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2014 OCT 21 PM 2:55  
CITY CLERK

**City of Seattle  
Notice of Appointment**

<b>Name:</b>  <b>Dan Bernard</b>		<input checked="" type="checkbox"/> <b>Executive Reappointment</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>  Sandpoint/Hawthorne Hills	<b>Zip Code:</b>  98105	<b>Contact Phone No.:</b>  206-334-3320
<b>Appointed to:</b>  Burke-Gilman Place Public Development Authority		<b>Date of Appointment:</b>  October 15 <sup>th</sup> 2014
<b>Authority (Ord., Res.):</b>  SMC 3.110		<b>Term of Office:</b> 3-year Term <b>From: Confirmation</b> <b>To: 06/01/2017</b>
<p><b>Comments:</b></p> <p>Dan Bernard is a Employer &amp; Connections manager at Pacific Associates (a WorkSource Seattle-King County partner) involved in the management of publicly and privately funded workforce development programs. Mr. Bernard has provided workforce and economic development services to local businesses for the past ten years. In his position he has served and partnered with hundreds of our area's large and small businesses, including well known employers, such as Boeing, Continental Mills, Virginia Mason, F5 Networks, Microsoft, and Group Health Cooperative. Mr. Bernard's services to local businesses and job seekers include outplacement, placement, training, and talent recruitment services, including targeted job fairs and industry forums focused on healthcare, IT, manufacturing, and "green" jobs.</p> <p>Prior to working at Pacific Associates and WorkSource, Mr. Bernard worked in marketing and communications positions at Essential Foods, Starbucks Coffee, and WatchGuard Technologies. Mr. Bernard is known for providing value-driven customer service and his strong desire to help people and the community.</p> <p>Mr. Bernard graduated with a BA in English from San Diego State University. He is a member of the Society of Human Resource Professionals and the Northwest Recruiters Association, and has completed multiple courses certified by the International Economic Development Council. He lives in Seattle with his wife and two young children.</p> <p>This is Mr. Bernard's second term.</p>		
<b>Authorizing Signature:</b>  		<b>Name and Title of Officer Making Appointments:</b>  Edward B. Murray Mayor of Seattle

15+ years experience in the areas of economic and workforce development, specializing in talent development, placement, and recruitment programs. My greatest professional fulfillment comes from the development and implementation of innovative services and programs that provide value to my customers, as well as our communities.

### **Core Competencies and Skills**

- Skilled manager of publicly and privately funded workforce development programs offering skills training, outplacement, placement, & talent recruitment services
- Outplacement & placement experience includes career planning, resume development, interview prep, social networking training, and direct employer connections
- Talent recruitment expertise ranges from sourcing, screening, and interviewing candidates for targeted job reqs to the development of customized recruiting campaigns & events for specific industries (IT, Healthcare, Manufacturing, Clean & Green, Construction) and diverse populations (Diversity, Vets, Low-Income, Mature Workers)
- General to expert knowledge of critical Seattle/Puget Sound industry sectors affecting our region's workforce and economic development priorities
- Business Development experience includes lead generation, targeted customer outreach campaigns, securing strategic partnerships, and developing new lines of service
- Public speaking talents include facilitation of staff trainings, HR business seminars, recruiter/employer panels, and workforce development workshops
- PR skills include media relations and writing press releases & other marketing communications
- Program analysis expertise for measuring ROI and identifying opportunities for CQI

### **Professional Experience**

#### **PACIFIC ASSOCIATES 2004 – Present**

##### ***Employer & Industry Connections, 20010 - Present***

- Created and implemented Back2WorkNow (B2WN) program service delivery plan, and led three-person team to help long-term unemployed job seekers quickly return to work
- Developed more than 75 employer partners in IT, Manufacturing, Healthcare, Government, and Customer Service industries to engage with and recruit B2WN participants
- Led two-person team to develop employer connections and career pathway opportunities for low-income participants of federally-funded Pathways Out of Poverty (POP) training and employment program
- Developed 40 employer partners in Clean & Green, Construction, Manufacturing, Logistics, and Staffing industries to engage with and recruit POP participants via various methods, including mock interview sessions, industry information panels, job clubs, and hiring events
- Led multi-partner POP teams in organization of three different job fairs that served a total of 29 employers and approximately 800 POP participants and other customers
- Develop, market and manage LinkedIn group of 250 employers, staff, and job seekers

##### ***WorkSource Seattle-King County Business Services Manager, 2004 - 2010***

- Created and implemented business development & marketing strategies to acquire targeted business customers based on industry sectors, job seeker inventory, and economic development goals
- Hired staff and launched new Business Services program adopted by Seattle-King County Workforce Development Council (WDC)
- Provided leadership for multi-partner staff consisting of up to 12 business liaisons at six different WorkSource sites providing workforce development solutions to business customers
- Delivered workforce development services, including employee recruitment and training
- Continually met or exceed goals and metrics for new business customers, recurring business customers, customer satisfaction, business events & seminars, and employee placements
- Partnered with economic developers at State governments, non-governmental organizations (NGOs), industry associations, and EnterpriseSeattle to serve high-priority companies

