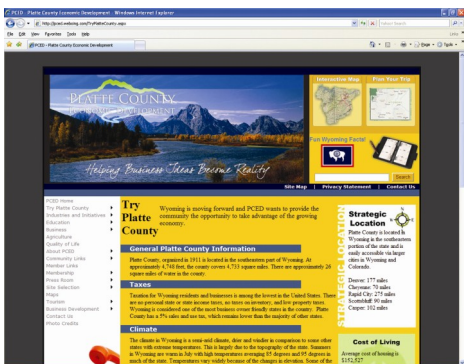


PLATTE COUNTY
ECONOMIC DEVELOPMENT

Helping Business Ideas Become Reality
The WADCO Word

PCED—Rolling Out a New Look.

BROCHURE READY; WEBSITE COMPLETION DATE IN MAY
The Platte County Economic Development Corporation brochure has been edited and modified slightly this month and is ready to go to press. Our goal is to have the brochure ready to hand out at our April 15 Board Meeting. Meetings with Laura Tercosi and Val Martin have resulted in very positive news for the website. The entire project should be up and going in late May. A sample of a web page is shown below.



Sample Page from the PCED web site

BIODIGESTER FEASIBILITY STUDY GRANT TO CONTINUE
Jeff Brown, PCED Chairman, received word on March 9 that USDA Rural Development Manager, Lorraine Werner, has given us the "go ahead" to work on the biodigester feasibility study for Double S Livestock. The concern that the project might not be able to continue came about as a result of the name change from WADCO to PCED.

16th BEAUTIFICATION PROJECT CLOSE TO REALITY
A group of Wheatland residents who have long wanted to see something done with the eyesore along 16th Street came one step closer in late March with the approval of the project by Regional Director, Jack Bell. The group consists of 5 members: Keith Geis, Tina Crites, Dan Brecht, Darrell Vaughn and Sue Schamel.

NEW RECYCLING FACILITY COMING TO WHEATLAND?
Mayor Dean Hensel, Councilman Bob Shoemaker, Deanne Hensel, Kathy Jones from Missouri Basin Power Project, Dan Brecht, PCED director, and Justin Herdt, volunteer at the Wheatland Area Recycling Center, toured the recycling facility in Cheyenne on February 27th. The facility, which handles recycled aluminum, tin cans, white paper, office pack, and cardboard is located adjacent to I-25 just off Missile Drive. Regina Meena, director of Magic City Enterprises in Cheyenne, gave the tour and explained how their facility works. A task force made up of 7 Wheatland individuals will work closely with Magic City and the Town of Wheatland to try to come up with a plan that will satisfy everyone involved and provide more convenient recycling (continued on p. 5)

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Thinking

"Out of the Bowl"



Is there a correlation between "thinking out of the bowl" and being a "fish out of water?" Probably not, but it sounded like a great way for me to begin this new column. Well, new to me, at least.

After 35 years of teaching mostly 5th and 6th graders, it was a bit scary to be seen out on the streets of Wheatland during daylight hours on a week day. It was even more of a stretch when I walked into Jeff Brown's office unannounced one afternoon in February and asked for an opportunity

to interview for the PCED director position.

