

# WCCE News

## Wyoming Chamber of Commerce Executives

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July 2006  
Newsletter

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### From WCCE's President

*Peggy Rounds, Evanston Chamber of Commerce*

Hello WCCE Members,

I'll bet not one of you are bored at the Chamber this summer! You would probably summarize the activity as crazy, hectic, demanding, rewarding and great for your business community!

You may also be thinking that it would be great to take time off and enjoy this wonderful summer season. I hope all of you make a concerted effort to do just that! Vacation in your own community and explore someplace you haven't visited in Wyoming! You will feel refreshed, with renewed energy and optimism. Our co-workers and Chamber members will appreciate our positive outlook and valuable knowledge of Wyoming.

And speaking of someplace new: Mark your calendars to attend the WCCE Fall Conference being held in Evanston September 13th through the 15th. It's a great place to visit and you know we'll have fun, learn a lot and network. We need encouragement and new ideas from one another so plan on coming, it's worth the drive!

To help with your education and professional development, consider attending Institute for Organizational Management through the U.S. Chamber of Commerce or a similar Institute offered through the Western Association of Chamber Executives. WCCE offers scholarships to assist Chambers, so please contact Candy for an application.

I'm busy, your busy, it's time to leave you with the following "10 Reasons Not to Join a Chamber". This came from a classmate of mine from Institute for Organizational Management. Enjoy and have a great summer season!

### 10 REASONS NOT TO JOIN CHAMBER OF COMMERCE

10. IRS: if the Chamber keeps promoting the area and bringing visitors to town, then everybody is going to make too much money and owe more taxes.
9. No time for fishing: If the Chamber keeps up the good work, this Community will be so successful business owners won't be able to close up shop on sunny summer days.
8. Too helpful: the Chamber staff bends over backwards to help callers and visitors; do we really want to be a part of a group that is that friendly and helpful to strangers?
7. Nothing to complain about: Chamber members have a chance to get involved in planning and decision making. That means if you don't like something you can make changes instead of complaining.
6. Too many things to do: the more members the chamber gets, the more activities and special events it can promote.
5. Too much fun: chamber members get together each week for Chamber Coffee and several times year for parties and special events. People, who don't like to have fun, shouldn't join the chamber.
4. Too much traffic: Chamber advertising is working, and that means more people, and most of them bring their cars crowding the streets as visitors look over the town, eat out and visit the area.
3. Too much lodging tax revenue: If the Chamber keeps promoting the area, motels will be collecting so much occupancy tax that the lodging tax board will have a hard time spending that money.

2. Too much company: People will keep coming to the area and filling up the hotels and restaurants, making it harder to find a place to put your mother-in-law and the gang when they visit.

1. Too much money: The more members the chamber has, the more it can do to promote this area, and if that promotion continues to pay off, area business owners and their employees will share in unlimited success.

And so, if you don't want this area to be successful, be sure and say "no" when you're asked to join the chamber. But, if you love **your community**, and you want to be a part of its success, then how could you possibly say no? Or even better why wait to be asked? Call **your local Chamber of Commerce!**

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## **From the Wyoming Business Council**

### **Brandon Marshall, Business Retention and Entrepreneurship**

One of the most important goals of the Wyoming Business Council is to assist small companies in growing themselves into real income producing enterprises. We all know that keeping and growing a business that is already in Wyoming is a lot easier than trying to recruit one from out of state. People that are here don't have to be sold on the benefits of being here. They already like it, and tend to be more committed to making our state a better place to be.

With the goal of growing our existing businesses in mind, the Wyoming Business Council offers several marketing programs throughout the year for businesses to participate in. The programs include the tradeshow incentive grant program, the Wyoming First Program and Wyomingfirst.org, along with direct sales opportunities at summer events such as farmer's markets, Cheyenne Frontier Days and the Wyoming State Fair. All of the available programs tie together and companies can participate in some or all of them.

Three of the most visible marketing opportunities are coming up in the next few weeks: Cheyenne Frontier Days, Devil's Tower 100<sup>th</sup> Anniversary Celebration and the Wyoming State Fair.

During Cheyenne Frontier Days (July 21-30), the Wyoming Business Council runs a retail store at the "Wild Horse Gulch" featuring Wyoming made products. The companies that are chosen to be featured ship their product from all over the state directly to Cheyenne, where the Business Council staff will display and sell the product. This particular event allows companies the opportunity to gain customers and exposure from all over the world without having to leave their businesses.

A similar event takes place every year at the Wyoming State Fair in Douglas. Most of the product that is featured at Frontier Days is also featured in the WBC sponsored Wyoming Products Pavilion at the State Fair. The product offerings vary slightly at all of the events because companies are allowed to pick which stores they would like to have their products featured.

