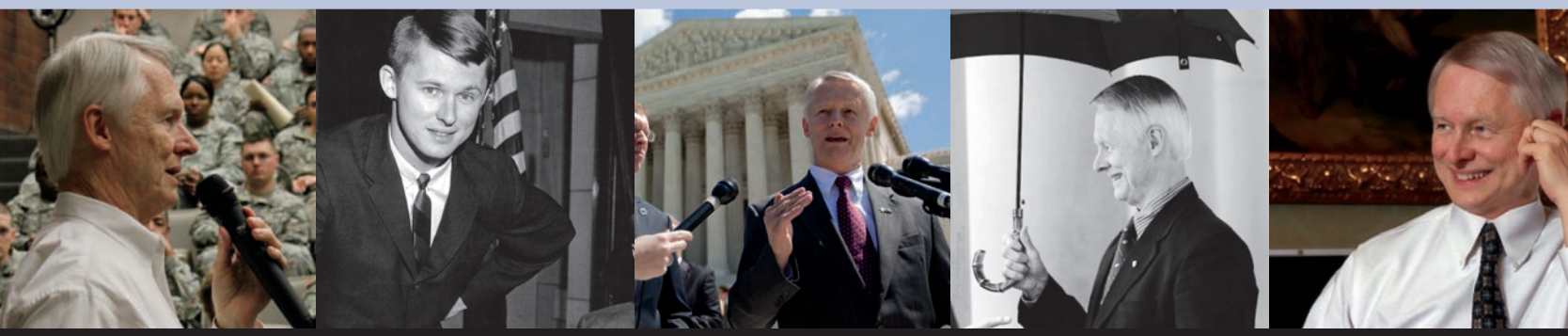
SAM REED

SECRETARY OF STATE

A DOZEN YEARS OF SERVICE

& CIVILITY



“In many ways, Reed is a throwback. He entered public service to serve the public, not to further a specific point of view or accumulate power.

He is unfailingly gracious, civil and dignified. In the rough and tumble of today’s politics, he stands apart.”

- *The Spokesman-Review,* June 30, 2011

Not printed at government expense.

contents

SAM REED
2 Foreword by Dan Evans, former Washington Governor
4 Milestones
6 People over Politics
8 Achievements
10 Reed's Rules

WASHINGTON VOTES
12 Battle for the Top 2
14 Energizing the Youth Vote
16 Voting at Home
18 MyVote
20 Elections for the Ages
22 Taking Initiative

MEMORY BANK
24 Resurrecting History
26 Washington's Digital Legacy
28 Historical Records Project
29 Centennial Corporations

REVIVAL OF OUR OLDEST CULTURAL INSTITUTION
30 Reed's Rescue
32 Letters About Literature
33 Washington Reads
34 Washington Talking Book & Braille Library
35 Washington Rural Heritage

FINDING WASHINGTON'S ROOTS
36 Washington State Heritage Center
38 The Legacy Project

BUSINESS CENTS
40 Corporations
42 Domestic Partnerships & Apostilles
43 International Trade
44 Productivity Board

INSPIRING GENEROSITY
45 Washington Gives
46 Combined Fund Drive
48 Corporations for Community
49 Find Your One Thing
50 Heroes and High Honors
51 Address Confidentiality Program

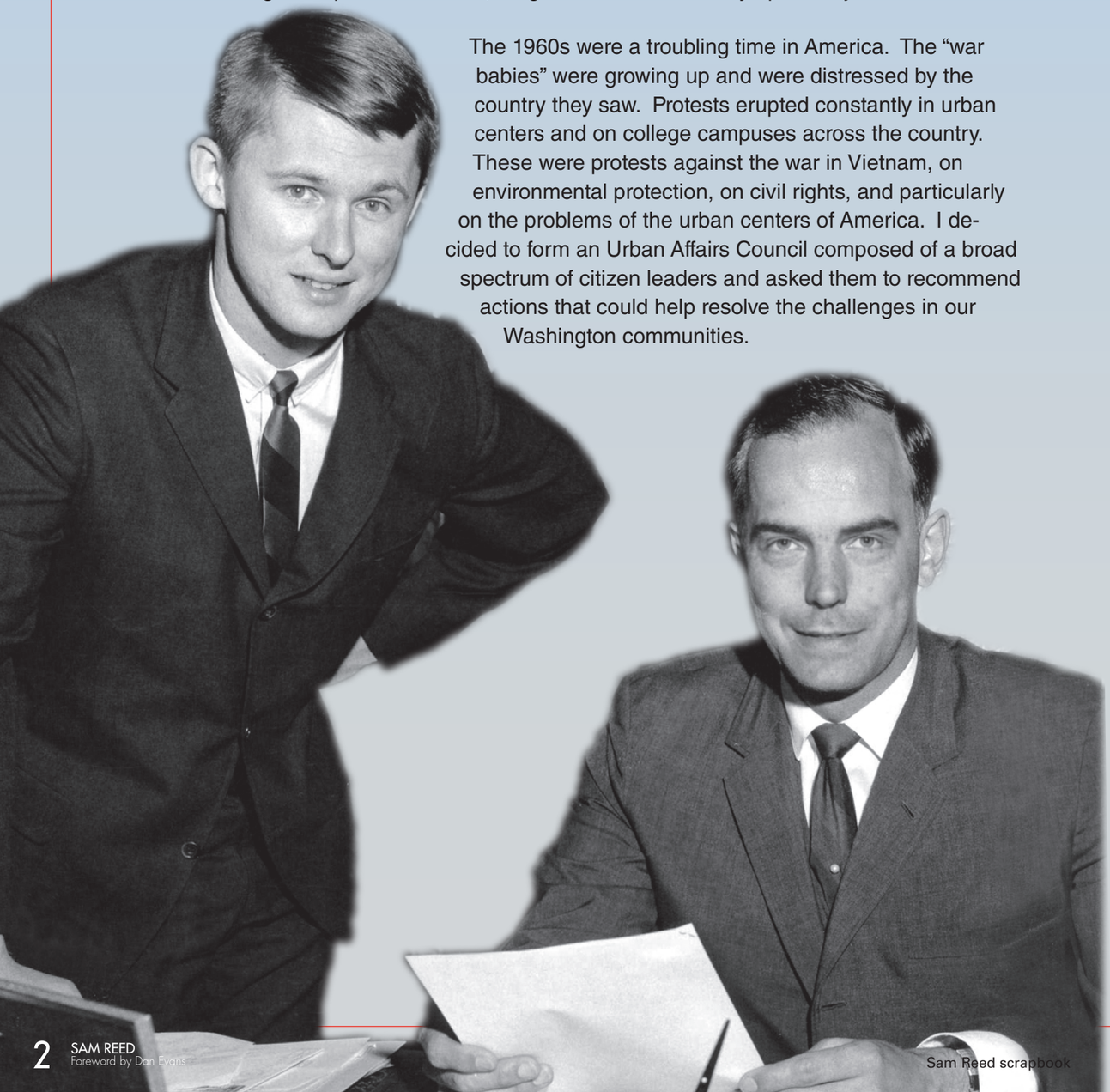
WASHINGTON FORWARD
52 In his own words

• Sam Reed, Secretary of State January 10, 2001 - January 16, 2013 •
Established with the adoption of the Washington State Constitution, the Office of the Secretary of State administers elections, incorporates businesses and preserves and makes accessible Washington history. The Secretary of State is frequently called upon to greet and confer with dignitaries around the world.

Laura Mott/Office of the Secretary of State

foreword
by Dan Evans

I first met Sam Reed during my race for Governor in 1964. The entire Reed family volunteered and played an active role in our success in Spokane County. I was impressed with Sam's skill and dedication and also his love of politics. When he graduated from Washington State University with a master's degree in political science, I urged him to come to Olympia and join our team.



Sam Reed scrapbook

The 1960s were a troubling time in America. The "war babies" were growing up and were distressed by the country they saw. Protests erupted constantly in urban centers and on college campuses across the country. These were protests against the war in Vietnam, on environmental protection, on civil rights, and particularly on the problems of the urban centers of America. I decided to form an Urban Affairs Council composed of a broad spectrum of citizen leaders and asked them to recommend actions that could help resolve the challenges in our Washington communities.

This was a new venture and the group we chose were from widely divergent backgrounds with equally divergent views. I needed a Director who had the ability to listen and to lead, who had political moxie, and who was unafraid to tackle big and intractable problems. Even though Sam Reed was graduate student, I was impressed by his work during the campaign and his political science studies at WSU so I took a chance and put a brand-new graduate in charge of a brand-new enterprise.

The Urban Affairs Council worked for several years and produced over 100 recommendations for executive or legislative action. Their work, under Sam's leadership, opened doors of opportunity for many and helped create a greatly improved urban environment for many Washington communities.

A few years later I asked Sam to head our Constitutional Revision Commission. Our bulky State Constitution was six times as long as the U.S. Constitution and required amendments frequently. It desperately needed modernization and the Commission reported back with a rational way of approaching constitutional revision. Unfortunately, the legislature was not in the mood to tackle such a large effort and in spite of Sam's leadership, the Constitution remains awkward and obsolete for the 21st century.

After leaving office as Governor, I have watched Sam Reed with growing admiration. He succumbed to the lure of public office and served admirably as Thurston County Auditor and as Secretary of State. During his 35 years in public office he has represented all of the people of our state rather than one political party. He is a proud Republican but fully recognizes that in public office you represent all of the people. He was tested with a vengeance during the 2004 gubernatorial race in Washington. As chief elections officer of the state he presided over the closest election for governor in the history of our state. After two recounts, multiple lawsuits, and intense pressure from both political parties, the winner was declared by 133 votes. Sam never wavered in his dedication to a fair and complete count in spite of the clamor of partisans and political operatives. It was a stunningly successful tour de force of political leadership and recognized nationally as such.

This book, which details Sam Reed's extraordinarily successful 12 years as Secretary of State, should be a textbook on how to serve in public office. Sam modernized our election procedures, saved the State Library, digitized our State Archives, preserved our history, and showed us how to lead in public service. Thank you Sam, for work well done.

Daniel J Evans

MILESTONES: Portrait of the14th Secretary of State

Robert Hubner/*Washington State Magazine*

History will remember Sam Reed. Caught in the crossfire of the nation's closest governor's race and subsequent recounts, Reed became a household name in 2004. Strangers stopped him at grocery stores. National commentators offered their take on his character. Political insiders and old friends made him a target.

From his first day on the job, controversy neared. America continued to recover from the Florida debacle and a Secretary of State under fire for her handling of the 2000 presidential race. Reed had barely warmed his office chair when the first lawsuit arrived, suing him over the constitutionality of the state's popular blanket primary. The method stirred the ire of the major political parties because it allowed voters to crisscross the ballot between candidates, regardless of their political affiliation.

Weeks into Reed's first term, a 6.8 earthquake shook Puget Sound, wreaking havoc on the Capitol Building where Reed and statewide officeholders are based. A planned renovation at the Capitol was moved ahead three years. The timing couldn't have been worse. At the height of the historic governor's race in 2004, Reed prepared to move back into the Capitol. He waded through moving boxes at his temporary office to address reporters covering the political story of the year.

To his credit, Reed oversaw 105 elections, incorporated more than 500,000 businesses, rescued the Washington State Library, gave new life to the Combined Fund Drive, built the nation's first government digital archives and protected consumers against charities fraud. With the state attorney general, he took the people's case for a wide-open primary to the nation's highest court and won. He encouraged citizens to cast an informed vote and tirelessly toured college campuses to boost turnout in elections among young people. The most experienced secretary in the nation in the field of elections, Reed was named president of the National Association of Secretaries of State in 2005. He encouraged a business-friendly Washington by carrying his office into the Digital Age. Reed saved millions of tax dollars by leading the state's Productivity Board. He breathed life into oral history, retooling storytelling into compelling accounts of Washington's most fascinating figures. With his own family dating back to territorial days, Reed led the charge for a new heritage center to protect the state's vital documents and its own history. When the project stalled in the down economy, Reed launched a series of free and informative exhibits on Washington's continuing story, hailed by visitors.

