



**Application for Appointment to Boards, Committees, and Commissions
City and Borough of Sitka**

Board/Commission/Committee: INVESTMENT COMMITTEE

Name: MAXWELL RULE

Preferred Phone: [REDACTED]

Address: [REDACTED]

Alternate Phone: [REDACTED]

Email Address: [REDACTED]

Fax Number: [REDACTED]

Length of Residence in Sitka: 16 YEARS 2 MONTHS Registered to vote in Sitka? X Yes ___ No

Employer: HAMES CORPORATION

Organizations you belong to or participate in:

PLEASE SEE ATTACHED RESUME AND PERSONAL BIOGRAPHY.

Explain your main reason for applying:

OFFER MY SKILLS, EDUCATION AND EXPERIENCE TO
THE CITY AND BOROUGH OF SITKA INVESTMENT COMMITTEE.

What background, experience or credentials will you bring to the board, commission, or committee membership?

PLEASE SEE ATTACHED RESUME.

Please disclose any potential conflicts of interest that may arise from your appointment. These may include but are not limited to:

- A substantial financial interest of \$1000 annually that could be influenced by your appointment.
- An immediate family member employed within the scope of this appointment.

NONE

Please attach a letter of interest, outline, or resume which includes your education, work, and volunteer experience that will enhance your membership.

→ (To be considered, your application must be complete AND be accompanied by one of the above supporting documents.)

Date: 9/18/2020

Signature: [Signature]

Your complete application and resume should be returned to the Municipal Clerk's Office by noon on the Wednesday prior to an advertised Assembly meeting.

Please note: all information submitted will be made public and published online. Appointments are normally made during open session of an Assembly meeting, however, Assembly members may vote to discuss applicant(s) in closed executive session. In this case, do you wish to be present when your application is discussed? ___ Yes X No

Return to:

Melissa Henshaw, Deputy Clerk/Records Specialist, 100 Lincoln Street
Fax: 907-747-7403 Email: melissa.henshaw@cityofsitka.org

Maxwell S. Rule Personal Biography

Maxwell S. Rule is President/COO/CFO at Hames Corporation, a third-generation owned grocery retailer with operations in Southeast Alaska.



His accounting, finance and retail experience has spanned 30+ years and includes work in public, governmental, private, and non-profit accounting, business ownership and retail management and operations.

Mr. Rule is a Certified Public Accountant, Chartered Global Management Accountant, member of the American Institute of CPAs and the Washington Society of CPAs.

As an executive at Hames Corporation, a position he has held for 25+ years, Mr. Rule is responsible for financial reporting, strategic planning, budgeting, project management, IT, and human resources. He serves at the direction of the Chairman/CEO and is a decision maker in all matters related to the operations of the company. Hames Corporation operates under several trade names, including Sea Mart Quality Foods, Market Center, Watson Point Liquors, Cascade Convenience Center and Silver Basin.

Mr. Rule's past board membership has included both for profit entities and non-profits. As Chairman of the Board, in 2014 he led the sale and merger of Alaska Pacific Bank to Northrim Bank. Mr. Rule was awarded a 2014 *Ventana Research Business Innovation Award*. These awards identify business and IT leaders who are using technologies and applying best practices to provide the best possible outcomes in productivity, performance and support of an organization's goals and objectives. Mr. Rule is currently a Board Member with Northwest Grocers, LLC. and past and current non-profit service has included the Alaska Raptor Center, Sitka Trial Works and various boards and commissions with the City and Borough of Sitka.

Originally from Montana, Mr. Rule is proud to call Sitka, Alaska home where he enjoys the outdoors including fishing, boating, hiking, backpacking, running and photography. He and his wife of 30 years, Carol Sue have two children; Matthew, 29 and Andy, 21.

www.linkedin.com/in/maxwellrule/

MAXWELL S. RULE



I am results driven, passionate, goal oriented and highly motivated professional financial and business manager with a diverse business background encompassing public and private sector accounting, business ownership and executive leadership.

EXPERIENCE

1993 TO PRESENT

PRESIDENT, CHIEF FINANCIAL OFFICER AND CHIEF OPERATING OFFICER, HAMES CORPORATION - SITKA, ALASKA

- Responsible for management and oversight of all areas of operations and business functions including, finance, banking, financial and management reporting, investor and key vendor relationships, operations, human resources, acquisitions/divestitures, capital planning and expenditures, and marketing.
- Championed a set of company-wide core values and competencies including customers first, dignity and respect, integrity, diversity, teamwork, employee development, culture, safety, community and profitability.
- Serve as a key strategic business advisor and mentor to multiple family owned businesses.
- Developed and executed company-wide initiatives with focus on customer service, investments in human capital, gross margin management, store standards and conditions, cost to serve, documentation of procedures and processes and leveraging investments in technologies and digital strategies.
- Under my leadership, the company historically delivered exemplary results and measures against key metrics and performance indicators.
- Successfully navigated the company through major supply chain disruptions and established alternative key long-term relationships with secondary suppliers.

