



THE TOOLBOX

WYOMING
ECONOMIC
DEVELOPMENT
ASSOCIATION

May 2009 • A NEWSLETTER FOR ECONOMIC DEVELOPMENT SUPPORTERS

President's Notes

Times are tough and are getting tougher. What do you do when times are hard? There are several possible reactions, but one of the best is to prepare for good times, because as sure as summer follows winter and spring, good times follow bad. We have had a period of time when things were good, a time to prepare for bad times; it appears that those bad times are here. Have our preparations been enough? Time will tell. One good lesson from a successful business is the story of how Clarene Law built her business in Jackson. Back in 1959, Clarene was working at the Wort Hotel. On August 17th there was an earthquake that measured 7.3 on the Richter scale. This was the famous Yellowstone Earthquake. People in Jackson were scared — some decided that it was not a good time for business and business did suffer for a while. Clarene saw opportunity. When the owner of the Antler Inn decided to flee and sell out, Clarene took advantage of the opportunity and bought — and never looked back. Today she is very successful, with her success rooted in using a bad time to good advantage.

For the past several years most of the Economic Development Directors I've talked with have been working hard preparing for the bad times. Most remember the early 80s and don't want to have a repeat of the mid 80s and 90s. Those memories are still fresh in our minds. Now that bad times appear to be here it is time to get back to basics in Economic Development. We have tried many things, but the basic building blocks as outlined in WEDA's "Economic Development 101" presentation are very sound and a very good way to work during the difficult times. If you have not seen this presentation I encourage you to contact WEDA and get the PowerPoint presentation from them. It is a very simple, yet complete explanation of how to do Economic Development — based on actual projects and what works in Wyoming. The primary focus of Economic Development is three fold — first, get the infrastructure in place to support business and business expansion. Second, work with local businesses and entrepreneurs to expand and grow the businesses that are already in the community. Third, spend some time recruiting new businesses. Of the three activities most of the time should be spent on the second. Visit with your businesses and find out what they need to grow and prosper — and then help them. Creating or saving 4 or 5 jobs at an existing business will never be the front page headlines that bringing in a new 4 or 5 person business will be. But, it is just as, if not more important, to help our existing businesses. The best part is that they are already here. We don't have to convince them how wonderful Wyoming is — they already know it.

With the Wyoming Business Council, Manufacturing-Works, the Department of Workforce Services, the Small Business Development Centers and other partners, we are more prepared for bad times than ever before. There is statewide support and recognition for these organizations and the good work that we all do. Use these partners to help your existing businesses and entrepreneurs to grow and expand during a time of opportunity.

Phil Christopherson
WEDA President

Economic Growth and Diversity: Building a Healthier Community

By Randy Bruns, CEO, Cheyenne LEADS

As we watch the news or review the latest report from our 401 (k) plans it is reasonable to view 2009 with a fair amount of trepidation and uncertainty. The news of the national and global downturn has me again thinking about a book published a couple of years ago by Harvard University economist Benjamin M. Friedman titled "The Moral Consequences of Economic Growth." In that tome Friedman argues that "Growth is valuable not only for our material improvements but also for how it affects our social attitudes and our political institutions — in other words, our society's moral character." When an economy grows a wide range of good things happen including an increase in tolerance, social mobility and fairness. Democracy flourishes. But "when living standards stagnate or decline, most societies make little if any progress toward any of these goals, and in all too many instances they plainly retrogress."

So what are we to make of everything that is happening around us now? Well, for one thing, it clearly illustrates the dangers of no growth or worse. We also need to stay mindful that it truly is "happening around us" more than to us — at least for the moment. That is not to say that Cheyenne, or any of Wyoming, is immune from this downturn. Certainly we can identify downturn effects in our own circumstances. Several layoffs have been announced in the past months and more may be in the offing. The State is also tightening its belt in anticipation of budget shortfalls. And yet, as bad as this is, the negative impacts have not hit us as hard as other areas of the country.

Our efforts to diversify our economy since Wyoming experienced the last big energy-induced bust have, ironically, tied us to the larger economy to a greater extent than in the past. Now it isn't just the coal, gas and oil producers but it is also the lumber marketers, online retailers, structural steel manufacturers and large chain distribution centers that have to respond to national trends rather than local ones. For example, if people defer home improve-



ment expenditures regionally, in Cheyenne the workload at a home improvement distribution center can drop. At the same time, the demands on a grocery distribution center may actually increase. It is good to have diversity in our employment base.

