

Okay.....I apologize.....really!

I made a promise to myself when I started this column, and I stepped out and broke that promise last week. I humbly apologize!

I promised myself that I would be very careful with ACRONYMS and clearly identify them on the occasions that I would use them! This business is full of them and most of us involved still have a hard time keeping up. I can imagine how someone with little or no exposure might feel. I went to a telecommunications seminar awhile back and was totally lost after the first dozen or so.

Well, I fired out a few in acronyms in last week's column and am going to provide you this list to clarify a bit. You can hang it on the refrigerator or the file cabinet (or near wherever else you might choose to read this offering) for future reference – just in case I slip up again!

Here they are:

SBDC – That's the Small Business Development Center! In business to educate and assist Wyoming's small business community. Counseling services are free, you can't beat a deal like that! They can lay it out for you, step by step, so you don't overlook anything in the start up phase or general operating cycle. And their educational offerings are timely, professional, and affordable.

MAMTC – Mid-America Manufacturing Technology Center. These are the engineering consultants who can help small business with production layout & flow, mfg. engineering application assistance, technological, and even environmental concerns. If it's mfg. engineering and they can't help, they'll sure help you find the proper help!

GRO-Biz – stands for Government Resources & Opportunities for Business! You knew that, right? This program offers statewide assistance in selling to the government – going after those federal and state contracts. A very useful organization that you need to explore if you are interested in the government procurement systems.

EDC's – this is an economic development industry acronym referring to Economic Development Corporations or Companies. Like CAEDA in Casper – CAEDA is an EDC! OOPS! Here we go again.....

CAEDA – Casper Area Economic Development Alliance, the local economic development corporation, charged with marketing our community as a great place to locate and grow a business; charged with working with the local business community to provide opportunity and enhance the business climate; charged with overseeing the overall economic development efforts of the area. Big job if you recall our week one

definition of economic development. If you get a chance to help these folks out, do it! As we discussed, everybody has a stake in this stuff.

SBA – the U.S. Small Business Administration. Not just lenders (or loan guarantors). Active in the business community providing assistance and information to enhance business activity.

Okay then.....I think that is all of the acronyms I put before you last week that I didn't identify. Like I said, I'm sorry already! There are hundreds more out there in this business alone, and I pledge to make every effort to identify them as I use them – and every time I use them – to keep from confusing you unnecessarily.

KISS will be my motto from this point forward!