1994 TO PRESENT

CO-FOUNDER, CAROL SUE & COMPANY, SITKA, ALASKA

Co-founded Carol Sue & Company with my spouse and successfully completed a management buyout that included four retail stores located in Ketchikan, Alaska. Due to declining sales and high occupancy costs, the original stores were partially liquidated and reopened into two new successful formats; Silver Basin and Matty's World Toys. Working closing with my spouse, we developed the new stores from the ground up including financial and reporting systems, point of sale and inventory management, buying, merchandising, key vendor and supplier relationships, marketing, employee relations and facilities. After opening a second Silver Basin location in Sitka, Alaska in 2006, the Ketchikan store assets were sold to a private party in 2005 and the Sitka location was sold to Hames Corporation in 2014.

1985 TO 1993

ACCOUNTING MANAGER, CITY OF KETCHIKAN, ALASKA

- Managed day-to-day finance and accounting operations related to general, special revenue, fiduciary, and enterprise funds and related capital budgets.
- Lead role and oversaw the closing of the City's year end accounting systems and prepared year end schedules for annual audit by external Certified Public Accountants.
- Developed monthly and quarterly accounting reports for the City Assembly, executive and management teams.
- Reviewed fiscal reports prepared by various City agencies to ensure the completeness and accuracy of the information. Reviewed and analyzed budget expenditures and revenue reports for accuracy and completeness
- Maintained existing internal control policies and procedures consistent with municipal requirements, codes and regulations. Created new accounting policies and assisted in developing and implementing City accounting policies and procedures and new GASB pronouncements.
- Took an active role in producing the annual budgets for General Government and Ketchikan Public Utilities, as well as the City's Comprehensive Annual Financial Report.

1985 – 1991

STAFF/SENIOR ACCOUNTANT, HOGAN, MECHAM, RICHARDSON & COMPANY, CPAS – KETCHIKAN, ALASKA

- Conducted financial statements audits, reviews and compilations in various industries including distribution, not-for-profit, governmental units and manufacturing.
- Developed and adjusted audit plans based on risk assessment for the client and audit areas.
- Managed team activities and delegated assignments to ensure timely issuance of audit reports.
- Communicated issues or status of projects with client personnel and team management.
- Supervised, trained, evaluated and provided feedback to junior staff to ensure their future development.
- Identified and communicated accounting and auditing matters to managers and discussed audit findings with clients.
- Created management representation letter recommendations and drafted audit reports for management review.
- Prepared individual, partnership and corporate tax returns.

EDUCATION

BS, BUSINESS ADMINISTRATION, UNIVERSITY OF MONTANA – MISSOULA, MONTANA, 1985

PROFESSIONAL CERTIFICATIONS AND AWARDS

- Certified Public Accountant – State of Alaska
- Chartered Global Management Accountant, AICPA
- Ventana Research Leadership Award, October, 2014
- Featured in **For the Single Store Owner** Better Budgeting, October, 2013

BOARD AND PHILANTROPIC ACTIVITIES

2/2020 TO PRESENT

NATIONAL RETAILER ADVISORY BOARD MEMBER (NRAB), INDEPENDENT GROCERS ALLIANCE (IGA), CHICAGO, IL.

11/2019 TO PRESENT

SOUTHEAST ALASKA ADVISORY BOARD MEMBER, WELLS FARGO BANK

2015 TO PRESENT

BOARD MEMBER, NORTHWEST GROCERS LLC – SEATTLE, WA

Northwest Grocers LLC (NWG) was formed in 2004 to assist independent grocers in Washington, Oregon and Alaska operate more efficiently and economically. NWG is directed by a board of retail owners and operators and staffed with professionals in all disciplines of retail grocery operations. I am the only Certified Public Accountant on the Board and am a key team member for audit committee, finance oversight and board governance issues.

2018 TO PRESENT

COMMITTEE MEMBER, CITY AND BOROUGH OF SITKA INVESTMENT COMMITTEE – SITKA, AK

As an member of investment committee and working closely with the City and Borough of Sitka's (CBS) staff and external investment managers, we are responsible for recommending updates to the CBS investment policy, reviewing current investments, recommending actions to be taken on investments that are downgraded or put on a negative credit watch and recommending appropriate benchmarks for portfolio performance.

