

Tourism Commission offers executive director job to Colorado man

VisitNebraska.com/media/press/tourism-commission-offers-executive-director-job-to-colorado-man

FOR INFORMATION, CONTACT:

Jenn Gjerde at 402-471-3768, or jenn.gjerde@nebraska.gov

Angela White at 402-471-7755, or angela.white@nebraska.gov

Tourism Commission offers executive director job to Colorado man

FOR IMMEDIATE RELEASE

LINCOLN, Neb. (November 18, 2016) --- In a unanimous vote, Nebraska Tourism Commissioners moved Friday afternoon to extend an offer for the executive director job to John Ricks of Lafayette, Colo. The offer came after a full day of meetings and interviews and is pending salary negotiations and background and reference checks.

“Mr. Ricks was chosen based on his level of leadership and his past experience in working with tourism offices in our neighboring states, Colorado and Wyoming,” said Deb Loseke, Commission Chair.

Ricks' resume includes decades in advertising and most recently working as the Associate Director for the Colorado Tourism Office.

In his cover letter, Ricks said, “My senior-level position with the Colorado Tourism Office enabled me to lead and manage the external resources necessary to gather insight, develop brand strategies and implement creative approaches necessary for marketing success.”

The three other finalists were Mattie Scheeter of Lincoln, Kim Kwapnioski of Columbus and Joseph McCorvey of Akron, Ohio.

For more information about travel, events and unique destinations in Nebraska, order your free travel guide today at VisitNebraska.com. Then stay connected with Nebraska Tourism on our [Visit Nebraska Facebook page](#), on [Twitter](#), on [Pinterest](#), on [Instagram](#) and on [YouTube](#).

The mission of the Nebraska Tourism Commission is to expand Nebraska's dynamic and diverse travel industry making it more viable by creating awareness, attracting increased visitors which results in greater tourism revenue and economic gain throughout the state. To learn more, go to VisitNebraska.com.

####