

Wyoming

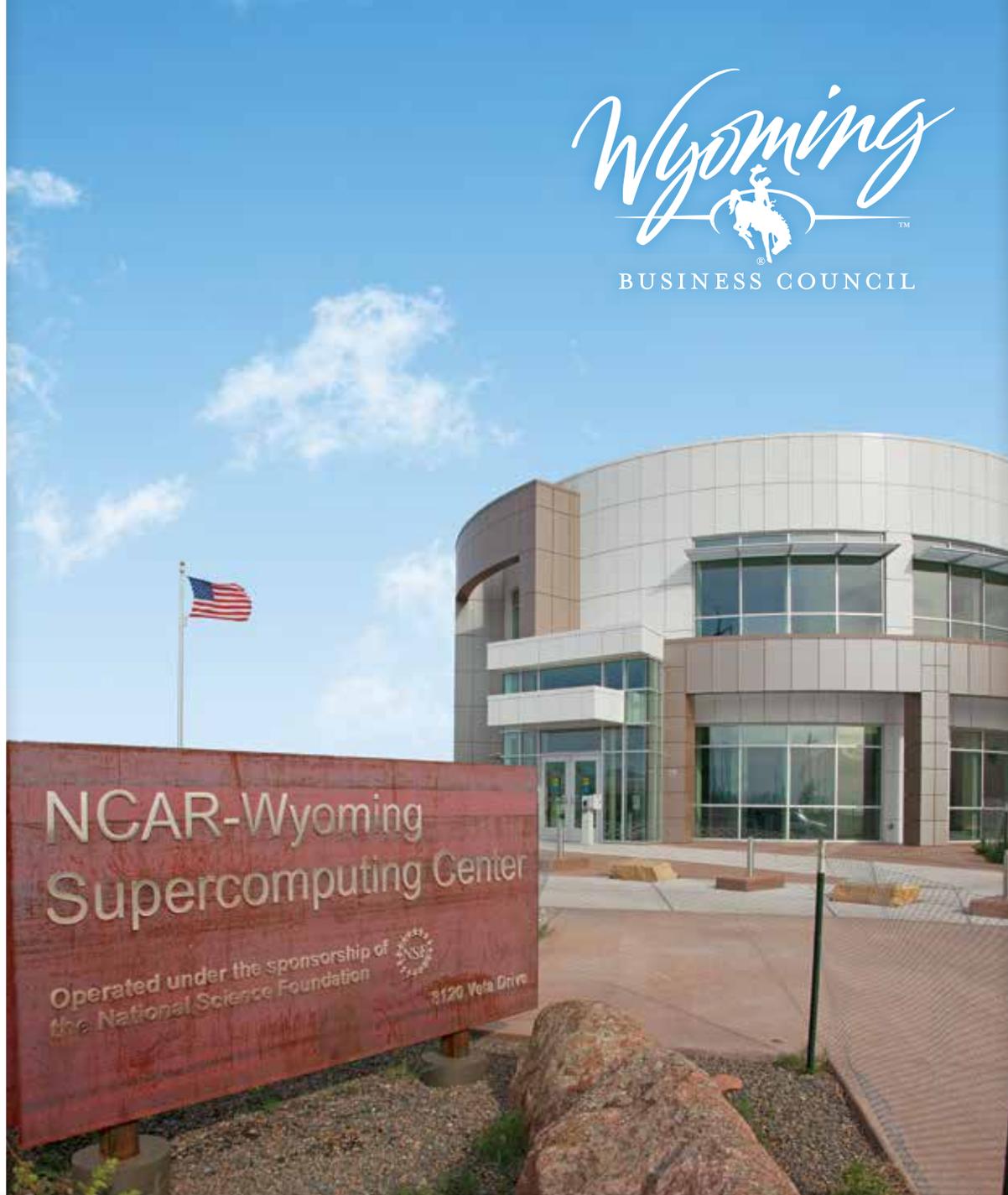


BUSINESS COUNCIL

PROGRAM GUIDE



WYOMING BUSINESS COUNCIL



PROGRAM GUIDE

FACILITATING WYOMING'S *economic* GROWTH



OUR GOAL

The state of Wyoming's economic development agency, the Wyoming Business Council, provides business tools to entrepreneurs and community development resources to Wyoming communities to grow and diversify Wyoming's economy.

