Supercomputer, Super Ceremony

Cheyenne LEADS was delighted to be a partner in the groundbreaking ceremony for the NCAR-Wyoming Supercomputing Center (NWSC) on June 15, 2010 in LEADS’ North Range Business Park. The center will house one of the world’s fastest supercomputers for scientific research and is a project of the National Center for Atmospheric Research (NCAR) and its managing organization, the University Corporation for Atmospheric Research (UCAR).

Over 300 attendees joined the celebration at the project site. Despite dreary days leading up to the event, the sun shone brightly and the winds relented all morning of the event. The celebration began at 10:30 a.m. Under a tent, guests mingled while dining on refreshments provided by University of Wyoming Catering Services.

Speakers then took the stage, emceed by Randy Bruns, CEO of Cheyenne LEADS. Many of the brief speeches noted the significance of the many partnerships involved to bring this opportunity to fruition. Governor Dave Freudenthal spoke first and specifically noted, “We are delighted that construction on the supercomputing center in Cheyenne is moving forward. The partnership with NSF, UCAR, and NCAR allows Wyoming to develop its technology portfolio.”

Transportation Infrastructure

The V.P.’s Viewpoint on challenges and changes

By Scott Sutherland, Vice President

One of Cheyenne LEADS’ most important functions is to help foster an economic climate that is conducive for business.

Transportation, in one form or another, is at the core of almost every type of commercial enterprise. Manufacturers rely on freight (usually rail) to bring raw materials in and finished goods out. High-tech companies rely on fiber to move information and data in and out. Retail requires a speedy and dependant source of goods to help keep inventory low and replacements stocked. Company headquarters must routinely transport people in and out to work with customers, provide training, work on projects and solve problems throughout their areas. High-tech companies such as data centers must frequently transport people and make repairs as quickly as possible to their centers.

It’s not the perfect solution for every company, but it absolutely opens the door for several companies that otherwise would never consider Cheyenne.

Cheyenne has been blessed with a variety of types of transportation. Two interstates intersect here, two main line rail roads cross at Cheyenne, and fiber optics from most carriers runs into or through Cheyenne. A regional airport sits within Cheyenne and DIA is less than 90 minutes away.

Cheyenne’s weakness has for decades been the ability to access the transportation infrastructure already.
Welcome to Our Newest Member

CHEYENNE HEALTH & WELLNESS CENTER
Contact: Lynne Weidel, Executive Director
2508 East Fox Farm Road, #1A
Cheyenne, WY 82007
307-635-3618
307-635-1442 fax
Website: http://www.cheyennehealth.org/
Business Member

Cheyenne Health and Wellness Center (CHWC) is a non-profit, federally-qualified community health center with the mission of ensuring access to quality healthcare to all residents of Laramie County, Wyoming. Established in the summer of 2005, CHWC’s three physicians and one physician assistant provide a full range of primary, acute, chronic and preventative health care services.

CHWC is open five days a week, and that includes four days with evening hours. CHWC accepts all patients regardless of their ability to pay for services. To ensure that income or lack of insurance is not a barrier to care, low income patients who are not covered by public or private insurance are charged on a sliding fee scale.

CHWC’s clinic space is at capacity, and expansion is underway to be completed in the fall of 2010 with funding under the American Recovery & Reinvestment Act.

Value in Membership

What we couldn’t do without you, LEADS members!

Since 1986, we’ve seen the cost of mailing a letter double from $0.22 to $0.44. A gallon of regular fuel was about $0.89 compared to May 2010’s $2.87/gallon. The average home price in 1986 was $111,900.00, and in 2009 it was $270,900.* Of course, we expect prices to rise over two and a half decades, but one price has not: LEADS membership dues.

Despite most other average prices inflating two or three times, our membership dues have hardly changed since LEADS’ inception in the mid-eighties. About six years ago, the minimum dues rate for a business did increase to $200, but other than that, all dues have remained the same. However, we may consider changing that in the near future, and we want to take this chance to remind our members about who you are and what we couldn’t do without you!

