

# SUCCESS STORIES 2011

WEDA'S MISSION IS TO PROVIDE LEADERSHIP AND SUPPORT TO FOSTER ECONOMIC DEVELOPMENT IN WYOMING.



Recruiting  
New  
Business

Existing  
Business  
Development

Entrepreneur  
Development

Quality  
Of Life

Workforce  
Development

Infrastructure  
Development

Leadership/Civic Development  
And The Role Of Public Policy

**Building Blocks of  
Economic Development**

With the national unemployment rate hovering around 8-9 percent, there's a lot to be said about job creation as an important indicator of a healthy economy. But new jobs don't necessarily give a complete picture. Successful economic development requires a number of components—building blocks—to ensure the projects and businesses coming online or expanding contribute to the community with livable wage jobs and diversify our economy.

Wyoming's unemployment rate is a relatively healthy 5-6 percent and the economy is strong compared to many parts of the country where people are still unable to find work and businesses are struggling to stay afloat. As this year's edition of the WEDA Success Stories newsletter illustrates, new job creation is just one part of what is helping the state's stability. We've highlighted over 80 businesses and projects from all corners of Wyoming that employed some or all of the building blocks of economic development to help create wealth, generate jobs, and support stable, vibrant communities.

# ECONOMIC DEVELOPMENT BUILDING BLOCKS

## TIER ONE LEADERSHIP

The foundation of all economic development is leadership. Leaders provide vision, planning, communication, and the ability to bring a community together to think creatively about its future.

Leadership for this kind of cooperation can come from many directions: elected officials, civic organizations, the local chamber of commerce, economic development organizations, and individual business leaders and community members. The critical outcome of this foundational building block is to create a healthy business-friendly climate in which all local businesses can flourish.

## TIER TWO INFRASTRUCTURE, WORKFORCE & QUALITY OF LIFE

Wyoming's quality of life is unique: wide-open spaces, small rural communities, low population, and expansive wild lands are just some of its characteristics. For economic development purposes, the important components also include things like access to good health care and high-quality schools, police and fire

protection, affordable housing, cultural and recreational opportunities, and an attractive environment.

Recruiting a well-trained workforce in Wyoming can be challenging because of the state's rural character. Some of this year's successful new and expanded businesses have discovered that locating near and working with Wyoming's institutes of higher education—the University of Wyoming and community colleges—has helped them find highly talented, motivated workers who want to stay in the state.

Infrastructure like land and buildings, as well as water, sewer, gas, electricity, telecommunication services and transportation are also all critical to successful businesses.

## TIER THREE EXISTING BUSI- NESS & ENTREPRENEUR DEVELOPMENT

With quality of life, workforce and infrastructure needs in place, communities can address the next tier of economic development, which includes supporting existing businesses and entrepreneurs. Too often, people think recruiting outside corporations is the only way to grow the local economy,

when in fact the majority of new jobs created usually come from the expansion of existing businesses.

Likewise, local entrepreneurs are usually the best at identifying hot new product ideas and business opportunities appropriate for their community.

Many of this year's success stories reflect the power of looking at creative ways to improve existing services and facilities, or to respond to a town's unique needs, as a way to invest in the community and enhance its economic potential.

## TIER FOUR RECRUITING NEW BUSINESS

Finally, when all the other building blocks are in place, a community is prepared to recruit new businesses.

We've all seen signs of failed economic development efforts—abandoned shopping centers or empty shops along Main Street—to avoid such mistakes it's critical to ensure all the pieces of the puzzle are in place. Building from the bottom up allows communities to attract new businesses and residents with confidence that they can accurately portray their community and provide critical support so all business endeavors are successful.

## WEDA'S ECONOMIC DEVELOPMENT PRINCIPLES

WEDA believes that legislative, local and state economic development efforts should provide a consistent strategy to encourage private sector development of companies that provide higher than average wages, create primary jobs, diversify the economy and generate tax revenue. Legislative and economic development policy and efforts should meet one or more of these criteria:

- > Does it further diversify Wyoming's economy?
- > Does it build on existing strengths that Wyoming already has?
- > Does it increase private investment in Wyoming?
- > Does it expand the tax base for state or local government?
- > Does it create new, quality jobs?
- > Does it improve Wyoming's competitiveness?
- > Does it create or expand public and/or private infrastructure?
- > Does it expand or diversify the workforce?
- > Does it generate funds for state and local governments?
- > Does it move toward more efficient and/or business-friendly government?

**CONTACT/ORGANIZATION**

**Gaye Stockman, President & CEO  
Laramie Economic Development  
Corporation (LEDC)  
www.LaramieWY.org**

**Industry Helped:**

Data center site selectors, and consequently, the data center recruitment process with regard to the Laramie community and State of Wyoming.

**Business/Economic Development Activity:**

Creation of a new, mini-website, [www.ClimateCooled.com](http://www.ClimateCooled.com), specifically designed to accommodate data center site selections.

As part of its 2011 strategic marketing initiatives, Laramie Economic Development Corporation (LEDC) introduced a new mini-website at [www.ClimateCooled.com](http://www.ClimateCooled.com). This website provides data center site selectors with readily accessible information essential to making prudent facility decisions.

LEDC unveiled the website in September 2011 at the AFCOM Data Center World Conference and EXPO, held in Orlando, Florida. Gaye Stockman, President & CEO for LEDC indicated, "Our experience confirms that Laramie has a great story to tell with regard to its economic and operational advantages, particularly for data centers. We thought it made sense to create this mini-website specifically focusing on detail that data center site selectors are most interested in obtaining. Our cool ambient air temperature is certainly one of several distinguishing advantages when it comes to locating data centers in Laramie. Therefore, it seemed like a great choice when selecting our ClimateCooled.com website name."

According to a September 2011 study published by Development Counselors International (DCI), titled "A View From Corporate America: Winning

Strategies in Economic Development Marketing," there has been a steady rise in use of the Internet as a marketing technique. Location advisors are particularly avid users of Internet/website tools. The study found that executives named information on available incentives and workforce statistics as the most useful features on an economic development organization's website.

In addition to climate, LEDC's new website provides an abundance of facts and figures associated with Laramie's highly-rated access to long haul fiber, energy (including alternative sourcing) and water. It also provides compelling information regarding security, Laramie's labor force and incentives available to data centers.

According to Stockman, "The site selectors who have been providing us with feedback on our new website seem to be especially pleased with the fact that all the most relevant information is presented concisely in one place. That makes their job easier while enhancing our professionalism."

**Name & Location of Business Helped:**

Medicine Bow Technologies (MBT)  
1938 Harney Street  
Laramie, WY 82072  
307-766-9525  
[www.medbowtech.com](http://www.medbowtech.com)

**Business/Economic Development Activity:**

Growth and relocation from the WTBC business incubator to a larger facility in Laramie, WY. It was important that MBT find a new location in the Laramie area for its growing staff of 17 professional, technical and administrative employees.

Spurred by continuing growth, Medicine Bow Technologies (MBT) is relocating its operations to the professional surroundings of Laramie's Turner Tract. MBT will relocate to the building at 3821 Beech Street in which InterTech Environmental and Engineering is also located. MBT plans to occupy the first floor of that building in December 2011.

Gaye Stockman, LEDC CEO, said "Once again, having commercial space

readily available at the very same time a business needs to expand is key to Laramie's economic growth. Both the community and the business benefit tremendously."

Medicine Bow Technologies was created in 2006 by Ivinson Memorial Hospital (IMH) to provide technology service solutions to health care providers throughout the Rocky Mountain region. MBT's initial mission was to upgrade the IT infrastructure, Health Information System, Picture Archiving and Communication Systems (digital radiology), and associated technologies within IMH. The vision of IMH's management and Board of Trustees was also to create a shared Health Information System for health care providers and health care organizations that could provide significant cost savings.

MBT's efforts led to the integration of Allscripts as a major component in its IT service offering. Allscripts is an easy-to-use electronic medical record and practice management software that is capable of benefiting a full range of medical providers. The current growth in MBT's Allscripts division is linked to the federal stimulus incentives offered to medical providers nationwide to encourage the conversion to paperless, portable electronic health records for patients.

Over the years, MBT has extended its presence in marketing IT consulting and implementation services to hospitals and organizations throughout Wyoming, Montana and Idaho. Its market for Allscripts software enjoys national scope and appeal.

MBT graduated from the UW Wyoming Technology Business Center (WTBC) incubator, where MBT has been headquartered since November 2006. Medicine Bow Technologies was one of the first technology companies to enter the then newly constructed incubator. WTBC offers high growth technology start-ups with infrastructure and building amenities, advising services, executive coaching and educational programs in addition to University resources and a state-of-the-art data center.

**Assistance Received:**

LEDC assisted MBT in finding a commercial site that was suitable for the company's operations now and for the foreseeable future.

**Number of Jobs Affected:**

Presently, Laramie retained 17 professional, technical and administrative employees in a company that is poised for further growth.

**CONTACT/ORGANIZATION**

**Diane Johnson, President  
WIDC•Frontier CDC  
www.widcfrontier.com**

**Name & Location of Business Helped:**

Grand Avenue Dental Center  
303 South 8th Street  
Laramie, WY 82070  
(307) 742-0722  
www.grandavenuedentalcenter.com  
Business Owner: Jennifer Doser, DMD

**Business/Economic Development Activity:**

Dr. Doser has purchased the Grand Avenue Dental Center building she has been renting for her dental practice on 8th Street in Laramie. The building is a 5,380 sq. ft. two-unit professional services building with ample off-street parking and ADA accessibility. One unit of the building has been occupied by a dental clinic for many years and is well recognized by local residents. Prior to pursuing a degree in dentistry, Dr. Doser worked as a dental hygienist for the dental practice that previously occupied this building space. With funding as a woman-owned business through the SBA 504 Loan Program, Dr. Doser purchased the building and now is creating equity in the building as she continues to grow her dental practice.

**Assistance Received:**

Project funding provided through the SBA 504 Loan Program; participating lenders include WIDC•Frontier CDC and First Interstate Bank.

**Investment:**

Total Project Investment: \$415,000

**Number of Jobs Affected:**

4 jobs created & retained

**Name & Location of Business Helped:**

Motel 6  
621 Plaza Lane  
Laramie, WY 82070  
(307)742-2307  
Owners: Mumtaz and Amina Khan

**Business/Economic Development Activity:**

With more than 30 years of experience in the hospitality industry, Mumtaz and Amina Khan recently purchased the Motel 6 in Laramie. They currently own and operate four other hotels in Wyoming. Their newest hotel property is conveniently located off Interstate 80 in Laramie and features 99 rooms, an outdoor pool and guest laundry. Upon taking ownership of the property, the Khans renovated the hotel facilities and implemented new management policies and procedures to ensure a more comfortable and appealing guest experience for business travelers and tourists alike.

**Assistance Received:**

Project funding provided through the SBA 504 Loan Program; participating lenders include WIDC•Frontier CDC and First Interstate Bank.

**Investment:**

Total Project Investment: \$2,400,000

**Number of Jobs Affected:**

5 jobs created & retained



**CONTACT/ORGANIZATION**

**Barbara Anne Greene, Director  
Basin Chamber of Commerce**

**Name & Location of Entity Helped:**

Town of Basin

**Business/Economic Development Activity:**

Community Assessment

**Assistance Received:**

Wyoming Rural Development Council put together a Resource Team that visited the Town of Basin in June 2011 for a two-day Community Assessment.

**How this Project Affected the Community:**

Over 50 people participated in the 2011 Community Assessment. At every listening session those attending were asked: What are Basin's biggest challenges and what are its strengths. And, finally, what are projects the residents would like to see completed in the long and short term. After the listening session there is a final presentation of the initial findings. Amy Kania, Mayor of Basin, said "The night of the final presentation we packed the town hall with community members. That was a very pleasant surprise. In many communities, and Basin is no exception, there is a struggle to find the key to getting community members involved. Having folks show up for the final presentation and hear that they are not alone in what they think are issues, challenges and the really good things about Basin, I think helps validate those in the community who do step up. It reiterates that the challenges being addressed or identified as needing to be addressed are felt around the community and not just by the few in the Town's leadership."

Other positive outcomes from the sessions were the priorities that were established based on the feedback. The common themes were Economic Development, Programs and Services, Recreation, Infrastructure and Tourism. The majority of those in the listening sessions also felt that Basin was a good place to live and, while there were some changes that may be needed, they didn't want the small town feel of the community to be affected. The WRDC returned in September to help the town with setting the priorities that came from the assessment.

In addition to assisting in setting the priorities, the WRDC gives suggestions on how to meet the priorities and resources that can help. This is invaluable information for small communities that

may not have the resources or knowledge of all the state, federal and private organizations that have programs to assist in various areas. Basin's priorities are: Economic Development, Recreation, Infrastructure and Tourism.

The town of Basin is also working on its Master Plan. The Master Plan looks at the physical development of the town such as infrastructure, planning, facilities and zoning. The Community Assessment covers a lot of other topics including programming for youth. If the priorities fit in with the Master Plan purpose, the committee will look at how to incorporate them into the plan.

The WRDC is a resource that can help any community in Wyoming that wants help to make their town or county a better place.

## **CONTACT/ORGANIZATION**

**Sue Taylor, Executive Director  
Lovell Inc  
www.lovellinc.org**

### ***Name & Location of Entity Helped:***

In June 2011, Lovell hosted a community assessment workshop for the four counties in the Big Horn Basin (Big Horn, Hot Springs, Park and Washakie counties.)

***Business/Economic Development Activity:*** Community Planning and Development through Asset Based Community Development (ABCD)

### ***Assistance Received:***

The ABCD workshop was made possible by through a Rural Community Development Initiative (RCDI) grant as part of our participation in the Phase II Community Assessment Program. Kathie Starkweather from the Center for Rural Development presented the workshop.

### ***How this Project Affected the Community:***

Too often, the programs designed to assist people and communities focus on the lack of assets or resources in an area, which may lead to the belief that the community is not able to do it them-

selves and/or will always need outside assistance. Focusing on the needs and shortfalls of the community tends to generate a good deal of negative energy, but if we can purposefully choose to focus on the skills and assets of the community, we are able to generate a good deal of positive energy.

Asset Based Community Development (ABCD) is founded on the belief that every person in the community has capacities, abilities, gifts and strengths. ABCD is a proven strategy for making improvements to a community from the inside out.

In June 2011, Lovell hosted an ABCD workshop for the four counties in the Big Horn Basin. The workshop was made possible by through a Rural Community Development Initiative (RCDI) grant as part of our participation in the Phase II Community Assessment Program.

As a result of that workshop, Lovell, Inc. began working with an intern from BYU Idaho to develop a skills and assets survey designed to be taken by all residents of the community. Part A of the survey is closely aligned with the themes of the Lovell Town Master Plan. Part B of the survey asks questions relating to individual skills and assets.

One of the goals of the survey is to identify people who are willing to share their knowledge with others who wish to learn that particular skill. A second goal is to gather information for the Town Council to help them update the master plan to reflect current needs. The third goal is to identify potential entrepreneurs and encourage them to more fully develop their ambitions.

The overall goal of the survey is to develop the community from the inside out, using existing individual, organizational and institutional assets to build a vibrant, strong and more sustainable community.

In November, the skills/assets survey was made available to all Lovell area residents. Additionally, students in School District #2 have been allowed to take a specially designed Youth Survey during class. Results of the surveys will be shared with the Town of Lovell,

School District #2, the Chamber of Commerce and area businesses.

When residents begin to see positive changes because they shared their views and are willing to share their skills/assets, they are helping to build our community from the inside out. When we are able to do more with what we already have, we grow closer as a community and rely upon each other, rather than sources outside of the community.

Imagine how much we can accomplish if every single person is asked about their abilities, is willing to share them with others and is working toward common goals. We believe that each person has the ability to create positive change and improve the lives of others, regardless of age, gender, religious affiliation or financial status.

