



Welcome to the team of business and industry leaders who are dedicated to promoting Southwest Wyoming manufacturing, technology and workforce development.

This Issue Sponsored By:



SOUTHWEST WYOMING MANUFACTURING PARTNERSHIP

OUR MISSION AND GOALS INCLUDE:

Awareness of career opportunities.

Alignment of education and skill development for career paths.

Planning for what is needed now for future opportunities.

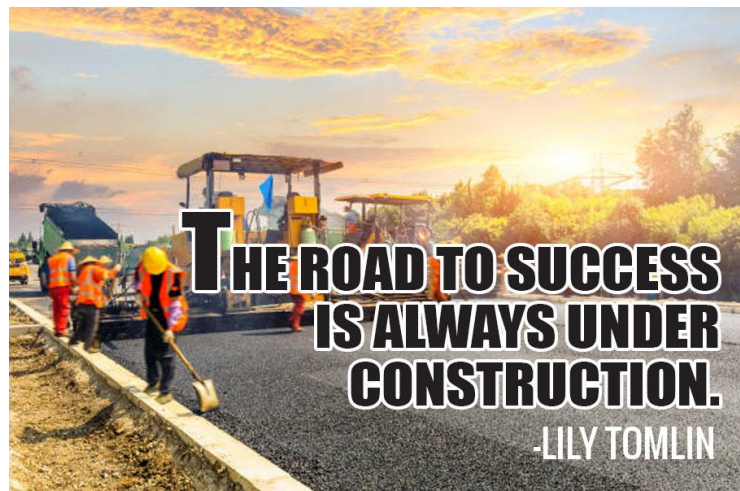
Results for how to measure success.



Greetings!

Welcome to the SWMP newsletter!

Send info or questions to
swmpnewsletter@gmail.com



ANNOUNCEMENT: Looking for employers who are willing to host a tour for high school/ college students to showcase their industry and what it takes to be employed in it.

If you would like to be a host agency for a Work experience program please contact the



Executive SWMP Meeting Notes 01/26/2022 3:00pm to 4:45pm

Attendance: Ron, Fred, Jed, Carl, Jessica, Matt, Tosha, Marty, Kim, Bridget, Amy

Absent: Craig B., Joan, Lauren, Craig R.

Safety Shares: Being vaccinated, you can still get COVID, so everyone still needs to be careful, even the fully vaccinated.

Marketing Work Stream:

- SWMP Website
 - The website is close to being done. Jessica is waiting on feedback from the schools on what they want in there and how they want the wording.

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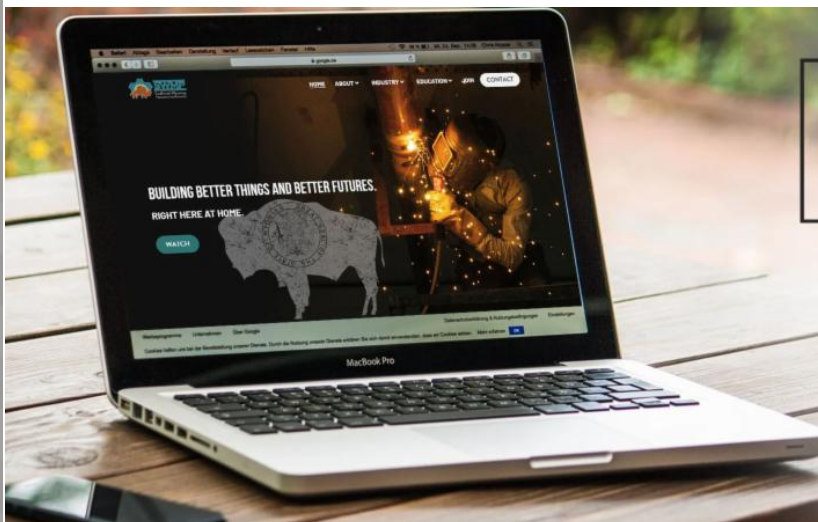
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Marketing Work Stream

- SWMP Website
 - The website is close to being done. Jessica is waiting on feedback from the schools on what they want in there and how they want the wording.
 - The "Join Now" is live. The fill out form is currently working.
 - Website address: <https://www.swmpartnership.org>
 - Jessica is requesting everyone to look at the website and provide feedback with website improvements, suggestions, or additions to carl@swmp.org
- Sponsorship update
 - Carl has a couple of people he can reach out to about sponsoring our newsletter, but if anyone knows of any business that would like to sponsor our website, have them get in touch with him. Our current one is Simple.
- Newsletter update
 - The latest stats were at a 43% Open rate, which the industry standards are around 30% - 35%. It does recognize if you open on a computer versus a mobile phone.

