



**Conference**  
**June 9-10**  
**Krampert Theatre - Casper College**

**SPEAKERS AND PANELISTS**

**Governor Dave Freudenthal**

<http://governor.wy.gov/>

Dave Freudenthal took office as Wyoming's thirty-first Governor on January 6, 2003. Dave was born in Thermopolis on October 12, 1950, the seventh of eight children, and grew up on the family farm north of town. To help pay for college, he earned money by working construction during the summer. His jobs included working rigs and building tanks. After graduating from Amherst College in 1973, the Governor returned to Wyoming to take a position as an economist for the Wyoming Department of Economic Planning and Development. Governor Ed Herschler appointed him State Planning Coordinator in 1975. While working for the state, Freudenthal simultaneously earned a law degree from the University of Wyoming. After graduating from law school, he opened his own law office in Cheyenne in 1980; this office grew into a general practice firm that represented individuals and businesses. In 1994, he was appointed United States Attorney for Wyoming, a position that he held until May 2001.

**Wyoming State Auditor Rita C. Meyer**

<http://sao.state.wy.us/>

Rita Meyer was elected in November 2006 to serve as Wyoming's 19th State Auditor. She was raised near the small ranching community of Johnstown, Nebraska, and moved to Centennial in 1977. She is a graduate of the University of Wyoming with degrees in education and finance. She also holds an MBA in International Business from Regis University in Denver, Colorado, and a Master's in National Resource Strategy from National Defense University in Washington, D.C. She has served her state and the nation for over 23 years as an enlisted airman and officer in the Wyoming Air National Guard. She attained the rank of full Colonel in July 2004. She was the Chief of Staff to Governor Jim Geringer from 1998-2002. She has

served on the UW Board of Trustees, as a member of Senator Malcolm Wallop's Service Academy Nomination Committee and as an Admissions Liaison Officer to the United States Air Force Academy and the Reserve Officers' Training Corps. She is married to Dr. Charles Meyer, a retired dentist and native of Rawlins. They have one son, Charles, a Navy Lieutenant, and a daughter-in-law, Emily, an export control attorney in Arlington, Virginia.

### Rep. Elaine Harvey

House District 26

(Big Horn and Park Counties)

Lovell

<http://legisweb.state.wy.us>

Rep. Elaine Dickson Harvey was born and raised in Lovell. She is married to Allen Harvey and they have four grown daughters and eight grandchildren. Rep. Harvey helped organize the parent teacher organization to foster better parent interaction with the elementary school and served as president for two years. She worked in the pilot Alternative high school. Rep. Harvey graduated from Northwest College, and worked as a substitute teacher for ten years. She served on the board of directors for Children's Resource Center for ten years, and eventually became the lobbyist for the developmental preschools statewide. That sparked an interest in running for the Wyoming State Legislature where she is serving a fourth term. Rep. Harvey serves on the Labor, Health and Social Services Committee; the Minerals, Business, and Economic Development Committee; the School Facility Select Committee. She has served as chairman of the Select Committee on Developmental Disabilities. She attended the Council of State Government's Legislative Academy and is a Henry Toll Fellow. Presently, she serves on the Governor's Council on Developmental Disabilities and the Board of Lovell Inc.

### Terry Cleveland

Chairman

Building the Wyoming We Want Advisory Committee

<http://buildingwyoming.com>

Mr. Cleveland was raised in Rawlins. Following graduation from Colorado State University, he spent the next 39 years working for the Wyoming Game and Fish Department. Mr. Cleveland lived in various communities in the state, from some of the smallest to the largest. He spent the last five years of his career as director of Wyoming Game and Fish, retiring June 30, 2008. He feels most fortunate that his profession has allowed him to carry on a lifelong love affair with this great place we call Wyoming. It allowed him to travel extensively throughout the state, meet a myriad of different people, and experience everything from desert to alpine landscapes and life zones. It also provided him an opportunity to see all of the magnificence Wyoming has to offer and to share it with his wife, daughter, and grandchildren. Governor

Freudenthal named Mr. Cleveland to lead the Building the Wyoming We Want initiative in early 2009.

