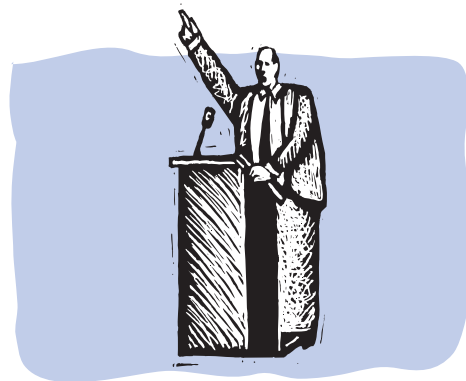




**WEDA's mission is to provide leadership and support to foster economic development in Wyoming.**

**2010**

For more information about WEDA, please contact: Paula McCormick 263 N. 8th Street Lander, WY 82520  
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**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. A classic example of developing community leadership occurred in Goshen County this past year with the Goshen County Business Retention and Expansion Program, a partnership designed to foster communication and allow for the exchange of ideas among businesses.

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.

## BUILDING BLOCKS OF ECONOMIC DEVELOPMENT

With the national unemployment rate hovering around 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 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 70 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.



**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. An example from this year's success stories focused on the quality of life building block is a Main Street beautification project for the town of Baggs. This project enhances the community's curb appeal and improves its business environment by making the area more attractive to newcomers.

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. Case in point: Happy Jack Software has recruited most

of its professional employees from the University of Wyoming and this talent has allowed the company to become a national leader in the medical software field. Wyoming's community colleges are working with local business leaders to provide job-specific training so graduates leave school with the skills and knowledge local businesses need in their employees.

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



**TIER THREE**

## Existing Business & 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. For example, the Institute of Business and Medical Careers in Cheyenne has seen an exponential rise in applicants. To accommodate the growing demand, the school received community support

and funding to move into a new, larger facility that will allow the graduating class to grow from 168 to 200. Many of these trained medical technicians end up staying in Wyoming after their schooling to pursue professional careers.

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.





## ALBANY COUNTY

### CONTACT/ORGANIZATION

**Gaye Stockman, President & CEO  
Laramie Economic Development  
Corporation (LEDC)**  
[www.laramiewy.org](http://www.laramiewy.org)

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

Happy Jack Software, Inc.  
Laramie Technology Building  
1525 Industry Drive,  
Laramie, WY 82070

Mona Gamboa, President &  
Co-Founder  
Office: 307-766-6177  
Toll Free: 877-307-0020  
[www.happyjacksoftware.com](http://www.happyjacksoftware.com)

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

Happy Jack Software specializes in web-based software and rich internet applications, providing premiere mission-critical, enterprise solutions and consulting for a wide range of organizations. Its team of software architects and network engineers possess experience ranging from the healthcare to financial services industries, qualifying them to carry hands-on expertise into any business challenge. In addition to the mastery of software development, the Happy Jack team is highly proficient in custom web design, graphic design, programming and custom coding.

***Assistance Received:***

After successfully creating and selling companies in Austin, Texas, Mona Gamboa and her family relocated to Laramie so her husband could begin teaching computer science at the

University of Wyoming (UW). It didn't take this serial entrepreneur long to get back to the business of starting and growing companies. Following the completion of her Master of Science in e.Business at the University of Wyoming, Mona launched Happy Jack Software in 2004 to further develop Kalendi™, a web-based calendar platform.

By 2006, Happy Jack relocated its operations to the Wyoming Technology Business Center (WTBC), the University's technical business incubator. The company soon started to experience strong growth. Mona was approached by a pharmaceutical company to partner in the development and sales of an Electronic Medication Administration Record (eMAR) for long-term care facilities. Happy Jack responded by creating MedRight™ and CareRight™ for pharmacies, long-term care facilities, assisted living and home health care providers.

CareRight™ provides the best possible documentation and observation system for long-term care facilities by increasing accuracy, encouraging compliance, reducing risk and saving money. MedRight™ ensures patient safety and reduces medication administration errors. It differentiates itself from other eMAR systems with its easy-to-use functionality and its transparent state-of-the-art technology. These two products are currently being used by Laramie Care Center and seven other long-term facilities across Wyoming.

With a renewed focus on sales and developing partnerships, Happy Jack is gearing up for a national release of its medical product suite. Mona suggested, "We are on the leading edge of online technologies and we believe next year is going to be a big, big year for Happy Jack."

Part of Happy Jack's success is due to the high quality of its employees. Mona has grown Happy Jack from two employees in 2004 to 22 employees in 2010, without ever having to layoff

anyone. Mona stated, "Coming from Austin, Texas (a technology Mecca) I worked with some of the best tech people in the country. The kids here who graduate from UW have just as much talent, are just as good, and are much more well-rounded. They are the best I've worked with." Of the 22 employees at Happy Jack, ten come from UW's Computer Science Department, two from Mechanical Engineering, and four have a PhD.

Over the past six years, Mona has seen some very positive changes within Laramie's entrepreneurial community. "There has been a big change since Jon Benson and the WTBC really got started," explained Mona. "The WTBC has been very helpful. The level of networking has increased and there seems to be a much stronger focus on high-technology and entrepreneurs in the community."

***Investment:***

As a result of its growth opportunities and track record, Happy Jack recently relocated its operations to the Laramie Technology Building in which it is leasing 3,600 sq. ft. of space. The 3-year lease agreement includes a "right of first refusal to purchase or expand its facility" clause.

Happy Jack Software is the first long-term tenant to locate into the Laramie Technology Building. Gaye Stockman, LEDC CEO, stated, "Having a readily available space to accommodate their quickly expanding organization was key to their growth in Laramie. This is a win-win for both Happy Jack Software and the City of Laramie." The Laramie Technology Building was built utilizing a Wyoming Business Council Business Committed Grant and has never been occupied long-term.

In addition, Happy Jack has benefited from LEDC's Revolving Loan Fund Program, which accommodates new and existing business in obtaining financing at optimum terms. Computer equipment and office furniture are being purchased under this program.

**Technology Sector of Business Helped:**

Support for Technology Sector businesses in Laramie and surrounding areas of Southeastern Wyoming.

**Business/Economic Development Activity:**

In mid-spring 2010, LEDC submitted a Request For Proposal (RFP) to Wyoming's Workforce Development Council and Department of Workforce Services regarding a Stage I Industry Partnership Solutions (IPS) Grant. The RFP described Laramie's Technology Workforce Project, which was conceived with the objective of identifying and ultimately resolving common workforce issues among technology sector businesses. These businesses operate using a diversity of technology ranging from software engineering to Raman spectroscopy to computer hardware repair. They also vary significantly in organizational maturity, size and resource availability.

At the Workforce Development Council's 2010 Workforce Summit, LEDC was awarded the Industry Partnership Solutions Grant in the amount of \$30,000. IPS grants encourage the formation and effective utilization of industry partnerships. Through these partnerships, the Department of Workforce Services strives to foster economic growth and sustain competitiveness for Wyoming business and industry. In addition, IPS initiatives are typically strongly supported by the Wyoming Business Council, and its partners, such as the Wyoming Small Business Development Center (SBDC) and Manufacturing Works.

**Assistance Received:**

Although the surrounding region is essentially rural, Laramie is not hindered by many challenges that might otherwise plague economic growth or the creation of technology-centric partnerships. Most rural areas have few educational institutions or training resources. Also, most have a limited spectrum of industry with sparse public or private support services on which to rely.

Laramie and the Southeastern region of Wyoming are fortunate to have substantial and accessible academic and training resources. These resources include the University of Wyoming and Laramie County Community College. Notably, these institutions have helped spur entrepreneurship and a myriad of both research and business-related opportunities in the area, with outreach throughout the State, and beyond. The Wyoming Technology Business Center, the University's technical business incubator, has been invaluable in assisting startups and growing businesses in Wyoming. Laramie and its surrounding communities have also benefited from an effective network of workforce service centers and economic development organization initiatives. As a result, the number and diversity of particularly small but developing technical sector business opportunities have grown significantly over the past 15 years.

Such success, however, is not without its challenges. Many common challenges that technology sector businesses face relate to current and future workforce requirements. This includes issues involved with recruiting, training, retaining and providing career advancement opportunities for a high-quality, technical workforce. Often these challenges are symptomatic of less discernible systemic or organizational issues.

With the IPS Proposal and Grant as resources, Laramie now had to refine its direction and methodology to identify and address technology workforce challenges. To do so, a partnership was created representing the technology business community, educational institutions (including the University of Wyoming, the Wyoming Technology Business Center and the Laramie County Community College), the Wyoming Department of Workforce Services and the Laramie Economic Development Corporation.

In late September, the Wyoming Department of Workforce Services sponsored a Wyoming Industry Partnership Academy. The Corporation for a Skilled Workforce, a consulting

organization known for building and providing tools to support partnerships across the United States, facilitated the Academy. September's program was designed to acquaint new industry partnerships with tools and practices that lead to successful endeavors. Both new and existing Wyoming partnerships were offered lessons regarding their value and utility, particularly in rural areas of the country.

It was within this Academy that the Laramie IPS participants coalesced into true partnership. Accordingly, the partnership:

- Selected a new name, "SNAPIT", which stands for Solutions Networking Applied to People In Technology,
- Quickly reached consensus on its mission: "SNAPIT is a collaborative partnership created to identify issues, provide custom solutions and develop a skilled workforce to support the growth of technology based companies for a stronger economic region,"
- Brainstormed the types of challenges and opportunities the partnership might need to face as it accomplished its mission, and
- Formed a "business weighted" Board to help organize and steer the partnership through its early evolution, planning and implementation needs.

The primary role of the SNAPIT partnership under Stage I of the Industry Partnership Solutions Grant is to identify and reveal root causes to common workforce issues affecting the region's technology sector. This will be accomplished through confidential interviews, surveys and the creation of baseline measurements with participating businesses.

Based on this data, an initial report will be prepared which includes current and projected workforce needs, as well as strategies applicable to the technology sector. In conjunction with represented employers, the SNAPIT partnership will conduct analyses and scrutinize the

effectiveness of current and past practices for dealing with common workforce issues. Subsequently, a second report will be prepared that illustrates major workforce issues and trends, along with suggested corresponding solutions, as feasible. This report will provide the starting point for a Stage II Industry Partnership Solutions Grant, which is expected to focus on implementation and improvement activities.

***Number of Jobs Affected:***

Initially, more than 50 technology-based businesses within Laramie and Albany County are being contacted and invited to participate in the SNAPIT partnership initiative. In addition, Cheyenne LEADS is interested in collaborating with the SNAPIT partnership. This would expand the project outreach by adding a variety of Laramie County technical sector businesses to the aggregate. Further, the total number of participating businesses may certainly increase as new businesses enter the Southeastern region of Wyoming or as progress is realized.

**CONTACT/ORGANIZATION**

**Amy Lea, Program Manager  
Natasha Stahla, Procurement  
Advisor Wyoming Entrepreneur  
Procurement Technical Assistance  
Center (PTAC) [www.wyen.biz](http://www.wyen.biz)**

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

Triple C – The A&E Group  
410 Grand Ave., Suite 201C  
Laramie, WY 82070

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

Government Procurement

***Assistance Received:***

Triple C – The A&E Group, incorporated in Wyoming in December 2009, is a service-disabled, veteran-owned small business that provides civil engineering, surveying, planning, consulting and quality assurance/quality control inspection services. Their “Success Story” is far from happenstance. Rather, the story unfolds one strategic decision at a time, each made following in-depth analysis of information provided by a variety of resources and organizations,

one of which has been the Wyoming Entrepreneur Procurement Technical Assistance Center (PTAC) with its qualified and responsive staff. Though their “Success Story” will continue to unfold for years to come, it is beneficial and encouraging for those on similar paths of starting new businesses to hear the first few chapters of the beginnings of Triple C – The A&E Group. These chapters chronicle, among other first steps, the strategic decision to locate in Laramie, Wyoming. Though Dave and his wife had grown up in Wyoming, Dave’s engineering career had taken them to larger cities where the hectic pace and the population density can preclude the everyday delights enjoyed by Wyomingites such as clean skies and golden prairies. Thus, while grateful for, and honed by, the engineering and management experience offered by the larger projects necessitated by growing metropolises, the Potters still yearned to return to their childhood roots, anxious to offer back to Big Wonderful Wyoming all they had been fortunate to glean. And so it was, after many months of discovery and planning the yearning to return home, with a new business in hand, finally materialized under the guiding assistance and the watchful eye of numerous, hard-working folks at the Wyoming PTAC. Of those Amy Lea, serving as a Wyoming PTAC small business advisor, advised them on the HUBZone program. Ultimately, Amy helped guide Triple C – The A&E Group through the US Small Business Administration (SBA) certification process for HUBZone, which Triple C obtained in half the anticipated time. Knowing that many certification processes take twice as long, rather than half as long, perhaps the following details of Triple C’s journey will help to circumvent problems for others who are still waiting.

After incorporating in Wyoming in December 2009 and establishing their main office in Laramie April 14, 2010, they filled out and submitted the on-line application for HUBZone. Triple C was advised that there were significant delays in processing new applications due to additional certification requirements and increased application volume. The SBA advised them that they

estimated it would take approximately six months to process the application. On April 29, 2010, Triple C received an electronic correspondence from the SBA that listed all the supporting documentation required to supplement the electronic application. They immediately began collecting the requested supplemental information and, on May 4, 2010, sent the supplemental information by overnight express-mail to the SBA. Triple C additionally followed up with a phone call to the SBA to confirm their submittal had been received and to initiate dialogue with human beings, rather than with electronic devices. On July 23, 2010, just three months and nine days after submitting the electronic application, Triple C – The A&E Group received notification that it was officially certified by the SBA as a HUBZone small business. (It bears repeating, this was accomplished in half the anticipated time.) An organized and prompt response to the requested supplemental information and an initiated interpersonal dialogue were both instrumental in Triple C’s certification in such a timely manner.

Triple C’s “Success Story” began many months before a decision was made to locate their main office to Wyoming. Information provided to them in early contacts with the Wyoming PTAC proved instrumental in their decision to locate Triple C in Laramie. The staff at Wyoming PTAC is responsive and passionate in its desire that small businesses flourish in Wyoming. To illustrate, not only did the Wyoming PTAC assist Triple C with the HUBZone process, but also workshops and conferences offered by PTAC have provided useful information, essential to the success of their business. The Wyoming PTAC also critiqued their web site and developed a research report specifically geared to their particular industry, addressing such items as competition, financial and market data, and industry trends. Triple C – The A&E Groups wishes to express sincere gratitude to the Wyoming PTAC for its service to the Wyoming small business community. Thank you, and don’t grow weary!

