

Wyoming Secretary of State

Ed Murray
Secretary of State



Karen L. Wheeler
Deputy Secretary of State

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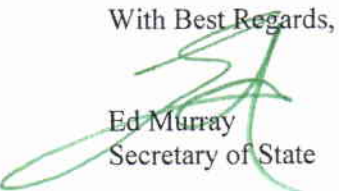
To The Honorable Matthew H. Mead:

Congratulations, once again, on the passage of your ENDOW Initiative. Thank you for reaching out to the four state-wide elected for our input. We need to collaborate as an entire executive branch - utilizing the purposes, skills and expertise of our respective offices - to leverage opportunities for success in this endeavor. In response to your request to identify five opportunities to advance the goal of the ENDOW Initiative, please see some of my thoughts about how I and the Office of the Secretary of State can assist you and the ENDOW Initiative:

1. The Office of Secretary of State is the office through which all entities register to do business in Wyoming. We must work hand in hand to vigorously protect and enhance Wyoming's "business friendly" reputation. Together, we must create a formal strategy to reach and remain at the top of national rankings such as "for ease of starting a new business" or for "favorable business climate" and the like. This type of business climate is critical to attracting businesses across all sectors, both domestic and international, that will foster broad and diverse growth.
2. Brand and market Wyoming as the state of opportunity - as a beacon of opportunity - as the land of freedom and opportunity - as the best state in the nation to live, own a business, and raise a family. Again, the Office of Secretary of State can assist in these regards.
3. Create an entrepreneurial ecosystem and effectively leverage business recruitment and retention tools to expand economic opportunity at every level. The Office of the Secretary of State can, again, assist in these regards.
4. Make Wyoming's economic development and diversification efforts bigger, broader, bolder, and more aggressive in attracting companies and foreign direct investment. Have the very best talent representing Wyoming in pitching, negotiating, making, and closing deals. We standby to assist in these regards.
5. Build a trained and educated workforce to facilitate a pathway to economic diversification. Proactively seek to identify jobs of the future and those we want to attract and then proceed to educate and/or train for the same. Coordination and input from the Superintendent is critical in these regards.

In closing, I believe one of the most important things our government can do in facilitating economic diversification is to create the "business friendly" environment in which any business can thrive in and then get the heck out of the way. Thank you, again, for the opportunity to share some of my thoughts with you. Please feel free to contact me should you wish to visit in greater depth about any of them.

With Best Regards,


Ed Murray
Secretary of State

cc: Honorable Cynthia Cloud
Honorable Mark Gordon
Honorable Jillian Balow