OUR TEAM

The 52 members of the Wyoming Business Council work hard every day to move Wyoming's economy forward.

Divisions include Agribusiness, Business & Industry, Investment Ready Communities, Wyoming Rural Development & Main Street, and Executive & Support Service.

In addition, the Business Council operates seven regional offices strategically located throughout the state.

The creation of the Wyoming Business Council in 1998 dramatically changed Wyoming's approach to economic development. Unlike the state's previous economic development efforts, this organization has a more corporate structure, incorporates private business practices in order to drive programs and has established regional offices throughout the state to better serve clients.

The state of Wyoming created the Wyoming Business Council to focus public and private efforts to build a strong job creation base in the new economy with manufacturing and technology as core competencies. Also, strengthening the existing business and industry groups under alternative energy, agriculture, manufacturing, high tech, transportation and logistics, are Business Council goals.





Our key programs focus on helping communities develop and thrive, by recruiting new businesses to the state and continuing to assist Wyoming's established businesses and agricultural operations, as well as helping residents and business owners become more energy efficient. Our operational divisions include:

- Agribusiness
- Business and Industry
- Investment Ready Communities
- State Energy Office
- Wyoming Main Street and Wyoming Rural Development Council

CONNECTIONS



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Instagram: WyoBizCouncil



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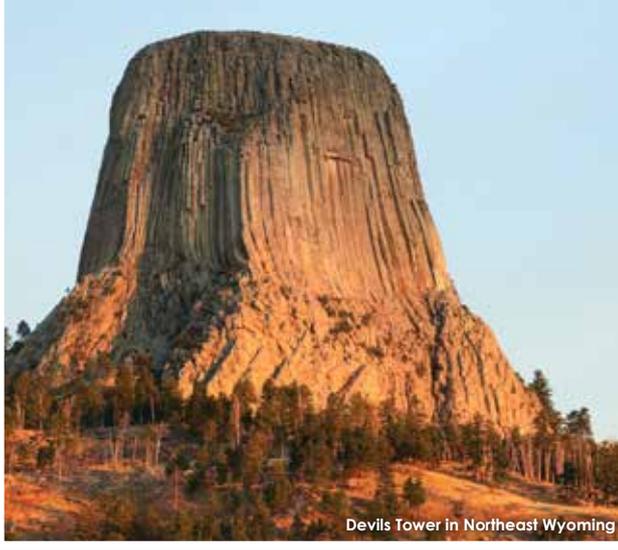
BUSINESS COUNCIL

FACILITATING WYOMING'S *economic* GROWTH

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Devils Tower in Northeast Wyoming

Northeast Regional Office

Contact: Dave Spencer | dave.spencer@wyo.gov
Counties: Campbell, Crook, Johnson, Sheridan, Weston
Location: 1981 Double Eagle drive, Suite A; Sheridan, WY 82801
Phone: 307.689.1320

Northwest Regional Office

Contact: Leah Bruscino | leah.bruscino@wyo.gov
Counties: Big Horn, Hot Springs, Park, Washakie
Location: 143 S. Bent, Suite B; Powell, WY 82435
Phone: 307.754.5785

West Central Regional Office

Contact: Roger Bower | roger.bower@wyo.gov
Counties: Fremont, Teton
Location: 213 W. Main, Suite B; Riverton, WY 82501
Phone: 307.857.1155

Southwest Regional Office

Contact: Elaina Zempel | elaina.zempel@wyo.gov
Counties: Lincoln, Sublette, Uinta
Location: Quality Plaza; 1100 Pine Avenue, Suite 3F; Kemmerer, WY 83101
Phone: 307.877.2203

South Central Regional Office

Contact: Pat Robbins | pat.robbins@wyo.gov
Counties: Carbon, Sweetwater
Location: 1400 Dewar Drive, Suite 208A; Rock Springs, WY 82901
Phone: 307.382.3163

