



2024 Program of Work



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Meet Your Board Members



U.S. Chamber of Commerce

Accredited

Five-Star Distinction



Tanya Keller

Chairman of the Board
Coldwell Banker

Alexis Garrett

Incoming Chair
Alexis Drake

Paula Poythress

Outgoing Chair
First American Title

David Pope

Vice Chair: Finance & Administration
DAPCPA

Steve Prescott

Vice Chair: Membership & Fundraising
RE/MAX Capitol Properties

Dr. Heather Smith D.C.

Vice Chair: Community Development
Livin' Well Family Chiropractic

Tracy Wilson

Vice Chair: Economic Development
Century 21 Bell Real Estate

Aaron Courtney

Vice Chair: Talent Development
Jonah Bank of Wyoming

Jim Casey

Halladay Motors, Inc.

David Cook

First National Bank of Omaha

Tim Thornell

Cheyenne Regional Medical Center

Cailey Garrett

Reiman Corp

Katye Ames

WRAB

Joe Schaffer

LCCC

Jason Stephen

Gateway Construction

Joy DeRenzo

Pete's Builders

Sam Kidd

Holland and Hart

Pat Ashworth

Express Employment

Areas of Effort

- I. Maximize Influence of Advocacy Page 1
- II. Advance Free Enterprise Page 3
- III. Build Our Community Page 4
- IV. Advance Our People Page 5
- V. Strengthen Our Organization Page 6



Action and Advocacy

I. Maximize Influence of Advocacy

Influence plays an active roll in the success of our listed areas of work and as such will be listed above and below all other activities. Action and Advocacy should be viewed through the lens that it is the influence arm of the chamber to achieve the funding, regulation and decision making at all levels of government needed to achieve success in all areas of concern for the chamber.

Overall

1. Candidate School to Identify and Empower Business

2. Determine Utility of PAC and Potentially Develop

Federal Level

1. Military Funding

- a. Strategic Deterrence Mission
- b. Wyoming National Guard (new airframe focus)

2. Infrastructure Funding

- a. Rail
- b. Ground
- c. Air

3. Business Regulatory Environment

- a. "Opt Out" policy for US Chamber Issues
- b. Regulatory Requirement Reduction

State Level

1. Maximize Potential of WBIF (State Chamber)

2. Ramp Up Efforts Driven by Business Principles (educate and illuminate stakeholders)

3. Utilize Tech Solution to Streamline Efforts (utilize policy engage)

4. Continue Grade System for all Legislation with Position

Local Level

1. Institute Local Grade Card (city and county officials)

2. Increase Efforts on Cost Saving Issues

3. Implement Business Principles at Local Level





Three Areas of Strategic Influence

Economic, Community, and Talent Development are our 3 chosen areas of strategic influence. There are some important realities that need to guide us in these endeavors

- **Connecting People and Place Matters More.** Connecting people to each other and Connecting people to their place.
- **Uncomfortable conversations need to happen** for the board going forward and challenges to current world views need to be discussed. These conversations should be framed by business context and statistical data needs to drive decision making. An example might be “Cheyenne is a great place to live” We should ask to who? Where are they from? Does data bear this out?
- **We need to tell the story of the Chamber** and the community to build influence for the best path forward on our key areas of strategic influence.
- **Tell the story of “why”.** Example: Why is our influence work with the military important? It is the single largest economic contributor in Laramie County. (How do we tell that story and make it meaningful and tangible)
- **Refocus from relevant to essential** with emphasis on a shift from the “Me Work” (member work) to the “We Work” (community work)
- **Community collaboratives** focusing on community and prosperity should be our focus.
- **Initiatives should embrace “system”** rather than program.
- **Initiatives should challenge status quo** systems that we took for granted as effective.
- **Initiatives should be viewed** through the reality that businesses are only as successful as the community in which they operate, and communities are only as successful as the businesses that operate within them.

Economic Development

II. Advance Free Enterprise



Sentinel

1. **Empower Local Opportunities** for Sentinel
2. **Position Sentinel** to Best Benefit Region

Housing

1. **Give Community** Realistic Picture of Housing
2. **Support Projects** that Fill Gaps Recognized by Housing Study
3. **Champion EUL** to facilitate military housing needs

Affordable Healthcare

1. **Research causes** of healthcare inflation within Wyoming.
2. **Provide information** to community & advocate for solutions

Transportation

1. **Continue initiatives** that support Front Range Rail, Cheyenne Regional Airport, and other modes of transportation

Childcare

1. **Understand** the depth and complexity of childcare problems
2. **Seek opportunities to engage** in discussion and influence successful outcomes that benefit our workforce

Affordability

1. **Track math and metrics** that provide a wholistic perspective on affordability

Legacy Projects

1. **Take an opportunistic approach** to developing legacy projects in our community

Community Development

III. Build Our Community

Quality of Life

1. **Pursue projects** that make Cheyenne more appealing to desired demographics

M.A.C.

1. **Rework MAC** to better serve our men and women in uniform

Leadership Cheyenne

1. **Build Our Bench** through Leadership Cheyenne

Downtown Development

1. **Engage and influence** downtown development for community advancement



Talent Development

IV. Advance Our People

Education

1. **Maximize potential** of all students
2. **Continue and expand interaction** with school districts and expand our partnerships to include colleges, universities, and trade schools in our region

Venture

1. **Fully leverage** our Internship/Externship program to increase experiential learning opportunities

Wyoming Civics Bee

1. **Build informed and active** young citizens for a strong country, a strong economy, and a strong workforce

Talent Pipeline Management

1. **Seek out and implement** opportunities to enhance our talent pipelines
2. Expand bachelor's degree opportunities

Microbusiness Solutions

1. **Identify and abate** challenges to entrepreneurship

Women's Leadership

1. **Celebrate outstanding leaders** in our community through the Women's Leadership program and award

