

#1  
CF 311302

# City of Seattle

## Notice of Appointment

<b>Name:</b>  <i>Sheehan, Michael</i>		<input checked="" type="checkbox"/> <b>Executive Appointment</b> <input type="checkbox"/> <b>Legislative Appointment</b> <input type="checkbox"/> <b>Agency Appointment</b> <input type="checkbox"/> <b>PDA Council</b> <input type="checkbox"/> <b>PDA Constituency</b>
<b>Residential Neighborhood:</b>  <i>n/a</i>	<b>Zip Code:</b>  <i>98006</i>	<b>Contact Phone No.:</b>  <i>(206) 652-6293</i>
<b>Appointed to:</b>  <i>Freight Advisory Board</i>		<b>Date of Appointment:</b>  <i>January 27, 2011</i>
<b>Authority (Ord., Res.):</b>  <i>Resolution 31243</i>		<b>Term of Office:</b> <b>From:</b> Confirmation <b>To:</b> <i>12/13/2012</i>
<b>Comments:</b>  <i>New Appointment</i>		
<b>Authorizing Signature:</b>  		<b>Name and Title of Officer Making Appointments:</b>  Mayor Mike McGinn

### Confirmed by the Following Vote at City Council

<b>In Favor:</b>	<b>Against:</b>	<b>Date:</b>
<b>Attested by:</b>		<b>Title:</b>



**Michael M. Sheehan**



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**OPERATIONS DIRECTOR**

Results driven, pro-active Newspaper Operations Executive with proven ability to lead organizational change initiatives and launch new programs to improve overall organization performance. Over thirty years in management/leadership roles responsible for all aspects of department and division operations with strong emphasis on revenue generation and expense control. Depth of knowledge and demonstrated competence in employee selection, mentoring, and development. Solid strategic planning and organizational skills resulting in consistent success with meeting organizational objectives. Strong ability to develop and manage relationships for organizational benefit. Ability to influence positive results and effectively communicate with people at all levels of an organization.

**PROFESSIONAL EXPERIENCE / ACCOMPLISHMENTS**

**Director of Circulation Operations**  
**The Seattle Times**

**January 2005 – present**

Provide leadership for all circulation operational related functions at The Seattle Times, a privately held corporation. Oversee and provide direction for three areas of the circulation department involving over 200 employees and seven off-site office and warehouse facilities. Integral member of senior management team driving strategic direction, efficiency and cost control while improving customer service levels; recognized as one of the best in the nation.

- Increased department revenue and lowered expenses six consecutive years resulting in a combined annual net benefit of over \$10 million.
- Acted as a change agent both internally and externally.
- Created a risk free environment for a historically risk adverse work group to understand the value of change, embrace change, and ultimately transform the entire team into a more engaged, leaner, more profitable department.
- Internally, combined two departments resulting in a reduction of over 100 employees while maintaining industry leading customer service levels.
- Successfully negotiated with two labor unions to outsource our internal Transportation department and maintenance facilities to Penske Logistics and Penske Truck Leasing. This change resulted in 67 fewer employees, reduced expense, and enabled us to avoid needed technological upgrades.
- Externally forged relationships with other Publishers to combine delivery functions resulting in operational efficiencies, reduced expense, and increased revenue for both organizations.
- Consolidated warehouse facilities from 22 to seven, streamlining operations and reducing lease expense by nearly \$1 million annually.

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**Home Delivery & Transportation Manager**  
**The Seattle Times & Seattle Post-Intelligencer** **October 2001 – January 2005**  
Managed Seattle Times / Seattle P-I home delivery and transportation operations involving over 340 affiliated and unaffiliated employees located in 22 office and warehouse facilities. Responsible for revenue of \$33 million and expenses of \$20 million

**Home Delivery Manager**  
**The Seattle Times** **December 1997 – October 2001**  
Managed Seattle Times home-delivered operations involving over 225 affiliated and unaffiliated employees located in 17 office and warehouse facilities. Responsible for revenue of \$18 million and expenses of \$9 million

**Circulation Marketing Manager**  
**The Seattle Times** **March 1988 – December 1997**  
Responsible for the strategic direction and implementation of all Circulation marketing efforts. Managed sales including, telemarketing, door-to-door, direct mail, and carrier promotions. Represented the department as a member of the corporate marketing committee. The committee was made up of representatives from News, Advertising, Production, and Circulation and worked as a team to develop, integrate and drive all corporate marketing strategies.