## **CONTACT/ORGANIZATION**

**Wyoming Entrepreneur  
Procurement Technical Assistance  
Amy Lea, Program Manager  
Jeff Sneddon, Procurement  
Specialist**

**Wyoming Entrepreneur Market  
Research Center  
Mike Lambert, Manager  
www.wyomingentrepreneur.biz**

### ***Name & Location of Business Helped:***

Bairco Construction, Inc.  
213 E. 3rd Street, Lovell, WY 82431  
(307) 548-6216  
stacy@baircoconstruction.com  
www.baircoconstruction.com

### ***Business/Economic Development Activity:***

Bairco Construction, Inc., is a woman-owned, 8(a), and HUBZone-certified small construction firm located in Lovell, WY. Stacy and Devin Bair established the company in 2006. Bairco Construction, Inc. provides a wide variety of services including new construction, bridges, landscaping, underground utilities, and general contracting. In 2011, Bairco Construction, Inc. was named the U.S. Small Business Administration's 2011 Small Business of the Year for Wyoming.

**Assistance Received:**

Bairco Construction, Inc. has utilized several business assistance programs offered by the U.S. Small Business Administration (SBA), including the SBA Express business line of credit, the HUBZone program and the 8(a) Business Development program. During 2011, Bairco also received assistance from both the Wyoming Procurement Technical Assistance Center (PTAC) and the Wyoming Marketing Research Center (MRC.) The PTAC researched specific contracting questions. The MRC provided the firm with customized construction data reports since shortly after they started in business. This service with our current provider, the Reed Construction data reports, recently had to be discontinued because Bairco's success grew their sales beyond the \$1 million dollar limit for the free services! The principals from Bairco Construction, Inc. also attended the 2011 GRO-Biz Conference & Idea Expo in Evanston, Wyoming to take advantage of opportunities to meet one-on-one with federal agency representatives, learn more about government contracting and share their knowledge with other Wyoming firms.

**Investment:**

By utilizing the help of SBA programs and PTAC assistance, Bairco has increased revenues from \$450,000 in 2008 to \$3.1 million in 2011, a 600% increase in just 3 years!

**Number of Jobs Affected:**

A growing construction firm, Bairco Construction, Inc. employed 18 people during the peak of the construction season and 12 people year-round during 2011. This business also impacted the economy in Wyoming by providing \$375,000 dollars in subcontracting opportunities to other firms during 2011.

**Payroll:**

The 2011 payroll for Bairco Construction, Inc. was \$545,000.

**CONTACT/ORGANIZATION**

**Bruce Morse, Regional Director  
Wyoming Entrepreneur Small Business Development Center (WSBDC)  
www.wyomingentrepreneur.biz**

**Name & Location of Business Helped:**

Roadrunner Sanitation  
Hannah and Dalin Winters  
PO Box 66, Burlington, WY 82411  
307-762-3767

**Business/Economic Development Activity:**

Retention and expansion of an existing sanitation business.

**Assistance Received:**

Hannah and Dalin began looking at purchasing this business in early 2011 from the existing owner who lives out of state. The previous owners had not really worked the business since relocating and Hannah and Dalin felt it might be a good business opportunity. The business serves primarily rural Big Horn County. Staff was already in place to run the routes and the Winters could provide the management and book-keeping part themselves. The WSBDC assisted with a review of their business plan, prepared historical financial statements and comparisons to industry peers, answered questions about balance sheet items and helped the couple fine-tune projections in preparation of approaching a lender. Hannah and Dalin were successful in acquiring a loan and after some negotiation they were able to purchase the business on July 1st. So far it is going well. They are looking at upgrading their rolling stock and perhaps adding metal dumpsters as cash flow allows. Their future plans also involve looking into some recycling efforts.

**Investment:**

Investment consists of a combination of owner equity, seller carry and local bank financing.

**Number of Jobs Affected:**

Purchase of this business retained 3 part-time jobs. The driver is becoming full-time as new customers and routes have been added.



**CONTACT/ORGANIZATION**

**Philippe M. Chino, Executive Director,  
Campbell County Economic Development Corporation (CCEDC)  
www.cccedc.net**

**Name & Location of Business Helped:**

Interstate Power Systems  
3323 LeTourneau Drive  
Gillette, WY 82718  
Russell Groombridge, Branch Manager  
(307) 682-8596  
russ.groombridge@istate.com  
www.istate.com

**Business/Economic Development Activity:**

One of the three operating units of the Interstate Companies, Inc., Bloomington, MN, is in the process of building a new 60,000 SF facility south of their current 27,000 SF building. The expansion will increase from the current five acres to 15 acres and is due to the increase of business and the need to fill the increase incoming orders.

Interstate Power Systems has been the Northern Wyoming distributor since 1974 for Mercedes-Benz, MTU, and Detroit Diesel engines for mining haul trucks and locomotives. It also services and distributes industrial and processing plant products. Founded in 1957, Interstate was one of the world's first Detroit Diesel Engine distributors. The company's early focus was product service and support, and its service offerings remain one of the cornerstones of Interstate's business. With the addition of Allison Transmissions, the business quickly expanded to include engine and sales of automatic transmission sales and service. Interstate then broadened its offerings to include Power Generation and Carrier Transport Refrigeration, expanding our territory to include nine Midwest and Western states. Industrial Bearing and Power Transmission products were added in 1992.

**Number of Jobs Affected:**

The company will increase its employment from 48 workers to 140 workers.

**CONTACT/ORGANIZATION**

**Wyoming Entrepreneur Small Business Development Center (SBDC)**

- Susan Jerke, Regional Director

**Wyoming Entrepreneur Procurement Technical Assistance Center (PTAC)**

- Jeff Sneddon

Procurement Specialist

- Natasha Stahla

Procurement Specialist

[www.wyomingentrepreneur.biz](http://www.wyomingentrepreneur.biz)

**Name & Location of Business Helped:**

Sign Boss, LLC

Dana Eiland

2901 Elder St., Suite 200

Gillette, WY 82718

307-687-7446

[theboss@signbossonline.com](mailto:theboss@signbossonline.com)

**Business/Economic Development Activity:**

Sign Boss, LLC is a traditional full-service custom sign company with an innovative twist. They offer custom sign design, consulting, manufacturing and installation along with eco-friendly solutions. The business focuses on customer service, making sure clients receive a quality product with on-time delivery and the choice of being environmentally conscious.

Owner Dana Eiland has become very involved in the community. She is an investor of Campbell County Economic Development Corporation, is on a committee to rewrite signage codes for the City of Gillette, is an active Chamber of Commerce member, promotes the City's sustainability efforts, was the treasurer for the Yes for Water campaign and is active with Green Drinks, Women in Business and the Wyoming Technology Business Center's e2e program.

**Assistance Received:**

Dana opened Sign Boss, LLC on January 24, 2011 with assistance from Wyoming Entrepreneur SBDC, PTAC and the Market Research Center (MRC). The SBDC assisted with her

business plan, cash flow projections, website, payroll and accounting. The MRC provided market information for Wyoming. Dana has attended several online webinars via Wyoming Entrepreneur's 1-2-3 Webinar Series and she participated in Wyoming Entrepreneur's Sustainable Profits program. Her sustainable business plan proposal received grant funding to add an environmentally-friendly t-shirt printing process to her list of services. Sign Boss, LLC received two grants from the Department of Workforce Services to train new employees. PTAC procurement specialists Jeff Sneddon and Natasha Stahla assisted Dana with reviewing and registering on the Federal Business Opportunities (FBO) web site to learn about potential federal government contract opportunities. They also assisted her with completing her Central Contractor Registration (CCR) and Online Representation and Certification Application (ORCA), so her firm would be ready to do business with the federal government. They also provided her with an overview of doing business with the State of Wyoming and assisted her with reviewing a bid package. Dana attended the annual Government Resources and Opportunities for Business (GRO-Biz) Conference & Idea Expo in Evanston.

**Investment:**

Funding for Sign Boss, LLC was secured from First National Bank of Gillette. Grant funding was received from the U. S. Small Business Administration's Small Business Jobs Act to increase the sustainability of the business.

**Number of Jobs Affected:**

Dana has grown from three employees in January to four full-time, two part-time employees and two designers on a contract basis in October.

**CONTACT/ORGANIZATION**

**Susan Jerke, Regional Director  
Wyoming Entrepreneur Small Business Development Center (SBDC)  
[www.wyomingentrepreneur.biz](http://www.wyomingentrepreneur.biz)**

**Name & Location of Business Helped:**

MidWest Pest Management

Andrew Beug, owner

P.O. Box 1853

Gillette, WY 82717

888-367-9547

[mwpestmanagement@gmail.com](mailto:mwpestmanagement@gmail.com)

**Business/Economic Development Activity:**

The Beug family has owned a pest control business for over thirteen years in South Dakota, so after graduating from Black Hills State University with a degree in Business Management, Andrew Beug decided to open his own business, MidWest Pest Management, in northeast Wyoming. The company provides personal and professional pest management services to residential and commercial properties in the Gillette and Northeastern Wyoming areas. Midwest Pest takes care of all types of pest problems including ants, bed bugs, bees, birds, roaches, rodents and spiders. Tree spraying and fertilizing services are available as well.

**Assistance Received:**

Andrew worked with Wyoming Entrepreneur SBDC to develop a marketing strategy and set up an accounting program.

**Number of Jobs Affected:**

MidWest Pest Management has provided one new full-time position in Campbell County.

**CONTACT/ORGANIZATION**

**Mayor Tim Albin, Town of Wright  
Brandi Beecher, Economic Development Coordinator  
[www.wrightwyoming.com](http://www.wrightwyoming.com)**

**Business/Economic Development Activity:**

Wright Area Community Development Commission

The Town of Wright has taken a major step in its commitment toward the economic development of its community. The Town Council decided it was important to create an Economic Development Department and an advisory commission to strengthen and expand the economy of the Northeast

Wyoming community. The Wright Area Community Development Commission was created in early 2011, to assist with projects until the Town could fill the position. The Commission is made up of Wright business owners who have interests in the development and growth of the area. During monthly meetings, commission members identified several areas critical for development: Industrial Park Development, Main Street/Commercial Development, Housing Development, Marketing/Tourism and Recreation/Education.

“The Wright Town Council decided there was a need to have an economic development professional to work through several of our projects,” said Mayor Tim Albin. “As a small town with rapid growth, we needed to make sure we have the infrastructure and services available.”

In August, Brandi Beecher accepted the position as the Wright Economic Development Coordinator. She came to Wright after working with Campbell County Economic Development Corporation in Gillette for the past three years. Beecher is originally from Montana, where she worked with Bear Paw Development Corporation, a regional economic development organization serving five counties and two Indian reservations in Northern Montana. Mayor Tim Albin says “Brandi understands our area and fits well in our rural community. We are excited to have her representing the Town of Wright.”

#### ***How this Project Affected the Community:***

Wright was originally developed as a company town and later incorporated in 1985. The Town is located within 25 miles of seven of the world’s most productive coal mines, as well as in the center of oil, methane and uranium development. The 2010 Census showed a 34.1% population increase during the past decade. Wright’s population is 1,807, while Wright Water and Sewer District serves about 2,700 residents in the area.

## **CONTACT/ORGANIZATION**

**Brandi Beecher, Economic Development Coordinator  
Town of Wright  
[www.wrightwyoming.com](http://www.wrightwyoming.com)**

***Business/Economic Development Activity:***  
The new Wright Visitors Center will be located near the west end of Panther Pond, with a breezeway area that opens to the viewing deck onto the pond. The Center will be larger and more user friendly than the existing structure with several areas for displays, computer kiosks and an information desk.

Wright Mayor Tim Albin says “this will be a nice addition to Wright” and added “with the partnership with WYDOT’s grant funding it will allow us to construct a new area that will be enjoyed by visitors as well as local residents who utilize the amenities at Panther Pond.”

During 2011, over 1,100 people stopped at the center. The new center is expected to attract more visitors by combining the new center with the Veteran’s War Memorial area.

The project is currently in the design phase and construction will begin in spring 2012. The new facility is anticipated to be completed by late summer 2012.

#### ***Assistance Received/Investment***

The Town of Wright was awarded \$550,000 in grant funds from the Wyoming Department of Transportation (WYDOT) to construction of a new Visitors Center at Panther Pond in Wright. WYDOT’s Transportation Enhancement Activities – Local (TEAL) Fund originally committed \$300,000 during first quarter of 2010 for the first phase of the project. The second phase of the project, an additional \$250,000 in grant funds was awarded in final quarter of 2011.

#### ***How this Project Affected the Community:***

The existing Wright Visitors Center is staffed by the Campbell County Convention and Visitors Bureau during the summer months full time.

COUNTY

CARBON

## **CONTACT/ORGANIZATION**

**Cindy Wallace, Executive Director  
Carbon County Economic Development Corporation  
[www.ccwyed.net](http://www.ccwyed.net)**

#### ***Name & Location of Entity Helped:***

City of Rawlins  
Steve Golnar, City Manager  
PO Box 953, Rawlins, WY 82301  
307-328-4581  
[citymanager@rawlins-wyoming.com](mailto:citymanager@rawlins-wyoming.com)  
[www.rawlins-wyoming.com](http://www.rawlins-wyoming.com)

***Business/Economic Development Activity:***  
Senior Care – “Aging in Place”

#### ***Assistance Received:***

The City of Rawlins was awarded a Community Development Block Grant (CDBG) planning grant through the Wyoming Business Council to prepare a feasibility study of Assisted/Care/Aging in Place options for the Rawlins area.

#### ***Investment:***

\$15,000 CDBG Planning grant with \$5,000 match from City of Rawlins

#### ***How this Project Affected the Community:***

This study will be used to prepare a feasibility study of Assisted Care/Aging in Place options for the Rawlins area. A needs assessment will include existing and future types of services and facilities including medical, housing, transportation, meals, home health and home-making care. It will identify the potential number of users, types of facilities that would meet the community’s needs such as, but not limited to independent living, assisted living, adult day care, nursing care, “Green House” project, or low income apartments. The study will also address the type of care model that would best fit the community and suggested locations for any facility erected within Rawlins.

Many seniors are moving out of town

and county to other places outside of the area for assisted living, senior housing, or nursing home care due to lack of facilities locally. If more facilities were available in the Rawlins area, there would be a better choice of options open for our Senior Citizens to stay here and "Age in Place" as well as draw other Seniors to live in the Rawlins area.

**Payroll:**

This is a planning grant, but if the study can show the need for Assisted Living, Senior Housing or other Senior Care facilities, it would generate more jobs for care and medical services and keep the retirees in the Rawlins area.



**Name & Location of Business Helped:**

Offero  
Mitch Bangert  
Platte Valley Community Center-  
Business Incubator Center  
Saratoga, WY 82331  
www.theofferor.com

**Business/Economic Development Activity:**

Offero Vessels- a new start-up company. While dashing from tasting to tasting events, the one constant was all about the talk of the "nose" of the particular drink you're enjoying. Your nose is thousands of times more sensitive than your palette and your nose is largely responsible for your enjoyment of what you are drinking. Mitch Bangert got the idea for his cups when people were cupping their hands over the back of the cup to truly enjoy the "nose" of the drink. Mitch took this idea and built in the cupped hand function onto the cup and now has companies manufacturing coffee cups, tea/latte cups, Espresso cups, Omnis glass and professional cupping bowls. They are adding a stemmed red wine glass and Belgium Beer glass to their line soon. Due to the unique shape of the cups (the belly, taper and extended back) these cups cannot be massed produced by machines. Each cup is hand poured into its mold, fired and hand finished. His cups are offered in approximately 40 locations and growing. At the San

Diego Coffee Fest Show in June 2011, his company was awarded "one of the top 3 new products" during the official launch of the cups to the industry.

**Assistance Received:**

Offero set up an office in the Business Incubator wing of the Platte Valley Community Center in Saratoga (this wing was funded with the help of a Wyoming Business Council Capital Facilities Program grant) and worked with the Platte Valley/Saratoga Chamber of Commerce on his business ideas. Mitch also has a guesthouse and fishing guide service in Saratoga and works out of this office. He worked with the Wyoming Small Business Development Center on a business plan and marketing efforts and also received a Trade Show Assistance Grant to attend the International Coffee Fest Show in Seattle, Washington in September 2011. The grant helped fund his booth expense and travel expenses with a 40/60 match.

The trade show garnered him hundreds of new leads and many more orders for his cups in coffee shops around the country and the world.