Members consist of businesses, individuals, non-profits and governmental entities who care about the economic growth of the Cheyenne-Laramie County community. The City of Cheyenne and Laramie County contract with us to provide economic development functions.

However, 78% of our operating budget comes from our membership, well over the national average of fifty-five percent, according to Certified Economic Developer David A. Dodd. With statistics like these, it’s clear that Cheyenne LEADS cannot function without our members.

Over two decades of membership support have significantly impacted the economic growth of Laramie County, Wyoming. Cheyenne LEADS has assisted over 50 new companies in relocation or expansion, creating over 4,000 new jobs and increasing annual payroll by over $90 million.

Although we believe we offer some excellent tangible benefits to our members, they are beyond what can be measured individually. The entire community benefits from what Cheyenne LEADS has been able to do and will continue to do through economic and area development in Cheyenne and Laramie County.

The year of 2009 was our best in terms of quality and quantity of businesses assisted. However, it was also the most expensive in terms of operating costs. Cheyenne LEADS is committed to the level of success that the community has come to expect from us, and we appreciate the community’s investments through active memberships and contributions. Thank you for your support.

*Average price statistics from http://www.census.gov/
http://www.bls.gov

Most importantly, members of Cheyenne LEADS are actively engaged in the economic progress of our community.
in place. LEADS has seen company after company locate where the transportation is in place. Even with two main-line rail roads, the ability for a new company to access the lines has been almost impossible.

Granite Peak Development has come a long way in addressing this issue with the industrial rail park located on the Swan Ranch. The interstate interchange is almost complete, design and construction is beginning on infrastructure, and rail sidings will soon be added. Two companies have already committed to locating into the park and discussions are underway with several more to locate there, eventually resulting in hundreds of new jobs paying well above Laramie County’s average wages and benefits.

American Airlines offering regional jet service at our local airport greatly enhances the local flight options. Direct jet service to another major hub opens up several options for companies in Cheyenne and those looking at locating here. It’s not the perfect solution for every company, but it absolutely opens the door for several companies that otherwise would never consider Cheyenne.

A good way to look at this is by using the potential oil play in Laramie County as an example. Some things will likely happen no matter what. We could have a temporary influx of drillers, pushers, hot shots, drivers, engineers, seismologists, etc. But without rail access, the rigs and piping are going to be much more expensive to move in. The frac sand would need to brought in by truck. The oil that is produced initially would be difficult if not financially impossible to move to a refinery. The rail infrastructure would allow for marginal areas to become productive, and more money would be invested into other infrastructure areas instead of transportation. Simply put, the transportation infrastructure is what allows the fields to be developed. Daily jet service between Dallas/Ft. Worth and Cheyenne would make it much more probable for some of the large oil companies to place permanent facilities here to house engineers, seismologists, accountants, and other professionals to work on the entire Rocky Mountain oil shale projects.

Each step Cheyenne takes to enhance the transportation infrastructure, the more likely it is that Cheyenne will continue to grow in a healthy, diversified manner. Cheyenne LEADS, along with several other entities, is working diligently with the public and private sectors to enhance all areas of transportation infrastructure, and the Swan Ranch and American Airlines are two of the best steps Cheyenne has taken in a long time.

Aerial photographs taken June 28, 2010 show the rapid progress of the Swan Ranch Rail Park as well as the new site for the Wyoming Visitor’s Center (in the bottom photograph).
The NWSC will provide advanced computing services to scientists across the nation in a broad range of disciplines, including weather, climate, oceanography, air pollution, space weather, computational science, energy production, and carbon sequestration. It will also house a premier data storage and archival facility that will hold, among other scientific data, unique historical climate records.

