



PROGRAM OF WORK

2025

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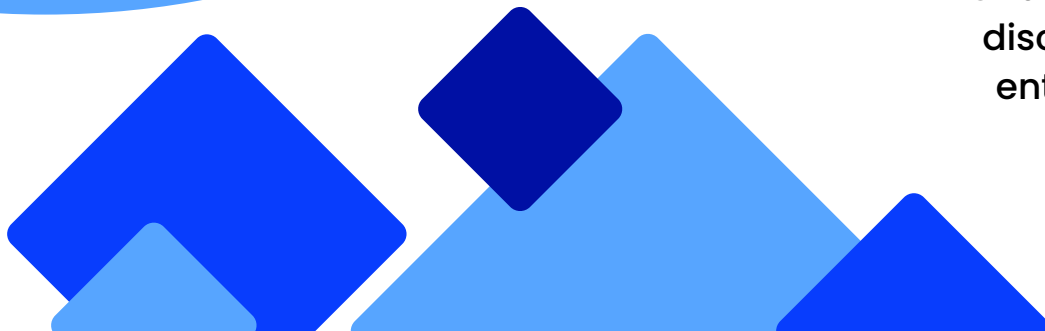
www.CheyenneChamber.org

INFLUENCE

Influence is our Chamber's "superpower," and it must shape all our work as conveners addressing schismogenesis (the creation of division).

Our influence must aim to become a unifying voice in the community, while remaining firmly committed to the values of free enterprise. Our approach should be data-driven, recognizing that economic development is critical to the health of our community and public policy can have significant impacts, both positive and negative. We must be a reliable source of sound statistical knowledge and hold government bodies at all levels accountable to these facts.

By striving to build consensus with data as our foundation, we can advance free enterprise in our community, state, and nation. Avoiding difficult conversations is not an option for a sustainable Chamber. We are committed to convening these discussions and being the rational voice of free enterprise as we work for the prosperity of our investors.



2025 EXECUTIVE BOARD MEMBERS



Alexis Garrett
Chair
Alexis Drake



Tanya Keller
Outgoing Chair
Coldwell Banker



Tim Thornell
Incoming Chair
Cheyenne Regional Medical
Center



Steve Prescott
Vice Chair of Membership
RE/MAX Capitol Properties



Dr. Heather Smith D.C.
**Vice Chair of Community
Development**
Livin' Well Family Chiropractic



David Pope
**Vice Chair of Finance &
Administration**
DAPCPA



Tracy Wilson
**Vice Chair of Economic
Development**
Century 21 Bell Real Estate



Aaron Courtney
**Vice Chair of Talent
Development**
Jonah Bank of Wyoming



2025 BOARD MEMBERS



Alexis Garret
Alexis Drake



Steve Prescott
RE/MAX Capitol
Properties



Katy Ames
WRAB Law Firm



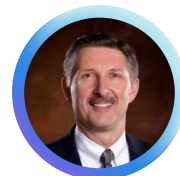
Joe Schaffer
LCCC



Tanya Keller
Coldwell Banker



Tracy Wilson
Century 21 Bell Real
Estate



David Cook
FNBO



Sam Kidd
Holland & Hart



Tim Thornell
CRMCM



Aaron Courtney
Jonah Bank of
Wyoming



Jason Stephen
Gateway Construction



Joy DeRenzo
Pete's Builders



David Pope
DAPCPA



Dr. Heather Smith
Livin' Well Family
Chiropractic



**Cailey Reiman -
Garrett**
Reiman Corp.



Jeff Siebert
TBC Mfg. Inc.



Pat Ashworth
Express Employment

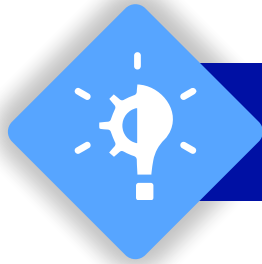


Meagan Herrington
Black Cat Steel Erectors



Nick Dodgson
Cheyenne Motorsports

VISION & MISSION



Our Vision

To be your business destination.



Our Mission

To make the greater Cheyenne area a more prosperous and quality community.

FOCUS OF STRATEGIC INFLUENCE



Shift Our View

Initiatives should focus on creating lasting systems rather than temporary programs, challenging the status quo along the way. They must recognize the fundamental truth that businesses are only as successful as the communities they serve, and communities thrive only when the businesses within them succeed.

Connect People to Place

Connecting people to each other and connecting people to their place.

Welcome Uncomfortable Conversations

These conversations should be grounded in business context and backed by data to guide informed decision-making. Who should we ask? What are their backgrounds? Does the data support this?