Reed's love of politics was born during Sunday dinners when his grandfather, Sam Sumner, inspired his thirst for public service as the highest calling. (Sumner himself served as prosecuting attorney, legislator and chairman of the state Republican Party.) The middle child of three, Reed grew up in Wenatchee and Spokane before earning his undergraduate and master's degree from Washington State University. He got his feet wet in politics when Dan Evans, a Republican icon and three-term governor, trusted Reed to direct commissions on Urban Affairs and Constitutional Reform. From Evans, Reed learned to trust and value staff as his greatest resource, a philosophy that's proven a hallmark of his career.

Reed served as Assistant Secretary of State under Lud Kramer and Bruce Chapman. In 1968, Reed was first appointed Thurston County Auditor and then elected five times by county voters. He served three terms as Secretary of State. Reed's career in public service spanned more than four decades. In all that time, Washington survived the Boeing Bust and elected its first woman governor. American politics witnessed Watergate, the Reagan Revolution and the election of the first African-American president.

> A true leader is someone who inspires and unites. We made history by bringing together talented people who believed in something greater than themselves.
>
> – Sam Reed

The 14th Secretary of State will likely be remembered as a progressive innovator who advocated for citizens first. His handling of the 2004 governor's race, without question his most controversial role, earned him the people's respect, the Gonzaga Law Medal and the honor of receiving *Governing* magazine's Public Official of the Year award.

The young Secretary at age 6.
Sam Reed scrapbook

PEOPLE over politics

TOP 2 PRIMARY

I respectfully call upon the political parties of Washington to drop their continuing legal challenges to the Top 2 Primary.

The people love it, pure and simple. In my travels across this state and in conversations with our hardworking county auditors, one message comes through loud and clear: Voters are delighted to return to a system that allows maximum independence of thought and choice.

– Reed, 2008

CIVILITY

We hear discouraging predictions that America is on the decline on the world stage. I, for one, don't accept this gloom-and-doom and pessimism. There are no "silver bullets," but let me suggest a few simple—but profound—prescriptions to help us find our footing:

* *First of all, let's be civil.*
* *There is simply no reason why we can't come together and collaborate across the aisle.*
* *All of this also applies to civility in our communities—how we discuss and decide difficult issues. That which we expect of our political leaders, we must expect of ourselves.*

– Reed, 2012

ACCESS TO HERITAGE

The Heritage Center will outlive all of us and safeguard our history for generations to come. We have a responsibility to protect our history and make it accessible to everyone.

This cultural landmark will welcome all visitors to the Capitol Campus and serve as a permanent home for historical records, documents and library collections that are so vital to our democracy.

Libraries, archives and museums play a critical role in our state. This facility is an opportunity to explore and discover Washington's past through the charters of our democracy.

– Reed, 2007

20th Annual Naturalization Ceremony, 2004. *Jal Schrof*

ACHIEVEMENTS

Office of the Secretary of State

2002	Address Confidentiality Program, Susan Laurence Memorial Award for Professional Innovation in Victim Services, U.S. Dept. of Justice
2003	Best of the Web, 3rd place, Center for Digital Governement
2006	Best of the Web, Honorable Mention, Center for Digital Government
2007	Digital Archives, Excellence in Using Technology, National Electronic Commerce Coordinating Council
2007	Elections Division, Election Center Professional Practices
2009	Washington Talking Book and Braille Library, Library of the Year, National Library Service for the Blind and Physically Handicapped
2009	Digital Archives, Top spot among wired states, Ancestry Magazine
2004–5 2007–12	Digital Archives, 101 Best Websites, Family Tree Magazine
2012	Washington Talking Book and Braille Library, Seattle Mayor's Award

Sam Reed

1986	Outstanding Service Award, Washington State Association of County Auditors
1986	Governors Distinguished Volunteer Award, State of Washington
2005	School of Law Medal, Gonzaga University
2005	Certificate of Appreciation, Washington State Coalition for the Homeless
2005	Seattle's Most Influential People, *Seattle Magazine*
2006	Warren G. Magnuson Memorial Award, Municipal League of King County
2009	Robert F. Utter Award, Washington State YMCA
2009	Public Official of the Year, *Governing* magazine
2011	James Madison Award, Washington Coalition for Open Government
2011	Lifetime Achievement Award,Thurston County Republican Party
2012	Lifetime Achievement Award, Washington State Association of County Auditors
2012	For dedication to military and overseas voters, Federal Voting Assistance Program, U.S. Dept. of Defense
2012	Lifetime Achievement Award for International Trade and Friendship, World Trade Center Tacoma

Reed's Rules:

State Representative Sam Hunt (D) and Secretary of State Sam Reed (R) meet in the middle. Robert Hubner/ *Washington State Magazine*

Culture, Civility & CHARACTER

Pledging to motivate, educate and congratulate, Reed invested in people, a philosophy that carried him through 45 years in Washington politics and withstood chaos of the 2004 governor's race recounts and budget battles. Reed retired with historic achievement. For holding a so-called down-ballot office some talked about abolishing, Reed's reputation with voters was extraordinary.

To thrive in challenging conditions, Reed hired and supported a cohesive team and depended on volunteers to make ends meet. He promoted good behavior—civility and bipartisanship in government—that earned him plaudits from the public.

Reed considered the hiring decision most important. He believed the only way to retain extraordinary people is "to fashion an environment that allowed them to shine." He urged staff to perform at the top of their respective professions. Reed set the example, serving as president of the National Association of Secretaries of State and as adviser to the U.S. Election Assistance Commission. He chaired multiple NASS committees, including the Heritage panel and a presidential primary reform committee. Many of Reed's directors also served in national positions:

- **Elections Director Gary McIntosh**, National Association of State Election Directors President
- **Corporations Director Mike Ricchio**, International Association of Commercial Administrators President
- **Charities Manager Rebecca Sherrell**, National Association of State Charity Officials Board
- **State Librarian Jan Walsh**, Western Council of State Libraries President
- **Elections Director Nick Handy**, National Association of Election Directors Executive Board, U.S. Election Assistance Commission
- **Elections Director Shane Hamlin**, U.S. Election Assistance Commission, Electronic Registration Information Center Chair

Reed did not limit his team to the agency. He consulted advisers statewide to provide a reality check of his own performance. He continually reached out to 39 counties by establishing advisory groups made up of local officeholders, leaders and activists. Advisers weighed in on Reed's handling of the office and kept him apprised of local issues. Reed visited every county several times and kept in steady contact by email.

Refusing to abandon goals in tough economies, Reed depended on long-term volunteers to reach agency milestones. For example, since 2002 some 565 volunteers for the agency's Historical Records Project entered 3.4 million original documents into the Digital Archives, an online collection warehouse that provides free access to Washington history. They charted a path to historic Washington. For nonhistory buffs, the project saved roughly a half-million dollars. The Legacy Project, a Reed-revived program that published oral histories and biographies, relied often on volunteers for research, interviews, transcription and digitization. Reed's Corporations and Charities Division used volunteers to scan old charities documents that predate the electronic imaging system.

During his third term, Reed championed community involvement and civility in government, encouraging bi-partisan problem-solving at every level of public service. He led a series of forums and breakfasts on civility, reaching across the political aisle and out to minorities, voters with disabilities, students and other underrepresented voting blocs. Reed hired elections specialists, conducted mock elections for students and personally toured Washington colleges every spring to draw prospective voters into politics. Reed championed "Corporations for Community," a recognition program for businesses that gave back to their surrounding neighborhoods and communities. He hosted community events that promoted genealogy.

> **"We are the keeper of Washington's history, promoter of a literate electorate, the gateway to a healthy economy, and the standard bearer for an accountable and transparent democracy. What we do matters. To everyone."**
>
> – Sam Reed

Office of the Secretary of State

Over time, Reed's rules for the workplace made his political career and earned him widespread respect. Declared *The Columbian* of Vancouver, "Reed has become a poster boy (if you can be a boy at 70) for nonpartisan public service. So revered is he by his fellow Washingtonians, Reed in his last election (2008) received a higher percentage of votes than Barack Obama (58.3 percent compared with 57.6 percent) even though he was running as a Republican in heavily Democratic-leaning state."

Battle for the Top 2

Among the most enduring legacies of Sam Reed is the hard-fought battle to save a wide-open Primary. The unique system, a rarity in the nation, allowed voters to choose the most qualified candidates for the job. The primary was popular with voters but disdained by political party insiders, who made perpetual attempts to throw the system out.

For Reed, the first case related to the state primary arrived as he was sworn into office in 2001, when Washingtonians still voted in a blanket primary that sent the top Republican and top Democrat to the November election. As Democratic Party et al v. Sam Reed progressed through the courts, Reed defended voter choice on the ballot.

In 2003, Washington lost its blanket primary. The 9th Circuit Court of Appeals struck the system down on grounds it violated political parties' rights to freely associate (or exclude non-members from the nomination process).

Undaunted, Reed pushed for a modified system supported by the people and the Top 2 Primary was born. The Top 2 allowed the two top vote-getters to face off in November, regardless of party preference. Reed's Top 2 passed the Legislature, but was tossed out by gubernatorial veto.

"The governor bungles a big one," editorialized the *Yakima Herald-Republic* in 2004. "Reed, a Republican, has been a graceful warrior for independent voters," the paper declared. "As the state's chief election pro, he will work diligently to implement the new primary, scheduled in just over five months."

The veto left a pick-a-party primary in place that, for the first time, required voters to choose one political party's ballot. Reed launched an aggressive education campaign across multi-media platforms. Memorable spots featured political party symbols—an elephant, a donkey and Lady Liberty—voting in a pick-a-party-primary. Voters got the message and expressed their total disgust to the messenger in record numbers.

Reed launched a comprehensive education campaign to explain Washington's new primary to voters. TV ads and mailers starred political party symbols to illustrate changes on the ballot. *Office of the Secretary of State*

OUTCRY OVER PICK-A-PARTY PRIMARY

"Dear Mr. Reed,
Who in the HELL thought up this format for the new primary? I would no more dream of participating in this than going the wrong way on the freeway."

"Mr. Reed,
My husband and I are public servants. We work diligently every day to protect the rights of citizens. . . . "good" citizens and "bad" citizens. I smell profiling and discrimination."

Wrote another:

"This new primary is an absolute farce. If the parties are so concerned about voters crossing over they should abandon the primary and nominate their candidates by caucus or convention."

Unfazed by the uproars, Reed worked tirelessly with the Washington State Grange to champion the Top 2 Primary again— this time by initiative. In November 2004, Initiative 872 passed in a landslide vote of the people.

Reed continuously defended the system after the historic vote, as the major political parties challenged its constitutionality. In a rare feat, Reed and Attorney General Rob McKenna defended the Top 2 at the U.S. Supreme Court—and won. Washington conducted its first Top 2 in 2008.

While the parties advanced more attacks in lower courts over the years, Reed refused to let up on a primary defended by the U.S. Supreme Court and widely supported by the people. "Voters in Washington have had no greater advocate, nor a firmer voice for fairness, transparency and civility, than Secretary of State Sam Reed," praised *The Herald* of Everett.

Reed and the attorney general successfully defended the Top 2 at the nation's highest court.

Energizing the YOUTH vote

From Bellingham to Vancouver and across the Cascade Range, Reed stumped for the youth vote, encouraging young people to use their collective voice in democracy. He recruited bright college interns and fostered their political interest. He pounded pavement at university campuses urging students to exercise their rights and become more civically engaged.

As Secretary of State, Reed upgraded the award-winning Voting Is Cool program he developed as Thurston County Auditor to include more civic education at all grade levels and a high school tour led by Reed and staff. The Secretary's elections team launched the College Civics program, featuring an aggressive annual college civics tour that took Reed to more than 40 campuses. Reed's office sponsored the online student Mock Election with nearly 18,000 K-12 students casting ballots in 2008. Additionally, Reed supported educators with Teaching Elections in Washington State curriculum to help students at all grade levels become more informed and prepared to vote when they turn 18.

