



FOR IMMEDIATE RELEASE

February 13, 2002

CONTACT:

Lynn Settje

C.E.O.

970-356-7787 or 800-982-2855

GREELEY STAMPEDE UNDERGOES KEY STAFF CHANGES

Greeley, CO.— The Greeley Independence Stampede has recently filled key staff vacancies with the addition of Mark Tucker, Mike Kelley, Tony Sanchez and the promotion of existing staff member Kyle Holman.

Mark Tucker has accepted the position, and is currently working as the Assistant Director of the Greeley Stampede. Tucker comes to the Greeley Stampede from Port Angeles Washington where he was with the International Festivals and Events Association (IFEA) for over 10 years. As well as being the Senior Vice President of Communications for the IFEA, Tucker also acted as the President of the IFEA Foundation, a 501c3 organization challenged with providing funding for nationally known speakers at IFEA conventions and seminars. Working in the festivals and events industry for over 10 years, Tucker is excited to join the Stampede team stating, “while working with festivals from around the world, the high quality of programs and materials produced by the Stampede is evident by their success in many award programs as well as the community support”.

Tucker has a Communications Degree from Washington State University and brings with him a wife, Lisa, and son Taylor.

Mike Kelley, a former Stampede Committee Member has accepted a position with the event as Director of Sales. Kelley served on the volunteer committee from 1992-1995 and was in charge of

Marketing. Prior to joining the Stampede staff on December 11, Kelley worked for Hewlett Packard as Public Relations Manager for the Greeley site for 10 years. He worked at Celestica as the Communications Manager for three years and continues to do marketing consulting through Ascent Marketing. “I love the event and am glad to be a part of it again”, stated Kelley. Kelley has lived in Greeley for 15 years with wife Margaret and son Ryan.

Upon the resignation of Bob Todd, the Stampede’s former Director of Marketing, C.E.O. Lynn Settje promoted Kyle Holman, the former assistant to Todd, to the Director of Marketing position in early September. Holman has been with the Stampede for over two years in addition to serving as a Stampede Outrider while in college at the University of Northern Colorado where he graduated with a Journalism Degree with an emphasis on Public Relations and Advertising. “I feel extremely fortunate to have worked with and learned from Bob for the past two years”, said Holman. “The problem with losing someone like Bob is he’s the kind of person you can’t replace.” Holman has lived in Greeley for over six years and looks forward to the challenges of Marketing an enormous event like the Stampede.

Tony Sanchez, a retiree of Kodak of Colorado, has become the Stampede Receptionist. Sanchez’s job will consist of various miscellaneous office duties in addition to being the primary contact person for the general public. Sanchez is a Greeley native where he resides with his wife of 13 years Joyce.