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## **NEWS RELEASE**

### **Valles Caldera Trust Bolsters Communications and Marketing Team**

JEMEZ SPRINGS, N.M., February 17, 2009—The Valles Caldera Trust added a seasoned professional to its marketing and communications effort today when it announced the appointment of Terry McDermott as communications and marketing manager.

Terry McDermott brings a wealth of community relations, communications, marketing and government relations experience to Valles Caldera. Terry has more than 28 years experience in communications including television, radio and print media. In the corporate arena Terry spent more than ten years with Intel Corporation where he was responsible for internal and external communication. He also served as Intel government relations manager where he lobbied the N.M. State Legislature, the U.S Congressional Delegation as well as municipal and county governments.

“Terry is a pro,” said Valles Caldera Executive Director Gary Bratcher. “His vast communications experience, business acumen and ability to build relationships will be critical to our success. We are very happy to have him on board.”

Terry left Intel in 2007 to enter private consulting where he successfully counseled and lobbied for clients in the motion picture industry, telemedicine, healthcare and the utility business. Terry will be responsible for building internal/external communication plans for the 89,000 acre nature preserve including oversight of marketing and business development. The Valles Caldera is funded by the federal government but is challenged with the goal of self sufficiency by 2015.

“In the Valles Caldera I see an opportunity to take a great idea and make it a dream come true for generations to come” said McDermott. “There will be some bumps along the way but those will serve only to make the journey one heckuva ride.”

In addition to donating time and funds to local charities Terry’s community relations work has included multiple year terms as Chairman of the Rio Rancho Economic Development Corporation, the Rio Rancho Chamber of Commerce and a year as Chairman of Leadership New Mexico. He also co-chaired three successful school bond campaigns for the Rio Rancho Public School system.