Reed's team developed an enterprising campaign in 2008 to reach the tech-savvy generation in cyberspace. I WILL VOTE captured growing fascination with new media to deliver essential election news on Facebook, Myspace and YouTube, and to encourage online pledges to vote. Participants posted pictures of themselves holding I WILL VOTE signs at home, at work and all over town.

"I WILL VOTE takes advantage of the forums many people use to communicate," Reed said.

Hoping to engage young people in the political process, Reed tirelessly toured college campuses across the state. *Lindsay Pryor/Office of the Secretary of State*

"It empowers voters to interact with their government and with each other. I have long said, 'Your vote is your voice.' Thanks to new technology and the leadership of this office, people from all over the state have their voices heard.

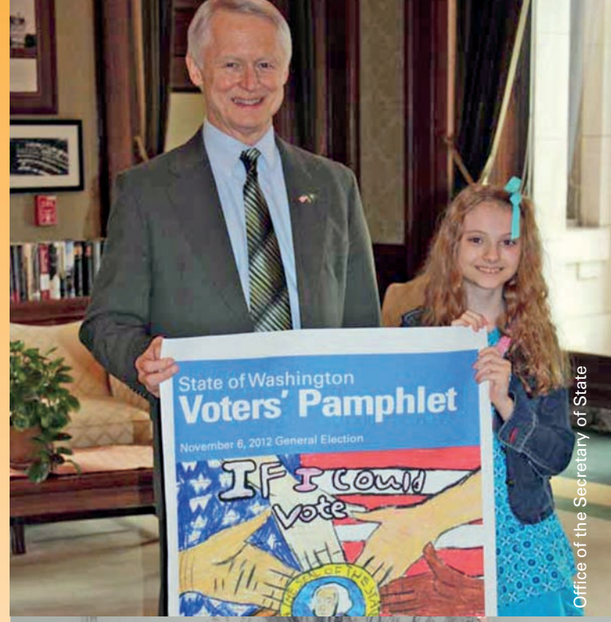
"Throughout my long career, I've worked hard to engage younger voters. I've aspired to stay on the cutting edge of technology," Reed said at the 2008 launch of I WILL VOTE. "I'm proud to say that this campaign does both."

Four years later, Reed launched I WILL VOTE 2012, again targeting college campuses to encourage participation in the 2012 election. The campaign marked Reed's seventh and final college civics tour. He set a record, visiting 42 college campuses across Washington.

Youth voter outreach was

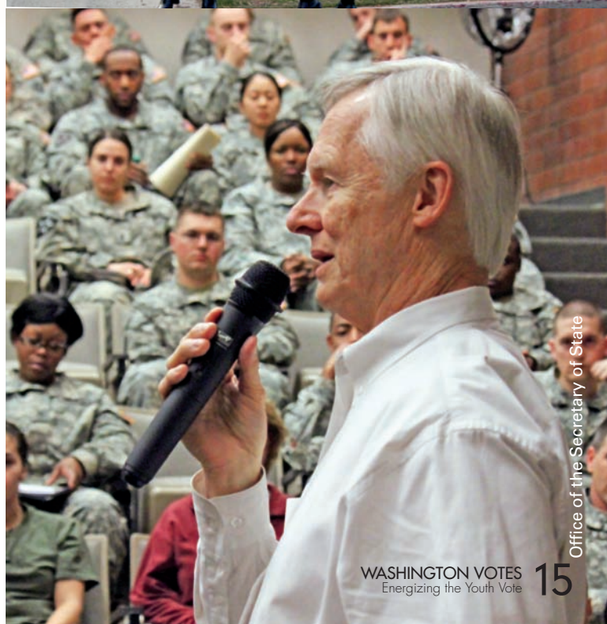
more important than ever.

Voters aged 18-24 comprised less than 10% of the state's registered voters in 2012



Office of the Secretary of State

Office of the Secretary of State



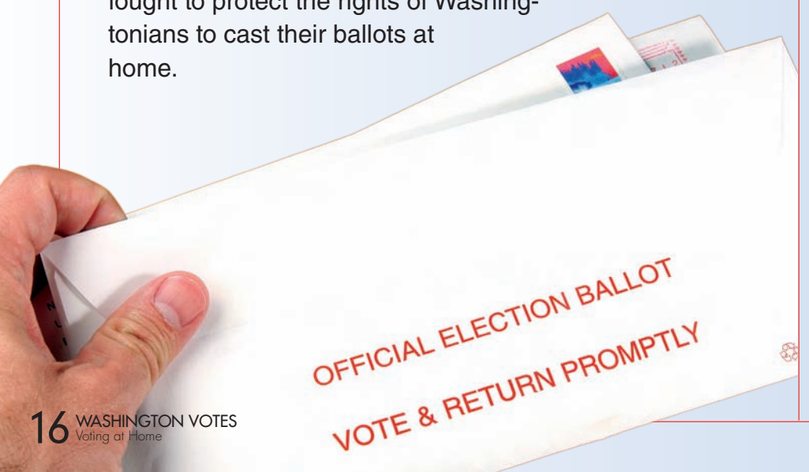
Office of the Secretary of State

VOTING AT HOME

Believing in an informed electorate, Reed led the way as a groundswell for voting at home took hold. For Northwesterners, mail voting offered more than relief from Washington rains. It brought an end to dodging in and out of church halls and schools to cast ballots in minutes. Voters could spread their ballots across the kitchen table at their convenience. They could flip through the Secretary of State Voters' Pamphlet. They could access the Internet and watch campaign ads. Even for Reed, who'd spent years voting alongside his neighbors at local polling stations, benefits of mail voting carried the day.

The history of voting by mail dates back decades in Washington, and rumblings of a groundswell began in the 1980s. An up-and-coming Reed led a committee of the Washington State Association of County Auditors (WSACA) that in 1983 won legislative authority to use all-mail ballots in special elections. In 1997, Reed, WSACA president, persuaded most auditors to vote by mail on a referendum to build a new football stadium in Seattle. The referendum yielded telling results. Only 39 percent of Pacific County voters turned out at polling stations, yet in adjacent Wahkiakum County, where all-mail voting took place, 62 percent of voters cast mail ballots.

As contested elections led to calls for federal election standards that could have limited vote-by-mail, Reed fought to protect the rights of Washingtonians to cast their ballots at home.



HISTORY OF VOTING BY MAIL

- Nearly 15 years before Washington voted entirely by mail, a survey found more than 65 percent of respondents preferred voting at home.
- By 2004, citizens in our state could vote permanently by mail and 70 percent chose to vote at home in all future elections. Reed joined with Oregon Secretary of State Bill Bradbury to push mail voting across the Northwest and the nation, participating in forums, authoring editorials and working closely with counties and legislators.
- In 2005, Secretary of State-request legislation gave counties authority to replace poll sites with mail balloting. Most promptly made the switch.
- In 2011, Washington became the second state in the country to vote entirely by mail.

A standout in education, Washington published voters' pamphlets, online and in print, and partnered with TVW to provide a video voters' guide.

leading the nation

2002 Online candidate filing

2007 Personalized voting information online

2008 Paperless motor voter

2008 Online voter registration

2011 Statewide vote-by-mail

Pioneer in emailing blank ballots to military and overseas citizens

MyVote

For decades, Reed strived to enfranchise voters and help them make informed choices on the ballot. His elections team broke new ground when Washington voters tapped into elections information and registered to vote from desktops and mobile devices worldwide.

The development of MyVote made participating in Washington elections more convenient than ever before. The secure online service provided personalized and general elections information. The online registration system vetted ID information in real time, providing a convenient way to register while protecting the integrity of voter rolls.

Prior to the 2012 Primary, Washington made national news with the release of a Facebook application that delivered MyVote to users of the world's most popular social media website. Developed without public expense by Microsoft, and with input from Facebook, the new MyVote application provided one-click access from Facebook to online registration and other services.

"Washington's elections team has consistently remained on the cutting edge of technology and used innovation to the benefit of all voters. I take great pride in these accomplishments that increase turnout and create a more informed electorate," Reed said.

The Office of the Secretary of State also made available election results in real time for people using mobile phones or tablets. Election applications were developed for iPhone and iPad in 2011, and Android in 2012.

MyVote evolved into a hallmark of Reed's tenure—a symbol of his agency-wide mandate to keep pace with the digital world. When Reed took office in 2001, not a single transaction with the Office of the Secretary of State could be carried out online. At his departure, the Web had evolved into a go-to resource for Secretary of State customers, and in the field of elections, a trusted resource for voters. "MyVote is simply a boon for everyone," Reed said. "We've created a buzz across the country."

Several states followed Washington's lead, developing similar online personalized voter information services.

features of myvote

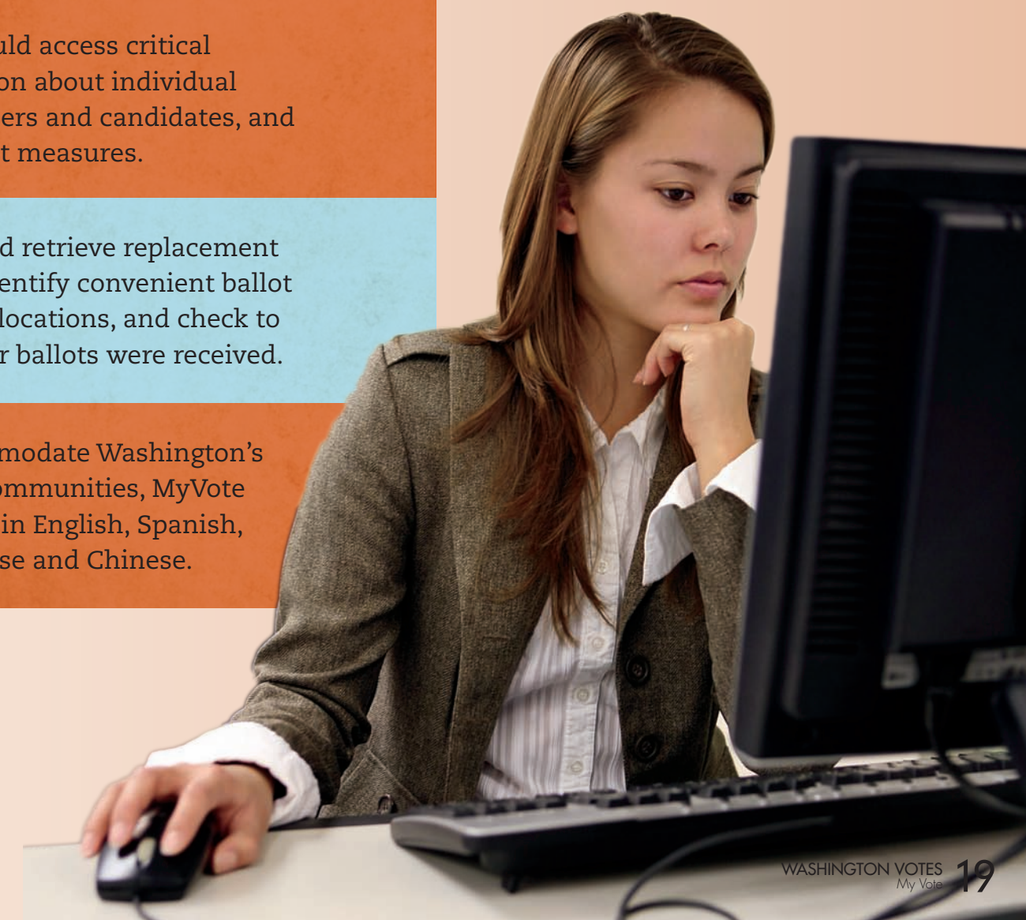
Voters could review and update their registration information and view their voting history.

Citizens with a valid state driver's license or ID could submit a new voter registration application through a secure online process.

Voters could access critical information about individual officeholders and candidates, and read ballot measures.

