

# LEADS

AUGUST  
2008

THE CHEYENNE-LARAMIE COUNTY CORPORATION FOR  
ECONOMIC DEVELOPMENT



**report**

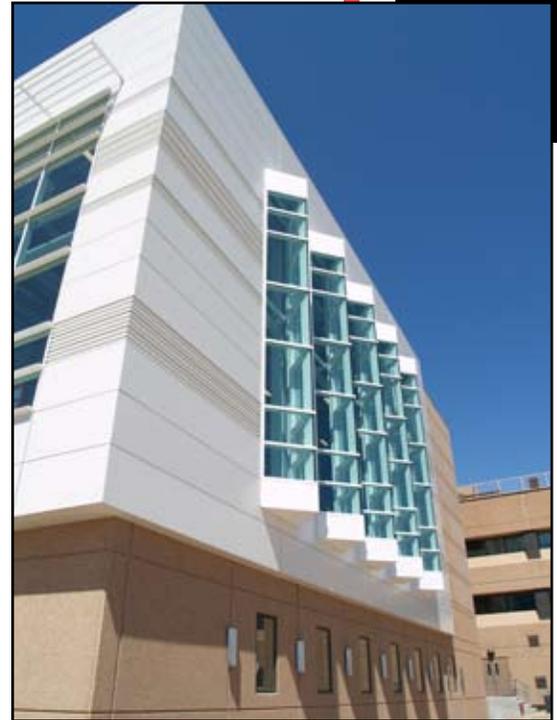
## Highly Visible Expansion - Positive Business Impact

There has been a change that is probably affecting you everyday, but it is going to affect the business community economically as well. You wake up in the morning, pour a cup of coffee, go to the door, lean down and there it is, the change. Maybe you have noticed maybe you haven't, but your local daily newspaper has changed in a number of different ways.

The noticeable change is the layout, look and overall feel of the paper itself. But it is what is behind the noticeable change that is going to have an impact on the local economy and how the regional business community works. This change is apparent as you drive by the Wyoming Tribune-Eagle's office on West Lincolnway. The Tribune-Eagle has just added an addition that has a footprint of 16,000 square foot, housing a new press and distribution center.

The press is five stories high and is the most technologically advanced web-offset printing press within a 500 mile radius of Cheyenne. It has three times the color capabilities of the old press and will expand Tribune-Eagle's commercial printing division considerably. This improves the Tribune-Eagle's technological capabilities significantly and enables them to expand their services to regional businesses. The Tribune-Eagle is already bringing in new business from Colorado with the ability to print a variety of products in different sizes and paper qualities, providing customers with a higher quality reproduction.

This is where the economic impact comes in. With its new capabilities the Tribune-Eagle will be producing items for businesses from Denver, up the Front Range and all around the region. Locally, the McCracken family wanted to continue with their commitment to Cheyenne and its downtown. That is why the Tribune-Eagle expanded in their current location instead of building a less expensive building somewhere outside of town like many other large newspapers have done. "Our



## “Change” *(continued from Page 1)*

company has done well here and we want to continue to do that,” commented Scott Walker, Vice President of Marketing & Operations at the Wyoming Tribune-Eagle. “We wanted to expand and move into the future, improving our product by taking a large step.”

The publishers wanted to preserve the integrity of the current building while providing a better product and increased capability. The vision for the building is classic in design while fitting downtown. The addition is pure production, housing the new press and distribution center. The Lincolnway side of the addition looks like an office building, but at night it will function like a distribution center. This has been done without passing on the costs to subscribers. The new capacity will be paid for through increased efficiency and expanded commercial printing.

Walker stated that with the increased workload in their commercial printing division that the press will be able to produce, positions will not be eliminated. The current employees may be moved around into different shifts but with the now multiple press runs a day the Tribune-Eagle will be able to keep all the employees, even with the advancement in technology and efficiency.

