

Business & Commerce Advisory Committee: CJ Seitz

Subject: Online Form Submittal: Board and Commission Application
Date: Friday, February 14, 2020 2:32:32 PM

Board and Commission Application

Step 1

Application for Appointment to Whatcom County Boards and Commissions

Public Statement

THIS IS A PUBLIC DOCUMENT: As a candidate for a public board or commission, the information provided will be available to the County Council, County Executive, and the public. All board and commission members are expected to be fair, impartial, and respectful of the public, County staff, and each other. Failure to abide by these expectations may result in revocation of appointment and removal from the appointive position.

Title	Ms.
First Name	Cj
Last Name	Seitz
Today's Date	2/14/2020
Street Address	2913 Niagara Street
City	Bellingham
Zip	98226
Do you live in & are you registered to vote in Whatcom County?	Yes
Do you have a different mailing address?	<i>Field not completed.</i>
Primary Telephone	3603058427
Secondary Telephone	<i>Field not completed.</i>
Email Address	CJ.Seitz@wwu.edu

Step 2

1. Name of Board or Business and Commerce Advisory Committee

Committee

Business and
Commerce Advisory
Committee Position:

Higher Education - Western Washington University

2. Do you meet the
residency,
employment, and/or
affiliation requirements
of the position for
which you're applying?

Yes

3. Which Council
district do you live in?

District 2

4. Are you a US
citizen?

Yes

5. Are you registered to
vote in Whatcom
County?

Yes

6. Have you declared
candidacy (as defined
by RCW 42.17A.055)
for a paid elected office
in any jurisdiction
within the county?

No

7. Have you ever been
a member of this
Board/Commission?

No

8. Do you or your
spouse have a financial
interest in or are you
an employee or officer
of any business or
agency that does
business with
Whatcom County?

Yes

If yes, please explain

I am the director of WWU's SBDC. We receive funding via contract from the Port of Bellingham. Whatcom County is a partner in that contract via an interlocal cooperation agreement.

You may attach a
resume or detailed

[SeitzResume2020.pdf](#)

summary of
experience,
qualifications, &
interest in response to
the following questions

9. Please describe your occupation (or former occupation if retired), qualifications, professional and/or community activities, and education	Working in the private sector, I've been a small business owner, worked in public accounting and was a vice president in heavy industry. I've also had the privilege of serving in the public sector as a university business researcher, an SBDC business advisor, an area director for the state of Washington and am currently the director for the WWU SBDC.
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10. Please describe why you're interested in serving on this board or commission	I want to work with other deeply committed community leaders to use my background, education and combined private/public sector experience to effectively advise the Whatcom County Council on issues that could impact local businesses, industry, or economic development.
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References (please include daytime telephone number):	Donna Gibbs, Vice President University Relations and Marketing, Western Washington University 360.650.7995
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Signature of applicant:	CJ Seitz
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Place Signed / Submitted	Bellingham, WA
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Email not displaying correctly? [View it in your browser.](#)

CAROLE JEAN (CJ) SEITZ

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c. 360.305.8427 • CJ.Seitz@wwu.edu
<http://www.linkedin.com/in/cjseitz/>

LEADERSHIP AND ORGANIZATIONAL STRATEGY

Team Building • Strategic Planning • Financial Accountability

Skilled and energetic leader with expertise in influencing positive change and improving outcomes. A goal-driven and entrepreneurial strategic thinker committed to creating outstanding results.

CORE COMPETENCIES

- Relationship Building
 - Marketing & Promotions
 - Negotiations & Contracts
 - Community Alliances
 - Budgeting
 - Grant & Fund Development
 - Project Management
 - Government Relations
 - Branding Strategies
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PROFESSIONAL EXPERIENCE

Director

Small Business Development Center, WWU – Bellingham, WA

2015 - present

Responsible for deploying the resources of the federal, state, and local governments with the resources of the University and the non-profit and private sectors to lead a professional team delivering business development expansion throughout Whatcom and Kitsap counties. Fosters partnerships with corporate and community partners that align with Western's core values of excellence, engagement, diversity, community service, integrity and innovation. Provides leadership for developing, sustaining and coordinating strong and effective relationships with the local city and county communities, as well as with relevant partners across the state and the region.

- Promotes growth, expansion, innovation, increased productivity, and management improvement in small businesses, prospective small businesses and within WWU and community partners
- Leads engagement with existing business and industry to identify and support opportunities resulting in diversification and growth of opportunities for WWU faculty, staff and students
- Effectively communicates WWU's suite of assets to the business community

Vice President, Administration

TRICO Companies, LLC – Burlington, WA

2013 - 2015

Responsible for leadership of all firm administrative functions including: human resources, IT, finance, accounting, risk management and brand strategy. Developed administrative capacity to support a 200 percent projected short term growth. Established corporate strategy with the leadership team to meet both corporate and client goals. Managed a diverse team of outsourced and internal talent.

- Developed a LT technology plan to support projected growth and a successful corporate rebrand
- Directed the development of improved accounting processes and internal controls
- Championed risk management practices to protect company assets and project liability

Northwest Regional Director

Whatcom, Skagit, Island and San Juan counties

Washington State Employment Security Department – Bellingham, WA 2009 - 2013

Provided leadership, mentoring and guidance in a team based environment. Gently introduced performance management to assure limited funds are expended appropriately across widely dispersed programs in four counties. Assumed responsibility in a challenging environment during a time of unprecedented growth in demand for services. Reversed historical trends of poor performance to create a culture of measurable success in assisting job seekers in meeting wide ranging employment needs.

- Successfully managed a \$6 million budget to support three career development centers and over 60 staff
- Negotiated and monitored Resource Sharing Agreements, Memorandums of Understanding, and Data Sharing Agreements with all WorkSource partners located throughout the region
- Developed a regional early warning system aimed at identifying business at risk and creating connections with community resources

Certified Business Advisor

Small Business Development Center, WWU – Bellingham, WA 2006 - 2009

Provided support for Chambers of Commerce, small cities and community groups to promote economic development and job creation throughout Whatcom County. Delivered a broad range of businesses counseling and analysis services to existing and emerging business. Specific deliverables included financial analysis, finance packages, business plans, marketing plans, management training, and policy development.

- Served as supervisor and independent study instructor for WWU undergraduate and graduate interns
- Developed and conducted seminars and training programs to support specialized program needs
- Advocated for small business, as a highly visible spokesperson for WWU at local business events, civic groups, governmental agencies and at regional / national meetings

Business Research Analyst

Small Business Development Center, WWU – Bellingham, WA 2005 - 2006

Researched and compiled business intelligence reports to assist clients in starting, stabilizing or growing their enterprises.

Agency Services Coordinator

Opportunity Council – Bellingham, WA 2004 - 2005

Provided strategic evaluation and pragmatic direction to optimize social enterprise performance.

Business Manager / Fund Development

Lydia Place – Bellingham, WA 2002 - 2004

Coordinated development of fundraising strategies. Responsible for accounting, payroll, and financial statement preparation

EDUCATION & CERTIFICATIONS

Certified Business Advisor

Washington Small Business Development Centers, Washington State University – Spokane, WA

Master of Business Administration

Western Washington University – Bellingham, WA

Bachelor of Arts in Accounting

Western Washington University – Bellingham, WA