They could retrieve replacement ballots, identify convenient ballot drop-box locations, and check to see if their ballots were received.

To accommodate Washington's diverse communities, MyVote appeared in English, Spanish, Vietnamese and Chinese.



Elections for the Ages

When two of the most contentious races in recent political history undermined voter confidence, Reed played a key role in restoring public trust. In 2000, the open presidential race between George W. Bush and Al Gore ended in a Florida cliffhanger mocked on late-night television. Bush v. Gore, a landmark U.S. Supreme Court decision, handed Bush the presidency. Subsequently, every Secretary of State received a share of a $4 billion election reform package known as the Help America Vote Act (HAVA).

The sweeping federal legislation called on states to clearly define what constitutes a vote, to invest more in voter education and to improve equipment, allowing people with disabilities to vote a secret ballot for the first time. HAVA also required every state to build a centralized voter registration database (VRDB) by 2006.

In Washington, Reed had already cleared the way for the centralized database. Recognizing a registration upgrade could combat mistakes and fraud, Reed persuaded legislators to replace 39 county voter lists with a single database before President Bush signed HAVA in 2002. Registrations were easily screened for duplicates, deceased voters and felons who'd lost their voting rights. Washington's database was unique. Unlike most places in the country that partnered with vendors, Washington maintained its own VRDB. The state was among a handful to implement the VRDB on time. In Washington, the VRDB cost roughly $2 per voter, less than comparable projects elsewhere.

With a superior elections team and a solid partnership with County Auditors statewide, Washington's Secretary of State's Office successfully implemented all aspects of the Help America Vote Act. In addition, the state pioneered a multi-state project to check voter registrations across state lines.

The agonizingly close governor's race in Washington four years later again compromised public trust. Reed stood between enraged political parties he angered in turns, and the voting public whose confidence in the elections process sank. Rossi v. Gregoire split the electorate with such precision the contest ranked as the closest governor's race, percentage-wise, in American history. Nearly 3 million people cast their ballots and in the final conclusion a mere 133 votes separated the top two candidates—Republican Dino Rossi, former state senator, and Democrat Christine Gregoire, attorney general. After winning the initial count and an automatic machine recount, Rossi lost the manual recount to Gregoire by a record-setting 129 votes. (The margin of victory increased by four votes after the case went to trial.) Widespread mistrust—the result of lost ballots, angry political parties and election mistakes— made political fodder for media, from the *Okanogan Valley Gazette-Tribune* to *Time* magazine.

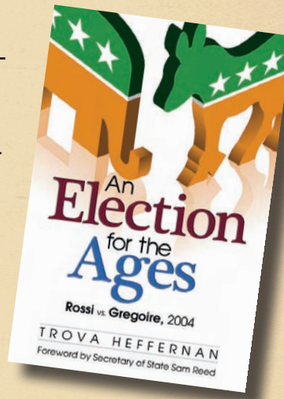
> *He was far less partisan than I expected him to be. He'll probably go down in history as the secretary of state who oversaw the stickiest wicket that we went through.*
>
> - Paul Berendt, former chairman, WA State Democrats

Candidates, political parties and the state staked their claims in dueling sound bites. At the Office of the Secretary of State, a team of elections and executive staff stayed in continuous contact with each other and the outside world. From Reed's perspective, the need for transparency matched the agency's mandate to follow the law. Interviews and live press conferences dominated his calendar. The firestorm highlighted misconceptions about the authority of the Secretary of State. It could have easily cost an inexperienced secretary his reputation or even his job. But Reed persevered through two recounts, five contentious court cases, a trial and the unrelenting glare of news cameras. The secretary's fair handling of Rossi v. Gregoire, while still controversial with party faithful, earned him widespread public respect. Reed's fairness throughout the process and in court earned him plaudits from coast to coast. The Gonzaga Law School awarded him its highest honor, noting: "Reed has shown exemplary character and legal judgment during the ongoing political maelstrom involving the state's gubernatorial election."

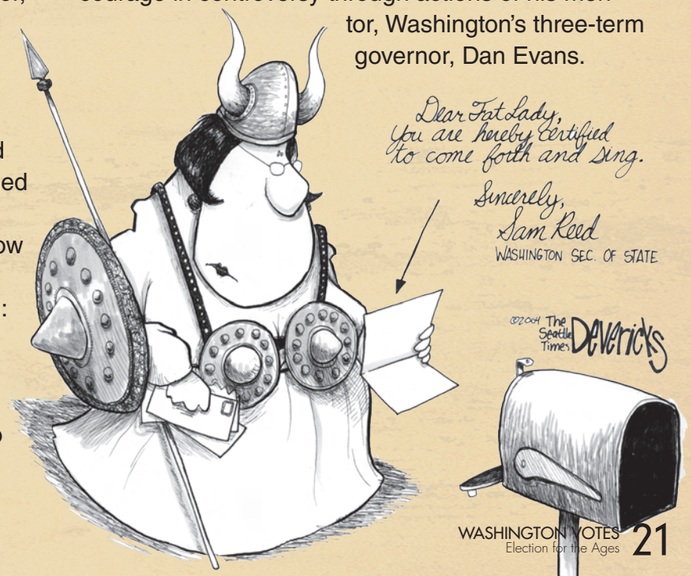
Photo Top: Media from across the country clamored to cover the biggest political story of the year. *Office of the Secretary of State*. Below: Cartoon courtesy *The Seattle Times*.

In the aftermath of the 2004 controversy, Reed and Washington Governor Christine Gregoire established a bipartisan election reform task force and held forums statewide to gather public input, improve how we vote and restore confidence. Hundreds of recommendations were adopted as a result, including:

- Local-government option to conduct all elections by mail;
- A requirement that counties contact voters who fail to sign their ballot declarations;
- A requirement that counties contact voters whose signatures are not accepted;
- A requirement that counties release public reports reconciling the number of ballots received with the number of ballots counted and rejected, and the number of ballots received with the number of voters credited with returning a ballot.



Lessons of 2004 are captured in *An Election for the Ages*, published by the WSU Press in 2010. Reflecting on the race, Reed said he learned to find courage in controversy through actions of his mentor, Washington's three-term governor, Dan Evans.



Taking Initiative

Reed consistently fought for the people's constitutional right to legislate and to access their own government records.

In a triumph for open government, he won a landmark case at the nation's highest court in 2010. Reed, the state's chief elections officer, was represented by the attorney general in the nationally watched Doe v. Reed court case. "We believe in open and accountable government in Washington and today's remarkable 8-1 Supreme Court ruling makes it clear that we are on firm constitutional footing," Reed said.

The High Court strongly upheld the Secretary's position that the state's voter-approved Public Records Act secures access to all public documents that have not been specifically exempted. Foes of the state's "everything but marriage" expansion of domestic partnership rights brought the case. As sponsors of Referendum 71, which forced a 2009 public vote on the issue, they feared that releasing the signatures of more than 130,000 people would result in "threats, harassment and reprisal."

"Harsh criticism, short of unlawful action, is a price our people have traditionally been willing to pay for self-governance," wrote Justice Scalia in Doe v. Reed. "Requiring people to stand up in public for their political acts fosters civic courage, without which democracy is doomed."

"This is another huge victory for the American public and for democracy," said Frank Blethen, publisher of *The Seattle Times*. "If they had taken it and if they had overturned it, this would unleash the next great wave of media consolidation."

In 2012, Doe v. Reed continued in lower courts where judges would debate whether certain cases demand anonymity protection.

For his work on defending the Public Records Act and the creation of the nation's first state Digital Archives, Reed won the James Madison Award, the most prestigious honor of the Washington Coalition for Open Government.

Above, Reed and Attorney General Rob McKenna addressed reporters at the United States Supreme Court in the nationally watched Doe v. Reed case. *Evan Vucci/Associated Press*

> *"We have a long history of debating and voting on some very difficult and personal issues in a civil way, and I believe we will continue to do so. We do not want to ever chill voters' right to take part in what we value as 'direct democracy.'"*
>
> – Sam Reed

Resurrecting **History**

Reed fiercely guarded lauded holdings in Washington history, secured in the State Archives and its Regional Branches. Enduring legal and historical records—2.5 billion in total—captured Washington's past and documented the rights of citizens. Collections dated from 1847 and offered a trove of gems—governors' papers, the State Constitution, the decisions of the Supreme Court and even evidence in unsolved murder cases. The archives held vital documents and served as a trusted resource for lawyers, genealogists and researchers. But the State Archives, located in an Olympia nuclear bomb shelter, overflowed with records. At maximum capacity, it shipped records across the state to regional shelters and the State Records Center, a warehouse that failed to offer the necessary conditions for long-term storage of rare material. Reed's answer took shape in a proposed Heritage Center that overwhelmingly passed the State Legislature in 2007. The Heritage Center would house the State Archives and State Library on the Capitol Campus. The project, placed on hold in the down economy, remained Reed's paramount vision in 2012.

More than stewards of valuable local and state repositories, archivists under Reed's charge trained thousands of employees every year and recovered historic documents when disaster struck. For example, in 2002, teenagers reduced Aberdeen's J.M. Weatherwax High School to charred rubble in a failed attempt to burn counseling records. After state archivists were consulted, construction crews carefully removed the time capsule from the 1910 landmark and transferred it to an Aberdeen museum freezer for temporary storage.

Reed made the first incision with a dremel tool when the capsule was moved to the State Archives. Experts painstakingly removed contents from the capsule shell to discover a large, soggy brick of newspapers and post-cards soaked in mud and mold. Archivists began meticulously extracting moisture. They freeze-dried material at minus 35 degrees and used acid-free buffer board and paper for long-term preservation. The contents were eventually returned to Aberdeen. "We are so grateful that archivists could preserve the time capsule and we can bring a little piece of Weatherwax to our new campus building," said Superintendent of Aberdeen Schools Marty Kay.

The time capsule marked one example of state archivists at work during the Reed years. In the wake of a string of fires and arson attempts at public buildings in 2002, archivists assisted sites in Roy, Okanogan, Bellevue and Arlington.

Archivists rescued records from water damage in the Green River flood plain and from flood threats across Washington. In hazmat suits and respirators, archivists assisted in saving Clallam County records that were stored at the Salt Creek Artillery Coastal Defense Bunker. In 2005, the Eastern Regional Branch helped the Northwest Museum of Arts and Culture recover after a pipe burst. The Central Branch led several multiple recovery efforts in the wake of a broken sewer line, floods and attempted arson.

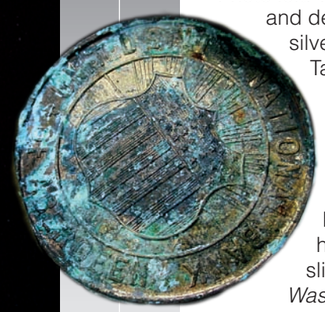


Photo opposite left: Under Reed's charge, state archivists helped rescue a turn-of-the-century time capsule from the historic J.M. Weatherwax High School in Aberdeen. When the capsule was buried, the local paper called the event an epoch in history. *The Daily World*

Photo right: Secretary of State Sam Reed pried open a 1904 time capsule recovered from the J.M Weatherwax High School. *Washington State Archives*

Photo left: Water entered a one-inch hole in the capsule and destroyed 30 percent of its contents including silver-based photographs of Quinault Princess Taholah and Duwamish Princess Angeline. However, nearly 600 pages of content were spared, like 10 newspapers, 13 publications and 4 rare coins. *Washington State Archives*

Photo bottom: Among the treasures housed in the archives are Asahel Curtis slides depicting life in Washington State. *Washington State Archives*

Washington's Digital Legacy

The Digital Age ushered in a tsunami of information and a daunting dilemma. As each day passed, Washington moved closer to functioning as a paperless state and more of our history slipped away. State legacies, once safely secured on paper, evolved instead on PCs and laptops—with no means to preserve them. Reed, a passionate history buff and a steward of the State Archives, knew the stakes.

