

PEOPLE

Ted
Amberg

Entertaining Genius

Meet the young man behind
Amberg Entertainment, one of
the top event-planning
companies in the Midwest

BY JASSET WADE

What is the secret to making your annual corporate picnic or fund-raiser fun, successful and memorable? According to a guy in the lobby of Amberg Entertainment, it's Ted Amberg, entertainer, musician and comedian.

Amberg Entertainment must be doing something right—the company was one of five finalists considered for the W. Curtis Strube award given at the Chamber's Annual Small Business Awards in May. While the local event-planning company did not win the award, the honor of being chosen in the top-five was enough for the 27-year-old president and St. Louis native.

Ted started dabbling in magic when he was 15 years old. He quickly learned he could get reactions out of people. (And he loved it.) After attending Glendale High School and while he was working his way through college at SMSU, Ted opened a kiosk in the mall called Little Shop of Wonders. After eight months of a lot of work and little success, he closed up shop and moved on.

He then started working as a magician, doing birthday parties and other small events. As his name got out, Ted began getting requests from clients for other types of entertainers. He would give out a name here, scribble a number there, and then it dawned on him: Amberg Entertainment!

The company can take care of practically any entertainment needs, from impersonators and hula dancers to inflatable and casino nights. Amberg books entertainment for events for companies such as Prime Inc., GoodHealth and Tyson, not to mention James River Assembly's Fourth of July "I Love America" event. Keeping up with this wildly successful event-planning company (that provides the fun stuff for more than 600 events every year for clients within a 500-mile radius) keeps Ted pretty darn busy. And when I asked him what he likes to do outside of work, he said, "Is there such a place?" But despite his long hours, he spends as much time as possible with his family—which will be larger by one this month when Ted's wife, Heather, gives birth to the third and final addition to their family—a boy! "I love Springfield," he says. "I can't imagine leaving here anytime soon. It's great to be able to raise a family and work in this community."