I am also reminded that Cheyenne LEADS is, in many ways, the product

SEE COMMUNITY, WEDA-3

The Time is Right for a Business Incubator

By Jennifer Scott, CAEDA

As planning for the Casper Area Business Innovation Center progresses, many people have inquired on the status of the project and asked, "Is this really a good time to start an incubator?" The answer is yes. It is more important than ever to grow local jobs and support business growth in the Casper area. "It's always a good time to invest in your community," said Robert Barnes, CAEDA's President and CEO. An incubator can provide entrepreneurs



with the opportunity of a lifetime while benefiting the entire community.

Entrepreneurship flourishes during economic shifts because people are looking for creative ways to support themselves. A change in the market can

provide the perfect opportunity for enterprising minds to branch out and take up a new challenge, such as starting a business.

"Recessions are devastating for many people. However, they also can be times of innovation and creativity," commented Laura Driscoll, Dean of Continuing Education and Community Partnerships at Casper College. "People who feel that their jobs are not secure or who have actually lost their jobs become motivated to create or find employment that gives them more control. In this case, necessity is the mother of invention."

According to the National Business Incubation Association there are 900 business incubators across the U.S. Incubators help start-up and early stage companies flourish by providing management guidance, technical assistance, and consulting. Nearly 80% of new companies fail within five years. Incubator graduates have a survival rate of 87%. The incubator experience gives companies a significant competitive advantage by providing them with the knowledge and skills to operate a successful business. How does a business incubator benefit the average citizen? Once a company graduates and moves into the community, it creates new jobs, increases

the tax base, and helps the local economy become more sustainable. Incubators offer stability because graduating companies tend to remain in the city where they were incubated.

"Recessions are devastating for many people. However, they also can be times of innovation and creativity"

Laura Driscoll,
Dean of Continuing Education and
Community Partnerships,
Casper College

A true incubator has three components that distinguish it from other community entities. First, there are selection criteria to enter the incubator program. A prospective business must meet established criteria before being admitted into an incubator. Generally programs are limited to start-ups

SEE INCUBATOR, WEDA-3

MARK YOUR
CALENDAR

2009

May 27-29, 2009
September 14 & 15, 2009
September 27-29, 2009

Governor's Workforce Summit, Jackson
WEDA Fall Conference, Snow King, Jackson
Idea Expo, Hilton Gardens, Laramie

2010

Feb. 9 - 10, 2010

WEDA Winter Conference, Little America, Cheyenne



BusinessWeek Names Laramie as the Best Place for Starting a Business in Wyoming

The City of Laramie is named in article along with top cities from other states as the best places for entrepreneurs to start a business.

BusinessWeek announced in March 2009 the City of Laramie as the best city for starting up a business in Wyoming. Using patent-pending technology by ZoomProspector.com, BusinessWeek determined the list using a variety of demographic, business, and geographic variables that impact the probable success of a business start-up. Due to the current recession, start-ups are an even more important source of jobs and economic growth in cities across the nation. In 2001, during the last recessionary period, 569,750 new companies were launched in the USA, which is about one every 55 seconds. During a recession many who are laid off start their own companies instead of working for someone else.

BusinessWeek searched cities across the United States, with populations ranging from 20,000 to 200,000 people, to compile its list of the best place to start a business in each state. "Bigger isn't always better when it comes to selecting a place to start a company," according to the article by John Tozzi and that "Startups also found skilled workers—especially younger ones—drawn to the perception of a higher quality of life." The rankings were calculated and "The analysis weighed 11 factors to gauge an area's entrepreneurial climate, including the number of small businesses and startups, the quality of the workforce, how many universities were in town, and measures of innovation such as the number of patents issued and the amount of venture capital invested."

"According to the analysis conducted by BusinessWeek using ZoomProspector.com, Laramie came out as the top place to start up a business in Wyoming," said Anatolio Ubalde, CEO and Co-Founder of ZoomProspector.com. "BusinessWeek is one of the most respected business publications and this recognition should highlight the economic development efforts in Laramie."

Jack Bedessem, President/CEO of Trihydro Corporation commented, "We decided to start-up and headquarter our engineering and environmental consulting business in Laramie in 1984, primarily because of the friendly business climate, central location, accessibility to other regions of the country and diverse recreational opportunities. Over the past 24 years, our business has received tremendous support from the community, state and local agencies, and LEDC. With this backing, Trihydro has grown to 270 employees providing services to Fortune 100 and 500 companies, expanded State-wide and nationally, and now have a network of 13 branch offices and staff resources in 22 states. We are very proud of our community and to be able to call Laramie home."