The McCracken family has had a strong commitment to the community and they hope that this will not only help the Wyoming Tribune-Eagle produce a better product, but will also help the Cheyenne economy. Walker noted that, “the community has been supportive of this project, but we couldn’t have done

it without our employees. They have really had to adjust and move out of their comfort zones to make this successful. We thank them and are very proud of their efforts.” ■



## Thank You to the 19th Annual LEADS Golf Tournament Sponsors

*(for registration information see page 5)*

Bank of the West  
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 Wyoming Tribune Eagle

# Doing Well and Happy to be Here

You may recall the announcement of Allstate bringing one of its new Express offices to Cheyenne in March of last year. Well, they are here and up and running as planned. In June LEADS sat down with representatives from Allstate and discussed the Cheyenne Express office start-up, its future and how the nation's largest publicly held personal-lines insurer views the Cheyenne community now that they are a big part of it.

This center is the first major Allstate operation in Wyoming after 77 years of being in the insurance business. Initially, one of the compelling reasons the company looked at this location was the low threat of natural disasters. When a natural disaster happens somewhere in the country the office in Cheyenne is usually not experiencing the same situation. That allows the Cheyenne office to respond to the claims that come in after such an event without the fear of losing power or communication.

Cheyenne is one of the key component centers of Allstate's express strategy, helping to position Allstate to be the future of the insurance industry. Dave Prejna, Market Claim Manager, Allstate Insurance, Cheyenne Express office stated, "the partnership that LEADS committed to Allstate has already been proven in addition to a great partnership with the Wyoming Department of Workforce Services. These partnerships help Allstate in many ways, but making us a part of the community helps everyone out." With these partnerships built and the office here doing very well Allstate is already working to be a contributing member of the community. They

hosted a blood drive where 30 pints of blood were donated, an MS Walk in Lions Park, contributed to enormous Easter baskets that were given to the Battered Women's Fund, and have assisted in the Lowe's Habitat for Humanity on-site build.

Allstate's Express offices are the first point of contact when Allstate's customers call to report a claim. The Express offices gather the information that helps direct the claims to the right claim handler for completion and customer service. In some cases they are able to settle claims on the first call into the Express offices. Cheyenne is one of ten new Express offices around the country. This office focuses on initial claim handling for Auto, Property and Casualty claims.

The Cheyenne office opened on October 1, 2007 and started taking calls on November 2, 2007. From November to the end of June, the Cheyenne center has answered 250,000 phone calls from Allstate customers all around the U.S. This takes manpower, and boy do they have the manpower! The center here employs 180 currently



*Allstate Team Lead Mindi Reams working with processing specialist Chelsea Wakeling.*

## “Allstate” *(continued from Page 3)*

and is on its way to 250 by the end of 2008. This makes them the 23<sup>rd</sup> largest employer in Laramie County currently and will move them into 18<sup>th</sup> place by the beginning of 2009. Almost all of the employees are local residents, including much of the senior staff.

Prejna, commented, “our key success in the center here is its remarkable employees.” He went on to say that the hiring process here has been fantastic. From day one they have had a high volume of good applicants and interest continues to be high with an average of

four applicants per day. “We have to have remarkable employees because they have to be able to help restore people’s lives and provide piece of mind to people in some of their most troubling times,” Prejna added. “In Cheyenne the people we are hiring already have that general demeanor that is customer focused and empathetic. This is something we don’t have to teach in this office.”

Allstate does a lot of screening of their employees and requires their workforce to have the right skills and qualities; they don’t just want warm

bodies answering their phones. This has not been a problem here in Cheyenne where they have had a steady stream of great applicants and retention of those hired is high. Due to the success of this office and the ability to hire quality people, Allstate has plans to expand the Cheyenne center by 15 more seats. To do this Allstate is looking for employees to start in their August 4 training class. Anyone interested in those positions can go to [www.allstate.jobs](http://www.allstate.jobs), keyword: Cheyenne.