The NWSC, expected to be up and running in spring 2012, will be funded by the National Science Foundation, the state of Wyoming, and UW. It will cost about $70 million to construct. The NWSC is designed specifically for scientific supercomputing. When it opens its doors in 2012, the facility is projected to be approximately 90 percent more energy efficient than typical supercomputing centers. NCAR is also pursuing LEED Gold certification for the facility, a recognized standard for measuring building sustainability.

On the Web

NWSC Home Page
www.nwsc.ucar.edu

University of Wyoming
www.uwyo.edu

State of Wyoming
www.wyoming.gov

Cheyenne LEADS
www.cheyenneleads.org

Wyoming Business Council
www.wyomingbusiness.org

Cheyenne Light, Fuel & Power
www.cheyennelight.com
A project this big needs a lot of dirt moved! Project and community leaders were happy to help: Krista Laursen, NCAR; Al Kellie, NCAR; Sarah Ruth, National Science Foundation; Roger Nakamoto, NCAR; Rick Anthes, University Corporation for Atmospheric Research; Dave Freudenthal, Governor; Tom Buchanan, UW; Bob Jensen, WBC; Dave Emery, Cheyenne Light, Fuel & Power; Jim Neiman, UW Board of Trustees; Randy Bruns, Cheyenne LEADS.

Above, the crowd pours over to the ceremony site, right. Below, days of rain prior to the event meant that the equipment was unable to run without getting stuck in the mud, but the project resumed the next day.

Continued from page 1

research capabilities it will allow UW will be of great benefit to the state.”

The president of UCAR, Richard Anthes, also discussed collaboration and that the partnerships formed around the new supercomputing center have strengthened ties and research capabilities across the Front Range of Colorado and Wyoming.

University of Wyoming President Tom Buchanan in concurrence with the excitement over academic research opportunities. “After extensive planning and preparation, it’s gratifying to see the pieces coming together for construction,” Buchanan said. “I look forward to the supercomputing center coming online because it’s so important to the research we’re doing.”

Additional speakers included Al Kellie, Director of Computational and Information Systems Laboratory for NCAR and Sarah Ruth, program coordinator with the National Science Foundation.

Once the brief speeches concluded, hundreds of guests gathered around as project and community leaders ceremoniously dug their golden shovels into the dirt at the site of NWSC, a “sight” that was long-awaited and abundantly celebrated.

Above, the sign with many partners for the project. Below, Cheyenne LEADS’ CEO Randy Bruns joins former Cheyenne LEADS Chairman and Board member Larry Wolfe after the ceremony.

Lori Lincoln, NCAR and Rep. James Byrd, who said that he was so excited about the opportunities of the NWSC that he was “doing his Snoopy dance today.”
Board of Directors Update

The Cheyenne LEADS Board of Directors would like to thank Mona Pearl for her service. She is currently the Executive Vice President of Align, but Pearl served as an ex-officio member on the LEADS Board as a representative of the Cheyenne-Laramie County Economic Development Joint Powers Board, of which she was the Chairperson. Matt Pope is now in that position, but he already serves on the LEADS Board for First Interstate Bank. Therefore, Pope will serve as a representative for both entities. Thank you again to Mona Pearl and all that she has done for economic development in Cheyenne and Laramie County.

Reaching Out Through the Web
Social media connections benefit business

A note from Tara Alexander, Director of Marketing & Communications

Not even the most advanced technology can recreate genuine face-to-face contact, but the power of social media is undeniable and growing stronger every day.

For those of you unfamiliar, “social media” is a broad term to describe web-based platforms of communication that extend beyond traditional media formats in the way that participation is encouraged and facilitated. Blogs (online journals), Facebook, Twitter, LinkedIn, and even comments enabled on online newspapers are examples of social media.

