

# Midcontinent Communications Corporate Leadership

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**Mark Niblick**  
**Chairman of the Board**  
**Midcontinent Media, Inc.**

Mark Niblick serves as the Chairman of Midcontinent Media, Inc. He joined the company in 1985, and served as President and CEO from 2001 to 2007. Mr. Niblick holds undergraduate and law degrees from Indiana University in Bloomington, IN, and was a practicing Attorney and CPA prior to joining Midcontinent. In addition, he also served as an Adjunct Professor at the University of Minnesota School of Law. Mr. Niblick is actively involved as a board member of several Twin Cities non-profit organizations, and has served as board chair of Variety Children's Association and the Community University Health Care Center. In 2007 he was presented the Award of Distinction by the Regents of the University of Minnesota. In addition, he is a director on the National Cable & Telecommunications Board.

**Patrick McAdaragh**  
**President and Chief Executive Officer /Owner**  
**Midcontinent Media, Inc. and Midcontinent Communications**

Pat McAdaragh has been actively involved with all aspects of Midcontinent since 1981, becoming President and CEO in 2007. During Mr. McAdaragh's tenure, he has held a number of key positions in Finance and Operations including Chief Operating Officer and Director of Treasury Operations. Mr. McAdaragh has been deeply involved in all of Midcontinent's various holdings, including theaters, cable, radio, broadcast TV, satellite teleport, and video rental businesses. Over the past decade, he has been instrumental in transforming over 240 standalone cable systems into an interconnected fiber optic network spanning over 6,000 miles, passing nearly a half a million homes, and serving approximately 275,000 homes and businesses. Mr. McAdaragh is a native of Sioux Falls, SD and received a BA in Accounting from Augustana College in Sioux Falls. He also serves on the board of directors for CableLabs.

**Dick Busch**  
**Chief Operating Officer/Owner**  
**Midcontinent Media, Inc. and Midcontinent Communications**

Dick Busch has chief management responsibility for Operations, including Customer Care, Field Operations, Training, and Operations Systems and Support, as well as oversight for Midco Connections, MMI's customer contact center which provides services for the direct marketing industry. Mr. Busch began his Midcontinent career in 1976 and worked with management information systems for the cable, television, radio, telephone, theater, satellite, and retail divisions of Midcontinent Media, Inc. Currently he oversees approximately 800 employees. He was elected to the Midcontinent Board of Directors while serving as the Chief Technology Officer and currently maintains that seat as the Chief Operating Officer, a position he has held since 2007. A native of Rugby, ND, Mr. Busch holds a degree from the North Dakota State College of Science and completed a business program at the University of Sioux Falls.

## Midcontinent Communications Corporate Leadership

### **Steven Grosser**

#### **Chief Financial Officer/Owner**

#### **Midcontinent Media, Inc. and Midcontinent Communications**

Steve Grosser, a Cokato, MN native, has been with Midcontinent since 1990. Named Chief Financial Officer in 2001, he is responsible for all of Midcontinent's Finance, Mergers & Acquisitions, Legal & Regulatory, Risk Management, Information Systems, and Programming activities, as well as the company's long-term financial and tax planning. Mr. Grosser has been involved in all of Midcontinent's holdings, including theaters, cable, radio, broadcast TV, satellite teleport, and video rental businesses. Prior to becoming CFO, Mr. Grosser served as Controller for Midcontinent. He is a CPA and was previously employed by Grant Thornton LLP in its Minneapolis, MN office. Mr. Grosser earned a BS in Accounting from St. Cloud State University in St. Cloud, MN.

### **W. Thomas Simmons**

#### **Senior Vice President, Public Policy**

#### **Midcontinent Communications**

Tom Simmons was named Senior Vice President of Public Policy in 2007 and is primarily involved in public policy, public relations, public affairs, and government relations. Mr. Simmons is the general spokesperson for the company. Since starting with the company in 1987, he has served as Vice President of Commercial Services, Vice President and General Manager of Midco Communications, and Vice President and General Manager of Midcontinent's South Dakota Radio Broadcasting Division. He provides testimony on a variety of telecommunications issues before the US Senate Commerce Committee, the US Senate Ag Committee, US House Agriculture Committee, state Public Utilities Commissions, and legislative committees. Mr. Simmons is a graduate of Concordia College in Moorhead, MN.

### **Brad Schoenfelder**

#### **Vice President of Operations**

#### **Midcontinent Communications**

Brad Schoenfelder joined Midcontinent in 1987 and worked with the company eleven years in the server area before taking a position in the sub-prime credit card industry. In 2002, he returned to Midcontinent to run the networking department. During this time he was responsible for managing the roll-out of the VoIP platform, and the installation of multiple-fiber networks which provided the infrastructure to provide phone, video, and broadband to Midcontinent subscribers in the tri-state area. In 2008, Mr. Schoenfelder was given the responsibilities of directing software development and acquisition, server and workstation management and security services for the company. He became Vice President of Information Systems in 2010 and Vice President of Operations in 2011. In this role, he is responsible for all aspects of Customer Care for business and residential services, in addition to residential sales. Mr. Schoenfelder graduated from Dakota State University in Madison, SD, with an AS in Computer Science and a BS in Business Administration.

## Midcontinent Communications Corporate Leadership

### **Trish McCann**

**Vice President of Marketing**  
**Midcontinent Communications**

Trish McCann joined Midcontinent Communications in 2001, became Director of Marketing in 2002 and Vice President of Marketing in 2010. Her areas of responsibility include planning and executing marketing strategy, objectives and initiatives throughout Midcontinent's footprint for both residential and business services. Additional areas of oversight include customer and employee communications, corporate websites and events. Before coming to Midcontinent, Ms. McCann was Regional Director for Barnes & Noble College Bookstores. She has a BS in Sociology from South Dakota State University.