This year the WBC also offered the opportunity for companies to participate in a retail store being featured at the Devil's Tower 100<sup>th</sup> Anniversary Celebration. The celebration is July 22-23 at Devil's Tower.

Companies apply to the Business Council in early summer to have their products featured in the summer marketing events. If you are attending any of these events this summer, I would encourage you to stop in and shop the stores. You will be amazed to see what great products are being produced in Wyoming.

If you would like more information on the marketing opportunities offered by the Wyoming Business Council, please go online to our website, [www.wyomingbusiness.org](http://www.wyomingbusiness.org). WBC marketing opportunities are offered by the Agriculture Division, Business & Industry Division, and the Marketing & Public Relations Department.

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**WELCOME....New Directors!!**

Murray Lou Rex, Laramie Area Chamber of Commerce 307-745-7339

Kathy Wallingford, Thermopolis/Hot Springs Chamber of Commerce 307-864-3192

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**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 [wccce@wyomingwireless.com](mailto:wccce@wyomingwireless.com)
- Upcoming WCCE Conferences:
  - WCCE/WEDA 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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**Janet Hartford, Past President**

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**Lori Becker, President-Elect**

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**Mike Willard (2007)**

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**Jackie Bredthauer (2006)**

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**Karen Haderlie,  
Secretary/Treasurer (2007)**

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**WCCE and WEDA Fall Summit  
AGENDA  
September 13, 14 and 15, 2006  
Evanston, Wyoming**

**NOTE:**

**This is a preliminary agenda. Location of meetings and meals is still undetermined.**

**Wednesday, September 13 – WCCE & WEDA**

12:00-5:00 p.m. Wyoming Business Council Board meeting – open to the public – may attend on your own

1:00 – 4:30 WEDA Legislative Discussion & Membership Meeting

**4:00 – 5:30 WCCE Membership Meeting at the Best Western Dunmar**

6:00 p.m. Kickoff of Fall Summit – Reception, Dinner and Entertainment

**Thursday, September 14 – WCCE & WEDA**

7:00-7:45 a.m. Breakfast

8:00-9:30 Futurist Ed Barlow, "Preparing Wyoming and Our Local Communities for a 21st Century Economy"

9:30 – 9:45 Break

9:45-11:15 State-wide Collaboration – Small Group Discussions

11:15 – 11:45 State-wide Collaboration – Small Group Reports

11:45 – noon Summary of morning session, Ed Barlow

12:00 – 1:45 Working Lunch – Local Collaboration – Small Group Discussions

1:45 – 2:15 Local Collaboration – Small Group Reports

2:15 – 2:30 Break

2:30 – 3:00 Summary of afternoon session and next steps, Ed Barlow

3:00- 5:30 Local Tours: Quality of Life and Community Enhancements – the impact on economic development and communities.

6:30 Reception and Dinner

**Friday, September 15 – WCCE & WEDA**

7:45 – 9:15 a.m. Breakfast with Gubernatorial Candidates

9:15 – 10:00 Reports from the offices of Cubin, Enzi and Thomas:  
Bonnie Cannon, US Representative Barbara Cubin  
Patti Smith, US Senator Craig Thomas  
Lyn Shanaghy, US Senator Mike Enzi

9:30-10:30 Quality Child Care in Your Community:  
Pamela Downing and Glenna Campagnaro, Department of Workforce Services

11:00- 11:30 WEDA/WCCE Legislative Agenda – Margaret Spearman and Kim Capron

11:30 – 12:30 WCCE Board Meeting

**Registration Form**  
**WCCE & WEDA Fall Conference**  
**September 13- 15, 2006**  
**Evanston, Wyoming**

***Accommodations:***

**Best Western Dunmar**  
**307-789-3770**  
**1601 Harrison Drive in Evanston**  
**Rate is \$60 plus tax per night**  
**Rooms Blocked Under: WCCE/WEDA**

Person Attending: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

***REGISTRATION***

**All Inclusive Registration:**

*(includes Wednesday, Thursday, Friday trainings, meals & breaks)* **\$175.00**

*Total Due for WCCE Conference:*      \$\_\_\_\_\_

***PAYMENT***

Make checks payable to WCCE

If paying by credit card, an additional \$3 handling fee will be added.

VISA            Mastercard

Card Number: \_\_\_\_\_

To: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Printed Name on Card: \_\_\_\_\_

82201

There will be no refunds after September 8, 2006

Send Registrations

WCCE  
PO Box 301  
Wheatland, WY

For any questions contact Candy Wright at 307-322-3977 or e-mail [wcce@wyomingwireless.com](mailto:wcce@wyomingwireless.com)