



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

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## 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.

## Manufacturing ROCKS!

Greetings!

Welcome to the SWMP newsletter!

**Next Meeting:**  
**September 22**

“Happy employees lead to happy customers, which leads to more profits.”

– Vaughn Aust  
EVP of Integrated Solutions, MarketStar



## NextGen Regional Workshop

The workshop was a GREAT success!

Attendance was wonderful, interaction within the group was constructive, and we all learned a lot about what our community needs to thrive.

There will be a follow-up newsletter next week that will focus on the highlights specific to the workshop where we invite you to share any questions and feedback.

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### We appreciate everyone who attended in person or via Zoom

Those in attendance included:

Kendra Meeker: WWCC  
Leisa Mathews: WWCC  
Jim Adrianos: Redi Services  
Kim Dale: WWCC  
Tosha Garner: WY Dept. of Workforce Services  
Carlton DeWick: WWCC  
Marty Carollo: AllWest Communications  
Rick Lee: Rock Springs Chamber of Commerce  
Jessica Evans: Royal Flush Advertising  
Tony Kelly: Union Wireless  
Matt Myers: Union Telephone  
Henry Nicolle: SEKO Forklift Scale  
Todd Redmon: Dominion Energy  
Sheila McGuire: Uinta BOCES #1  
Mike Williams: Uinta BOCES #1  
Megan Neal: Union Wireless  
Kiley Ingersoll: Wyoming Business Council  
Elaina zhasjfasdjf: Wyoming Business Council  
Kayla McDonald: Sweetwater Economic Development Coalition  
Steve Hickerson: Simplot  
Marsha Krotz: DVR Counselor  
Kelly Brink: Simplot  
David Ricley: Union Telephone  
Brandt Lyman: Western Engineers and Geologists  
Fred Von Ahrens: Genesis Alkali  
Carl Lembke: Wyoming Machinery  
Ron Wild: Rocky Mountain Power  
David Caplan: Genesis Alkali  
Cindy Barlow: Wyotech  
Senator Fred Baldwin: Senate District 14  
Kylie Vasa: Searle Bros.



Dave Basset: WY Dept. of Workforce Services  
Jon Conrad: TATA Chemicals  
Lauren Schoenfeld: SW County Commissioner  
Mary Orr: WY Dept. of Workforce Services



### Executive SWMP Meeting Notes 7/28/21



Attendance: Ron, Marty, Jed, Carl, Craig B.,  
Fred, Kelly  
Guest- Mary Orr  
Absent: Craig R., Joan E., Lauren S., Matt M.

**Safety Shares:** Senator Enzi's Bicycle accident-  
Always be aware of what could go wrong. Think

about your family and the things you leave behind if something goes wrong.

#### Marketing-

Newsletter-Open Rate: 32%, Click Rate: 21%. The same people keep bouncing back because they are on the "suspended" list; however no new unsubscribed. Also, June's open rate went up to 32%, so people must have gone back later to read it. There is a link in the Newsletter, and if you forward it or share it, they can sign up.

In the Next Gen workshop, Carl will talk about free advertising to engage more people in the Newsletter.

The Mayor of Rock Springs, Co. Commissioners and the City of Green River are looking to develop a coalition to see how to take oil and gas relics to repurpose into a field house (event center). Ron said they had a meeting, and he told them about our group and the willingness to assist where we can.

[CLICK HERE](#) for the full meeting minutes.

# SAVE THE DATE!



## NEXT GENERATION SECTOR PARTNERSHIPS



## WORKFORCE DEVELOPMENT COUNCIL

# Time to Turn the Page: Charting Your Next Gen Future

### WHEN + WHERE

October 18, 2021 – Next Gen 101: An Orientation for New Partners

October 19, 2021 – Academy

Cheyenne, WY

## WHY ATTEND THE 2021 WYOMING NEXT GENERATION SECTOR PARTNERSHIP ACADEMY?

Emerging from a global pandemic, it is time to look forward. The people of Wyoming - including the champions of its NextGen Sector Partnerships - have persevered through difficult times. The world is a different place than it was before the pandemic. We will celebrate what we have been able to do together despite the hardships and embrace new opportunities. In some cases, the priorities remain the same as when regions started their journey, but in other cases, the challenges and opportunities have changed.