2013 TO 2017

BOARD MEMBER, ALASKA RAPTOR CENTER – SITKA, AK

The Alaska Raptor Center, a 501(c) 3 organization, provides medical treatment to 100-200 injured bald eagles and other birds each year with the goal to release them back into the wild. During my tenure on the Board, I was instrumental in formulating financial policy, internal controls and oversight. I served on multiple committees including Finance and participated extensively in the search and placement a new executive director.

2015 TO 2016

CO-CHAIR, CITY AND BOROUGH OF SITKA CITIZENS TASK FORCE – SITKA, AK

As part of a concerned citizens' group and in corroboration with the City and Borough of Sitka (CBS) Administrator, I was instrumental in the formation of the Citizens Task Force by the CBS Assembly in, 2015. Its primary responsibility was to; 1) Recommend core services CBS must maintain, 2) Determine what funding is required to maintain core services including depreciation and capital improvements, 3) recommend revenue stream and fees that would be most equitable and sustainable in order to maintain the services into the future, and 4). educate and engage citizens as to the financial challenges and seek community ideas for solutions.

2015 TO 2016

COMMITTEE MEMBER, CITY AND BOROUGH OF SITKA CENTENNIAL HALL BUILDING STEERING COMMITTEE – SITKA, AK

As part of a citizens' group and in corroboration with the City and Borough of Sitka (CBS) staff, I was an active member of the Centennial Hall Building Steering Committee. Working with City staff, architects and engineers, the Committee was charged with the responsibility for soliciting public comment related to a \$16.3 million reconstruction and renovation of the Centennial Hall; a multipurpose community and convention center, including a new museum. The project was approved in April, 2014 and completed in 2016.

2008 TO 2014

**CHAIRMAN OF THE BOARD (2012-2014)/BOARD MEMBER (2008-2014), ALASKA
PACIFIC BANK, JUNEAU, AK**

Alaska Pacific Bank was a publicly traded, federally chartered savings bank headquartered in Juneau, Alaska with branches in Juneau, Ketchikan and Sitka, Alaska. The bank had approximately \$172.1 million in assets. As Chairman of the Board, I successfully led the organization through the merger and acquisition with Northrim Bank in April, 2014 in a transaction valued at approximately \$14 million. During my time on the board, I was exposed to SEC reporting requirements and corporate governance issues. My committee membership and leadership included Chair of the Audit Committee and a member of the Compensation Committee and Corporate Governance Committee.

2004 TO 2011

PRESIDENT/BOARD MEMBER, SITKA TRAIL WORKS, ALASKA

Sitka Trail Works (<http://sitkatrailworks.org>) is a 501(c)3 non-profit organization which relies on grants and membership donations to create and maintain its efforts in the Sitka, Alaska area on multi-use trail projects on Baranof, Kruzof and Chichagof Islands in Southeast Alaska. During my time on the board, Sitka Trail Works was successful in negotiation of cooperative agreements with the Federal, State and local agencies in securing funding for the expansion of trails in the Sitka area including the Ft. Rousseau State Historical Park (<http://sitkatrailworks.org/fort-rousseau-state-historical-park-the-causeway>) , Sitka Cross Trail, Herring Cover/Beaver Lake and others.

PROFESSIONAL AND PERSONAL REFERENCES

Confidential references provided upon request.



INVESTMENT COMMITTEE

NAME	CONTACT NUMBERS	TERM STARTS	EXPIRES	CATEGORY
MICHAEL REIF PO Box 2346	738-6016 reifmike55@gmail.com	10/14/14	11/26/16 11/22/19 11/12/22	CHAIR
JERE CHRISTNER 1201 Georgeson Loop	738-4053 toss@ak.net	1/14/14	1/14/17 1/10/20 1/28/23	VICE-CHAIR
BERT STEDMAN 1806 Sawmill Creek Rd.	747-8905 h 747-8620 fax In Juneau: 907-465-3873 h 907-465-3922 business Bstedman@gci.net	6/10/03 6/14/05 6/24/08 6/28/11 6/24/14 6/27/17 7/14/20	6/10/05 6/14/08 6/24/11 6/28/14 6/24/17 6/27/20 7/14/23	
MAX RULE 110 Donna Drive	738-3239 maxrule@me.com	9/26/17	9/26/20	ALTERNATE
Jay Sweeney 100 Lincoln Street	747-1836 w jay.sweeney@cityofsitka.org			Finance Director/ Ex-Officio
Thor Christianson 500 Lincoln Street A9	738-2491 assemblychristianson@cityofsitka.org			Assembly Liaison

Four members from the public one serving as an alternate voting member for three-year terms.

Established by Ordinance 01-1651

Revised: July 15, 2020