**CONTACT/ORGANIZATION**

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

*Name & Location of Business Helped:*  
Down To Earth Dry Cleaners & Laundry  
655 North Third Street  
Laramie, WY 82072  
307-745-3333  
[www.downtoearthlaramie.com](http://www.downtoearthlaramie.com)  
Business Owner: Joanne Jones

*Business/Economic Development Activity:*  
The opening of Down to Earth Dry Cleaners and Laundry in Laramie has filled a critical retail gap in Albany County. This environmentally-friendly dry cleaners incorporates leading edge technology and modern equipment to address the problems that have plagued the industry in recent years. Joanne, Darrel and Jeremy Jones, owners of Down To Earth Dry Cleaners, recognized the need for dry cleaning services in the community and researched the new, clean technological advancements in the industry. They ultimately selected the Clean Earth Cleaning process, which utilizes a non-toxic solvent solution in a closed loop system. Then they purchased a commercial lot on North Third Street in busy downtown Laramie, constructed a 2,960 sq. ft. building and installed the specialized equipment. This new dry cleaning service is customer friendly as well as environmentally friendly, offering ample off-street parking and a bike rack, covered drive-up window for drop-off and pick-up, a 24-hour drop box and same-day service.

*Assistance Received:*  
Project funding provided through the SBA 504 Loan Program; participating lenders include WIDC•Frontier CDC and First Interstate Bank of Laramie.

*Investment:*  
Total Project Investment: \$1,051,950

*Number of Jobs Affected:*  
Five new jobs created



**BIG HORN COUNTY**

**CONTACT/ORGANIZATION**

**Sue Taylor, Executive Director**  
**Lovell, Inc.**  
[www.lovellinc.org](http://www.lovellinc.org)

*Business/Economic Development Activity:*  
Housing Needs Assessment for Lovell and Cowley

*Assistance Received:*  
The Town of Lovell received a planning grant from the Wyoming Business Council's Community Development Block Grant (CDBG) program with matching funds provided by the Town of Lovell, Town of Cowley and Lovell, Inc. to conduct a Housing Needs Assessment.

*How this Project Affected the Community:*  
The Towns of Lovell and Cowley felt they must gain a better understanding of the current housing stock and the need for rehabilitation of existing homes. The Towns also wanted to identify future needs to better provide for current and potential new residents. Kirkham & Associates, LLC from Riverton, Wyoming was hired to conduct the Assessment and help develop a Housing Action Plan component to identify possible implementation strategies.

The Action Plan identified three key areas: increase rental stock and improve condition of existing rental stock; increase housing alternative choices for low maintenance homes for seniors or retirees; and improve condition and value of identified existing housing stock.

As a result of the action plan meetings and raising awareness of housing needs,

a new duplex rental unit has been built in Cowley; the Town of Lovell has applied for funding to demolish the old hospital in order to build a retirement neighborhood; and private developers have access to information that will help them build the kinds of housing that will meet the needs of the area.

Lovell, Inc. contributed to the effort by writing the grant and coordinating the project from start to finish. The Board and staff felt this project was essential due to the importance of available, affordable and desirable housing as a key building block for current and future economic development efforts.



**CAMPBELL COUNTY**

**CONTACT/ORGANIZATION**

**Philippe M. Chino, Executive Director**  
**Campbell County Economic Development Corporation (CCEDC)**  
[www.ccedc.net](http://www.ccedc.net)

*Name & Location of Business Helped:*  
Uranium One World Headquarters:  
1285 West Pender Street, Suite 900  
Vancouver, British Columbia  
V6E 4B1  
Tel: +1 604-601-5620

Uranium One USA Headquarters:  
8055 East Tufts Avenue Suite 400,  
Denver, CO, 80237  
Tel: +1 303-325-2370  
Local Contact: Donna L. Wichers  
(307) 234-8235 Uranium One Senior Vice President, U.S. ISR operations

*Business/Economic Development Activity:*  
Uranium One is a Vancouver, Canada based corporation with uranium projects

in the United States, Australia and Kazakhstan. Uranium One announced it will start production of uranium from the Moore Ranch Project in Campbell County in 2012. The company will utilize an in-situ recovery (ISR) process where oxygen and carbon dioxide are added to circulating groundwater and the dissolved uranium is pumped to the surface via recovery wells. The uranium solution will be transformed into yellowcake and sold for use in nuclear electric generating power plants.

**Assistance Received:**

Assistance received from CCEDC and Campbell County. Campbell County is an important player in the energy industry in the US and overseas. The uranium industry in Campbell County helps diversify and expand Campbell County's energy industry and its economy. Campbell County is targeting US and international companies and Uranium One, being a Canadian company, shows Campbell County's commitment to partner with international companies.

**Investment:**

Owner equity

**Number of Jobs Affected:**

Uranium One could have over 60 workers in Campbell County in the next five years.

**Payroll:**

High paying jobs with full benefits

**Name & Location of Business Helped:**

World Headquarters:  
White Energy Company Limited  
Maritime Trade Towers  
Level 20, 201 Kent Street  
Sydney, NSW 2000 Australia  
Telephone: +61 2 9959 0000

USA Headquarters:  
White Energy Coal North America Inc.  
Suite 200, One Church Street  
Rockville, MD 20850, USA  
Telephone: +1 301-917-6700

**Business/Economic Development Activity:**

White Energy is an innovative coal technology business headquartered in Sidney, Australia that is well positioned to leverage global macro trends in the

energy sector and take coal into the future as a cleaner and more efficient fuel.

White Energy plans to build two demonstration plants in Gillette. One will be near a site of one of Peabody Energy, Inc. mines. Peabody and White Energy have entered into a development agreement to pursue the development of coal upgrading opportunities in Gillette and Campbell County. The project will be constructed in phases with an initial capacity of 1 million tons per annum, expanded to 20 million tons per annum over a five-year period. The other site will be near the Buckskin's mine in Gillette. The plant will have an initial capacity of 1 million tons per annum to be expanded to 8 million tons per annum.

**Assistance Received:**

CCEDC and Wyoming Business Council

**Jobs Affected:**

High paying new jobs with full benefits

**Name & Location of Business Helped:**

All State Fire Equipment based out of Rowlett (Dallas), Texas  
3902 Melcer Ste 201  
Rowlett TX 75088  
972-412-0770  
ydamonasf@verizon.net

**Business/Economic Development Activity:**

All State Fire Equipment specializes in protecting heavy mobile fleet and industrial road vehicles from fire damage and lubrication challenges. All State Fire has operations in Texas, Louisiana, Oklahoma, Arkansas and Mississippi. All State Fire installs and maintains aftermarket products designed to suppress fires that occur in the engine or transmission areas of the equipment. After the systems are installed, All State Fire provides routine inspections and proper maintenance to ensure its customers get the most out of their investment.

**Assistance Received:**

Campbell County Economic Development Corporation (CCEDC)

**Investment:**

Owner Equity

**Jobs Affected:**

These will be new job created and provide full benefits. All State Fire is the type of company CCEDC likes to recruit to Campbell County because they provide services to multiple industries, thus helping diversify our economy, with the potential to grow over the years, and a commitment to participate in community events.

**CONTACT/ORGANIZATION**

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

**Name & Location of Business Helped:**

Air Solutions, LLC  
Brad Reed  
701 Sunburst Court  
Gillette, WY 82718  
307-660-5402

**Business/Economic Development Activity:**

Duct cleaning for residential, commercial and coal mines in Campbell County.

**Assistance Received:**

Brad recently purchased a local mobile duct cleaning business and is serving residential, commercial and mine clients. He is focusing on performing a quality service and is finding that word-of-mouth advertising is working well for Air Solutions, LLC. He is already hiring his first employee to assist with contracts he has received from the mines. He worked with Wyoming Entrepreneur Small Business Development Center to obtain financing and received assistance in refining his logo concept.

**Investment:**

Funding for Air Solutions, LLC was secured from First National Bank of Gillette.

**Number of Jobs Affected:**

Brad is working full time in the business and has hired another full time person to assist with mine contracts. He worked with Janda O'Brian of Idea Design for his vehicle/trailer decals and business cards.

**CONTACT/ORGANIZATION**

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

**Name & Location of Business Helped:**  
Arrowhead Motel  
202 South Emerson  
Gillette, WY 82716  
307-686-0909  
Owners: Umar Farooq and Robina Khan

**Business/Economic Development Activity:**  
Umar Farooq and Robina Khan owned and operated the West Winds Motel in Wheatland until 2008 when they sold the business and returned to Gillette to be closer to Robina's family and Umar's work in the coal mines. Their vision was to purchase another hotel/motel, as both have extensive experience operating and managing hospitality properties. When the Gillette Arrowhead Motel became available for purchase, it was a perfect opportunity for the young couple. Robina's father had previously owned the Arrowhead Motel and Robina had literally grown-up working in every department of this family-owned business. Now, as the new owner of the Arrowhead, Robina will manage all aspects of the day-to-day operations, marketing and community relations.

The Arrowhead Hotel is popular with frequent business travelers and tourists along U.S. Interstate 90 through Gillette as it is known for being clean, friendly and a good value. The 32-room single-story motel offers guests a complimentary continental breakfast, a cozy lobby dining area with fireplace, complimentary in-room morning coffee, free high-speed wireless internet access in each room, off-street parking, fax/copy service and guest laundry facilities. To improve the curb appeal of the motel, Robina is participating in the City of Gillette's beautification program, planting flowers and trees to enhance the exterior of the property.

**Assistance Received:**  
Project funding provided through the SBA 504 Loan Program; participating

lenders include WIDC•Frontier CDC and First National Bank, Gillette.

**Investment:**  
Total Project Investment: \$1,185,000

**Number of Jobs Affected:**  
Five new jobs created

**Name & Location of Business Helped:**  
Brennan Engineering  
2901 Highway 14-16  
Gillette, WY 82716  
307-685-2987  
[www.beiwy.com](http://www.beiwy.com)  
Owners: David and Kerri Brennan

**Business/Economic Development Activity:**  
David and Kerri Brennan started Brennan Engineering in 1999 as an engineering consulting firm serving the oil and gas production industry in North Dakota and Wyoming. Over time the company has evolved into the design and manufacturing of well control remote monitoring products and measurement devices. David, an electrical engineer, works with clients to custom design and build specialized oil field products from initial concept to production prototype, including circuit boards and operating software.

As Brennan Engineering has increased their range of manufactured products and the development of custom devices, the need for additional shop and office space became critical. With funding through the SBA 504 Loan Program, the Brennans purchased 4.5 acres of land with an 8,100 sq. ft. building on U.S. Highway 14-16 in Gillette for Brennan Engineering manufacturing and administrative offices. A small adjacent building on the property will be used for welding and storage. The new facilities provide shop space for future growth of the company's product line, and the Brennans can redirect their lease payments toward owner equity in the land and buildings they have acquired.

**Assistance Received:**  
Project funding provided through the SBA 504 Loan Program; participating

lenders include WIDC•Frontier CDC and First Interstate Bank, Gillette.

**Investment:**  
Total Project Investment: \$690,000

**Number of Jobs Affected:**  
Four jobs created or retained



**CARBON COUNTY**

**CONTACT/ORGANIZATION**

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

**Name & Location of Community Helped:**  
Town of Baggs  
Baggs, WY

**Business/Economic Development Activity:**  
Community Enhancement Grant to beautify the town.

**Assistance Received:**  
The Town of Baggs received a \$34,492 Community Enhancement Grant through the Wyoming Business Council to beautify the town.

**How this Project Affected the Community:**  
The \$34,492 grant funds will pay for two entryway signs for north and south access points, poles and banners to line Highway 70, and flower pots to be placed along the sidewalks. The enhancements will be owned and maintained by the town. Volunteers were ready and willing to donate time, use of machinery and

supplies for the installment of the signs and posts as well as landscaping as in-kind contributions. This project was used to help enhance this Little Snake River community.

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

Rainbow Te-Ton Entrepreneur Center  
Pam Thayer- DDA/Main Street  
400 West Front Street  
Rawlins, WY 82301  
307-328-2099  
rawlinsmainstreet@rawlins-wyoming.com

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

Retail space on main level and office and incubation space on second level.

***Assistance Received:***

The City of Rawlins received a \$1,485,000 Community Readiness Grant through the Wyoming Business Council for a rehabilitation of two downtown historic buildings for the creation of the Rainbow Te-Ton Entrepreneur Center. The total combined retail space generated through the first phase will be 4,463 sq. ft. The Rawlins Downtown Development Authority (DDA)/Main Street, an entity of the City of Rawlins, owns the buildings. The upper floor will be used for office space, meetings, incubation space and professional economic development agencies.

***Investment:***

The Rainbow Teton Entrepreneur Center has a total project cost of \$1,650,000 of which DDA/Main Street has contributed \$50,627 in cash match and together with the City of Rawlins has contributed in-kind match valued at \$114,373 consisting of the building, parking lot, maintenance, architectural and engineering work, market analysis and pigeon removal. The balance will be covered by the grant request.

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

This project is consistent with the City of Rawlins overall goals to improve the financial viability of commercial retail activities. This project will provide larger square footage for potential retail space that is essential to the growth of the downtown district and offer cottage

businesses an avenue to open a retail setting with entrepreneur tools to succeed. The upstairs offices will allow entrepreneurs to spread their wings and have a nurtured environment to thrive. This project allows for the restoration and rehabilitation of the two downtown historic buildings. Additional benefits include the increase in property values and the potential job creation. The revenue is expected to be \$5.55/square foot on both retail spaces, as calculated from current market rent available and occupied rentals in downtown Rawlins.

***Name & Location of Community Helped:***

City of Rawlins  
Steve Golnar, City Manager  
521 West Cedar Street  
Rawlins, WY 82301  
307-328-4500  
citymanager@rawlins-wyoming.com  
www.rawlins-wyoming.com

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

“Pilot” community for the first-ever tourism assessment of Wyoming communities.

***Assistance Received:***

The Wyoming Office of Tourism (WOT) Division, in conjunction with the Wyoming Rural Development Council (WRDC,) developed a Certified Tourism Community program to assist communities statewide in developing visitor-friendly destinations. This program is designed to be the next step of the WRDC’s community assessment process for communities that have identified tourism as an economic development priority. A tourism assessment was done and provided recommendations to Rawlins in growing and sustaining their travel and tourism industry. The City of Rawlins was selected as the state’s “pilot” community to conduct the first-ever tourism assessment as a result of a request for proposal released by Wyoming Office of Tourism. The assessment team visited for three days in August and conducted discovery sessions, facilitated group exercises, and provided a summary of findings at a town hall meeting.

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

This project provided citizens of Rawlins to have an opportunity to share with the Tourism Assessment team members their vision, challenges and concerns as it relates to tourism in the community and to determine the appropriate level of tourism for Rawlins.

The report summarized the major themes heard at the discovery sessions, recommendations for growing and sustaining the local travel and tourism industry and provides the basis for development of short and long term goals for developing tourist related activities .

