



News Release

May 5, 2009

[Nancy Livingston](#)

Public Relations

651-779-3222

Fax 651-779-3470

[Century College](#)

3300 Century Avenue North

White Bear Lake, MN 55110

Century College 2009 Outstanding Alum Is Brian LaCroix, Pres of Allina Medical

Brian LaCroix, recently named the 2009 Century College Outstanding Alum, is a paramedic with the soul of an artist.

LaCroix, the president of Allina Medical Transportation and a graduate of [Century's Paramedic Program](#), grew up in Maplewood, graduated from Hill-Murray High School and started his career as a visual freelance artist living and working in a cabin in northern Wisconsin. A medical emergency that brought him face to face with two volunteer emergency medical technicians changed his career path and his life.

"Those people made me feel so good, I decided that's what I want to do with my life," said LaCroix, who added that the birth of his second child and family finances also entered into the decision. LaCroix entered the Century Paramedic Program, driving to class on Monday and home on Friday. During the week he stayed with a cousin in White Bear Lake.

"I met wonderful people who I am still associated with," said LaCroix, who graduated from the program in 1985. "Like other paramedics, I learned to be a care giver, a social worker, a police officer and a chaplain all in one, in a short period of time."

After graduating from Century, LaCroix worked briefly as a paramedic in Thief River Falls and then Appleton, Wis., for 12 years. With his family wanting to move back to Minnesota, LaCroix took a job as manager of the Allina ambulance service in Northfield in 1997. In 1998, he became director of operations and then president of Allina Medical Transportation in St. Paul, one of the three largest emergency medical service agencies in Minnesota with 460 employees. Allina serves nearly a million Minnesota citizens with emergency services and responds to 190 ambulance calls per day. The company's service area includes the north and south metropolitan area and suburbs, plus the cities of Buffalo, Cambridge and New Ulm.

LaCroix said other experiences that have shaped his life include work on extended international emergency medical service projects in both Nicaragua and France. "I translate these experiences into the work I do every day," said LaCroix. "I now understand more fully the value of having a middle class. I really appreciate America's commitment to offering people the opportunity to find meaningful work so that they can provide for their families."

"Brian LaCroix is a hockey player who speaks French – a very well-rounded individual," said Chris Caulkins, director of the Century College Paramedic Program. "Allina has grown under his visionary leadership."

LaCroix is the incoming chair of Century's Emergency Medical Services Advisory Committee. He and his wife, Rebecca, have three children and reside in the Hastings area.

Photo below: Brian LaCroix in the dispatch area at Allina Medical Transportation