- Partnered with community colleges to deliver customized workforce training to businesses
- Collaborated with U.S. Small Business Administration (SBA) to deliver quarterly Business Breakfast Seminars and Employer Forums for small- to medium-sized businesses (SMBs)
- Organized customized recruiting events for large and small businesses, and targeted industry job fairs for Aerospace, IT, Healthcare, Manufacturing, and Clean & Green jobs
- Partnered with the International Association of Machinists (IAM) and Boeing to organize, market, and host ten different Boeing manufacturing hiring events serving more than 2,000 job seekers at various WorkSource King County sites and the IAM hall locations
- Communicated and reported quarterly industry trends and business services metrics to staff, WorkSource management, WDC board, and media
- Awarded Kent Chamber of Commerce 2009 "Economic Engine" Economic Development Award
- Awarded WDC Board's 2009 Exemplary Service Award

### **WORKFORCE DEVELOPMENT COUNCIL OF SNOHOMISH COUNTY 2002 – 2004**

#### ***WorkSource Snohomish County Business Services Account Executive***

- Developed and implemented business development and marketing plan to engage businesses in workforce and economic development systems in Snohomish County
- Provided business customers workforce and economic development services, including recruiting, employee training, and business development consulting
- Collaborated with other governmental and NGOs, including community colleges, chambers of commerce, and the Economic Development Council (EDC)
- Organized specialized career fairs, including 2,000-person, multi-location aerospace events

### **STARBUCKS COFFEE CO. 2000**

#### ***Environmental & Community Affairs Specialist***

- Managed tightly-budgeted community affairs programs for 35,000-employee company
- Forged relationships with non-profit organizations to increase employee volunteer opportunities that were in harmony with the Starbucks corporate and philanthropic brands
- Launched Make Your Mark program, which encouraged & supported employee volunteerism, and matched 10,000+ employee volunteer hours with cash donations to community non-profits
- Developed cross-departmental communication strategies, resulting in a 40 percent increase in employee participation at community events such as United Way Day of Caring and Earth Day
- Communicated program successes internally and externally through press releases, company newsletters, internal communications, and presentations at corporate events

### **ESSENTIAL FOODS - Seattle, WA 1997 – 1999**

#### ***Marketing Manager***

- Created and implemented sales and marketing program for local natural foods company, including establishing marketing budget, developing collateral material, managing media relations, and coordinating community events
- Conducted all public relations activities, including press release writing and media relations
- Increased product sales by 50 percent to airline industry in-flight meals programs with targeted PR and marketing strategy
- Managed & cross-trained team of six local salespeople in delivery, sales and merchandising

#### **Education and Training**

- B.A. English/Writing - San Diego State University
- Northwest Economic Development Course - WA State Dept. of Commerce
- Community Survivors Economic Development Course - WA State Dept. of Commerce
- Governor Gregoire's Workforce & Economic Development Conference – 2008 & 2009

**Computer Skills:** Windows - Mac - MS Office - Internet Research – LinkedIn – Twitter – Facebook

**Affiliations:** Northwest Recruiters Association - Society of Human Resources Management (SHRM)

**Recognition:** 2009 Kent Chamber "Economic Engine" Award - 2009 WDC Exemplary Service Award

# Burke Gilman Place Public Development Authority

September 2014

9 members: Per RCW 35.21.730 and Seattle Municipal Code (SMC) 3.110.010; all appointed by the Mayor, subject to City Council confirmation, 3-year terms

- 5 (one each year) At-large community representatives
- 4 (one each year) PDA user group representatives\*

\* Provail, Children's Hospital, Ronald McDonald House, and The Children's Center.

D	G	Name	First Appointed	Current Term Ends	Proposed Term Ends	Proposed Term #	Represents / Position	Appointed by
6	M	Mike Hatzenbeler	10/15/14	09/30/14	09/30/17	4th	User Group/Chair	Mayor
6	M	Dan Bernard	10/15/14	06/01/14	06/01/17	2nd	Member-at-large	Mayor
6	F	Jennifer Kelty	10/15/14	06/01/14	06/01/17	3rd	User Group	Mayor
6	F	Suzanne Petersen Tanneberg	08/11/05	09/30/16		5th	User Group	Mayor
6	F	Kathryn Gardow	06/01/13	06/30/16		1st	Member-at-large	Mayor
6	F	Ruthann Martin	10/15/14	09/30/14	09/30/17	4th	User Group	Mayor
3	F	Liz Rankin	07/15/13	07/15/16		1st	Member-at-large	Mayor
	F	Rhea Lahiri	10/01/14	10/01/17		1st	Member-at-large	Mayor
		<b>VACANT</b>					Member-at-large	Mayor

### Diversity:

Appt Authority	Men	Women	Vacant	Minority	(1)	(2)	(3)	(4)	(5)	(6)
					Asian-American	African-American	Hispanic	Native-American	Other	Caucasian
Mayor	3	5	1	1			1			?
<b>Total</b>	<b>3</b>	<b>5</b>	<b>1</b>	<b>1</b>			<b>1</b>			<b>?</b>

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