***Jobs Affected:***

By increasing the number of visitors to the area, this in turn helps the whole economy with more money spent at hotels, restaurants, convenience stores, service and retail businesses. A Travel Industry of America report states that 100 visitors a day to a community is equivalent to bringing in a company of 200 jobs.



**CROOK  
COUNTY**

**CONTACT/ORGANIZATION**

**Linda Harris**  
**Executive Director**  
**North East Wyoming Economic**  
**Development Corporation (NEWEDC)**  
**www.newedc.com**

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

Crook County is in the process of acquiring permits for a rare earth minerals mining operation in Northern Crook County. Rare earth minerals are used in the making of magnets used in jet

engines, florescent bulbs, lithium batteries, wind generators, and electric cars to name a few. As this is a new project, more in-depth details will come as they unfold. This is a very exciting project for Crook County.

**Business/Economic Development Activity:**  
Mining development

**Number of Jobs Affected:**  
200 jobs are projected for this project

**Payroll:**  
Average mining-level payroll



# FREMONT COUNTY

## CONTACT/ORGANIZATION

**Gary M. Michaud, Community Resource Coordinator  
City of Lander  
www.landerwyoming.org**

**Name & Location of Business Helped:**  
Museum of the American West,  
1445 Main Street,  
Lander WY 82520

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

**Assistance Received:**  
WYDOT ARRA Stimulus Funds  
WYDOT TEAL Funding

The City of Lander partnered with the Museum of the American West to utilize WYDOT funding and build a visitors center/public restrooms on the Museum property.

**Investment:**  
Local grant match was provided by the Museum of the American West.

**How this Project Affected the Community:**  
Tourism is critical to the sustainability of Lander's economy. This project increases Lander's capacity to inform travelers of our unique local sites, products, and services so they can stay and visit, which leads to increased sales, job creation and retention, and tax base enhancement.

**Jobs Affected:**  
Tourists spent \$118 million in 2009 in Fremont County, making this industry a significant part of our economy.

## CONTACT/ORGANIZATION

**Cindy Unger, Business Advisor  
Wyoming Entrepreneur Small Business Development Center (SBDC)  
www.wyen.biz**

**Name & Location of Business Helped:**  
Bar 10  
Jason Hawk (Bonnie Baysinger)  
114 South Broadway  
Riverton, WY 82501  
307-212-9181  
bjbaysinger@yahoo.com

**Business/Economic Development Activity:**  
Bar/Restaurant – opened March, 2010

**Assistance Received:**  
Individuals from Wyoming Entrepreneur, Margie Rowell and Cindy Unger of the Small Business Development Center and Mike Lambert of the Market Research Center, worked with Jason and Bonnie to help them start-up Bar 10. Margie Rowell initially worked with them. She referred the couple to Cindy Unger for assistance with their business plan. Cindy worked extensively with Bonnie and Jason between January and October 2008 to perfect their business plan. The bank was very impressed with the plan, saw their business vision, and financed the operation. Mike Lambert also provided market research for them. Wyoming Entrepreneur personnel invested a total of 3.85 hours of personal contact time and 30.75 hours of preparation/research time.

**Investment:**  
Jason Hawk received a loan in the amount of \$97,000 and they also have a line of credit for \$20,000. They have not had to use the line of credit to date. Personal investment was approximately \$24,000 in cash, plus Jason already owned the building.

**Number of Jobs Affected:**  
Originally, Jason and Bonnie did not plan on doing much in terms of food service. However, there was a chef in town who was looking for a new opportunity. Bar 10 hired him and they now serve pizza, ribs, salads and various daily specials. The food is all homemade and draws people into the bar. They are serving approximately 50 meals per night and drink sales are averaging about \$400 on weeknights and \$2,000 - \$3,000 on weekends. Bar 10 is open Tuesday through Sunday. Occupancy is 97. In addition to the chef position, they have created two bartender positions, have one doorman who also assists the cook when necessary, and two managerial positions, held by Jason and Bonnie.

Bar 10 is a non-smoking establishment and has filled a market niche in Riverton as a place that appeals to working professionals. They have also contributed to the community through a number of fundraisers for cancer patients and the animal shelter.

**Payroll:**  
\$6,400/month

## CONTACT/ORGANIZATION

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

**Name & Location of Business Helped:**  
Fremont Frameworks  
Sally Watt  
113½ Lincoln  
Lander, WY 82520  
307-332-9440  
www.fremontframeworks.com

**Business/Economic Development Activity:**  
Custom Framing Business

**Assistance Received:**

Sally approached the Small Business Development Center in February looking for assistance as she was presented with the opportunity to purchase the business she worked for. The owner had pursued other interests for several years and felt like he wanted to sell. Sally had essentially been running the business and performing most of the hands-on work. Leonard Holler, SBDC Regional Director, was asked to perform a business valuation to gauge the appropriateness of the initial asking price and Morse assisted in preparing projections and possible financing scenarios. Sally and the seller were able to come to an agreement and she is now the new owner!

**Investment:**

Sally invested approximately 30% into the purchase and the seller carried the balance on favorable terms.

**Number of Jobs Affected:**

One job was preserved and this established, reputable business was able to remain in the community.

**CONTACT/ORGANIZATION**

**Margie Rowell, Regional Director  
Wyoming Entrepreneur Small  
Business Development Center  
(SBDC) [www.wybiz.com](http://www.wybiz.com)**

**Name & Location of Business Helped:**

Osborne Aviation Maintenance  
Steve Osborne  
PO Box 1327  
Lander, WY 82520  
307-349-0739

**Business/Economic Development Activity:**

Steve wanted to assure his son a job would be waiting when he returned from deployments in both Afghanistan and Iraq with the US Army. With thirty years experience as an aviation mechanic, Steve knew his aviation business would be a success and would create jobs both for himself and his son. He also knew he needed start-up information and support in order for Osborne Aviation Maintenance to run effectively. Steve contacted and met with Margie Rowell, SBDC to find the information he was seeking for planning

the business. Margie discussed legal and accounting considerations as well as programs available for new positions. Steve is in the process of building a hanger to house his new business. His son returned safely from his tours of duty and is ready to begin a career next to his father as an aviation mechanic.

**Assistance Received:**

Wyoming Entrepreneur Small Business Development Center – Business Start-up Assistance

**Investment:**

\$250,000

**Number of Jobs Affected:**

Three jobs were created.

**CONTACT/ORGANIZATION**

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

**Name & Location of Business Helped:**

Aaron's Rents  
1501 North Federal Boulevard  
Riverton, WY 82501  
Phone: (307) 856-0800  
Store Manager: J.C. Sweet

**Business/Economic Development Activity:**

The principle owner of the Aaron's Rents network of furniture stores recognized the population growth and unique demographics of the City of Riverton as an ideal location for a new store location. One of the largest furniture lease and sales companies in the nation, Aaron's Rents provides customers a wide variety of well-know brand name home and office furniture, equipment and appliances at competitive terms and prices. Customers have the option to lease or purchase the furniture and appliances of their choice. The Riverton store is the first Aaron's Rents in Wyoming, and features a 10,000 sq. ft. open floor-plan showroom on a 31,500 sq. ft. commercial lot for ample off-street parking.

**Assistance Received:**

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

**Investment:**

Total Project Investment: \$1,284,371

**Number of Jobs Affected:**

10 new jobs created

**Name & Location of Business Helped:**

Plains Flooring & Window Coverings  
514 East Main Street  
Riverton, WY 82501  
307-856-9071  
Owner: Helen Knapp

**Business/Economic Development Activity:**

Helen Knapp has owned and operated Plains Flooring and Window Coverings since 1987, serving customers in Riverton, Lander and surrounding communities. The store offers a wide variety of carpets and area rugs, vinyl and laminate flooring, tile, custom made window coverings and blinds. Knapp features many well-known brands such as Shaw flooring, Graber window coverings and Kirsch drapery rods. Knapp has built her business on personal service, attention to detail and expert product installation.

Plains Flooring has been at its current location on East Main Street since 1994. When the building became available for purchase in the spring of 2010, Knapp took advantage of the opportunity. With funding through the SBA 504 Loan Program, she purchased the building Plains Flooring occupied at 514 East Main Street. Knapp also purchased the adjacent building, 516 East Main, which will be conveniently used for inventory storage. Financing for purchase of these buildings allows Knapp to build equity in her buildings as Plains Flooring and Window Coverings continues to serve new and existing customers throughout Fremont County.

**Assistance Received:**

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

**Investment:**

Total Project Investment: \$156,046

**Number of Jobs Affected:**

Five jobs created or retained

**Name & Location of Business Helped:**

Taco Time Restaurant  
122 South 2nd East Street  
Riverton, WY 82501  
Business Owners: Larry & Bryan Cross

**Business/Economic Development Activity:**

Larry and Bryan Cross, are opening a new Taco Time Restaurant in downtown Riverton. Larry Cross brings to the business more than 35 years of retail and management experience in Riverton and will manage the day-to-day operation of the new eatery. The Riverton Taco Time franchise is one of only six Taco Time Restaurants in Wyoming. Taco Time is an upscale quick service restaurant featuring freshly prepared home-style Mexican food, prepared from fresh ingredients and served in large portions, particularly appealing to youth and young adults. Taco Time also offers kids meals accompanied with coloring games and promotional toys.

The Taco Time restaurant will occupy a new 2,400 sq. ft. building with ample off street parking and easy access from East Main Street, the primary thoroughfare through Riverton. The restaurant will feature a theme exterior, colorful south-of-the-border interior décor, spacious indoor dining area and drive through service.

**Assistance Received:**

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

**Investment:**

Total Project Investment: \$605,300

**Number of Jobs Affected:**

19 new jobs created



# GOSHEN COUNTY

**CONTACT/ORGANIZATION**

**Lisa Johnson, Executive Director  
Goshen County Economic Development Corporation (GCEDC)  
[www.goshenwyo.com](http://www.goshenwyo.com)**

**Name & Location of Business Helped:**

50 existing businesses

**Business/Economic Development Activity:**

Goshen County Business Retention and Expansion Program

**Assistance Received:**

Goshen County Business Retention and Expansion Program is a county-wide partnership that fosters communication and helps businesses become more profitable today and in the future, sponsored by Goshen County Economic Development Corporation (GCEDC) and Eastern Wyoming College; in partnership with Goshen County Chamber of Commerce, Goshen County School District 1, Goshen County, City of Torrington, Town of Fort Laramie, Town of LaGrange, Town of Lingle, Town of Yoder; with support from Small Business Development Center, USDA-Rural Development, Wyoming Business Council, Wyoming Department of Workforce Services, and Wyoming Procurement Technical Assistance Center.

Volunteer task force members interviewed 50 existing businesses regarding the local business climate, industry trends, and expansion plans. In the case of immediate needs, the local economic development office referred the businesses to various resources.

**Investment:**

The task force utilized the Synchronist business survey tool, provided as a service of the Wyoming Business Council.

**Number of Jobs Affected:**

Of the 50 businesses surveyed, 24 businesses plan to expand in the next 3 years, creating an estimated 54 new jobs and estimated capital investment of \$3,361,000.



# HOT SPRINGS COUNTY

**CONTACT/ORGANIZATION**

**Kendi Graves, Executive Director  
Thermopolis-Hot Springs County Economic Development Company  
[www.thermopolisedc.com](http://www.thermopolisedc.com)**

**Name & Location of Business Helped:**

Pamida, B&G Industries and Ryan Brothers Trucking, which are existing businesses located on Lane 3 in Thermopolis.

**Business/Economic Development Activity:**

The Thermopolis-Hot Springs County Economic Development Company (EDC) has been working with the Hot Spring County to improve Lane 3 to meet county and state standards. This will open up further development opportunity in the area, as well as allows the road to have better access, and will make it safer for vehicles to travel. Businesses that may be interested in the area would include light industry with higher paying full-time jobs that offer benefits. The existing businesses that





are currently located there will benefit from the improvements by allowing their customers and employees better access, and getting the opportunity to expand their businesses.

**Assistance Received:**

The Thermopolis-Hot Springs County EDC assisted Hot Springs County in writing a planning-only Community Development Block Grant in the amount of \$25,000. The grant helped fund a feasibility study to improve Lane 3 to meet county and state standards at an estimated cost of \$1.3 million. The CDBG Grant was approved in April of 2008. To allow the project to move forward, in 2010 Thermopolis-Hot Springs County EDC also assisted in relocating a resident on Lane 3 by purchasing a new residence. After the resident was relocated, Thermopolis-Hot Springs County EDC exchanged the deed of the new location for the deed on Lane 3 with the owner. Thermopolis-Hot Springs County EDC subsequently gave the deed on Lane 3 to the County in exchange for full reimbursement of all expenses. By having Thermopolis-Hot Springs County EDC do the real estate transactions, the County saved considerable time and expense associated with their statutory obligations for real estate purchases.

**Investment:**

Community Development Block Grant \$25,000 (Planning)

Industrial Road Program (WYDOT) \$650,000

State Land & Investment Board \$500,000



# JOHNSON COUNTY

## CONTACT/ORGANIZATION

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

**Name & Location of Business Helped:**

Empower Wyoming  
Francine Russell  
PO Box 74, Buffalo WY 82834  
307-620-1511  
info@empowerwyoming.com  
www.empowerwyoming.com

**Business/Economic Development Activity:**

Formerly from Los Angeles, CA, Francine Russell was an instructor for an organization that taught personal safety and self-defense to women, teen girls and children. When she moved to Wyoming, she found there was a need for similar training, so she founded Empower Wyoming, has recruited instructors, and began teaching workshops to groups in the Buffalo area in July 2010. The program is unique in Wyoming, using real life scenarios and techniques tailored to each student's age and physical ability.

**Assistance Received:**

Empower Wyoming received a Wyoming Workforce Development Training Fund grant to bring an instructor from IMPACT Personal Safety in Los Angeles to Buffalo to train Empower staff. Wyoming Entrepreneur assisted with business advice and payroll assistance.

**Investment:**

\$1,047 Wyoming Workforce Development Training Fund grant award  
\$1,726 Owner's investment in business

**Number of Jobs Affected:**

Empower Wyoming currently has four women in training to become instructors and is in the process of recruiting at least two men as well. The long-range goal is to have trained instructors throughout the state, each offering workshops and classes in their respective areas.

**Payroll:**

Empower Wyoming began doing business in July 2010. Instructors-in-training will progress through an apprenticeship process; once they begin actually teaching courses, they will be added to the payroll.

**Name & Location of Business Helped:**

Wyoming Creative  
Kelsey McDonnell  
138.5 East Bennett  
Buffalo, WY  
307-217-0670  
kelseymcdonnell@msn.com  
www.wyomingcreative.com

**Business/Economic Development Activity:**

Kelsey McDonnell offers affordable small business marketing solutions to northern Wyoming. After working for four years as a marketing professional in the real estate business and earning a degree in fine art, she has chosen to branch out and offer her services to a broader business base of clients. Kelsey brands herself as a "mobile marketer" as she will go into businesses to gain a sense of the clientele and competition. Kelsey creates custom marketing strategies, web design, logo and ad design and she offers photographic services.

