



President and Chief Executive Officer



**CASPER AREA ECONOMIC
DEVELOPMENT ALLIANCE, INC.**

Opportunity Profile

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CASPER AREA ECONOMIC DEVELOPMENT ALLIANCE, INC.

The Casper Area Economic Development Alliance is a public-private partnership, created in 1987 to expand economic opportunities for Natrona County, Wyoming through marketing, business growth and workforce development. CAEDA is focused on leading and supporting the community in its economic development efforts.

Budget: \$618,000 includes Innovation Center
Board Members: 15
Executive Committee: 5
Investors: 75
Total Staff: 5

POSITION PROFILE

The President/CEO is the chief operating executive, implementing policies and directives established by the Board of Directors as they relate to economic development. This dynamic leader will be responsible for planning, directing, organizing, and administering the operation and staff of the CAEDA, including active efforts to attract industry and commerce, as well as to stimulate the existing business community and the entrepreneurial spirit in the area.

KEY RESPONSIBILITIES

- Provide the leadership and vision to create and implement prospect and community initiatives.
- Create a coordinated, updated, professional approach to economic development business retention, and expansion programs.
- Develop strategy and tactics for the creation of a comprehensive marketing plan to promote community to prospects.
- Increase business intelligence research, collection and analysis to support existing marketing efforts.
- Direct the efforts to retain local primary employers and coordinate retention programs with regional economic development partners.
- Serve as principal spokesperson for the organization making the case for economic development to key audiences.
- Design and implement a comprehensive investor relations effort and act as primary fundraiser for the organization.
- Provide leadership and management to CAEDA's financial incentives and loan funds.
- Build strong working relationships with public officials, company leaders, locational consultants and others important to accomplishing CAEDA's job creation mission.
- Oversee management and development of staff.
- Direct and manage the administrative functions of the organization such as budgeting and accounting.
- Oversee the construction, completion, and management of the Incubator facility.

LEADERSHIP AND PERSONAL SKILLS

- Tactical skills to create and implement prospect and community initiatives.
- Strategic skills to maintain an evolving vision for the future.
- Facilitation skills to be successful in leveraging resources.
- Presentation and communications skills to enthusiastically promote the community to prospects and stakeholders.
- Financial skills to create financing opportunities for businesses.
- Managerial skills to establish organizational objectives and mentor staff.
- Marketing skills to promote the Casper area to business prospects.

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- Community skills to understand the culture and history of the region.
- Leadership skills to enthusiastically promote the mission of CAEDA locally, nationally and internationally.

PERSONAL TRAITS

- A roll-up the sleeves, self-starter with vision, high energy and commitment.
- A resourceful and charismatic leader who is able to take charge, and instill confidence.
- Adept at selling to all levels of management, but especially senior executives.
- An individual with unquestioned integrity and impeccable business and personal ethics.
- An executive with demonstrated success setting and managing priorities, delegating, and motivating others.
- An intelligent, mature and self-confident individual.
- A facilitator, who works with groups, encourages engagement, maintains focus and derives meaningful outcomes.
- A person who can handle multiple tasks.
- A collaborative leader willing to encourage different viewpoints and take decisive action.
- An exceptional and persuasive oral and written communicator.
- Outstanding analytic and interpersonal skills with the ability to write, speak, and communicate effectively with diverse audiences.

EDUCATION

- Bachelor's Degree or equivalent. MBA or Advanced degree desired.
- Minimum of five (5) years of experience in economic development or related field.
- Graduate of the Economic Development Institute or CECD designation by IEDC or comparable business certification

COMPENSATION

Salary will be competitive and commensurate with experience and qualifications.

AREA BACKGROUND

CASPER, WYOMING

Casper is located in Natrona County, Wyoming. Casper is the second-largest city in Wyoming with a population of approximately 55,000. Casper is located in east-central Wyoming at the foot of Casper Mountain, the north end of the Laramie Mountain Range, along the North Platte River. Interstate 25 approaches Casper from the North and East and is the main avenue of transportation to and from the city.



Economy

Casper is a regional center of banking and commerce with a strong industrial economy. Since the discovery of crude oil in the region during the 1890s, Casper became the regional petroleum industry center. Oil has figured prominently in its history from nearly the onset. As recently as the early 1980s, the city was near or home to three refineries. The surviving one, operated by Sinclair Oil Corporation, is located nearby in Evansville, Wyoming. Development of Wyoming coal and uranium fields in recent decades has helped Casper continue its role as a center in the energy industry.

