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Valley  
Telecommunications  
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Inc.

# Press Release

## Valley Names LaCoursiere as GM

**Herreid, SD November 9, 2011** - Valley Telecommunications Cooperative's Board of Directors has announced that Valley's Plant Manager, Darin LaCoursiere, has been named the General Manager/CEO of Valley Telecommunications, effective November 15, 2011. LaCoursiere replaces former General Manager John Tormoehlen who announced his retirement last month.

LaCoursiere is a familiar face to Valley as he has served in the capacity as the Plant Manager since August 17, 2009. Darin, who is originally from Red Lake Falls, MN, brings 24 years of experience in the telecommunications industry to his new position with the Cooperative. He received his Telecommunications Tech Degree in 1987 in Wadena, MN and earned a Bachelor of Science Degree in Business Management in 1999 from the University of Phoenix. Darin spent 12 years working for Stromberg-Carlson (which is now known as Siemens) installing telephone switching equipment throughout the country and eventually moved into a sales position covering Minnesota, the Dakotas, and Montana after spending eight years in the Orlando, FL area. He also spent three years as the Operations Manager with North Star Access, a startup telephone company in the Twin Cities. In addition, Darin previously worked in the telecom consulting field for eight years.

Over the past two years as Valley's Plant Manager, LaCoursiere has worked hard to move Valley forward in this ever-changing industry. LaCoursiere added, "I feel that my biggest accomplishment over the last couple of years is developing a winning relationship with Valley's employees and our customers. I see first-hand, on a daily basis, Valley's staff going the extra mile to keep our members happy." He added, "I am very pleased and proud to receive such great comments coming from satisfied customers that recognize how hard our staff works to keep our members smiling." In addition, "We need to continue to think of other services that our members need to improve their quality of life, and make it convenient for them to receive these services from Valley."

On the future of Valley Telecommunications, LaCoursiere added, "Over the next several years, Valley must continue to advance our service offerings and find other ways to invest in our local communities. I think now, more than ever, we need to work with our local business leaders and innovators to find more ways to keep our small communities going and growing. If we can work with those who also have vested interests in our towns, hopefully we can find ways to attract more industry and create more jobs. It is my hope that we can then retain some of the young adults who have previously searched for stable jobs elsewhere." LaCoursiere is very fond of the small communities served by our locally owned Cooperative and added, "Growth to the extent that it compromises our small town values and quality of life is not good, but to maintain and have some growth would be outstanding." As LaCoursiere moves forward in his new position, he hopes to spend some time working with the local economic development groups to possibly bring some sort of manufacturing jobs back to the area. "I look forward to becoming involved in the communities we serve and finding more ways to make our communities a great place to live," added LaCoursiere.

In conclusion, LaCoursiere added, "I would also like to let people know that my door is always open and I welcome the opportunity to visit with our members. I am interested in their ideas and solutions to improve their Cooperative."

*LaCoursiere and his wife Laurie reside in the Valley served community of Eureka, SD with their three children, Celeste (15), Chase (12), and Carter (11). In his spare time, LaCoursiere enjoys hunting, fishing, golf, making maple syrup, and gardening. He is a past member of the Knights of Columbus and is an active member of the Catholic Church.*

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