**Investment:**

He received about \$850 in tradeshow assistance grants to attend the Coffee Fest Show in Seattle.

**Number of Jobs Affected:**

Offero has created or supported at least 20 jobs including distributors, warehousing, and manufacturers of his cups.

**Payroll:**

\$150,000+



**Name & Location of Business Helped:**

Skyline Acres Industrial Subdivision  
1/2 mi. east of Rawlins along I-80

**Business/Economic Development Activity:**

Community enhancement by cleaning up surface and subsurface of county-owned land that was filled with old, abandoned trailers, making both the property and adjacent communities more attractive for business development and expansion and offering a large

area for possible industrial development.

This property sits adjacent to Interstate 80 and is clearly visible to the traveling public, potential business owners, and individuals considering relocating to the area. The County wanted to leave a positive impression on anyone motoring by and attract development rather than leave the impression of the well-known "junk yard by Rawlins."

A Community Enhancement Grant was submitted by Carbon County's County Clerk, Gwynn Bartlett. The grant allowed the cleanup of the area. Carbon County and the local EDC are working together on plans for this industrial land and looking at future development and economic growth potential.

**Assistance Received:**

The County received a Community Enhancement Grant from the Wyoming Business Council for \$94,050 with a local contribution of \$222,382. The County also applied to the Dept. of Environmental Quality in November 2010 for funding from their Volunteer Remediation Program including Brownfield Assistance to study the soil and groundwater and possibly obtain funding to identify and abate any contaminants found.

**Investment:**

The grant amount awarded was for \$94,050 and local contributions from the county provided a cash match of \$55,458. In-kind match amounts of \$166,924 by both Carbon County and City of Rawlins for items such as road grading, water spraying to spray debris to keep from blowing, reduction in landfill fees, signage, patrolling the area, use of equipment, etc. rounded out the investment made to this property.

**How this Project Affected the Community:**

This project affected not only Carbon County, but also the communities of Rawlins and Sinclair by cleaning up a junkyard eyesore along I-80 and a gateway entrance to Rawlins. There is a lack of larger tracts of industrial land for future development and economic

growth, so the cleanup of this property allows more land available for potential business development.

## CONTACT/ORGANIZATION

**Jim Drever, Business Advisor  
Wyoming Entrepreneur Small Business Development Center (SBDC)  
www.wyomingentrepreneur.biz**

***Name & Location of Business Helped:***

Cassie and Tommy Orduno, Owners  
Bella's Bistro, LLC  
218 North First Street  
Saratoga, WY 82331  
307-326-8033  
Cassie@BellasWyoming.com  
www.bellaswyoming.com  
On Urban Spoon: www.urbanspoon.com/r/324/1598518/restaurant/Wyoming/Bellas-Bistro-Saratoga

***Business/Economic Development Activity:***

The story of Bella's goes back to its founders, owners and operators, Cassie and Tommy Orduno. Cassie grew up on a ranch in nearby Encampment, but left the rural Platte Valley to pursue other opportunities. As a chef, Tommy had a knack for opening high-end restaurants. The two met years ago and found one dream they both shared: opening their own restaurant. In frequent visits to the Saratoga area they recognized the need for affordably priced upscale dining.

They set their sights on what used to be Stumpy's eatery, a family-oriented restaurant located in a remodeled 1900 house in downtown Saratoga and set to work. They developed a detailed business plan, sought and received financing to supplement their own investment and purchased Stumpy's.

The couple did the remodeling/ refurbishing work together to recreate the ambiance of a romantic turn of the century Italian villa. This included gutting and redoing the restaurant's public area and kitchen/prep area to match one's expectations of fine Italian dining and a kitchen necessary to make the high-end gourmet meals possible. This even included a special copper stencil

above the elegant wine bar (something you will have to ask about next time you visit Bella's).

For years Saratoga's dining options were limited to western and family fare restaurants, although there were plenty of dining options within those categories. Then Bella's Bistro, a new Italian full-service restaurant with wine bar, officially opened in June 2011.

The result has been nothing but phenomenal. The Orduno's diligence in planning, hard work and dedication has led Bella's to develop a loyal local clientele, as well as draw in visitors to the Saratoga area. They have had to rely on reservations-only for most of their evenings; they've been so busy with diners they haven't had time to approach serving lunch guests. The Ordunos have far exceeded their financial expectations and have been able to hire an outstanding local staff of 12, plus create jobs for themselves.

Tommy and Cassie developed an appetizing menu including what could be the best wine list in the valley. Cassie developed an outstanding website, logo and graphics for everything around the restaurant, drawing on her experience as a Marketing Director in Denver, CO.

The future for the Ordunos and Bella's looks bright. As the weather cools and business naturally slows they will be able to offer lunch service and catch up on tasks they were too busy for all summer. To expand their capacity and offer the same up-market dining experience, combined with the great weather and fresh air, Tommy and Cassie plan to develop their outside area to extend comfortable outside dining next summer.

***Assistance Received:***

SBDC assisted Tommy and Cassie with general start-up consulting and help with their business plan, to make sure it was thorough and ready for outside financing. They also received a business valuation to help determine a fair market value for Stumpy's Eatery and a website review of Cassie's professional, self-built website.

***Number of Jobs Affected:***

Bella's created and has maintained 14 positions, including the owners' jobs, employing roughly five percent of the local area's eligible workforce. They have created a destination for area locals and visitors. In less than a year Bella's has become an anchor business in downtown Saratoga. As a dining destination that synergistically assists other visitor-related businesses, Bella's also has a significant indirect impact on the local economy.



## CONTACT/ORGANIZATION

**Leonard Holler, Regional Director  
Wyoming Entrepreneur Small Business Development Center (SBDC)  
www.wyomingentrepreneur.biz**

***Name & Location of Business Helped:***

Douglas Day Spa  
Jody Davis, Owner  
221 Walnut Street  
Douglas, WY 82633  
(307) 358-5244

***Business/Economic Development Activity:***

The expansion and relocation of a massage therapist practice into a new full-service day spa.

***Assistance Received:***

The SBDC worked with the owner, Jody Davis, to determine a proper legal entity for her business expansion. We helped her prepare and review a business plan and cash flow projections to apply for bank financing to fund her expansion and business re-location. Jody was able to acquire a commercial loan from a local bank to fund all her equipment purchases and remodeling costs for the new location. We also assisted her with accounting system development, sales tax application, entity selection, QuickBooks accounting software review and payroll reporting assistance.

**Number of Jobs Affected:**

In today's poor economy, the prospect of starting up a new day spa—the type of business that requires consumers to have extra discretionary money to spend on spa services—seemed a little crazy. However, with careful planning and realistic foresight Douglas Day Spa has succeeded nicely.

This business expansion has created eight part-time positions for women in the community, working around their schedules. It has brought about a more professional service to the community along with additional retail products and services to meet demands requested by spa clients. The spa has acquired a reputation of being an honest, compassionate, quality business in the community providing an exceptional spa experience.

**CONTACT/ORGANIZATION**

**Kathy Patceg, Community Development Director, Glenrock Economic Development, Inc. (GEDC)  
Mary Cannady, President, GEDC  
www.gedcwyoming.com**

**Name & Location of Project:**

Commerce Block Building  
4th/Birch Street  
Glenrock, WY

**Business/Economic Development Activity:**

This was a vacant, boarded-up building since the 1970s. It is a large brick building constructed in 1917 for the oil boom in Glenrock and Parkerton. It is located at the main intersection in the heart of Glenrock's downtown. During our Wyoming Rural Development Community Assessment, the community expressed the need to do something with this eyesore. In 2003 the Town Council began negotiations with the property owner to purchase the building. After the purchase, more than 50 community members spent 300 hours removing pigeon excrement, trash, lath and plaster. It took seventy-five dump loads to remove all the waste.

In 2004, the town received a Community Development Block Grant from the Wyoming Business Council to begin the process of rehabilitation. The building was also listed on the National Register of Historic Places. This grant replaced the roof, re-pointed much of the brick and replaced several store fronts. In 2006, the town received a Wyoming Business Council Community Readiness Grant to complete the rehabilitation. One of the stipulations of the grant was to give back to the community any proceeds above operation and maintenance of the Commerce Block.

In 2007, the rehabilitation was complete with a town celebration. The Commerce Block now stands proud and regained its importance to the town of Glenrock.

It is with great pleasure that, for the first time since the completion, the building is fully occupied with several new businesses and some relocated businesses.

**Assistance Received:**

- 1999 - SHPO Grant for Architectural Study
- 2004 - Wyoming Business Council – CDBG - \$295,000.00
- 2006 - Wyoming Business Council – Community Readiness Grant - \$1.5

**Investment:**

The Commerce Block gives back - A program was established by the town to grant any money above operating and maintenance back to the downtown community. A façade grant program was established and to date, the town has returned \$12,250 to downtown businesses and hope more businesses will apply for the funding in years to come.

**Number of Jobs Affected:**

Currently, there are 15 full-time jobs supplied by the use of this building. Many of the jobs are new to this area.



**CONTACT/ORGANIZATION**

**Linda Harris, Executive Director  
North East Wyoming Economic  
Development Coalition  
www.newedc.com**

**Name & Location of Entity Helped:**  
Pine Haven Chamber of Commerce

**Business/Economic Development Activity:**  
Events and tourism activities

**Investment:**

North East Wyoming Economic Development Coalition (NEWEDC) is happy to announce the award of \$1,000 from Burlington Northern Santa Fe Railroad Foundation to the Pine Haven Chamber of Commerce. This award will be used toward the purchase of an events tent for their community activities.



**CONTACT/ORGANIZATION**

**Margie Rowell, Regional Director  
Wyoming Entrepreneur Small Business  
Development Center (SBDC)  
Wind River Development Fund  
Wind River Indian Reservation**

**Name & Location of Entity Helped:**  
Native Emerging Artists Training  
(NEAT)

**Business/Economic Development Activity:**  
Native Emerging Artists Training (NEAT) provided an intensive ten-month program designed for emerging Native American artists on the Wind River Indian Reservation. The program included training for 18 participants in writing an artist statement and resume; business cards; photographing artwork

and editing digital images; developing entry packets and a mock exhibit; presenting artwork to include framing, matting, displaying and packing. Participants completing the training were able to exhibit their artwork in a juried show in the spring of 2011 at the Lander Art Center. Exhibitors were able to increase sales, which provided improved economic growth to the community. The program was so successful a second NEAT program held an orientation in September, 2011. Training for this second series will take place from October 2011 through March 2012 and will also culminate with an art show.

**Assistance Received:**

Grants/funding were provided by the following:

Wyoming Arts Council  
Wyoming Community Foundation  
Wyoming Cultural Trust Fund  
Laura Jane Musser Fund

The Lander Art Center – Dannine Donaho, Program Coordinator  
[www.landerartcenter.com](http://www.landerartcenter.com)

**Investment:**  
\$35,000

**CONTACT/ORGANIZATION**

**Marjorie E. Rowell, Regional Director  
Wyoming Entrepreneur Small Business Development Center (SBDC)**

**Elizabeth Parks, Market Research Specialist  
Wyoming Entrepreneur Market Research Center (MRC)  
[www.wyomingentrepreneur.biz](http://www.wyomingentrepreneur.biz)**

**Name & Location of Business Helped:**

Taco Time  
Larry Cross  
122 South 2nd Street  
Riverton, WY 82501  
307-851-3682

**Business/Economic Development Activity:**  
Upscale quick-serve home style Mexican restaurant.

**Assistance Received:**

Larry Cross needed spending data,

potential sales, a market profile, supply /demand figures and demographic/psychographic information to make a case for the feasibility of opening a Taco Time franchise restaurant in Riverton. SBDC's Margie Rowell connected Larry with resources to provide the necessary information. The MRC's Elizabeth Parks was able to provide information to support and confirm Larry's business plan and financial projections. It was determined he would have an edge on the competition because of the technology-driven building, which will maximize relationship-building with customers. Destination marketing information was also provided, which will be useful in expanding the customer market beyond Riverton. With the information Larry had to support his plan, First Interstate Bank was able to make a commercial real estate and equipment purchase SBA 7(a) loan. Larry anticipated opening November 2011.

**Number of Jobs Affected:**

30 jobs created

**CONTACT/ORGANIZATION**

**Diane Johnson, President  
WIDC•Frontier CDC  
[www.widcfrontier.com](http://www.widcfrontier.com)**

**Name & Location of Business Helped:**

Palace Pharmacy  
166 Main Street, Lander, WY 82520  
(307) 332-2270  
Business Owner: Jolene Osback

**Business/Economic Development Activity:**

Jolene Osback, Doctor of Pharmacy, is the primary pharmacist and owner of Palace Pharmacy in Lander. She is a graduate of Central Wyoming Community College and earned her Doctor of Pharmacy degree at the University of Wyoming. Since purchasing Palace Pharmacy in 2008, Osback has built a loyal and growing customer base despite recent local competition from two national chains. Palace Pharmacy is currently located in a leased building with limited off-street parking. In addition to prescription and over-the-counter drugs, the pharmacy offers retail home

health care supplies, greeting cards, gift items, jewelry, and health and beauty products. With funding as a woman-owned business through the SBA 504 Loan Program, Osback will purchase and remodel a larger commercial building in downtown Lander. This new Palace Pharmacy location will feature expanded off-street customer parking, expanded medical and retail offerings plus the addition of a flower shop. Now, as Osback builds equity in her thriving business, she will also create equity in her building.

**Assistance Received:**

Project funding provided through the SBA 504 Loan Program; participating lenders include WIDC•Frontier CDC and Wyoming National Bank.

**Investment:**

Total Project Investment: \$612,895

**Number of Jobs Affected:**

2 full-time and 10 part-time jobs created & retained

**CONTACT/ORGANIZATION**

**Gary M. Michaud, M.B.A.  
City of Lander  
[www.landerwyoming.org](http://www.landerwyoming.org)**

**Business/Economic Development Activity:**  
Comprehensive Development Plan

**Assistance Received:**

\$5,000 National Realtors' Assoc. through Fremont County Board of Realtors  
\$40,000 Wyoming Department of Transportation  
\$50,000 Community Development Block Grant through Wyoming Business Council  
\$20,000 City of Lander

**How this Project Affected the Community:**

This is the first full-fledged Comprehensive Plan for the City of Lander in over 25 years. The comprehensive plan will create a strategy for the future community development of Lander including transportation, infrastructure, business, residential and zon-

ing compatibility. The plan will also incorporate the numerous fragmented community studies such as the Flood Mitigation Study, Safe Routes to School Plan and Draft Architectural Guidelines for Historic Main Street.

**Name & Location of Business Helped:**

Jason Kinzler, CEO  
PitchEngine  
329 Main Street  
Lander, WY 82520  
www.pitchengine.com

**Business/Economic Development Activity:**

Business Expansion

In April 2011 PitchEngine relocated to Lander's Main Street in response to significant business growth. PitchEngine chose Fremont County because the owner and employees are proud Fremont County residents. PitchEngine enthusiastically promotes the fact they create millions in sales yearly in Fremont County from businesses around the globe. PitchEngine believes the current job environment in Wyoming is opportunistic for professional, high paying technology jobs. For more information go to: www.pitchengine.com

**Number of Jobs Affected:**

The Main Street Lander, Wyoming, company now represents 45,000 brands worldwide, including many Fortune 500 companies and is expanding from 3 to 11 full-time employees.

**Business/Economic Development Activity:**

Expansion of Hunt Field Airport and relocation of Lander Rodeo Facilities

**Assistance Received:**

Wyoming Aeronautics Commission

**Investment:**

\$2 million for site selection, planning, design, and acquisition

**How this Project Affected the Community:**

The City of Lander is completing the site selection for the new Lander Rodeo Grounds. This project provides for the

expansion of the largest GA airport in Wyoming (Lander - Hunt Field) and construction of replacement facilities for the Lander Rodeo Grounds, home of the "oldest paid rodeo in the world." Both of these facilities are economic pillars, attracting millions of non-resident dollars annually into Lander's community and a creating a significant number of jobs at local businesses.