Southeast Regional Office

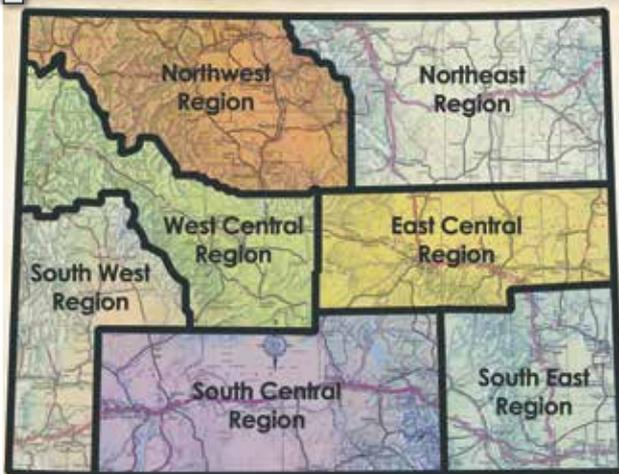
Contact: Tom Johnson | thomas.johnson@wyo.gov
Counties: Albany, Goshen, Laramie, Platte
Location: 1938 East Harney; Laramie, WY 82072
Phone: 307.766.5357

East Central Regional Office

Contact: Kim Rightmer | kim.rightmer@wyo.gov
Counties: Converse, Natrona, Niobrara
Location: 300 S. Wolcott, Suite 300; Casper, WY 82601
Phone: 307.577.6012

The regional offices partner with local economic development organizations, city and county entities, and the Wyoming business community to assist and support retention, expansion, recruitment, and community development efforts.

VISIT
www.wyomingbusiness.org/contacts#regional



Business Training

Wyoming Business Leadership Institute:

The Wyoming Business Leadership Institute is designed to give executive leadership the skills and knowledge to strengthen their companies, and the long-term growth of the state. The program's training curriculum will help participants strengthen and improve management and leadership skills to potentially increase company profitability.

www.wyomingbusinessinstitute.com



The Wyoming Business Council collaborates with a multitude of valuable partners to assist all businesses - big and small - throughout the state. Our partnerships with the University of Wyoming help new businesses get started as well as established businesses continue to grow.

See what our customers have to say on page 19!

BUSINESS RESOURCE NETWORK

Wyoming Workforce Services

wyomingworkforce.org | 877.WORK.WYO

Wyoming Women's Business Center

wyomingwomen.org | 307.766.3084

Wyoming Office of Tourism

wyomingofficeoftourism.gov | 800.225.5996

Wyoming Small Business Development Centers (SBDC)

uwo.edu/sbdc | 307.382.0947

Wyoming SBIR/STTR Initiative

uwo.edu/sbir | 866.703.3280

Wyoming Research Products Center (RPC)

uwo.edu/rpc | 307.766.2520

Wyoming Procurement Technical Assistance Center (PTAC)

ptac.wyomingentrepreneur.biz | 866.253.3300

Wyoming Market Research Center

mrc.wyomingentrepreneur.biz | 307.382.0947

Wyoming Economic Development Association

wyomingeda.org | 307.332.5546

Wyoming Chamber Partnership

wyomingchambers.com | 307.578.8192

Wyoming Business Leadership Institute

wyomingbusinessinstitute.com | 800.262.3425

Manufacturing-Works

manufacturing-works.com | 800.343.1423

Wyoming Technology Business Center

uwo.edu/wtbc | 307.766.6395

Wyoming Business Report

wyomingbusinessreport.com | 307.638.1645

Wyoming Council for Women's Issues

wyomingwomenscouncil.org | 800.262.3425

WHAT WE DO:

The Agribusiness Division assists farmers, ranchers and agribusinesses to develop and expand domestic and international markets for agriculture products; add value to existing livestock and crop products; and provides agribusiness development assistance and leadership development opportunities.



Beginning Producer Assistance:

Works with beginning producers to write a business plan, and find financial assistance. As a facilitator of the Wyoming Ag Ownership Network (WAGON), we help link veteran farmers and ranchers with those wanting to get a start in production agriculture.

Ag Business Development and International Trade Development:

Works with farmers, ranchers and agribusinesses in developing new business opportunities. Helps increase financial sustainability of agribusinesses and recruit new agribusiness companies to Wyoming. The international trade development effort links Wyoming farms with new global markets. An online agricultural directory is promoted throughout Wyoming and at trade shows and events.

