

WCCE News

Wyoming Chamber of Commerce Executives

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January 2010
Newsletter

WCCE President:

Tim O'Donoghue, Jackson Hole Chamber of Commerce

Dear Colleagues,

With February 2010 fast approaching, WCCE's attention is turning to the Wyoming State Legislature's session and WCCE's Business Day at the Legislature. WCCE's Legislative Affairs Committee has held the first of several meetings with our legislative consultant, Lynn Birelffi. We are in the process of identifying, prioritizing, and tracking issues the WCCE Legislative Committee determines to be the most significant for WCCE Members and their business constituents. Our next meeting is scheduled for January 19th at 9 am via conference call. All WCCE members are invited to attend this conference call where we will receive an update from Lynn on the legislative issues we are tracking.

The 18th Business Day at the Legislature will occur on Wednesday, February 24 at the Cheyenne Little America and the State Capitol. The afternoon prior to Business Day at the Legislature, February 23rd, will be WCCE's Winter Conference where training will be provided to WCCE Members. I highly encourage you to attend both events as they will be highly informative and significant networking opportunities for you and your staff. I also request your help in assisting Candy in getting the information on these two events out to your membership. Since we are not printing flyers and registration forms but are relying on getting the electronic version of these out to the business community, we need your help in electronically distributing this information to all of your members and email distribution lists.

I look forward to seeing you in February,
Tim

WCCE's 2010 Winter Conference

February 23, 2010 – The Historic Plains Hotel in Cheyenne, Wyoming

Winter Conference will begin at 2:30 p.m. at the Plains Hotel on Tuesday, February 23rd. All chamber directors and staff are encouraged to attend. The conference will feature Steve Snyder the Vice President of Local Chamber Relations at the California Chamber of Commerce. Steve will be presenting **"Enhancing Your Chamber's Revenues"**. The conference will last 2:30 to 7 pm with a fee of \$75 which includes dinner.

The agenda is still in the works and will be made available later this month. The room block at Little America is lifted on January 23rd. The rooms are blocked under "Business Day and WCCE". Please call Little America at 1-800-445-6945 to reserve your room today.

Object and Purpose of WCCE

The organization shall be organized to advance Chamber of Commerce management in all areas; to advance standards of ethical and efficient operation; to provide assistance to members in the conduct of their responsibilities; to coordinate information on all matters relating to Chambers of Commerce and similar organizations; to be a clearinghouse for interchange of ideas and information among Chambers which may provide a basis for action on matters of statewide importance; and to provide a medium for effective cooperation with organizations performing specialized functions related to Chamber of Commerce.

Wyoming Business Council:

Brandon Marshall, Business and Entrepreneurial Development Program Manager

Wyoming Business Images Magazine 2010 Edition has arrived

The Wyoming Business Council has again sponsored the 2010 Edition of Wyoming Business Images magazine. The magazine focuses on the business environment around the State with features focusing on various types of businesses. This year's edition focuses heavily on renewable energy efforts and technology.

The magazine is distributed throughout the United States at various tradeshows that the Wyoming Business Council attends, as well as through the mail to companies inquiring about doing business in the State.

One of the most exciting features of the magazine is the online edition, which is available at imageswyoming.com. The online magazine functions like the print edition allowing for page turns and full article access.

Advertising in the magazine was purchased by several different entities around the state, who in turn receive copies of the magazine free of charge from the publisher.

Synchronist Survey training available for free

As we've discussed at several past meetings of the WCCE, the Synchronist Survey instrument is a great tool for a local Chamber of Commerce. The survey allows the chamber exec to be out in the business community interacting and gathering information that may be vital to sustaining a quality business environment locally.

Beyond the value of the actual survey, the Synchronist system now allows you to use it as database of all chamber members, regardless of whether or not you plan to survey them. The upgraded system also allows for assistance tracking and several other tools designed to give more value to your members.

Because there are so many new features of this system there are now several training webinars being put on by Blane Canada, Ltd., who developed and operates the Synchronist System. The next scheduled webinars are in January. The webinars focus on basics of operating the system as well as functions such as reporting and then actual interview techniques. The webinars are a great opportunity to learn and interact with users all over the country. The webinars are free of charge, as they are paid for as part of the licensing agreement that the Wyoming Business Council has for the Synchronist System. Watch your email for forwards from WCCE showing scheduled webinars.

