

CF 313209

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CITY OF SEATTLE

**City of Seattle
Notice of Appointment**

2013 SEP -9 AM 11: 12

Name: <i>Mark Dederer</i>		<input checked="" type="checkbox"/> Executive Appointment <input checked="" type="checkbox"/> Reappointment <input type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input type="checkbox"/> PDA Constituency
Residential Neighborhood: <i>Queen Anne</i>	Zip Code: <i>98199</i>	Contact Phone No.: <i>N/A</i>
Appointed to: <i>Commissioner, Seattle Center Advisory Commission</i>		Date of Reappointment: <i>September 6, 2013</i>
Authority (Ord., Res.): <i>Ordinances 91885 and 108936</i>		Term of Office: From: <i>Confirmation</i> To: <i>September 28, 2016</i>
<p>Background:</p> <p>Mark Dederer rejoined Wells Fargo in June 2010 as Vice President, Wells Fargo Foundation and Manager, Community Affairs. In this capacity, Mark is responsible for the overall strategy and implementation of Wells Fargo philanthropic activities in Washington State. He acts as the Company's primary representative in the community, providing support to critical community needs while maximizing opportunities for employee and Company engagement.</p> <p>A Seattle native, Mark began working with community organizations when he was in middle school. He continues a family legacy of civic duty established by his grandfather, Michael Dederer, an early Seattle businessman and passionate community advocate who was one of the chairmen on the committee that brought the 1962 World's Fair to Seattle.</p> <p>Prior to rejoining Wells Fargo, Mark served as vice president, director of the Safeco Insurance Foundation and developed its national charitable contributions program focused on strengthening cities with the highest needs. He worked closely with a wide variety of nonprofits ranging from the Arts, Environmental issues to Youth & Education. Mark was instrumental in leveraging contributions from business lines within Safeco to increase the company's impact on the quality of life in Washington and other cities around the U.S.</p> <p>A Seattle resident, Mark serves on the Boards of Directors of Virginia Mason Hospital Board of Governors, YMCA Camping Services and is the Chairman of the Board of Seafair through 2011. Mark also volunteers his time with The Meredith Matthews East Madison YMCA Black achievers fundraising committee, Central Washington University College of Business advisory Board and Washington State University College of Education Advocacy Board. Mark also serves on the Board of Directors for the Association of Corporate Contributions Professionals; an organization comprised of community affairs professionals from Fortune 500 companies.</p> <p>Mark earned a Bachelor of Science degree in International Business from Central Washington University in 1995. He also studied photography and art at Washington State University from 1982 to 1984.</p> <p>Mark brings a strong business acumen and sense of philanthropy to the Commission. Through his work at Wells Fargo he receives numerous proposals and requests for aid and provides the Commission with a clear sense of what and how the business world defines value and community. And as a current board member of Seafair Mark's passion for this community is evident.</p>		
Authorizing Signature: 		Name and Title of Officer Making Appointments: <i>Mayor Mike McGinn</i>

MARK F. DEDERER

QUALIFICATIONS

- Ability to create and implement innovative strategies.
- Designed and implemented focused and strategic, successful giving plan.
- Proven ability to manage multiple priorities and responsibilities.
- Creative problem solver with the ability to quickly identify solutions.
- Dynamic leader respected for integrity and inspiring others through community activities.

PROFESSIONAL EXPERIENCE

Wells Fargo Bank N.A., Seattle, WA 2010 to Present

Vice President, Wells Fargo Foundation Manager, Community Affairs

- Oversight of strategy and implementation of philanthropic giving in Washington State including Wells Fargo Foundation community initiatives and team member volunteerism
- Act as Wells Fargo's primary representative to community organizations and leaders, provide advocacy and leadership to broad community issues and initiatives essential to strengthening Washington.
- Ensure strategic response to community priorities and needs while maximizing opportunities for team member involvement and enhancing Wells Fargo corporate brand and reputation in Washington
- Identify, build and maintain strategic partnerships and alliances with influential organizations across public, private and nonprofit sectors
- Work with leadership to create an environment supporting Wells Fargo team member community involvement, including establishment and maintenance of Wells Fargo Volunteers! chapters in Washington
- Oversee Washington Community Support Campaign to encourage high level engagement and participation of Wells Fargo team members across all business lines and around the state to support the community