Crop & Forage: Assists producers in adding value to Wyoming crops and identifying alternative crops. Natural and organic marketing assistance is provided, as well as risk management training.

Farmers Market: Supports the development of farmers markets in Wyoming, enabling Wyoming farmers and ranchers to sell locally. Grants for advertising and promotional materials to Wyoming farmers markets are available, as well as grants to assist farmers markets to accept food stamps so all citizens of Wyoming have access to local food.

Income Diversification: Provides one-on-one consultation to help producers identify ways to diversify their income to sustain ranching and farming operations.

CONTACT US!

Livestock & Meat Marketing: Assists producers in adding and capturing more value from their livestock operation and provides technical assistance in determining markets that suit their operation. Specific programs include Wyoming Verified for source and age identification and the Wyoming Premium Heifer Program.

Livestock Genetics: Promotes Wyoming's genetically superior livestock in the domestic and international marketplaces through marketing efforts that connect buyers and sellers.

Rural Rehabilitation: Provides grants for youth leadership training for career and technical service organizations.

Value-Added Food: Encourages and promotes the development of value-added agribusiness opportunities and markets for Wyoming agricultural food products.

Wyoming First: The Wyoming First Program assists companies located in the state with the identification and promotion of their Wyoming made products or substantially enhanced products and services.
See Program Profile on Page 10.

Wyoming L.E.A.D.: The Wyoming Leadership Education and Development program is an adult training program for agriculturalists that enhances participants' broad-based knowledge, decision-making abilities and leadership skills.

Wyoming MarketMaker: Wyoming MarketMaker is a new free marketing tool for Wyoming producers, processors, and recreational ag/agritourism operations to further market their products and operations.

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WyomingAgriculture**

WHAT WE DO:

The Wyoming Business Council offers a wide range of services including consulting, business plan development along with marketing assistance and information to help businesses start, grow and expand.



Start a Business: Entrepreneurs can find help to develop their business plans, identify problems, find capital, brainstorm strategies and propel their businesses to a profitable future.

Business Permitting: The Business Permitting Assistance Office provides one-stop permitting and licensing information for existing Wyoming businesses and businesses wanting to relocate to the state.

Intellectual Property Assistance: The Wyoming Research Products Center can help businesses and entrepreneurs with patents, trademarks, copyrights and licenses.

International Business: Help is available to expand your market outside the United States.

Loan Programs: For more information on any of the loan programs, contact Ryan Whitehead, Manager, Business Finance at 307.777.2882.

Manufacturing Assistance: Manufacturing-Works™ can help you enhance and develop your human resources, as well as help your business get its products to market.

Obtaining Government Contracts: PTAC, the Wyoming Procurement Technical Assistance Center, helps businesses sell their products and services to government entities by assisting them with the registration process and contract searches.

Small Business Investment Credit Program: Wyoming small businesses interested in seeking investments should contact Ryan Whitehead, Manager, Business Finance at 307.777.2882.

Workforce Assistance: The State of Wyoming offers many resources to help businesses with their employee training needs from providing workforce training grants to helping them find the right kind of training in their community.

CONTACT US!

Business Costs: A key benefit of doing business in Wyoming is not having to pay corporate or personal income taxes. Besides allowing business owners to enjoy higher earnings, the lack of an individual income tax contributes to a lower cost of labor in the state.

Available Sites and Buildings: Moving your business to Wyoming? Wyoming has available sites, land and buildings to assist you with site selection.

Financial Tools & Training: Through the Business Council, there are many financial resources and business trainings available. **See Program Profile on Page 10.**

Business Incentives: No Corporate State Income Tax. No Personal State Income Tax.

Infrastructure & Transportation: Wyoming's infrastructure and transportation system includes a statewide high-speed telecommunications network, interstates connecting to major markets, 10 commercial service airports, and class I railroads.

Managed Data Center Cost Reduction Grant Program: The Managed Data Center Cost Reduction Program assists with the reduction of the utility cost for electrical and/or broadband for the recruitment/growth of managed data centers of sufficient redundancy.

Business Relocation Information: Provides information about doing business in Wyoming, including specific counties, towns or cities.