Talent Team

- The industry contact list feedback
 - Tosha sent to Carbon County Power and Light but hasn't heard anything yet. No one else has had any feedback. We need to decide if this adds value to continue or not.
- The SWMP Team discussed creating a library of videos of welders, engineers, operators, mechanics, etc., to help the school districts on our website. We should not make the contacts list public, but the videos are ok.
- Fred and Ron are discussing putting information together and contacting the superintendents in the first counties that we serve to share the purpose statement, videos, industry contact list, etc. Introduce ourselves and hope to notice them to get more involved.
- Potential to expand the Leadership Development Program at WYCC.
 - Fred will continue to work with the College on that type of development program for supervisors and up. They are collecting data from other facilities around here on the program. It's still in the development phase.
 - Business Degree through Western Wyoming Community College is affordable to get a Bachelor's degree in business management. Amy said it would be in the next newsletter.
- Succession Planning
 - Carl is recruiting Mark Bower for Succession



SAY HELLO!

— TO OUR NEW WEBSITE —

An essential tool to our
development and growth.

The website centralizes the work that the Southwest Manufacturing Partnership is doing, and gives a one stop shop for information and current initiatives. You can now access the group through this tool, and see how we are engaged in bringing the needs of industry to the public sector to support growth.

What need does it fulfill?

This tool allows visibility to the historical work that has been done, and informs the reader of upcoming meetings, current participants, and needs of the Partnership that are being addressed. It also helps new industry leaders, education partners, and public partners to learn more about the group, join, and contribute.

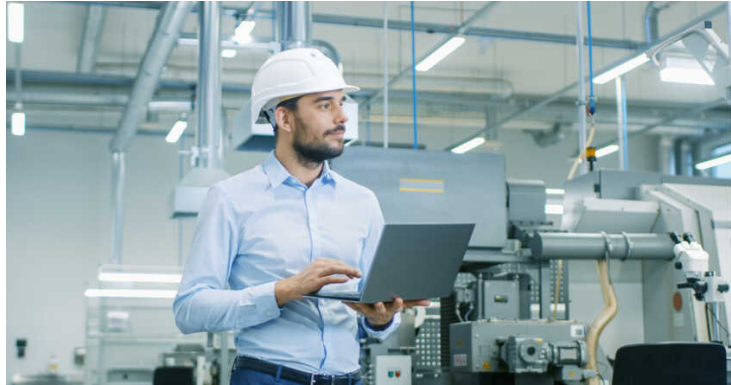


www.swmpartnership.org



Western Provides Business Management Program

It is too common in industry with turnover when a supervisor suddenly quits, and the best frontline worker is left to step in and fill his or her place. Being skilled on the line doesn't always translate into managing and leading successful teams, and without management-specific training, the new floor supervisor can become overwhelmed and quit. Thus, the cycle of turnover is continued instead of resolved.



Western worked closely with area employers to develop a fully-online Bachelor of Applied Science (BAS) degree in Business Management. This program meets the needs of our employers as well as the students and enables them to advance their careers to prepare them in the event there is a turnover or an opportunity for career growth.

Western's BAS degree will provide those currently working in many different industries the expertise to move into management positions. It can also help those looking to start their own businesses or provide the necessary background to pursue a new job. Additionally, it allows individuals to continue working and obtain a degree at the same time - at a fraction of the cost of a four-year institution. By completing coursework from the comfort of their own homes with no in-person classes, students have more time to spend with their families.

"Students can benefit from the flexibility of this program and fit the coursework into their lives. As an instructor in this program, I hope to use the students' life, work, and previous academic experience as a springboard and build upon it to give them more confidence in their management and leadership skills. It's exciting to think about all the different perspectives people from various industries will bring to the virtual classroom," stated Beth Gard, Instructor of Business at Western.



