

Upstate Colorado Economic Development
822 7th St, Ste 550, Greeley, CO 80631

For Release Thursday, March 10, 2022, 6pm
Thursday, March 10, 2022
Contact: Margo Swanson, 970-909-2893



Upstate Colorado Recognizes Senior VP Cathy Schulte's Retirement and Promotes Audrey Herbison to Director of Economic Development

Greeley, CO – March 10, 2022 – After 35 years of employment with Upstate Colorado Economic Development, Senior Vice President Cathy Schulte has announced her retirement. Cathy began her career with Upstate Colorado, formerly the Greeley/Weld Economic Development Action Partnership, in 1986 as the Assistant Director. Throughout her career, Cathy has been instrumental in program efforts including business attraction/retention and expansion, community support, data development, and marketing the assets of Weld County and the Northern Colorado region. In addition, she served as the Administrator of the Weld County Enterprise Zone.

“It warms our hearts but saddens our team to see Cathy retire. Her contributions to the organization and Weld County do not go unrecognized. Throughout her leadership, Cathy’s attraction and retention efforts totaled more than 530 projects, bringing 30,000 jobs and \$9 billion in corporate investment to the county.” said Rich Werner, President and CEO of Upstate Colorado.

Cathy was recognized for her contributions at the Upstate Colorado Annual Meeting on March 10, 2022, by Weld County Commissioner, Scott James and Deputy Director of the Colorado State Office of Economic Development and International Trade, Sonya Guram.

Filling Cathy’s role, Upstate Colorado team member Audrey Herbison has been promoted to Director of Economic Development. Audrey joined Upstate in 2018 as the Economic Development Manager and has adeptly assumed all prospect, expansion, and retention activity under Cathy’s guidance since. Before joining Upstate, Audrey worked as the Economic Development Coordinator for the City of Greeley, primarily focusing on site selection, assisting businesses to traverse the expansion process, and preparing City development incentives.

About Upstate Colorado Economic Development

Upstate Colorado provides a wide range of services to existing and expanding primary employers and those considering a Weld County location for their business. We serve as a single, confidential source of information about the Weld County and Northern Colorado region. We maintain information concerning communities, available buildings/sites, labor, and demographics to assist in the site selection or expansion process. Upstate Colorado Economic

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Development recognizes that success only comes from an ongoing, long-term effort and requires a true partnership between the public and private sectors.

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