**CONTACT/ORGANIZATION**

**Phil Christopherson, Executive Director, IDEA Inc.**

www.rivertonidea.com

**Name & Location of Business Helped:**

Bealls, 1070 W. Main, Suite C,  
Riverton, WY 82501  
www.beallstx.com

**Business/Economic Development Activity:**

Retail development in old big box building that went out of business in 1995.

**Assistance Received:**

The building was purchased and refurbished in 2009 by IDEA Inc. utilizing a Wyoming Business Council Business Readiness Grant.

**Investment:**

\$500,000 was privately invested in the project on top of the Business Ready Communities grant.

**Number of Jobs Affected:**

The entire project has retained 6 jobs and has created an additional 26 jobs.

**CONTACT/ORGANIZATION**

**Brett A. White  
Executive Director**

Wind River Development Fund (WRDF)

www.wrdf.org

**Name & Location of Business Helped:**

Washakie Touch  
Lucy and Jamie Washakie  
PO Box 1526  
Fort Washakie, WY 82514  
801-745-5480

**Business/Economic Development Activity:**

The Washakie family, mother Lucy and daughter Jamie, spent years assuring that the NASA offices outside Salt Lake City were spotless. It turns out that rocket science is a very clean profession. But after years away, they made their way back home to the Wind River Indian Reservation and started another journey, this time to join the league of entrepreneurs. Washakie Touch specializes in commercial cleaning and janitorial services and has already faced its first big challenge – growth. Washakie Touch found that quality service indeed had a market both on and off of the Reservation, but with expansion comes the challenge of maintaining your standards. After some fine-tuning, lessons learned and a lot of discussion, Lucy and Jamie have found that while growth is great, quality is golden and have renewed their focus on delivering great service to a smaller number of clients. It is far too cliché to say that for Washakie Touch, the moon is no longer the limit. But their clients (including WRDF) believe that their work is stellar.

**Assistance Received:**

With a little help (comprehensive business planning, management counseling, operational management support and contract assistance) from the Wind River Development Fund (WRDF) and a lot of hard work, a new business has sprung up in Fremont County.

**Number of Jobs Affected:**

4

**CONTACT/ORGANIZATION**

**Jackie Dorothy, Marketing Director  
Wind River Hotel & Casino  
Windrivercasino.com**

**Name & Location of Business Helped:**

Wind River Hotel & Casino  
10269 Highway 789  
PO Box 1989  
Riverton, Wyoming 82501  
1-866-657-1604  
www.windrivercasino.com

**Business/Economic Development Activity:**

The Wind River Hotel and Casino offers a newly built hotel (Grand Opening, March 9th) and a gaming floor featuring over 750 slot machines and 10 table games which include black jack, poker, roulette, and craps. The Casino also serves as an umbrella for several non-casino properties including full-service restaurants, cafés, an espresso, a gift shop, laundromat, embroidery shop, gas stations, bingo hall, and small convenience stores. The enterprise employs over 600 people and is the largest employer in Fremont County.

**Assistance Received/Investment:**

The hotel has been built on cash-flow generated from the Casino revenue and has been fully funded by the Northern Arapaho Tribe. The Casino has made partnerships with the Wyoming Office of Tourism, WY Entrepreneur Small Business Development Center, the Department of Workforce Services, Fremont County BOCES, Wind River Visitor's Council, American Indian Alaskan Native Tourism Association, and many others.

**Number of Jobs & How this Project has Affected the Community:**

The Wind River Hotel & Casino and its related properties employ over 600 employees and is a growing business, with new jobs created each year. Most of the employees are enrolled with the Arapaho Tribe, which has significantly impacted the economics of the Wind River Reservation by providing jobs to people who have previously been unemployed or underemployed. The Casino strives to help these families by providing affordable medical insurance and a shuttle service for those who lack transportation.

**Payroll:**

Millions of dollars are spent on payroll and health insurance every month.



**CONTACT/ORGANIZATION**

**Lisa Johnson, Executive Director  
Goshen County Economic Development Corp. (GCEDC)  
www.goshenwyo.com**

**Business/Economic Development Activity:**  
Business Retention & Expansion

**Economic Development Issues Addressed by Organization:**

Goshen County Economic Development Corp. (GCEDC) is focusing on two business climate issues: telecommunications and workforce development.

1. Telecommunications: GCEDC is partnering with LinkWYOMING, a project of State of Wyoming, Department of Administration and Information, Office of the Chief Information Officer, and the Wyoming Business Council to administer a statewide Broadband Mapping and Planning grant from the National Telecommunications and Information Agency (NTIA). Torrington has been identified as a pilot project to assess the need, aggregate broadband demand and generate awareness about broadband. The goal will be to make the business case to bring higher capacity and accessible broadband to the area to support economic development, healthcare, education, public safety, and more.

2. Workforce development: GCEDC will be assisting employers with accessing training services and funding, and will explore a career pathways partnership with Eastern Wyoming College, Goshen County School District No. 1, and the business community.

These two issues were identified as priorities in the Goshen County Business Retention and Expansion Program report as part of an ongoing effort to retain local businesses and to help businesses in expansion.

GCEDC will also continue to monitor the local business climate and demonstrate support for existing business and industry. With assistance from the Wyoming Business Council, GCEDC utilizes the Synchronist Business Information System®. The Synchronist System® provides a tool to help define, organize, analyze and report existing company information giving community decision-makers invaluable insight into the dynamics of the local economy. Moving forward, participation from business, government and education is necessary for the success of this opportunity-driven effort.

For a full copy of the Goshen County Business Retention and Expansion Program report, contact GCEDC at 307-532-5162.

**Business/Economic Development Activity:**  
Economic Development Sales Tax Fund

**Name & Location of Business Helped:**

- Goshen Hole Grill  
Yoder, WY
- Three D's Coffee  
Torrington, WY
- Serendipity/Wine Time  
Torrington, WY
- Table Mountain Vineyards, LLC  
Huntley, WY
- Wagner Family Limited Partnership  
Torrington, WY
- Gene's Auto Repair  
Torrington, WY
- Jackson Chiropractic,  
Torrington, WY
- Miller Cattle & Feedyards, LLC  
Torrington, WY
- Century 21 Valley Realty  
Torrington, WY
- Northern Exposure Computer Center  
Torrington, WY
- Bear Creek Veterinary Services  
Torrington, WY
- Doug's Repair & Towing  
Torrington, WY
- Olson Tire  
Torrington, WY
- TDS  
Torrington, WY

Harvest Home  
Lingle, WY  
Asmus Autos  
Torrington, WY

**Assistance Received:**

GCEDC started the Progress Program in 2011 as a way to utilize economic development sales tax funds to benefit local communities and existing businesses. The goals of the Progress Program are to help businesses succeed by making their properties more attractive to their customers, and to make communities more attractive to potential new businesses, employees, residents and visitors.

**Investment:**

Assisted 17 businesses through the Progress Program.

Invested \$61,000 of economic development sales tax funds in Capital Matching Fund, leveraged 3:1 with private investment.

**Number of Jobs Affected:**

Retained 106 jobs; added 10 jobs.

**Name & Location of Business Helped:**

Cold Water Business Park

**Business/Economic Development Activity:**

The Cold Springs Business Park is a 66-acre industrial development planned by Goshen County Economic Development Corp. (GCEDC). When completed, the development will feature 19 lots, ranging in size from 1.5 to 10 acres. The project is funded with local quarter-cent economic development sales tax funds and a Business Ready Community Grant from the Wyoming Business Council.

Goshen County received a \$3 million grant from the Wyoming Business Council to install infrastructure and construct a 60,000 sq. ft. manufacturing facility for the expansion of local company Schlagel Manufacturing. The project was designed for Goshen County EDC to own the building and lease it to the company.

Schlagel Manufacturing, founded by Ron Schlagel fifteen years ago, designs and manufactures agricultural equipment, metal art and pickup accessories. In October 2010 the economic development office learned that Schlagel Manufacturing would not expand in the new business park as planned due to Mr. Schlagel's death.

The Wyoming Business Council amended the scope and budget of the grant to omit the construction of a building but install infrastructure — water and wastewater lines, electric service, and streets — to serve approximately 7 lots.

One of the events that led to the development of the Cold Springs Business Park was when Goshen County was selected as a finalist for the coal gasification research center proposed by the University of Wyoming and GE Energy. Cheyenne was ultimately selected as the location for the \$100 million project in 2008.

The UW-GE project required a 35-acre parcel with room for future expansion. The East Torrington Industrial Park owned by the City of Torrington has approximately 20 developable acres available, so GCEDC proposed a 35-acre parcel four miles east of Lingle. GE officials later told GCEDC that the site would have been more competitive with access to public water supply and wastewater treatment system and industrial zoning.

**Assistance Received:**

Goshen County received a \$3 million grant from the Wyoming Business Council.

**Investment:**

GCEDC located and purchased the 66-acre site with frontage along US Highway 85 for the Cold Springs Business Park using economic development sales tax funds. Construction on the infrastructure is expected to begin next summer. The total cost to fully develop all 66 acres is estimated at \$2.8 million. GCEDC intends to develop the park in two phases, or as funds become available.

**CONTACT/ORGANIZATION**

**Wyoming Entrepreneur Small Business Development Center (SBDC)**

- Anya Petersen-Frey, Regional Director
- Mark Atkinson, Regional Director

**Workforce Development Training Fund**

- Laurie Timm, Program Manager

**Wyoming Entrepreneur Procurement Technical Assistance Center (PTAC)**

- Natasha Stahla, Procurement Specialist

**U. S. Small Business Administration**

- Deb Farris, Business Development Specialist

**Eastern Wyoming College**

- Andrew Espinoza, Workforce Computer Instructor
- Earl Kisiel, Entrepreneurship Instructor

**Wyoming Entrepreneur Market Research Center**

- Kalie Spurgas, Intern

**Wyoming Women's Business Center**

- Andrea Presse

**Name & Location of Business Helped:**

Casa Blanca Translations and Language Services

Rocío Nesbitt, CEO

P.O. Box 973, Torrington, WY 82240

307-532-5701

wwtranslations1@yahoo.com

www.casablanca-translations.com

**Business/Economic Development Activity:**

A high quality translation services business, Casa Blanca Translations and Language Services offers professional production of written documents in foreign language, from English to Spanish or vice-versa, as well as interpretation and other language services.

**Assistance Received:**

Rocio was happy to learn of the services available for beginners and small businesses needing assistance and without

resources to pay for professional service providers. She took advantage of the highly skilled group of advisors from the above noted organizations. These advisors provided her with excellent information to help grow her small business and take it to a new level. She was reminded that building a business takes time, care, dedication and attention to detail.

SBDC advised Rocio on business management, accounting tools, implementation and web site development and optimization. She learned to use the Internet to her advantage to create and maintain a high quality, easy to navigate website. She received information of funds available for small businesses from the Workforce Development Training Fund, funds that may be used for business training grants for new and existing positions. Rocio plans to apply for training programs in translations. PTAC guided her to start registering her business for government contracting, which is now in process. And, she contacted the SBA to register her contact information and a description of her business in the Wyoming Women's Business Directory.

Rocio continues to receive professional support and assistance from the specialists and experts associated with the above organizations and highly recommends the services to other individuals and small businesses. She shares that these experts listened to her personal business ideas and then helped her turn those ideas into a reality. The specialists provided great online support and also came to the client when face-to-face professional business assistance was needed. Rocio has accomplished a great deal since she started talking to these experts early in 2011, and she expresses her pleasure at meeting the notable and successful people who provide guidance and excellent service in the Goshen County area.

**Investment:**

Casa Blanca Translations was funded with \$50 from personal savings.

**Number of Jobs Affected:**

One full-time position has been retained.

**How this Project Affected the Community:**

Rocio Nesbitt formed this translation business in 2000. She started doing translations for Belle Fourche Pipeline Co., where she was working doing accounting and business translations. The owners of the oil companies were in need of a person who could do translations for them in order to close a deal with a gas company in Oviedo, Spain. Since then, Rocio has done a wide variety of written and spoken translations.

The business project affected the community in a positive way. Torrington did not have a professional business translator. Individuals and businesses would go to the Spanish instructor for help at the community college. Now, Casa Blanca Translations is able to supply clients with translations across a broad range of source, target languages and disciplines, including financial, educational, commercial, technical, medical and legal documents. In addition, she provides classes in English or Spanish to small groups in a variety of professions and to people in the community.

Additionally, Rocio is passionate about providing language services to students and parents with limited English proficiency. She helps parents communicate with teachers, nurses and principals and she works with materials and informational brochures issued by teachers and school principals, translating them into the desired English or Spanish language.

Rocio's main focus has been successfully providing professional services for clients, including translating handbooks, policies and rules, letters and State and Federal forms for Goshen County School District No. 1; translating ads and brochures for a program of the University of Wyoming; translating legal contracts for a law firm; translating legal forms for a funeral home; translating documents for people in the community; teaching personal Spanish

classes to individuals; interpreting in a variety of cases in Circuit Court; and, interpreting and tutoring at Eastern Wyoming College.



**CONTACT/ORGANIZATION**

**Zack Montgomery**  
**City Planner**  
**City of Buffalo**  
[www.cityofbuffalo.vcn.com/](http://www.cityofbuffalo.vcn.com/)

**Name & Location of Entity Helped:**  
Kaycee-Buffalo-Johnson County Economic Development Joint Powers Board formation and Economic & Community Development Master Plan

**Business/Economic Development Activity:**  
The Kaycee-Buffalo-Johnson County Economic Development Joint Powers Board was created and approved by the State Attorney General in July 2011. We are creating an Economic & Community Development Master Plan by April 2012, and we are planning to hire a full-time Economic Development Director by July 1, 2012. This person will work directly for the Joint Powers Board and be equally funded by the City of Buffalo and Johnson County.

**How this Project Affected the Community:**

The City of Buffalo has more amenities and services available to its residents than your average traditional community five to ten times its size, which includes: a large YMCA designed for a population of up to 20,000; the largest outdoor swimming pool in Wyoming; a newly constructed \$12 million Waste Water Treatment Plant; a newly constructed \$8 million Water Treatment Plant; a new \$2 million outdoor Sports Fields Complex under design for construction in 2012; a new \$2.5 million Library expansion being designed for construction in 2012-2013; a \$3 million Fairgrounds facility/arena

expansion/reconstruction project slated for construction in 2013; a \$7 million Community Events Center slated for construction in 2013; one of the best Public Education systems and School Districts in the State based on annual statewide test scores and rankings; and, the Buffalo Campus of the Sheridan College, which is looking to expand operations and services beginning in fall 2012.

With all of the above listed amenities, a population growth of 17.6% since 2000, the recent adoption of the newly rewritten Zoning and Subdivision Ordinances, and the completely stream-lined developer-friendly approval processes, the City of Buffalo is poised to handle the potential and expected growth from the development of the Natural Gas to Gasoline Gasification Facility projected to be built four miles north of downtown Buffalo at Lake DeSmet, beginning in 2014.

## CONTACT/ORGANIZATION

**Susan Jerke, Regional Director  
Wyoming Entrepreneur Small Business Development Center (SBDC)  
[www.wyomingentrepreneur.biz/](http://www.wyomingentrepreneur.biz/)**

### *Name & Location of Business Helped:*

Potters' Depot, LLC  
Bonnie Schlesselman, owner  
75 E. Benteen Street  
Buffalo, WY 82834  
(307) 684-4555  
[bschlesselman@msn.com](mailto:bschlesselman@msn.com)  
[www.pottersdepot.com/](http://www.pottersdepot.com/)

### *Business/Economic Development Activity:*

Several years ago, Bonnie Schlesselman and her husband, David, purchased the historic Buffalo Train Depot. The building was remodeled to house the Potters' Depot LLC, a ceramics studio and gallery that provide an environment for learning, creativity and increased appreciation for ceramic arts. The gallery offers pottery from local artists. Potters' Depot LLC is located in the heart of downtown Buffalo one block east of Main Street.

Bonnie is a functional potter. She works with high fire stoneware, porcelain and terra cotta. Her work is a mixture of wheel thrown, altered and hand built. She shares her talent by offering classes year-around for children and adults with a casual interest to accomplished ceramic artists. Potters' Depot offers a guest artist workshop in the summer. People as far away as Pennsylvania have come to attend these workshops, staying at the local hotels and dining in local restaurants.