Also, if you have any questions regarding getting your chamber of commerce set up in the Synchronist System, please call Brandon Marshall at 307-777-2820 or email Brandon.marshall@wybusiness.org. The system is free of charge to your chamber and can truly be a great tool to add value for your members.

**** Great Idea ****

Give your board members business cards with their names on them (be sure to include the chamber logo). Every time the board member goes into a business they can leave their card....this way the chamber is always represented!!

2010 Wyoming Governor's Hospitality and Tourism Conference February 21-23, 2010, Little America, Cheyenne, Wyoming

Topics for the conference include:

- The latest on online and social media marketing
- Effective communication and sales with customers
- Clearly reach your employees
- Package your community for more business

Registration and conference information is available at www.wyominggovernorsconference.com or contact Christi at christi@wyotravel.org.

Institute Report from Kim Jones, Cody County Chamber of Commerce:

I want to thank WCCE for allowing me the opportunity to use grant funds this past year to attend my third year of US Chamber Institute. Courses studied this year included Implementing Ideas, Strategic Planning, Everyday Ethics, Community Development, Mobilize to Globalize, Staff Optimization, Budgeting and the Bottom Line and Vintage, Virtual & Visionary for chambers.

Institute also gave me the opportunity to build new relationships with other chambers. I am pleased to report as a result of this class that a chamber in Alaska and the Cody Country Chamber of Commerce has recently completed a Western Cody Vacation swap for an Alaskan Vacation. We can now use this Alaskan vacation for a raffle, auction, or any other way to raise money and add to the budget next year.

I also gained new knowledge that I was able to deliver to my board at our retreat and now we are going to implement some of these practices for 2010.

In closing Chamber of Commerce's rarely have the opportunity to meet, listen, and gain knowledge from so many peers in the same industry, this part is very beneficial seeing how remote we are in Wyoming. Thank you again for all you have done for our chamber!

Institute Report from Candy Wright, Wyoming Chamber of Commerce Executives:

It was 70 degrees when I left Tucson on Friday and 6 degrees with blowing snow when I arrived home in Wheatland! Brrrr...

What a great experience the U.S. Chamber's Institute for Organizational Management is. Thank you to the WCCE Board of Directors for making sure there was funding to send me this year. I have met some wonderful contacts and taken some great classes. This year's classes (2nd year) included a class on governmental affairs, management, successful board orientation, associations of the future and a great class on non-profit law! For those of you thinking about attending Institute don't hesitate any longer. What a great opportunity for Wyoming chamber executives!! The US Chamber has a scholarship, WCCE has a scholarship and the Department of Workforce Services has grant funds. By utilizing these resources your chamber can send you for almost nothing. Call me for more information.

Congratulations to Kathy Wallingford, Thermopolis Chamber of Commerce and Kim Jones, Cody Country Chamber of Commerce for completing their fourth year and receiving their IOM. I was so proud to sit there and watch two Wyoming directors go through graduation. Wyoming has always had a great presence in Tucson – while down there I saw Dawn Darby from Evanston, Dale Steenbergen from Cheyenne, Janelle Martinsen from Sheridan and Terry Sutherland from Worland.

WCCE Reminders:

- **WEDA's Winter Economic Development Conference - February 9 & 10, 2010** in Cheyenne at Little America
 - **Governor's Tourism Conference** is scheduled for **February 21-23, 2010** (ending at 2 p.m.) in Cheyenne at Little America
 - **WCCE Winter Conference** is scheduled for **February 23, 2010** in Cheyenne at the Plains Hotel starting at 2:30 p.m.
 - WCCE's **Business Day at the Legislature** is scheduled for **February 24, 2010** in Cheyenne starting at 7 a.m. at Little America, Cheyenne
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Entrepreneurship Services offered by the Wyoming Business Council and partner programs at the University of Wyoming:

Small Business Development Center wyomingentrepreneur.biz	Gro-Biz Procurement Technical Assistance Center www.gro-biz.com
Wyoming Technology Business Center uwyo.edu/wtbc	SBIR/STTR Initiative uwyo.edu/sbir
Wyoming Market Research Center wadmnweb.uwyo.edu/wmrc	Wyoming Research Products Center uwyo.edu/rpc
Manufacturing-Works manufacturing-works.com	

WCCE Board of Directors 2009-2010

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Does Your Chamber's Customer Service Include the Four Basic Principles of Ethics?

Trustworthy, Responsible, Respectful and Fair