

Sioux Falls Tower & Communications announces name change to VIKOR Teleconstruction

SIOUX FALLS, S.D. - As Sioux Falls Tower & Communications celebrates its 30th anniversary, the company has announced it will officially change its name to VIKOR Teleconstruction.

“It has been exciting to watch our growth and expansion over the past 30 years,” said Craig Snyder, founder and CEO of VIKOR. “With that expansion, Sioux Falls Tower has felt the need to change our name to something that better reflects our growing organization. With the progressive growth of the telecommunications industry we feel now is the right time.”

VIKOR is one of the leading providers of wireless infrastructure, providing services in more than 30 states across the U.S. Even though the industry continues to change rapidly, VIKOR stated they are committed to staying at the forefront while remaining committed to quality and to customers.

“We will continue to honor our company’s roots and not change the foundation we were built on,” stated Mike Young, President and COO of VIKOR. “VIKOR will continue to uphold the same standards and values it has for the past three decades. If anything, it is our goal to raise those standards higher.”

The name change took effect Monday, April 1st, 2019. The new name was announced to all VIKOR employees simultaneously via video conference prior to making it public.

“We couldn’t be prouder of our recent success and the contributions made by all of our employees in getting us here,” said Young. “We are grateful to our customers, employees, friends and family who have helped make this transition happen.”

About VIKOR

VIKOR Teleconstruction, formerly Sioux Falls Tower & Communications, was founded in 1989 and is one of the leading providers of wireless infrastructure, providing services in more than 30 states across the U.S. VIKOR self-performs the majority of its offered services including wireless, small cell/DAS, wind, utility, new construction, civil, maintenance, electrical, anchor inspections and more. VIKOR has locations in Sioux Falls, SD; Rapid City, SD; Denver, CO; and Orem UT.

VIKOR’s work has been featured on the [Discovery Channel](#), CNN, and other national and [global networks](#). VIKOR is an active member of the community, the National Association of Tower Erectors (NATE), and other local and national organizations.

For further information regarding how we can assist your needs or questions regarding this change, contact Mike Fowler at (605) 331-6972 or visit us at vikorinc.com. You can also like and follow us on [Facebook](#), [Instagram](#) and [LinkedIn](#).

Frequently Asked Questions

- **Why is the company rebranding?**

As a means of honoring our growth over the last few years and as we plan for continued growth and focus, we have decided to make the adjustment to a name that reflects our aspirations, focuses on national growth, and takes into consideration all of our locations versus one specific place (Sioux Falls, SD; Rapid City, SD; Denver, CO; and Orem, UT). VIKOR reflects that growth, transition and focus while at the same time honoring our connection to our Northern Midwest roots.

- **Is this name change a result of new ownership? Has the company been bought out?**

VIKOR was started as a privately held company 30 years ago and plans to remain that way for the foreseeable future. Although ownership may go through natural adjustments and growth, the current structure and private ownership of the company will remain the same. This change only reflects our desired strategy for growth and advancement as a company.

- **Will you be changing your legal name or just DBA?**

For the last 30 years, Sioux Falls Tower Specialists, Inc. has been the legal name of the company. In order to limit confusion and distractions as it relates to current customer contracts and as it relates to legal purposes, our legal name will remain the same for now. We will continue to evaluate needs for such change, but for now we will continue with our legal name as Sioux Falls Tower Specialists, Inc. and DBA as VIKOR.

- **What is the meaning behind the name VIKOR?**

The name VIKOR was inspired by the Vikor method, a compromise-ranking algorithm developed to reach a solution that is closest to ideal in highly complex situations. We feel the definition aligns perfectly with our ideals. Our purpose is to stop at nothing to reach the most desirable solution in an intensely technical and calculated work environment. On a lighter note, we also like the name because of its indirect connection to our Northern Midwest roots. Like the early Vikings, we too identify with being rugged individuals, travelers, explorers and even conquerors. We will always look to positively represent the place where this all started, in the northern plains of Sioux Falls, SD.

- **How soon will this change take place?**

This transition to our new name is effective immediately. The VIKOR team has taken many steps to creating as smooth of a transition as possible. We launched a new [website](#), created social media accounts, replaced outdoor signage, etc. But, as with many major brand changes elements can take time to transition and as such, some external and internal aspects will change over time. As a company we are committed to this change and are excited for what it represents to us as we continue to look to what the future holds.