CAEDA Introduces its Newest Staff Member

by Noelle Wernsman, Investor Relations & Communications Manager

The Casper Area Economic Development Alliance is happy to introduce their Economic Developer, Tom Lacock. This position was previously held by Kimberlie Rightmer, who recently accepted the position of East Central Regional Manager with the Wyoming Business Council.

Mr. Lacock is a freelance writer, photographer and film producer living in Casper with his wife Traci, daughter Raja, and son Nile. The native of Wyoming, Iowa has written for the *Waterloo Courier* (Iowa), *Storm Lake Times* (Iowa), *Casper Star-Tribune*, *UWyo Magazine*, the *Cowboy State Free Press*, *The Wyoming Business Report* and is a publisher for therivals.com network. Mr. Lacock comes to CAEDA from thatsWy.com, a Casper-based video production company where he was a general manager and minority owner. He and his brother also license music for Web video use under the name Ghost Runner on Third, LLC.

In addition to his work in media, the former Buena Vista University Beaver (2000 Mass Communication graduate) spent three years as a Senior Public Relations and Marketing Specialist for the Wyoming Business Council in Cheyenne.

"During my time at the Wyoming Business Council, I found CAEDA to be both innovative as well as aggressive in their mission to make Casper become a better place to live, work and play," Mr. Lacock stated. "I look forward to joining a very talented staff and forwarding that effort."

His primary responsibilities will include generating business leads, developing marketing plans and encouraging investment in Natrona County. Generally, he will work to coordinate, direct, and implement programs and projects that support established economic development initiatives and goals.

To reach Mr. Lacock, please call the CAEDA office at 307-577-7011 or email him directly at tom@caeda.net.