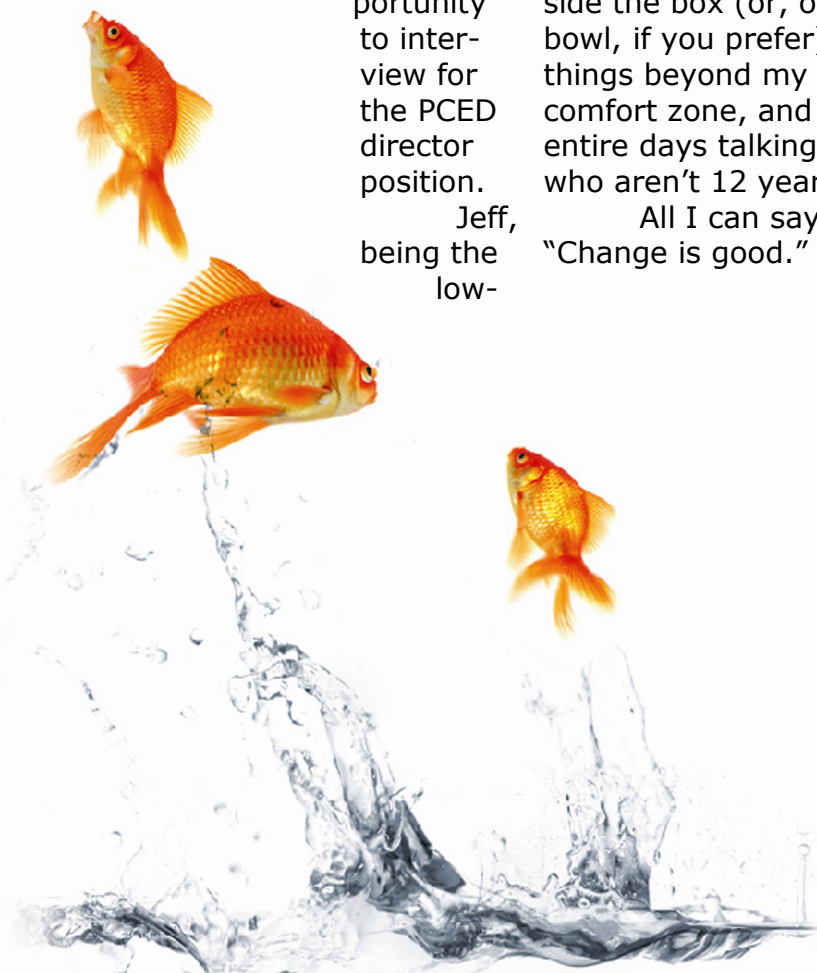
Jeff, being the low-

keyed person that he is, was very cordial and encouraged me to apply.

I had to redo my resume (I believe the last time I updated it I was in my early 30's) which took some doing since everything I'd done previously pertained to grade levels taught, important educators in my life, and education classes from U.W. that most influenced my decision to teach middle school kids.

Now, as I sit in my new office behind Sherard Realty, I'm really having to think outside the box (or, out of the bowl, if you prefer), doing things beyond my normal comfort zone, and spending entire days talking to people who aren't 12 years old!

All I can say is this, "Change is good."



Board of Directors

Jeff Brown—Chairman
First State Bank

Mona Sherard-Vice Chairwoman
Sherard Realty

Jennifer Windmeier-Secretary
Wells Fargo Bank

Chuck Ruwart —Treasurer
Laramie Peak Motors

Alan Madsen
Premier Title Company

Thane Ashenurst
Drube Supply

Cindy Kahler
Town of Wheatland

Terry Stevenson
Platte County Commissioners

Keith Geis
Platte Valley Bank

Eric McVicker
Platte County Memorial Hospital

Bonnie Johnson
Scissors Ranch

Mona Sherard
Sherard Realty

Stuart Nelson
Platte County School District #1

Col. Joe Dunn
Camp Guernsey

Claudia Teeters-Ex-Officio

Tom Johnson
Wyoming Business Council

Dan Brecht, Executive Director
Cindy Shaffer, Executive Assistant

Mission Statement

Platte County Economic Development Corporation promotes and facilitates business and industry endeavors for current and future generations



Simply Creative Uses Creative Market Strategy

In this depressed economy when we are seeing retail businesses lock their doors and shutter their windows, how is it that some businesses are able to thrive? Part of the answer lies, undoubtedly, in the type of business. Perhaps location also enters into the survival equation. The marketing strategy a retail business uses is definitely a factor.

I think there's an even more important factor to success, and it borders on being magic. You might call it "business savvy," you might call it charisma, and, I'm sure, some would just call it luck. But it isn't luck at all.

After sharing some concerns with Genia Vineyard at her flower and gift store in early March, I said to myself, "Here is someone who knows how to beat the downturn."

