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SCBP SUMMIT SETS COURSE FOR ECONOMIC VITALITY WITH REGIONAL FOCUS

July 20, 2010 | Colorado Springs, Colorado: Over 75 business leaders from as far north as Castle Rock, south to Pueblo, east to Callahan and west to Teller County, convened at the AFA Falcon Club on July 1 to set a regional course for economic vitality. Addressing "why regionalism matters" the group heard from a series of speakers, then completed a traditional SWOT analysis of area issues and concerns.

Featured speakers included Michael Langley of the Langley Group, an economic development consulting practice; Taryn Edwards, Executive Director of the State Jobs Cabinet; and Rico Munn, Director of the Colorado's Department of Higher Education. Following break-out sessions, a media panel of Cindy Aubrey of NewsChannel 5, CS Business Journal Editor Allen Greenberg and Gazette columnist Tom Roeder wrapped up the Summit by fielding tough questions from the floor.

In follow-up to the debut event, SCBP Executive Director Randy Scott issued the [results of the SWOT](#) exercise, which cited a strong workforce, philanthropic/non-profit environment and environment as the area's greatest strengths. The need to capitalize on creating a regional identity and brand remained a primary focus, along with leveraging and collaborating with regional assets and aligning educational resources with area businesses.

"The purpose of the Summit was to better understand the importance of a regional approach to problem solving and the importance of working collaboratively rather than independently ... and this was only the beginning." said Randy Scott, "We'll spend the next few months building on this good work to create an SCBP Strategic Plan to address the identified regional imperatives and advance our mission."

Later in the month, the Colorado Springs Business Journal published a [wrap-up opinion piece](#) by Scott, who reported the Summit in detail and re-emphasized Langley's "Regional Cycle of Success" theory, which illustrated by example that – when other regions around the United States brought together their public and private sectors, and laced their efforts with a heavy dose of grassroots, citizen involvement – astounding success occurred in each and every instance.

The [Southern Colorado Business Partnership](#) [SCBP] is a 501(c)(6) non-profit which brings together over a dozen area Chambers of Commerce, Economic Development Corporations and the Colorado Springs Convention and Visitors Bureau - joining 4000+ businesses, representing over 140,000 employees - to work collectively in the pursuit of regional betterment, with a shared voice, mission and focus.