"It is incredibly inexpensive. There's no taxes, either personal or corporate," stated Jerad Stack, CEO, software maker Firehole Technologies. "It cost us like \$50 to register the company and that's it. If we hire a new employee, the state gives us \$4,000 to train them. It's a really education community. The University of Wyoming is here, so you have access to all the talent in town. There's a lot of what I call displaced Wyomingites – people who left because they couldn't find a job and want to move back here."

With demographic and geographic data on every city in the United States, ZoomProspector.com is a growing source of information for businesses, individuals and the media. ZoomProspector.com, a free-to-use service, allows companies to find the community that best matches its commercial real estate needs, workforce needs, target customer base, and infrastructure requirements, among other requirements. Much of ZoomProspector.com's data is viewable on the site's integrated and interactive online maps, and visitors can quickly perform national, county and city searches through a few clicks of the mouse.

The BusinessWeek article is available online at [www.businessweek.com/smallbiz/content/mar2009/sb20090327_385972 .htm](http://www.businessweek.com/smallbiz/content/mar2009/sb20090327_385972.htm). The profile of demographic and business data for Laramie is available at www.zoomprospector.com/CommunityDetail.aspx?id=28197&f=1.

For more information contact: Gaye Stockman, Laramie Economic Development Corporation, gstockman@laramiewy.org.

Recovery Act Gives SBA Tools to Boost Small Businesses

By Steven Despain, District Director

The Obama Administration is determined to employ the American Recovery and Reinvestment Act and the Small Business Administration to make a big dent in the small business credit crunch. The goal for SBA is jump-starting job creation, re-starting lending, and promoting investment in small businesses.

The Recovery Act provides SBA with \$375 million to temporarily eliminate loan fees and raise guarantee limits up to 90% on most types of 7(a) loans. It temporarily eliminates 504 loan fees for both borrowers and lenders. SBA estimates these provisions will apply to approximately \$8.7 billion in 7(a) loans and \$3.6 billion in 504 loans and last through calendar year 2009.

To help small businesses compete for construction and service contracts, the Act allows SBA to more than double the amount it can offer for SBA-backed surety bonds – from a previous \$2 million maximum to \$5 million.

An element already in place – SBA's Microloan program – received additional funding for up to \$50 million in new loans. This capital is available today for new loans of up to \$35,000 and accompanying technical assistance through SBA's non-profit, community-based lenders.

In another step, the Treasury Department plan has committed up to \$15 billion in TARP funds to help unfreeze small business lending by purchasing existing and new SBA-backed loans made by banks. This will free up capital for lenders to use for future lending, particularly benefiting small, community and non-bank lenders.

The Recovery Act authorizes the SBA to use its 504 program in various ways: to refinance existing loans for fixed assets in a business expansion project; to use its guarantee authority to establish a secondary market; and to make loans to broker-dealers who buy 504 loans from lenders.

Significant interest has been shown in a new program funded by the Act – tentatively called America's Recovery Capital, or "ARC" Stabilization Loans. Once in place, this temporary program funded to \$255 million, will offer deferred-payment loans 100% guaran-



teed by SBA for up to \$35,000 to viable small businesses that need help making up to six months' worth of payments on existing, qualifying, non-SBA backed loans.

The Act also helps to make venture capital available to smaller businesses by raising the funds SBA-licensed Small Business Investment Companies can receive if they raise small business investments by five percent.

SBA staff is working hard to implement the rest of the Recovery Act's programs. Although there are many moving parts, SBA's aim is to implement these programs quickly and effectively for as rapid an affect on small business credit markets as possible. All of SBA's existing programs are open for business. We back new loans and provide training, technical and contracting assistance to entrepreneurs every day. Be assured the SBA is working overtime. We know small businesses have a proven ability to create new jobs and commerce. The next phase of our economic recovery rests in their hands.

For more information about SBA's programs, call 307-261-6500 or TDY 307 261-6527 or visit www.sba.gov/wy.

Wyoming Business Council board approves business plan

At its March meeting in Torrington, the Wyoming Business Council Board of Directors approved a business plan to guide its efforts in growing the state's economy. The board's approval was a culmination of six months of work between the board and staff, a public comment period and a series of public meetings across the state in October 2008.

