



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

Board/Commission/Committee: Citizens Task Force  
Name: Maxwell S. Rule Daytime Phone: 747-3459  
Address: 110 Donna Drive Evening Phone: 738-3239  
Email Address: maxwell.rule@hamescorp.com Fax Number: 747-7952  
Length of Residence in Sitka: 10+ Years Registered to vote in Sitka?  Yes  No  
Employer: Hames Corporation

Organizations you belong to or participate in:

See Attached Additional Information

Explain your main reason for applying:

See Attached Additional Information

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

See Attached Additional Information

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: 7/8/2015 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. Applications received after the deadline will be considered but will not be included in the Assembly packets for review prior to appointment.

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  No

Return to:

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

MAXWELL S. RULE, CPA  
110 Donna Drive  
Sitka, AK 99835  
(907) 738-3239

***CITIZENS TASK FORCE - ADDITIONAL INFORMATION***

**Organizations you belong to or participate in:**

- Alaska Raptor Center – Board member
- Northwest Grocers Association – Board member
- Washington Society of Certified Public Accountants
- American Institute of Certified Public Accountants
- Centennial Hall Building Committee – Past Committee member
- Centennial Hall Parking Lot Redevelopment Committee – Past Committee member
- Sitka Trailworks – Past President and Board member

**Explain your main reason for applying:**

As a finance professional and businessman, I am concerned about the impacts on the City's financial resources as a result of State's fiscal challenges, rising cost of providing general government services and the cost to replace aging infrastructure in our community. The Assembly has attempted to address these challenges with very specific increases in taxes, services and fees, in my opinion, without consideration of the long-term impact on our economy, affordability to the citizenry and its quality of life.

I am interested in working with the Citizens Task force to develop a plan that will assist the Assembly in a long-term strategic approach in closing the gap between revenues and expenditures that is consistent with community priorities and realistic and attainable revenue sources.

My vision and thoughts of the process is that it would, at a minimum, include the following:

1. A candid and open discussion with the community to identify and prioritize the level of service, infrastructure and "ideal" size of government the community desires,
2. Determine the cost of providing those services and infrastructure and,
3. Determine sources of funding, whether it is taxes, fees, special assessments, or other sources.

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

Besides the fact I deeply care for our community, its affordability and quality of life; I have an extensive background in business management, finance and accounting that spans over 30 years. My professional career includes work in public, governmental, private, and non-profit accounting, business ownership and retail management and operations.

I have a very good understanding of governmental accounting and finances through my experiences early in my career as an auditor for a regional CPA firm and employment as the Accounting Manager for the City of Ketchikan.

Most recently, I also volunteered and played an instrumental role on the projects related to the redevelopment of Centennial Hall.

# Maxwell S. Rule

Chief Financial Officer

maxrule@me.com

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## Summary

I am a highly energetic and motivated professional financial and business manager with a diverse business background encompassing public and private accounting, business ownership and project management.

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## Experience

### **Board Member at Alaska Raptor Center**

November 2013 - Present (1 year 9 months)

Growing from a backyard, volunteer-run operation, the Alaska Raptor Center has become Alaska's foremost bald eagle hospital and educational center, as well as one of the state's premier visitor attractions. The Alaska Raptor Center provides medical treatment to 100-200 injured bald eagles and other birds each year with the goal to release them back into the wild. Some, however, are injured so severely they could not survive in the wild even after rehabilitation. These birds may join our Raptors-in-Residence, providing excitement and education for more than 36,000 annual visitors and for the 15,000 schoolchildren we reach through the Adopt-A-Raptor program and Classroom Presentations around the country. The Alaska Raptor Center's 17-acre campus borders the Tongass National Forest, a temperate coastal rainforest, and the Indian River in Sitka, Alaska, and features award-winning natural habitats for our 19 Raptors-in-Residence. The Alaska Raptor Center is a 501 (c)(3) not-for-profit organization.

### **Chief Financial Officer at Clearwater Bay Corporation**

March 1994 - Present (21 years 5 months)

### **Chief Financial Officer at Hames Corporation**

1992 - Present (23 years)

The company is in the retail supermarket, neighborhood market, and convenience store business in Sitka, Alaska.

