

WCCE News

Wyoming Chamber of Commerce Executives

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April 2008
Newsletter

From WCCE's President:

Mike Willard, Worland-Ten Sleep Chamber of Commerce

GPS - Global Positioning System, literally a system that tells you where you are and how to get to where you want to be. Seems to me that as a Chamber we are our communities GPS pointing the way to local businesses, landmarks, locations, hotels, motels, restaurants or maybe the way out of town.

"The Way Out Of Town?"... Yes! Those of us who live and work in pass through communities spend a lot of time showing people how to get to Yellowstone, Jackson, Cody and other touristy places.

Back to being your communities GPS, a friend recently got me into playing with a Garmin GPS unit. Then sure enough I bought one. So now you see me out cruising the streets, parks and four wheel drive trails in search of caches. Much the same as when a new business walks in your door, looking to find answers to How, What, When and Where. We are the system that points the new businesses to a cache of information. As a GPS system gathers information from a number of satellites to know exactly where you are, we gather information from the Wyoming Business Council, our local Governments, the Department of Travel & Tourism, the U.S. Chamber and others, to help us guide those accessing our information.

So go on, step off the path, charge into the unknown, help that new business or tourist find their way. Just be sure to check in with your own satellites so you can find the way there and back again.

So if you see me lurking around a park bench or looking under a rock, around a bridge or even feeling around the frame of a rest area shade, I could be lost, but more than likely I know exactly where I am. Do you?

WYOMING CHAMBER EXECUTIVE – UPDATE!!

NEW DIRECTOR!!

Jim Davis, Riverton Chamber of Commerce
307-856-4801

From the Wyoming Business Council

Brandon Marshall, Entrepreneurship Program Manager

Business-to-Business Idea Expo returns

The Wyoming Business Council and its partners at the University of Wyoming are currently planning the 2008 Business-to-Business Idea Expo at the Little America Conference Center in Cheyenne, October 9-10.

The inaugural Idea Expo was held in Casper last Sept. as the Wyoming Business Council, the Small Business Development Center, Manufacturing-Works, Gro-biz, Wyoming Market Research Center, SBIR/STTR programs and Wyoming Research Products Center partnered to provide a one-stop business conference for Wyoming's entrepreneurs and established businesses to offer ideas and practical assistance for growth. The Idea Expo is the only full-service business conference put on by the Wyoming Business Council and these partner programs at the University of Wyoming.

The trade show and speaker agenda are designed to provide comprehensive education and training for entrepreneur's and established businesses. Conference sessions will focus on aspects of business such as: effective marketing techniques, human resource management, trademark and patenting, financial management and others. The expo sessions will feature a "been there, done that" panel of businessmen and women from Wyoming sharing experiences with the Expo attendees. Those sessions are supplemented with additional sessions delivered by business experts from around the region.

The keynote speaker for the Idea Expo is Doug Hall of Eureka! Ranch® (www.eurekaranch.com). Doug's high-energy presentation focusing on "igniting the chain reaction of top-line growth, helping companies to avoid the spiral of death" will be sure to help Wyoming's companies take on a new world of challenges and opportunities.

For more information on the conference, check out the conference website, www.wyomingideaexpo.com. The 2008 Business-to-Business Idea Expo is being sponsored by Rocky Mountain Power, Bresnan Communications, and the Wyoming Department of Workforce Services.

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!!
- September 9-11, 2008: WEDA Fall Conference – Laramie, Wyoming
- September 15 – 17, 2008: WCCE Fall Conference – Worland, Wyoming
- October 9-10, 2008: Wyoming Business Council's Idea Expo
- Wyoming Legislature: January 13 through March 6, 2009
- February 9, 2009: WCCE's Winter Conference – Cheyenne
Leadership Dinner
- February 10, 2009: WCCE's Business Day at the Legislature – Cheyenne
WEDA/WCCE Legislative Reception
- February 11, 2009: WEDA's Winter Conference - Cheyenne
- WCCE Board Conference Calls are on the third Tuesday of every month at 10 a.m. – if you are interested in being on these calls you must let the WCCE office know so you will receive call-in information.

Outlook 2008 Forum

April 22, 2008

The Wyoming Business Alliance's annual Economic Outlook forum will take place on Tuesday, May 6 from 11:30 a.m. to 4:00 p.m.

This year's forum will focus on three major areas: the National economy and recession scenarios; Wyoming's trends and outlooks—statewide and regionally; and state spending obligations and dependence on minerals revenue going forth.

