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*Pacific NorthWest
Economic Region*



[September 17-18, 2012]

Pacific Northwest
INNOVATION
SUMMIT



**PACIFIC NW
INNOVATION SUMMIT**
Bringing Innovation to Center Stage

MONDAY, SEPTEMBER 17

Agenda

- 6:00 pm Delegate Reception and Innovation Exhibits
- 7:00 pm Welcoming remarks from **Egils Milbergs**, Washington Economic Development Commission, and **Matt Morrison**, Pacific NorthWest Economic Region
- 7:15 pm Remarks from **Senator Jim Kastama**, Washington
- 7:30 pm "What's So Funny About Economics?" featuring **Yoram Bauman**, Ph.D, Stand-up Economist



Yoram Bauman, a resident of Seattle, received his Ph.D in economics from the UW and has set a goal to spread jobs to the world through economics comedy; to reform economics education and to implement carbon pricing. Bauman performs regularly at colleges, companies, and comedy clubs and has shared the stage with everyone from Robin Williams to Paul Krugman. He has appeared in Time magazine and on PBS and NPR and is the co-author of the two-volume Cartoon Introduction to Economics which is now available in Chinese, German, Italian, etc. Speaking of foreign languages, he is also the organizer of the humor session at the annual meeting of the American Economic Association

TUESDAY, SEPTEMBER 18

Agenda

- 7:30 am Registration and Networking
- 8:30 am Welcome featuring **Egils Milbergs**, Executive Director, WEDC and **Matt Morrison**, Executive Director, PNWER. Followed by remarks from **Lt. Governor, Brad Owen**, Washington; and **Frank Blethen**, Publisher and CEO, The Seattle Times



Brad Owen, Washington State Lt. Governor, was a small business owner before entering politics. In 1989, he formed a non-profit organization called Strategies for Youth to fight substance abuse among Washington's young people. He was elected as Shelton City Finance Commissioner and to the Washington House of Representatives in 1976. In 1983, he was elected to the Washington State Senate, where he served until his election as lieutenant governor.



Frank Blethen, Publisher and CEO of The Seattle Times, is a fourth generation member of the Blethen family, which founded The Seattle Times in 1896. He has been publisher and chief executive officer since 1985, having joined the family business full-time in 1968. He held a variety of training positions at The Seattle Times until 1974 he joined the Seattle Times-owned Walla Walla Union-Bulletin as publisher. Frank is a graduate of Arizona State University, and has done post-graduate work at Harvard. Frank is known for his civic involvement as well as his generosity in donating to many causes in the community, most notably in the areas of higher education, cultural diversity and health and human services. His other passions include his family, preserving family businesses and independent journalism.

