

KING COUNTY BOARDS AND COMMISSIONS APPLICATION FORM



King County

(A resume may be substituted in lieu of submitting a completed application form)

PLEASE NOTE: *Information provided on this form will be a public record subject to free and open examination by any person under the Washington State Public Records Act (RCW 42.56.250). However, while we will disclose the applicant's name, the applicant's address, phone number and email address will be redacted.*

Thank you for your interest in serving on a King County board or commission. Individuals selected to serve on a King County board or commission will also be required to complete a King County Ethics Program Financial Disclosure Form within two weeks of being nominated to serve on a King County board or commission. Individuals appointed to serve on a board or commission that is overseen by an agency independent of King County government are exempt from the financial disclosure filing requirement.

I'm Interested in Serving on the (Board or Commission Name):

KCLS Board of Trustees

My Name Is:

Max E Harned

Preferred Contact Information:

Address	25321 232 nd Ave SE
City, State, Zip Code	Maple Valley, WA 98038
Home Phone	425-413-2439
Work Phone	
Cell Phone	425-358-0303
Email Address	meharned@comcast.net

Physical Home Address (REQUIRED if different from preferred mailing address)

Home Address	
City, State, Zip Code	

Current Employer

Job Title	Retired
Date of Employment	
Company Name	
Street Address	
City, State, Zip Code	

King County Council District (Please type an "X" in the box to the right of your district)

1 2 3 4 5 6 7 8 9 Don't Know

Have you served on any other Board, Commission, or Committees (Please list them below)?

Board, Commission or Committee Names	Year Appointed	Term Expired
Tacoma Community College Board of Directors	2013	2021
Puget Sound Kidney Centers Board of Directors	2018	2021
Maple Valley Library Advisory Board	2019	2022
Ronald McDonald House Board of Directors	1982	1992

Please explain why you feel you are the most qualified candidate for this appointment.

Oversaw & serviced all public library markets in the Pacific Northwest (6 states) with the Follett Corp. as their Regional Director for 7 years. King county was my largest system I worked with.

How did you learn of this opportunity?

On the King County Library website

Do you hold any professional licenses, registrations or certificates in any field (Please type an "X" in the box)?

Yes No

If you hold any professional licenses, please list them here:

B.A. Education-Music St. Martins University
M.M. Masters of Music Pacific Lutheran University

PERSONAL INFORMATION (OPTIONAL)

The King County Council and the King County Executive are committed to inclusiveness and outreach to all King County residents to ensure that King County boards and commissions are reflective of the community we serve. Providing information in the section below is voluntary but will assist in achieving this goal.

How do you identify?

Race/Ethnicity:	White
Gender:	Male
Sexual Orientation:	
Preferred Pronoun: (he/him; she/her; they/them, etc.)	

Do you have a disability as defined by the Americans with Disabilities Act? (Please type an "X" in the boxes that apply to you)

Yes No

Generation Range (Please type an "X" to the right of the age range that applies to you):

30 or younger 31-41 42-52 53-63 64-74 75 or older

Person to Notify in Case of Emergency (OPTIONAL)

Name	Margaret Harned
Home Phone	425-413-2439
Work Phone	
Cell Phone	206-398-9497

Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete to the best of my knowledge.

Name (typed or signature)	Max E Harned
Date	3/7/2019

Please return completed form to:

(You can either mail your completed form to us; scan your completed form then email it to us as a PDF attachment; or after filling out the form and typing your name on the signature line, save the completed form to your hard drive and then attach the completed form to an email.)

Rick Ybarra, Liaison for Boards and Commissions
King County Executive Office
401 Fifth Ave, Suite 800
Seattle, WA 98104
Direct Line: 206-263-9651
Email: Rick.Ybarra@kingcounty.gov

**This material is available in alternate formats for persons with disabilities.
Please contact 206-263-9651, TTY Relay: 711, or
e-mail Rick.Ybarra@kingcounty.gov**

MAX HARNED

25321 232nd Ave Southeast
Maple Valley, Washington 98038
H (425) 413-2439
C (425) 358-0303
meharned@comcast.net

SUMMARY

A results-oriented sales and marketing manager with a demonstrated ability to rapidly expand market presence and build dedicated, energized teams that achieve sustainable performance gains. Highly regarded business integrity and a customer-focused approach to build enduring relations and alliances. Empowers leader and decision makers with the ability to find new and better ways to drive new business, leverage resources and assets to the maximum, as well as generate exceptional sales results from diverse teams, performing in highly complex and competitive markets.

