Tri-City hires Hometown Ambassador Director

The Tri-City Storm and FirsTier Event Center announced today the hiring of the first director of the recently developed "Hometown Ambassador" program.

Stacey Westberg, a 2007 graduate of the Wayne State College, is the new director of the "Hometown Ambassador" program. She will lead the grassroots marketing program that is intended to reach communities within a 150-mile radius of Kearney. Westberg will be responsible for recruiting individuals to serve as a direct liaison for Storm hockey and FirsTier Event Center events and their individual communities.

Westberg is no stranger to the Storm and FirsTier Event Center having served in the team's internship program during the 2006-07 hockey season. While working for the Storm and FirsTier Event Center she was involved in customer relations, event planning and game operations.

"We informed Ms. Westberg upon completion of her team internship that if the right opportunity presented itself she would be at the top of our list to return in a full-time capacity," said Storm vice president of operations Greg Shea. "Her energy, understanding of customer service and drive to succeed was the perfect fit for directing the day-to-day efforts of this new outreach program."

A "Hometown Ambassador" will assist the team and entertainment venue in several ways including: the promotion of the team and events, distribution of tickets, staging and promotion of outside programming and special events, arrangement of special appearances, distribution of promotional kits and the relationship building with community organizations.

Westberg, with a bachelor of science degree in sports management and minor in business administration, will be called on to recruit and facilitate programs targeted at neighboring communities in central and western Nebraska.

The Storm and FirsTier Event Center is asking interested communities and individuals to inquire by calling Stacey at 308-338-8144.