TUESDAY, SEPTEMBER 18

Continued

- 9:30 am Panel 1: Washington's Innovation Ecosystem: A Model for Collaboration
- **Roger Woodworth**, Chair, Washington Economic Development Commission and VP and Chief Strategy Officer, Avista Corp.
 - **Elson S. Floyd**, President, Washington State University
 - **Rogers Weed**, Director, Washington State Commerce Department
 - **Randy Gardiner**, Chairman, President, CEO Red Dot Corporation; and Board member, Center for Advanced Manufacturing Puget Sound
 - **Michael Kluse**, Director, Pacific Northwest National Laboratory
 - **Cindy Zehnder**, Chairman, Workforce Board
 - **Christina Lomasney**, President & CEO, Modumetal
- Moderated by **Egils Milbergs**, Washington Economic Development Commission
- 11:00 am Break
- 11:15 am Panel 2: Building Dynamic Collaborations across Borders
- **Senator Jim Kastama**, Chair, Senate Economic Development, Trade and Innovation
 - **Paul Manson**, Chief Executive Officer and President of Sea Breeze Power Corp.
 - **Miles Drake**, Senior VP and Chief Technology Officer, Weyerhaeuser Corporation
 - **Chen-Ching Liu**, Boeing Distinguished Professor, WSU; researcher, STARS
 - **Denis Stevens**, Consul General, Canadian Consulate of Seattle
- Moderated by **Matt Morrison**, Executive Director, PNWER
- 12:30 pm Lunch
- 1:30 pm Panel 3: Stimulating Entrepreneurship and Start-ups
- **Fred Holt**, Director, EIR program, Center for Commercialization, UW
 - **Kevin Peterson**, Entrepreneur in Residence, WSU
 - **Connie Bourassa-Shaw**, Director, University of Washington Center for Innovation and Entrepreneurship
 - **Chris Rivera**, President, Washington Biotechnology & Biomedical Association (WBBA)
 - **Marc Nager**, CEO, Co-Director, Startup Weekend
 - **Brian Mistele**, Co-Founder, President & CEO, INRIX
 - **Chris Leyerle**, Entrepreneur in Residence
- Moderated by **Luke Timmerman**, Seattle Editor, Xconomy
- 2:45 pm Break
- 3:15 pm Panel 4: Financing Innovation in Pacific Northwest
- **J.P. Michael**, Senior Vice President and Regional Managing Director, Comerica Bank
 - **Matt McIlwain**, Managing Director, Madrona Venture Group
 - **Dan Rosen**, Alliance for Angels, CEO, President, Dan Rosen & Associates
 - **Kirk Washington**, Partner, Yaletown Venture Partners
 - **Linden Rhoads**, Vice Provost, UW Center for Commercialization
- Moderated by **Rick LeFaivre**, Partner, OVP Venture Partners
- 4:30 pm Discussion of the Pacific Northwest Innovation Roadmap, *all participants*
- 5:15 pm Summit concludes
- 6:30 pm Titans of Innovation reception hosted by the University of Washington Foster School of Business and Washington Economic Development Commission
- **Richard Galanti**, Executive Vice President and Chief Financial Officer, Costco
 - **Rep. Phyllis Gutierrez Kenney**, Chair, Community & Economic Development & Housing Committee, Washington State Representative
 - **Brier Dudley**, The Seattle Times Technology Columnist
- 7:30 pm Innovation and the Future of Retailing

Pacific Northwest Innovation Summit

BIOGRAPHIES



Miles Drake, Sr. Vice President Research & Technology, Weyerhaeuser has been senior vice president, Research and Development, and chief technology officer since 2006 when he joined the Weyerhaeuser. He was vice president, research and development and chief technology officer of Air Products and Chemicals Inc. (Industrial Gases) from 2001 until October 2006 and held numerous other leadership positions with Air Products and Chemicals Inc. from 1986 until 2001.



Elson Floyd, President, Washington State University, tenth president of Washington State University, is a nationally known academic leader. Before taking the helm at WSU on May 21, 2007, he was president of the four-campus University of Missouri for four years and before that president of Western Michigan University in Kalamazoo for more than four years. He also held administrative posts at the University of North Carolina at Chapel Hill and at Eastern Washington University, and was executive director of the Washington State Higher Education Coordinating Board. A native of North Carolina, Dr. Floyd holds a bachelor of arts degree in political science and speech, a master of education degree in adult education, and a doctor of philosophy degree in higher and adult education, all from the University of North Carolina at Chapel Hill.



Richard Galanti, Executive VP and CEO, Costco, has been a director of the Company since January 1995, and Executive Vice President and Chief Financial Officer of the Company since October 1993. He was Senior Vice President, Chief Financial Officer and Treasurer of the Company from January 1985 to October 1993, having joined as Vice President-Finance in March 1984. From 1978 to February 1984, Mr. Galanti was an Associate with Donaldson Lufkin & Jenrette Securities Corporation.



Randy Gardiner, Chairman, President, CEO Red Dot Corporation, leads Red Dot's business development and strategic planning initiatives around the world. Under his stewardship, Red Dot has diversified and balanced its revenues across a broader range of heavy-duty and international markets. Recently, these efforts include the growth of Red Dot's military sales group; engineering and distribution agreements with suppliers of idle-free HVAC products; and the establishment of Red Dot China, which provides distribution, sales, assembly, and engineering expertise to heavy-equipment manufacturers in the region. Randy was appointed president in 1989 and chairman of the Board of Directors when Red Dot's Employee Stock Ownership Trust purchased the company in January 2000. Randy is a member of the Board of Directors for the Center for Advanced Manufacturing Puget Sound (CAMPS).



Charles Hill, UW Foster School Professor of Management & Organization, specializes in strategy, international business and micro-economics. His current research focuses on strategy in industries best by rapid technological change and in making strategy in the face of uncertainty and complexity.

