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## **NATE Launches Wireless Industry Network (WIN) Program**

*Nationwide Grassroots WIN Program Designed to Support Wireless Ecosystem; Industry Veteran Scott Krouse hired as NATE WIN Director*

(Watertown, South Dakota) - The National Association of Tower Erectors (NATE) announced today the official launch of the Wireless Industry Network (WIN). The WIN program is a coast-to-coast grassroots program designed to promote NATE's regional, state and local efforts, support existing state and national wireless organizations and facilitate communication between all stakeholders in the wireless industry.

WIN consists of a nationwide network of respected Regional Ambassadors and State Liaisons who are devoted to NATE's mission and are passionate about expanding the Association's message of safety, quality, standards and education in order to reach the entire industry. WIN encompasses eight regions within the United States: Pacific, Southwest, Rocky Mountain, Great Plains, Great Lakes, Northeast, Atlantic Coast and Southeast and also includes a grassroots structure in Canada as well as a presence in the Bahamas.

WIN also offers an established Speakers Bureau consisting of experienced industry executives who are available on a nationwide basis to deliver keynote addresses, speeches and educational sessions at conferences and events. The exclusive WIN Speakers Bureau lineup includes representatives with expertise in a diverse array of industry topics.

“The establishment of the WIN program is the next step in the evolution of NATE in order to meet the needs of the entire mobile landscape,” stated Executive Director Todd Schlekeway. “WIN will expand the Association’s influence by facilitating the coordinated deployment of NATE’s members and resources to engage individuals at the regional, state and local levels. Additionally, WIN is committed to supporting wireless organizations and associations at the state and national levels in order to foster continued advancements in mobility for all sectors of our diverse industry,” added Schlekeway.

In conjunction with the formal launch of the WIN program, NATE announced the hiring of long-time industry veteran Scott Krouse to serve in the role as WIN Director. Krouse has over 30 years of experience working in the industry for prominent companies including Rohn, PiRod, Valmont Structures and Site Pro 1. Additionally, during his tenure in the wireless industry, Scott has worked closely with NATE including serving eight years on the Trade Show Committee.

“I am excited to be on board with the NATE team and look forward to the challenge of leading this new WIN program,” said Scott Krouse. “WIN will not only help us reach more stakeholders with its grassroots effort, but also demonstrate our willingness to support and serve the wireless industry in the United States, Canada and the Bahamas.”

“I am honored to play a leadership role in the WIN program for my region and very much look forward to working with all industry stakeholders on the west coast,” said Pacific Region Ambassador Jesse Petrilla from Petrilla Technologies.

Industry stakeholders are encouraged to visit the WIN interactive map [HERE](#) to read about the WIN Ambassadors and State Liaisons serving in their respective regions. Additionally, conference organizers interested in requesting a speaker for a future event are encouraged to visit the WIN Speakers Bureau [HERE](#). To get involved with WIN, visit [www.natewin.org](http://www.natewin.org) today!

#### About National Association of Tower Erectors

*National Association of Tower Erectors (NATE) is a non-profit trade association in the wireless infrastructure industry providing a unified voice for tower erection, service and maintenance companies. Today the Association boasts over 715 member companies located throughout the United States, Australia, Bahamas, Canada, China, Ghana, Jamaica, Romania, Saudi Arabia, Sweden, and Trinidad. For additional information on NATE, please visit [www.natehome.com](http://www.natehome.com).*