



SWEETWATER COUNTY TRAVEL & TOURISM BOARD

FOR IMMEDIATE RELEASE

July 9, 2021

Sweetwater County Travel & Tourism Certifies 52 Tourism Ambassadors in the First Six Months of the Program

Sweetwater County – The Sweetwater County Joint Travel and Tourism Board is excited to announce the designation of 52 Sweetwater County Certified Tourism Ambassadors in the first six months of the program in the area.

The Sweetwater County Tourism Ambassador (CTA) program is part of an industry recognized international certification program developed by the Tourism Ambassador Institute™. The CTA program has already launched in 30 destinations worldwide, including Columbus, Bermuda, Kansas City, Tucson, and more! More than 50,000 individuals have received the CTA designation to date, and that number continues to grow.

“In 2020, Sweetwater County welcomed over 1 million overnight visitors. These visitors spent \$122.6 million in our community, generating \$6.9 million in travel related taxes. Front line employees and residents that interact with visitors, and potential residents, help support and ensure the success of the local economy as a whole. With the CTA program, the Sweetwater County Joint Travel and Tourism board hopes to give front line employees and volunteers the tools and resources they need to be ambassadors for the great community in which we live and work,” said Jenissa Meredith, Executive Director of Sweetwater County Travel and Tourism.

Individuals who pass the Sweetwater County Tourism Ambassador program become part of a growing network of dedicated CTAs in the region and will have the opportunity to engage in ongoing learning opportunities, networking events, visit local attractions, and earn CTA credentials to use in their respective careers.

On May 19th Sweetwater County Travel & Tourism partnered with the Sweetwater County Library System to host the first Sweetwater County CTA Networking Event. Those who attended got to network, learn more about what the local libraries and Community Fine Arts Center have to offer, and more. The CTA of the Quarter, Megan McComas was also recognized at the event. She was recognized as the CTA of the Quarter for her commitment to ensuring visitors to the area have a great experience.



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Those interested in earning their CTA certification should visit CTAnetwork.com to learn about upcoming training dates. Classes will resume in the Fall, in-person. Certification dates are to be determined.

For more information, please call 307-382-2538.

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Megan McComas, April CTA of the Quarter



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Photo of individuals who attended the first Sweetwater County CTA networking event.



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Sweetwater County Certified Tourism Ambassadors (CTA)

CTA is nationally recognized certification that inspires front-line employees and volunteers to turn every visitor encounter into a positive experience.



Jenissa Meredith
SWC Travel & Tourism



Chezney Goglio
SWC Travel & Tourism



Lucy Diggins-Wold
SWC Travel & Tourism



Grace Banks
SWC Travel & Tourism



Allison Volcic
City of Rock Springs



Brianna Cukale
SWC Library System



Bridget Bernard
Hampton Inn RS



Cathy Greene
City of Rock Springs



Celeste Montoya
Holiday Inn RS



Chad Banks
Downtown RS Main Street/URA



Devon Brubaker
Southwest Wyoming Regional Airport



Hannah Putnam
Timberline Hospitality



Heather Hubert
Holiday Inn Express



Jason Grubb
SWC Library System



Jennifer Messer
RS Historical Museum



Kandi Pendleton
Sweetwater Events Complex



Kaylee Hughes
Sweetwater NOW



Kelly Battisti
RS Police Department



Linda McGovern
RSNB Bank



Lisa Herrera
GR Chamber of Commerce



Mark Lyon
City of Rock Springs



Meg Torgersen
RS Chamber of Commerce



Megan McComas
Wild in Wyoming



Peggy Webb
City of Rock Springs



Rick Lee
RS Chamber of Commerce



Stacy Jones
The 307 Real Estate Group LLC



Terri Nations
Downtown RS Main Street/URA



Trina Brittain
Downtown RS Main Street/URA



Not Pictured: Amanda Benson - SWC Historical Museum, Anne-Marie Foster - City of RS Civic Center, Brandi Dale - City of RS Civic Center, Cindy Moore - Quality Inn, Clint McJunkin - City of RS Civic Center, Elizabeth Langi - Bitter Creek Brewing, Gwendolyn Quitberg - SWC Library System/CFAC, Irene Richardson - Memorial Hospital of Sweetwater County, Jessica Florencia - Hampton Inn Rock Springs, Jessica Phillips - Hampton Inn Green River, Jessica Fuller - Holiday Inn Express, Josh Milbrant - City of RS Civic Center, Kara Andrysiak - GR Chamber of Commerce, Katie Duncombe - City of Green River, Kaylee Hallett - All West Communications, Kim Strid - Hampton Inn Green River, Liisa Anselmi Dalton - Holiday Inn, Michille DiTullo - City of Rock Springs, Sandy McJunkin - City of Rock Springs, Stacy Colvin - Holiday Inn, Tammy Valdez - RS Chamber of Commerce, Tricia Green - Holiday Inn Express, Veronica Donaldson - RS Chamber of Commerce Board.

Sweetwater County CTAs – Headshots of CTAs including name and place of employment.