Business Ready Sites & Buildings: Provides Business Ready Community grants and loans to communities to help finance publically-owned infrastructure in business parks, develop shovel-ready sites, and construct buildings.

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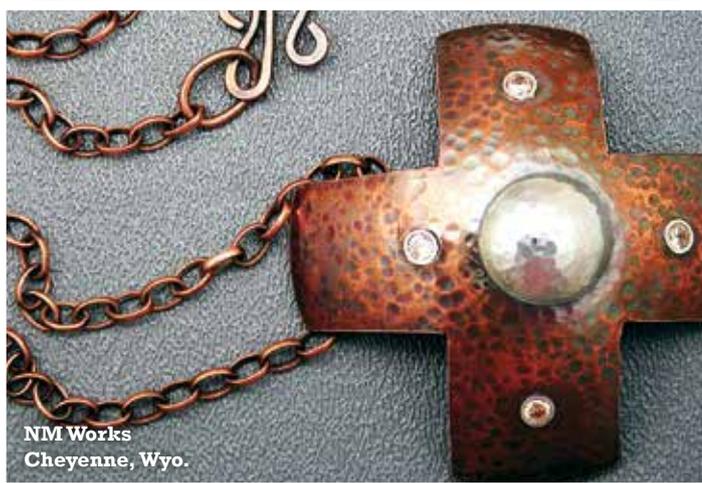
FOLLOW US ON



www.twitter.com/WyoBizSites

Wyoming First

The Wyoming First program lists over 250 Wyoming businesses. Be sure to check out all of the food, craft, fashion and personal care, home decor and miscellaneous products made in the Cowboy State at www.wyomingfirst.org.



NM Works
Cheyenne, Wyo.

The program assists companies located in the state with the identification and promotion of their Wyoming made products or substantially enhanced products and services. Wyoming First is managed by the Agribusiness Division of the Wyoming Business Council. See below to get started!

Terri Barr
Wyoming Products Program Manager
307.777.2807
terri.barr@wyo.gov

..... or
www.wyomingfirst.org



Become a Member: Membership allows Wyoming First participants to use the familiar “Bucking Horse and Rider” design stickers and hang tags on their Wyoming-made products through the Trademark Licensing Program.

Product Catalog: Members are featured in a Product Catalog that highlights all the great products available through Wyoming First.

Cooperative Marketing Events: The Wyoming Business Council offers many cooperative marketing opportunities for its Wyoming First members. The Business Council outfits its General Mercantile with Wyoming-Made products at the Wyoming State Fair in Douglas, and Cheyenne Frontier Days.

Additionally, Wyoming businesses have the opportunity to attend multiple trade events throughout the country within the Wyoming pavilion, including the Denver Merchandise Mart, International Sportsmens Expo, and the Shooting Hunting and Outdoors Trade (SHOT) Show once a year.

Cooperative Advertising Program: Offers economic development groups and businesses the chance to join cooperative advertizing in national publications.

Tradeshow Incentive Grants: Grants that offset the costs of tradeshow to help Wyoming businesses promote and sell their products locally, nationally and globally.



[www.facebook.com/
MadeInWyoming](http://www.facebook.com/MadeInWyoming)

Financial Tools

The Wyoming Business Council has a variety of financial resources available to communities and businesses including the Wyoming Partnership Bridge Loan, the Wyoming Partnership Guaranteed Loan Participation, the Wyoming Main Street Loan Participation, the Wyoming Partnership Challenge Loan Program, the Small Business Investment Credit Program.



Ashley Watson,
Owner of Blue Bird Yogurt
Jackson Hole, Wyo.

Put these resources to work for your community or business. See below to get started!

Ben Avery

Director, Business & Industry
307.777.2863
ben.avery@wyo.gov

or

wyomingbusiness.org/business



Government Contracts

Wyoming Procurement Technical Assistance Center

The Wyoming Procurement Technical Assistance Center (PTAC) helps businesses sell their products and services to government entities by assisting them with the registration process and government searches. PTAC services are provided at no cost to clients.

Industrial Development Revenue Bonds (IDRB):

Helps cities and counties issue tax-exempt industrial development revenue bonds to provide financing for manufacturing and energy generation businesses. IDR Bonds may be used for land acquisition, building and equipment loans, and are interest exempt from federal income taxes.