The United States has the largest number of social media and blog users, with 142.1 million unique visitors in December 2009 according to a survey by Nielsen, the same company who made their name studying television viewers’ habits.1 Approximately 45% of the population is utilizing social media! Are you? Is your business? It’s something that more than 79 percent of the Fortune Global 100 companies have in common: they are using at least one of the social media platforms.2

Whether or not it holds a personal interest for you, the opportunities provided by social media can be very interesting and important for your business. For example, a recent study shows that 37% of social media consumers learn about new products/services from social networking sites.3 This means that your potential customer or client might not learn about your business unless you have a interactive presence online.

It is estimated that the value of a “fan” on Facebook is as high as $3.60 each for equivalent media per year.4 While that might not add up to much if you only have a few fans of your page, it’s a good deal considering that Facebook and nearly all forms of social media are brought to consumers at no cost. It is free to set up social media pages, blogs, and leave comments, unlike websites which need to be hosted.

As we have been advertising, Cheyenne LEADS currently has an account on Facebook, and we hope that all of our members who are users will “like” our page so that you have another outlet for updating you and the public about our projects and successes. Interestingly, the majority of fans of our page currently (167 at press time) are not actually members, so I will be watching to see that more of you visit the page! We’d like to add photos of all of our members’ businesses so that we can increase your visibility! Please send us photos of your staff or business so that we can add them to our page and offer that as an additional benefit to our members.

There are thousands of resources online for social media, with a few listed to the left. If you are interested in setting up an account or just getting some ideas of how to incorporate social media into your business, please call or email (taraa@cheyenneleads.org) and I’d be happy to assist any LEADS member in doing so.

Sources:
1 blog.nielsen.com
2 www.scribd.com
3 socialmediaatwork.com
4 www.adweek.com

Helpful Links to Start Engaging in Social Media

Blogging:
http://www.wikibooks.org/Start-a-Blog
http://www.entrepreneur.com/technology/techtrends/columnistpeteralexander/article175236.html

Facebook:
http://www.searchenginejournal.com/facebook-group-vs-facebook-fan-page-whats-better/7761

Twitter:
http://www.ehow.com/how_2263342_market-business-twitter.html
http://www.chrisbrogan.com/50-ideas-on-using-twitter-for-business/
21st Annual LEADS Invitational Golf Tournament

Tuesday, August 17, 2010
Cheyenne Country Club

Entry fee is $125 pp which includes:
- Buffet lunch
- Steak dinner
- Golf outing with cart
- Drinks
- Commemorative gift
- Chances to win prizes!

Update: All players receive a $25 Callaway gift card!

LEADS Invitational Entry Fees
Entry fee includes: buffet lunch, steak dinner, green fees, cart, chance to win prizes, and beverages on the course. Dinner only option available; space is limited.

Golf Package: $125 x _______ = $

Dinner Only: $50 x _______ = $

Total Amount Due = $

Please complete this form and send the bottom section with your payment to Cheyenne LEADS, PO Box 1045, Cheyenne, WY 82003 OR fax your registration to (307) 638-7728 and mail your payment. Registration deadline is Monday, August 9, 2010 or when 120 participants are registered. Non-members of Cheyenne LEADS must send payment before registration can be processed. Space priority will be given to members. For more information, call (307) 638-6000.

To earn your free tournament entry, let us know that one of your teammates is a potential LEADS Business Member on the registration form. Explain to that player why you feel it is important to join LEADS. If that business signs up as a LEADS member during the month of August 2010, your $125 tournament registration fee will be on us!
Member email addresses needed

*Don’t miss out on our monthly e-news update*

We do not have email addresses on file for about one-sixth of our membership. While we understand that not all of our members have email accounts, we would just like to remind everyone that certain communication, due to cost and timeliness, will only go through electronic media.

If you haven’t received the Monthly Updates or other recent event invitations (to the NWSC groundbreaking or the golf tournament, for example), then we might not have your email address. Please feel free to call us and we’ll check the database.

Clear and consistent communication with our members is important to Cheyenne LEADS. Thank you for assisting us with that by ensuring that we have your most updated contact information. ▶