

## **Nancy Crego**

Nancy Crego is the founder and CEO of AdWest. AdWest has built its foundation from living and working in Jefferson County and serving regional and national accounts. Although different from an ad agency and public relations firm, AdWest established in 1986 specializes in niche publishing and video/Web work through a series of strategies that maximize the most positive aspects of a company.

Ms.Crego's projects include re-launching Coloradobiz Magazine and creating a magazine for General Growth Properties/Southwest Plaza. She also created and developed the award winning Wellness Living Magazine and re-launched the Best of Business Directory/Magazine for the West Chamber.

Some of Ms. Crego's video projects include: Jefferson Economic Council, the West Chamber, Jefferson County Public Library, Jefferson County Workforce Center, Jefferson County Schools, XCEL Energy, Red Rocks Community College, NREL, and the list goes on and on with businesses throughout the state.

Her video partner is Neal Browne from Touch Point videos.

She serves on the Board of Directors for the West Chamber and the Financial Planning Committee for Mount Vernon Country Club. Nancy co-created the

annual Celebrate Women event with Amy Sherman from the West Chamber. She is a Jefferson Economic Council investor and a founding member of the Rooney Valley Association.

Ms. Crego lives in Mount Vernon Country Club with her husband George and they spend time exploring the Rocky Mountains and the world.

Ms. Crego's latest adventure is working with her partners in developing a Digital Magazine focusing on getting youth to consider a career in manufacturing.