Pacific Northwest Innovation Summit

BIOGRAPHIES



Fred Holt, Director of Strategic EIR program, Center for Commercialization, UW Initiatives. As director of strategic initiatives, Fred Holt provides leadership in industry relations, state economic development, and entrepreneurial infrastructure such as bridge funds and incubators. He joined the Center for Commercialization in 2005 after four years directing a Seattle-area startup that he co-founded to commercialize the Swan multicast technology. Previously Fred worked for eleven years in Boeing's IT research groups, where he helped develop new sensor systems, computer geometry software, visualization software for high-dimensional data, Swan multicast technology, and the TRUST data-mining system. He earned a PhD in mathematics from the UW and an MBA at Seattle University.



Senator Jim Kastama of the 25th District (Puyallup) was first elected to the Washington State Senate in 2000 after serving in the House of Representatives from 1996-1999. He is currently the Chair of the Senate Economic Development, Trade & Innovation Committee and also sits on the Health & Long Term Care and Transportation Committees. He also serves on other special committees and boards, including the Joint Committee on Veterans' and Military Affairs, Joint Administrative Rules Committee, Economic Development Finance Authority, Legislative Transportation Committee, and the State Law and Advisory Council, to name a few. He is also involved in several civic organizations and activities as well.



Mike Kluse, Laboratory Director, Pacific Northwest National Laboratories operated by Battelle for the U.S. Department of Energy (DOE). Mr. Kluse also is Senior Vice President of Battelle. Mr. Kluse is responsible for setting the vision and strategic direction of PNNL. Since assuming the helm in January 2007, he has focused PNNL on advancing the frontiers of science and solving some of our nation's most complex challenges in energy, the environment, and national security. He combines excellence in science and technology, management and operations, and community stewardship to ensure PNNL's world-class research and development.



Rick LeFaivre, Partner, OVP Partnership, is a venture partner at OVP Venture Partners, working out of the firm's Kirkland, Washington office. He also serves as Director of New Ventures - Technology at the University of Washington's Center for Commercialization, helping to create companies that leverage technology developed at UW. His investment focus spans traditional information technology ventures as well as companies working at the intersection of computer science, biology and nanotechnology as applied to advanced biotech and energy solutions. Rick has over thirty years of accomplishment as a computer scientist, professor, R&D executive and investor working at elite universities, high-technology companies and venture firms. He has served as VP of the Advanced Technology Group at Apple Computer, as SVP of R&D and CTO at Borland International, and has held R&D management positions at Silicon Graphics, Sun Microsystems and Tektronix.

Pacific Northwest Innovation Summit

BIOGRAPHIES



Chris Leyerle, Entrepreneur-in-Residence, WSU, has 20 years of experience in startup companies as an investor, advisor, board member, and executive. He has founded 5 companies, including innovative renewable energy pioneer Hydrovolts, maker of hydrokinetic turbines for distributed electricity generation, and Enerdyne Thermal Solutions, manufacturer of the world's highest performing thermal interface solution for electronics cooling. Recently, Chris was Entrepreneur-in-Residence at Washington State University working with leading clean technology researchers to identify and assess commercialization opportunities. Chris is currently CEO of Phytelligence, a biotech firm he spun out from WSU to provide genetic analysis and superior plants to the tree fruit industry. He also assists inventors, SMEs, entrepreneurs and early stage companies as principal of Fingo Consulting and partner at Executive Timeslice. Chris received his AB in Applied Mathematics and Philosophy from Harvard University and relishes solving many kinds of puzzles, the harder the better.



Christina Lomasney, President, CEO, Modumetal is the CEO, President and co-founder of Modumetal. Together with her team, she is realizing the Company's vision of revolutionizing the way major industries approach the design of metals and composites for structural, high temperature and corrosion resistant applications. Christina has worked in the research, development and commercialization of advanced materials technologies for over a decade, starting at The Boeing Company, where she served in engineering roles including in Phantomwork's advanced metals manufacturing department. Christina holds a BS in Physics from the University of Washington, where she completed undergraduate research in electrochemistry and graduate studies towards a MS in Applied Physics. She has published and is named inventor on several pending patents in large-scale environmental remediation and nanostructured materials applications.



