

THE CHAMBER: "WHAT'S RIGHT ABOUT COLORADO SPRINGS"

Southern Colorado Business Partnership Summit Addresses Regional Issues



A unique meeting transpired recently, held at the US Air Force Academy, that included over 75 business leaders from as far north as Castle Rock, as far south as Pueblo, as far east as Cañon and as far west as Teller County, who came together to talk about what was needed to enhance the economic vitality of the southern Colorado region.

The meeting was sponsored by the Southern Colorado Business Partnership, an organization that includes area Chambers of Commerce, Economic Development Corporations and Convention and Visitors bureaus representing over 4000 businesses and 140,000 employees in a four county region (Douglas, Teller, El Paso and Pueblo).



Taryn Edwards, executive director of the Jobs Cabinet and Rico Munn, director of the Colorado State Department of Higher Education

The Summit of the Southern Colorado Business Partnership convened business voices from around the region and identified opportunities to help our region thrive, including maximizing assets, finding the right regional brand, creating a strong southern Colorado voice at the capitol, leveraging our incredible educational institutions, and highlighting our national treasures.

Attendees at the Summit heard from Michael Langley of Langley Group, an economic

development consulting practice, on why regionalism matters. If our region is to effectively compete in the global economy, we must collaborate on common strategy, focus and goals. The ingredients necessary to move forward include a deeper understanding and application of regional marketing and promotion, public policy research and analyses and public advocacy at the federal, state and local levels.

Taryn Edwards, executive director of the Jobs Cabinet introduced Rico Munn, the director of the Department of Higher Education, who spoke about his desire to see a greater partnership between education and business as the business community is impacted by the type of work force the education system produces.

A SWOT analysis, which is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a business venture, or in this case, the Southern Colorado Region, was done as an exercise by attendees in small focus groups and identified some key Strategic Imperatives for the region.

"It was inspiring and encouraging to see business coming together from many places in southern Colorado, dedicated to collaborating on identifying solutions to economic challenges, finding ways to create more jobs, addressing problems that impact the whole region, and proactively searching for opportunities to move the region forward," said Debbie Miller, President of the Southern Colorado Business Partnership.



Debbie Miller, President of the Southern Colorado Business Partnership as well as President of the Greater Woodland Park Chamber of Commerce and Chair-Elect of the Colorado Chamber of Commerce Executives



Michael Langley, Langley Group



THE CHAMBER
colorado springs

SAVE
THE DATE!

MARK YOUR CALENDAR!

THURSDAY, JULY 22ND
Chamber Rising Professionals-
Techniques to Increase Sales
11:30 AM TO 1:00 PM
The Warehouse
25 W. Cimarron Street

THURSDAY, JULY 29TH
Women in Business Reception:
Evening in Tucson