According to Mike Ceballos, Chairman of the Alliance, "Wyoming is at a critical crossroads. Strategic planning needs to take place today, while Wyoming's economy remain relatively strong. National issues—gas prices, credit and lending constraints, spiraling costs of living for housing, food, and utilities—are Wyoming issues, too. They are not going to go away."

The Conference's Luncheon Keynote address will be given by Ken Goldstein, the lead Economic Forecaster for the Conference Board with offices in New York and Brussels. The prestigious Conference Board connects 2000 companies in 60 countries worldwide. According to their April 14 news release, CEO Confidence posted a sharp decline in the fourth quarter of 2007 and again in the first quarter of 2008—the weakest Measure posting since 2000.

Brent Hathaway, Dean of the University of Wyoming School of Business, and Buck McVeigh, Director of the state's Division of Economic Analysis will present state and regional perspectives from 1:35 p.m. to 2:30 p.m. State Senate Vice President Jim Anderson and House Majority Whip Ed Buchanan will address state spending obligations and revenue needs going forth from 3:00 p.m. to 4:00 p.m.

The May 6 Economic Outlook forum is sponsored by the Wyoming Business Alliance. Registration is \$65.00 and includes lunch. The forum begins at 11:30 a.m. and ends at 4:00 p.m. It will be held at the Best Western Ramkota in Casper.

For more information, please contact:

The Wyoming Business Alliance at (307) 577-8000 or wyba@qwest.net.

Economic Outlook Briefing Points

- Conference Board: **Leading Economic Index** at .1% percent, **Gross Domestic Product (GDP)** **down** to .6% (versus 2.2% 2007 average) and CEO Confidence Measure the lowest since 2000, with only one in four businesses planning to increase employment.
- **Debt-addicted culture:** \$9.4 trillion public debt owed by the United States Government--requiring \$4,300 yearly from every taxpayer to pay just the interest; \$700 billion trade deficit in 2007; \$950 billion credit card debt; and \$1.6 trillion auto loans and non-revolving debt.
- In the past year, **unleaded gasoline has increased** 20%, jet aviation fuel by 172%, and new housing starts nationwide declined 11.9% in March, double what the U.S. Commerce Department anticipated. The Dow Jones declined 12% between October 15 and April 16.
- Aside from the housing sub-prime crisis and credit tightening, **worldwide oil production**, consumption and prices could have a tremendous bearing on the economy. According to Jubak's Journal, oil could increase from the present \$117 a barrel to \$180--\$3.80 a gallon gasoline to \$5.50—because of world demand and declining production due to cash shortages in Russia, Nigeria, and Mexico.
- In Wyoming, **per capita income** increased 6.3% last year and inflation was 6.1%. Yet to be released 2007 finals could peg the income increase in the 4%-5% range—less than the rate of inflation.
- **State Spending** has increased 166% in the past ten years—four times the rate of inflation. The increase of \$5 billion is not sustainable without minerals. Assume on the low side a \$1 billion reduction scenario in minerals income 15 years from today and a state population of 525,000: \$7,619 in more taxes for a family of four to off-set the \$1 billion.
- **Information provided by the Wyoming Business Alliance – for further information call 1-307-577-8000.**

WCCE Board of Directors 2007-2008

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WCCE 2008 Members:

Buffalo Chamber of Commerce
Campbell County Chamber of Commerce
Casper Area Chamber of Commerce
Cody Country Chamber of Commerce
Douglas Area Chamber of Commerce
Evanston Chamber of Commerce
Glenrock Chamber of Commerce
Goshen County Chamber of Commerce
Greater Cheyenne Chamber of Commerce
Green River Chamber of Commerce
Jackson Hole Chamber of Commerce
Kemmerer/Diamondville Chamber of Commerce
Lander Chamber of Commerce
Laramie Area Chamber of Commerce
Newcastle Area Chamber of Commerce
Niobrara Chamber of Commerce
Platte County Chamber of Commerce
Powell Valley Chamber of Commerce
Ringle, Dan
Riverton Chamber of Commerce
Rock Springs Chamber of Commerce
Saratoga/Platte Valley Chamber of Commerce
Sheridan County Chamber of Commerce
Star Valley Chamber of Commerce

Sublette County Chamber of Commerce
Thermopolis/Hot Springs Chamber of Commerce
US Chamber of Commerce
Wyoming Business Council
Wyoming Economic Development Association
Worland/Tensleep Chamber of Commerce
Wright Area Chamber of Commerce