International Trade Development:

Assists companies with information and marketing assistance to expand export opportunities. Experts are available to provide information on protocol, foreign regulations, export credit guarantee programs and export programs.

Industrial Development Bonds

The State Treasurer is allowed to purchase industrial development bonds issued by municipalities or counties for the benefit of Wyoming businesses. The bonds may finance purchase, construction and installation of buildings personal property or equipment, which will add economic value to goods, services or resources within the state. The purchase of these bonds is authorized by W.S. 9-4-715 (m).

The Wyoming Business Council's State Energy Office (SEO) is responsible for promoting energy efficiency and renewable energy throughout Wyoming.



The SEO has formally partnered with the University of Wyoming Extension Service Office (UWES) to promote renewable energy. This partnership allows the SEO to focus its efforts on energy efficiency. The mission of the SEO is to support viable energy efficiency efforts and energy resource developments that contribute to Wyoming's long-term economic sustainability and the nation's energy independence.

Residents: Based on research conducted through the SEO in 2010, it is apparent there is a need for building awareness about the Wyoming residential sector and energy efficiency. State Energy Program (SEP) funds are being used as part of a statewide messaging campaign to deploy the newly developed Wyoming Energy-Wise brand.

The residential market SEP funds provide program support for a wide variety of activities. One avenue that is being offered to the residential sector is a pilot revolving loan program where utility/community partnerships develop an energy efficiency plan that offers low- to no-interest loans to the residential sector for energy efficiency or renewable improvements.

Business: The business, non-profit and local government sectors benefit from a revamped Energy Audit and Improvement program.

The Small Business Energy Audit Program splits cost-share incentives to first encourage the completion of a level two energy audit and then provides the remainder of the incentive for the recommended energy efficiency improvements. An UWES partnership using USDA funds allowed the program to increase the available funds and serve more Wyoming businesses, non-profits and local governments.

Government: The state and local government sectors are served by performance contracting programs. The primary program was originally launched in 2007 and titled the Wyoming Energy Improvement and Conversation Program (WYECIP). WYECIP has since been revised and was re-launched July 1, 2011. The SEO is also offering a WYLITE program to assist smaller government entities with performance contracting.

Industry: Related to energy resource development, the SEO works with the Wyoming Governor's Office and other state agencies to support efforts toward wind development, natural gas, clean coal, nuclear, biomass and hybrid energy systems. Wyoming's Governor Mead was an initial signor to a multi-stage memorandum of understanding to propose natural-gas replacements for state fleets. The SEO supports the governor's efforts and infrastructure build-out and related steps.



CONTACT US!

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Visit the Energy Wise page for tips!

Boost your EQ (energy quotient) by visiting our site and finding tips on how to conserve energy and save money!

energywisewyoming.com



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EnergyWiseWyoming](http://www.facebook.com/EnergyWiseWyoming)

WHAT WE DO:

The Wyoming Business Council helps communities build infrastructure needed for economic development and provides community development resources so Wyoming towns, cities and counties may become “investment ready.”



Green House Data
Cheyenne, Wyo.

Business Ready Community Grant and Loan Program (BRC): This program provides state funding for publicly owned infrastructure that serves the needs of businesses and the community to promote economic development within Wyoming communities.

Community Development Block Grant Program (CDBG): This program provides federal grant funds to local government entities to help with community and economic development and housing projects.

Community Facilities Grant and Loan Program (CFP): The program provides state grant and loan funding to construct local enhancements to preserve former schools and government facilities that have existing or future community uses.

Community Assessment: The community assessment program embodies the heart of rural values, giving communities the power to decide and plan their own future.

Workforce Development Training Fund Grants: Through the Wyoming Department of Workforce Services, job training grants help businesses with employee training costs, such as instructor salaries, training materials and tuition.

Grant Station Database: The Business Council maintains a subscription to Grant Station, which is a database containing more than 5,000 funding sources. Grant Station is for non-profits only.

CONTACT US!

Workforce Development:

The Wyoming Department of Workforce Services is focused on delivering comprehensive and effective services that build a workforce to meet the changing demands of Wyoming's diverse businesses, citizens and economy.

