



BRYCE SEIDL

PACIFIC SCIENCE CENTER, Seattle, Washington

2003 - 2014

President and Chief Executive Officer

Led world-renowned science center including 2 IMAX theaters, statewide outreach programs reaching all 39 counties of Washington each year, exhibits, Mercer Slough Environmental Education Center programs in Bellevue, lecture programs, teacher training programs and contract responsibilities for implementing science education reform statewide in all public schools grades K – 8 for the Office of the Superintendent of Public Instruction.

PILCHUCK GLASS SCHOOL, Seattle, Washington

2002

Interim Executive Director (and Board President 2003 - 2004)

As long serving trustee, served as interim executive director during national search for a new director for the world's most prominent glass school.

FISHER MILLS INC., Seattle, Washington

1998 – 2001

President, Chief Executive Officer and Director

Full profit and loss responsibility for this \$130 million cyclical volume-driven commodity food business with four flour mills and three food distribution operations, a wholly owned subsidiary of a public company. Started up major new mill, rebuilt senior management team, established new budgeting and financial systems and controls including commodity hedging and risk management policies, reversed major losses, restored profitability and led the company through a successful divestiture driven by parent's strategic direction.

SELF EMPLOYED CONSULTANT, Seattle, Washington

1997 - 1998

Led the efforts of a NW company to acquire a Brazilian company with 4 million acres of forest lands, a pulp mill and other agricultural businesses and led the negotiations with the national and private Brazilian banks that controlled the company.

SIMPSON PAPER COMPANY, Seattle, Washington

1987 - 1996

Vice President/General Manager - Packaging Group 1994 - 1996

Full profit and loss responsibility for this privately held \$250+ million business with 560 employees. Responsible for the strategic direction of the business, planning and execution of capital programs including a highly successful \$59 million capital expansion and leading the domestic and international sales and marketing, production, quality, employee relations, customer service, community relations and environmental programs of this pulp and paper business.

Vice President, Operations - Specialty Group, 1990 - 1993

Managed the operations of 7 paper mills and 2 gas fired cogeneration plants with about 1700 employees in 6 states. Primary responsibilities included safety, quality, cost reduction, business and capital planning, labor strategy, organizational development, community relations and environmental compliance. Important contributions included leading efforts for ISO 9000 quality certification and improvements in safety, quality and productivity in all operations.

Operations Manager, Simpson Paper mills in MI and CA, 1987 - 90

As the acquisition manager of Michigan mill, led all mill operations as well as the integration of the organization and systems with the parent. Led development of new grades and development of a capital investment strategy, while repairing relationships with labor and the community. Key contributions included leading successful permitting and construction of a controversial \$37 million gas fired cogeneration plant in California, repairing poor labor climate leading to negotiation of 5-year labor agreement and strengthening community relations and corporate participation in the communities.

SIMPSON TIMBER COMPANY, Seattle, Washington

1971 - 1987

Manager, Business Development, Simpson Door, Vancouver, WA, 1983 - 1987

While maintaining responsibility for operations, established offshore (Taiwan and Philippine) production of high end doors, managed export sales of lumber and plywood for the parent company and managed the R&D function for Simpson Door.

General Manager, Columbia Door Division, Vancouver, WA, 1981 -1983

Profit and loss responsibility for a \$25 million business. Strong market and product development activities. Included frequent Asian travel for materials acquisition.

Previous Simpson assignments:

Production Manager, Chemicals, Portland, OR, 1980 - 1981

Planning & Control Manager, Door Division, Vancouver, WA, 1974 - 1980

Technical Sales Rep., Chemicals Division, Portland, OR, 1973

Methods Improvement Coordinator, Shelton, WA 1971 - 1972

EDUCATION

University of Michigan, Ann Arbor, MI MBA

1971

University of California, Berkeley, CA BA - Ecology

1968

COMMUNITY AND PUBLIC SERVICE

CITY OF VANCOUVER, Vancouver, Washington

1978 - 1987

Mayor (two terms)

1984 - 1987

Councilman

1978 - 1983

Concurrent with work at Simpson, served as a nonpartisan mayor in a council/manager form of government. Led the city council and served as the chief spokesperson for the city government of this fast-growing city. Provided leadership, energy, mediation and imagination in the complex forum of public decision making. Provided particular contributions in the areas of community involvement, improving accessibility to government, infrastructure improvements, international cultural exchange and economic development.

- ♦ Working with other community leaders, established an economic development council that resulted in the recruiting of numerous major businesses including 4 Japanese firms.

- ◆ Led efforts to acquire 19 historic properties from federal government and served as president of nonprofit development authority that redeveloped them as fully self-supporting residential and community use buildings.
- ◆ Negotiated major international art exhibition, spearheading major fund drive and community and cultural programs, resulting in continuing cultural exchanges with Japan.

OTHER ACTIVITIES

Current:

Emeritus Trustee - Pacific University, Forest Grove, OR 2006 - present
 Trustee and Past President of the Board - Pilchuck Glass School, Seattle, WA 1996 – present
 Director – Pacific Denkmann Company – Seattle, WA 2007 - present

Selected Prior Community and Professional Activities and Awards:

Member, Former Director and Past President – The Rainier Club – 2000 - present
 Director (and Past President) – Association of Science and Technology Centers – Washington, DC 2004 - 2014
 Member – IslandWood Finance & Personnel Committee 2004 - 2014
 Member – Seattle Center Sustainability Committee, Key Arena Sub-Committee, Century 21 Commission – Seattle, WA 2004 – 2008
 Trustee - Pacific University, Forest Grove, OR 1994 - 2006
 Trustee - California College of Arts and Crafts, Oakland, CA 1992 – 2005
 Director - Paper Technology Foundation, Western MI University, Kalamazoo, MI 1992 - present
 Director - Municipal Research and Services Center, Seattle, WA 1996 - 2002
 Director and Treasurer - People for Puget Sound, Seattle, WA 1995 – 2001
 Director – North American Millers’ Association, Washington, DC 1998 – 2001
 Trustee, Miami University Pulp and Paper Foundation, Oxford, OH 1992 - 1996
 Director and First-VP, Kalamazoo Institute of Arts, Kalamazoo, MI 1989 - 1991
 Trustee, PIPP Community Hospital, Plainwell, MI 1989 - 1990
 General Chairman, YMCA Campaign for Kids, Vancouver, WA 1987
 Distinguished Service Award – “All-American Citizen”, Vancouver Chamber of Commerce 1986
 Director and Chairman, CTRAN (public transit authority), Vancouver, WA
 Director and Chairman, Southwest Washington Public Health District Vancouver, WA
 President, Vancouver Area Development Authority, a nonprofit redevelopment agency
 Chairman of the Police and Fire Pension Boards, Vancouver, WA
 Member, State of Washington Local Governance Study Commission, Olympia, WA
 Director, Southwest Washington Air Pollution Control Authority
 Founding Director, Columbia River Economic Development Council, Vancouver, WA
 VISTA (Volunteers In Service To America), Hominy, OK
 Beta Gamma Sigma National Business Honor Society

My service to these organizations has been my expression of commitment to making the communities where we have lived and worked better places.