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## **Tower Systems “We Rise” Rebrand Launch & Ribbon Cutting**

*World Leading Tower Solutions Company hosted U.S. Senator John Thune, U.S. Congressman Dusty Johnson and FCC Commissioner Brendan Carr to Celebrate Rebrand Launch in conjunction with their 30<sup>th</sup> Year in South Dakota, Highlight Role in 5G and Broadband Deployment and Announce New Telecom Tower Technician Apprenticeship Program at Lake Area Technical College*

**(Watertown, SD, May 4, 2021):** Tower Systems, a Watertown based international tower solutions company, hosted U.S. Senator John Thune, U.S. Congressman Dusty Johnson, FCC Commissioner Brendan Carr and stakeholders representing NATE: The Communications Infrastructure Contractors Association, Lake Area Technical College, municipalities and business for a Rebrand Launch & Ribbon Cutting Event.

Speakers honored the history of Tower Systems and the large role South Dakota plays in advancing 5G technology and deploying important broadband initiatives. Company representatives rolled out a new corporate brand designed to communicate the mission, vision and values of Tower Systems. The new brand and positioning line “We Rise” speaks volumes about the family-owned operation, serving as both a salute to the past and a mantra for the future.

*“We are thrilled to shine a spotlight on the hard working people who make Tower Systems possible and to give recognition to an industry that is connecting people around the globe with the technology of tomorrow,”* says Kari L. Carlson, Tower Systems President & CEO.

The event, and the day, were dedicated to a maverick in the industry and founder of Tower Systems, Bill Carlson, who passed away in 2019. Mr. Carlson’s vision, innovation and hard work allowed him to blaze trails in the industry as a co-founder of NATE: The Communications Infrastructure Contractors Association. The mayor of Watertown proclaimed May 4 “Bill Carlson Day” in his honor.

Michael Cartney, President of Lake Area Technical College, has plans to launch an exciting new Telecommunications Tower Technician Apprenticeship Program.

*“It’s an exciting day for our family, our company, our industry and our community. We are grateful for thirty years of unwavering support from the State of South Dakota and we look forward to a bright and successful future as we rise to meet the next challenges,”* said Carlson.

Tower Systems, a tower installation, design, and project management company, was established in 1975 as a family-operated business headquartered in Watertown, South Dakota, with a division in Winter Park, Florida and a satellite office in Angle Inlet, Minnesota. President & CEO Kari L. Carlson is a second-generation owner following in the footsteps of her father Bill, who was a highly respected trailblazer in the tower industry. Today, the company has 57 employees across the nation.

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For more information about the event, please contact Jason T. Fialkoff at (321) 696-2219 or [jfialkoff@towersystems.com](mailto:jfialkoff@towersystems.com).