Visit www.wyomingworkforce.org.

Wyoming Community Network:

The Wyoming Community Network (WCN) has developed an online Searchable Resource Guide for Wyoming communities and businesses. Contact the WCN at 307.777.6430 or visit the Wyoming Rural Development Council site at: www.wyomingrural.com.

Main Street Challenge Loans:

The Wyoming Business Council can participate with a local lender on a loan to a building owner for building improvements to maintain the structure's historical character.



(Right) Business Council Northwest Regional Director Leah Bruscano on a site visit in Worland, Wyo.

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Investment Ready Communities

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..... *or*

wyomingbusiness.org/community



WHAT WE DO:

The Wyoming Rural Development Council assists rural communities across Wyoming on such issues as land use, community development and leadership involvement.



Farmers Market
Laramie, Wyo.

Established in 1992 as a part of the “National Initiative on Rural Development,” the council brings together local/regional government, state government, federal government, tribal governments, non-profit organizations, and private sector individuals and organizations.

The community assessment program embodies the heart of rural values, giving communities the power to decide and plan their own future. The cornerstone of the program is to help communities develop locally-conceived and locally-driven development strategies and to provide a long term support system to help achieve development goals. The program has been very successful in Wyoming, giving rural communities the tools to stay alive and grow the way the citizens choose.

The Wyoming Rural Development Council has facilitated community assessments in over 80 Wyoming communities and is now offering the program to counties in Wyoming as well as revisiting communities five years after their assessment.

The program has more than 300 trained volunteers for the resource teams with extensive experience in the areas of community and economic development, land use planning, affordable housing, conservation, healthcare, tourism, transportation, and infrastructure.

The process can be summarized as a program that provides communities an affordable process to assess their problems and challenges, identify their assets, and define issues and projects that they would like to achieve, with hopes that this will lead to long range planning.

Learn more about Main Street Challenge Loans and Community Assessments on Pages 14 and 15.

Wyoming Main Street

Wyoming Main Street will make lasting contributions to the social, cultural and economic well-being of Wyoming's communities by coordinating the revitalization of our historic downtown commercial districts.

Some Wyoming commercial districts actively pursue the prestigious designation of a Certified Wyoming Main Street Program. A Certified Main Street Program must meet stringent criteria set forth by Wyoming Main Street and the National Trust Main Street Center, as well as complete an application and pass an oral review conducted by the state Advisory Board.

Wyoming Main Street recognizes the wide diversity of communities throughout the state; however, not every city, town or neighborhood engaged in revitalization is ready to pursue full Main Street certification.

In order to minimize local costs, effectively reach the entire spectrum of communities, and efficiently distribute technical assistance and resources, we offer both Certified Main Street Program and Wyoming Main Street Affiliate Downtown designations.



[www.facebook.com/
WyomingMainStreet](http://www.facebook.com/WyomingMainStreet)

[www.facebook.com/
WyomingRural](http://www.facebook.com/WyomingRural)

CONTACT US!