### *Assistance Received:*

Bonnie has worked with Wyoming Entrepreneur Small Business Development Center (SBDC) and the Market Research Center (MRC) since 2006, developing her website, logo and marketing materials. The MRC helped her design her initial logo and the SBDC refined her sketches into an updated version. She has also received QuickBooks assistance from the SBDC.

### *Number of Jobs Affected:*

The Potters Depot has created one full time position and offers part time jobs for contracting ceramics instructors and interns. The gallery space has created an opportunity for several ceramic artists to display and sell their work.



## CONTACT/ORGANIZATION

**Randy Bruns, CEO  
Cheyenne LEADS  
[www.cheyenneleads.org](http://www.cheyenneleads.org)**

### *Name & Location of Entity:*

Cheyenne LEADS Manufacturing Spec Building  
Granite Peak Development's Swan Ranch

### *Business/Economic Development Activity:*

In September 2011 Cheyenne LEADS, the Cheyenne-Laramie County Corporation for Economic Development, broke ground for its new Manufactur-

ing Spec Building. This building will be located on LEADS' rail-served acreage in the industrial component at Granite Peak Development's Swan Ranch. LEADS' Manufacturing Spec Building will be available for companies looking to locate or relocate to the Laramie County area. A lack of available existing manufacturing facilities within the County is a barrier to the economic development of the community. The LEADS Manufacturing Spec Building will change that with approximately 30,000 square feet of manufacturing space that is designed for expansion up to 75,000 square feet. Most significantly, this freespan building will have the capacity for a 50 ton crane with a 35 feet high hook height and will be adjacent to rail, which is key for many manufacturers.

### *Assistance Received:*

The construction of this facility is made possible by a \$1.5 million Business Ready Communities (BRC) grant through the Wyoming Business Council. Laramie County was the primary applicant. Cheyenne LEADS is providing project management as the local community development organization. The building will sit on nine acres of land owned by LEADS.

### *Investment:*

\$1.5 million Business Ready Communities (BRC) grant through the Wyoming Business Council.

### *Number of Jobs Affected:*

The number of jobs could vary based on the final size and use of the building. The key to this facility is its flexibility. In terms of layout, expandability and flow-through, multiple types of manufacturers will find this an excellent location. The LEADS Manufacturing Spec Building combined with our workforce, tax structure, accessibility to rail and two interstate highways will make it a very attractive site.

### *Name & Location of Business Helped:*

McJunkin Red Man  
Cheyenne Business Parkway  
[www.mrcpvf.com/](http://www.mrcpvf.com/)

**Business/Economic Development Activity:**

McJunkin Red Man is a new employer in our community bringing primary jobs as a regional distribution center of products for refining, chemical, petrochemical, gas distribution and transmission, oil and gas exploration and production, pharmaceutical and power generation industries. As a regional supplier, they would not be dependent on the Niobrara oil play.

**Assistance Received:**

McJunkin Red Man will be located in Cheyenne LEADS Cheyenne Business Parkway.

**Investment:**

The company has made a \$25 million private investment.

**Number of Jobs Affected:**

25+

**Name & Location of Business Helped:**

NWSC (National Center for Atmospheric Research – Wyoming Supercomputing Center)  
1850 Table Mesa Drive  
Boulder, Colorado 80305

David Hosansky, Head of Media Relations, 303-497-8611

Rachael Drummond, Media Relations, 303-497-8604

Marijke Unger, NWSC Communications, 303-497-1285, marijke@ucar.edu  
<http://nwsc.ucar.edu/>

**Business/Economic Development Activity:**

Success continued into 2011 for NWSC, building on several years of planning and partnership. Construction of the facility in Cheyenne LEADS' North Range Business Park (NRBP) wrapped up on schedule this past fall. Procurement of the center's supercomputing systems is complete with installation and testing commencing late 2011 and in early 2012.

**Assistance Received:**

Construction of the NWSC is a partnership among NCAR, the National Science Foundation (NSF), the University of Wyoming (UW), the State

of Wyoming, Cheyenne LEADS, the Wyoming Business Council (WBC), and Cheyenne Light, Fuel & Power. NCAR will operate the NWSC on behalf of NSF and its managing entity, University Corporation for Atmospheric Research (UCAR). Cheyenne LEADS provided 26 acres of land in its North Range Business Park and is completing roads, water, sewer and landscaping in support of the NWSC.

**Investment:**

The NWSC was built with \$50 million from the NSP and approximately \$20 million from UW. The Wyoming Business Council's Business Ready Community Grant program was used for an additional \$4.5 million of infrastructure.

**Number of Jobs Affected:**

NWSC is expected to initially employ 15-20 high-tech professionals. Professors and students from University of Wyoming will be able to utilize the facility. Scientists and researchers from across the United States will access the center remotely via research data links.

**Name & Location of Business Helped:**

Schlumberger Technology Corp.  
Granite Peak Development's Swan Ranch  
[www.slb.com](http://www.slb.com)

**Business/Economic Development Activity:**

In June 2011, Schlumberger Technology Corp. announced that it would locate a new central maintenance facility in Cheyenne that will service customer operations in Colorado, North Dakota, South Dakota, Utah and Wyoming. This regional service center will be located on rail-served acreage in Cheyenne Logistics Hub, the industrial component at Granite Peak Development's Swan Ranch. Construction began in the fall and is slated for completion in 2012.

**Assistance Received:**

Cheyenne LEADS has invested a significant amount of time and resources to assist Schlumberger in its site selection, including brokering the purchase

of 10 acres of LEADS' land in the rail park. This has been one of the more complicated and detail-oriented projects in LEADS' recent history.

**Number of Jobs Affected:**

Once operational, the facility will employ approximately 35-50 people in engineering and skilled technician positions. The pay scale is projected to be far above the Laramie County average.

**Name & Location of Business Helped:**

Gestamp Worthington Wind Steel LLC  
Worthington Industries  
[www.worthingtonindustries.com](http://www.worthingtonindustries.com)

Cathy M. Lyttle, VP Corporate Communications and Investor Relations  
614-438-3077  
[cmllyttle@worthingtonindustries.com](mailto:cmllyttle@worthingtonindustries.com)

Sonya L. Higginbotham, Director, Corporate Communications  
614-438-7391,  
[slhiggin@worthingtonindustries.com](mailto:slhiggin@worthingtonindustries.com)  
Gestamp Renewables,  
[www.gestampren.com](http://www.gestampren.com)

**Business/Economic Development Activity:**

In February 2011, Spanish company Gestamp Renewables and Ohio-based Worthington Industries announced a joint venture, Gestamp Worthington Wind Steel, LLC. It will focus on producing towers for wind turbines being constructed in the North American market. The joint venture partners have identified 30 rail-served acres in Swan Ranch near Cheyenne as the site of the initial production facility.

The proposed facility will produce utility-scale towers 80-100 foot long tower sections for 2.0 to 3.0 MW wind turbines. Initial plans call for production of over 300 towers per year. The joint venture will generally serve as a subcontractor to manufacture the tower structures for renewable energy companies that construct the wind tower turbines. Wyoming was chosen because of its attractive logistical location relative to the growing renewable energy market in the Western United States. Construc-

tion is expected to start in spring 2012 but will be dependent on several factors that are impacting the build out of wind power projects.

**Number of Jobs Affected:**

The facility anticipates employing 150 people when fully operational.

**CONTACT/ORGANIZATION**

**Diane Johnson, President**  
**WIDC•Frontier CDC**  
**www.widcfrontier.com**

**Name & Location of Business Helped:**

Willow Creek Family Medical  
4003 Rawlins Street  
Cheyenne, WY  
(307)638-8975  
Business Owner: Diane Hattel

**Business/Economic Development Activity:**

Diane Hattel, a nurse practitioner, opened Willow Creek Family Medicine (WCFM) in 2008 to provide comprehensive family and specialty care to patients of all ages. In addition to general medical services, WCFM also offers subspecialty care in cardiology, women's health, hematology, oncology and pain management. Hattel recognized the lease space the clinic occupied was restricting the number of patients she could serve efficiently. In 2011, Hattel constructed a 5,860 sq. ft. building for WCFM in a new business park on Cheyenne's east side to accommodate her growing practice and future expansion plans. The new WCFM facility features a large reception area, exam and treatment rooms, nurses' station and administrative offices. Through the acquisition of additional more efficient space, Hattel can further expand the scope of medical services offered at the clinic while creating owner-equity in her building.

**Assistance Received:**

Project funding provided through the SBA 504 Loan Program; participating lenders include WIDC•Frontier CDC and Security First Bank.

**Investment:**

Total Project Investment: \$1,230,000

**Number of Jobs Affected:**

19 jobs created & retained



**CONTACT/ORGANIZATION**

**Deb Wolfley**  
**Lincoln County Economic**  
**Development Program**  
**www.lcwy.org/**

**Business/Economic Development Activity:**

Lincoln County is working on forming a county-wide Economic Development Association. The idea for a county-wide Economic Development group has been around for a long time, but in the past nine months, work on the formation of this group has made great strides. Lincoln County has nine incorporated towns in the county. With new elected officials in the county and town government entities, a meeting was held and everyone agreed that we need to all work together to form a county-wide Economic Development Association. The county is very diverse in terms of economies, businesses and areas for potential growth. Lincoln County has had high unemployment rates in the past few years and is looking for ways to take advantage of all the positive features of living and working in Lincoln County that may bring in new companies.

The group created a mission statement, "To expand the overall economic base of Lincoln County and enhance the individual earning opportunities of area residents by attracting desirable new employers consistent with the area's quality of life, growing existing businesses and industry, and increase workforce skills and job training."

**Investment:**

Lincoln County budgeted \$150,000 to initially fund the new economic development group, and a governing board has been formed. Elaina Zempel,

Southwest Regional Director with Wyoming Business Council, has been very helpful in getting our county economic development board and organization going. With her help, the Association submitted a grant to the Wyoming Business Council for Economic Planning. This grant was awarded and will be very helpful to Lincoln County in making the right decisions as we move forward in creating a strong Board of Directors and program. Currently the Board is working on bylaws, job descriptions and all the necessary paperwork for implementation of the program. The Economic Development Association board will work with existing businesses and industries to help them in their needs and to get their input on how our current businesses can stay strong and competitive.



**CONTACT/ORGANIZATION**

**Bill Edwards, Economic Developer**  
**Casper Area Economic Development Alliance (CAEDA)**  
**www.caeda.net**

**Name & Location of Business Helped:**

American Tire Distributors  
Salt Creek Heights Business Park  
Casper, WY  
<http://atd-us.com/>

**Business/Economic Development Activity:**

This project is a local expansion/relocation of the existing 10,000 square foot American Tire Distributors warehouse and fulfillment center located behind the Plains Tire store near the intersection of Wyoming Boulevard and Second Street. Their new 80,000 square foot building located in Salt Creek Heights Business Park expects to open in early 2012. Given the substantial increase in size, American Tire Distributors anticipates adding a number of new positions at the new distribution facility.

**Assistance Received:**

CAEDA requested and was granted a Community Readiness Grant for the construction of a loop road to service the new facility and to open access to six additional properties in the Salt Creek Heights Business Park.

**Number of Jobs Affected:**

Eight existing jobs will be retained and the company anticipates adding an additional 12 to 17 new jobs over the next three years.

**Name & Location of Business Helped:**

Motor Power Equipment (Kenworth)  
North Salt Creek Highway  
Casper, WY  
www.mtrpwr.com

**Business/Economic Development Activity:**

Motor Power Equipment will sell new and used Kenworth trucks as well as parts and service for all brands of large trucks in its new 23,000 square foot facility.

**Assistance Received:**

CAEDA supported Bar Nunn in submitting a successful Community Development Block Grant application for a left turn lane at this new building site on the North Salt Creek Highway.

**Number of Jobs Affected:**

Motor Power Equipment anticipates 10 full-time positions when fully operational.

**Name & Location of Business Helped:**

Rockford Corporation and CH2M Hill  
Casper/Natrona County International Airport, Casper, WY  
www.rockfordpipelines.com/  
www.ch2m.com/corporate/

**Business/Economic Development Activity:**

Rockford Corporation and CH2M Hill are involved in natural gas field and natural gas line development activities.

**Assistance Received:**

A CAEDA referral led to the selection of Casper/Natrona County International Airport (C/NCIA) as the tempo-

rary lay-down site and Natrona County headquarters for Rockford Corporation and CH2M Hill Engineering. This location provides increased activities, local employment opportunities, and increased revenues for C/NCIA and the surrounding area.

According to Glenn Januska, Airport Manger, "While these are not long term leases, the revenue generated is not insignificant, and we are happy to play a part in the pipeline construction. All of this of course was a result of that initial e-mail from you. A big thank you to CAEDA for your role in not only these projects, but all that you have done to support the Airport!"

**Number of Jobs Affected:**

The operations in Casper employ 500 to 600 people at Rockford and an additional 100 people at CH2M Hill.

**CONTACT/ORGANIZATION**

**Cindy Unger, Business Advisor  
Wyoming Entrepreneur Small Business Development Center (SBDC)**

**Name & Location of Business Helped:**

Platte River Family Practice, LLC  
301 S. Fenway, Ste. 202  
Casper, WY 82601  
(307) 351-8770  
casperamy@msn.com

**Business/Economic Development Activity:**

Family Practice Clinic

**Assistance Received:**

Amy Gruwell and Paula Coates contacted the SBDC in November of 2008 asking for assistance with their business plan in order to obtain financing to start-up a new clinic. The SBDC contributed over 15 hours of prep and contact time to assist with their business plan, which was funded and the clinic successfully started.

**Investment:**

\$420,000

**Number of Jobs Affected/How this Project Affected the Community.**

As of November 1, 2011, a total of 10 jobs will have been created. Six of

these jobs are professional and four are administrative. In addition, this clinic is serving approximately 1,950 patients. This year to date, the clinic has treated 1,520 patients, of which over 350 were Medicaid patients and 180 were Medicare patients. In an area where there is a shortage of family practice providers and where some providers prefer not to accept Medicaid and Medicare, this clinic is having a very positive effect on the health of our community.

**Payroll:**

\$119,691 (plus one new position projected for November 1, 2011.)

**CONTACT/ORGANIZATION**

**Diane Johnson, President  
WIDC•Frontier CDC  
www.widcfrontier.com**

**Name & Location of Business Helped:**

Comfort Inn & Suites  
480 Lathrop Road  
Evansville, WY 82636  
(307)235-3038  
Business Owners: Iftikhar and Nasima Khan

**Business/Economic Development Activity:**

Iftikhar and Nasima Khan have purchased the Comfort Inn & Suites in Evansville. This two-story hotel featured 56 rooms, an indoor pool, hot tub and full guest breakfast served in the lobby lounge area. Conveniently located off Interstate 25, the hotel is within close proximity to shopping at the Eastridge Mall, restaurants, commercial, industrial and medical business services equally appealing to business travelers and tourists. The Khans have extensive experience in the hospitality industry. They currently own and manage five successful hotel/motel properties in Wyoming and Montana. At all of their properties they demonstrate a commitment to providing excellent guest services and well maintained facilities. Funding for purchase of the Evansville Comfort Inn & Suites was provided through the SBA 504 Loan Program.

**Assistance Received:**

Project funding provided through the SBA 504 Loan Program; participating lenders include WIDC•Frontier CDC and First Interstate Bank.

**Investment:**

Total Project Investment: \$2,500,000

**Number of Jobs Affected:**

17 jobs created & retained

**Investment:**

Total Project Investment: \$150,000

**Number of Jobs Affected:**

130 jobs created & retained



**CONTACT/ORGANIZATION**

**City of Lusk**

**Niobrara Chamber of Commerce**

**[www.luskwyoming.com](http://www.luskwyoming.com)**

**Name & Location of Business Helped:**

Blair Artwork and Fur Dressing  
Jerrad Blair Box 172 Lusk, WY 82225  
307-334-2304 [www.blairartworks.com](http://www.blairartworks.com)

**Business/Economic Development Activity:**

Jerrad was interested in relocating his business out of his home and needed more room for working and displaying his art. He contacted the City of Lusk regarding an available building at the city's business park, which was partially funded by the Wyoming Business Council's Business Ready Community grant program. Negotiations were held and he signed a lease-purchase agreement in August 2011.