"We have had some very good plans in the past ten years," said Board Co-Chair Clarene Law. "However, this plan is one that I think will last for many years because of the community involvement." CEO Bob Jensen also thanked all the individuals, businesses and organizations that took time to comment and attend the public meetings. "We used their input to consolidate and modify the goals and



strategies in the plan."

The business plan is a comprehensive planning document that reviews current operational issues, projects future opportunities and maps out strategies that will enable the agency to achieve its goals. The business plan is available within the publications section of www.wyomingbusiness.org. "Our business plan isn't a static document and very likely will evolve, as needed, to address new opportunities and challenges that arise over time," Jensen said.

The strategic plan is broken down into three main goals focused on business, people and places, which make up the Business Council's customer base. The business goal will promote business development that complements Wyoming's assets. The focus on people will help improve the quality of life and opportunities for people in Wyoming, while the emphasis on places will help develop Wyoming as a location where people want to live, work and play. Under each goal, objectives, strategies and action items chart a course of action for all services provided by the Business Council. The strategic plan includes several performance measures to track the progress of the Business Council in meeting its goals. Jensen explained that the Business Council would report on them annually.

Conference Bulletin Board



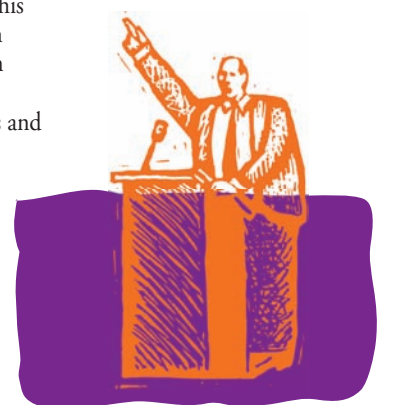
Manufacturing-Works Sponsoring Seminars on "Selling in Tough Times" and "Customer Service Is More Than a Department, It's An Attitude"

Manufacturing-Works is providing Wyoming businesses the chance to learn from a master of surviving and thriving in tough times. Tom Reilly, a leader in value-added selling, is coming to Riverton on June 10 & 11 to teach two of his nationally-recognized seminars. On Wednesday Tom will be teaching his seminar "Selling in Tough Times." On Thursday he will be presenting "Customer Service is More Than a Department, It's An Attitude."

Location: Central Wyoming College Fremont Room, Riverton. Lunch, breaks, training manuals and copies of Tom's books are included in registration.

Cost: \$600 for one and \$900 to attend both. These seminars qualify for Workforce Development Training Grants, which will cover 60% of the cost to attend. (Applications must be submitted to the Workforce Development Office 30 days prior to the training - deadline May 8). The funds can be used to pay for hotel, travel, meals, and seminar fees. Learn more about these grants at www.wyomingworkforce.org/wdttf/onlineapp.aspx

To register: Contact Phil Christopherson at 307-856-0952, Larry Stewart 307-760-0636, or contact a Manufacturing-Works representative in your vicinity at www.manufacturing-works.com. For information on Tom Reilly, www.tomreillytraining.com/.



INCUBATOR, FROM WEDA-1

and early stage companies with feasible ideas and strong business plans. Second, professional staff provides business assistance services. These services are core to any incubator. Typical types of services include assistance with management, marketing, sales, projections, financial statements, financing, paperwork, along with mentoring, referrals, and networking, to name a few. Third, there are criteria to exit the incubator program. A company is either prime for success and ready to move into the marketplace, or it reaches its maximum potential and is unlikely to ever be successful long-term. In either case, it is time for the company to leave the incubator and make room for other companies that will benefit from participating in the incubation program.



Community support for the Casper Area Business Innovation Center is overwhelming. A feasibility study has been completed and the results supported the potential success of an incubator in the area. A business plan has been completed and fund raising is progressing rapidly. The incubator is a joint project between Casper College and CAEDA, with support from many local leaders, including the Amoco Reuse Agreement Joint Powers Board and the Economic Development Joint Powers Board. The incubator will be housed in the expanded and renovated AMOCO administration building in the Platte River Commons.

COMMUNITY, FROM WEDA-1

of bad economic times. In the mid 80's the Cheyenne business community realized that no outside entity was going to help us out and so we began to fund our own local economic development effort. That funding – and consequently that effort — has been un-failing since. Some of our immunity to the current downturn is a direct result. As the economy tightens it becomes more important than ever that we continue to invest in the resources that can help grow our economy.