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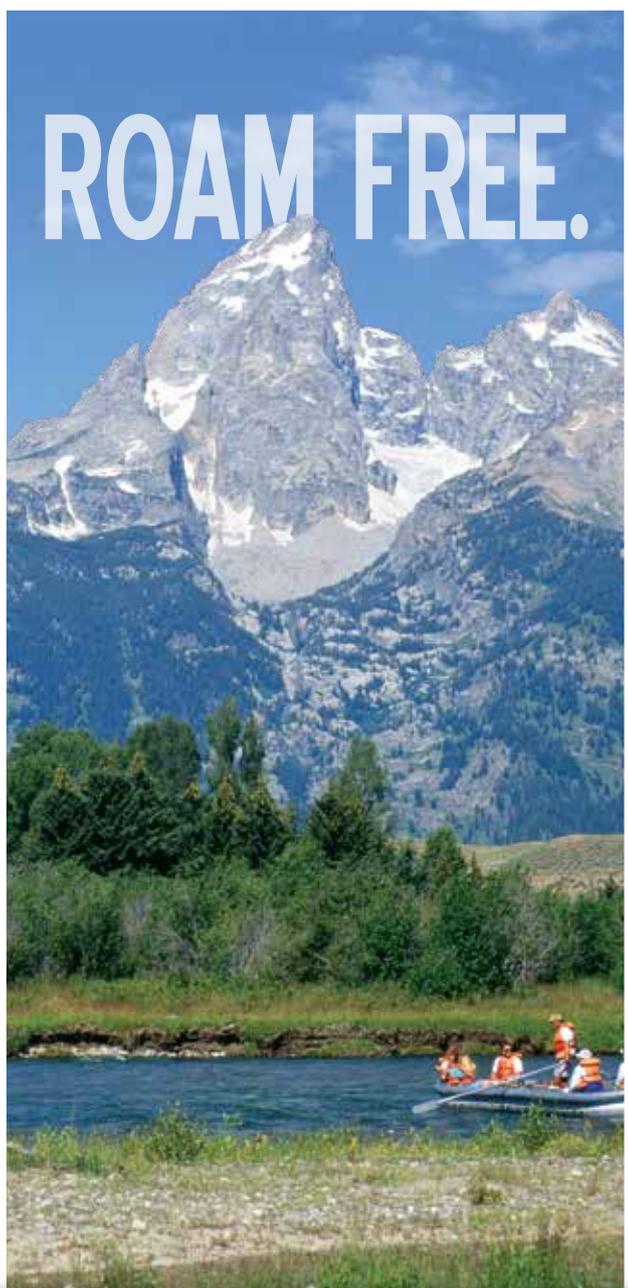
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wyomingmainstreet.org

..... *and*

www.wyomingrural.org





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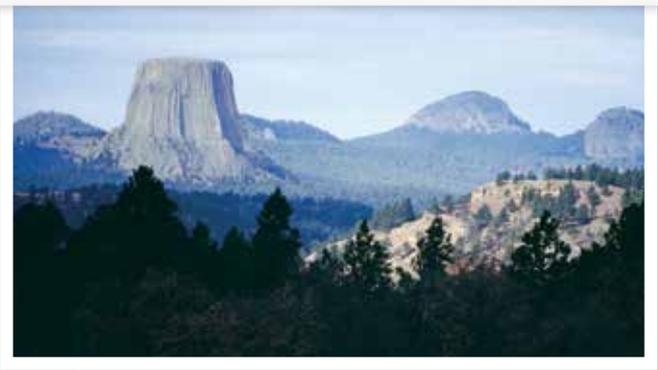
OFFICE OF TOURISM

The Wyoming Office of Tourism (WOT) is the agency charged with bringing non-resident visitors to Wyoming by promoting the state as a vacation destination to both domestic and international audiences.

The local tourism industry relies on WOT to create an umbrella marketing campaign, promoting Wyoming as an ideal vacation destination and positioning Wyoming against competitive brands as the destination of choice.

GIVE US A CALL!

800.225.5996



VISIT

www.wyomingtourism.org

..... or

wyomingofficeoftourism.gov



WE CAN HELP!

The Wyoming Business Council and the University of Wyoming Business Resource Network are here to help you reach your business goals by providing practical services and programs to help your business grow. Here are just a few of the companies that have had success with the Business Resource Network:



Jerad Stack,
CEO Firehole Composites
Laramie, Wyo.

Firehole wouldn't be here today if it wasn't for the SBIR program."



"The assistance of the Wyoming Business Resource Network has helped make our business better."

— Mark Weitz,
VP of Research and Development of Kennon Products
Sheridan, Wyo.

"The Wyoming Business Resource Network has helped us grow our company over the last five years."

— Nathan Mullinax,
Engineer/Operator Manager of Mullinax Concrete
Sheridan, Wyo.

"Working with the Small Business Development Center has been one of the easiest things I've done."

— John Campbell,
Sensible Sounds, Owner
Laramie, Wyo.

"It's the guidance from the Wyoming Business Resource Network that has helped us succeed."

— Mary Levenhagen,
T & T Customs, Owner
Cheyenne, Wyo.



Wyoming Business Council
214 West 15th Street
Cheyenne, WY 82002
wyomingbusiness.org



PROGRAM GUIDE

FACILITATING WYOMING'S
economic GROWTH



John Frechette,
Owner, MADE
Jackson, Wyo.

www.wyomingbusiness.org