Chen-Cing Liu, WSU Smart Grid STAR is Boeing Distinguished Professor at Washington State University, Pullman, USA, and Professor at University College Dublin, Ireland. At Washington State University, Professor Liu serves as Director of the Energy Systems Innovation Center. During 1983-2005, he was a Professor of Electrical Engineering at University of Washington, Seattle. Professor Liu received an IEEE Third Millennium Medal in 2000 and the Power and Energy Society Outstanding Power Engineering Educator Award in 2004. He chaired the IEEE Power and Energy Society Fellow Committee, Technical Committee on Power System Analysis, Computing and Economics, and Outstanding Power Engineering Educator Award Committee. Dr. Liu served as President of the International Council on Intelligent System Applications to Power Systems (ISAP). Professor Liu is a Fellow of the IEEE.

Pacific Northwest Innovation Summit

BIOGRAPHIES



Paul B. Manson, Chief Executive Officer and President of Sea Breeze Power Corp., since June 6, 2003. Mr. Manson serves as the President of Banks Island Management Services Inc. He served as the President of TrueStar Petroleum Corp. (formerly Trinity Plumas Capital ... Corp.), which owns four subsidiary natural resource companies located in Guatemala, Nevada and California. He served in the natural resources industry since 1987. He has extensive experience in regulatory matters, administration of public companies and executive management. He has been a Director of Sea Breeze Power Corp. since June 6, 2003. He serves as a Director or Senior Officer of other Canadian public companies including KFG Resources Ltd. and Paloma Ventures Inc. He served as a Director of TrueStar Petroleum Corp., since September 2007.



Matt McIlwain, Madrona Venture Partners serves as a Managing Director of Madrona Venture Group and Madrona Venture Fund V. Mr. McIlwain joined Madrona in 2000 and focuses on a broad range of software driven companies for Madrona. Mr. McIlwain is responsible for investment in PetraVM. He also serves as a Mentor at TechStars, LLC. Mr. McIlwain was a Vice President of Business Process for the Genuine Parts Company. He was an Engagement Manager at McKinsey & Company, concentrating on ... strategy and marketing in the telecom, supply chain, and financial service industries, and worked in investment banking at CS First Boston. Mr. McIlwain joined as a Director of Tier 3, LLC on March 9, 2011.



JP Michael, Senior Vice President and Regional Managing Director, Comerica Bank is the head of the Technology and Life Sciences Division in the Northwest and Canada, Mr. Michael is responsible for managing lending officers and support staff in Seattle and Toronto, as well as relationships with venture capital investors. Michael began his career with Deloitte & Touche as an auditor, moving on to Services Group of America, to Savia International and finally Trillium Corporation before joining Comerica Bank in 1998.



Egils Milbergs, Executive Director, WA Economic Development Commission is the executive director of the Economic Development Commission of Washington State. The Commission is charged with developing a long term economic development strategy. He was appointed by Governor Chris Gregoire on January 23, 2008 after a nation-wide search. He is a noted thought leader and strategist in global innovation, advanced manufacturing, competitiveness and public-private partnerships. He held previous positions as president and founder of the Center for Accelerating Innovation, president of the National Coalition for Advanced Manufacturing, president of the Institute for Illinois, Deputy Assistant Secretary for productivity, technology and innovation for the U.S. Commerce Department, and executive director the President's Commission on Industrial Competitiveness. He is a graduate of Harvard College.

Pacific Northwest Innovation Summit

BIOGRAPHIES



Bryan Mistele, INRIX is the co-founder, President & Chief Executive Officer of INRIX, the leading global provider of traffic information and driver services. Bryan started INRIX in 2004, having had more than 15 years experience building high-technology businesses and transforming industries through the power of information technology. Prior to INRIX, Mistele was an executive at Microsoft, responsible for successfully building and managing four businesses within the company. As a leader on technology and transportation issues, Bryan has served as a member of the Bipartisan Policy Center's National Transportation Policy Project, and as a member of the United States Department of Transportation's ITS Advisory Committee. Bryan currently serves on the board of the Discovery/Cascadia Institute; on the board of the Intelligent Transportation Society of America; and on the regional executive committee of Gen Next. Bryan holds a B.S. in computer engineering from the University of Michigan and an MBA from the Harvard Business School.