*1 recommendation available upon request*

### **Vice President at Carol Sue & Company, Inc.**

November 2007 - October 2014 (7 years)

The company owned and operated Silver Basin, a retail gift store in Sitka, Alaska. The store was sold in October, 2014 to Hames Corporation.

### **Chairman of the Board at Alaska Pacific Bank**

May 2012 - April 2014 (2 years)

Alaska Pacific Bank is a federally chartered savings bank headquartered in Juneau, Alaska. It is the sole subsidiary of Alaska Pacific Bancshares, Inc. The company had \$172.1 million in assets as of December 31, 2011. Alaska Pacific Bank offers a full range of banking services to individuals and businesses through its offices in Juneau, Ketchikan, and Sitka, Alaska. The bank merged with Northrim Bank in April, 2014 in a transaction valued at approximately \$14 million at which time, as part of the transaction, my chairmanship expired.

**Board Member at Alaska Pacific Bank**

June 2008 - April 2014 (5 years 11 months)

Alaska Pacific Bank is a federally chartered savings bank headquartered in Juneau, Alaska. It is the sole subsidiary of Alaska Pacific Bancshares, Inc. The company had \$172.1 million in assets as of December 31, 2011. Alaska Pacific Bank offers a full range of banking services to individuals and businesses through its offices in Juneau, Ketchikan, and Sitka, Alaska. The bank merged with Northrim Bank in April, 2014 in a transaction valued at approximately \$14 million at which time, as part of the transaction, my board position expired.

**Board Member at Sitka Trail Works**

2004 - 2011 (7 years)

Sitka Trail Works is a non-profit organization which relies on grants and membership donations to create and maintain its efforts in the Sitka area of Southeast Alaska on trail projects located on Baranof, Kruzof and Chichagof Islands.

**Accounting Manager at City of Ketchikan**

1991 - 1992 (1 year)

**CPA at Hogan, Mecham, Richardson & Company, CPAs**

1985 - 1991 (6 years)

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Honors and Awards

**Ventana Research Business Innovation Award**

Ventana Research

October 2014

I was awarded and received a 2014 Ventana Research Business Innovation Award. These awards, presented annually, 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. ([www.ventanaresearch.com](http://www.ventanaresearch.com))

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Skills & Expertise

**Certified Public Accountant**

**Cash Management**

**Cash Flow Forecasting**  
**Banking Relationships**  
**Financial Analysis**  
**Financial Goals**  
**Corporate Finance**  
**Strategic Financial Planning**  
**Turn Around Management**  
**CPA**  
**Risk Management**  
**Strategic Planning**  
**Financial Audits**  
**Divestitures**  
**Entrepreneurship**  
**Managerial Finance**  
**Financial Reporting**  
**Essbase**  
**SEC filings**  
**Management**  
**Budgets**

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Education

**The University of Montana - School of Business Administration**

BS, Accounting and Finance, 1980 - 1985

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Interests

Strategic planning, project management, entrepreneurship, competitive mountain biking and road cycling, fishing, camping, hiking

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# Maxwell S. Rule

Chief Financial Officer

maxrule@me.com

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1 person has recommended Maxwell S.

"I have been priveledged to work with Maxwell for over 12 years and have found him to be the most productive, knowledgeable, honest, fair and principled person for whom I have ever worked."

— **Terry Mead**, *Office Manager, Hames Corporation*, reported to Maxwell S. at Hames Corporation

[Contact Maxwell S. on LinkedIn](#)



Maxwell S. Rule is Chief Financial Officer at Hames Corporation, a third generation owned grocery retailer with operations in Southeast Alaska. His accounting, finance and retail experience has spanned over 30 years. His professional career 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 CFO at Hames Corporation, a position he has held for over 20 years, Mr. Rule is responsible for financial reporting, strategic planning, budgeting, project management, IT, and human resources. He serves at the direction of the President/CEO and plays a key role in advising and decision making 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, both publicly traded companies. 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 also currently serves on the board of the Alaska Raptor Center ([www.alaskaraptor.org](http://www.alaskaraptor.org)).

Originally from Montana, Mr. Rule is proud to call Alaska home where he enjoys the outdoors including sport and commercial fishing, hiking, running and cycling. He and his wife of 27 years, Carol Sue have two children; Matthew, 24 and Andy, 16.

[www.linkedin.com/in/maxwellrule/](http://www.linkedin.com/in/maxwellrule/)