There also is good news to report. After over 18 months of delays due to a protracted approval processes at the national level, the NCAR Supercomputer Center project is finally off and running. The design and engineering contract for the center has been awarded and a schedule has been set for a groundbreaking early next year and possibly sooner.

The economy is probably responsible for a large distribution and communications center to put plans to build in Cheyenne on hold. However, we have announced the opening of Vulkan Technic International, a German robotics company's initial North American operations in Cheyenne. Vulkan will start small – one employee here now and five, perhaps up to ten, by the end of the year. But it is a promising first step in attracting international interest to the area. We also continue to work on several other technology projects that seem poised to take advantage of the infrastructure that LEADS has put in place over the past years.

While some prospects that LEADS was working with have dropped off due to the national economy, other interesting projects have taken their place. Few are far enough along to be discussed here but we remain fully engaged in areas of technology, research, transportation and energy infrastructure.

It is important for our communities and our state, particularly in these times, to continue to support those organizations and agencies that work to broaden our employment base and encourage the growth of local payrolls. As Dr. Friedman argues, it is not just an economic imperative; it is how we build a healthier community politically and socially as well.

Wyoming Small Business Week 2009 Winners Announced

The small business awards are a highlight of SBA's National Small Business Week celebration, May 18 - 22. National Small Business Week honors the contributions of the nation's small business owners. The winners are selected on their staying power, growth in number of employees, increase in sales, financial condition, innovation, response to adversity, community service and assistance to small business. Involvement with SBA is not necessary, although many of the winners have received some type of assistance from the SBA or those partnering with it.

Wyoming's small business supporters host special events to honor and present awards to entrepreneurs and small business champions. Wyoming's winners for 2009 are:

- Wyoming Small Business Person of the Year, **Van and Jody Ewing**, Van Ewing Construction, Inc., Gillette;
- SBA Young Entrepreneur of the Year, **Kenneth Holloway**, SAME Music and The Jazz Spot, Casper;
- Jeffrey Butland Family-Owned Business of the Year, **Thomas and Sandra Lavin**, Lavin Tile and Stone, Inc., Casper;
- Financial Services Champion of the Year, Wind River Development Fund, **Lisa Wagner**, Director, Fort Washakie;
- Home-Based Business Champion of the Year, Stanford Addison Ranch, **Stanford Addison**, Arapahoe;
- Minority Small Business Champion, **Dave Potter**, President, Wells Fargo Bank, Riverton;
- Small Business Journalist of the Year, **Le Ann Baker**, Executive Director, Washakie Development Association, Worland;
- Veteran Small Business Champion of the Year, **Cliff A.**



Knesel, Vice President, Peregrine Leadership Institute LLC, Gillette;

- Women in Business Champion of the Year, **Janet L. Hartford**, Executive Director, Green River Chamber, Green River;
- Small Business Development Center Service Excellence and Innovation Center Award, **Marjorie Rowell**, Regional Director, Small Business Development Center, Riverton.

Please congratulate these outstanding entrepreneurs and small businesses, as they are key to small business and the backbone of our nation. For more information about SBA's programs for small businesses, call (307)261-6500 or TDY (307)261-6527 or visit www.sba.gov/wy

Association for Enterprise Opportunity Recognizes Happy Jack Software and Wyoming Women's Business Center

Happy Jack Software, LLC and the Wyoming Women's Business Center have been chosen as a microenterprise development success story by the Association for Enterprise Opportunity to be featured in their 2008 Annual Report. Happy Jack Software, LLC was chosen from hundreds of submissions from all over the country. Andrea Presse of Wyoming Women's Business Center (WWBC) submitted the success story after working with Mona Gamboa of Happy Jack Software, LLC to prepare her sales presentation. Once the presentation was complete a focus group was put together to evaluate the presentation. "It is an honor to have another client of WWBC chosen for national recognition," Presse said. Mona Gamboa and Jeff VanBaalén developed the strategy for Happy Jack Software with the assistance of several microenterprise and economic development organizations in Wyoming including the Wyoming Women's Business Center, Wyoming Small Business Development Center, and the Wyoming Technology Business Center. Today their software, including Calibrate, Med-Right, and EZ Faculty Search, has a worldwide presence including Germany, Denmark, Australia, England and the USA. Her clients include Seagate International, Wyoming Business Council, Albany County Tourism Board, and ARK Regional Services. For information, www.happyjacksoftware.com/index.html



Conference Sponsored by WEDA and the Wyoming Business Council

WEDA Fall Economic Development Conference September 14 & 15, 2009 Snow King, Jackson, WY

