

WCCE News

Wyoming Chamber of Commerce Executives

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Newsletter

From WCCE's President

Peggy Rounds, Evanston Chamber of Commerce

What is a Chamber of Commerce? *It is the front door to your community!*

A Chamber of Commerce is a one stop information and resource center for visitors, locals, businesses and those outside of the area seeking information and assistance.

Is the Chamber of Commerce a division of the City, County, or Lodging Tax Board? No, but we do work as partners.

What are the major funding sources for the Chamber of Commerce? The majority of funding comes from businesses, organizations and individual memberships who believe in paying their fair share to an organization that promotes the area. Additional funding is derived from contracts for services.

What does a membership pay for? With the Chamber acting as the front door to your community, we direct inquiries and resources to businesses, organizations and individuals. It's an investment in your Community!

We're in business for business! We create opportunities for businesses to grow and prosper. We provide a multitude of networking opportunities, resources and services.

It's all about supporting those who support you! Any function that gives a business or organization an opportunity to meet others and refer those they meet to other members creates a healthy community that will grow and prosper.

The Chamber of Commerce is involved with leadership development, volunteerism, educational development, regional cooperation, economic development, member services, maintaining alliances at the local, state and federal levels, communicating current issues, candidate forums, workforce issues, housing issues, and quality of life issues that impact your wonderful community!

The Chamber of Commerce is an organization of business and professional men & women who have joined together for the purpose of promoting civic, commercial and economic progress in our community.

What is the funding used for? Salaries – The staff provides information on a daily basis to those seeking information about the Evanston area. We attend a multitude of functions and then share information with our members providing additional opportunities to help your business succeed. We also share that information with other committees & organizations that have an interest in the Evanston area and business community.

Telephone, Internet Service, Office Supplies & Equipment, Printing Costs, Repairs & Maintenance, Insurance, etc. – We need all the above to communicate and run our organization to help your business.

Travel, Education & Training – Investing in staff keeps turnover at a minimum and allows individuals to expand their knowledge; Learning new skills and techniques add value and expertise to their job experience. The outcome provides a confident well informed Chamber staff that easily assists those seeking information about the area through our office.

The Chamber attends: Conferences, Summits, Expositions, trade shows, and numerous meetings and events. We represent the Chamber of Commerce membership. Not only do we promote the community to the outside world, we promote and assist Evanston businesses. Attending events, meetings and conferences allows the Chamber staff to share the wealth of knowledge we have about the Evanston community and learn what other organizations are doing!

How can I get involved? Call your local Chamber of Commerce and ask to join. They coordinate and assist several volunteer Committees', luncheons and other events.

Attend Chamber events, it is a cost effective way to increase your business by being involved and networking.

Read the area happenings. Chambers distribute information that include upcoming local events, trainings, trade show opportunities, columns and information from the Wyoming Business Council, Small Business Development Association, legislative issues, sponsorships and member to member offers.

Is there anything else? Chamber offices want to promote your organization: They can display brochures, business cards and coupons.

Your business or organization will be listed on marketing efforts that your local Chamber of Commerce is involved with. Examples include websites, membership directories, and relocation packets for potential businesses and those seeking to move to your area. Chambers refer inquiries to your business!

Chambers work with many organizations & committees representing Chamber Membership and keeping members apprised of current issues and events.

Who benefits by having a strong local Chamber of Commerce? Everyone! The Chamber of Commerce is the eyes and ears of the community. They have a passion to sell your community to visitors and locals allowing communities to grow and prosper. This "can do" attitude leaves visitors with a sense that "the front door" enjoys sharing the wealth of knowledge about the Community with others! It's all part of "supporting those who support you".

Chambers receive phone calls and visitors daily asking about your local community.

Questions and information provided include:

Area Demographic Information

Directions

Maps

Phone numbers and information for local businesses and events

Listings of lodging & restaurant establishments.

Schools

Health Care Facilities

Employment Opportunities

Resources and information to open and/ or relocate a business

Relocation information for individuals and families considering moving to the area.

Tours of the area.

City, county, state and national contacts

Things to do in the area

We do all of the above and more!