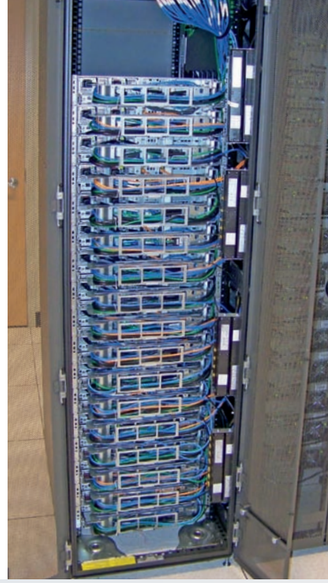
Filed away in temperature-controlled rooms, the State Archives held the government's most prized paper documents. Vital records included the state of our environment, laws and judicial decisions, territorial military assignments, and the State Constitution. Preservation of these records was expensive and required tremendous space. It left our heritage vulnerable to disaster and made public access difficult, while ignoring advances of the technological revolution.

"If Abraham Lincoln wrote the Gettysburg Address on a laptop, we may not have it today," the secretary observed. Reed saw the problem with electronic recordkeeping firsthand. "We'd go back and look for some information, and it was just gone," he told reporters in 2004. "We'd have no explanation for how things were done, no way to get the answers we needed."

To recover disappearing electronic history, Reed, Assistant Secretary of State Steve Excell, State Archivist Jerry Handfield, Network and Desktop Services Manager Mike Huntley and a crew from the agency designed an online data repository. This new archive could store mind-boggling amounts of data in an area the size of 24 upright freezers. The project demanded continuous collaboration with stakeholders, authorization from the State Legislature and years of methodical planning. "We've been on a four-year crusade to rescue modern history," Reed said. "This mission takes notice of our place in time and helps us prepare for the future."

Photo left: Washington's new digital archives, a first for the nation, could hold mind boggling amounts of data in an area the size of 24 upright freezers. *Washington State Digital Archives*

Photo right: A server rack can hold up to 580 Terabytes of usable storage. That's enough storage space to hold 58 billion typical documents. *Washington State Digital Archives*



Washington State Digital Archives

family tree magazine 101 BEST WEBSITES 2012

No project existed like Washington's new Digital Archives. In October 2004, a $14 million facility opened its doors on the Eastern Washington University campus and made news worldwide.

Several archives in China, the United Kingdom's West Yorkshire Archive Service, the Providential Archives of Alberta, the University College London, the National Archives of Australia, the Singapore National Archives and the American Council of Young Political Leaders from Japan sent delegations to Cheney as they considered digital archives of their own. U.S teams arrived from the National Archives, the JFK Presidential Library and Museum, and from many states including Arizona, Arkansas and Indiana. Additionally, in 2007 the Digital Archives received a groundbreaking, million-dollar grant from the Library of Congress to create a multi-state partnership and host digital archives from nine states.

There's good reason why other states looked to Washington for assistance. Unlike fragile paper records vulnerable to fire and floods, a digital lock protected electronic records and allowed for redundant copies and offsite back-ups.

As Reed prepared to retire, he initiated a records management, digital archives partnership with the Oregon Secretary of State. The award-winning Digital Archives continued to make history, ingesting information from 10 state agencies and 68 local government entities. Of its 111 million records, half are digitized —including 22,000 images, 6,000 maps and 14,000 audio records. From anywhere in the world you could find archived websites of governors, the childhood home of President Barack Obama, and trace your family roots through vital records.

The outside world took note. Each year, some 560,000 researchers depended on the Digital Archives for more than 5.6 million searches. In its eight-year lifespan, the archives received 10 awards for its powerful search engine and its open access to Washington records and history. It contributed to Washington's billing as one of the most "Wired States of America" and became a hallmark of the Reed legacy.

Historical Records Project

Reed's team inspired exceptional volunteers to open Washington history and records to the world. Washington's Historical Records Project indexed and transcribed roughly 3.4 million records now accessible worldwide, an endeavor that could have cost taxpayers a half-million dollars.

Some 550 volunteers —from Washington, Australia, Canada and the Netherlands—worked feverishly from home over the course of a decade to index family history documents for the Historical Records Project and the state's pioneering Digital Archives. These crucial records included birth, death, marriage, naturalization, cemeteries, census, military, directories and donation land claims.

In 2009, the Digital Archives created the web indexing portal that allowed volunteers to index selected records online. The oldest document transcribed by volunteers was the 1847 Lewis County Heads of Family with 53 names.

Photo above: A history buff, Reed's own interest in Washington's past bolstered his leadership of all heritage-related programs supported by the agency.

Photo below: Especially in difficult budget times many programs could not have survived without dedicated volunteers, shown here at an annual recognition event. Photos *Office of the Secretary of State*

Reed, who called the agency's volunteer program one of the best in state government, held a debt of gratitude to the generous citizens who made it happen. The program's first volunteer, the late Roger Easton, assisted not only the Historical Records Project, but the State Archives, The Legacy Project and multiple causes in the Olympia community and across Washington.

CENTENNIAL Corporations

One award at a time, Reed acknowledged longstanding businesses that built corporate Washington and contributed to its entrepreneurial spirit. Reed's Century Corporation Award publicly recognized businesses for reaching the coveted centennial milestone.

Bartell Drugs, founded in 1890 by George H. Bartell, made history as the oldest drugstore chain in America and the first discount pharmacy in Seattle. The company endured two World Wars, the Great Depression, multiple recessions and ever-increasing competition. During its milestone birthday in 2004, Bartell Drug Company received the Washington State Century Corporation Award. It was one of 43 remaining businesses that also began after the turn of the century, in 1904.

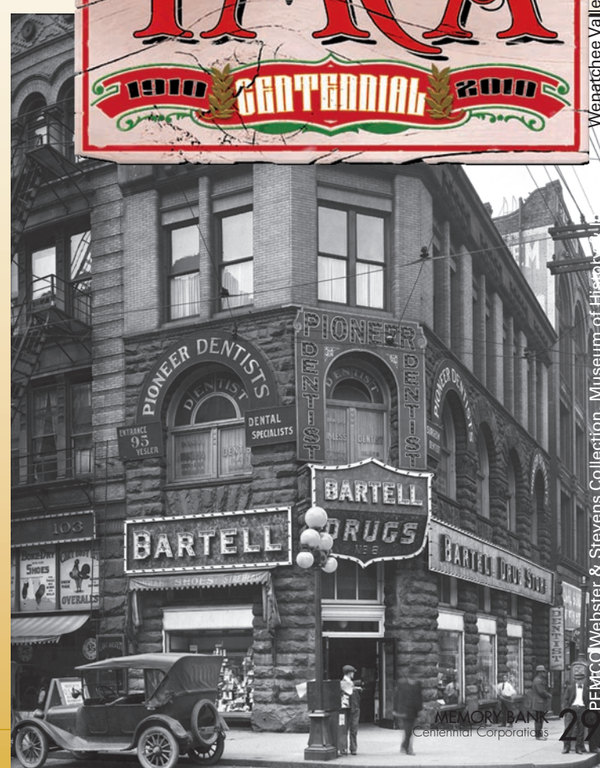
When the Wenatchee Valley Young Men's Christian Association celebrated its 100th birthday, the occasion marked a personal milestone for Reed who attended Y Camp as a kid. "As a child who skipped a grade in school and had an older brother, I always viewed myself as a follower. Camp director Larry Handy changed that. Seeing me with my own age group, he saw leadership traits that never occurred to me. He recognized this in a ceremonial way as I became a 'Brown Ragger'. He put me in leadership roles."

Reed spoke at the 100th birthday of the Wenatchee Valley YMCA and related its beginnings. In the fall of 1910, Rowland Ludington, of the Wenatchee Law firm of Ludington and Kemp, paid a visit to the Office of the Secretary of State in the old Capitol and formally incorporated the YMCA.

While exact circumstances of the founders' travel were unknown, Reed suspected they commuted by train from Wenatchee to Seattle and hopped on a paddle wheeler to downtown Olympia, where the old State Capitol still stands. Only 600 cars were registered in Washington State at the time. A passable roadway between Wenatchee and Olympia did not exist for another 15 years.

Of nearly 3,000 incorporations filed in 1910, a mere 60 existed in 2012. The majority were churches and service organizations like YMCA.

Wenatchee Valley YMCA

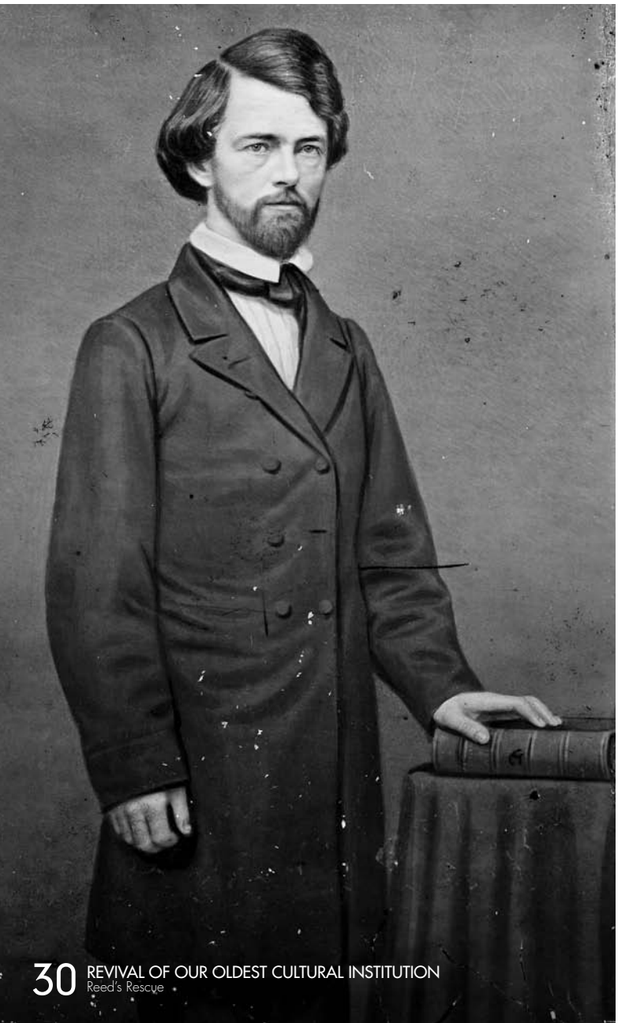


PEMCO Webster & Stevens Collection, Museum of History...

REED'S RESCUE

Saving the State Library

In 2002, Reed rescued Washington's oldest cultural institution. The premier organization held the most comprehensive collections of territorial and state history in the world. It provided training, grants and consulting to develop and strengthen local libraries across the state.



Territorial Governor Isaac Stevens carefully handpicked books for the library's first collection in 1853. Sent from the East Coast by steamer and around South America's Cape Horn, the cargo made its way through San Francisco and onward to Olympia. The volumes, 500 of which remained at the State Library in 2012, cut a broad swath. Collection topics included history, science, literature and foreign languages.

With statehood in 1889, the Washington Territorial Library was crowned the State Library. Since that landmark year, the library held a record of every bill ever introduced into the Legislature in its extensive collections of state publications. It held rare published editions of early expeditions, such as the 1814 first edition of the Journals of Lewis and Clark, papers of renowned activist Emma Smith Devoe, details of Pacific Northwest science explorations of the 19th century and medical books dating back to the 1600s. For more than a century, the State Library supported community and public libraries with services and access to federal grants. It served as the primary research institution for state government and an authoritative resource for the general public. In both Washington and Alaska, the State Library functioned as the official repository for federal publications.

The official keeper of Washington history found itself fighting to survive in 2001. Grappling with a $1.6 billion shortfall, then Governor Gary Locke proposed its elimination, noting that state government could conduct its research online. The vast majority of library holdings were not digitized, however. Of 365,000 state publications, 19,000 were electronic in 2012. Of roughly 1.5 million federal documents, 125,000 could be accessed online. Digitizing all holdings would require a monumental effort and much material, rare and fragile, would suffer in the process.