**Assistance Received:**

Kelsey worked with Susan Jerke from Wyoming Entrepreneur Small Business Development Center to implement her business.

**Investment:**

Kelsey funded the business start-up from her own funds, but is prepared to seek outside funding for an operating line of credit as her business grows.

**Number of Jobs Affected:**

Kelsey is a one-person operation at this time; she plans to seek the assistance of a bookkeeper.



# LARAMIE COUNTY

## CONTACT/ORGANIZATION

**Randy Bruns, CEO**  
**Scott Sutherland, VP Business Development**  
**Cheyenne LEADS**  
[www.cheyenneleads.org](http://www.cheyenneleads.org)

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

American Airlines/American Eagle  
4333 Amon Carter Blvd, MD 5443  
Fort Worth, TX 76155  
1-800-321-2121  
[www.aa.com](http://www.aa.com)

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

American Airlines, through its subsidiary American Eagle, has been servicing Cheyenne with daily nonstop jet service flights to their Dallas/Fort Worth hub since July 2010. Business travelers, leisure travelers, military personnel and government employees will all benefit from the addition of dependable, affordable jet service to a second connections hub.

***Assistance Received:***

This new air service was made possible by the efforts of a number of significant community partnerships. Cheyenne LEADS, Cheyenne Regional Airport, The Greater Cheyenne Chamber of Commerce, Visit Cheyenne, and the Greater Cheyenne Foundation worked with WYDOT Aeronautics Division for several months to expand air service to the Laramie County community. The project also required direct assistance from the City of Cheyenne and the Cheyenne, Laramie County Economic Development Joint Powers Board.

***Number of Jobs Affected:***

Direct services to American Eagle in Cheyenne (excluding flight crew) are 5-7 part-time positions and one full-time position.

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

EchoStar Broadcasting Corp.,  
a subsidiary of EchoStar Corporation  
530 EchoStar Drive  
Cheyenne, WY 82007  
307-633-5555  
[EchostarCorporateCom@echostar.com](mailto:EchostarCorporateCom@echostar.com)

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

After looking at nearly 40 sites nationally, EchoStar selected Cheyenne for a Tier III, 77,000-square-foot data center. The data center will be used for supercomputing, data storage and data archiving to support the company's growth and for data services collocation to third party customers. Collocation space will feature state-of-the-art power and cooling as well as leading edge, high density, rack-mount solutions.

***Assistance Received:***

The foresight of the Wyoming Legislature in the 2010 passage of House Bill 49 (sponsored by Rep. Pete Illoway-Cheyenne) influenced the company's decision to locate the new data center in Wyoming. This tax exemption is for data center equipment when a company with a capital investment of \$5 million and physical location in Wyoming buys or rents \$2 million of equipment in a calendar year.

***Investment:***

The multi-million dollar data center will be located adjacent to EchoStar's existing satellite uplink and broadcast facility, which is located in LEADS' Cheyenne Business Parkway east of Cheyenne along Interstate 80.

***Number of Jobs Affected:***

The data center will initially add about a dozen new IT professional positions. EchoStar currently employs more than 360 people in Cheyenne.

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

Gizmojo  
Dean Dexter, CEO & Creative Director  
311 Progress Circle #4  
Cheyenne, WY 82007  
307-214-7097  
[dfdexter@gizmojohq.com](mailto:dfdexter@gizmojohq.com)  
[www.gizmojohq.com](http://www.gizmojohq.com)

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

Gizmojo offers custom exhibit design and production as well as event support and marketing services. They have been in business since 1987 and relocated to Cheyenne in 2010. Their work consists of designing and building custom-made exhibits for conventions, trade shows and museums across the country. Gizmojo provides their clients with comprehensive event support and logistics management. Gizmojo creates large format graphics and banners for exhibits and events, used on everything from small banner stands to pop-up exhibits to building wraps. Gizmojo also has experience designing and installing digital signage and multimedia display systems. Because of their design and production capabilities, they can build and produce almost any kind of exhibit or display.

Gizmojo has done a significant amount of business with international companies. In 2010, they have worked with clients from almost every country in Europe as well as Australia, assisting with their US exhibit and hardware management needs. Gizmojo recently completed a major \$800,000 installation for the US Army Close Combat Weapon Systems Program Office in Huntsville, Alabama. The project was the creation of two custom outdoor statues to display the Army's Javelin Missile weapons system. It was the first time the Army has tried to display this hand-held weapon in this manner. The project was awarded a Coin of Outstanding Performance by the US Army.

***Assistance Received:***

Cheyenne LEADS assisted the company with area information and contacts. Gizmojo's headquarters and design studio is located in LEADS' Cheyenne Business Parkway east of town along I-80.

**Investment:**

Since relocating to Cheyenne, Gizmojo has continued to invest in new equipment and technology to better serve its growing base of local as well as Fortune 500 clients. They recently purchased a CNC milling machine, so it could do "in house" jobs it had previously sent outside the region. They purchased a large format digital printer and laminator to produce large format digital prints and fine art reproductions. It is the only large format printer of its type and resolution in the region. They have also invested in a heat press so that they could begin production of direct-to-garment and fabric printing.

They maintain and constantly upgrade a \$1,870,000 inventory of engineering class workstation computers for use as a systems rental pool for Hewlett Packard. They recently updated over 130 graphics cards at a value of over \$180,000 to insure that the equipment was as state-of-the-art as possible.

**Number of Jobs Affected:**

Gizmojo currently has three employees. They have negotiated partnerships with several other Cheyenne-based businesses to help expand its business as well as facilitate production for current contracts. As business continues to improve and expand, Gizmojo expects to hire two more employees in 2011.

**Name & Location of Business Helped:**

Midwestern Pipeline Services  
Cheyenne, WY

**Business/Economic Development Activity:**

Midwest Pipeline Services, Inc. is a supplier of labor and equipment for pipeline maintenance and construction projects throughout the upper Midwest. The company will consolidate business operations and components, including its headquarters, to the new facility in Cheyenne.

**Assistance Received:**

Cheyenne LEADS has been working with this company since 2003 and actively for the past 1.5 years. LEADS coordinated efforts between this company, the property developer and BNSF

Railroad. LEADS provided in-depth technical assistance to Midwestern on a variety of fronts. LEADS also participated in site visits and assisted the company with contacts and introductions related to the company's evaluation of Cheyenne.

**Investment:**

Midwest Pipeline Services, Inc. was an indirect applicant for a Business Ready Communities Grant through the Wyoming Business Council. The company will be making substantial investments in land and facilities in Swan Rail Park immediately south of Cheyenne along I-25.

**Number of Jobs Affected:**

The relocation of Midwest Pipeline Services, Inc. will provide the entire region with a new supply of pipeline and related materials. They expect to employ 50 initially.

**CONTACT/ORGANIZATION**

**Anya Petersen-Frey, Regional Director**  
**Wyoming Entrepreneur Small Business Development Center (SBDC)**  
[www.wyen.biz](http://www.wyen.biz)

**Name & Location of Business:**

T&T Customs  
216 Ave D  
Cheyenne WY, 82007  
307-775-9565  
[www.tntcustoms.com](http://www.tntcustoms.com)

**Business/Economic Development Activity:**

T&T manufactures after-market 4x4 products and customizes various makes of 4x4 vehicles. They make roof racks, fenders, corners, rocker guards, full suspension components for all models of Jeeps. All processes, from raw steel to finished powder coated products, are done in-house.

**Assistance Received:**

When T&T Customs first started their business, they took the NxLevel entrepreneurial class offered by the Small Business Development Center, which got them involved with business advising services and other area resources.

The SBDC helped with their business plan in advance of the loan they received in February 2010. Additionally they have participated in trainings with Manufacturing-Works. One such training was on lean manufacturing held in Casper, which two of their employees attended. Recently they attended the Eureka Ranch training with Doug Hall, also held in Casper. T&T Customs extends thanks to the Wyoming Workforce Development Training Fund Program for providing a grant to help cover that cost.

**Investment:**

T&T received a loan in the amount of \$150,000 in February 2010. The funding helped them buy-out a local powder coater and add that to their line of products, helped expand to 10,000 sq. ft., purchase additional manufacturing equipment and another lift for customizing off-road vehicles in-house. They have also benefited from a Wyoming Business Council Trade Show Marketing Fund grant. They have attended trade shows to promote and sell their products, and were reimbursed for half of the booth cost and mileage to the shows from grant funding.

**Number of Jobs Affected:**

In February 2010 their loan was approved and in March 2010 they hired another welder because of the expansion. T&T currently employs eight people.

**CONTACT/ORGANIZATION**

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

**Name & Location of Business Helped:**

All That Jazz  
Vandehei Avenue  
Cheyenne, WY  
Owners: Darlene and Peter Perakos

**Business/Economic Development Activity:**

All That Jazz, a new spa and beauty salon is opening on Vandehei Avenue in north Cheyenne, is a newly constructed one-story building with walkout basement. The salon will occupy 3,000 sq.

ft. on the building's main level; the walkout basement will offer commercial office space for lease. All That Jazz will provide services for the entire family, with 10 stylists stations, pedicures, manicures, a tonsorial parlor, massage rooms and oxygen bar. The cosmetologists and massage therapists are experienced and skilled in their craft, offering the latest trends in hair color and style. The salon will feature only the highest quality products for hair, skin and nails for internal use and client retail sales. All That Jazz is expected to open in spring 2011.

**Assistance Received:**

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

**Investment:**

Total Project Investment: \$1,000,000

**Number of Jobs Affected:**

Ten new jobs created

**Name & Location of Business Helped:**

Breeze Thru Car Wash  
2106 Del Range Boulevard  
Cheyenne, WY 82001  
Business Owner: John Agnew

**Business/Economic Development Activity:**

Cheyenne has a new high-tech car wash conveniently located on Del Range Boulevard in front of the Super Wal-Mart, just east of the Frontier Mall. John Agnew, owner of the Breeze Thru Car Wash in Ft. Collins, recognized the need for a modern, express car wash in Cheyenne and purchased the Del Range site in early 2010. With financing through the SBA 504 Loan Program, Agnew plans to open the new car wash in the fall of 2010. Breeze Thru Car Wash can service 100 cars per hour, each with an efficient and thorough two-minute wash. Agnew, a graduate of Laramie's WyoTech Auto Management program, is the owner of multiple car wash businesses in Colorado and Kentucky. A recognized industry expert, Agnew provides site assessments and consulting services for car wash owners and operators throughout the region.

**Assistance Received:**

Project funding provided through the SBA 504 Loan Program; participating lenders include WIDC•Frontier CDC and Home State Bank, Fort Collins, Colorado.

**Investment:**

Total Project Investment: \$2,631,979

**Number of Jobs Affected:**

Eight jobs created and retained

**Name & Location of Business Helped:**

DBR Distributing, LLC  
308 Southwest Drive  
Cheyenne, WY 82001  
Phone: (307) 635-8300  
Business Owner: Dennis Rafferty

**Business/Economic Development Activity:**

Dennis Rafferty has owned and operated DBR Distributing in Casper and Cheyenne since 1977. The business distributes popular brand name breads and baked goods to area grocery stores and restaurants. Each of the distribution centers also features a specialty bread and baked goods retail store. Recognizing the benefit of owning the buildings the company occupies and the need for additional space to grow the distributorship in Cheyenne, Rafferty purchased a commercial lot in 2007 at Second Street and Van Lennen Avenue. With financing through the SBA 504 Loan Program, Rafferty is constructing a 5,892 sq. ft. warehouse and retail store on the commercial site. The new DBR Distributing facility is an important long-term asset to facilitate future growth of the company, and will provide expanded warehouse and retail space, and new administrative offices in Cheyenne.

**Assistance Received:**

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

**Investment:**

Total Project Investment: \$712,897

**Number of Jobs Affected:**

Twelve jobs created & retained

**Name & Location of Business Helped:**

Mark D. Rinne, DDS  
3116 Acacia Drive  
Cheyenne, WY 82001  
Phone: (307) 635-3672  
www.markdrinnedds.com

**Business/Economic Development Activity:**

Dr. Rinne grew up in Lincoln, Nebraska and attended the University of Nebraska. He has practiced dentistry in Laramie County for 33 years, 10 of those years were in Pine Bluffs before moving his practice to Cheyenne. Over the past 20 years Dr. Rinne's dental clinic has occupied a leased building while he has concentrated on growing his family-oriented and esthetic dental practice featuring state-of-the-art procedures. In 2008, Rinne purchased a commercial lot near his clinic's current location. Now, with assistance of the SBA 504 Loan Program, he is constructing a new 2,400 sq. ft. dental clinic building on Sycamore Road. The new clinic will feature five treatment rooms, larger reception area and administrative offices. When the dental clinic moves to the new location, rather than making lease payments, Dr. Rinne's will be creating equity in a building that provides ample space to accommodate his growing practice.

**Assistance Received:**

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

**Investment:**

Total Project Investment: \$1,253,831

**Number of Jobs Affected:**

Six jobs created & retained

**Name & Location of Business Helped:**

Institute of Business and Medical Careers  
1854 Dell Range Boulevard  
Cheyenne, WY 82009  
(307) 433-8363  
www.ibmc.edu  
Owners: Richard and Colleen Laub

**Business/Economic Development Activity:**

The Institute of Business and Medical Careers (IBMC), owned and operated by Richard and Colleen Laub since 1991, offers focused vocational, trade and technical certificate, diploma and degree programs in medical, business, legal and therapeutic massage from campuses in Cheyenne, Fort Collins, Greeley and Longmont. The Cheyenne campus, which opened in the spring of 2005, offers pharmacy technician, administrative assistant, massage therapy, medical billing and coding, and medical assistant programs. In March of 2010, 168 students were enrolled at IBMC in Cheyenne, across all programs. The Cheyenne facility was unable to accommodate additional enrollment applications due to the limited number of classrooms and laboratory space. IBMC does not offer online education, as the scope of the programs offered necessitate classrooms and office environments, computer and laboratory training areas, along with various student services and amenities.

To address Cheyenne's increasing number of enrollment applications, the Laubs began to look for a larger facility. With funding provided through the SBA 504 Loan Program, the Laubs purchased and remodeled the former Circuit City building on Dell Range, near the site of the original IBMC Cheyenne campus. Now, with the new 17,000 sq. ft. facility, ample off street parking and 14 classrooms, IBMC can accommodate nearly 100 additional students (263) and offer an expanded program curriculum.

**Assistance Received:**

Funding through the SBA 504 Loan Program; participating lenders include WIDC•Frontier CDC and First Bank, Ft. Collins, Colorado.