### Dee Allsop

**President**

**Heart and Mind Strategies**

Formerly Chairman and CEO of WirthlinWorldwide and President of Harris Interactive Solutions Groups, Mr. Allsop is currently President of Heart & Mind Strategies. Over his 20-year career, he has had experience providing market positioning and communications strategies for some of the world's largest companies and organizations, including the largest automobile manufacturer, largest aerospace manufacturer, largest hotel and lodging chain, and largest chemical company, among others. From 1986 to 1988, Mr. Allsop directed the public opinion research program for the White House. His expertise covers a broad range, including advertising research, crisis communications, values marketing, ingredient branding, new product launches, brand line extensions, issues marketing, political campaigns, employee research, customer satisfaction, tracking studies, concept testing, brand essence research, brand critical standards, event marketing, sponsorship, logo and naming strategies, and corporate reputation. In 2000, the American Association of Political Consultants honored Mr. Allsop as "Pollster of the Year". That same year, he received the Advertising Research Foundation's David Ogilvy award for his work in developing the communications strategy for "The New Steel" industry campaign. Mr. Allsop was recognized again with a David Ogilvy award in 2007. He has a strong academic background in quantitative survey research and advanced statistical analysis. He is a graduate of Brigham Young University and holds both a M.A. and a Ph.D. in Political Science from the Ohio State University, where he was active in teaching, writing, and survey research.

### Alan Matheson, Jr.

**Executive Director**

**Envision Utah**

[www.envisionutah.org](http://www.envisionutah.org)

Mr. Matheson became the Executive Director of the nonprofit Coalition for Utah's Future and Envision Utah in 2004. In that role, he oversees implementation of a publicly-developed quality growth strategy designed to keep Utah beautiful, prosperous and neighborly for future generations. He previously served as a member of the Envision Utah Steering Committee. Under Mr. Matheson's direction, Envision Utah has developed and managed several local and multi-county visioning processes. The focus of these processes is broad public involvement, advanced technical analysis, and practical implementation strategies. Mr. Matheson is a frequent speaker at national conferences and has consulted with several regions around the country seeking to address the challenges of growth. Mr. Matheson holds a B.A. in International Relations from Stanford University and a J.D. from the UCLA School of Law,

where he was an editor of the UCLA Law Review. Following graduation, he served as a law clerk for a federal judge on the Ninth Circuit Court of Appeals. Mr. Matheson practiced law in Phoenix as an associate at Brown & Bain, P.C.; as Senior Attorney and Environmental Policy Advisor for Arizona Public Service Co., Arizona's largest electric utility; and as a partner at Ryley, Carlock & Applewhite, where he focused on water law. In 2001, Mr. Matheson became the founding director of the Utah Water Project. Mr. Matheson is active in his community and among other things, serves on the Sandy City Planning Commission, the Wasatch Front Regional Council's Regional Growth Committee, and the Governor's Oil Shale and Tar Sands Advisory Panel.

### David M. Haney

Executive Director

Wyoming Community Development Authority

[www.wyomingcda.com](http://www.wyomingcda.com)

Mr. Haney is Executive Director of the Wyoming Community Development Authority (WCDA). The WCDA provides housing solutions to the State of Wyoming for workforce housing and first time home buyers. He serves on the Advisory Board for Building the Wyoming We Want and served as housing's representative on the Governor's American Resource and Recovery Act steering committee. Prior to that, he spent 20 years as Global Community Impact Manager and Senior Vice President of Bank of America, representing the Bank's community development interests in Northern New England. He has a BSBA from the University of Colorado where he was named Outstanding Male Business School Graduate. He graduated from the Prochnow School of Banking, University of Wisconsin Graduate School of Business, and attended the Stanford University Bank Simulation Pilot Study Program. He has done further post graduate work at the University of Colorado at Denver in Organizational Development. Mr. Haney has been engaged in multiple community-based activities in the areas of affordable housing, economic development, diversity, and environmental issues and is considered a national expert in many of the disciplines.

### Tom Forslund

City Manager, City of Casper

[www.casperwy.gov](http://www.casperwy.gov)

Mr. Forslund has served as Casper's City Manager for over 20 years. Prior to this position, Mr. Forslund worked as the Deputy City Manager for Casper. He has also served as the City Administrator for Beatrice, Nebraska and for Richland, Missouri. Mr. Forslund received his Political Science Bachelors Degree from the University of Iowa and his Master of Public Administration from the University of Missouri. He is originally from Iowa and is married to Barbara and a father to Eric and Elizabeth.