### **Jon Pederson**

**Vice President of Technology**  
**Midcontinent Communications**

Jon Pederson began his career as an Intern with Midcontinent in 1987 and was named Vice President of Technology in 2007. He oversees all engineering and construction including phone and data networking, Business Solutions engineering, and all central technical systems and infrastructure, insuring those systems are always available to the customer. Mr. Pederson has served as Director of Technical Services and Director of Network Services, among other positions for Midcontinent. He designed and implemented MidcoNet Internet services and Midcontinent's digital phone product, and established the Network Operations Center. He is responsible for creating the first metropolitan fiber network in the city of Sioux Falls and implementing the first cable modem system in the upper Midwest. Mr. Pederson has an AS in Computer Programming from Southeast Technical Institute and a BS in Psychology from Augustana College in Sioux Falls, SD.

### **Mark Powell**

**Vice President of Business Solutions**  
**Midcontinent Communications**

Mark Powell is responsible for all outside sales, sales support, and production for Midcontinent Communications, including Midco Sports Network. In his current role, Mr. Powell has successfully launched a direct sales platform, the Business Solutions concept and plan, and the Enterprise sales unit. He began his Midcontinent career as an Account Executive in 1993. He has served as Local Sales Manager, General Sales Manager and became Director of Sales in 1999 and Vice President in 2007. As Director of Sales, he led the sales group through integration into the greater part of the company, pushing for increased revenue in all aspects. Mr. Powell holds a MBA from the University of Sioux Falls, a BS from the University of Central Oklahoma and a BA from Augustana College in Sioux Falls, SD. He serves on the board of directors for Junior Achievement of the Sioux Empire.

## Midcontinent Communications Corporate Leadership

### **Debbie Stang**

#### **Vice President Human Resources**

Debbie Stang became Vice President of Human Resources in 2007 and is responsible for overseeing Human Resources throughout Midcontinent Communications, the Midco Call Center, and Midcontinent Media, Inc. As Vice President, her core functions include the benefits, compensation, payroll, employee relations, recruitment, staffing, human resources information management, and leadership development. She leads her team in ensuring that human resources strategies, programs and services are aligned with the mission and values of Midcontinent, while demonstrating a commitment to enhance diversity and fairness in the workplace. Ms. Stang began her career with Midcontinent Communications in Sioux Falls as a staff accountant in 1984. In 1988, she became Payroll Manager and in 1993, she transferred to the corporate office in Minneapolis and became Employee Benefits Manager. She received a BA from Concordia University-Saint Paul in Human Resource Management.

### **Gary Shawd**

#### **Vice President of Information Systems**

#### **Midcontinent Communications**

Gary Shawd joined Midcontinent in 1986 as a Computer Programmer and later rejoined Midcontinent Communications in 2009 as Director of Operations Systems. In 2010, he was named Vice President of Operations Systems, responsible for Technical Training, Talent Development, Operations Analysts, and Materials Management. Mr. Shawd became Vice President of Information Systems in 2011, and is now responsible for .Net Development, the IS Operations, Software Solutions, IS Security, Project Management, and the Midcontinent Communications websites. He graduated from the University of South Dakota with a BS in Computer Science.

### **Kent Johnson**

#### **Vice President of Finance**

#### **Midcontinent Communications**

Kent Johnson, an Emmetsburg, IA, native has been with Midcontinent since 2009. He is responsible for financial reporting, budgeting, forecasting, and tax planning activities. Mr. Johnson began his career in public accounting with six years at Boulay, Huetmaker, Zibell and Company, as an auditor and a CPA. He also worked as Assistant Controller at International Decision Systems and was the Controller at Northern Contours. Mr. Johnson received a BS in Accounting from Mankato State University in Mankato, MN.

## Midcontinent Communications Corporate Leadership

**Scott Anderson**  
**Vice President Legal / General Counsel**  
**Midcontinent Communications**

Scott Anderson joined Midcontinent in 2012. He had previously represented the company as outside counsel for 19 years, assisting primarily with mergers and acquisitions, contract negotiations, and general corporate matters. He has served on the board of several non-profit organizations and, prior to obtaining his law degree, worked in the management information system division of a national accounting firm. Mr. Anderson received a BA in Economics and Business Administration from Augustana College in Sioux Falls, SD, an MBA from Southern Methodist University in Dallas, TX, and his JD from the University of Minnesota in Minneapolis, MN.

**Nancy Vogel**  
**Director of Revenue Assurance**  
**Midcontinent Communications**

Nancy Vogel joined Midco Communications, Inc. in 1986. In 2005, Ms. Vogel was named Director of Revenue Assurance. Her responsibilities include telephone carrier contracts, regulatory reporting, franchise administration and collections. Ms. Vogel graduated from Dakota State University in Madison, SD, with a BS in Business Administration. She is a CPA, and, before joining Midcontinent, was employed as a senior auditor with the Minnesota State Auditor's Office and First Bank System.

**Dan Nelson**  
**Director of Governmental Affairs**  
**Midcontinent Communications**

Dan Nelson represents the company at the state and local level in North and South Dakota and in Minnesota. Mr. Nelson joined Midcontinent Communications in 2006. Previously, he was Public Affairs Director for the Sioux Falls Area Chamber of Commerce and Vice President of Governmental Affairs for the North Dakota State Chamber of Commerce. He also has trade association experience and has worked on multiple local and statewide political campaigns. Mr. Nelson holds a BS in Political Science and a Master's degree in Public Administration from the University of South Dakota.