To learn more about Western's BAS degree or to apply, visit www.westernwyoming.edu/bachelors



SAVE THE DATE

LOOKING FOR EMPLOYMENT?
NOT SURE WHAT SCHOOL TO TRANSFER TO...?

COME TO THE CAREER AND TRANSFER FAIR

WEDNESDAY, MARCH 23 | 10AM-2PM
WESTERN ATRIUM

This is a great opportunity to connect with area employers or to get more information on transferring to a four-year university. This event is free to the public. Participants are encouraged to dress professionally and bring an updated résumé.

THIS EVENT IS FREE TO THE PUBLIC



For questions, contact Daisy Moore at
307-382-1619 or dmoore@westernwyoming.edu

Western Wyoming Community College is an equal opportunity institution. Western Wyoming Community College is an equal opportunity institution.



UM 1/21

Local Business Champion Spotlight



The better people, people.®

Founded in 1980, Elwood Staffing®, a privately owned corporation, is a leading provider of talent-based solutions and actionable workforce intelligence. With offices that span the United States, a broad service portfolio, and a seasoned staff, we support companies through the entire employment life cycle—from attraction to retention.

Elwood Staffing has been matching job seekers with businesses and non-profit organizations in Southwestern Wyoming for over 25 years. You may recognize us as SOS Employment Group. In 2013 Elwood Staffing acquired SOS.



We have been recruiting and placing qualified production staff since 1980. Over 90% of our annual revenue comes from light-industrial placements across our national footprint, and nearly half of those placements are in manufacturing environments. Many of our clients have needs that fluctuate with the seasons, and we have had success implementing intense recruiting, screening, and onboarding practices for short-term, seasonal ramp-ups. For client facilities with consistently large contingent workforces, we have a robust On-site Partnership Program.

Our depth of experience in this area also means we know a quick response time is vital when overload or emergency situations occur on a production line. Even minor staffing problems can affect production goals. Our ability to react quickly to these situations means we help reduce downtime and maximize output. This level of service delivery has made us a well-known, reliable partner to the local manufacturing industry.

We provide more than just better people; we provide better workforce management solutions. Supported by productivity-enhancing technologies, we design programs tailored to meet our clients' business objectives, based on a clear understanding of their cultures, needs, and goals.

We're always thinking—about the labor market and current challenges or opportunities; and about the legal and legislative landscape and its impact on business operations; and about the evolving needs of our workers and our employer partners.

Because of this, we're always collecting and analyzing data to develop and share actionable workforce resources. Our Business Resource Center exists to share our knowledge to help employers make informed decisions and engage and manage contingent and regular workforces effectively.

<https://www.elwoodstaffing.com/business-resource-center.php>

Today's headlines scream the horrors of high inflation eroding the buying power of workers, but is that the whole story? It may depend on a few factors:

When was the employee hired? Has their role changed? Are they easily replaceable, or are they highly productive or full of institutional knowledge?



And, lastly, what raises have they received since being hired?

The Bureau of Labor Statistics has a very handy little calculator to help consider the effects of inflation on your workers. There are two useful ways to look at it:

- One-year lookback: This works best if you want to ensure your workers are always on an upward trajectory. For example, workers who earned \$50,000 per year in December 2020 would need current annual salaries of more than \$53,518 today to have more buying power than they had one year ago.
- Total employment lookback: This works best for easily replaceable workers who have not had a change in role or responsibility since the date of hire and for whom you simply want to ensure no loss in buying power over the entire term of their employment. For example, an employee who was hired at \$40,000 per year in 2010 and who earned a 2.5% annual raise from you each year would currently earn \$52,438 per year. This salary is higher than the salary needed to maintain stable buying power over the years (\$50,881), despite high cost-of-living increases over the previous 12 months.

Check out the calculator here: <https://data.bls.gov/cgi-bin/cpicalc.pl>



For more information on our services please contact:

Jennifer Baker
District Manager
307-362-6397
jennifer.baker@elwoodstaffing.com



Become a Business Champion!

It's simple to sign up!

Send us a short write-up, 3-4 photos, your logo, and contact information.

Email us @ swmpnewsletter@gmail.com
-or call 307-389-1510

JOB OPPORTUNITIES

Explore the Wyoming Department of Workforce Services website for current job openings or to post an opening within your company.