**Investment:**

Total Project Investment: \$2,360,183

**Number of Jobs Affected:**

18 jobs created & retained at IBMC's Cheyenne campus, plus an annual graduating class of approximately 200 students entering the work force and/or changing careers.

**Name & Location of Business Helped:**

Laramie County Abstract & Title Company  
1819 Warren Avenue  
Cheyenne, WY 82611  
Phone: 307-634-7779  
www.laramiecountyabstract.com  
Business Owner: Sharon Radomicki

**Business/Economic Development Activity:**

Laramie County Abstract and Title Company has served the Laramie County financial and real estate markets with standard and extended title insurance coverage for nearly 30 years from its Warren Avenue location. Sharon Radomicki joined the company in 1994 and purchased the business in 1999. Since purchasing the business, Sharon has continued to lease the building due to its well-known location. In late 2009, the building became available for purchase. With funding as a woman-owned business through the SBA 504 Loan Program, Radomicki purchased and remodeled the building the business has long occupied. Now, rather than making lease payments, she is building equity in the building while growing her business.

**Assistance Received:**

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

**Investment:**

Total Project Investment: \$500,000

**Number of Jobs Affected:**

Ten jobs created and retained



# LINCOLN COUNTY

## CONTACT/ORGANIZATION

**Gregg Wilkes, Town Administrator**  
**James Vandal, Chairman**  
**Town of Star Valley Ranch Economic Development Board**  
[www.starvalleyranchwy.org](http://www.starvalleyranchwy.org)

**Name & Location of Business Helped:**

Several businesses were helped directly from this project:  
Eric Byam  
Ridge Creek Investment Company  
P O Box 608, Jackson, WY 83001  
(307) 654-4422  
[info@flying saddlersort.com](mailto:info@flying saddlersort.com)

Associated with and owned by:

Kirk Lane, President & CEO  
Garaman, Inc.  
15 E. Pearl, P O Box 36  
Jackson Hole, WY 83001  
307-733- 3333  
[info@ranchinn.com](mailto:info@ranchinn.com)

Tim or Val Stewart  
Leisure Valley Incorporated (LVI)  
3510 Muddy String Road  
Thayne, WY 83127  
307-883-4670

**Business/Economic Development Activity:**

The Town of Star Valley Ranch is in the process of developing the Star Valley Ranch Economic Development Board to help develop and recruit new businesses into the Town of Star Valley Ranch. This development was a result of the Wyoming Business Council's Business Ready Community Project and our local Front-Entrance Project. Prior to this infrastructure project we did

not have a commercial area within our Town to support existing business expansion or new company relocation. With this Commercial Infrastructure Community Readiness Project, the Town now has a commercial area that can support businesses. Within the Town there are four additional lots and across the street there are several commercial lots available for development, all to benefit the Town.

Within the developed location, Ridge Creek Development Company has constructed a three-level office building that has been landscaped. The owner of this building also owns the four additional lots in this project. Marketing plans have been left mainly to the property owner with support from the Town. The Town occupies one of the floors of the new office building, with the top and bottom floors available for rent. The Town has responded to many requests about the availability of different lots in the Town for commercial use. Development and marketing of lots available on the south side of the project is also taking place.

Before this Town of Star Valley Ranch development project, there were no fire hydrants located within the town limits, and there was not enough water volume or pressure to supply new development in this section of town. The new commercial development created fire protection and other necessary infrastructure to support new businesses. Star Valley Ranch now has adequate infrastructure and land for businesses to operate and locate in town.

Future goals for this project are to see new businesses locate on the lots made available through this project. The property located to the south of these commercial lots will also be available to develop into new businesses. A golf course has been developed on this private property. The owner, Leisure Valley Incorporated (LVI), plans to develop this area. The golf course should be completed in the summer of 2011. There are many residential and commercial lots that will allow different businesses to build on this property.

Revenue recapture will consist of those funds received through water hookups and monthly water usage of new commercial businesses.

**Assistance Received:**

Community Readiness Project from the Wyoming Business Council's Business Ready Community Grant and Loan Program

**Investment:**

Project estimate was \$1,530,000 of which the Community Readiness grant portion was about \$1,375,000.

Private investment will be the main source of development in this project. The owner of the lots located in the Town and those to the south of the project will continue to invest by developing their property. The owners are attempting to attract businesses to these lots, which will complement those lots available within the Town.

**Number of Jobs Affected:**

There were many jobs retained and some created during the construction of the project from the construction company putting in the water lines and building the road to the landscapers, drilling and others associated with the building and development of this project. In the future new businesses that locate to this area will create new jobs.



# NATRONA COUNTY

## CONTACT/ORGANIZATION

**Kimberlie Rightmer, East Central Regional Director**  
**Wyoming Business Council**  
[www.wybusiness.org](http://www.wybusiness.org)

**Name & Location of Business Helped:**

Eleutian Technology  
5880 Enterprise Drive  
Casper, WY 82605  
Brian Holiday, Chief Legal Council  
307-366-2902  
[www.eleutian.com](http://www.eleutian.com)

**Business/Economic Development Activity:**

Eleutian provides online language instruction for international businesses and educational institutions, primarily located in Korea, Japan and China. The worldwide demand for English instruction is strong and Eleutian is working to meet this growing need through their software and innovative technology. Using interactive video conferencing, teachers in Wyoming work directly with students in Asia in either one-on-one or in group settings.

Successful candidates for teaching positions with Eleutian must be current or retired certified K-12 teachers, college instructors or substitute teachers; they also need to be native English speakers and Wyoming residents.

In addition to teaching credentials, Eleutian's instructors are required to complete a rigorous 33-hour training program that focuses on Asian culture and English as a second language before they begin teaching Eleutian's curriculum.

Other Eleutian facilities can be found in Ten Sleep, Powell, Lovell, Cody, Basin, Worland, Sheridan and Dubois. The company is considering Rock Springs, Cheyenne and Laramie as future expansion locations. In addition to opening its Casper center, the company is in the process of constructing a new corporate headquarters facility in Cody. Eleutian was founded in 2006 and has grown steadily since its inception.

**Assistance Received:**

CAEDA worked with the Eleutian staff to find potential locations in the area for their new center. CAEDA also supported Eleutian's Pre-Hire Economic Development Grant application with the Department of Workforce Services. Thanks to the grant, Casper College and Eleutian partnered to provide free training to teaching candidates. Those

who successfully completed the program received a certificate of completion and qualified for two credits towards teacher recertification in the state of Wyoming, as well as being eligible for hire by Eleutian.

**Number of Jobs Affected:**

The Casper teaching center will begin with 120 employees, but will eventually expand to 200. Approximately one quarter of the staff in Casper will be full time, and the company says it has been pleased with the caliber of applicants it has received so far. This will be the company's largest teaching center to date.

**CONTACT/ORGANIZATION**

**Robert Barnes, CEcD – President & CEO**  
**Casper Area Economic Development Alliance, Inc. (CAEDA)**  
[www.casperworks.biz](http://www.casperworks.biz)

**Name & Location of Business Helped:**

PolyPipe  
Evansville, WY  
800-433-5632 ext. 200  
[www.polypipeinc.com](http://www.polypipeinc.com)

**Business/Economic Development Activity:**

PolyPipe is among the largest producers of polyethylene pipe in North America. In 2006, PolyPipe set up operations in Evansville, WY. Since then, PolyPipe was able to expand its Evansville facility.

**Assistance Received:**

In 2006, the State Loan and Investment Board approved a nearly \$1 million grant for the city of Evansville that will help improve infrastructure by setting up a PolyPipe facility.

Recently, the PolyPipe facility in Evansville has been expanded. The facility is now home to a newly relocated \$6 million pipe extrusion line. This line is the only one in North America capable of running polyethylene pipe with a 65-inch diameter. To accommodate the length of this line, PolyPipe expanded the size of its building by 7,000 sq. ft.

**Investment:**

\$7 million

**Number of Jobs Affected:**

PolyPipe currently employs about 28 people at its Evansville facility; with the expansion, PolyPipe is expected to hire 10 to 15 additional employees in order to run the additional volume. These workers would include additional management, QA, maintenance and line personnel.

**CONTACT/ORGANIZATION**

**Amy Lea, Program Manager**  
**Natasha Stahla, Procurement Advisor**  
**Wyoming Entrepreneur Procurement Technical Assistance Center (PTAC)**  
[www.wyen.biz](http://www.wyen.biz)

**Name & Location of Business Helped:**

OK Fine Productions  
PO Box 225  
Casper, WY 82602  
[www.trainingdummies.com](http://www.trainingdummies.com)

**Business/Economic Development Activity:**

Government Procurement

**Assistance Received:**

In the fall of 1995, Tom and Trish Bradach started designing, sewing and building training dummies for martial artists, as there was nothing on the market. Their first ad appeared in Black Belt Magazine in April of 1996. The first week the ad ran they received calls from all over the country. One call was from the training officer with the Illinois US Marshall's Service, requesting a dummy that would weigh 100 pounds and be semi-self supporting. Tom and Trish began building their dummies in their basement and garage. Within six months, they had produced the world's first and only semi-self supporting internal frame dummy. In early 2003 consumers contacted the Bradachs to see if they could make a drag/rescue dummy that would hold up better than the competitor dummies. They worked with the Casper Fire Department Training Officers to perfect the dummies. The collaboration resulted in the Rugged Red Drag/Rescue and Rugged Red Extrication Dummies. Currently, the majority of their sales are from the Rugged Red Dummies, which are sold to fire departments, government entities,

military personnel and emergency medical providers. At a tradeshow in 2006, the California Coast Guard was so impressed by the quality of the OK Fine Productions dummies that they were asked to make a water rescue dummy. The success of the dummy is now a versatile Haz-Mat/Decontamination/Water Rescue Dummy. OK Fine Productions manufactures and sells training and drag rescue dummies for law enforcement agencies, all branches of our Military, firefighters, emergency medical services, government entities, airlines, hospitals, martial artists, private companies, etc. OK Fine Production's dummies and products are made entirely in Casper, Wyoming.

Numerous world champions endorse the OK Fine Big Blue Dummies. One such endorsement is by Hall of Fame Ultimate Fighting Champion Dan Severn. Dan made a training DVD featuring the practical uses of the internal frame Big Blue "Severn Combat Dummy". In February 2010, Sharon Dawson, OK Fine's Production/Sales Manager attended the GRO-Biz Conference. The conference contributed outstanding information and an exceptional opportunity for networking. The conference proved invaluable in regard to the information that was provided.

Natasha Stahla and others from the Wyoming PTAC program have assisted OK Fine one-on-one regarding many small issues. OK Fine Productions has formed a wonderful business relationship with Wyoming PTAC employees, who they say are always quick to respond to questions, helpful and great with people. OK Fine Productions has not yet received any awards, but has acquired much knowledge through the Wyoming Procurement Technical Assistance Center and the GRO-Biz Conference. One area, for example, was information on how beneficial it would be to advertise as a Service Disabled Veteran Owned Company, due to Tom's service-related disability while in the US Marine Corp. Business continues to increase every day and OK Fine Productions is proud to be a Wyoming business success story.

**CONTACT/ORGANIZATION**

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

**Name & Location of Business Helped:**  
 Allpaps Respiratory Services, Inc.  
 501 East Collins Drive  
 Casper, WY 82601  
 307-577-8796  
[www.allpaps.com](http://www.allpaps.com)  
 Owner: Bill Malloy

**Business/Economic Development Activity:**  
 Bill Malloy, a respiratory therapist, started Allpaps Respiratory Services in 1998 after 10 years as a respiratory therapist at the Wyoming Medical Center in Casper. His business has grown steadily over the past two years and has expanded the services offered. The company is a preferred provider of Bi-level, CPAP and oxygen to individuals with breathing-related sleep and respiratory illnesses, and mobility limitations. Malloy offers one-on-one respiratory and mobility consultation and provides safety education to patients and caregivers on the proper use of oxygen and oxygen delivery apparatus, bathing and mobility equipment. When the 5,122 sq. ft. commercial building Malloy was renting became available for purchase, he immediately secured funding for the purchase. Now, he is building equity in his growing business and the facility it occupies.

**Assistance Received:**  
 Project funding provided through the SBA 504 Loan Program; participating lenders include WIDC•Frontier CDC and First Interstate Bank, Casper.

**Investment:**  
 Total Project Investment: \$442,000

**Number of Jobs Affected:**  
 Two jobs created and retained

**Name & Location of Business Helped:**  
 Dairy Queen  
 603 North Poplar Street  
 Casper, WY 82601  
 307-266-2450  
 Owner: Jim Henry

**Business/Economic Development Activity:**  
 The Poplar Street Dairy Queen has been a popular fast-food restaurant in Casper since it opened in 1976. When Jim Henry purchased the business in 1998, he made improvements to the building and updated much of the equipment, while continuing to serve local customers and travelers. The establishment has continued to grow in popularity, due in part to its convenient location and high visibility from US Interstate Highway 80 (I-80). In keeping with the newly updated Dairy Queen corporate logo, Henry determined it was once again time to modernize the exterior and interior of the restaurant. With funding through WIDC•Frontier CDC and First Interstate Bank, the exterior of the building was enhanced with new siding, rock fascia, metal trim and the modernized Dairy Queen logo. The interior of the 2,182 sq. ft. building now features booth, table and outdoor seating choices; new beverage station, counters, lighting, ceiling tiles; efficiency improvements were made to the food prep and cooking areas; and a new walk-in freezer was installed.

**Assistance Received:**  
 Project funding provided by WIDC•Frontier CDC and First Interstate Bank.

**Investment:**  
 Total Project Investment: \$311,022

**Number of Jobs Affected:**  
 24 jobs created and retained

**Name & Location of Business Helped:**  
 Lucas Hardy, DMD  
 Wyoming Oral & Maxillofacial Surgery  
 5850 East Second Street  
 Casper, WY 82609  
 307-235-1600  
[www.wyoms.com](http://www.wyoms.com)

**Business/Economic Development Activity:**  
 Dr. Lucas Hardy opened the Wyoming Oral & Maxillofacial Surgery (WY-OMS) clinic in Casper upon completion of the oral surgery residency and certification program at the University of Southern California/Los Angeles County Hospital in 2006. His practice, located on Casper's eastside, has grown rapidly through referrals from local and regional family dentists and physicians. Dr. Hardy currently leases the space his surgical clinic occupies.

To accommodate WYOMOS's future growth, Dr. Hardy has purchased an acre of land and will construct an 8,000 sq. ft. medical services building at the corner of Wyoming Boulevard and Arroyo Street, on Casper's Westside. As WYOMOS continues to grow and additional space is required, the clinic will occupy a part or all of the 6,000 sq. ft. dedicated space in the new building. Upon completion of construction, an additional 2,000 sq. ft. of the building will be leased to a chiropractic clinic tenant. The acquisition of commercial property and new construction will provide space for the future growth of WYOMOS, while Dr. Hardy generates owner equity in this medical services building.