At this Academy, each regional team will meet in person with a Next Gen facilitator and develop its Next Gen Action Plan, which could include:

- Helping your existing sector partnership seize new opportunities.
- Growing your team of conveners, community partners, and industry champions.
- Launching a new sector partnership.

You will hear from your peers in Wyoming and outside the State about how they, despite the challenges of the pandemic, are now turning the page.

Next Gen Sector Partnerships are needed now more than ever. Essential to Wyoming's economic and community recovery is collaboration between key industries and their public partners, helping sectors grow, and local residents participate in that prosperity.





Imagine what could happen if we had 50 leaders looking for opportunities to promote Southwest Wyoming every day and working to make tomorrow better than yesterday for our communities! These small efforts will change our future and although this newsletter is a small part of the partnership, it is a great tool to get people connected and keep people up to date on what we're working on. Please ask one other person to join us and get the newsletters!

*All we need is their name and email address!*

Are you interested in participating in the sub-committee meetings?

Please Contact:

Training: [Fred.vonAhrens@genlp.com](mailto:Fred.vonAhrens@genlp.com)

B2B: [CJLembke@wyomingcat.com](mailto:CJLembke@wyomingcat.com)

Marketing: [Ron.Wild@rockymountainpower.net](mailto:Ron.Wild@rockymountainpower.net)



**WYOMING  
STATE BOARD  
OF EDUCATION**

### **Let Your Voice Be Heard in Shaping a Wyoming Profile of a Graduate**

The Wyoming State Board of Education (SBE) is working to meet its responsibility of setting graduation standards by defining what it means to be a Wyoming high school graduate.

**The state board needs your help!**

The development of a Profile of a Graduate will lead to graduation standards for all Wyoming students and give direction to the State Board of Education in its policy decisions.

**To learn more please visit:**

[edu.wyoming.gov/board/wyoming-profile-of-a-graduate/](http://edu.wyoming.gov/board/wyoming-profile-of-a-graduate/)

## **Local Business Champion Spotlight**





## 3 Ways to Prepare Your Company to Hire Wyoming Business Graduates

Our career services team at the College of Business Peter M. and Paula Green Johnson Student Success Center invites you to consider these three ways to prepare your business to bring on great talent as we are nearing the start of the fall semester.

1. **Post your jobs to Handshake.** Handshake is the University of Wyoming preferred tool to share jobs, career fairs, and professional events with students. If you would like to share your opportunities with Wyoming students, we encourage you to create a free account and start posting, too! You may create an account here: <https://app.joinhandshake.com/>. Pro tip: Quite a few companies start posting their internship and full time opportunities in late August or early September. To make sure your opportunities are not overlooked, consider posting them early in the fall, too.
2. **Attend the College of Business Career Week.** You're invited to join us on campus or virtually from September 20<sup>th</sup> – September 24<sup>th</sup>. The week will kick off Meet the Firms, an accounting and finance recruiting event. We will have a mid-week virtual fair and an internship symposium and then wrap up the week with an all-business major in-person fair on Friday. For a complete schedule of events, see the invitation below.
3. **Sit down with our employer relations team.** New to recruiting university grads? Not sure how to prepare for a career fair? Having some Handshake hiccups? Contact our employer relations team: Kaley Holyfield, [kholyfi1@uwyo.edu](mailto:kholyfi1@uwyo.edu).

## See you in the fall!

Kaley Holyfield, Program Coordinator, Employer Relations

Geoff DeJanvier, Coordinator, Career Advising

Jennie Hedrick, Assistant Director, Career Services



## JOB OPPORTUNITIES

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



## 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:**

- **Exec. Core Team:** Fred von Ahrens, Ron Wild, Craig Rood, Pam Heatherington, Carl Lembke, Lauren Schoenfeld, Kim Dale, Kelly McGovern, Craig Barringer, Joan Evans, Jed Vigil
- **Co Conveners:** Bridget Stewart & Lacey Bluemel



Rock Springs, Wyoming  
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Get In Touch

