

Jeff (Jeffrey A.) Rounce

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EDUCATION

M.B.A. **1985**
Pacific Lutheran University Tacoma, WA

Comprehensive program through night classes (primarily oriented to working professionals) that included: Accounting & Financial understanding, Management Strategy for planning, execution, and human capital, Innovation & Marketing both research and implementation, Ethical considerations of business decisions.

Special Project study in final quarter (under supervision of Prof. Thom Sepic) directly led to my subsequent 32-year business career and entrepreneurial pursuits (see WORK EXPERIENCE below.)

B.A. Communications (Radio-TV) with Distinction **1970**
Washington State University Pullman, WA

Liberal Arts curriculum combined with Professional Studies that led to my 10-year career in Broadcast Journalism and Public Affairs that included work in TV News operations at local stations in four Northwest states. Positions included TV News Director, Reporter-Anchor, Producer-Writer for nightly newscast, Assignment Manager and Local Public Affairs Director.

While invigorating, personally enjoyable and meaningful for the principles of serving an informed civic conversation, the nomadic nature of my work in local media news programming, which included five separate locales over a decade of self-funded relocations, prompted my desire to pursue the graduate degree as preparation for a move into the broader “Business” arena.

Defense Information School Honor Graduate **1970**
Fort Benjamin Harrison Indianapolis, IN

Joint DOD training program for officers selected to serve as Public Affairs-Information leaders at military units worldwide. Learned to offer guidance to commanders, respond to media inquiries, produce information for members and families at military assignments.

TEACHING EXPERIENCE

Adjunct Instructor Business Writing
City University

1986-87
DuPont, WA

Facilitated learning for adult students in coursework to improve their skills at clear, concise writing to better equip them for making contributions in a workplace that would also foster their personal career advancement. Presented principles of different formats of communications, offered critique and corrections to student's drafts and assisted the growth of their skills.

WORK EXPERIENCE

BUSINESS EXAMINER MEDIA
PCBE, Inc. Founder, Publisher, CEO/President

1985-2018
Tacoma, WA

Based on field research conducted for "capstone" course in M.B.A. studies, I created a small Publishing business to meet information appetites of business owner-manager-operators in greater Tacoma, and subsequently, expanded to include Olympia-Lacey capital region and south King County. For the first 30 years, our company and its 4 to 16 employees published a bi-weekly tabloid local business journal (newspaper) supported by advertising sales. We also created and conducted numerous Recognition events for the marketplace (Women of Influence, 40 Under Forty, Top Places to Work, Financial Executive of the Year) that provided fact-based honors to leaders in the local business, non-profit and government community. In 2017, in response to the changing marketplace, we converted our newspaper to a monthly glossy magazine, South Sound BIZ.

As founder of Business Examiner, I sought to combine lessons learned in my M.B.A. studies, about operation of a business, and my experience in journalism (TV news media delivery) to form a successful enterprise that would serve a unique, defined and under-served audience. As a hands-on manager, I did all financial bookkeeping and tax/regulation compliance tasks, staff leadership – and contributed as an experienced journalist. I applied theoretical and practical lessons to day-by-day operations for 32+ years.

The goal was to create a successful entity whose ultimate sale would provide a retirement reward for its shareholders. That transition to new owners did take place in January 2018, leading to my retirement from full-time vocational pursuits and the ability to seek Teaching opportunities, where I can share "lessons learned" with fundamental concepts that should be a part of advanced academic pursuits.

KSTW-TV Gaylord Broadcasting**1980-1985**Writer-Producer. 10 O'Clock News, Assignment Manager
Public Affairs Director

Tacoma, WA

My entry to "major market" TV news came with the local operation of a national ownership group serving the Seattle-Tacoma Metro market. Initially hired to write and produce the week-nightly hour-long television news report, I subsequently was moved to Assignment Desk, where my responsibility more directly generated the content for that evening's newscast by investigating, then dispatching reporter-photographer crews to news events. For my final years at KSTW-TV, I represented the station's ownership and management's participation in local current affairs, important to its fulfillment of licensure obligations to "serve in the public's interest."

KVOS-TV Wometco Broadcasting**1979-1980**

Reporter. 10 O'Clock News

Bellingham, WA

The return of my growing family to the Pacific Northwest prompted relocation to our preferred state, even though in a less significant newsroom position. Daily functions included field reporting on news events and activities in the greater Bellingham area, but more often in the commercially more significant Vancouver, B.C., marketplace.

KOLO-TV Donrey Broadcasting**1978-1979**

TV News Reporter, Assignment Manager

Reno, NV

Seeking professional advancement, I accepted a position with this ABC-affiliated television in Nevada's second-largest city. From the initial position as a field reporter, management soon sought to use my prior experience in newsroom operations by making a promotion to assignment manager. While I enjoyed the excitement and sense of accomplishments that came from working within a larger TV station operation, budgetary limitations (and family considerations) made it important to accept a new position and relocate to Washington.

KCBY-TV Eugene (Oregon) Television**1977-1978**

Reporter-Editor-Anchor. South Coastal News

Coos Bay, OR

As (initially) the one-person local TV news operation for this coastal satellite station of a broader regional broadcast operation, it was my responsibility to identify and cover the most significant local news activities and events. My first weekend on duty included coverage of the largest (at the time) attempted amphibious landing of illicit drugs to the U.S. mainland, which Coast Guard and local law enforcement personnel interdicted. My coverage was used by CBS Evening News.