**Assistance Received:**  
 Project funding provided through the SBA 504 Loan Program; participating lenders include WIDC•Frontier CDC and First Interstate Bank, Casper.

**Investment:**  
 Total Project Investment: \$2,037,569

**Number of Jobs Affected:**  
 Four jobs created and retained





# PARK COUNTY

## CONTACT/ORGANIZATION

**James Klessens**  
Forward Cody Wyoming  
[www.forwardcody.com](http://www.forwardcody.com)

**Name & Location of Business Helped:**  
Park County Housing Assessment

**Business/Economic Development Activity:**  
Housing Study

**Assistance Received:**  
Forward Cody coordinated a county-wide assessment of the housing in Park County. Jim Pedersen of Pedersen Planning Consultants of Encampment carried out the study. Through the study, a local planning team reviewed data, provided supporting documentation and evaluated recommendations. The final document carried specific recommendations for the communities of Meeteetse, Powell and Cody. Copies of the study are being used by local investors and developers in considering projects throughout the area.

**Investment:**  
Community Development Block Grant (CDBG) Planning Grant through the Wyoming Business Council for \$25,000, with a local match of \$9,483.

**Name & Location of Business Helped:**  
Light Manufacturing Incubator

**Business/Economic Development Activity:**  
Wyoming Business Council Business Ready Communities Project

**Assistance Received:**  
Forward Cody partnered with the City of Cody to purchase an 11,000 sq. ft. building to use as an incubator for light manufacturing companies. The building has an open floor plan, three phase power and great transportation access all lending great use for growing companies. The initial intent was to utilize the facility to attract a local company wishing to expand or as a tool for business recruitment.

A small firearms manufacturing company will be the building's first tenant, seeking to grow their capacity in manufacturing, but realizing that their company cannot invest in long-term fixed assets at this stage of growth. The incubator allows them to use precious capital for equipment, staffing and R&D needed to expand their operations.

The tenant will lease for two years with a two year renewable option. Rents are at slightly under the market rate for the area. Forward Cody will continue to assist in the development of the company with hopes of watching them "grow out" of the building in the near term.

**Investment:**  
Wyoming Business Council Business Ready Communities Grant – \$727,778  
Forward Cody - \$64,000

**Number of Jobs Affected:**  
The initial tenant will create an additional 6 jobs at a level above the sustainability wage in the next year. The project will demonstrate how the incubator can provide quality space to growing companies, allowing them to better utilize capital in early growth stages. The end result will be a more stable and financially viable company.

**Name & Location of Business Helped:**  
Tastie Foods International

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

**Assistance Received:**  
Forward Cody was approached by the

raisin guy, David Blair of Tastie Foods International in June of 2009. The Eureka Ranch had evaluated Tastie Foods and Blair was seeking a permanent location to grow the company. The start-up company had developed a proprietary process to flavor fruit and other food products. While initially people smiled at the thought of flavored raisins, the smiles turned into "ah-ha's" at first taste. It was obvious that the product has marketability.

What seemed necessary for the company was a concerted business strategy to focus on initial products and production and gradually strengthen the market base by adding new product lines. Forward Cody retained a business consultant to evaluate the company and make recommendations.

With a strategy in place and a commitment by the company to call Cody home, Forward Cody went to work locating a facility and making it certified for food production. Additionally, the necessary start-up capital needed raisin' (pun intended), so financing means were also part of the process.

Over a three-month period, the needed finance partners, the facility and the production start-up were all accomplished. The first order of product, five flavors of raisins, was delivered to Food Services of America the last week of October! Work now begins on follow up orders and to expand into other distribution channels.

**Investment:**  
Private investment in excess of \$500,000 was needed to bring the company to present.

**Number of Jobs Affected:**  
The company will initially have 4 full-time positions. It is anticipated in the next year that the company will grow to 10 positions.

**CONTACT/ORGANIZATION**

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

*Name & Location of Business Helped:*  
Marx Productions, Inc., dba,  
Contemporary Western Design  
Thea Marx  
PO Box 162  
Cody, WY 82414  
307-578-8888  
www.contemporarywesterndesign.com

*Business/Economic Development Activity:*  
Western Art and Fashion On-line  
Magazine

*Assistance Received:*  
Bruce Morse originally visited with Thea approximately 2.5 years ago to review her business plan and talk about some ideas to help market this fledgling business. Contemporary Western Design is essentially an on-line magazine featuring a wide range of western style furniture, art and clothing. In addition, Thea hosts an event each fall in Cody called Style West. Over time, the two have talked about ways to promote that event as well.

The Wyoming Entrepreneur Market Research Center provided a web optimization report that ultimately led to a total redesign of her site. Most recently, Bruce consulted with Thea about her use of social media, specifically Facebook and Twitter, and how it is working for this business. Thea has approximately 850 fans on Facebook and 1,200 followers on Twitter. In addition, she is a contributing author for several national magazines, has written and published a book, writes a blog and is quickly becoming the expert on this style of art and fashion. Thea is also interested in involving Wind River Native American artists and promoting them where she can.

Both the website side of the business and Style West continue to grow; Heather Christensen has been taken

on, as part owner, to help manage the business side of things.

*Number of Jobs Affected:*  
One new job was added this year.

*Name & Location of Business Helped:*  
Welch Wellness, LLC  
Jill Welch  
1220 Sunshine Avenue, Suite 104  
Cody, WY 82414  
307-578-8888  
www.jillwelchwellness.com

*Business/Economic Development Activity:*  
Massage Therapist

*Assistance Received:*  
Jill began thinking about branching out on her own in the fall of 2009 and attended a Start Your Own Business seminar (presented by Jill Kline of the SBDC) at the Women's Business Expo held in Cody. At the time she was working for West Park Hospital. In January Jill contacted Bruce Morse of the SBDC to begin the process in earnest by learning about a business plan and other requirements for starting the venture. She attended other classes also, and was a graduate of the inaugural Cody Business Boot Camp, an 8 session, 3-month program to help new or existing businesses think more in-depth about their business. Jill's business plan was awarded first place in the new business category. The award came with a prize package to help her launch the company. Jill officially began on July 1st. She is currently booked for appointments approximately 3 weeks out. In August, through a grant program sponsored by Bresnan and the SBDC, she was awarded a matching advertising grant for cable TV marketing.

*Investment:*  
Jill began with a \$7,500 loan from a private investor along with an approximate matching amount of her own funds. Including the above mentioned grant and prize package, capital investment totaled \$16,000.

*Number of Jobs Affected:*  
One new job was created with this business.

**CONTACT/ORGANIZATION**

**Bruce Morse, Regional Director  
Elizabeth Parks, Information  
Specialist  
Wyoming Entrepreneur Small  
Business Development Center (SBDC)  
www.wyen.biz**

*Name & Location of Business Helped:*  
Catheze, LLC  
Dierdre Cozzens  
PO Box 675  
Ralston, WY 82440  
307-754-3327  
Cozzens7@gmail.com

*Business/Economic Development Activity:*  
Catheter Bag Holder/Manufacturing

*Assistance Received:*  
Catheze is a company that manufactures catheter bag leg holders for people who use a catheter bag following surgery or due to medical complications. Dierdre officially began this business in the summer of 2009. The inspiration came from personal experience as she had to temporarily use a catheter following surgery. She couldn't find a comfortable bag holder, one that didn't slip or pinch when it filled, so she designed one that fit those requirements. In October of 2009 she contacted Bruce Morse of the SBDC about this and another product she was marketing, looking for ideas on both manufacturing and distribution. Leah Bruscano of the Wyoming Business Council ordered some market research through the Wyoming Market Research Center (MRC) as well as a website optimization report. The MRC continues to support Deirdre with her marketing by supplying business lists and marketing suggestions. She has also worked with the Wyoming Procurement Technical Assistance Center as she was trying to make some inroads with the VA hospitals regarding this product. Marketing is targeted to urologists, pharmacies and direct customer marketing via the internet as there is a very limited local market. Deirdre sells her product through her website, Amazon and eBay. She has customers in Australia, Austria, Germany and Ireland.

Dierdre was able to put together a program whereby prisoners at the Wyoming State Penitentiary will assemble the product. This has increased her margins and volume capabilities. She recently landed a sizable order and needed additional working capital to fill it. After further discussion, she approached the City of Powell's Revolving Loan Fund with a request for \$15,000 for materials and additional marketing. Morse assisted her in developing a business plan and application package to make a successful presentation.

Other Wyoming economic development partners contributing to Deirdre's success include Rick Rothwell, Business Growth Analyst; Andy Rose, Field Engineer and Stan Grabowski, all of Manufacturing-Works.

**Investment:**

Product development and initial working capital were provided by the owner from personal funds. The \$15,000 revolving loan was able to be leveraged into a \$5,000 matching grant from the Bresnan Business Incubator, allowing Dierdre to begin TV marketing in larger metropolitan markets. Total new capital investment was \$20,000.

**Number of Jobs Affected:**

One new job was created with this business. Manufacturing labor is provided by prison labor at this time. Since most of the company sales are to out-of-state customers, money is flowing into the state. Dierdre has also recruited the assistance of Big Horn Enterprises of Powell for labeling, packaging and mailing assistance.



## PLATTE COUNTY

### CONTACT/ORGANIZATION

**Dan Brecht, Director**  
**Platte County Economic Development Corporation**  
[www.pcedwyo.com](http://www.pcedwyo.com)

**Name & Location of Business Helped:**

Town of Glendo  
 Susan Juschka, Mayor  
 Brenda Hagen, Town Clerk  
 204 N. Yellowstone Highway  
 Glendo, WY 82213  
 307-735-4242  
 townofglendo@yahoo.com  
 www.glendowyo.com

**Business/Economic Development Activity:**

Business Park for the Town of Glendo, WY

**Assistance Received:**

Under Mayor Jay Collins, the Town of Glendo applied for and received a Business Ready Community Grant from the Wyoming Business Council totaling \$754,294 for a street extension, sewer line extension, and a sewer lift to service a business park on the north end of the Town of Glendo. During the closing months of 2009 and early 2010, the Town of Glendo worked closely with the Platte County Economic Development, the Wyoming Business Council and the High Plains Economic Development District to complete the grant application and other necessary work on the project to improve and expand the infrastructure for the Town of Glendo.

**Investment:**

The four lots in the business park were donated to the Town of Glendo by Britt Wilson and Doug Quinn of Quilson,

LLC as an "in-kind" donation. The lots totaled just over 5 acres of land along the Yellowstone Highway, adjacent to Interstate 25. In addition the town received 3.57 acres from Quilson, LLC that will be developed as a greenbelt/ pedestrian pathway as funding allows.

**Number of Jobs Affected:**

With the potential for both oil and wind development in Platte County over the next 1-5 years, the potential for job creation could be anywhere from 5 to 30+ jobs, depending on the types of companies that choose to locate in the business park. It is anticipated that oil development could ramp up as early as spring 2011, and Glendo is located about half way between the oil development going on in Converse County and the development in central and southern Platte County. Wind development will impact the Glendo area significantly in the next 3 to 5 years as a major lease agreement between Pathfinder Renewable Wind and the Glendo Wind Association will translate into a large number of wind turbines being erected in the Glendo area. These wind turbines will require both a significant number of construction phase employees and a considerable permanent workforce to maintain the turbines.



## SHERIDAN COUNTY

### CONTACT/ORGANIZATION

**Jay Stender, Executive Director**  
**Forward Sheridan**  
[www.ForwardSheridan.com](http://www.ForwardSheridan.com)

**Name & Location of Business Helped:**

City of Sheridan – Hi Tech Park  
 Wrench Ranch, north of Sheridan  
 55 East Grinnell  
 Sheridan, WY 82801

**Business/Economic Development Activity:**

First and foremost, the City of Sheridan received, through a land exchange, 38.5 acres within the newly annexed Wrench Ranch area used as the Sheridan High-Tech Business Park. This highly valued land acquisition enabled the City to apply and secure a Wyoming Business Council grant of \$2.5 million to install water and sewer infrastructure to the park. This aggressive approach allowed Sheridan to recruit and secure Vacutech, LLC as the first tenant to the park. Vacutech LLC is a high-tech, light manufacturer, producing and installing industrial and commercial vacuum systems. Vacutech has partnered with Sheridan College and the Department of Workforce Services to meet their training and hiring needs. Vacutech LLC anticipates creating 20-30 jobs in Sheridan in the first year.

Sheridan County received grant funding through the State of Wyoming to purchase a facility to be used as the Sheridan High-Tech Business Incubator. This project, a \$1 million investment in our community, was grant funded. A private developer provided the required grant match requirements. The Sheridan High-Tech Business Incubator is operational and is home to four start-up technology businesses.

**Assistance Received:**

Effective land exchange by John E Rice & Sons dba Wrench Ranch.  
Wyoming Business Council – Infrastructure Grant \$2.4 Million.

Forward Sheridan, the Wyoming Business Council, the Wyoming Small Business Development Center, the Wyoming Technology Business Center at the University of Wyoming, Sheridan College, and the Sheridan County Chamber of Commerce have all partnered to offer an array of technical assistance and services to start-up businesses at the Incubator facility.

**Investment:**

Land value at \$1.2 million, WY Business Council Grant at \$2.4 million

**Number of Jobs Affected:**

Construction of infrastructure resulted in 25 jobs. Business will bring over 25 new jobs into Sheridan.

**Name & Location of Business Helped:**

Incubator Facility for Sheridan County  
1981 Double Eagle Drive, Suite A  
Sheridan, WY 82801

3 Clients:

IO Services, Inc.  
Apollo Telemedicine LLC  
OMP Engineering

**Business/Economic Development Activity:**

Sheridan County received grant funding through the State of Wyoming to purchase a newly constructed facility to be used as the Sheridan High-Tech Business Incubator. This structure is about 5,400 sq. ft. of mixed-use office space. This project, a \$1 million investment in our community, was grant funded. Private sector developer recognized the opportunity and provided the required 10% grant match requirements. The Sheridan High-Tech Business Incubator is operational and is home to four start-up technology businesses. In the first month of operation, Forward Sheridan board members reviewed four applications for candidate businesses and using templates provided from University of Wyoming Technology Business Center (UWTBC) made selections.

**Assistance Received:**

UWTBC provided extensive guidance related to structure and recruitment of our client base including some key items to seek. Our focus was on technology driven companies.

Wyoming Business Council provided the grant funds to Sheridan County for the building. Total funds were \$909,000.

**Number of Jobs Affected:**

The incubator has created five full-time positions in four businesses. More importantly the connectivity of the facility has enabled the businesses to work with other technology providers around the county and, in the case of one company, around the world.