Allstate’s Cheyenne Express office is doing well and sees only successes in its future. Like Prejna said, once community partnerships are built and a company has expanded here is doing well and has become part of the community, not only does the company succeed, but so does the community. A win-win for everyone. ■





19th Annual Invitational  
Golf Tournament  
Tuesday, August 12, 2008  
Cheyenne Country Club

Schedule:

- Registration @ 11:30 a.m.
- Buffet Luncheon @ 12:00 noon
- Shotgun Start @ 1:00 p.m.
- No-host Cocktail Party @ 5:00 p.m.
- N.Y. Steak Dinner & Awards @ 6:00 p.m.

Golf Package is \$125 and includes:

- lunch
- golf with cart and free drinks
- dinner

**and a chance to win prizes!**

Mulligans available for \$5 each, limit 2!  
Dinner only is \$50

Please fill out the registration form below and return to LEADS by fax (307) 638-7728

Invite a non-member to play on your team. If they join LEADS as a Business member - Your game is on us!

**Have your cost waived!**

- Let us know that one of your team mates is a potential LEADS Business Member on the registration form
- Explain to that player why you feel it is important to join LEADS during a relaxing game of golf
- If that business signs up as a LEADS member during the month of August 2008, your \$125 registration fee will be on us!

19th Annual LEADS Invitational Golf Tournament Registration Form

Contact/Company \_\_\_\_\_ Phone \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Golf Participants:			
Name	Potential Member	HDCP OR	Avg. Score

**LEADS Invitational Entry Fees & Meal Costs**

(Included in the golf entry fee: buffet lunch, NY strip steak dinner, green fees, cart, chances to win prizes, and beverages on the course.)  
Dinner is also available by itself.

Golf Package: \$125 x \_\_\_\_\_ = \$ \_\_\_\_\_

Dinner Only: \$50 x \_\_\_\_\_ = \$ \_\_\_\_\_  
(Space is Limited)

**Total Amount Due** = \$ \_\_\_\_\_

Please complete this form and send the bottom section with your payment to Cheyenne LEADS, P.O. BOX 1045, Cheyenne, WY 82003 OR fax your registration to (307) 638-7728 and mail your payment. Registration Deadline is **Monday, Aug 4, 2008**, 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.



Even though it is summer, we are always thinking about our businesses and how to improve them. To improve, we must learn from others in business, that is where the 2<sup>nd</sup> Annual Business-to-Business Idea Expo comes in.

The Wyoming Business Council and its partners at the University of Wyoming are excited to provide a chance for Wyoming businesses to gain ideas and practical assistance for growth. This is the only full-service business conference put on by the US Bank, Rocky Mountain Power, First Interstate Bank, Bresnan Communications, Wyoming Rural Development Council, Department of Workforce Services and the Wyoming Business Council.

The Idea Expo is designed to provide comprehensive education and training for entrepreneur's and established businesses through its trade show and speaker series. The speakers will cover areas such as effective marketing techniques, human resource management, trademark and patenting, financial management and others. A "been there, done that" panel of businessmen and women from around Wyoming will share their experiences with the attendees, along with additional sessions delivered by business experts from around the region.

Doug Hall of Eureka! Ranch® ([www.eurekaranch.com](http://www.eurekaranch.com)) will be the keynote speaker for the event. Doug is known for his high-energy presentations that focus on "igniting the chain reaction of top-line growth, helping companies avoid the spiral of death." He will surely inspire and assist Wyoming companies tackle a world full of new challenges and opportunities.

Mark your calendars now for the 2008 Business-to-Business Idea Expo at the Little America Conference Center in Cheyenne, October 9-10. Registration is \$100 for early birds and \$125 regular, or you can register for just one day at a cost of \$75 per day. The tradeshow portion will be open to the public during most of the day and is free of charge. If you are interested in promoting your own business, vendor booths are \$400 for the tradeshow. For more information visit the conference website at [www.wyomingideaexpo.com](http://www.wyomingideaexpo.com). The 2008 Idea Expo is sponsored by Rocky Mountain Power, Bresnan Communications and the Wyoming Department of Workforce Services. ■

Mark Your Calendars,  
You Don't Want to  
Miss this Event!