He has also joined the Niobrara Chamber of Commerce. Jerrad will be remodeling the building for his work area as well as a show case area. Intentions are to expand his client base and to have another tourist attraction for the community.

Jerrad is a nationally recognized artist, and has received Wyoming honors such as 2009 and 2010 best all-around taxidermist, 2010 outstanding exotic taxidermy, and 2009 most original and creative presentation. Jerrad has been in this business since 1998 and opened his shop at home in 2004, continually growing his business. He has clients throughout the entire United States and internationally. His work includes full body, shoulder mounts, birds, fish, reptiles and hides.

**Assistance Received:**

Assistance with lease-purchase of a building in the industrial park.

**Number of Jobs Affected:**

Jerrad is self-employed and has one other part-time person at this time.



**CONTACT/ORGANIZATION**

**James Klessens, CEO/President**

**Forward Cody Wyoming, Inc.**

**[www.forwardcody.com](http://www.forwardcody.com)**

**Name & Location of Business Helped:**

Cody Yellowstone Air Improvement Resources (CYAIR)

**Business/Economic Development Activity:**

In 2009 -2010 Forward Cody assisted the CYAIR group in a reorganization. CYAIR has the mission of supporting and enhancing commercial air service to the Yellowstone Regional Airport in Cody. In the tumultuous world of air service, it requires a significant amount of planning and promotion to maintain quality service to a small regional airport. As air service is critical to our tourism and our business community, it has become a principal activity of Forward Cody.

In June of 2011, SkyWest announced their departure from our market. The loss of the Salt Lake hub and the connection to Delta Airlines was critical to a number of our local businesses. Historically, the SkyWest/Delta service has been critical in our summer and fall tourism as well. Through the efforts of CYAIR, a strategy was put in place and SkyWest was successfully able to remain in Cody under the federal Essential Air Service (EAS) program.

**Assistance Received:**

The CYAIR group maintains an active partnership with the local governments, businesses and non-profit associations

**Name & Location of Business Helped:**

Parkway Plaza Hotel & Convention Centre  
123 West E Street, Casper, WY 82601  
(307) 232-2140

[www.parkwayplaza.net](http://www.parkwayplaza.net)

Business Owner: Pat Sweeney

**Business/Economic Development Activity:**

The Parkway Plaza Hotel and Conference Centre is a full-service hotel featuring 285 guest rooms and 25,000 sq. ft. of convention, meeting, party and gathering space. This Casper convention facility is popular for statewide conventions due to its central location. Pat Sweeney, long-time owner of the facility and icon of the Wyoming hospitality industry, sold the property in May 2008. In mid-2010 the new owners, after partial completion of renovations, defaulted on the purchase agreement and Sweeney assumed ownership. During the period of new ownership meeting space and guest room upgrades were initiated but not completed, business relationships were diminished or terminated, and many guest services were suspended. Since re-assuming ownership, Sweeney has initiated a methodical plan to upgrade, renovate and restore the facility to viability, and to repair and rebuild business and vendor relationships. WIDC provided funding for guest room furniture upgrades to move the work forward until total project funding was secured.

**Assistance Received:**

Project funding provided through WIDC•Frontier CDC.

in Cody. A major partner is the Wyoming Department of Transportation's Aeronautics Division. By serving as a convener, Forward Cody has helped identify issues and solutions.

**Investment:**

The community will take advantage of the federal Essential Air Service program as it continues to prove the local market.

**Name & Location of Business Helped:**

Eleutian Technology  
Kent Holiday  
702 33rd Street  
Cody, Wyoming 82414  
www.eleutian.com

**Business/Economic Development Activity:**

Forward Cody assisted in the development of a headquarters facility for the company as part of a package to keep Eleutian in Wyoming and the Big Horn Basin. The facility is a 10,000 square foot administrative office that will house the company's management team. The facility is owned by Forward Cody and will be leased to the company. The company officially occupied the building on October 10, 2011.

**Assistance Received:**

The Wyoming Business Council injected \$3 million into the project with the Business Committed program. Eleutian contributed \$400,000 and Forward Cody invested \$325,000 to complete the \$3.7 million dollar project.

**Investment:**

Total project \$3.7 through the funding sources listed above.

**Number of Jobs Affected:**

Eleutian has committed to create 40 positions over three years, of which 28 are already in place.

**Payroll:**

The total payroll will exceed \$2 million per year when the staffing plan is fully developed.

**CONTACT/ORGANIZATION**

**Bruce Morse, Regional Director  
Wyoming Entrepreneur Small Business Development Center (SBDC)  
www.wyomingentrepreneur.biz**

**Name & Location of Business Helped:**

King Consulting Inc., dba King  
Temporary Employment Services  
Amy King, President  
1735 Sheridan Ave, Suite 215  
Cody, WY 82414  
307-587-2024  
kingtemps@live.com

**Business/Economic Development Activity:**

Temporary employment agency

**Assistance Received:**

Bruce Morse, SBDC, originally visited with Amy King in November of 2009 about her idea of starting a temp agency in Cody. Amy was referred to the SBDC by Leah Bruscano of the Wyoming Business Council. Morse assisted with the beginnings of a business plan and general start-up information. Amy then signed up for the Business Boot Camp, which SBDC co-sponsored in Cody approximately a year and a half ago. Before the camp was over Amy had launched her new business and she has now observed her one-year anniversary. Her business has continued to grow and in the most recent quarter she employed approximately 50 people into positions of duration ranging from a few days to a couple of months. Several temporary placements have now been hired by employers on a full-time basis.

Amy coordinates with the Wyoming Department of Workforce Services to be sure not to duplicate services, yet provide employment opportunities to as many people as possible; her pool of workers has grown to be quite extensive.

**Investment:**

The business has been funded with personal investment of the owner.

**Jobs Affected:**

By the nature of this business, numerous jobs are filled on a temporary basis and the number is constantly changing.

King Temporary Employment Services provides a valuable service by filling a need within the community for part-time and/or seasonal assistance.

**CONTACT/ORGANIZATION**

**Bruce Morse, Regional Director  
Wyoming Entrepreneur Small Business Development Center  
www.wyomingentrepreneur.biz**

**Brett Householder, Information Specialist  
Wyoming Entrepreneur Market Research Center  
www.uwyo.edu**

**Name & Location of Business Helped:**

Sunlight Sports  
Melissa and Wes Allen  
1131 Sheridan Ave, Cody, WY 82414  
307-587-9517  
www.sunlightsports.com

**Business/Economic Development Activity:**

Outdoor sporting goods retail store.

**Assistance Received:**

Melissa and Wes first approached the SBDC in 2009 via a phone call with the preliminary idea of moving back to Cody and purchasing Sunlight Sports from Bob and Sandy Newsome. Then in January of 2010 we met to visit a little more seriously about the purchase and how we could assist. We went over the development of a business plan, which they put together, discussed legal structure and some financial projections. They fine-tuned the plan while Melissa was attending the inaugural Business Boot Camp and working in the store. They were able to secure a deal in April of 2010. Both Wes and Melissa have extensive experience in the outdoor apparel and equipment industry and work full-time in the store. In the last year they have undertaken an effort to re-brand the business, developed a tag line and new logo, launched a new web site, set up a Facebook page, continued to modernize the look and feel of the business and the product lines and have rolled

out various rental packages. The MRC performed a web optimization of their site to help fine-tune their on-line presence. They have also instituted an employee incentive program based on sales growth compared to the same month the prior year. They are pleased to say that they have grown and are tickled to be able to write bonus checks to their employees.

**Investment:**

A combination of owner equity, a lease purchase agreement and local bank financing.

**Number of Jobs Affected/How this Project Affected the Community:**

The business has grown in terms of staff adding one full-time and five part-time employees since acquiring the business. This makes a total of 14 jobs retained or created.



**CONTACT/ORGANIZATION**

**Candy Wright, Grant Administrator  
Platte County  
[www.plattecountywyoming.com](http://www.plattecountywyoming.com)**

**Name & Location of Business Helped:**  
Shane Filipi, Administrator  
Platte County Memorial Nursing Home  
204 15th Street  
P. O. Box 1148  
Wheatland, WY 82201  
(307) 322-6406 ext. 2264

**Business/Economic Development Activity:**  
The Platte County Hospital District (PCHD) commissioned a study to evaluate the community's long-term care needs and desires, weigh them against the capacity of the existing nursing home facility, and identify options for the community to consider. The study determined that the existing nursing units do not adequately meet the long-term care needs of local residents and that there was a need for an assisted liv-

ing facility. Results of an architectural/engineering analysis produced options to address the findings. These options range from expanding and renovating the existing nursing home, to constructing a new nursing home and assisted living facility on a new site. A public meeting was held in August 2011 to hear the findings of the study. The PCHD Board of Directors met in November to determine the next steps.

**Assistance Received:**

The Wyoming State Legislature funded a special appropriation to finance the study of Long-Term Care Facilities Planning. Platte County applied for and received funding from this appropriation in the form of a grant through the Wyoming Business Council. The grant was used to retain Community Builders, Inc. (CBI) to conduct the study in Platte County.

**Investment:**

\$48,017 Wyoming Legislature via Wyoming Business Council  
\$16,005 Platte County Hospital District (PCHD) 25% Match/Investment

**CONTACT/ORGANIZATION**

**Bruce Heimback, Community Development Coordinator  
Guernsey Economic Development and Tourism Corporation  
[www.townofguernseywy.us](http://www.townofguernseywy.us)  
(under the Industrial Park link)**

**Name & Location of Business Helped:**  
Applied Research Associates/ Joint Training Experimentation Center (JTEC)  
PO Box 564, Guernsey, WY 82214

**Business/Economic Development Activity:**  
Combining research, development and operational training in one place, the Joint Training and Experimentation Center (JTEC) offers troops a chance to not only get some firsthand experience in using the latest urban warfare technology, but also to give some input on how these technologies should be developed. JTEC is the private-sector arm of

a partnership between the Secretary of Defense, the University of Wyoming, and other agencies. Located at the Army National Guard at Camp Guernsey in Wyoming, the Center is enhancing the preparedness of U.S. military personnel, as well as those with state and local agencies such as law enforcement, first-responders, search and rescue, and wildland firefighters, by helping them to incorporate leading-edge technologies such as unmanned robots into their missions.

Applied Research Associates (ARA) is a partner in that mission. Under contract with the Air Force Research Laboratory, ARA is supporting JTEC with technical staff who integrate real-world applications of new technologies with Camp Guernsey's state-of-the-art training facilities to help prepare troops for live combat zones in places like Iraq and Afghanistan.

**Assistance Received:**

Through a Wyoming Business Council Business Committed Community grant, the Town of Guernsey secured funding to build a new facility for the program. A new 5600 sq. ft. workshop/office building was constructed at the Guernsey airport for the program. The long-term lease provides a secure, modern work-space for the program and revenue for the Town of Guernsey to invest in the community.

**Investment:**

The Town of Guernsey applied and received a Business Committed Community grant in the amount of \$495,639 from the Wyoming Business Council and contributed \$64,300 in cash and in-kind to the project for a total project cost of \$559,939.

**Number of Jobs Affected:**

The project allowed the JTEC to retain the jobs currently in place at Camp Guernsey, added four additional jobs and will allow the program to expand in the next 3-5 years by as many as four additional jobs in the program while securing their long term commitment to the community.

**CONTACT/ORGANIZATION**

**Jay Stender, Executive Director  
Forward Sheridan  
www.forwardsheridan.com**

***Name & Location of Businesses Helped:***

Ptolemy Data Systems (PDS)

Jesus Rios

Vice President of Business  
Development

Ryan Mullholland, CEO

Ptolemy Data Systems

39 North Scott Street

Sheridan, Wyoming 82801

307.675.2222

jrrios@ptolemysystems.com

www.PDSforME.com

Advanced Communications  
Technology (ACT)

Aaron Sopko

290 North Brooks St.

PO Box 7039

Sheridan, WY 82801 USA

307-673-0910

ClearDATA

Carl Kunkelman

4250 East Camelback Road

Suite – K300

Phoenix, AZ 85018

720-320-6263

***Business/Economic Development Activity:***

Expansion of business market and new market development throughout Northern Wyoming and Southern Montana.

Market expansion and services comes via a strategic alliance with ClearData Systems in Phoenix AZ. ClearData is the national leader in health care data centers and provides health care data management in over 30 states including states adjacent to Wyoming. This alliance leverages the network capabilities of ACT/Range with the IT network performance and support provided by Ptolemy Data Systems to complement ClearData's position as a national

healthcare data manager. This has a direct impact on the ability to keep Wyoming health care data within the State, provide efficient services and ACCESS to health care providers in the rural setting.

***How this Project Affects the Community:***

This business can provide a significant impact to northern Wyoming through three channels. First of all, this alliance provides the State of Wyoming with a direct data center with partners in state for the state business. Secondly, PDS and its associated partners will grow between 10-14 jobs by summer of 2012. And this specific opportunity will enable appropriate data center/IT training opportunities for Sheridan College and utilize vo-tech level training to employ skilled workers rapidly.

**CONTACT/ORGANIZATION**

**Nic Bateson, P.E., Public Works  
Director  
City of Sheridan  
www.sheridanwyo.us**

**Jay Stender, Economic Director  
Forward Sheridan  
www.forwardsheridan.com**

***Name & Location of Business Helped:***

Vacutech

3810 South Jordan Road

Centennial, Colorado

303.327.7870

info@vacutechllc.com

www.vacutechllc.com

Vacutech

1350 Hi-Tech Drive

Sheridan, Wyoming 82801

John F. Tucker, CEO

Vacuum Technologies Corporation

1-800-917-9444

jtucker@vacutechllc.com

***Business/Economic Development Activity:***

Vacutech manufactures a complete product line for central vacuum cleaning systems and mobile vacuum products for the commercial, industrial, medical, dental and vehicle care industries.

Using Computer Numerical Control (CNC) machining technology and drawing on factory engineers with over 50 years combined design experience, Vacutech is able to design custom solutions for its clients. These systems range from industrial vacuum systems for mining and manufacturing, to car wash vacuum systems to suctioning devices for dental care providers.

Vacutech has partnered with Sheridan College's Machine Tool Technology program, the CNC program, as well as the welding programs training and hiring local students as a source of labor, and providing valuable internship opportunities to the community.

***Assistance Received:***

John Tucker, the CEO of Vacutech, was already familiar with the Sheridan area because of its recreational opportunities. He casually mentioned to a local banking professional how nice it would be to be able to combine his production facility with the beautiful surroundings of the Sheridan area, allowing him to be closer to the recreational opportunities he loved. The businessman told Tucker about the Sheridan Hi-Tech Park, and put him in touch with the local economic development corporation, Forward Sheridan.

The City of Sheridan's Hi-Tech park began with a public private partnership that involved an exchange of 38.5 acres of land by John E. Rice & Sons, Inc. in exchange for an extension of public infrastructure to the said property. Utilizing a \$30,000 planning-only grant from the Wyoming Business Council, Sheridan was able to study the feasibility of developing the acreage as a business park for targeted industry recruitment. The study explored the current local market, economic target industries, and identified potential local, state and federal sources of funding.

Leveraging in-kind contributions of the land and basic roadway construction provided by John E. Rice and Sons, the City of Sheridan was able to obtain \$2.4 million in infrastructure grant funding from the Wyoming Business

Council Community Readiness program. This allowed the City to extend water and sewer mains to the park. Working with local partners, the City was able to get private utilities (gas, power and fiber) extended to the park in exchange for the potential for new customers.

After the City of Sheridan received the WBC Community Readiness grant we were fortunate to identify the Vacutech, Vacuum Technologies Corporation as a potential first tenant. Forward Sheridan facilitated the communications that allowed Vacutech the reality that Sheridan could offer a new business environment for their company to relocate. Vacutech wanted to build a production facility in Sheridan and take advantage of the more business-friendly tax structure and utility rates, while the community received high paying, skilled fabrication jobs. Vacutech negotiated a purchase of five acres to build their facility with an option to purchase four more acres for future expansion. Recaptured revenue from the sale of the lots was poured into an earmarked fund to help further develop the park and pursue other economic development activities.