Workforce

The Casper-Natrona County area has the state's largest manufacturing sector, with 90 plants in 54 different industry classifications employing over two-thousand people. Top industries in Natrona County

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include retail trade, health care and social assistance, hospitality, construction, wholesale trade, manufacturing, and mining.

Wyoming demonstrates its commitment to education by spending nearly \$1.5 billion out of its state budget on education, which helps in funding tutors, instructional facilitators and other classified support staff, summer school and extended day opportunities, among many others.

Education

Casper College is one of the largest and most comprehensive community colleges in the region. It has a well-deserved reputation for its academic and technical programs. The campus consists of 28 buildings on more than 200 acres and has approximately 5,000 students from all over Wyoming, 35-plus states and 20 foreign countries attend Casper College.



Health

Wyoming Medical Center, a 205 bed licensed regional medical center, is the largest acute care hospital in the state. The central location in Casper is convenient and easy-to-access for the thousands of patients treated each year. With its 150 physicians on staff, Wyoming Medical Center offers 50 specialties with two Centers of Excellence: *The Heart Center of Wyoming* and *Wyoming Neuroscience and Spine Institute*. Both centers have received national rankings and recognition for quality measures, outstanding care and service.

As a level II Trauma Center, Wyoming Medical Center's Life Flight is the only air ambulance program in the state. The service is not only available at a moment's notice for emergency care for the severely injured or critically ill, it also coordinates with other facilities in transporting patients throughout the United States. The state-of-the-art Emergency Room treats 37,000 patients a year.

Mountain View Regional Hospital is the premiere neurosurgical and spine hospital in the region. The hospital treats those suffering from back and neck pain, brain and neurological disorders, and patients recovering from other trauma, accidents or illnesses. The neurosurgeons at Mountain View provide both operative and non-operative management of neurological disorders.

Elkhorn Valley Rehabilitation Hospital provides rehabilitative services for patients recovering from debilitating illness or injuries, such as stroke, cancer, burns, and other serious ailments. The new state-of-the-art facility is staffed 24 hours a day by specially trained rehabilitation nursing staff. It is the only freestanding acute rehabilitation hospital in Wyoming.

Transportation

Casper/Natrona County International Airport (NCIA), the largest airport in Wyoming, is located 7 miles northwest of Casper. Carriers include: Delta Connection SkyWest, United Express (SkyWest Airlines), and Allegiant Airlines.

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CASPER INNOVATION CENTER

The CAEDA has partnered with Casper College, Amoco Reuse Joint Powers Board, City, County, along with grant funding from State and Federal entities to build the Casper Area Innovation Center. This will be a 40,000 sq.ft. facility located on the site of the old AMOCO refinery. The building will combine the old (AMOCO refining office building rehab) and the new (30,000 sq.ft. addition to the structure).



The project is currently under construction and plans are to occupy in August, 2012. When completed, the building will boast 50-plus offices in 40,000 square feet on three floors and include special features like robotic and wet labs.

COMMUNITY RECOGNITION

- *According to the Pollina Pro-Business States Study for 2007, the state of Wyoming ranks first for the lowest combined cost of labor, taxes and other business-friendly factors. Pollina ranked Wyoming sixth overall for pro-business policies. (2007)*
- *Inc. Magazine has ranked Casper, #3 in Job Growth among 274 U.S. Metro Areas. (2005)*
- *Forbes.com has singled out Casper as the #1 small Metro Area for Cost of Doing Business. (2005)*
- *Expansion Management Magazine ranked Casper as a "5-Star Community" in their Quality of Life Quotient section. (2005)*
- *The U.S. Environmental Protection Agency honored Casper and the former BP Refinery site with the prestigious "Phoenix" Award for outstanding redevelopment / reuse. (2005)*
- *American Cities Business Journal ranked Casper #8 in Job Growth among 266 labor markets. (2004)*
- *Kiplinger Personal Finance listed Casper as having the Lowest Tax Burden among 101 U.S. cities. (2004)*
- *Sports Illustrated magazine honored Casper for Outstanding Commitment to Sports and Recreation. (2003)*

SELECTION PROCESS

Candidates for this position will be evaluated by Jorgenson Consulting. The most qualified individuals will be invited to participate in the next phase of the selection process. For consideration, please submit letter of interest and résumé. EOE. All submissions are confidential.

Send confidential resumes to:
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