Thank you to our Sponsor



J.R. Simplot had the inherent ability to see possibilities where others saw obstacles, and the resolve to act on them—helping him turn a one-man farming operation into a global food and agribusiness enterprise. This foresight has driven the J.R. Simplot Company for more than 90 years and helped create a company culture where new ideas have a chance to grow and flourish.

J.R.'s ingenuity and determination set his company on its innovative course. His recipe for success: grab opportunity in even the most challenging environments, look at well-known problems for solutions that no one has thought of before, and work harder than anyone else. He had an easy method for judging the right opportunities: If it's not going to pay off for our customers, it's not going to pay off for us.



The J.R. Simplot Company now has major operations in six countries, and our efforts provide food for people around the world. Although J.R. Simplot will remain forever fixed as the founder, leader and inspiration of the company that bears his name, he would be the first to point out that scores of dedicated employees contributed mightily – and still do – to the success of the organization. Our Core Values – Passion for People, Spirit of Innovation, and Respect for Resources – are as relevant now as they were when J.R. began this journey almost 100 years ago. Today, the J.R. Simplot Company has an integrated portfolio that includes phosphate mining, fertilizer manufacturing, farming, ranching and cattle production, food processing and packaging plant, food service brands, and other enterprises related to agriculture. Simplot is based in Boise, Idaho with major operations in the U.S., Canada, Mexico, Australia, and China. The company distributes products to more than 40 countries worldwide.



Simplot's Rock Springs fertilizer plant is a key element to the company's efforts. It began production in 1986 and has been a committed and reliable employer in Sweetwater County, celebrating 35 years in 2021. With expansions done in 1996, 1999, 2014, and most recently in 2017 with the addition of a state-of-the-art Ammonia Processing Plant and tie-in package, Simplot has a significant impact on our local economy. There are 286 local residents currently employed and contracts held with additional companies for onsite services in

our community. The Rock Springs plant manufactures and distributes nitrogen and phosphate fertilizer products, anhydrous ammonia, fluoride, and super phosphoric acid to distribute throughout the world; primarily in North America and Australia.

Significant contributors to the facility's ongoing success include a focus on safety, environmental stewardship, community involvement, our highly skilled workforce, and commitment to our values. Today, Simplot is one of North America's major suppliers of crop nutrition. Our Mining and Manufacturing operations are key to this success, building a complementary distribution system to capitalize on our unique phosphate position to achieve Simplot's mission of "Bringing Earth's Resources to Life."



Friendly Reminder

What is our Purpose and How do we Get There?

Purpose:

Improve outcomes for our students and those seeking career changes

- **Business, Educators, Government Services and the Community working together to improve**
 - **Awareness** of career opportunities
 - **Alignment** of education and skill development for career paths
 - **Planning** for what is needed now and for future opportunities
 - **Results** for how to measure success
- **Awareness**
 - Increase awareness of career opportunities within our community
 - Students, Educators, Counselors, Government Agencies, Parents and the Community
 - Engagement events and opportunities
 - Career Fairs,
 - Jr. High and High School events
 - Mentoring and job shadowing etc.
 - Engagement & Dialog with the stakeholders

- **Alignment to better prepare our students for careers in our community and beyond**

- Direct from high school including career technical training
- Secondary education, certificate programs, two-year degrees, CTE
- University alignment (pathways and career paths)

- **Planning**

- What is needed now,
- Where will the opportunities be
- What will we do to prepare and fill the pipeline?
- Promotion, Communication processes, Scholarships, etc.
- Measurements; Create metrics such as % Secondary Education, % successful career changes

- **Membership**

- **Southwest Wyoming: Carbon, Fremont, Sublette, Sweetwater, Uinta, Lincoln**

Membership:

Core Business Champions: Fred von Ahrens, Ron Wild, Craig Rood, Matt McQueen, Carl Lembke, Lauren Schoenfeld, Kim Dale, Kelly McGovern, Craig Barringer, Joan Evans, Jed Vigil, Marty Carollo

Core Co-Conveners: Bridget Stewart, Lacey Bluemel, Tosha Garner



Rock Springs, Wyoming
Phone: 307-251-3980

Get In Touch