### Joe Glode

Chairman, Platte Valley Community Center Joint Powers Board, Saratoga  
[www.pvcenter.org](http://www.pvcenter.org)

Mr. Glode is a Saratoga rancher and lifelong resident of Saratoga. He co-owns Shively Hardware, which was named the 2008 Family-Owned Business of the Year by the Wyoming Small Business Administration. Shively Hardware Company has been a family-owned business for four generations. He is currently the Chairman of the Platte Valley Community Center Joint Powers Board and was instrumental in founding the committee that worked to complete the fund raising and building of the Center. He is an active community member and former mayor, president of the North Platte Water Users' Association, and the Saratoga Lion's Club.

### Mark Eisele

President of Board of Directors  
Wyoming Stock Growers Agricultural Land Trust  
Cheyenne

Mr. Eisele is a Laramie County cattle rancher serving his second term as President of the Board of Directors of the Wyoming Stock Growers Agricultural Land Trust. He is a co-owner and partner in the King Ranch Company and the Eisele Hay & Cattle Company. He has been chairman of the Environmental Committee of the Wyoming Stock Growers Association since 1999, is a past-president of the Laramie County Stock Growers, served on RIENR's Open Spaces Advisory Committee and was named Rancher of the Year by the Cheyenne Chamber of Commerce in 1995. Mr. Eisele was the 2005 Stewardship Winner for Grazing and Management Practices awarded by the Wyoming Section of the Society of Range Management.

### Rick Pallister

Northern Wyoming Representative  
Rocky Mountain Elk Foundation, Buffalo  
[www.rmef.org](http://www.rmef.org)

Born in Montana to parents with a deep and abiding interest in wildlife and conservation, Mr. Pallister maintains that interest today. He was raised in a rural setting with nearly instant access to hunting and fishing paid for with hard work. He and his wife Cynthia provided a similar home for their four children, and continue to hunt and fish together. Mr. Pallister graduated from the University of Montana with a B.S. in Zoology and went to work in fisheries with the Wyoming Game and Fish Department in 1976. He retired as a district game warden, "arguably the best job with the greatest influence with sportsmen young and old, in the department." After a short stint as a wildlife consultant, Mr. Pallister was hired as the North Wyoming Regional Director and Interim Lands Program Director for the Rocky Mountain Elk Foundation. He, Cynthia, their horses, and bird dogs make their home in Buffalo.

## Jennifer Lamb

**Director of Policy**

**National Outdoor Leadership School, Lander**

**[www.nols.edu](http://www.nols.edu)**

Ms. Lamb is currently the Public Policy Director and a field instructor for the National Outdoor Leadership School (NOLS) in Lander, Wyoming. She holds four primary responsibilities at NOLS. First, working with land management agencies, she supports the school's conservation and access efforts at a local, regional and national level. Second, she represents the school nationally with land managers, conservation and recreation organizations and congressional representatives to promote policies that protect the school's wild land classrooms and access to them. Third, she oversees the development of public lands curriculum that facilitates student learning about public land management. Fourth, she drives the school's environmental sustainability initiative, with the goal of decreasing the school's global environmental footprint. Ms. Lamb holds a B.A. in economics and a Masters of Environmental Management from the Yale School of Forestry and Environmental Studies.

## Ryan Lance

**Deputy Chief of Staff**

**Wyoming Governor's Office**

Mr. Lance currently serves as Governor Freudenthal's Deputy Chief of Staff. After graduating from the University of Wyoming (B.S. 1998, J.D. 2001), Mr. Lance started his career in a small law firm in his hometown of Thermopolis, Wyoming. Mr. Lance then joined the Wyoming Attorney General's Office, where he served as the Tobacco Settlement Attorney for the state. In 2003, he joined the Governor's Office and worked as the state's Endangered Species Act Policy Coordinator. He was later appointed to serve as the Governor's Deputy Chief of Staff until he was asked to work as the Campaign Coordinator for the Governor's 2006 re-election campaign. After the campaign, Mr. Lance re-joined the Governor's Office and re-assumed his duties as Deputy Chief of Staff, where he currently oversees the State Planning Office and works primarily on natural resource policy issues. He and his wife Beth have a son, Andrew. As diehard University of Wyoming fans, he and Beth (and now Andrew) very much enjoy Cowboy and Cowgirl athletics. He also likes to fish, hunt and experience Wyoming's great outdoors.