Matt Morrison, Executive Director and CEO, Pacific NorthWest Economic Region (PNWER), serves the public/private partnership established in 1991 by statute in the states of Alaska, Washington, Idaho, Montana, and Oregon, and the western Canadian provinces and territories of British Columbia, Alberta, Saskatchewan, the Yukon, and Northwest Territories. With economic watersheds in the region flowing mainly north/south, PNWER has focused on ensuring that the border 'works' and is open for legitimate business and travel as the region boasts the 11th largest GDP in the world, and any disruption at the border can seriously impact the region's competitiveness in the global marketplace. His duties include coordinating all projects of PNWER, which include PNWER's Center for Regional Disaster Resilience and the Legislative Energy Horizon Institute. He lives in Seattle where he and his wife Beth have four children.



Marc Nager, CEO and co-director, Startup Weekend. Both a Swiss and US citizen, Marc has enjoyed an amazing 26 years exploiting the outdoors, pursuing seemingly risky endeavors, and a multitude of career paths. With a degree in International Business from Chapman University in Southern California he left his MBA program after the first semester to pursue new career path. Scratching his own itch to learn how to launch a startup, Marc found the opportunity to acquire Startup Weekend the for profit entity in order to turn it into a nonprofit and then went on a mission to scale it around the world. Startup Weekend has landed him in over 40 cities around the world where he's listened, observed, and helped over 450 of the earliest stage startups. Among others, his pursuits have caught the interest from the likes of Entrepreneur Magazine and Forbes.



Kevin Petersen, Entrepreneur-in-Residence, WSU is a business development specialist and a "Certified" Strategic Alliance Professional. He has over 25 years of business development, sales and management experience. He is a recognized expert in partnership and alliance strategy. He was appointed as an "Entrepreneur in Residence" for Washington State University Research Foundation (WSURF) in 2010 and continues to work very closely with WSU and other Universities. His diverse background in sales, finance, business development, services, marketing and program management makes him well rounded and contributes to his success in launching, developing and executing business strategy for new technologies.

Pacific Northwest Innovation Summit

BIOGRAPHIES

Kevin is the Founder, Chairman and Vice President of Business Development of Food Chain Safety (FCS). FCS obtained the licensing from WSURF for Microwave Assisted Thermal Sterilization (MATS) and is wholly responsible for the commercialization efforts



Dan Rosen, Alliance for Angels is CEO and President of Dan Rosen & Associates, a technology investment and advisory firm. Previously, Dan was a founder and managing director at Frazier Technology Ventures, General Manager of New Technology at Microsoft and General Manager for MSN. Prior to Microsoft, he served as Vice President and General Manager of AT&T Consumer Interactive Services and Managing Director for Northern & Eastern Europe. Dan sits on the boards of Buck, Centri, Modumetal, the Angel Capital Association and the Dean's Leadership Council of UCSD Biological Sciences.



Linden Rhoads, UW Center for Commercialization is the vice provost of the UW Center for Commercialization, the unit of the University that seeks to commercialize discoveries emerging from research conducted at the UW. Previously, Rhoads was a veteran executive in the Seattle high-tech community. She co-founded or served as an active director or interim CEO of several successful Seattle-based startups, including ChiliSoft, Singingfish.com, AdRelevance, GBI, and Nimble Technology. A graduate of Smith College, Rhoads majored in geophysics. While working full time, she attended the UW School of Law, where she focused on intellectual property. Rhoads has been an active member of the UW community, serving on the board of the Washington Technology Center, the Dean's Advisory Board at the School of Law, the steering committee for the school's capital campaign, and the campaign committee for the Paul G. Allen Center for Computer Science & Engineering.



Connie Bourassa-Shaw, Director, UW Center for Entrepreneurship is the director of the University of Washington Center for Innovation and Entrepreneurship. As the center's director, she is responsible for establishing the strategic direction of CIE, ensuring the quality of its academic programs and practical experience activities, working with student entrepreneurs, developing new initiatives, and creating partnerships with other entrepreneurial organizations in the Northwest. In September 2009, the Center was ranked #7 in the Top 25 Graduate Entrepreneurship Programs in the country by Princeton Review/Entrepreneur Magazine. Bourassa-Shaw came to CIE from the Northwest Entrepreneur Network, where she served as executive director. In that role, she created new programs focused on the educational and funding needs of early-stage entrepreneurs, and extend the reach of NWEN into the region's entrepreneurial and venture capital community. Under her leadership, membership in NWEN grew from 450 to nearly 800.