Please feel free to copy and revise the above article for use in your own community newsletters and articles

Ten Reasons To Love Wyoming Small Business

The Heart of the State's Economy

Ten Reasons to Love Wyoming Small Business

10. Small businesses make up 96.6 percent of all Wyoming employers.
9. Small businesses create more than 50 percent of the American nonfarm private gross domestic product (GDP).
8. Small patenting firms produce 13 to 14 times more patents per employee than large patenting firms.
7. The 56,740 small businesses in Wyoming are located in every community and neighborhood.
6. Small businesses employ 69.3 percent of Wyoming's non-farm private sector workers.

5. Home-based businesses account for 53 percent of all small businesses.
4. Small businesses are 97 percent of America's exporters and produce 26 percent of all export value.
3. Wyoming saw an estimated 2,519 new small firms with employees start-up in the last year measured.
2. There are approximately 2,500 minority-owned businesses and 12,946 women-owned businesses in Wyoming, and almost all of them are small businesses.
1. The latest figures show that small business creates 65 percent or more of America's net new jobs.

The Office of Advocacy, the "small business watchdog" of the government, examines the role and status of small business in the economy and independently represents the views of small business to federal agencies, Congress, and the President. It is the source for small business statistics presented in user-friendly formats and it funds research into small business issues. For more information, visit the Office of Advocacy website at www.sba.gov/advo.

From the Wyoming Business Council

Brandon Marshall, Business Retention and Entrepreneurship

Hello to all of our partners with the WCCE from your new BRE (Business Retention and Entrepreneurship) Program Manager at the Wyoming Business Council. I thought that it would be appropriate for my first article in your newsletter to introduce myself to you all and to share a little about my vision for my new position.

I am Brandon Marshall and I have been a Wyomingite pretty much forever. I grew up in the Southeast corner of the State in LaGrange, attended high school in Albin, Junior College in Cheyenne and finally finished up with my B.S. Degree from UW in 2003. During all this time a great Wyoming superiority complex was incubating in me, and eventually in the fall of 2003 I found myself in the perfect place at the Wyoming Business Council working on out-of-state business recruitment.

This past January I was promoted to my new position here at the WBC working with our existing businesses. Since then I have been touring the six regions of the state to get a better feel for what goes on in each of them, and to meet with all you movers and shakers in the communities.

I see this position as one that will evolve to fit the needs of each region. Actually, that's the only way that I see that this job can be successful. Each region has a distinct character and economy that will require different emphasis. The cookie cutter mentality just won't cut it.

However, the major objectives of this job, such as entrepreneurial development, are equally important in all of the regions. I will be working on ways to not only educate and encourage people of all ages in entrepreneurship, but also on ways to better incorporate all of our partner organizations such as Manufacturing Works, WEDA, WCCE, and the SBDC offices into that mix.

I see myself being out in the state a lot, simply keeping on top of what's going on and who's doing it. Many times, the best places to feel the pulse of business is at local Chamber of Commerce networking events, so please keep me in mind when you are scheduling them. There are great opportunities for businesses in this state to work together on various fronts including buying and selling product within the Wyoming business community.

In the end, my vision for this job is simple. I want to help Wyoming people prosper and grow their businesses. I'm extremely interested in hearing from you if you have ideas for programs or methods that will help Wyoming's businesses. Please feel free to contact me at the WBC. I'll be happy to talk with anyone.

WELCOME...New Directors!!

Hey!! Guess What!! NO new directors since our January Newsletter!!

Chamber Executives are working hard to better their communities.

Wyoming had 9 executives at Chamber Institute in January 2006!

Thank you to the Wyoming Business Council for providing scholarships for these executives.

**A special thank you to Kim Capron for her hard work during the
2006 legislative session!! Thanks, Kim!**

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.

WCCE Reminders:

- Send your newsletter to WCCE and to other Wyoming chambers. We can all learn by what others are doing!!
- Please e-mail, to WCCE, your membership databases.
- Did you participate in the 2005 Wage Survey? If so, you can request a copy by e-mailing wcce@wyomingwireless.com
- Upcoming WCCE Conferences:
 - WCCE/WEDA Fall Summit (Fall Conference): September 13-15, 2006 in Evanston
 - WCCE/WEDA Winter Conference/Business Day at the Legislature: February 5-7, 2007

**WCCE Board of Directors
2005-2006**

Peggy Rounds, President

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