyline DFW on the Inc. Magazine 5000 “Nation's Fastest Growing Businesses” list for 2010. CEO Jeff Meisner knows that having the right people is key. “Our formula for success has been based on great employee team members, and having solid documented processes and procedures,” he says. “The trade show business is not an easy environment to work in due to its constant deadlines and fast-paced nature. Knowing that working in this business is not the right fit for everyone, we have developed a lengthy hiring process that includes personality surveys and group colleague interviews.”

Meisner also credits the company's management team for having the strategic foresight to go beyond sales of display exhibits and graphics, to complete turn-key tradeshow and event solutions, including trade show logistics, exhibit rentals, project management, installation and dismantle, exhibit storage and exhibitor training. The company's full-service offerings and focus on quality has led to client/partner relationships with the likes of American Airlines, GameStop, Hitachi and RadioShack.

A TAB board member since 2006, Meisner has realized that most business issues are common among business owners, regardless of what industry the company is in and whether or not it is selling a product or a service. Because of this, he says, his fellow TAB members have provided him with meaningful and creative solutions to his business problems. “Also,” he adds, “as the CEO, no one within your organization will hold you accountable for implementing the solutions, but your TAB member board and facilitator will.”