Reed stepped up and successfully fought the governor's proposal. Consequently, the Legislature trusted Reed to take over the institution and breathe life into its core mission.

The governor not only agreed to save the State Library, but approved the budget to keep it alive. "This fine institution is a fundamental resource for state government, communities across the state and the public at large," Reed said.

The State Library persevered despite steady budget cuts. Its total budget was cut in half during the Reed years. The library lost 57 percent of its staff positions, including its reception desk on the ground floor. Yet doors remained open in 2012 at its Tumwater location. With its future home in the Heritage Center on hold, the library continued to offer outstanding services, linking patrons of every kind to the most authoritative holdings of Washington history and heritage anywhere.

Photo above: The original collection, handpicked by Stevens himself in 1853. *Washington State Library*. Photo left: Territorial Governor Isaac Stevens. *Library of Congress*

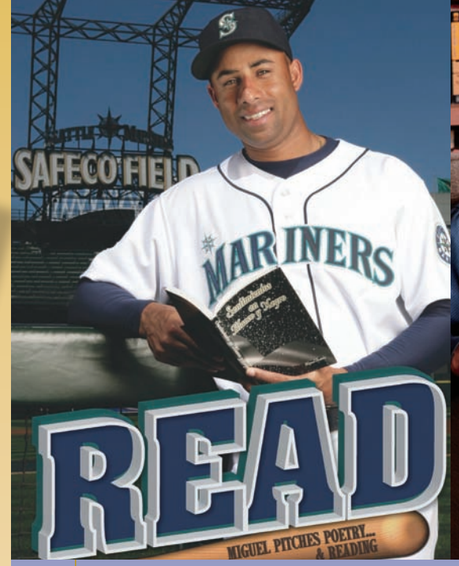
Letters About *Literature*

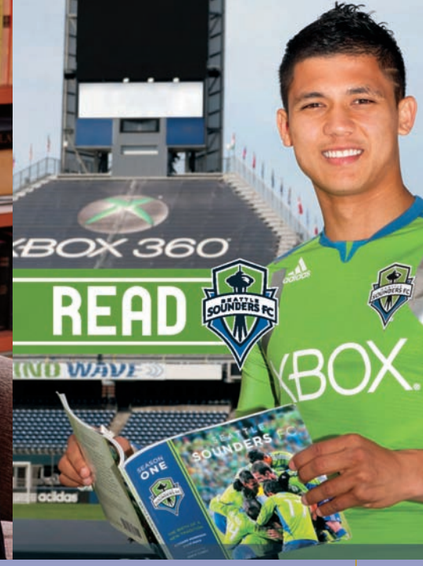
A voracious reader, Secretary Reed strongly advocated Letters About Literature (LAL). The state and national contest encouraged young readers to write authors, living or dead, about an inspiring work. Competitors ranged in age from 4th grade to 12th grade. Genres included fiction, nonfiction and poetry.

More than 15,000 Washington students from 150 schools and Boys & Girls Clubs competed in LAL during the Reed years. Among them was McKenzie Dent, a 6th grader at Zieger Elementary School in Puyallup grappling with her father's deployment to Iraq. "It hurts me to watch the news and see all of the bad things that are happening where my dad is right now," Dent told Alice Mead, author of "Soldier Mom." "When I read your book I kept asking myself the same questions: Did you have a similar experience? You wrote in such a way that I wondered that because you described the feeling of Jas so vividly." The bestselling "Solider Mom" follows Jasmyn Williams when her mother, a member of the Army Reserve, is called to duty in the Persian Gulf War.

Dent's letter struck a chord with state and national judges who chose her letter as a 2007-2008 award winner. Dent's father returned from service and joined his daughter at the awards ceremony. Dent wasn't alone. On Reed's watch, seven Washington students received national honors.

Photo above: Letters About Literature event, 2009.
Ben Helle/Office of the Secretary of State





Washington READS

Concerned with falling literacy rates among young people nationwide, Reed's office touted great reads from the Evergreen State to inspire Washingtonians to crack a book. Washington Reads began in the fall of 2003. Then State Librarian Jan Walsh selected books based on a particular theme and, with the help of celebrities and authors, promoted titles statewide. Topics ran the gamut, from natural catastrophes that shook the state to snapshots of a forgotten life in Washington Territory.

A series of posters featured Washingtonians like NASCAR driver Kasey Kahne; Team USA volleyball setter Courtney Thompson; Seattle Seahawk cornerback Marcus Trufant and his daughter; former NASA Astronaut Bonnie Dunbar; and Logan Olson, founder and creative director of Logan Magazine, a publication dedicated to young people with disabilities. The program also released two themed posters; one for Summer Reading and one to celebrate the popularity of the Twilight series by Stephenie Meyer. Skiing sensations Phil, Andy and Steve Mahre partnered with the program, along with treaty fishing rights activist Billy Frank Jr. and Seattle Sounders forward Fredy Montero.

Washington Reads continued to thrive in 2012 despite crippling budget cuts at the State Library. The program expanded to include material from the entire Pacific Northwest and it left a mark. Visits to the library blog rose more than 20 percent in the first quarter of the 2012 calendar year; Washington Reads was the third most-viewed component.

WASHINGTON TALKING BOOK & BRAILLE LIBRARY

Loads of audio books, novels in braille and other library materials—all told as heavy as a Boeing 757—were shipped out of downtown Seattle each year to thousands of subscribers across the state. The Washington Talking Book & Braille Library (WTBBL) connected people who couldn't read traditional print to the outside world. It began operations under the Seattle Public Library in 1906 and merged into Reed's office more than a century later, in 2008.

Its volunteer effort shined, noted by *The Seattle Times* in 2011 to be among the most sought-after places to work in the industry. WTBBL boasted 400 volunteers and just 19 staff to serve 10,000 subscribers. Patrons included people like Mary Tift, a war veteran and world-renowned printmaker who lost her eyesight in 1995. Su Park, a library patron of just 15, said WTBBL helped her survive. "Braille is the key to unlock the doors of the world to every blind individual," Park said. "WTBBL is the provider of that key. WTBBL has helped me with school by giving me books in a timely manner. Sure, there is always the Internet, but they often have mistakes that make reading the book a chore and a half. When technology fails and the essay is due tomorrow...well, the braille copy is the next bet."

WTBBL was the first library for the blind and physically disabled in the U.S. to have locally produced books available for download.

WTBBL collections, totaling 400,000 items, included roughly 14,000 large-print publications in multiple genres, a wide selection of audio books focused on the Pacific Northwest or written by local authors and recorded by volunteers, as well as Northwest-focused braille books available for circulation, download and interlibrary loan.

The exceptional services at WTBBL during Reed's tenure were steadily recognized. WTBBL was honored by the Library of Congress for creativity and innovation in 2009, and by the mayor of Seattle in 2012.

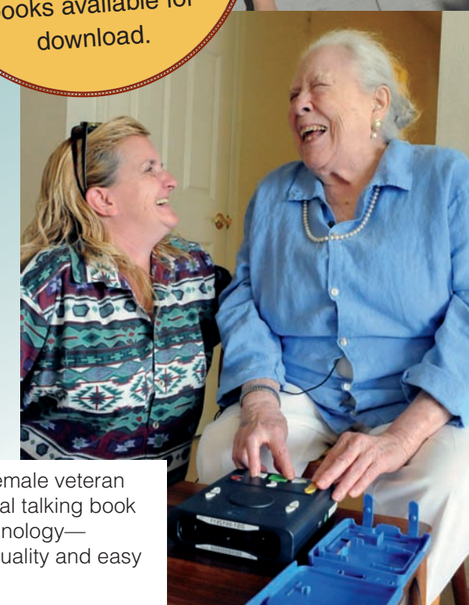


Photo right: Mary Tift, the first female veteran in Washington to receive a digital talking book machine, revels in the new technology—especially the superior sound quality and easy navigation. *John Pai/WTBBL*

Washington Rural Heritage

From far-flung corners of the state, a trove of fascinating images and records told Washington's story. Oral histories from Lummi Island salmon fishermen revealed the value of the fish to Native culture. Oversized maps detailed coal mines that spread beneath the small town of Roslyn. Snapshots offered a glimpse into farming life in Whitman County. These records held in rural public libraries, small heritage organizations and private collections were made accessible worldwide for the first time.

Washington Rural Heritage, a State Library initiative, began in 2007 with pilot projects at public libraries in Ritzville and Enumclaw. By 2012, it assisted some 30 different libraries statewide to save rural heritage and unlock more of Washington's past. Through the initiative, federal grants were funneled to rural public and tribal libraries to digitize images, documents and audio recordings. Washington State librarians traveled to remote areas with scanners, laptops and a high-resolution digital camera in tow. On location, they digitized material and trained rural librarians in cataloguing and copyrighting. While original holdings remained at rural libraries, the Washington State Library maintained digitized copies in a central repository to ensure long-term preservation.

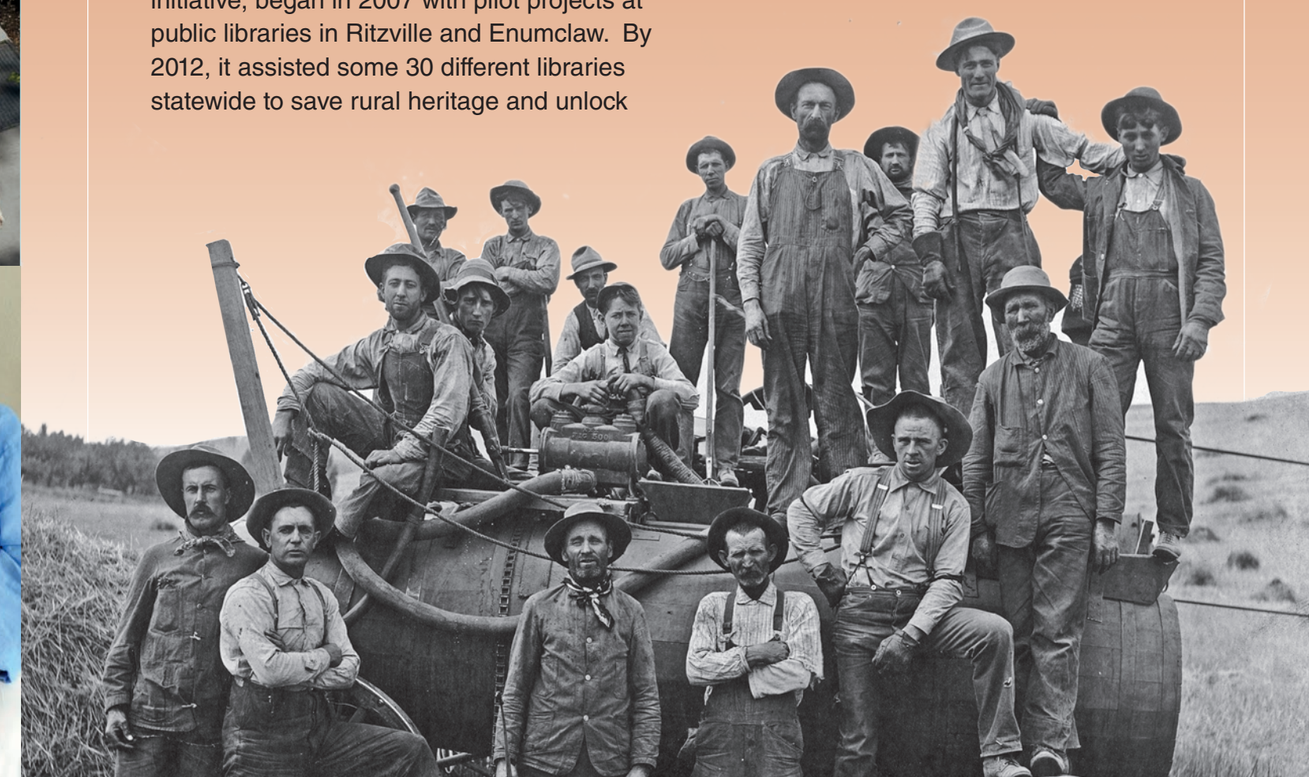


Photo above: Wilbur Lockhart, the bearded man on the far right, poses with his farm crew in Whitman County. *Whitman County Library, Washington Rural Heritage*

THE WASHINGTON STATE HERITAGE CENTER

DIGGING FOR WASHINGTON'S ROOTS

To secure the priceless artifacts of the archives and return the State Library to the seat of government, Reed and State Senator Karen Fraser championed a world-class Heritage Center, the first addition slated for the Capitol Campus in 50 years. The cultural landmark would serve a practical purpose. At the underground State Archives in Olympia, a treasury of rare material and documents overflowed—forcing shipment to local and regional warehouses that were never intended for long-term preservation. The Heritage Center would also house the state's oldest cultural institution. The State Library, charged with serving legislators and staff, was forced to move from the Capitol Campus into a nondescript office building in Tumwater after the Nisqually earthquake struck in 2001.

