



May 2009

### **Workforce Development is CAEDA's Theme for Spring**

*By Jennifer Scott, CAEDA*

One of the primary goals of economic development is to create a strong workforce. A high quality workforce reduces turnover, increases productivity and provides additional expansion opportunities. This directly benefits both employer and employee and leads to a stronger economy and a higher quality of life overall. Because of the importance of workforce development, CAEDA has placed special emphasis on this aspect of economic development over the last few months.

In March, Joan Evans, Director of Wyoming's Department of Workforce Services, spoke at CAEDA's Quarterly Breakfast. Joan is the Director of Wyoming's Department of Workforce Services and was appointed to the position in 2006 by Governor Dave Freudenthal. Her prior experience includes heading up the Carbon County Higher Education Center and serving as an adjunct faculty member at Western Wyoming Community College. Workforce Services provides employment training, business support and vocational rehabilitation services across the State. "Our mission is to link people to jobs" Joan explained at the breakfast. Adding that one size does not fit all for every industry, Joan continued "we are dedicated to building sector solutions for the Wyoming economy."

Recently, Robert Barnes, President and CEO of CAEDA, was appointed to the Wyoming Workforce Development Council (WWDC) by Governor Dave Freudenthal. Barnes officially joined the Council on May 1, 2009 and has already begun working on wide range of workforce related issues with WWDC. "It has been a pleasure to work with Joan Evans and the WDWS staff on marketing programs and planning for the Governor's Workforce Summit," Barnes said. "Existing industry is critical to Wyoming's economic future, and serving on the WWDC is a great vehicle to address business and industry needs."

The Council works in partnership with the Governor's Office and Department of Workforce Services and is currently co-sponsoring the upcoming Workforce Summit in Jackson, WY at the Snow King Lodge on May 28-29, 2009. The Summit, entitled *Innovate: Survive and Thrive in Wyoming's New Frontier*, is an opportunity for both employers and employees to explore issues such as workforce housing, recruiting new workers, retaining a workforce, adopting new technologies, generational issues and more. Robert Barnes and Jennifer Scott will be representing CAEDA at this year's event.

Partnerships are a key component of workforce development and CAEDA works with organizations such as Casper College, the WCA McMurry Training Center and the Department of Workforce Services to fulfill its commitment to making Wyoming's workforce stronger and more competitive for the future. In addition, members of CAEDA's Industry Partnership Workforce Development Committee are meeting with local employers this summer to discuss workforce concerns and opportunities. These activities are all part of



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

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## *CASPER, WYOMING*

CAEDA's ongoing efforts to help to recruit, develop and grow Casper's workforce; creating a stronger economy and a higher quality of life for Natrona County's citizens.



*Governor Freudenthal recently appointed CAEDA's President & CEO Robert Barnes to serve on the Wyoming Workforce Development Council.*



*Joan Evans is the Director of Wyoming's Department of Workforce Services and spoke at CAEDA's Spring Quarterly Breakfast in*