



President
ROD OLSON
President Elect
JOHN KLARER
Executive Director
WILLIAM ESBECK

NEWS RELEASE

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Contact: Bill Esbeck, Executive Director or Chris LaRowe, Director of External Affairs

Phone: 608-256-8866 Email: bill.esbeck@wsta.info or clarowe@wsta.info

Vernon Telephone Cooperative, Inc. General Manager Named WSTA President

MADISON – The Wisconsin State Telecommunications Association (WSTA) is pleased to announce that Rod Olson (Westby, WI) was recently installed to the role of President during WSTA's 100th Annual Convention, which took place May 24-27, 2010, at the Grand Geneva Resort in Lake Geneva, Wisconsin. Mr. Olson replaces Andrew "Drew" Petersen, Director of Legislative Affairs and Corporate Communications for TDS TELECOM (Middleton, WI), who served as WSTA President during the past year.

"WSTA and its member companies are very much looking forward to working with Rod during his term as President, as we showcase the industries accomplishments and appropriately position the Association in an ever changing telecommunications marketplace," said William C. Esbeck, Executive Director. "We applaud the hard work, dedication and leadership Drew provided the Association during its 100 year anniversary."

In his role at Vernon Telephone Cooperative (VTC), Rod serves as general manager with headquarters in Westby, Wisconsin. Rod is responsible for all activities of the cooperative and its subsidiary Vernon Communications. Rod currently holds leadership roles on the board of directors for Midwest Telnet, Midwest Video Solutions, Westby Norse Fund and has served on various other boards and advisory committees, including those from a hospital, a bank, local economic development, technical college, church and the Cooperative Network. He is a member of the Westby Coon Prairie Lutheran Church.

Rod comes from a 32 year career in the communications industry where he has held several positions leading to his position at VTC. Aside from many specialized technical communications training, he holds an apprenticeship degree as a telephone technician from Wisconsin Indianhead Technical College and an associate degree in Supervisory Management from Western Technical College.

WSTA is a Madison-based trade organization representing 66 of Wisconsin's local telephone companies, Internet Service Providers (ISPs) and wireless carriers.