Registration:
To register, go to
www.wyomingeda.org/training.htm
or contact WEDA at 307-332-5546
info@wyomingeda.org

FALL CONFERENCE SCHEDULE

Monday, September 14, 1:00 pm - 5:00 pm
Tuesday, September 15, 7:00 am - 1:00 pm
Breakfast Meeting with Joint Minerals, Business, and Economic Development Interim Committee



WyomingEntrepreneur.Biz Offers Specialty Services to Assist Businesses with Navigating the Economic Stimulus

WyomingEntrepreneur.Biz is excited to announce specialties that are designed to help new and existing businesses in a variety of areas. Experienced counselors are able to assist businesses with business plans/loan applications, market research, financial management, marketing, human resources, accounting systems, eCommerce, business valuations, sustainable practices, government contracting and more! From pre-startup through growth and expansion, the team of trained consultants at WyomingEntrepreneur.Biz offers you the general - and now specialized - assistance for your business to be a success.

To explore the variety of ways that WyomingEntrepreneur.Biz can serve you, and to meet the consultants and some of our clients, visit our new social networking website on Ning.com. Connect to other entrepreneurs, stay informed about the economic stimulus, and find a voice in the Wyoming business community all in one place! Come join us at: <http://wyendotbiz.ning.com/>.

Finally, are you curious about the economic stimulus package and how it will be used in Wyoming? WyomingEntrepreneur.Biz now has a team working on the how's, when's, and where's of the stimulus money. If you would like information on how the stimulus package will help businesses in Wyoming, contact your local Small Business Development Center, or Jeremy Wilch at jwilch@uwyo.edu, or (307) 399-8182.

Tourism Efforts in Northwest Wyoming Adjust to Economy

In an effort to adjust to the new economy in the northwest part of Wyoming, Margie E. Rowell, WyomingEntrepreneur.biz (WSBDC Region 6 Director) partnered with the Dubois Main Street Program, Wyoming Travel and Tourism and the Wind River Visitor's Council to assist the Dubois business community to compete in national tourism markets. A joint workshop was held April 9th at the Headwaters Center to assist small businesses in creating and marketing travel packages. Packaging vacations allows the traveler/tourist to easily plan their vacation and keep costs within their vacation budget. According to Wyoming Travel & Tourism's Deputy Director Alan Dubberley, "Despite the economy, people are still traveling today. However, they are looking for a deal. A deal/package that is advertised for free on state and local websites is one of your best marketing plans right now."

WEDA Member News:

Powell Economic Development Update

In today's economy, it's tough to find the right place to invest. Powell Wyoming dedicates itself to making that choice a much easier decision. In addition to the Powell Valley Economic Development Alliance (www.powelled.org), the city has other infrastructures in place to help new businesses and to see current businesses succeed. They include Target Powell Valley, Powell Incorporated, The City of Powell, Northwest College and the Powell Valley Chamber of Commerce.

Target Powell Valley is primarily the land development group and has been involved in all four of our business parks: the heavy industrial park, the light industrial park, a technology park and a new multi-faceted park. The technology business park, First Development Park, is owned by Target Powell Valley. It currently has two developed lots, two undeveloped lots and 45 acres for future expansion. The Homestead Industrial Park, owned by Target Powell Valley, has 23 developed lots currently for sale. Target Powell Valley also manages the Powell Business & Technology Incubator facility for the City of Powell and acquired 179 acres of prime development land on the west side of Powell. To find available site-ready land available, contact Ken Witzeling, Target Powell Valley President, at 307-754-4764.

Powell Incorporated is a for-profit business development corporation originally funded by selling membership shares. The organization's earliest work included serving as an official organization through which to channel SBA 502 funds. This corporation provides funding to build facilities for prospect companies on a lease or lease purchase basis. This group also provides funding for recruitment incentives and economic development projects on a case-by-case basis.



The City of Powell (www.cityofpowell.org) is a very active member of the team, contributing expertise and guidance in the development of community economic development projects and efforts. The city provides special assistance in the following areas: infrastructure development, zoning and annexation efforts, Community Development Block Grant and loan sponsorship, fast track processing, facilitation of projects, and many other forms of technical and project management assistance.