Pacific Northwest Innovation Summit

BIOGRAPHIES



Denis Stevens, Consul General of Canada, Seattle, (BA Honours, Harvard University, 1988; LLB, MBA, McGill University, 1992) was called to the Ontario bar in 1994. He joined the Department of Foreign Affairs and International Trade in 1996, where he served as policy adviser to the minister of foreign affairs, deputy director in the Human Rights Division and director of policy in the Secretariat on War-Affected Children. A graduate of the Accelerated Executive Development Program, he has, since 2001, served in management positions at the departments of Justice, Indian and Northern Affairs, Public Safety, and at the Privy Council Office. Since 2007, he has been the director general of intergovernmental relations and public outreach at Foreign Affairs and International Trade Canada. He is married to Geneviève Chanteloup, and they have two daughters.



Luke Timmerman, Seattle Editor, Xconomy is the National Biotechnology Editor for Xconomy. Luke is an award-winning journalist specializing in life sciences. Before joining Xconomy, he was the national biotechnology reporter for Bloomberg News, where he led coverage of major biotech companies like Amgen, Genentech, and Biogen Idec. Luke got started covering life sciences at The Seattle Times, where he was the lead reporter on an investigation of doctors who leaked confidential information about clinical trials to investors. The story won the Scripps Howard National Journalism Award and several other national prizes. Luke holds a bachelor's degree in journalism from the University of Wisconsin-Madison, and during the 2005-2006 academic year, he was a Knight Science Journalism Fellow at MIT.



Kirk Washington, Yaletown Venture Partners is a Partner at Yaletown Venture Partners Inc. He joined the firm in 2002 and is based in the Seattle office. Mr. Washington is a Mechanical Engineer with over 25 years of technical, operational, and investment experience in energy technologies. He spent 13 years with Ballard Power Systems, where he directed numerous activities including research and development, operations, corporate administration, and special projects. Most recently, as Director of Corporate Development he analyzed target companies for strategic transactions, negotiated intellectual property licenses, formed joint development agreements, and conducted post-merger integrations. Mr. Washington began his career in Silicon Valley's highly competitive disk drive industry. He is a Director of Calisolar, CoolEdge Lighting, Inc., Endurance Wind Power, LaCima, and Microstaq. He is a board observer of EnerG2. Mr. Washington was also a Member of the Investment Committee of Chrysalix Energy LP. He holds ten patents related to his work in clean energy technology. Mr. Washington attended San Jose State University.

Pacific Northwest Innovation Summit

BIOGRAPHIES



Rogers Weed, Director, WA Department of Commerce was appointed by Gov. Chris Gregoire in March 2009. Rogers attended Duke University where he graduated Magna Cum Laude with a degree in Computer Science. After college he worked for the management consulting firm, Bain and Company in Boston, focusing on strategy and planning for companies in the pharmaceutical, manufacturing and high tech industries. Rogers received his MBA in Marketing from the Wharton School at the University of PA. He came to Seattle in 1990 to work at Microsoft and managed teams in the Windows, Mobile Devices, On-line Content and Consumer Software Divisions over his 15 years with the company. He was promoted to Vice President in 2001. Rogers has been a board member and volunteer for regional organizations focused on climate change and social services.



Roger Woodworth, VP and Chief Strategy Officer at Avista, the innovative Spokane-based utility founded in 1889 that now serves gas and electricity to customers in communities of Washington, Idaho, and Oregon. As Chief Strategy Officer, Roger works to identify entrepreneurial growth opportunities, both inside and outside of the company, including innovative services, emerging technologies and other potential ventures that are in line with Avista's core energy business. He is active in various professional and civic organizations, currently including service as board chair of the Northwest Energy Efficiency Alliance; chair of Edison Electric Institute's retail services executive advisory committee; chair of the President's Advisory Council for WSU-Spokane; and vice chair of the Sirti Foundation board. Roger earned his Bachelor of Science degree in wildlife ecology from Washington State University and is a graduate of Columbia University's Senior Executive Program.



Cindy Zehnder, Chairman, Workforce Board is currently a vice president at Gordon Thomas Honeywell, where she manages the firm's State Governmental Affairs Division. Prior to joining GTH, Zehnder served as Gov. Chris Gregoire's chief of staff. She has also served as chief clerk for the Washington State House of Representatives, as deputy commissioner of the Washington Employment Security Department and held numerous positions with the Teamsters union. In 2003, Zehnder was named president and chief operating officer of TVW, Washington's public affairs network.

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