**Investment:**

Vacutech invested all funds necessary to construct their own new facility and site layout on five acres within the business park. They hired a local contractor to construct the facility and also brought additional revenues into the City of Sheridan in the form of building permit fees, tap fees and eventually rates for public and private infrastructure.

**Number of Jobs Affected:**

Vacutech has initially hired 12 workers with plans to hire an additional 15 workers in the next three months. Vacutech has already shared its successful relocation with other partners and suppliers, expanding the potential for additional economic development in the community. Their grand opening was scheduled for mid-December 2011.

**CONTACT/ORGANIZATION**

**Susan Jerke, Regional Director  
Wyoming Entrepreneur Small Business Development Center (SBDC)  
www.wyomingentrepreneur.biz**

**Name & Location of Business Helped:**

Comeback Marketing, LLC  
Shane Schimpf  
957 Emerson, Sheridan, WY 82801  
(307) 751-9660  
shane@comebackmarketing.com  
www.facebook.com/ComebackMarketing  
www.buylocalsheridan.com  
www.youtube.com/user/shanescominback

**Business/Economic Development Activity:**

Following a construction-related injury Shane Schimpf took charge of his situation, redirected his business focus and launched an online marketing consulting firm, Comeback Marketing, LLC. His mission is to educate and assist local business owners on the uses and effectiveness of promoting their businesses with websites and social media. His marketing strategies include launching a Facebook social media site devoted to promoting over 126 local Sheridan businesses. He launched a Word Press blog site www.buylocalsheridan.com, markets via YouTube and has moved into serving national and international markets. His philosophy of pay forward, serving his community first, has gained the trust and respect of his clients and has built a solid foundation for his business.

**Assistance Received:**

Shane received business assistance from SBDC, including international trade protocol.

**Investment:**

Shane has funded his venture with personal capital.

**How this Project Affected the Community:**

The company has one full-time employee and contracts with a technical support expert in Macedonia. Shane's promotion of Sheridan businesses has had an impact on the local community by providing a collaborative marketing atmosphere.

**Name & Location of Business Helped:**

Sage Ridge Mill & Critters, LLC  
Linda Atkinson  
P.O. Box 65  
Clearmont, WY 82835  
307-758-4616  
www.sageridge.net

**Business/Economic Development Activity:**

Sage Ridge Mill & Critters, LLC, owned by Linda Atkinson, has been in business since 2000. Initially the business was an alpaca ranch that sold breeding stock but has moved to spinning and processing fiber into yarn and felted products. Linda has been raising alpacas and llamas since 2008 and is marketing her products, which include yarn; felted and knitted items (scarves, hats, bowls and shawls); saddle blankets; stuffing and art supplies. She also processes fleece from customers. Linda markets her products by word-of-mouth, Internet sales and direct mailings. Sage Ridge Mill & Critters, LLC is uniquely sustainable as they raise and process their own fiber and re-use the "junk" fiber as felt, stuffing or flooring. Linda displays her fiber art in regional art shows and teaches felting classes at her facility and at a local art center.

**Assistance Received:**

Linda has received business planning, marketing and financial planning assistance from SBDC. The Wyoming Market Research Center provided a website optimization. She also worked with the Wyoming Business Council and is a member of Wyoming First, Wyoming Made and has her business listed in the SBA's Women Owned Business Directory. She participated in Wyoming Entrepreneur's Sustainable Profits program and received grant funding to install solar tubes in her workspace to increase natural lighting and is installing solar pool heaters for her stock tanks.

**Number of Jobs Affected:**

The company has one full-time employee and several seasonal part-time employees.

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**Name & Location of Business Helped:**

Real Deals on Home Décor  
Kayla and Tyler Hert, owners  
235 Broadway  
Sheridan, WY 82801  
307-673-0118  
kayla.hert@gmail.com  
www.realdeals.net/sheridan

**Business/Economic Development Activity:**

Kayla and Tyler Hert held their grand opening of Real Deals on Home Décor in Sheridan in September 2011. Open on Thursdays and Saturdays, the franchise store offers warehouse pricing on home décor, including mirrors, clocks, sings, lamps, seasonal décor and more. The store has been very well received and sales have surpassed their initial projections.

**Assistance Received:**

The Herts worked with Wyoming Entrepreneur SBDC to develop their business plan, cash flow projections and obtained SBA financing for their venture. When they were ready to hire their first employee, they attended a SBDC sponsored Human Resource webinar on the topic and utilized a booklet, "Payroll – the Nuts and Bolts," that was compiled and designed by Margie Rowell and Cindy Unger from the SBDC.

**Investment:**

The Herts purchased the Real Deals franchise and opened their store with a combination of their own investment and a commercial loan guaranteed by the SBA.

**Number of Jobs Affected:**

Real Deals has provided three full-time positions and one part-time job in Sheridan.

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**Name & Location of Business Helped:**

Story Store @ the Old Firehall  
Tisha and Dean Coffman, owners  
P.O. Box 58, Story, WY 82842  
307-683-3150  
storystore@hotmail.com

**Business/Economic Development Activity:**

After the closing of the only grocery store in Story, WY, Tisha and Dean Coffman purchased the old firehall, remodeled it and opened a new store, the Story Store @ the Old Firehall in May 2011. They sell a wide variety of items including groceries, liquor and hardware. Since opening, they have tripled their inventory and the community has welcomed their business seven days a week. Tisha has been generous with her advice and sharing her experiences to support other entrepreneurs who want to open similar ventures around the state.

**Assistance Received:**

Tisha and Dean worked with the Wyoming Entrepreneur SBDC to write their business plan and cash flow projections. Elizabeth Parks with the Market Research Center provided a market analysis outlining the trends, challenges and opportunities of small town convenience stores.

**Investment:**

Funding for the Story Store @ the Old Firehall came from private investment and a commercial bank loan.

**Number of Jobs Affected:**

The Story Store @ the Old Firehall has six full-time and one part-time employees, creating a substantial economic impact on the small town of Story.

**CONTACT/ORGANIZATION:**

**Diane Johnson, President**  
WIDC•Frontier CDC  
www.widcfrontier.com

**Name & Location of Business Helped:**

Whitney Plaza Dental  
145 North Connor Street Second Floor  
Sheridan, WY 82801  
(307) 675-1905  
www.whitneyplazadental.com  
Business Owner: Kevin McCurry, DDS

**Business/Economic Development Activity:**

Kevin McCurry, DDS, has opened a family practice dental clinic in the Whitney Plaza, a planned mixed-use

development in downtown Sheridan. The dental clinic occupies the second floor of a three-story commercial building designed to reflect Sheridan's historic past. In 2011, Dr. McCurry purchased and remodeled the building's second floor, purchased dental equipment and furnishings necessary to begin his new practice. The clinic features advanced diagnostic and procedural technologies. Dr. McCurry graduated from the University of Southern California School of Dentistry in 1984, holds a Master of Dentistry from the Academy of General Dentistry, and practiced dentistry in California for more than 20 years prior to relocating his practice to Sheridan.

**Assistance Received:**

Project funding provided through the SBA 504 Loan Program; participating lenders include WIDC•Frontier CDC and Security State Bank.

**Investment:**

Total Project Investment: \$853,000

**Number of Jobs Affected:**

4 jobs created & retained



**CONTACT/ORGANIZATION:**

**Krisena Marchal, grant writer**  
Sweetwater County

**Name & Location of Business Helped:**

Rock Springs-Sweetwater County  
Airport  
PO Box 1987, Rock Springs, WY 82902

**Business/Economic Development Activity:**

Construction of a 500,000-gallon water storage tank and a new water distribution system for development of a 54 acre business park adjacent to the airport.

**Assistance Received:**

Wyoming Business Council Business Ready Communities Community Readiness grant.

**Investment:**

The BRC grant award was \$1,000,000 matched by \$514,682 of local contribution and private funds.

**Number of Jobs Affected:**

This project could potentially create 12 new jobs.

**CONTACT/ORGANIZATION**

**Sweetwater Economic Development Association and the City of Rock Springs**

**Name & Location of Business Helped:**  
Young at Heart Senior Center

**Business/Economic Development Activity:**  
Marketing plan development

**Assistance Received:**  
Wyoming Business Council Community Development Block Grant for Technical Assistance

**Investment:**  
\$7,500 in grant funding and \$2,500 in private match

**How this Project Affected the Community:**  
The grant will allow for the development of a marketing plan for the Young at Heart Senior Center that serves over 2,700 individuals in Sweetwater County ages 50 and older.

**CONTACT/ORGANIZATION**

**Sweetwater Economic Development Association, Carbon County Economic Development Corporation and the City of Rock Springs**

**Name & Location of Business Helped:**  
The Great Divide Economic Development Coalition, Economic Development District

**Business/Economic Development Activity:**  
Update of the Comprehensive Economic Development Strategy (CEDS)

**Assistance Received:**  
Community Development Block Grant, Planning-only

**Investment:**

\$16,000 grant funds, with \$4,000 match from Sweetwater and Carbon Counties

**How this Project Affected the**

**Community:**  
Updating this CEDS will allow the district to maintain their federal designation as an Economic Development District and will maintain The Great Divide Economic Development Coalition's eligibility for federal grants.

**CONTACT/ORGANIZATION**

**Sweetwater Economic Development Association and the Town of Superior**

**Name & Location of Business Helped:**  
Town of Superior  
Mayor Richelle Johnson

**Business/Economic Development Activity:**  
Update of the community and economic development plan for the Town of Superior

**Assistance Received:**  
Community Development Block Grant through the Wyoming Business Council for Planning

**Investment:**  
\$16,000 of grant money and \$4,000 match from the Town of Superior

**How this Project Affected the Community:**  
The community and economic development plan will allow the town to set priorities and goals for future development of social, civic and economic development opportunities.

**CONTACT/ORGANIZATION**

**Mark Atkinson, Regional Director Wyoming Entrepreneur Small Business Development Center (SBDC) [www.wyomingentrepreneur.biz](http://www.wyomingentrepreneur.biz)**

**Name & Location of Business Helped:**  
Joe's Pet Depot  
200 Bordeaux  
Rock Springs, WY 82901  
(307) 389-4743

legacy34@hotmail.com  
<http://petdepot.net>  
Facebook: [www.facebook.com/pages/Joes-PetDepot/183892848344363?](https://www.facebook.com/pages/Joes-PetDepot/183892848344363?ref=ts#!/pages/Joes-Pet-Depot/183892848344363)  
[ref=ts#!/pages/Joes-Pet-Depot/183892848344363](https://www.facebook.com/pages/Joes-Pet-Depot/183892848344363?ref=ts#!/pages/Joes-Pet-Depot/183892848344363)

**Business/Economic Development Activity:**  
Joe has been a successful entrepreneur for many years, working mostly with property and construction. A few years ago he decided to dissolve his successful construction business (Legacy Builders) to pursue other interests.

Initially, Joe decided to enter the restaurant industry in Rock Springs and explored several franchise opportunities. Unfortunately, the size of the community prevents nearly all large restaurant chains from granting franchises. One day Joe received communication from the Pet Depot franchisor; the information sat on his desk for three months before he took a close look at it.

Being a pet lover, and knowing pets are very popular in Sweetwater County, Joe investigated the company and began to carefully and methodically plan his business. Following a detailed application process, and the required personal capital investment, a franchise was granted.

When the Rock Springs Pet Depot opened in 2008 it had one of the best sales starts of any Pet Depot franchise in the nation. One year later Joe opened a second Joe's Pet Depot in Gillette, which immediately won an award for best start of a new franchise, company-wide. And, in 2010, the Rock Springs Joe's Pet Depot won an award for best sales within the Pet Depot national chain of franchisors. Joe credits his loyal customers for his awards.

Joe's company is expanding horizontally with the addition of the Gillette store and vertically to include pet grooming and kennel service. Joe is also investigating other professional services, which will be added to complete the consumer experience at his locations.

**Assistance Received:**  
The SBDC assisted Joe with market research, business planning, financial

projections and in areas of digital marketing with a website and a Facebook business page.

**Number of Jobs Affected:**

Joe has added 16 new jobs to Wyoming between his two stores since 2008.



**CONTACT/ORGANIZATION**

**Wyoming Entrepreneur Small Business Development Center**  
- Margie Rowell, Regional Director  
- Bruce Morse, Regional Director  
- Cindy Unger, Business Advisor

**Wyoming Entrepreneur Market Research Center**  
- Elizabeth Parks, Information Specialist

**Wyoming Department of Workforce Services**  
[www.wyomingentrepreneur.biz](http://www.wyomingentrepreneur.biz)

**Name & Location of Business Helped:**

Blue Bird Yogurt  
Ashley Watson  
105 Buffalo Way  
Jackson, WY 83001  
307-699-4901  
[www.bluebirdyogurt.com](http://www.bluebirdyogurt.com)

**Business/Economic Development Activity:**  
Self-serve frozen yogurt shop.

**Assistance Received:**

Ashley worked with the Wyoming Entrepreneur "Team" for assistance in business plan development and review, financial and cost projections and insight into resources and general business advice. The MRC provided market research, which was compelling to the funding of the project. Blue Bird Yogurt opened in Albertsons Grocery Store, July 2011 following approximately two years of focused strategic planning. The Wyoming Workforce Development Training Fund Program provided training dollars for Ashley to attend a two-day

conference on starting and operating a frozen yogurt business.

**Investment:**

Blue Bird was funded through loans from the Bank of Jackson Hole and the Wyoming Women's Business Center and owner equity.

**Number of Jobs Affected:**

1 Full-time job created  
4 Part-time jobs created



**CONTACT/ORGANIZATION**

**Dell Atkinson, Director**  
**Uinta County Economic Development Commission (UCEDC)**  
[www.uintacounty.com](http://www.uintacounty.com)

**Name & Location of Business Helped:**

Haystack Coal Company  
Kiewit Mining Group Inc.  
Kiewit Plaza, Omaha, NE 68131  
402-536-3647  
Jay Johnson – Area Manager  
[Jay.johnson@kiewit.com](mailto:Jay.johnson@kiewit.com)

**Business/Economic Development Activity:**  
Paved road to a new coal mine in Uinta County

**Assistance Received:**

Funding will include a \$1.5 million WYDOT Industrial Road Program Grant and a \$1.5 million Wyoming Business Council Business Committed Grant. Haystack Coal Company has pledged another \$1 million for the road construction.

**Investment:**

The Haystack Coal Company will be investing roughly \$31 million into this surface mine.

**Number of Jobs Affected:**

There will be 50+ interim construction jobs created as well as 100+ sustainable wage mining job when the construction is complete.

**Payroll:**

Average annual wage/benefits by year three are estimated to be \$5 million per year.

**Name & Location of Business Helped:**

Ryckman Creek Resources, LLC  
A subsidiary of Peregrine Midstream Partners  
3 Riverway, Suite 1110  
Houston, Texas 77056  
713-974-5600  
Stan Ragan, Director – Regulatory Compliance  
[sragan@peregrinemplc.com](mailto:sragan@peregrinemplc.com)

**Business/Economic Development Activity:**

The company purchased Canyon Creek Compression Station and its ancillary facilities and plans to develop, construct, own, operate and maintain the facilities located 15 miles northeast of Evanston in Uinta County.

**Assistance Received:**

No state or local funds have been used for this project.

**Investment:**

The project will include drilling/ construction of up to six horizontal/ withdrawal wells, up to two observation wells and up to two saltwater disposal wells; modification of the existing facilities and addition of up to eight new electric compressors at the Canyon Creek Compression Station.

**Number of Jobs Affected:**

There will be 50+ interim construction jobs created as well as 10-12 sustainable wage full-time jobs over the next three years.

**Payroll:**

Average annual wage/benefits by year three are estimated to be about \$1 million per year.