Northwest College (www.northwestcollege.edu) is a tremendous supportive partner in the economic development effort. The newly formed Workforce Development Department provides a wide range of technology/skills training for companies, organizations and individuals. The Northwest Center for Technology and Innovation located on the college's west campus provides a first rate technology training facility in addition to a business incubator for high technology businesses and a telecommuter unit. This project was developed as a result of a private/public partnership under the leadership of the Powell Valley Economic Development Alliance and the College.

The Powell Valley Chamber of Commerce (www.powellchamber.org) provides resources and networks to new and developed businesses. It aids in the overall promotion of Powell and its businesses. It facilitates the Powell Valley Economic Development Alliance. For more information contact the Powell Valley Chamber of Commerce at 800-325-4278.

Afterschool Programs Support Workforce and Economic Development

The Wyoming Community Foundation is the fiscal sponsor for the Wyoming Afterschool Alliance. The WYAA is a statewide afterschool network dedicated to raising awareness of the importance of afterschool programs and advocating for quality, affordable programs for all children. It envisions providing all Wyoming children with access to afterschool programs by 2010.

Though the WYAA is not necessarily what might come to mind when we think of economic development, we do feel that the WYAA is addressing an important work-related issue that parents who are at work are not able to be with their children when they get home from school.

Of the 51,545 Wyoming youth between the ages of 5 and 17, an estimated 21% are unsupervised after school, one study showed. Almost 50% of these children would be likely to participate in afterschool programs if they were available.

Children who attend such programs perform significantly better academically and have better school attendance. They also exhibit

fewer tendencies toward vandalism, violent acts, arrests, drug and alcohol use, and premature sexual activity.

In February 2008, the WYAA received \$195,000 from the CS Mott Foundation, which was matched by grants from the WYCF, Department of Education, Homer A. and Mildred S. Scott Foundation, Parent Education Network, Lights on in Lander, and Wyoming Education Association. More information is on their website: wyafterschoolalliance.org/

New Faces New Places

Leonard Holler WyomingEntrepreneur.biz – Small Business Development Center, Casper

Leonard Holler has successfully completed the certification process with the National Association of Certified Valuation Analysts (NACVA®) to earn his designation as a Certified Valuation Analyst (CVA). Leonard is a business consultant for the WyomingEntrepreneur.biz – Small Business Development Center program in Casper.

The designation is an indication to the professional community that Leonard Holler has met the association's rigorous standards of professionalism, expertise, objectivity, and integrity in the field of business valuation and related consulting disciplines. Requirements to earn the certified valuation analyst designation include being a licensed certified public accountant, completing NACVA's intensive training program, and successfully completing the association's comprehensive certification examination.

Business valuations are most commonly required in conjunction with the purchase or sale of a business, succession planning, buy/sell agreements, charitable contributions, estate and gift taxes, and IPO's (initial public offerings). Other areas where valuations are often necessary include situations of business disruption, dissenting shareholder actions, divorce, and partner disputes. The national association of certified valuation analysts is a global, professional association that supports the business valuation, litigation support, and fraud deterrence consulting disciplines within the CPA and other professional communities.

Lee Lockhart and Larry Caller Wyoming Business Council Board welcomes 2 new members

The Wyoming Business Council Board of Directors welcomed two new board members, Lee Lockhart and Larry Caller, at their March board meeting in Torrington. Gov. Dave Freudenthal appointed Lockhart, of Worland, and Caller, of Rock Springs, to fill two positions left open by Jim Davis and Ted Ladd, both of whom served six years and were term limited by statute. The new board appointments run until March 1, 2012. The 15-member board authorizes policies and budgets, makes decisions on grant and loan applications, and selects the chief executive officer for the Business Council.

Lockhart has been the publisher of the *Northern Wyoming Daily News* in Worland since 1989. He has worked for newspapers in Riverton, Green River, Jeffrey City, Cheyenne, and Worland. Locally, Lockhart has served on the Worland Chamber of Commerce board and the Washakie Development Association board of directors. He has served as past president of the Wyoming Press Association and as a board member of the Science, Technology, and Energy Administration from 1990-1998. Born in Riverton, Lockhart received an associate's degree in general business from Central Wyoming College and graduated from the University of Wyoming with a degree in Business Administration.

For the past 35 years, Caller has been the owner of Rock Springs Block Co., a company that specializes in precast concrete products for underground mining and oil/gas production. About 12 years ago, he developed Bitter Creek Brewing, a local brewpub/restaurant in Rock Springs. Caller has been active in politics for the last 25 years, serving as a state senator, county commissioner, and on numerous local, state and federal boards. He was active in the Sweetwater Economic Development Association, and received its Leadership Award in 2003. Born in Rock Springs, Caller also graduated from the University of Wyoming with a degree in Mechanical Engineering.

