

Nathan Smith is New Director of Pioneer Cellular Event Center at SWOSU

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Nathan Smith is the new director of the Pioneer Cellular Event Center at Southwestern Oklahoma State University in Weatherford.

Smith comes to direct the state-of-the-art facility after producing concerts and events the past four years for various music venues, casinos and touring acts throughout the United States. He also has served as road manager for touring acts.

He was born and raised on a farm in southeast Oklahoma near Smithville. He is a graduate of Smithville High School and attended Carl Albert State College. He and his wife, Haylie, have a 23-month old daughter, Lyla.

“My goal is to structure the Pioneer Cellular Event Center in ways that will boost the area economy and cater to the dynamics of western Oklahoma,” Smith said.

One of his priorities is to become acquainted with the Weatherford community and area business owners and start work coordinating tourism efforts for all of Weatherford’s various facilities.

Smith’s past experience involves producing shows for various artists including Vince Gill, Toby Keith, Duck Dynasty, Justin Moore, Doobie Brothers, Charlie Daniels, Jeff Dunham and many more.

Smith also served four years as marketing director for a 501c3 organization.

The first event in the Pioneer Cellular Event Center is planned January 20 when the West Central Basketball Tournament will be played throughout the week. SWOSU’s men’s and women’s basketball teams will play their opening games in the Pioneer Cellular Event Center on Saturday, January 25, when Northwestern Oklahoma State University comes to Weatherford for a 5:30 and 7:30 p.m. doubleheader.

The 93,000 square foot center will be a site for conferences, trade shows, concerts/entertainment, athletic events, tournaments and more. The project was initiated by the City of Weatherford’s “Vision 2020” strategic planning process and made possible by the “Yes! Weatherford” sales tax campaign, SWOSU students and the university.

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