## CONTACT/ORGANIZATION

### **Le Ann Baker, Executive Director Washakie Development Association (WDA)**

*Business/Economic Development Activity:*  
Fair View Industrial Park

#### **Assistance Received:**

Business Ready Communities Grant (BRC), Wyoming Business Council  
1% General Purpose Tax WDA portion  
Washakie County donated land

#### **Investment:**

BRC Grant - \$1,926,133  
WDA Cash Match - \$115,000 (from  
1% General Purpose Tax)  
Washakie County Land Value - \$53,000  
WDA In-Kind Match - \$47,000

#### **How this Project Affected the Community:**

Construction is complete on seven Business Ready lots in the Fair View Industrial Park Phase 1, in hopes of attracting new targeted industry or providing space for expansion of local businesses. This infrastructure will also open up 30-50 more acres for future development. Phase 1 lots are for sale. The direct and indirect impacts of the construction of this project were a huge positive for the community as Big Horn Basin contractors were used almost exclusively.

WDA has hired the World Economic Development Alliance to help market the Fair View Industrial Park to targeted industries. Currently WDA has submitted an application for the SITE Project to the Wyoming Business Council to build the first building in the park with approval anticipated in January 2012 and construction completed summer of 2012.

This project will continue to make positive impacts as jobs are created, tax revenues are increased and construction continues. The Fair View Industrial Park is being used as an attraction for companies looking to locate as part of the inventory of facility opportunities available, making marketing of existing structures and commercial property more effective.

## CONTACT/ORGANIZATION

### **Bruce Morse, Regional Director Wyoming Entrepreneur Small Business Development Center (SBDC) www.wyomingentrepreneur.biz**

*Name & Location of Business Helped:*  
2nd Street Bakery  
Megan Mitchell  
100 2nd Street  
Ten Sleep, WY 82442  
307-366-2133

*Business/Economic Development Activity:*  
Bakery-Coffee Shop

#### **Assistance Received:**

Megan first approached the SBDC after taking a business planning class in Worland near the end of 2009. She was looking at the idea of a small grocery/health food store in Ten Sleep. However, after doing some research and looking at different locations (about March of 2010) Megan decided to focus more on a coffee shop and bakery idea, working from the original building she was interested in. Megan was able to work out a lease arrangement with the owner and opened the business in June of that year. She offers specialty drinks and fun pastries, bagels and a light lunch menu. In addition, she does some custom baking, provides bagels for a business in Worland a couple days a week and offers catering services. Her lease was due to expire in June of 2011 and she worked with SBDC to look at the possibility of buying the property, which also serves as her residence. We put together a business plan and projection package, which she submitted to a local lender, and Megan was able to secure the funding to purchase the property. While there has been some education by trial and error, Megan is happy with the way the business has taken off so far.

#### **Investment:**

Investment included a combination of owner equity and local bank financing.

#### **Number of Jobs Affected:**

Megan has been running the business by herself with only some part-time

assistance. However, she is growing to a point she may need to hire another employee.



## BIG HORN AND PARK COUNTIES

## CONTACT/ORGANIZATION

### **Leah Bruscano, Northwest Regional Director Wyoming Business Council www.wyomingbusiness.org**

### **Bruce Morse, Regional Director Wyoming Entrepreneur Small Business Development Center (SBDC) www.wyomingentrepreneur.biz**

*Name & Location of Business Helped:*  
Twenty-nine businesses in Park and Big Horn Counties

*Business/Economic Development Activity:*  
Seven week e-Business Boot Camp:  
Creating a Powerful Online Business Strategy

#### **Assistance Received:**

Twenty-nine businesses in Park and Big Horn Counties participated in a six-week class designed to help participants create an on-line business strategy. Participants learned about web sites and the most common social media applications and were given the tools to determine which applications would be the most beneficial to their business. The emphasis of the Boot Camp was on creating an on-line strategy unique to each business. The sessions followed a building block approach to starting or growing a business: orientation, business intelligence, business structure, business operations, marketing, finance, customer service, HR and launching your business.

e-Business Boot Camp was a partnership between Forward Cody, University of Wyoming Cooperative Extension Service, Wyoming Business Council, Wyoming Entrepreneur, Small Business

Development Center, Northwest College Cody Center for Training and Development, the Cody County Chamber of Commerce, the Park County Library, the Department of Workforce Services and the Cody Lodging Company and Community Member.

**Investment:**

Registration for the seven-week course was \$70.

**How this Project Affected the Business:**

This program gave participants the tools to determine a strategy for their on-line business presence so they can effectively reach their local and global markets. There were 23 total graduates; five started new businesses, one (already in business) has now expanded and one took over a family business.



**CAMPBELL, CONVERSE, CROOK, NIOBRARA & WESTON**

**CONTACT/ORGANIZATION:**

**Linda Harris, Executive Director  
North East Wyoming Economic  
Development Coalition  
[www.newedc.com](http://www.newedc.com)**

**Name & Location of Business Helped:**  
Todd Olson, Mountain West Commercial Driving School

**Business/Economic Development Activity:**  
Trucking Driving School and certification

**Assistance Received:**

North East Wyoming Economic Development Coalition (NEWEDC) was awarded a Dept. of Workforce Services Pre-hire Training Grant of approximately \$236,000 to the Mountain West Commercial Driving School. This grant will be used to train 50 new CDL qualified drivers within the North East Region of Wyoming.

**Investment:**

\$236,000 Dept. of Workforce Services Workforce Training Funds

**Number of Jobs Affected:**

50 trained CDL drivers

**Payroll:**

\$18.00/hr. average wage to start



**CONTACT/ORGANIZATION**

**Susan Jerke, Regional Director  
Wyoming Entrepreneur Small Business  
Development Center (SBDC)  
[www.wyomingentrepreneur.biz/](http://www.wyomingentrepreneur.biz/)**

**Business/Economic Development Activity:**

Before sustainability became a household word, SBDC made a commitment to assist small businesses in becoming more sustainable. The organization places an emphasis on creating cleaner, greener businesses by taking a look at how business is done from an overall point of view; starting with simple, easy to implement steps and extending to encompassing an entire philosophy of sustainable stewardship. In order to help Wyoming businesses implement sustainable business practices, SBDC developed a webinar-based pilot program called "Sustainable Profits." The program helped participants write a sustainable business plan and integrate practical tools via a year-long license to Natural Capitalism Solutions' Solutions @ the Speed of Business online energy modules and we helped identify solutions and implementation methods specific to individual participating businesses.

**Assistance Received:**

The Small Business Administration and the Small Business Jobs Act of 2010 provided funding for the project. After four months of extensive marketing 29 Wyoming businesses were accepted into the program, at no cost to them,

which launched in June 2011. Upon completion of the program in August participants were eligible to submit a business plan to compete for a grant to implement strategies identified in their business plans.

**Businesses Helped:**

The following ten businesses were awarded grants in September 2011 to implement sustainable strategies. Each business will provide quarterly reports for the next year on the economic impact of their sustainability implementation.

**HOTEL LABONTE**

*Douglas, WY*

The major plan of action for the Hotel LaBonte, a historic hotel built in 1913, is focused around the recommendation of Energy Audits performed by the University of Wyoming and Rocky Mountain Power. Additional actions recommended by these entities will be added as possible. From a maintenance standpoint needed improvements are to replace the Packaged Terminal Air Conditioner (PTAC) units in 15 rooms within the hotel, due to the fact that the current units are no longer in production, and to replace T12 fluorescent lights, since those will soon no longer be produced. Plans are also to place occupancy sensors in the two public restrooms on the main floor.

**B2 LAWNCARE & PROPERTY  
MANAGEMENT, LLC**

*Buffalo, WY*

This landscape and snow removal company identified a need to protect their equipment from standing water and sun. Their proposal for rock and protective covering will allow them to keep their equipment out of the weather. Winter equipment will be protected from summer sun and summer equipment will be sheltered from the harsh winter elements.

**PITCHENGINE**

*Lander, WY*

PitchEngine, an online public relations firm, has already made some large adjustments towards a sustainable office

and is taking steps to be even more sustainable by installing a programmable thermostat, repairing leaky toilets, switching to rechargeable batteries for their wireless computer equipment and starting an office recycling center. They are also implementing an alternative transportation incentive program by providing bikes for employees who have worked at PitchEngine for over a year to use to either travel to and from work or to run errands around town during the business day. In addition, they are installing indoor bike racks for employees and outdoor bike racks for both employees and visitors to encourage biking over driving.

#### **SAGE RIDGE MILL & CRITTERS** *Clearmont, WY*

This company raises alpacas and mills the fibers into yarn. The installation of solar tubes will increase lighting in a very dark workspace. Rerouting electrical switches will allow banks of lights to be turned on instead of lighting the entire building. Last year, over \$600/month was spent on electricity to keep water tanks open during the winter months; solar swimming pool heaters are being installed on water tanks.

#### **JOY APPLIANCE** *Buffalo, WY*

Joy Appliance is a store that carries movies, grills and kitchen cabinets, along with major and small appliances. To reduce the number of appliances hauled to the landfill a salvage operation will be implemented for metals, motors and wiring. The long-range plan is to make decorative metal fronts for cabinets already sold in the store.

#### **APOLLO TELEMEDICINE** *Sheridan, WY*

Apollo Telemedicine's core product offerings are medical apps targeted toward specific disciplines within the medical and healthcare community. The use of iPads is being implemented for daily work, providing ease of use at the patient's bedside, energy efficient demonstration and testing (eliminating the use of traditional video-conferenc-

ing systems) and offering productivity increases by reducing interruptions to professionals' schedules, which benefits both Apollo and medical facilities.

#### **BKS ENVIRONMENTAL** *Rock Springs & Gillette, WY*

BKS Environmental Associates, Inc. (BKS) printed 6,961 pieces of paper from their main printer in June and July of 2011. They are purchasing new LED Energy Star 25 inch monitors to aid in using less paper. They are also challenging their staff to not print draft versions of documents and print double-sided on all items that are not final reports. All employees with windows in their office will receive a 30 day challenge to use only natural light rather than overhead lights. BKS' sustainability team also plans to research the protocol from our technical support company to determine if they can shut the computers down for a couple of days out of the week, or weekend, or if they need to always be on for updates. The team will also look into sealing around doors and windows. The team will generate new ideas and challenges to BKS to aid in the continued growth of sustainable actions.

#### **PIERSON LAND WORKS, LLC** *Jackson, WY*

Pierson Land Works, LLC has been in business for 30 years and is looking for a way to move in a more sustainable direction. They are working with the Jackson Hole Community Housing Trust (JHCHT) to REGREEN one entire neighborhood, consisting of 36 homes, which will be a pilot project. Once this project is complete, and provides the template for future projects, they will work further with JHCHT on 71 remaining homes.

#### **SIGN BOSS, LLC** *Gillette, WY*

This project is aimed at expanding the current business, which is already very green. The project will provide an environmentally friendly t-shirt ink process using water-based inks and can print one garment or multiples.

#### **Z4 ENERGY SYSTEMS**

*Laramie & Buford, WY*

Z4 Energy Systems, LLC (Z4) is in the business of producing products based on Renewable Energy. Z4 operates in two locations, an office in Laramie and a workshop/storage facility located on their home property in Buford. They have addressed many avenues of sustainability and are now adding wind and solar renewable energy at the Buford site. All the required equipment has been purchased and has arrived at Buford for 5.93 kW solar and 10 kW wind turbine renewable energy systems. The grant will help cover the cost of installing the solar system. The balance of the solar system installation and the full cost of the wind energy system installation are being funded by the owners of Z4.

#### **Investment:**

By accessing resources made available through the U. S. Small Business Administration supplemental funding of \$48,000 and SBA's Small Business Jobs Act funding of \$36,000, SBDC had the opportunity to deliver seven educational webinars, provide licenses for 50 online energy-saving learning modules and offer grant funding to businesses across Wyoming.

#### **Number of Jobs Affected:**

It is anticipated the Sustainable Profits program will create at least 10 jobs, retain four jobs and be the catalyst for five start-ups over the course of the next year.

#### **CONTACT/ORGANIZATION**

**Lynn Welker, Policy Administrator**  
**Dept. of Workforce Services**  
**[www.wyomingworkforce.org](http://www.wyomingworkforce.org)**

#### **Statewide Program:**

The Wyoming Workforce Development Training Fund, Business Training Grants program is a state-wide grant program available for businesses to utilize in training employees.

## **Businesses Helped:**

The Wyoming Workforce Development Training Fund, Business Training Grants program assisted 515 businesses across the State of Wyoming in Fiscal Year 2011.

## **Investment:**

Regarding training 1,733 applications were approved in the amount of \$3,432,994.88.

## **Number of Jobs Affected:**

Grant monies were expended to train 1,758 individuals in new and existing positions across the state.

## **How this Program Affected Communities:**

The Workforce Development Training Fund (WDTF) has worked diligently to increase program awareness and, because of these efforts, has experienced significant expansion in the number and types of businesses that utilize the WDTF. The WDTF places a significant amount of energy toward assisting Wyoming citizens and businesses in having access to training to both expand and update their skill sets in order to achieve success. Success is measured by reducing employee turnover for businesses, the ability for both individuals and businesses to achieve higher profit margins, and training for potential employment opportunities. Wyoming experiences a low unemployment rate due to a variety of factors. The WDTF helps to ensure that individuals and businesses have stronger potential for economic success in Wyoming by providing avenues for necessary training. Enticing new business to set up shop in Wyoming where a trained, work-ready workforce exists is more seamless due to this unique funding opportunity to training in Wyoming.

## **CONTACT/ORGANIZATION**

**Brad Westby, Industry Partnership Program Manager**  
Dept. of Workforce Services  
[www.wyomingworkforce.org](http://www.wyomingworkforce.org)

## **Statewide Program:**

Statewide Industry Partnership Solutions projects

As part of the Industry Partnership Solutions (IPS) approach, the partnership must include: industry, local economic development entities, the local workforce center, and training providers. There have been 7 IPS teams with a focus on hospitality, health care, energy, technology and manufacturing.

## **Business/Economic Development Activity:**

Industry Partnership Solutions are regionally-based, targeted industry approaches to building and sustaining economic competitiveness, and are increasingly at the center of state workforce and economic development policies. The goals of this initiative is an employer-driven partnership that includes training providers, community organizations and other key stakeholders that convene around a specific industry. These partnerships work closely together to identify the workforce needs and solutions of an industry, allowing all stakeholders to streamline their efforts and resources. By focusing time and attention on the critical occupations that drive and maintain an industry's growth, Industry Partnership Solutions contribute to a skilled workforce that helps employers to grow and prosper in a region. In addition, Industry Partnership Solutions often identify career pathways within and across key industry sectors. This can help expand middle class jobs by providing entry-level opportunities as well as subsequent paths to promotion with additional experience and expertise.

## **Assistance Received:**

The Wyoming Workforce Development Council and the Department of Workforce Services has provided \$450,000 in funding to support the Industry Partnership Solutions approach.

## **Investment:**

Each Industry Partnership Solutions project had to contribute a match of 25% or more to participate in the project.

## **How this Project Affected a Community:**

Here is a successful example of an IPS project:

The Fremont County Board of Cooperative Educational Services (BOCES) Health Industry Partnership would not exist without the Wyoming Workforce funds grant. Through the Health Industry Partnership over 50 healthcare providers from the state, county and Wind River Indian Reservation have concentrated attention and resources to serious healthcare workforce challenges and growth. Through the Health Industry Partnership members have collaborated on the following projects:

- Working together with rural K-12 education to increase the healthcare rural pipeline to future careers (over 2,000 students across Fremont County)
- Developing procedures to maximize the growth of the C.N.A. program by implementing orientations prior to the adult C.N.A. classes. Currently the Wyoming Department of Employment reported that the turnover rate in C.N.A. is around 30%. Implementing the orientations aims to reduce those numbers.
- Increase educational opportunities through training in healthcare careers beginning in high school in the areas of C.N.A. as well as allied health careers.
  - High School C.N.A Program- Fall 2010-Spring 2011 have had 43 students successfully complete the program and are eligible to sit for the state board exam.
  - Adult C.N.A. Program-Fall 2010-Summer 2011 have had 23 students successfully complete the program and eligible to sit for the state board exam.
- Collaborate with the University of Chicago, Rockford School of Medicine to increase the numbers of Native American's entering the Primary Physician rural doctors RMED program
- Facilitate the research and establish the first School Based Health Clinics in the state of Wyoming