Safeco Insurance Foundation. Seattle, WA, 2007 to 2010

Vice President, Director Safeco Insurance Foundation

- Successfully transitioned into leadership role after Safeco Insurance merger with Liberty Mutual. Developed long term vision and evolved team to a leaner working model, adapted to align with Liberty Mutual as well as build relationships with the Safeco Leadership team.

- Oversaw the implementation of new guidelines, website and online application for the Safeco Foundation, resulting in greater efficiency and reengagement with the community.
- Developed the strategy and parameters for non-profit partnerships that helped address both community and business needs in the communities of our employees, agents and customers.
- Successfully managed Safeco Insurance Foundation's \$60 million endowment to ensure losses were kept to a minimum in a poor economy.
- Collaborated with other members of Executive Leadership Team to better understand and support needs in diverse communities, resulting in increased awareness of Safeco and its products in targeted segments.
- Act as Safeco representative with influential national organizations focused on corporate citizenship. Cultivate relationships with corporate giving colleagues to generate visibility and enhance Safeco's reputation, as well as to benchmark best practices.
- Manage and coach Community Relations team by providing colleagues with technical and community expertise as needed. Mentor and advised colleagues in negotiating with non-profit organizations, leveraging effective communications to enhance Safeco's brand.
- Represent Safeco on the Give with Liberty committee as the company lead in inaugural year of participating with the Liberty Mutual employee giving campaign. Took part in strategic planning and implementation of the campaign, and exceeded expected results

Director, Corporate Citizenship & Foundation Administrator

- Conducted research, outreach and identified signature non-profit organizations across the U.S. suitable for Safeco Insurance Foundation's inaugural 2007 grant awards. Developed and maintained long term partnerships with the non-profit organizations in order to maximize benefits to the community and generate awareness through ongoing employee engagement, community outreach and media coverage.
- Successfully directed over \$8.5 million in donations impacting approximately 165 community organizations across the United States.
- Developed company response and created mechanisms for employee support toward relief efforts of national disasters across the United States.
- Support and help guide Community Relations team by providing colleagues with technical and community expertise as needed. Coach and advised colleagues in negotiating with non-profit organizations, leveraging effective communications to enhance Safeco's brand.
- Worked closely with Agent and Employee Engagement to integrate employee and agent involvement with grantees and non-profit partners.

Wells Fargo Bank N.A., Seattle, WA 2002 to 2007

Vice President & Manager, Community Relations

- Responsible for raising and enhancing visibility of Wells Fargo by successfully directing over \$13 million in donations impacting approximately 1,500 community organizations in Washington state from 2002 - 2007.

MARK F. DEDERER

- Oversaw Community Relations strategy for Washington State with annual budget of \$2.5 million. Reviewed over 2,000 requests annually and determined support for organizations that provide positive community impact as well as enhance Wells Fargo brand and reputation.
- Provided strategic counsel and worked with other region senior management regarding major community support decisions.
- Served as community liaison and company spokesperson to promote community programs both internally and externally.
- Developed programs with local non-profits and educational institutions that promote stability and diversity for youth.
- Oversaw employee volunteerism and community involvement to ensure high visibility and positive image of Wells Fargo among customers, prospects, team members and communities.
- Worked closely with Community Development in identifying Community Reinvestment Act eligible organizations and ensuring compliance and achievement of goals. Served as an active member of the Political Action Committee.
- Worked closely with Marketing to maximize company brand visibility through media relations and marketing opportunities.