# WELCOME

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Contact: Jericho Ponce, Assistant Manager/Travel Agent; Tammy McCoy, Travel Agent; Shari Race, Auto Travel Counselor; Jennifer Naatz, Insurance Agent; Nancy Logan, Insurance Agent; Michael Douglas, Regional Manager

2316 Dell Range Blvd., Suite B  
Cheyenne, WY 82009

(307) 634-8861

(307) 634-8867 Fax

Email: [jponce@mtw.aaa.com](mailto:jponce@mtw.aaa.com)

Website: [AAA.com](http://AAA.com)

Business Member

AAA Mountain West is a full service Travel Agency booking cruises, custom/guided tours and world travel. They also have a full service Insurance Agency. Writing for over six major companies including AAA Insurance. They have a Travel Store to fulfill all your travel necessities. Last but not least, the heart of AAA, they provide Emergency Roadside Assistance.

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Cheyenne, WY 82009

(307) 778-4042

(307) 778-8992 Fax

Email: [sdianesteele@aol.com](mailto:sdianesteele@aol.com)

Individual Member

**RICK KAYSEN**

223 Stetson Dr.  
Cheyenne, WY 82009

(307) 632-5104

(307) 632-5104 Fax

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Individual Member

**CLIMB WYOMING**

Contact: Ray Fleming  
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Belcher, Business Liaison;  
Eileen Munzo, Business  
Liaison; Jessica Barrett  
Speer, Communications  
Director

1001 W. 31st Street  
Cheyenne, WY 82001

(307) 778-0094

(307) 778-0095 Fax

Email: [info@climbwyoming.com](mailto:info@climbwyoming.com)

Website: [www.climbwyoming.com](http://www.climbwyoming.com)

Business Member

CLIMB Wyoming, a non-profit organization, trains and places low-income single mothers in careers that successfully support their families. CLIMB programs help address Wyoming's workforce shortage by training women in high demand industries such as construction trades, energy and health care. CLIMB graduates consistently double or triple their wage income, the impact of which will be felt for generations.

**CHEYENNE DOWNTOWN  
DEVELOPMENT AUTHORITY**

Contact: Sami Falzone,  
Board President; Christian  
Cherek, Executive Director

121 W. 15th St., Suite 200  
Cheyenne, WY 82001

(307) 433-9730

(307) 433-9732 Fax

Website:  
[www.downtowncheyenne.com](http://www.downtowncheyenne.com)

Business Member

As enthusiastic leaders for the economic and physical improvement of Downtown Cheyenne, the Cheyenne Downtown Development Authority is working to ensure downtown remains a vital and important part of the Magic City and continues its role as a regional hub for government, business and entertainment.

