



WEDA Winter Economic Development Conference Agenda

February 9 & 10, 2010 • Little America, Cheyenne

2800 W. Lincolnway, Cheyenne, 82009 • 800-445-6945

TUESDAY, FEBRUARY 9:

Little America, Cheyenne Room

1:00-1:30 p.m. Conference Registration & refreshments

1:30-3:00 p.m. **Board Participation and Interaction Guidance for All**

by Mona Pearl, Align

Whether you are a seasoned exec, a seasoned board member, a new exec, a struggling board member or somewhere in between one of these four descriptions, this session will help you clarify your questions and concerns about Boards of Directors and provide suggestions and guidance. Bring your Board questions, get the answers and a take-home workbook.

3:00-3:15 Break

3:15-4:45 **Social Action Process: The Nine Steps to Successful Community Projects Plus the One That Can Cause Failure**

by Rhonda Shipp, Shipp Facilitation

Social Action implies any action that impacts or affects others. Economic development efforts often create actions and interactions in communities. The value of a systematic approach is not measured so much in success or failure, but in the preservation of relationships, the connections made as a result of being inclusive and greater good will as an outcome.

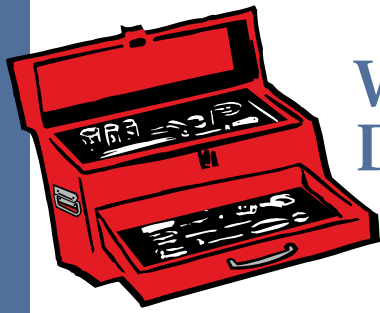
Little America, Grand Ballroom C

5:00-5:15 p.m. **Legislative Briefing**
Lynn Birleffi, WAGAN

5:30-8:30 p.m. **WEDA 5th Annual Economic Development Legislative Reception**
Sponsored by Rocky Mountain Power, Cheyenne Light, Fuel & Power, and Forward Casper



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WEDNESDAY, FEBRUARY 10:

Little America, Grand Ballroom A & D

- 7:30 a.m.-8:30 Breakfast & Program
Economic Development Legislative Update - Lynn Birleffi, WAGAN; Scott Sutherland & Linda Harris, WEDA Legislative Committee Co-Chairs
- 8:30 a.m.-10:00 **Beyond the Public Hearing - Community Builders' Tools for Public Engagement**
or - How to Get Run Out of Town on a Rail - By Failing to Engage the Public in "Your" Project
By Joe Coyne and Bobbe Fitzhugh, Community Builders Inc.
This session will deal with ways to more effectively engage citizens as partners in problem-solving and decision-making so that "your" project becomes the community's project. We will share some best practices and colossal failures to create a better model for community engagement.
- 10:00-10:30 Break
- 10:30-11:30 a.m. **How To Get Something Done--A Framework for Structuring Your Project in the Post-BRC Environment**
By Tom Johnson, Wyoming Business Council
Changes are coming to the Wyoming Business Council's infrastructure programs. But that doesn't mean you can't continue to fund your projects. In this program we'll explore how to continue to structure projects under the new rules changes and give you ideas for incorporating other funding mechanisms into projects.
- 11:30-12:00 p.m. **Lunch Address by Governor Freudenthal**
- 12:30-1:00 p.m. **Legislative Update**
By Representative Tom Lockhart and Senator Grant Larson, Chairmen of Minerals, Business and Economic Development Committee
- 1:00-1:30 p.m. **WEDA Membership meeting**
Election of Board Members
- 1:30-1:35 Closing remarks

THANK YOU AND TRAVEL SAFELY!