Additionally, the Heritage Center promised Capitol visitors open access to the most comprehensive collections of Washington history around the globe. Cutting-edge museum galleries and a learning center would take a no-holds-barred approach to the Washington story. Citizens paying a visit to the Capitol would, for the first time, gain insight into the extraordinary people and events that made the state an independent, global leader.

The Heritage Center and its revenue stream passed the 2007 Legislature, but lawmakers placed the project on hold when the economy collapsed. The setback never dampened Reed's spirits. Under the secretary's leadership, the Heritage Center marched on without a building. Staff organized popular heritage events around the state and programs at the State Library and State Archives. They installed well-received exhibits marking Reed's final three years in office.

The original rendering of the Heritage Center building.

Christina Siderius/Office of the Secretary of State

Ben Helle/Office of the Secretary of State

Laura Mott/Office of the Secretary of State

When Washington women won the right to vote in 1910, the milestone took place 10 years ahead of the national amendment and triggered a wave of political firsts that spanned eight decades. Fourteen pathfinders soared to some of the most coveted offices in Washington politics never before held by women. "Moving Forward, Looking Back," a year-long exhibit inside Reed's office in the Capitol Building, celebrated their stories. "It's a powerful reminder of what women have gone through to make major contributions in this state and country," Reed said. "It is an inspiration as women continue to blaze new trails."

The ambition of Isaac Stevens—his love of country and sharp intellect—filled a 2011 exhibit on Washington's fascinating territorial governor. Stevens brokered treaties with Indian tribes in the19th century and died on the Civil War battlefield in 1862. Stevens's definitive roles in the Northwest cast him as one of the most studied and contested figures of Washington's past. "Young man in a hurry," chronicled the life of Washington's founding father and the 150th anniversary of the civil war that claimed his life. "Isaac Stevens is a very prominent and polarizing figure in Washington's history, and this exhibit will educate visitors on his incredible impact. I strongly encourage people to stop by our office and see the Stevens exhibit for themselves and form their own judgments."

In 2012, the Heritage Center developed the first exhibit on Native Americans ever displayed in the Capitol Building. "We're still here." recognized the long history of the original Washingtonians, Indian tribes. The exhibit followed four major themes: the battle over land, the fight for identity, the crusade for treaty fishing rights and the revival of Native culture in our modern world.

The need for the Heritage Center, a future home for the State Library and State Archives, only increased with time. "The hope lives on; the Heritage Center would be an amazing resource for the people of our state," Reed said.

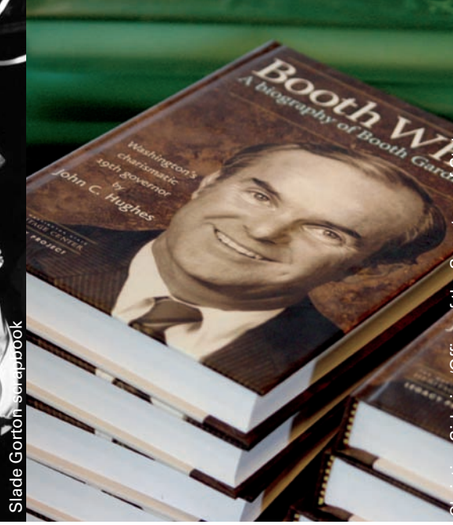
LEGACY PROJECT

Contributions of fascinating newsmakers were captured by The Legacy Project, an increasingly popular Reed-created oral history program that received strong endorsements and praise from book reviewers. Civil rights activist Lillian Walker, an African-American woman who arrived in Bremerton just before World War II, organized an NAACP chapter, led sit-ins and spent more than 65 years challenging society to treat all humans with equal value. "You don't have the authority to mistreat anybody, because that's why we are here, to help each other. If you can help somebody, help them," Mrs. Walker said in one of her last public interviews. Mrs. Walker's words rang so true to seasoned journalist John Hughes. He called her story the most important project of his 46-year career.

The global prominence of Billy Frank Jr. defied his humble start on the Nisqually River and limited formal education. Frank began his activist career at 14 to protect the only life he knew. Roughed up and belittled on the riverbank for fishing, the Nisqually Indian fought for rights secured by Indian treaties the outside world often disregarded. "Decades ago, in a far different America, a federal Indian movement swept the country," wrote author Trova Heffernan.

"Unknown fishermen held up their treaties and took a stand. One was a Nisqually Indian named Billy Frank. 'I wasn't the Billy Frank that I am now,' the Nisqually tribal leader told reporters in 1984. 'I was a bitter person.' Says friend Tom Keefe, 'When I look at Billy Frank, and I guess I know more about him than most people, I can say there is a guy who decided that he could change the world by changing himself.'" Frank continues his fight for indigenous people across the world and for the survival of the Pacific salmon.

Slade Gorton scrapbook



Christina Siderius/Office of the Secretary of State

Billy Frank Jr., Northwest Indian Fisheries Commission

Slade Gorton, a politician for a half-century, was best known for his eventful U.S. senatorial career and his sharp intellect. "I first met Slade Gorton in 1966 when I was a young reporter covering the Legislature," said Hughes, former editor and publisher of *The Daily World*. "Over the years, especially during the battle over Indian fishing rights and the controversy over the Northern Spotted Owl, I talked with him often. Still, when I started doing the research for his biography, I was stunned to discover the breadth and depth of his political influence. Nor could any biographer ask for more from his subject. He was an open book, warts and all, and never once attempted to steer or interfere."

In 2012, The Legacy Project was primed to release its seventh printed book in five years. Its 13-volume e-series cut a wide swath of Northwest history. Profiles included grunge-rocker-turned-political-activist Krist Novoselic, five-time space hero Bonnie Dunbar, and Charles Z. Smith, first ethnic minority on the Washington Supreme Court. Embracing the Digital Age, the Legacy Project additionally made accessible a free and popular database of politicians and activists online. Historymakers offered biographical profiles of Washington public servants, activists and little-known citizens who made history.

Understanding that the Washington story is a library for the future, Secretary Reed breathed life into The Legacy Project in 2008. Reed worked with the Legislature to create a new program and, in times of inadequate funding, relied on volunteers to assist with research and private donors to pay publishing costs. In some cases, university presses published books in association with The Legacy Project. The revived program published oral histories and biographies of statewide officeholders and civic newsmakers whose lives and contributions influenced the state. Published books, written by former journalists, followed a readable and lively format. "Although treasures in their own right, historic records cannot replace the human perspective of our challenges and successes," Reed said. "The Legacy Project is humanizing history in a way that will guide future generations—one story at a time."

Reed with civil rights activist Lillian Walker and award-winning journalist John Hughes who joined The Legacy Project in 2008. *Laura Mott/Office of the Secretary of State*

WASHINGTON STATE CORPORATIONS

Reed continuously strove to make Washington a business-friendly state.

He incorporated more than a half-million companies over three terms. Reed lifted office morale and advanced technology, ramping up customer service for business and charity clients. Aspiring to enhance the entrepreneurial spirit that built the state of Washington, Reed recognized businesses that made meaningful changes in their local communities and made historic corporate records more accessible.

Reed dramatically improved turnaround times for corporations and charities. An online services and new imaging database launched in 2003 that enabled staff to scan and manage digital images, provide workflow enhancements and access corporate and charities records more easily. The improvements made week-long transactions instantaneous and allowed individuals, law firms and professional service companies to conveniently file legally required documents with the Office of the Secretary of State seven days a week from anywhere in the world.

Reed greatly enhanced office culture. In 2001, many longtime employees described their work as "stagnant, stale and tedious." Workers lacked motivation and morale steadily sank. But with the new secretary, diversity, ethics and innovation came to the forefront. Reed encouraged employees to reach milestones and participate in events that promoted a positive work environment and workforce diversity.

Washington is the birthplace of some of the most important companies in the world. One of our top responsibilities is incorporating and serving businesses across the state.

- Sam Reed

Finally, Reed made historic business records more accessible. In 2008, staff began scanning business documents that dated back to the 1800s. By the fall, 2.2 million pages had been uploaded to the Digital Archives and made publicly available. The documents—original articles of incorporation, amendments, mergers, annual renewals and more—spanned from the territorial era to 2003.

Innovations

In 2005, the public began filing Articles of Incorporation online.

In 2009, staff replaced paper renewal forms with postcard reminders, linking nonprofit corporations to an online renewal process.

In 2010, the Charities Program added its first online feature called Optional Registration.

In 2011, staff began using electronic renewal notices for corporate and charitable entities.

Running on dedicated funding sources, Corporations began staffing according to need rather than depending on state budget cycles.

New phone systems allowed a "virtual hold" for some of the 12,000 calls received each month. Customers entered phone numbers and received return phone calls without losing their place in line.

Agencies banded together to share information that impacted other agencies or customers. In 2006, business.wa.gov was established to serve as a business guide for Washington companies.

From Amazon.com in Seattle to Cowles Publishing Company in Spokane and Snokist Growers in Yakima, global giants and diverse businesses make their home in Washington.

Domestic Partnerships & Apostilles

DOMESTIC PARTNERSHIPS

When the Washington State Legislature created the high-profile domestic partnership registry, lawmakers counted on Reed to administer a straightforward, respectful program. Domestic partnership registration began in July 2007, when same-sex and qualifying heterosexual couples registered with the Office of the Secretary of State to receive some benefits of traditional marriage. After July 2007, the Legislature expanded rights and responsibilities to match those of heterosexuals participating in traditional marriage. In the 2007-2008 fiscal year, more than 4,200 couples registered for domestic partnerships. By 2012, the number exceeded 9,700.

Washington State Corporations

Couples in Washington State began registering for domestic partnerships in July 2007.

APOSTILLES

When Sam Reed first took office, the Digital Age had yet to reach the Apostille program—a vital government service for anyone doing overseas business or adopting internationally. Staff tracked adoption and corporate records on legal pads. Apostilles were signed by hand. Gold seals had to be crimped. By 2001, the first semi-automated Apostille program was firmly in place.

Apostilles authenticated signatures on records used in participating countries of the 1961 Hague Convention. The service was offered to U.S. citizens and foreign nationals. Business dealings included corporate documents, such as company bylaws and articles of incorporation, power of attorney, diplomas, transcripts, letters relating to degrees, marital status, references and job certifications, home studies, deeds of assignments, distributorship agreements and adoption records.

International Trade

Reed led privately funded trade and cultural missions to keep Washington competitive in foreign markets. New business relationships, interactions with dignitaries and cultural awareness brought real results. Because of the importance of protocol abroad, government played a major role in foreign business development. The trade industry generated billions of dollars annually for the state of Washington, long considered a "Gateway to East Asia."

In 2001, Reed led a delegation to China and quickly discovered the influence of Washington State—from the Beijing Starbucks to students on Chinese television learning Microsoft Excel. In 2001, China ranked as America's fourth largest trading partner and Reed noted new areas ripe for growth. The city of Baotou, roughly the size of Spokane, held 2 million people in northern China. It was rich in resources like natural gas, coal and rare earth. The people of Baotou were eager to trade with Washington. Several additional trips to China followed, generating sales and partnerships, sister city relationships and improving foreign relations.