**CONTACT/ORGANIZATION**

**Susan Jerke, Regional Director  
Wyoming Entrepreneur Small  
Business Development Center  
www.wyen.biz**

**Name & Location of Business Helped:**

Sensational Kids, LLC  
Pediatric Therapy  
Shellie Szmyd, OTR/L  
727 East Brundage Lane, Suite E  
Sheridan, WY 82801  
307-673-4420

**Business/Economic Development Activity:**

Wyoming Entrepreneur assisted Shellie with her startup and ongoing business support.

**Assistance Received:**

Shellie opened Sensational Kids, LLC, providing pediatric occupational therapy services in a child and parent-friendly environment on February 15, 2010 and has experienced a rapid expansion. Her services include therapy to treat autism, attention deficit disorder, behavioral disorders and sensory processing disorders, along with other interventions to help or improve necessary skills for daily living through activity. Sensational Kids, LLC is currently serving 26 clients and schedules 30 appointments per week. There are several children on a waiting list, most waiting for approval from insurance/Medicaid. She has been able to contract the services of a pediatric occupational therapist and a speech therapist, and is working to partner with the school district to provide pediatric outpatient physical therapy.

Shellie requested assistance from Wyoming Entrepreneur Small Business Development Center prior to opening her business to evaluate her business plan and cash flow projections. With plans for expansion she is considering SBA 504 financing.

**Investment:**

Shellie received a Wyoming Workforce Training Fund grant in the amount of \$850 to use toward attending a continuing education opportunity recently held in the Pacific Northwest.

**Number of Jobs Affected:**

Shellie is working two days a week in her clinic and has contracted with a pediatric occupational therapist and a speech therapist for three days per week. She is planning to hire an office assistant and is looking to purchase her own building to accommodate the expansion. Her space is now 1,250 sq. ft. and she is considering the purchase of a 4,000 sq. ft. building.

**CONTACT/ORGANIZATION**

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

**Name & Location of Business Helped:**

Real Time Targets  
Rocky Mraz  
P O Box 222  
Story, WY 82842  
916-768-1264  
Rmraz60@yahoo.com  
<http://www.realtimetargets.com>

**Business/Economic Development Activity:**

Product development and manufacture for a durable target with on-target display.

**Assistance Received:**

Rocky (a Montana native) worked with several youth shooting sports programs while living in California. Watching kids grow tired of shooting paper targets and seeing a lack of target practice sites in the area, Rocky saw that interest in shooting sports was declining overall. To re-vitalize interest in the sport, he designed an automatic resetting target with an on-target display called the Huckleberry. At the time of this writing, the first shipment is being manufactured in China, but his goal is to contribute to the diversification of manufacturing in Wyoming by bringing the process back to this great state.

Rocky cannot praise the State of Wyoming enough for all the help he has received as he has gone through this process. He calls it "educating Rock." Susan Jerke, Northeast Regional Director, Wyoming Entrepreneur Small Business Develop-

ment Center encouraged him to look at his process and write it all down in the form of a business plan and assisted him in the effort. Susan is also a graphic artist and helped him develop a product logo. Joe Gulino, Field Engineer and Rick Rothwell, Business Growth Analyst, both of Manufacturing-Works, assisted Rocky with product marketing and manufacturing contacts. Anya Petersen-Frey, Southeast Regional Director, Small Business Development Center was there when Rocky had tariff questions. Davona Douglass, Acting Director, Research Products Center had the answers to several patent questions. Carol Stearns, Wyoming Business Council directed Rocky to the SHOT Show, the world's premier shooting sports trade show held in Las Vegas. Rocky attended the Wyoming Inventor's Conference, sponsored by Senator Enzi, and had the opportunity to talk with the Senator about getting his product into the Wyoming National Guard. As a result, the first 20 targets off the assembly line will go to the Guard for training and recruiting purposes. Richard Hawley, Project/Grants Coordinator for Senator Enzi, assisted Rocky in making manufacturing connections. Amy Lea, Program Manager, Wyoming Entrepreneur Procurement Technical Assistance Center, had valuable information about selling the targets to government organizations. Elizabeth Parks, Wyoming Entrepreneur Market Research Center, assisted Rocky in coming up with a marketing plan, competitive product pricing, developing a customer survey, providing contact lists and offering website optimization services.

Rocky has been traveling around the country letting shooters try his target and has received high praises from 4-H programs, the Boy Scouts, airgun associations and shooting organizations. The European market will be big, as firearms are prohibited there; the airgun industry dominates in Europe. He also had the opportunity to demonstrate his target to John Morris, CEO, Bass Pro Shops, while John was visiting Wyoming. John was impressed with the product. Rocky's Huckleberry is on the October cover of Airgun Hobby Magazine, a national airgun publication.

Rocky has not stopped with the development of the Huckleberry; several additions to his product line are in planning stages.

**Investment:**

Funding for the development of this product has come solely from owner equity, along with a financial investment from Rocky's brother. Total investment to date is \$450,000.

**Number of Jobs Affected:**

Rocky hired an accountant in Sheridan in the very early stages of this venture. He also hired a web designer in Sheridan to develop his website. He has contacted Ambi Mail & Shipping, Casper, for fulfillment warehouse services. They anticipate hiring additional people to keep up with shipping and handling of the Huckleberry.

**CONTACT/ORGANIZATION**

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

**Name & Location of Business Helped:**

Sheridan Days Inn  
1104 East Brundage Lane  
Sheridan, WY 82801  
Phone: 307-672-2888  
Business Owners: Keshav Patel and Jayesh Patel

**Business/Economic Development Activity:**

Keshav Patel and his family built the Sheridan Days Inn in 1994. The family owned and managed the property until 2005, when it was sold. In May 2010, in partnership with Jayesh Patel, Kaeshav is once again owner of this Sheridan property. Jayesh will manage the day-to-day operations of the Sheridan Days Inn, under the guidance of Keshav who owns multiple hotel/motel properties in several states.

The Sheridan Days Inn is one block west of U.S. Interstate 90, with good highway visibility, conveniently located near shops and restaurants. The hotel is popular with business travelers, vacationing families, and others who are brand loyal to Days Inn. The hotel

is a two-story well-maintained property with 47 rooms, including two Jacuzzi suites. Ground-floor guest services include a heated enclosed swimming pool, hot tub/whirlpool, sauna room and complimentary continental breakfast in the dining room. The lobby features a business center with a copier, fax machine and computer. Guests have wireless internet access throughout the hotel, and all rooms are furnished with queen or king size beds; family rooms include three queen size beds.

**Assistance Received:**

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

**Investment:**

Total Project Investment: \$2,275,000

**Number of Jobs Affected:**

Twelve jobs created or retained



# SUBLETTE COUNTY

**CONTACT/ORGANIZATION**

**Alexis Berg, Director  
Sublette Economic Resource  
Council (SERC)  
www.sercwyo.com**

**Business/Economic Development Activity:**

The Sublette Economic Resource Council was founded in December 2009. Since SERC's inception this group has helped five businesses apply for and receive training grants totaling \$6,960. SERC has developed a comprehensive Sublette County information packet to assist in recruiting businesses

to Sublette County. To help existing businesses or start-ups navigate Wyoming's business assistance programs, SERC compiled information on the following subjects: starting a business, expanding a business, and buying a business.

The Town of Pinedale and SERC collaborated on the Wyoming Rural Development Council's Community Assessment of Pinedale and also the Wyoming Main Street Program.

SERC supported QEP Resources (formerly Questar) in its effort to rezone 10% of their property to build office space and warehouse facilities, allowing them to expand their current operations. This new facility will allow QEP to keep existing employees in Sublette County and hire an additional 70 people over the next 10 to 12 years.

**CONTACT/ORGANIZATION**

**Mark Atkinson, Regional Director  
Wyoming Entrepreneur Small  
Business Development Center (SBDC)  
www.wyen.biz**

**Name & Location of Business Helped:**

The Log Cabin Motel Forest and Sofia Wakefield  
49 East Magnolia Street  
Pinedale, WY 82941  
307-367-4579  
www.thelogcabinmotel.com  
forestwakefield@gmail.com  
sfwakefield@wyoming.com

**Business/Economic Development Activity:**

The Wakefields purchased the Log Cabin Motel in Pinedale three years ago, after selling a small grocery store in Jackson. Since then, they have become significant icons in the Pinedale community as business leaders. Forest has served as the Chamber of Commerce Board President. Forest and Sofia have renovated much of their hotel and even acquired other property. Their skill as entrepreneurs is exemplary and a treasure in Sublette County. In our relationship with the Wakefields, the SBDC has provided market research about the hotel industry, its best practices and an optimization report for their website.

Additionally, our expert on financial health analyzed their financials and provided advice about their company as a whole. They have also attended classes in Pinedale sponsored by the SBDC.

**Assistance Received:**

The Wakefields have worked with the Wyoming Business Council and have spoken with the Wyoming Procurement Technical Assistance Center (PTAC) about possible involvement with government contracting.

**Investment:**

Forest and Sofia have made a significant investment in the Pinedale community by purchasing this hotel and making constant improvements.

**Number of Jobs Affected:**

Five jobs were retained. The hard work and dedication shown by the Wakefields is an inspiring example to this community. Their property is managed with great skill and expertise.



# SWEET-WATER COUNTY

**CONTACT/ORGANIZATION**

**Michelle Hostetler, Director  
Sweetwater Economic Development  
Association (SWEDA)  
1575 Dewar Dr., #220  
Rock Springs, WY 82901  
www.sweda.net**

**Name & Location of Business Helped:**

Rock Springs, Green River, Granger, Superior, Wamsutter and Bairoil

**Business/Economic Development Activity:**  
Evaluation of the County for industrial growth

**Assistance Received:**  
Wyoming Workforce Training Fund and Commerce Bank of Wyoming

**Investment:**  
\$15,131

**How this Project Affected the Community:**

SWEDA partnered with Commerce Bank to bring Ed McCallum of McCallum Sweeney Consulting to Sweetwater County. Mr. McCallum toured each community and provided feedback and education to all participants regarding the potential for growth in Sweetwater County. In addition, he educated the participants regarding facilitating realistic industrial growth. Mr. Callum is recognized worldwide as a leader in the site selection and economic development fields.

**CONTACT/ORGANIZATION**

**Paul M. Thares, Business and Professional Development Coordinator**  
**Western Wyoming Community College (WWCC)**  
**WWW.WWCC.Wy.edu**

**Name & Location of Business Helped:**  
Western Wyoming Business Accelerator  
#1 College Way  
Green River, WY 82935  
www.WWCC.Wy.edu/ptce  
pthares@wwcc.wy.edu  
307-872-1303 or 307-872-1305

**Business/Economic Development Activity:**  
The Western Wyoming Community College (WWCC) has created a business incubator at its campus in Green River, Wyoming. The incubator is a program that will assist in the start-up and successful development of small businesses in the region. Over the past 2 years, WWCC worked with partners in the community to discuss the potential economic impact of a business incubation program that would serve the five county (Sweetwater County, Uinta County, Sublette County, Carbon County and Lincoln County) region.

The Board of Trustees of WWCC approved the following mission statement for the incubator, to be called the Western Wyoming Business Accelerator (WWBA): “Accelerate the development of emerging businesses and commercialization of their product or service, thereby creating new wealth, new local business opportunities, economic diversification and jobs in Southwest Wyoming. WWBA will provide suitable space for the start-up and growth of businesses and specialized services to support their successful start-up.” The Trustees agreed that the college should proceed with a Needs Assessment and Business Plan for a business incubator.

**Assistance Received:**  
To be successful, the incubator must build effective partnerships with several organizations in the region. Below is a list of the partnerships:

- Small Business Development Center (SBDC)
- Wyoming Business Council
- Sweetwater Economic Development Association
- City of Green River
- Rock Springs Chamber of Commerce
- Green River Chamber of Commerce
- Wyoming Department of Workforce Services
- Business and Technology Center at the University of Wyoming

**Service Area Partners:**  
The Western Wyoming Business Accelerator will serve a five county region and will need partners to assist with outreach in these counties. These partners for the service area include:

- Carbon County Economic Development
- Evanston Chamber of Commerce
- Rawlins Chamber of Commerce
- Rock Springs and Green River Main Street Programs
- South Lincoln Economic Development
- Sublette County Economic Development
- Sweetwater Joint Travel and Tourism Board
- Town of Wamsutter
- Uinta County Economic Development Commission.

**Investment:**  
Western Wyoming Community College invested \$20,000 and retained Business Cluster Development (BCD) to conduct a Needs Assessment which addressed the need and demand in the local market, examine business resources available in the region, identify potential collaborations among WWCC’s partners, assess the facilities identified for use as the accelerator and explore a potential focus for the program. After completing the needs assessment process, BCD determined that a need for a business incubation program existed in the WWCC service area.

**How this Project Affected the Community:**  
While establishing a business accelerator program in a rural area always presents the issue of critical mass, it is clear that the goals and expectations of both the college and the community’s within the service area are reasonable and achievable. Basically, the expectation is that the Western Wyoming Business Accelerator will assist approximately five businesses per year. The program would serve both businesses located in the accelerator facility (“residents”) and in the community (“affiliates”). Businesses would participate in the program for about two years and then graduate into commercial space in the communities.

**Name & Location of Business Helped:**  
All small businesses within the Western Wyoming Community College Service Area, which includes the following counties: Carbon, Sublette, Uinta, Lincoln and Sweetwater.

**Business/Economic Development Activity:**  
Workforce Training Education: A business needs assessment was administered by Western Wyoming Community College with help of the Chambers of Commerce within the college’s service area.

**Assistance Received:**  
This past summer, Western Wyoming Community College conducted a survey of local businesses in its five-county service district. Business and Professional Development Programs Coordinator

Paul Thares partnered with adjunct faculty and Learning Assessment Associate Dianna Renz and contacted Chambers of Commerce within the five counties: Uinta, Sweetwater, Sublette, Carbon, and Lincoln. WWCC's Business, Professional, and Workforce Development Program will use the survey results to make well-informed decisions regarding appropriate training and educational opportunities.

**Investment:**

The investment for this project came from the hours the WWCC staff put into developing the survey, sending out the survey, compiling the data and writing up a report and doing presentations.

**How this Project Affected the Community:**

Western Wyoming Community College is committed to providing useful and relevant educational opportunities for local business owners. To this end, the survey asked a number of questions intended to identify appropriate training topics. The largest portion of participants (60%-70%) desire programs in Accounting & Quickbooks, Microsoft Programs, Customer Service, Leadership, and Advertising. A second large portion (50%-60%) desire programs in Public Relations, Adobe Programs and Website Development. In regards to receiving college credit for training, 33% of participants desire credit, 35% do NOT desire credit, and 32% have no preference regarding credit. In regards to method of delivery, 35% prefer a blend of online and face-to-face instruction, 22% prefer face-to-face courses, 21% prefer online courses, and 23% have no preference about method of delivery. Participants indicate Western should offer flexible training opportunities including night classes, brief online sessions, seminars and workshops, and electronic newsletters containing business success tips.

