



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

Visit our website

*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](mailto:swmpnewsletter@gmail.com)

**Always deliver more than  
expected.**

**LARRY PAGE**  
Co-Founder of Google



[swmppartnership.org](http://swmppartnership.org)





Lyman, and Evanston High School to share information about SWMP and how industry wants to partner with the schools. During the meetings, the SWMP Executive Board discussed ways to help the high schools educate the counselors, teachers, and students on various careers in industry.

The school personnel were extremely receptive to partnering with the industry partners, and many of the schools have already requested the industry partners to participate in career fairs and present in the classroom about the various occupations.

SWMP will be visiting the other area high school superintendents and/or principals in the near future. If you would like to schedule a date for the SWMP Executive Board to visit your high school, please send an email to [swregion.nextgenteam@gmail.com](mailto:swregion.nextgenteam@gmail.com).



## Genesis Alkali is Currently Expanding its Granger Facility

Sweetwater County is home to the largest natural soda ash deposit on the planet. The current trona industry had its beginning in Sweetwater County in 1938 during oil and gas explorations. The first mine shaft was excavated in 1947 and commercial production began a few years later. Nearly seventy-five years later, the industry is Wyoming's top global expert and continues to expand and compete head on with synthetic soda ash producers mainly located in China and Europe.

Wyoming soda ash, derived from the mineral trona, is a necessary ingredient in many familiar industrial and consumer products. Approximately 50 percent of all soda ash manufactured in Wyoming ends up being exported and supplied to glass makers around the world. These glass manufacturers use the ash to help them make several different types of glass including, but not limited to, car windshields, architectural glass for buildings, beer bottles, television screens, and our cell phone glass.



Baking soda derived from soda ash also is manufactured by Genesis Alkali and is used in baked goods, animal nutrition, personal care, and pharmaceutical products. In short, trona-related products from southwest Wyoming touch your life every single day.

Genesis Alkali is currently expanding its Granger facility to create a next-generation soda ash facility using the latest available process technology. The project is in the heavy construction phase currently with approximately 350 workers at the site working to safely build the 180-foot tall plant expansion. The plant is expected to be commissioned and online in 2023. The newly expanded facility will employ around 120 permanent employees. “These will be good, high paying jobs that will create long term, sustainable economic value for our employees, our community, and (ultimately) our state” stated Joe Vasco, Genesis Alkali Venture Director for the \$350 million project.



Using solution processing technology invented and patented by the company, trona will be solution mined by using injected water to dissolve it underground and then pump it to the surface where the brine will be used to make soda ash. “When we reach full operating rates, Granger will produce approximately 1.3 million tons of soda ash annually,” Vasco says. “At the end of the day, the Genesis Granger Plant will be one of the lowest cost soda ash manufacturing operations in the world. This is a very cost-competitive business, and we intend to be operating this site for decades to come.”



## **Western Provides Training to Assist with Diesel Technician Shortage**

Western Wyoming Community College provides a diesel technology program providing students with an opportunity for careers as diesel/heavy equipment technicians as the industry experiences a decline in qualified candidates. The program is intended to give students basic

knowledge with hands on activity. According to the U.S. Bureau of Labor Statistics estimates over 28,000 openings annually over the next decade.



The Diesel Truck/Heavy Equipment program utilizes Caterpillar and Cummins, for engine troubleshooting, diagnostic repair, and engine rebuild. The diesel program also relies on Peterbilt and Kenworth for heavy duty vehicle electrical systems, air systems, brake systems, and power train systems. In addition, the faculty help students understand how to apply theory to a work situation and helping them gain the confidence to take on complex tasks and be

successful. The program also strives to partner with the community to meet the needs of local business and industry.

For more information on Western's Diesel Technology program, contact Beau Murray at [bmurray@westernwyoming.edu](mailto:bmurray@westernwyoming.edu) or 307-382-1783.

WHERE FOUNDERS & INNOVATION THRIVE

# IMPACT SWEETWATER

307-466-3963  
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**FOR MORE ABOUT  
IMPACT 307 VISIT**

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## IMPACT SWEETWATER IS A... COLLABORATION OF WESTERN AND UW

Learn more about our programs:

- Free Business Mentoring
- Startup Challenge
- Workshops

## Introducing the Sweetwater County Innovation Launchpad!

IMPACT Sweetwater, a collaboration between the University of Wyoming's IMPACT 307 and Western Wyoming Community College, is very excited to be launching our first regional startup challenge! The Sweetwater County Innovation Launchpad (SCIL) will be accepting applications between April 4 and May 20. Any innovative and scalable startup, as well as any early stage company which will have significant impact on Wyoming's economic ecosystem, is encouraged to apply. The finalists will receive free mentorship to develop a pitch deck to compete in the Pitch Day competition September 13. Winners will receive seed funding tied to milestones.

## 2022 Sweetwater County Innovation Launchpad Timeline

For more information: [Click Here!](#)

Contact: Monica Patten, [monica.patten@uwyo.edu](mailto:monica.patten@uwyo.edu) 307-466-3963

April 4<sup>th</sup> – Application Period Opens  
May 20<sup>th</sup> – Applications Due  
May 27<sup>th</sup> – Semi-finalists identified  
June 3<sup>rd</sup> – Semi-Finalist Pitches  
June 7<sup>th</sup> – Finalists Announced  
June 21<sup>st</sup> – Bootcamp for Finalists  
June 7<sup>th</sup> – September – Business Counseling  
September 13<sup>th</sup> - SCIL *Pitch Day* in Rock Springs

Apply Here

**\*Multiple Optional Upcoming Events in April and May\***  
***START 307 Bootcamp, Lunch & Learns, Q&As, Entrepreneurial Panels and More!***

*Separate registration is required for each event.*



**Fall Registration  
NOW OPEN**

**Save. Explore. *Get Employed!***  
**[westernwyoming.edu/schedule](http://westernwyoming.edu/schedule)**



**Local Business Champion Spotlight**



Rocky Mountain Power provides safe and reliable electric service to more than a million customers in Utah, Wyoming and Idaho. The company works to meet customers' growing electricity needs while protecting and enhancing the environment. The company is part of PacifiCorp, one of the lowest-cost

electricity providers in the country, and values opportunities to partner with customers and organizations to improve communities and make them better places for all of us to live, work and play.



More information available at [rockymountainpower.net](http://rockymountainpower.net)



## 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](mailto: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.

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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."

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## 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](#)