Wanting her to share

some of her marketing strategies with others, I called her on the phone last week and invited her to come to my office for an interview. Here's what I learned.

"Don't sit on your hands!" Those were her opening remarks. It got better from there, and I immediately knew this was someone who knew how to make a business model that worked. She continued by reminding me and all retailers that there are lots of resources out there...classes, internet ideas, books, and people with experience...who can continually give you new ideas and get you excited all over again. Genia is a firm believer that our downtown area should not only survive, but it should thrive; and she thinks it can be done. "There's more to customer service than a smile on your face. (Cont'd. on p. 6)

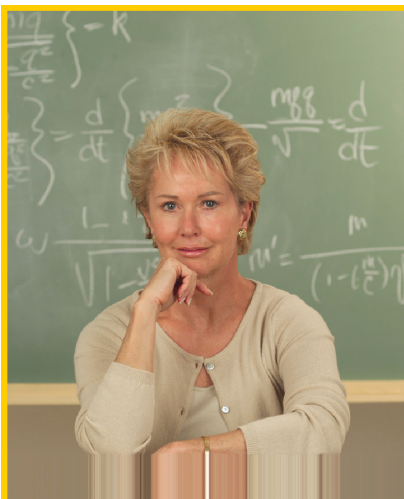


What's New

I don't know if this will be a functional use of space or not, but I have an idea I'd like to try. All of you who are reading this newsletter might have new items in your place of business, new ideas to make Wheatland and Platte County even better places to live than they already are, or you might have a new recipe you'd like to share with the rest of the reading world...we can hope that circulation might someday reach that far.

As part of the deal, I'll go first, but I want YOU to step forward and contribute your two cents worth for the remainder of these articles. Just email your contribution to: dcbrecht@yahoo.com

Here are my two contributions: Mona Sherard set up 3 recycling tubs in the hall way for us to use. She has (cont'd on page 4)



Making a Difference

We live in great little community. I think we all agree that, other than the wind, Wheatland is just about perfect. I think there are some good reasons why that is. It's called volunteerism.

Have you ever stopped to think how many times a month you personally donate your time

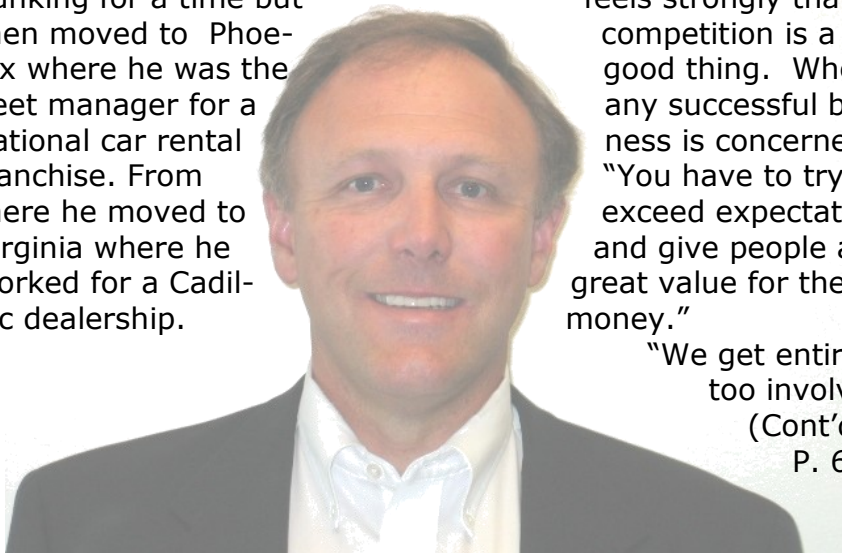
or money to a community project? Do you also notice how you usually see the same folks volunteering their time as well?

Food for thought...how do we get others to "share the load?" Often it can be as simple as just asking. Volunteerism is a networking concept, and we need to add more to the mix.

Profile of a PCED Leader... Chuck Ruwart

It was with great interest that I called Laramie Peak Motors this week to see if I could schedule an interview with Chuck Ruwart, owner of Laramie Peak Motors in Wheatland. I've known Chuck for several years, not just as the owner of the Ford dealership, but also as the father of several of my sixth grade students in recent years.