Amy Lea GRO-Biz Procurement Technical Assistance Center program manager

The WyomingEntrepreneur.biz network welcomes the new GRO-Biz Procurement Technical Assistance Center program manager, Amy Lea. Amy is certified as an economic development finance professional (EDFP) by the National Development Council, and holds a B.S. in biological sciences from Cornell University. She is thrilled to be returning to Wyoming after spending the last three years as the U.S. Small Business Administration's senior area manager for Southeast Alaska,

where she provided financial assistance, management and technical assistance, minority enterprise development, and government contracting assistance to the small business community within her region. Previously, Amy also spent nearly five years as part of the Wyoming Women's Business Center's team and assisted clients around the state.

The GRO-Biz Procurement Technical Assistance Center provides free and confidential one-on-one government contracting assistance to Wyoming businesses. Amy will be leading the statewide GRO-Biz program from the new Northwest Regional GRO-Biz office in Thermopolis. For more information, www.wyomingentrepreneur.biz and click on "Government Markets" or call 866-253-3300.

Aaron Lalley, P.E Manufacturing-Works field engineer for East, Central and Northeast Wyoming

Manufacturing-Works is pleased to announce the employment of Mr. Aaron Lalley, P.E., as the field engineer for East/Central and Northeast Wyoming effective April 1, 2009. Aaron will be located in the East/Central office at the UW Outreach Building, 951 North Poplar Drive in Casper. His office phone is 307-234-2687 with a cell phone number to be announced shortly. Due to training and travel requirements during April his time in Casper will be limited until after May 4, 2009.

Aaron has B.S. and M.S. degrees in Mechanical Engineering from the South Dakota School of Mines; and has been a hands-on engineer in the manufacturing sector in Sioux Falls since 1989; serving in various capacities including manufacturing engineer, senior machine and tooling design engineer, lead engineer, tooling and equipment optimization lead engineer. A recently licensed and registered professional engineer he is enthusiastic about this new challenge in Wyoming and will begin visiting technology and manufacturing operations starting in the Northeast corner of the state and making his way south and west to Casper, where he will base the center of his operations.

This will add another full-time professional engineer to Manufacturing-Works operation and will represent the largest percentage of registered professional engineers of any of the 59 manufacturing extension partnerships (MEP's), which include all of the United States and Puerto Rico. For more information about Aaron Lalley please visit www.manufacturing-works.com/professionals/aaron_lalley.php

Karen St. Clair Northern Wyoming Community College, Director of Workforce Training and Development

Karen St. Clair has joined Northern Wyoming Community College as our Director of Workforce Training and Development. She will be responsible for developing and delivering community education courses and lifelong learning programs and activities in the communities of Sheridan, Buffalo, and Gillette. She will also provide the direction for the delivery of professional development courses at these locations. Starting in the Fall 2009 she will begin the implementation of a Lifelong Learning Institute for 50+ adults. She is housed at our Downtown location on Main Street in Sheridan. She can be reached at 307-674-6446 ext. 4502.

Charlie Krebs Wind River Development Fund Executive Director

The Wind River Development Fund in Fort Washakie would like to announce their new Executive Director, Charlie Krebs. On April 13, he will begin his new role. Charlie brings with him over 30 years of experience in the banking industry and will bring a great deal of knowledge to the organization. Please join us in welcoming Charlie Krebs to the Wind River Development Fund. Charlie can be reached at (307) 335-7330, or ckrebs@wrdf.org

Philippe Chino Director, Campbell County Economic Development

Campbell County Economic Development Corporation (CCEDC) is pleased to announce that Mr. Philippe Chino will serve as the new director of CCEDC effective May 1. Mr. Chino has been serving as the President/CEO of Forward Sheridan, Inc. since 2006. During his tenure, Mr. Chino successfully created a comprehensive economic development program that will positively impact economic development in Sheridan County and the state of Wyoming for years to come.

Prior to his time with Forward Sheridan, inc. Mr. Chino was a partner in Resource Development Group, inc in Phoenix, AZ where he managed multi-million dollar fund raising campaigns for economic developments organizations. Mr. Chino also served as the President/CEO of the New River Valley Economic Development Alliance, inc. in Radford, VA where he was responsible for the regional organizations attraction program.



WEDA's mission is to:
"Provide leadership and support to
foster economic development in Wyoming."

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