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**LEADS STAFF**

Randy Bruns, CEO

Scott Sutherland, Vice President

Erica Stoeckley, Director of Marketing &amp; Communications

Karen Gastineau, Office Manager

**Future Events***Here are few upcoming events that you may be interested in:***August**

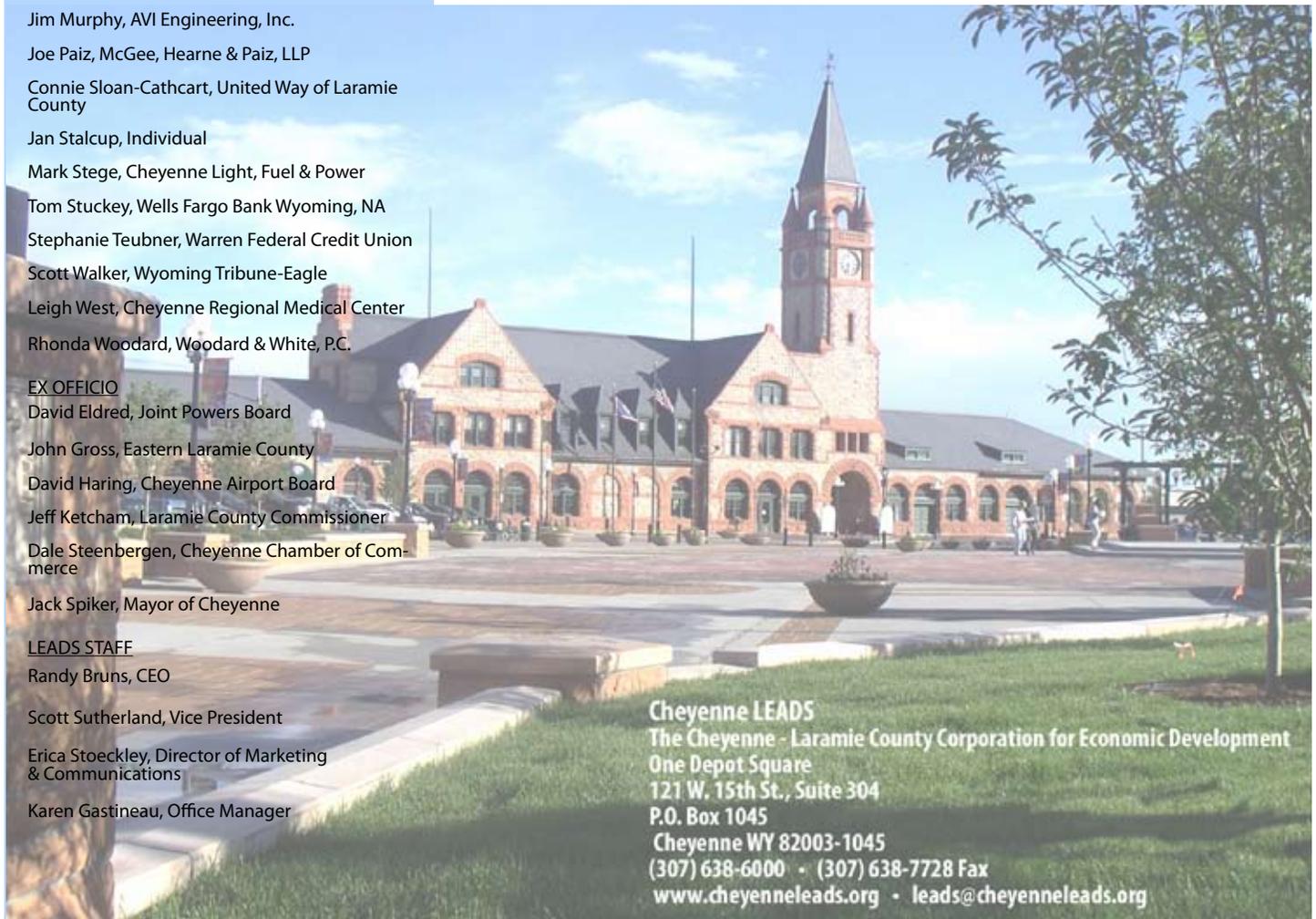
- LEADS Membership Golf Tournament (Aug. 12)
- Arundel Technology Park Grand Opening

**September**

- Progress Circle Ground Breaking
- Bixpo in Northern Colorado (Sept. 17-18)

**October**

- Idea Expo (Oct. 9-10)
- Progress & Prosperity II Thank You/  
Wrap-up Event



**Cheyenne LEADS**  
 The Cheyenne - Laramie County Corporation for Economic Development  
 One Depot Square  
 121 W. 15th St., Suite 304  
 P.O. Box 1045  
 Cheyenne WY 82003-1045  
 (307) 638-6000 • (307) 638-7728 Fax  
[www.cheyenneleads.org](http://www.cheyenneleads.org) • [leads@cheyenneleads.org](mailto:leads@cheyenneleads.org)