

Exciting Stuff

I never really looked at myself as a writer before. Heck, getting me to sit myself down and write a term paper, or a thank you letter, or even a “to do” list has always been one of the great chores in my life. But an opportunity to write a bit about some stuff I really enjoy and truly believe in has me excited. I’m hoping that in the coming weeks I can open up the world of Economic Development and small business to you in a plain and simple way that you can relate to. I want to address the buzzword of all buzzword’s, “economic development”, from varying angles and see if we can’t make some sense out of all we hear about it, and all we say about it, and what’s being done about it. Believe me, it’s a big big topic and we’ll go off in a lot of different directions. Maybe some program overviews, maybe an interview or two, maybe you will learn something, surely I will. If nothing else happens, hopefully you’ll be thinking about it from time to time and that has to be a positive.

Economic Development has become a standard campaign “catch phrase” for politicians from the municipal to the national level. City Council persons to Presidents, County Commissioners to U.S. Senators, everyone has concerns and solutions to the economic development bugaboo. John Q. Public responds to survey after survey with economic development concerns and asks over and over again “what are they doing” or “why aren’t they doing?”

Local efforts organize and reorganize and state efforts organize and reorganize. The effort is there, the concern is there, the good faith is there, so where are the results? Why doesn’t it move faster? What is so hard about this anyway? I love it here in Casper, it’s perfect for me. Why don’t we just call up a few companies and tell them that? What could possibly stop them? This isn’t rocket science!

I plan to look at these questions and many more as well as keep you informed about what’s happening in the area, like the Wyoming Business Alliance’s Economic Outreach Forum Monday and Tuesday, March 24 & 25, and the Wyoming Business Council quarterly board meeting and planning sessions Tuesday the 25th and Wednesday the 26th. Both would be well worth your time! We’ll start off next week with a definition of the culprit, and then we’ll start looking at segments of the process. We’ll co-mingle timely topics and some program reviews as we go. As we move into this discussion I look forward to your input and inquiry.

Be thinking of your own definition for “economic development”. We’ll see how close we match. I would love to administer that one-question test in Council Chambers and Commission boardrooms throughout the county, as well as on the floors of the State Legislature and Senate. I’m not looking for right or wrong answers, don’t know how you would determine that. Just looking for threads of continuity and anticipating the diversity of answers. Have to write it down though. When one person answers verbally the remaining answers start to conform too closely. It’s a written exam!

I hope you will enjoy this series as much as I am going to enjoy writing it. It’s a fun topic that everyone can participate in at some level. Most of you already do, just never really looked at it that way I think!