- **Executive Management**
- **Strategic Business and Sales Planning**
- **Sales Training and Motivation**
- **New Business Development**
- **New Market Penetration and Growth**
- **Lead Generation Incentive Programs**
- **Account and Sales Channel Management**
- **Strategic Alliances**

EXPERIENCE

Weatherly Inn, Tacoma & Kent Washington
Senior Living & Memory Care Facilities

Chief Marketing Officer 2013-2015 **Consultant-** 2015-2018

Develop in-depth market research to determine what differentiates our community from others in the region. Develop a strategic marketing plan. Host events to generate on-site traffic and build qualified leads base. Sales training for converting leads into deposits. Oversight and management of the marketing and sales process as needed as well as in-house marketing and sales team. Create ideas to recharge our brand and results oriented advertising campaigns. Coordinate all advertising publications. Facilitate annual customer satisfaction surveys. Maintain database of referral and professional contacts and utilize to keep Weatherly Inn at top of mind with community.

Increased census in Kent facility from 63% to 105% with a waiting list.
Increased census in Tacoma facility from 70% to 89%.

BWI, McHenry, Illinois

Regional Director- Pacific Northwest, 2007-2012

Held responsibility for overseeing and servicing all public library markets in Pacific Northwest, including Washington, Oregon, Idaho, Wyoming, Montana, and Alaska. Introduction, sales, and servicing of all print material for children, young adult, teen, and adult markets. Focused on digital needs as well as processing-cataloging and collection development.

- Added 100 new accounts.
- Grew territory by \$1,500,000 in three years.
- Received 2010 top regional account manager award for largest sales increase in company at 32% and 38% increase for 2011 sales year.

STELLAVITA INTERNATIONAL, Beverly Hills, California, **Contractor, Director of Sales**, 2005-2007
SIMPLYFUN, Bellevue, Washington, **Contractor, Vice President of Sales**, 2004-2005

- Developed and launched all aspects of start-up businesses.
- Created training materials for consultant sales materials.

- Recruited and trained consultant sales representatives.
- Designed and implemented compensation plan.

RENA WARE INTERNATIONAL, Redmond, Washington
Vice President, North American and Australasian Sales, 1995-2004

Revitalized and re-directed sales organization, with annual proprietary U.S. sales budget of \$500,000. Acted as liaison between corporate office and sales teams in field and instilled shared, same-page vision fully aligned across all organizational levels.

- Played key role in achieving 12% overall increase in sales revenue in 2002 and 21% increase in key Thailand market.
- Developed lead-generation and sales training programs as key components in subsequent 200% increase in sales recruitment. Sparked five-fold increase in new monthly sales recruits in U.S. Hispanic market.
- Worked closely with area managers to determine strategies for sales and operational improvement.
- Provided direction and focus for all sales activities and set short-/long-term sales objectives.
- Collaborated with marketing team to develop training materials supporting company's core products/sales programs.
- Streamlined and modernized field program operations, reducing product delivery times from 21 to four days.
- Devised incentive and promotional programs, resulting in record-setting sales performance and improved morale.

ADDITIONAL EXPERIENCE

Berkshire-Hathaway Inc./World Book Educational Corp. (1975-1994)..Vancouver, British Columbia, **Senior Branch Manager, 1992-1995.** Directed 1,500 sales consultants, 38 district managers and five division managers. Created several new lead-generation programs instrumental in catapulting British Columbia division to number one territory in Canada and number seven out of 89 in North America, generating \$4,500,000 in annual revenues. Aligned staff and energized sales to refocus mission on acquiring and retaining customers.

Senior Branch Manager, Oklahoma City, Oklahoma, 1980-1992. Drove sales and surpassed business goals. Accelerated company's industry-leading position while growing customer base. Turned branch around and improved performance ranking to 14 from 76 by developing productivity improvement plan centered on sales training, performance tracking, and accountability. Successfully diversified sales and support teams to attract Hispanic business, accounting for 28% of total business. Grew school category sales into top ten company-wide.

Division Manager, Seattle, Washington, 1977-1980. Completed management development program. Recognized as top U.S. management trainee.

EDUCATION

PACIFIC LUTHERAN UNIVERSITY, Parkland, Washington
M.M., Master of Music, 1972

ST. MARTIN'S UNIVERSITY, Lacey, Washington
B.A., Education, Music, 1969