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Abi Huebner Named Interim CEO of Visit Estes Park

Director of Stakeholder Services Abi Huebner has been appointed Interim CEO by Visit Estes Park's (VEP) Board of Directors. Huebner assumes the role following the departure of Eric Lund in October.

Huebner, who has been with the organization since 2016, started by selling ads in VEP's *Official Visitor Guide* (OVG) to help stakeholder businesses reach audiences planning a trip to Estes Park. Seeing a need, Huebner evolved her role into the stakeholder services department to focus on helping stakeholders take advantage of all of the services VEP has to offer, free and paid, which she leads.

"I have conversations with stakeholders to see how our services can augment their marketing efforts and help them get started working with our team," says Huebner, adding "I want to make sure they know all we have to offer and that they're fully utilizing the services that make sense for their business."

As Interim CEO, Huebner intends to continue outreach to stakeholder businesses to make sure every stakeholder who wishes to leverage VEP's services does. "Beyond that, I am working with the staff and town organizations to bring a couple new attractions to town, one which will support the effort to expand the visitation season into the winter. These ideas are still in the planning stages, so more to come on that soon."

Deborah Gibson, Chair of the Visit Estes Park Board of Directors, commented "Ms. Huebner is the longest serving member of our staff and leadership team, and has long-established relationships with our stakeholders. She has the full support of our Board and our staff. We are confident she will do a wonderful job leading the talented team in place while the permanent CEO search is undertaken."

To learn more about the services VEP offers email Huebner at ahuebner@visitestepark.com or call 970-586-0500 x 1223, or visit www.visitestepark.com/partners/services-marketing-opportunities/ for an overview.

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