Tell the Story of the Chamber

To build influence for the best path forward on key areas of strategic influence we need to tell the story of the Chamber and the community we serve.

Communicate Our "Why"

Why is our influence and work important? How do we communicate that in a way that is meaningful and tangible to all members and stakeholders?

Refocus From Relevant to Essential

Shift from "Me Work" to "We Work."

Strengthen Our Community

Collaborations should focus on the prosperity and success of our local and business community.

AREAS OF STRATEGIC INFLUENCE

There are 4 areas of strategic influence that our organization is committed to pursuing for our investors. While not all encompassing, they are topics we believe are most impactful for the future of the free enterprise system in Wyoming and for the viability of our investors in the future.



**Relentless
Advocacy**



**Exceptional
Economic
Development**



**Transformative
Community
Development**



**Innovative
Talent
Development**

RELENTLESS ADVOCACY



Influence is essential to advancing our key initiatives. Our actions and advocacy must be anchored in the Chamber's influence, shaping the funding, regulations, and decisions required at every level of government to reach our goals in all areas of focus.

1 Federal Level

1. Military Funding

- a. Strong & Constant Voice
- b. Shepard Sentinel Missile System
- c. Maintain MM III system
- d. Wyoming ANG C130J Basing
- e. Strengthen Military Industrial Complex

2. Infrastructure Funding

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

3. Business Regulatory Environment

- a. Utilize "Opt Out" Policies with U.S. Chamber
- b. Join Legal Action to Improve Regulatory Environment

2 State Level

1. Develop State Chamber

- a. Statewide Advocacy Power

2. Ramp Up Efforts Driven by Business Principles

- a. Educate & Illuminate Stakeholders

3. Utilize Tech Solutions to Streamline Efforts

4. Continue Grade Card System for all State & Local Legislators

- a. Communicate Importance to Businesses

5. Convene and Influence State Leaders on Important Issues

3 Local Level

1. Hold Local Governments Accountable

- a. Concentration on Local Grade Card

2. Increase Efforts on Cost Saving Issues

3. Implement Business Principles at Local Level

4 Overall

1. Make Data Driven Decisions

- a. Consider Impacts of Extraneous Issues

2. Develop PAC for State Legislature

- a. Utility & Local Engagement

EXCEPTIONAL ECONOMIC DEVELOPMENT

Economic development is at the heart of our Chamber's mission. The Chamber's leadership and efforts in driving the growth, investment, and opportunities is needed to strengthen our local economy. By championing economic development, we create a foundation for success that benefits businesses and the broader community alike.

1 Move Wyoming into Top 1/2 of U.S. Business Rankings

1. Dive Deep with Data

- a. Find Factors Dragging Down Our Ranking

2. Concentrate on Solutions

- a. Identify and fix Wyoming's "Dead Weight" Areas

3. Identify Planned Growth Principles for Infrastructure

a. Our Definition of Infrastructure: Systems that make up the cohesive services of a viable community and an advancing economy and society.

- i. Rail
- ii. Air
- iii. Road
- iv. Water
- v. Power
- vi. Educational Facilities
- vii. Broadband
- viii. Healthcare
- ix. Childcare
- x. Other Such Examples

2 Sentinel Missile System

1. Empower Local Businesses

- a. Opportunities within Sentinel

2. Position Sentinel to Best Benefit the Region

- a. Including Surrounding States



TRANSFORMATIVE COMMUNITY DEVELOPMENT

Community development is a core pillar of our Chamber's mission. Our efforts in driving collaboration, resources, and initiatives that enhance the quality of life for all are critical. Through proactive advocacy, strategic partnerships, and championing community development, we create an environment where both businesses and residents thrive, fostering a stronger, more connected future for everyone.

1 Military Affairs

1. **Re-Invent in a Way That Results in Community Driven Efforts**



2 Leadership Cheyenne

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



3 Quality of Life

1. **Identify Trajectory Changing Projects That Will Positively Impact Societal Goals and Free Enterprise**



INNOVATIVE TALENT DEVELOPMENT

Talent development is essential to our Chamber's mission. The Chamber's leadership in cultivating a skilled workforce drives innovation and economic growth. Through targeted advocacy and partnerships with educators, businesses, and policymakers, we influence the training, resources, and opportunities necessary to equip individuals for success in today's evolving job market. By championing talent development, we create a pipeline of capable professionals that fuels business success and strengthens the community.

1 Education

1. Maximize the Potential of All Students

2 Increase Entrepreneurship

1. Develop and Leverage Opportunities That Will Close the Gap on Number of Entrepreneurs in the Region

3 Identify Threats

1. Current Retention and Design Solutions

4 Analyze Talent Pool

1. Convene Leadership Hub to Analyze Talent Pool