Participants indicate the majority of local businesses (58%) are corporations. An almost even gender representation was indicated, with participants reporting 32% of businesses are owned by males, and 29% of businesses are

owned by females. Regarding method of operation, 69% are storefront businesses, 17% are storefronts with online purchasing options, and 10% are home-based businesses. Of those businesses, 69% are service-oriented, 20% are trades-related, 13% are retail-related, and 7% are food-service oriented. As might be expected from the survey audience, 77% report operations in Sweetwater County, and 36% report operations in Sublette County. In addition, 19% report operations in both Uinta County and Lincoln County, and 12% report operations in Carbon County.

Additional comments suggest that Western Wyoming Community College collaborate further with local Chambers of Commerce and provide encouragement to students regarding local employment opportunities. In addition, Western should "show local business owners how to work together... [to illustrate that] local competition and cooperation brings more business...for everyone."

**Name & Location of Business Helped:**

Eleutian Technology, LLC  
215 South 2nd Street  
Ten Sleep, Wyoming 82442

**Business/Economic Development Activity:**

Business Expansion/Workforce Training for Eleutian Centers

**Assistance Received:**

Department of Workforce Services training Grant  
City of Green River  
Wyoming Business Council  
Sweetwater Economic Development Association  
Western Wyoming Community College  
Western Wyoming Business Accelerator

**Investment:**

Western Wyoming Community College and Eleutian Technologies received a Department of Workforce Services Training Grant in the amount of \$316,962.

**Number of Jobs Affected:**

As of the end of October Eleutian Technologies has trained 16 people to teach

English online to Asia, Dubai, and South America students via Eleutian Technologies SpeakENG online video software program.



**TETON COUNTY**

**CONTACT/ORGANIZATION**

**Margie E. Rowell, Regional Director Wyoming Entrepreneur Small Business Development Center (SBDC)**  
[www.wyen.biz](http://www.wyen.biz)

**Name & Location of Business Helped:**

Acumen Business Support Solutions/  
Elevation Virtual Assistance  
Sarah Neumann  
3978 Hawthorn Lane  
Wilson, WY 83014  
[www.elevationva.com](http://www.elevationva.com)  
[www.acumenbss.com](http://www.acumenbss.com)  
[sarah@acumenbss.com](mailto:sarah@acumenbss.com)

**Business/Economic Development Activity:**

Sarah started Acumen Business Support Solutions with the goal of providing support services to local Jackson businesses and eventually providing business support all over the country through virtual assistance. Sarah met with Margie Rowell ([www.wyen.biz](http://www.wyen.biz)) for business advice and to find out about programs available in Wyoming for small businesses. Margie informed Sarah about the Wyoming Workforce Development Training Fund Program for new and existing positions. Assist University offers a training program for virtual assistants, but was economically out of reach for this new start-up business. With the help of the training grants, Sarah was able to attend the top training program for virtual assistants in the country and has created a new division

for her business, Elevation Virtual Assistance. Sarah is now able to expand and grow her business by increasing her market working virtually, while still providing professional support for local businesses.

**Assistance Received:**

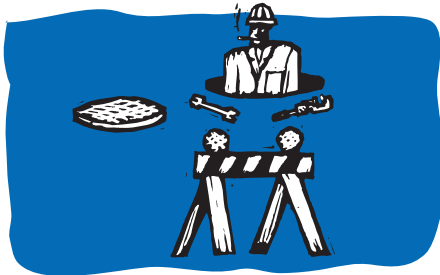
Wyoming Department of Workforce Services – Workforce Development Training Fund Program  
www.wyomingworkforce.org/wdftf/

**Investment:**

\$4,798

**Number of Jobs Affected:**

One job affected.



# WASHAKIE COUNTY

**CONTACT/ORGANIZATION**

**Le Ann Baker, Executive Director**  
**Washakie Development Association (WDA)**  
[www.washakiedevelopment.com](http://www.washakiedevelopment.com)

**Name & Location of Business Helped:**

Worland VA Primary Care  
Telehealthcare Outreach Clinic  
Regional Crisis Stabilization  
Center- Cloud Peak Counseling  
510 South 15th Street, Suite D and E,  
Worland, WY 82401

**Business/Economic Development Activity:**

Both entities proved need for services to individuals in the Big Horn Basin area and required proper facilities in which to serve the clients. Cloud Peak Counseling Director Mark Russler had been working for years to create and fund the Crisis Stabilization Center and with the help of Representative Debbie Hammons succeeded when the

legislature voted for an annual administration budget. At approximately the same time Washakie County answered an RFP from the Veteran's Administration for the Telehealth Clinic. A county building was selected and Washakie Development Association completed a Mineral Royalties Grant application for the remodel.

**Assistance Received:**

Washakie Development Association partnered with Washakie County, Cloud Peak Counseling and the Veteran's Administration to make application for the Mineral Royalties Grant. A grant in the amount of \$218,000 was received with Cloud Peak Counseling with funds from the Wyoming Department of Health Mental Health and Substance Abuse Division providing \$81,000 and the VA providing \$110,000. Washakie County provided approximately \$200,000 more to complete the remodel.

**Number of Jobs Affected:**

13-17 jobs are being created as the facilities are completed and opening. The highlight to date is one young lady who was born here has returned to work in the community. Both entities provide much needed services to the entire Big Horn Basin, convenience and savings to our Veterans and bring guests to the community. The Crisis Stabilization Center also provides a cost savings to the county.

**Name and Location of Business Helped:**

Fair View Industrial Park  
P.O. Box 228  
Worland, WY 82401  
[www.washakiedevelopment.com](http://www.washakiedevelopment.com)

**Business/Economic Development Activity:**

Business Park development

**Assistance Received:**

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

**Investment:**

Business Ready Communities 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 Planning costs

**How this Project Affected the Community:**

Seven business-ready lots will be created in the Fair View Industrial Park Phase 1 to attract new targeted industry. Infrastructure will also open up 30-50 more acres for future development. Phase 1 lots are for sale and construction and landscaping will be completed in the spring of 2011.



# WESTON COUNTY

**CONTACT/ORGANIZATION**

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

**Name & Location of Business Helped:**

Weston County  
1 West Main  
Newcastle, WY 82701

**Business/Economic Development Activity:**

County Assessment

**Assistance Received:**

NEWEDC Executive Director participated on the assessment team for the Weston County Community Assessment that took place in May 2010 with follow-up and final priority setting on September 30, 2010.

**Investment:**

Weston County Community Assessment was a co-funded effort by the Wyoming Rural Development Council and the Weston County Commissioners.

**CONTACT/ORGANIZATION**

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

**Name & Location of Business Helped:**

Lunatics (Get Lost in Your World)  
Anthony Sandoval and Bonnie Tolson  
212 West Main Street  
Newcastle, WY 82701

**Business/Economic Development Activity:**

Hobby shop in Newcastle, Wyoming  
Grand opening on August 6, 2010

**Assistance Received:**

Business partners Anthony Sandoval and Bonnie Tolson believe that Newcastle is a great town to live and raise a family and saw the need for quality entertainment to keep youth involved in healthy, educational activities. They combined their extensive experience with hobbies and retail to launch a hobby shop to fill a niche in this small mining and oil community. They celebrated their grand opening on August 6, 2010 with inventory that included paintball, skateboards, bicycles, model kits, science kits and remote control vehicles. Since that time, they have continually added new products, including role-playing games, puzzles and “perfume science.”

Anthony and Bonnie worked with Wyoming Entrepreneur Small Business Development Center to develop their business plan and cash flow projections. They also enlisted the assistance of Norma Shelton from the Newcastle Chamber of Commerce. They leased the location in downtown Newcastle, remodeled the space and secured a loan from Sundance State Bank for inventory. They built much of their own display shelving, using artistic creativity to define areas within the store and recycled

shelving units available from Pamida when the store was remodeled in Newcastle. Anthony and Bonnie are utilizing Facebook and MySpace to market their store. They are also taking part in many local events, such as sponsoring an ATV rodeo, joining the homecoming parade and local Chamber of Commerce events.

**Investment:**

Funding for Lunatic’s inventory was secured from Sundance State Bank.

**Number of Jobs Affected:**

Bonnie works full-time and Anthony is part-time at Lunatics.

**CONTACT/ORGANIZATION**

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

**Name & Location of Business Helped:**

Perkins Tavern  
114 West Main Street  
Newcastle, WY 82701  
Phone: 307-746-3382  
Owners: Julie and Bruce Perkins

**Business/Economic Development Activity:**

Bruce Perkins purchased this existing downtown Newcastle business in June 2006 and since has created a popular gathering spot for local residents and visitors. Bruce and Julie Perkins manage the day-to-day operation of the tavern, which features sports memorabilia, pool, darts and Gypsy League Motocross. They advertise the tavern as the neighborhood “Cheers” of Newcastle. The tavern was one of three businesses leasing space in a charming downtown building. When the building became available for purchase in late 2009, the Perkins immediately recognized the benefits of owning the building where their business was located. Now as building owners, the Perkins plan to make improvements to the building interior to enlarge the tavern space for expanded food service, arcade games and other amenities popular with their customers. Their plans also include a remodel of the second floor to offer space for private catered parties and events.

**Assistance Received:**

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

**Investment:**

Total Project Investment: \$255,000

**Number of Jobs Affected:**

Four jobs created and retained



**MULTI-COUNTY**

**GOSHEN, LARAMIE AND  
PLATTE COUNTIES**

**CONTACT/ORGANIZATION**

**Anja Bendel, Executive Director  
High Plains Economic Development  
District  
PO Box 988, Wheatland, WY 82201  
anja.bendel@gmail.com**

**Business/Economic Development Activity:**

Seminar Series for Education: In light of the oil exploration in the Niobrara Formation in Southeast Wyoming, the High Plains Economic Development District hosted an informational seminar series on August 31st and September 1st to help the public understand what is happening in their backyards. Many regional partners came together to make this a success: Noble Energy, Goshen County Economic Development, Platte County Economic Development, Cheyenne LEADS, Building the Wyoming We Want: the High Plains Initiative, and Goshen, Laramie, and Platte Counties.

Part of the approach was that, since the Niobrara Formation does not adhere to county lines, or even state lines, we need to work together. As the saying goes, “the rising tide lifts all boats” and

the event drew people from as far as western Nebraska, Casper, and Denver. In order to reach as much of the affected region as possible the seminar was given in Cheyenne, Torrington, and Wheatland. Business owners, landowners, elected officials, and interested individuals all attended, with an estimated total audience of 1,000 people.

Noble Energy gave an overview of the formation and of exploration activities and the Wyoming Oil and Gas Conservation Commission and the Department of Environmental Quality presented on the regulatory elements. Other speakers spoke on the possible socio-economic impact with a report from the Wyoming Business Alliance, and three speakers from Sublette County who shared their experiences living with gas exploration.

Based off of the success from this event, the High Plains Economic Development District hosted a second seminar series the first week of November, this one focusing on landowner concerns. Topics covered were contracts, ground and surface water, seismic exploration, and how each county is working together with the oil companies to address needs.

As time progresses and more is known about the formation, the District will hold future public events to help inform the public and provide resources to them, and we look forward to future collaboration with our regional partners.



## STATEWIDE CONTACT/ORGANIZATION

**Joan Evans, Director, Department of Workforce Services  
State of Wyoming, Department of Workforce Services, Cheyenne  
[www.wyo.gov](http://www.wyo.gov)**

### ***Businesses Helped:***

Workforce centers are located in 19 Wyoming counties, with four outreach centers in the remaining counties. The Department of Workforce Services maintains a statewide network of workforce centers.

There were over 225 private, non-profit, municipalities, and community employers that provided employment opportunities across a wide spectrum of industries and occupations. Many employers commented that the Summer Youth Employment Program was a way to give local youth an opportunity to work and gain experience and skills they will use in their future education and employment choices. Life skills and leadership classes were arranged and delivered using over 45 education and training providers across the state.

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

Through the use of Recovery Act funds, the Department ran a statewide Summer Youth Employment Program (SYEP). The program was designed to give Wyoming's youth an opportunity to receive foundational work readiness skills; give youth access to leadership and life skills resources; and place them into specific work experience opportunities relevant to their career and educational goals. The Summer Youth Employment Program ran from May 1, 2010 through September 30, 2010. Workforce Services targeted employment opportunities that were combined with work readiness, leadership, life skills and educational or workplace activities in collaborative efforts with those employers that participated in the program.

The Department felt the summer employment program should strive to contain not only a valuable on-site work experience, but also include effective and comprehensive activities that would provide full and complete work readiness, leadership and community engagement activities.

There were four main components that the summer program specifically focused on:

1. Provide wages for summer work experiences so that significantly increased numbers of low-income

2. Expose young people to the work place; enhance academic skills and increase marketable skills to help make informed career choices.
3. Provide career guidance, coaching and support for low-income youth in all areas including: employment, post-secondary education and training, and alternative education.
4. Provide expanded basic academic and computer skills, tutoring, and remediation to more youth to prepare them for successful transition to post-secondary education, occupational training and apprenticeships.

The program wrapped up by providing a backpack with essential educational and work related supplies to all youth that participated in, and successfully completed, their work experience. A computer was made available to those youth that showed exceptional initiative and effort in all four of the program elements and demonstrated a need for it in their education or employment goal.

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

Through the use of the 2009 Recovery Act funds, the Department of Workforce Services, Employment Services Division, the Department of Family Services Temporary Aid for Needy Families (TANF) under the director of Director Tony Lewis, and the Wyoming Workforce Development Council, combined program elements and financial resources to run a second Summer Youth Program for 2010.

WIA and TANF program resources are designed to make education, work-related activities, and needed supportive services available to Wyoming's youth that met the eligibility requirements of being between the ages of 14-24, low income, and have an educational, employment or community barrier. The Wyoming Workforce Development Council funds targeted youth that did not meet the low-income eligibility requirement, but did contain at least one barrier to education, employment or the community. The program gave youth the opportunity to experience specific work requirements

many employers look for in a workforce, educate them about their local community resources, and provide basic leadership and life skills.

**Investment:**

By accessing resources made available through the Workforce Investment Act Employment and Training Programs of \$800,000, the Temporary Assistance for Needy Families (TANF) program of \$644,992, and the Wyoming Workforce

Development Council of \$156,000, the Department had the opportunity to bring additional educational and workforce related activities, as well as providing subsidized job opportunities, to youth across Wyoming this summer.

**Number of Jobs Affected:**

Wyoming's summer youth work experience program was the largest in its history, with 490 participating directly in employer-supported work experiences.

Of those, 285 were youth between 14 and 18 years old; 147 were between 19 and 21; and 58 were between 22 and 24. The Workforce Center staff worked closely with employers, educational partners and other key economic development partners in summer employment and expanded work experiences activities in areas that were responsive to the demands of regional economies.

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### WEDA SUCCESS STORIES 2010