<b>Assistant Marketing Manager</b>	<b>The Seattle Times</b>	<b>1986-1988</b>
<b>Assistant Single Copy Sales Manager</b>	<b>The Seattle Times</b>	<b>1981-1986</b>

**EDUCATION**

University of Puget Sound	Master of Business Administration 1985
University of Washington	B.A. Business Administration 1978

**PROFESSIONAL & PERSONAL AFFILIATIONS (Present/Past)**

- Board Member, Hospice of Seattle
- Member of ICMA
- Treasurer, Inglewood Forest Condominium
- Treasurer, Jaguar Baseball Club

# SEATTLE FREIGHT ADVISORY BOARD

*January 2011*

12 members who serve a term of 2-years\*:

- 5 appointed by City Council, subject to City Council confirmation
- 6 Appointed by Mayor, subject to City Council confirmation
- 1 Appointed by Port

*\*Some initial terms are for 3 years.*

D	Name	Appointed	Term Ends	Term #	Position	Appointed By
(6) M	Chris Martin	12/14/10	12/13/12	1 <sup>st</sup>		City Council
(6) M	Cameron Williams	12/14/10	12/13/12	1 <sup>st</sup>		City Council
(6) M	Warren Aakervik	12/14/10	12/13/13	1 <sup>st</sup>		City Council
(6) M	Cliff Bates	12/14/10	12/13/13	1 <sup>st</sup>		City Council
(6) M	Terry Finn	12/14/10	12/13/13	1 <sup>st</sup>		City Council
(6) F	Linda Anderson	12/14/10	12/13/12	1 <sup>st</sup>		Mayor
(3) M	Eric Candelaria	2/8/11	12/13/12	1 <sup>st</sup>		Mayor
(6) M	Mike Sheehan	2/8/11	12/13/12	1 <sup>st</sup>		Mayor
(6) M	Alon Bassok	12/14/10	12/13/13	1 <sup>st</sup>		Mayor
(6) F	Anne Goodchild	12/14/10	12/13/13	1 <sup>st</sup>		Mayor
(6) M	Bob Viggers	12/14/10	12/13/13	1 <sup>st</sup>		Mayor
(6) F	Bari Bookout	12/14/10	12/13/12	1 <sup>st</sup>		Port

## Diversity

	Men	Women	Vacant	Minority	(1) Asian- American	(2) African- American	(3) Hispanic Latina	(4) Native- American	(5) Other	(6) Caucasian
Mayor	4	2	0	1	0	0	1	0	0	5
Council	5	0	0	0	0	0	0	0	0	5
Port	0	1	0	0	0	0	0	0	0	1
<i>Total</i>	9	3	0	1	0	0	1	0	0	11



City of Seattle  
Office of the Mayor

**MEMORANDUM**

**Date** January 27, 2011  
**To** The Honorable Richard Conlin  
President, Seattle City Council  
**From** Mayor Michael McGinn *MM*  
**Subject** **Mayoral Appointments to Seattle Freight Advisory Board**

FILED  
CITY OF SEATTLE  
2011 JAN 26 PM 1:21  
CITY CLERK

The Seattle Freight Advisory Board is charged with advising the City Council, the Mayor, and all departments and offices of the city on the development of a functional and efficient freight system, and on all matters related to freight and the impact that actions by the city may have upon the freight environment. The Board was established in 2010 and is to be composed of twelve members. Because this is a newly formed board, the terms of the appointees vary. They carry with them the possibility of renewal for one additional two-year term.

I am happy to forward to the City Council the following appointments to the Seattle Freight Advisory Board.

Name	Term Length	Term Ends
Eric Candelaria	2 years	12/13/2012
Michael Sheehan	2 years	12/13/2012

The appointment bios for appointees are as follows:

**Eric Candelaria**

Mr. Candelaria has worked for UPS since 1984, and has been the Air and International Operations Division Manager in the state of Washington since 2009. He was confirmed by the Seattle City Council to serve on the King County Airport Advisory Council in 2008 and still resides on that board. Mr. Candelaria has an extensive history with UPS in the small package, tractor trailer, air, and international operations.

**Michael Sheehan**

Mr. Sheehan has worked at The Seattle Times for over 35 years and for the past five years has been the Director of Circulation Operations.

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The Honorable Richard Conin

January 27, 2011

Page 2

In this capacity, he oversees over 200 employees, eight warehouse and four office facilities located in King and Snohomish Counties, all newspaper distribution and hauling within the state of Washington and coordinates distribution for other publications such as the New York Times, Wall Street Journal, Financial Times and Investor's Business Daily, among others. He has a bachelor's degree of Business Administration from the University of Washington and a MBA from the University of Puget Sound.

Attachments: Notices of appointment  
Resumes  
Roster

Copy: Ruth Harper, Staff Liaison, Seattle Department of Transportation  
Wayne Barnett, Executive Director, Ethics and Elections Commission  
Tania Maria Rosario, Boards and Commissions