Chuck grew up in the Denver area, and after graduation from a parochial high school in Canon City, Colorado, he attended college at Notre Dame University, earning a BBA with a major in finance and a minor in accounting. From there he worked in banking for a time but then moved to Phoenix where he was the fleet manager for a national car rental franchise. From there he moved to Virginia where he worked for a Cadillac dealership.



Chuck Ruwart owns Laramie Peak Motors on 16th Street in Wheatland. He is also treasurer of the Platte County Economic Development Corporation. Chuck strongly believes "You have to try to exceed expectations and give people a great value for the money."

It was at that time that he made a major change in his life and moved his young family to Wheatland in the early 1990's. The rest is history.

Chuck and his brother, Bob, both own successful car dealerships in Wheatland, and their market extends far beyond Wheatland and Platte County.

I was interested in learning how the mind of someone that successful worked, and I think I've learned a few of his secrets.

First, Chuck believes in slow, but steady economic growth for his business and for our community. He also feels strongly that competition is a good thing. Where any successful business is concerned, "You have to try to exceed expectations and give people a great value for the money."

"We get entirely too involved
(Cont'd. on P. 6)



WHAT'S NEW (Cont'd from p3) a head start on the rest of us who want to be a part of the new recycling effort being made in Wheatland (see p. 1) We have 3 large plastic trash tubs with lids. One is for newsprint, one is for all other paper, and the third is for all the aluminum, tin, plastic and glass containers. We also have a box which we are using to collect all the old phone books that are no longer needed with the onslaught of new books coming into all our offices. The newest addition to our office at 1560 Johnston is a great big plant donated by Missouri Basin Power Project (Thank you, Kathy Jones). Last of all, our office is working with Crile Carvey and crew on our very own website, and it's going to have a little bit of everything Platte County in it. I hope we can have it out in May. It will be a first for our fine organization, and something that we think will really help Wheatland and Platte County get the recognition it deserves. If you see changes that need to be made, please contact the office. Thanks, Dan



XX

Community Happenings

APRIL

- 4-7 World Strides Trip (WMS)
- 5 Palm Sunday
- 6 Chugwater T.C. 7PM
- 7 PC Comm. Meeting 8:30 PM
- 7 Guernsey T. C. 7 PM
- 9 Passover
- 9 PCCC Luncheon 12:10 PM
- 12 Easter Sunday
- 13 Commodities Wheatland
- 13 Wheatland T. C. 7 PM
- 13 PCSD #1 Brd. Mtng. 7PM
- 13 PCSD #2 Brd. Mtng. 7 PM
- 14 WHS Pre-festival Concert
- 15 PCED Board Meeting 7 AM
- 22-25 PCL Spring Book Sale
- 25 KYCN-KZEW Total Spring-Show
- 25 16th St. Tree Planting Day
- 25 Run with the Wind 5K
- 25 Casino Night (PCCC)

MAY

- 2 WHS Junior/Senior Prom
- 5 WHS Music Concert
- 9 Hershey Track Meet
- 9 Aqua Fina Pitch Hit & Run
- 10 Mother's Day

- 11 PCSD #1 Brd. Mtng. 7PM
- 12 PCSD #2 Brd. Mtng. 7PM
- 12 WMS Music Concert
- 13 WHS Baccalaureate
- 13 WHS Senior last day
- 15-16 WHS Reg. Track
- 16 Chugwater HS Graduation
- 16 Glendo HS Graduation
- 16 Wheatland HS Graduation
- 18 WMS Honors Recpt.
- 22 Last day of school for students (Sch. Dist. 1 & 2)
- 25 Memorial Day
- 26 Guernsey HS Graduation

JUNE

- 1 Wheatland Pool opens
- 14 Flag Day
- 21 Father's Day
- 21 Summer Solstice

TIP OF THE MONTH
 Always give your business name and your name when taking a call. The person calling wants to know that they've reached the right business and who they are talking to.