KMVT-TV Mountain West Broadcasting**1975-1977**

News Director, Anchor, Reporter-Editor-

Twin Falls, ID

My initial experience in Television Journalism came as News Director (department manager) for a small station in Idaho's southern agricultural area, where my responsibilities included hiring and managing 4-5 other educated, but inexperienced, professionals in the delivery of multiple daily news reports.

U.S. Air Force Recruiting Service**1974-1975**

Advertising & Publicity Regional Director (Capt.)

Bellevue, WA

Provided support and media assistance to some 85 local military recruiting personnel in the western half of Washington and Oregon. Planned promotional campaign efforts to encourage qualified applicants to consider the personal advantages as well as national importance of their enlistment in the military branch.

U.S. Air Force Officer-in-Charge, AFRS Guam**1972-1974**Responsible for American Forces Radio (1st Lt.)

Guam, U.S. Territory

As the Vietnam Conflict wound down toward its conclusion, there were thousands of pilot crews and maintainers temporarily billeted on this American island territory in the Western Pacific. Around the clock, they launched war-time missions in support of U.S. Army and Marine troops locked in combat operations in the jungles on the ground. My small role was to efficiently operate two radio stations that provided morale enhancement and entertainment for the Air Force personnel working long hours and many of them living in tents within tropical conditions.

U.S. Air Force Internal Information Officer**1970-1972**Lowry Air Force Technical Training Center (2nd Lt.)

Denver, CO

My first military assignment (as an AF ROTC commissioned officer) was at this training base with management responsibility for the publication of a weekly base newspaper, along with guiding tours and interacting with local community leaders. Communication to the "internal" audience of military personnel and their families was a learning opportunity, in addition to being an introduction to my military service.

MAJOR AWARDS

American Leadership Forum ALF Fellow Class XVI 2010-11
ALF of Tacoma-Pierce County Tacoma, WA

Selected to participate in year-long learning experience designed to expand the ranks of diverse community leaders for the purposes of motivating collaborative solutions and inspiring active public engagement.

Region X Small Business Journalist of the Year 2009
U.S. Small Business Administration Seattle, WA

Business Examiner Media was recognized for continuing, quality journalism service to small businesses located within Washington, Idaho, Oregon and Alaska.

Club President, Rotary Club of Tacoma #8 2008-2009
Rotary International (service organization) Tacoma, WA

Elected to lead the largest and oldest service club in the South Sound as it works to better the local and global communities. My term was immediately prior to the Centennial Observance of Rotary #8 history as the 8th oldest Rotary Club among 33,000+ in the world.

Distinguished Leader Award 2006
Lead Thurston County Olympia, WA

Recognized for significant personal community leadership activity by this organization that makes awards annually. This honor was of particular significance because it highlighted contributions of our Business Examiner Media company, even though it was headquartered not in Thurston, but in an adjoining county.

1st Place Excellence in Journalism 2004-05
SPJ : Society of Professional Journalists Seattle, WA

Business Examiner Media and staff recognized for professional achievement in regional competition.

Bronze Star Award 1975
8th Air Force Headquarters Anderson AFB, Guam

Cited for exemplary accomplishment of assigned mission in support of military command objectives during time of sustained period of combat operations, Southeast Asian war.

WHO IS JEFF ROUNCE?

A fourth-generation entrepreneur (small business creator) who believes strongly in the importance of local community, I have embraced the virtues and opportunities of the South Sound region since arriving here almost four decades ago. As my vocational career transformed and our company expanded to serve business consumers in the marketplace, it has been my good fortune to meet, engage with and serve a broad spectrum of persons and interests. Business Examiner Media has also been well served by dozens of employees over the years, from high school interns who grew into business careers of their own to several former staff members now leading their own entrepreneurial lives of their own, and no less than four former BE employees who are today classroom teachers and educational leaders.

An active proponent (by voice and example) for the engagement by business leaders in the betterment of their own communities, I have enjoyed: nearly 30 years of Rotary service, including club leadership; board of trustee terms with Olympia-Thurston County and Tacoma-Pierce County Chambers of Commerce; volunteer board terms with two local Visitor & Convention Bureaus, Tacoma Symphony, Clover Park Technical College Foundation and Point Defiance Zoo, Society among others over my years.

I am presently on the Executive Advisory Board for School of Business at Pacific Lutheran University, after serving a similar role for the Business Leadership Program at University of Puget Sound for five years. And I currently volunteer for VIBE Veterans Incubator for Better Entrepreneurship at University of Washington Tacoma. For many years in our earlier business life, Business Examiner provided a team of employees to bring lessons of Free Enterprise into the classroom as Junior Achievement volunteers, until too many BE staff members were motivated by their experience to pursue full-time teaching careers.

From my vantage point as a septuagenarian, it is increasingly clear that the goals we sometimes sought became less important, whether we achieved them or not. What is significant is each individual's opportunity to explore life, identify their own interests and passions, and then have a fair chance to pursue those goals. Without regard to achieving or subsequently modifying those targets, being cognizant of the individual's importance to society as a whole is important.