Wells Fargo Bank N.A., Seattle, WA 2000 to 2002

Assistant Vice President, Community Support Programs

- Managed community support programs for Wells Fargo Bank N.A. available to over 150,000 employees.
- Assured quality implementation of program logistics and immediately resolve problems. Key programs included Community Support (United Way) Campaign, Educational Matching Gift Program, Volunteer Leave, Volunteer Service Award, and three scholarship programs.
- Acted as liaison between Wells Fargo and non-profit/community-based organizations throughout the country. Provide program information to all levels of Wells Fargo management and team members.
- Recognized for leadership of 2002 community support campaign, the most successful to date with results tripling previous efforts.
- Recognized for increased visibility and expansion of the Educational Matching Gift Program.

ADDITIONAL EXPERIENCE

Loaned Executive, United Way of King County., Seattle, WA 1999-2000

Assistant Director of Marketing, Asian & Domestic Sales, Washington Beef, Inc., Toppenish, WA (1994-99)

International Customer Relations/Warehouse Manager, Hudson's Bay Company, New York, NY (1988-92)

MARK F. DEDERER

BOARD SERVICE

- Association of Corporate Contributions Professionals, 2009 - Present
- YMCA Camping Services, *May 2008 - present*
- Central Washington University College of Business, 2009 – *present*
- Seafair Board Member 2007 – *present - Chair*
- Virginia Mason Hospital Board of Governors, 2009 – *present*
- Washington State University College of Education, Advisory board 2006 – *present*

PROFESSIONAL and COMMUNITY SERVICE

- Committee Encouraging Corporate Philanthropy
- Americans for the Arts 2009 Conference Planning Committee
- Arts Fund Allocation Committee – Past Chair
- Intiman Theatre – American Cycle's Native Son Advisory Committee
- YMCA Black Achievers Program, Development Committee
- Alliance For Education - School Leadership Task Force

EDUCATION

BS – International Business, Central Washington University (1995)
Photography/Art Studies – Washington State University (1982-84)

Seattle Center Advisory Commission

15 members: Per Ordinance 91885 and 108936, appointed by Mayor, all subject to City Council confirmation, 3-year terms

1 member: *Get Engaged: City Boards and Commissions* program, appointed by Mayor, Confirmed by City Council; 1-year term

D*	G	Position No.	Name	Appointed	Term Ends	Term #	Position	Appointed By
		1	Vacant		9-28-16		Chair	Mayor
2	F	2	Donna Moodie	1-23-08	9-28-16	3	Member	Mayor
		3	Vacant		9-28-16	2	Member	Mayor
6	M	4	Mark Dederer	9-1-10	9-28-16	2	Member	Mayor
6	F	5	Regina Hall	1-23-08	9-28-16	4	Member	Mayor
2	M	6	Andrew Lofton	9-11-08	9-28-14	3	Member	Mayor
6	F	7	Sarah Johnson-Rich	9-6-13	9-28-14	1	Member	Mayor
1	F	8	Hollis Wong-Wear	9-28-11	9-28-14	1	Member	Mayor
6	F	9	Jan Levy	9-11-08	9-28-14	3	Vice Chair	Mayor
6	F	10	Holly Golden	7-15-13	9-28-14	1	Member	Mayor
6	F	11	Kathleen Joncas	1-01-06	9-28-15	3	Member	Mayor
6	M	12	Todd Leber	10-25-12	9-28-15	1	Member	Mayor
4	M	13	Erik Van Rossum	2-2-13	9-28-15	1	Member	Mayor
6	M	14	Will Ludlam	2-2-13	9-28-15	1	Member	Mayor
3	F	15	Gloria Connors	2-2-13	9-28-15	1	Member	Mayor
2	F	GE	A. Grace Dwomoh	7-15-13	9-1-14	GE	Member	Mayor

*Diversity

	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic-Latin@	(4) Native-American	(5) Other**	(6) Caucasian
Mayor	5	9	2	6	1	3	1	1	0	8
Council										
Other Bodies										
Total	5	9	2	6	1	3	1	1		8

**Other includes diversity in any of the following: race, gender and/or ability