RECYCLING (Cont'd from p.1)
 ...for the community.

And what about job creation? When asked that question, Regina expounded on how their Cheyenne-based facility hires several handicapped adults to work at the facility as well as several others in managerial positions.

Wheatland's operation would be considerably smaller, of course, but would still require a manager who could be hired locally as well as one or two handicapped adults.

As far as a location for the new facility is concerned, Regina and her staff will be in Wheatland in early April to look at some potential sites, meet with the Recycling Task Force group, and begin the process of putting a master plan together.

In the meantime, a survey will be sent to businesses in the community to get input.

2008-2009 Membership

Our People Make the Difference

Amazing Monogramming
 Anderson Dental, PC
 Bank of the West
 Bloedorn Lumber
 BlueWire
 Bob Ruwart Motors
 Briggs & Company
 Britz, William (Dr.)
 Burns Insurance
 Cinema West Theatre
 Crile Carvey Consulting
 Dance Wyoming
 Double S Livestock
 Drube Supply
 First American Title
 First State Bank
 Geringer Group
 Gorman Funeral Homes, Inc.
 H & H Concrete Construction
 Integrity Cabinets & Millwork
 Johnson, Bonnie

Laramie Peak Motors
 Laramie Peak Realty
 Mader, Tschacher, Peterson & Co
 Mike's Printing
 Ninth Street Cafe
 Norb Olind Construction
 Notch Peak Ranch
 Noyce's Friendly Shop
 Parmley & Associates
 Peak Wellness Center
 Platte County Commissioners
 Platte County Memorial Hospital
 Platte County Parks & Rec.
 Platte County Record Times
 Platte County School District #1
 Platte Valley Insurance Center
 Platte Valley Bank
 Premier Title Company
 Qwest
 Quilt Rustler

Seidel Construction
 Shepard Farms
 Sherard & Johnson Law Office
 Sherard Realty
 Source Gas
 State Farm Insurance
 Stoll Brothers
 TDS Trash Service
 Turf Master LLC
 Weaver, Cathy (CPA)
 Weaver, Doug (Attorney)
 Wells Fargo Bank
 Wheatland Golf Club
 Wheatland REA
 Wheatland, Town of
 Wheatland Workforce Center
 Whitehead Construction, Inc.
 Jeff Wilhelm
 Wyoming Business Council
 Wyoming Pure Beef, LLC

SIMPLY CREATIVE (From P. 3)

First you have to give people a reason to want to come in your store. You must stay in tune with the needs of your customers and use creative marketing strategies..." Genia has been very successful in these respects. For example, she offers great fundraising opportunities for groups in the community whether they are school groups or others needing to raise funds. She is also quite generous with gift certificates. Her rationale behind gift certificates is that when folks come in to redeem them they are one more customer in her store.

She constantly networks with others in the region who have similar retail businesses, sharing ideas and resources.

Her final words really hit home. "We are all in this together, and we need to support each other. Be Positive." Wise words, I'd say.

CHUCK RUWART (From P. 4)

in numbers. We must give people a service or product they want. We have to give them a reason why they should shop at home by offering excellent service, adequate selection, and doing the little things people like. Above all show your customers that you appreciate them every chance you get." That's something I've heard a great deal since starting this job, and it's something I took to heart when I owned and operated the Blackbird Inn.

Chuck tries hard to support kids, the community, sports teams and schools. He is very active in the community, the schools and his Church. He is a devoted family man, and runs the car dealership to boot. That's a lot on one plate.

I thought Chuck's ideas about how we might make our community healthier were interesting. "I think that we are on the edge of economic growth. Wind makes this a hard place to live, but if it brings the wind industry to the county that's a very positive thing. The wind is basically our strength and a challenge to overcome."

As a good businessman should, Chuck ended our interview on a positive note. "We all have to speak on the same page and welcome new folks to our community." Well said, Chuck.



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 ECONOMIC DEVELOPMENT

Platte County Economic Development
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 Wheatland, WY 82201

Helping Business Ideas Become Realty