"No one in a position of business leadership should miss an opportunity to witness and see firsthand the dynamics of China," one delegate said. "To engage with local and provincial officials and business leaders on substantive issues, was a privilege impossible for the visiting tourist—or individual American business person to duplicate," said another.

A survey of travelers on trade and cultural missions in the Reed years revealed impressive results: a quarter of respondents reported tangible sales and/or contracts. A delegate on the 2003 India trade mission inked a deal with an Indian corporation to provide exclusive sales rights on a new global product line worth $2.5 million. A second traveler reported new business relationships valued at $125,000. A delegate to Vietnam in 2007 secured partnerships to train maintenance personnel in Vietnam Airlines Aviation.

All told, roughly 20 percent of respondents reported Memorandums of Agreement or Letters of Intent that resulted from trade missions. Forty percent cited new sources or vendor relationships and 10 percent reported new partnerships or joint ventures. Travelers noted invaluable government contacts, a cultural education and personal growth from their experiences abroad.

Throughout his tenure, missions took Reed to China, Vietnam, Thailand and India. At home, Reed hosted 120 delegations from 45 countries.

Photo above:Reed visits the Chinese province of Sichuan in 2009, one year after a devastating earthquake struck, destroying an elementary school. Above, surviving children at their new school. *Office of the Secretary of State*

Washington Productivity Board
SECRETARY OF STATE

Since he campaigned for the office, Secretary of State Sam Reed had been an ardent supporter of the Productivity Board. Banking on the brains and innovation of every state worker, the Washington Productivity Board formed during the 1982 economic slump—the worst since the Great Depression—to ease the drain on the state pocketbook. Over the course of three decades, nearly 30,000 employees suggested tips that saved a whopping $62,014,443. And the impressive statistic only reflected savings collected during the first year the ideas were implemented. Summed up another way, taxpayers hung onto $10 for every one dollar the program spent.

Ideas were proven. An employee with the Department of Social and Health Services devised a system to clearly identify kids who received Social Security benefits, saving $3.3 million in its first year. A Washington State trooper saved lives by posting highway signs reminding tired drivers to pull over and rest.

The board administered the Employee Suggestion Program and the Teamwork Incentive Program. Both offered cash incentives to the rank-and-file and to managers who suggested money-saving improvements. “With our state government facing a terrible multibillion-dollar budget deficit, we need our state employees more than ever to help find ways to save the state money,” Reed said.

In 2005, Reed enhanced the Productivity Board with the addition of the Circle of Excellence, an honor system for employees who consistently pitched money-saving ideas. After 10 ideas were submitted, employees entered the circle and were recognized and treated as VIPs at Productivity Board events.

The Productivity Board also administered Public Service Recognition Week, when agencies and vendors came together to honor the achievements of state workers. The board further recognized public employees for exemplary service with the Extra Mile, Leadership and Longevity awards.

Due to the 2011-13 operating budget recently passed by the State Legislature, the Productivity Board was suspended for two years. Reed made it a top priority to position the Board for immediate reinstatement in 2013.

These Department of Transportation workers suggested training employees to inspect bridges instead of hiring more expensive out-of-state consultants. *Ben Helle/Office of the Secretary of State*

Washington GIVES

Reed, longtime advocate of the American Cancer Society and many charities, used the bully pulpit to hail Washingtonians for their benevolence, while encouraging them to make smart donations. Too often, Christmas-time scrooges took advantage of good will and used pressure tactics to force people, particularly seniors, into giving. In times of tragedy, scam artists played off legitimate relief efforts to lure donors into sponsoring bogus charities.

Each year, Reed warned consumers in a special report on fundraisers soliciting money in our state. The report exposed the percentage paid solicitors returned to the charitable cause. In a handful of cases, fundraisers returned just pennies of every dollar. “I’ve long admired the generous people in Washington who give to people across our state and around the world,” Reed said. “Education will help those in need get the most of every dollar and prevent donors from getting burned.”

In a special education campaign that urged donors to do their homework, Reed produced public service announcements, issued news releases and introduced reporters to an elderly woman who’d been targeted by aggressive solicitors.

He warned donors to give to registered charities and to be weary of solicitors who refused to disclose details about their organizations. “Individuals who are able to contribute must be well informed about where their money is going,” Reed said. “We want donors to know which commercial fundraising groups have a bad track record when it comes to passing on donated money to the intended charities.” Reed made keeping tabs on charities easier with steady improvements in technology, like an iPhone app that in seconds connected consumers directly with vital information about charitable organizations.

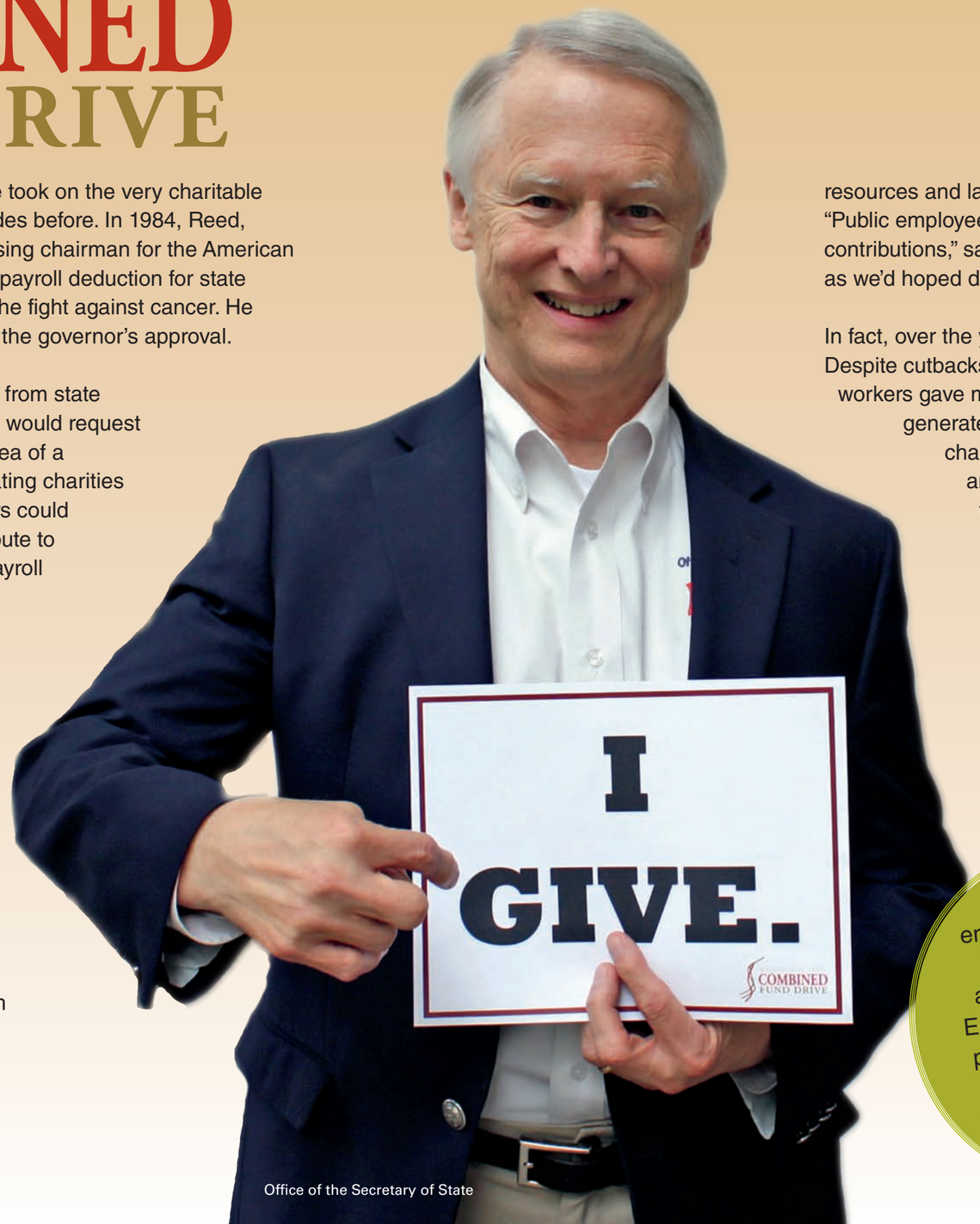
Over Reed’s tenure, the Charities Program strengthened customer service with online Optional Registration and electronic renewal notices. The Charities Program and Combined Fund Drive, a giving program for state workers, consolidated registration processes. Organizations registering for the first time or filing an annual renewal with the Charities Program could register with the Combined Fund Drive using the same application. Reed also educated the nonprofit sector by holding events for charities and nonprofit organizations to ensure compliance with state law.

WASHINGTON STATE COMBINED FUND DRIVE

Life came full circle for Reed in 2010. He took on the very charitable giving program he helped create decades before. In 1984, Reed, Thurston County Auditor and state fundraising chairman for the American Cancer Society, was convinced automatic payroll deduction for state workers would generate crucial dollars in the fight against cancer. He lobbied First Lady Lois Spellman and won the governor's approval.

Governor John Spellman faced reluctance from state workers, however, who knew other causes would request their own payroll deduction options. The idea of a combined fund drive to benefit all participating charities was born. Current and former state workers could choose their charitable causes and contribute to them automatically each month through payroll deduction or by writing a check. Spellman created Washington's Combined Fund Drive by executive order in 1984. Its popularity grew. Governor Gary Locke put the drive into law in 2003, further simplifying giving for state workers. Donations topped 5 million annually that year and in 2004 state workers created an online giving station for CFD.

In June 2010, the program moved from the Department of Personnel to the Office of the Secretary of State. Reed targeted every aspect of the program for improvements, dedicating additional resources and laying the groundwork for creative giving strategies. "Public employees should take great pride in the global impact of their contributions," said Reed. "This program is a model and worked as well as we'd hoped decades ago."



Office of the Secretary of State

In fact, over the years, public employees donated in challenging times. Despite cutbacks in nearly every single agency during 2010, state workers gave more than $5.5 million to charity. Most donations were generated through the payroll contribution program and 1,500 charities benefited. Employees of the Department of Social and Health Services still generated more than $600,000 through the Combined Fund Drive, the most of any state agency, and the University of Washington again maintained the highest rate of giving, producing more than $2 million.

But the economic downturn rendered Reed's office incapable of fully subsidizing the CFD. To combat a temporary rise in operating costs, Reed searched for lower printing costs on marketing materials, lower rent and facilities costs and corporate sponsorships.

Difficult times were temporary and passion for CFD remained. Since its inception through 2012, the Combined Fund Drive raised nearly $108 million for Washington charities and causes around the world.

In 2012, Reed engaged state workers in philanthropy with an "I Give" campaign. Employees made public pledges to give to their favorite charities through the Combined Fund Drive.

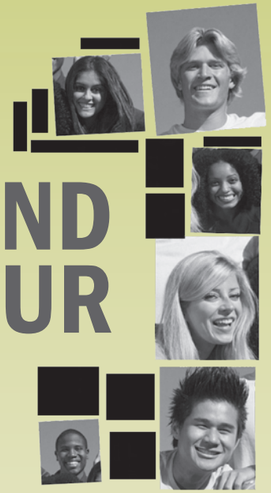
Corporations for **Communities**

In the midst of an economic slump in Washington, Reed created Corporations for Communities and awarded the state's highest civic honor to civic-minded businesses giving society a boost. "Particularly in these tough economic times, it's important to cheer on businesses that are going above and beyond to make a difference in Washington," Reed said.

The reward was a National Association of Secretaries of State medallion, the highest civic honor presented by the organization in all 50 states. "We know giving back has a ripple effect, and businesses that promote generosity and social consciousness have a powerful impact not only on the employees who work there, but on the community members who experience the results," said Reed. "I am pleased to offer a program dedicated to applauding exceptional Washington companies that are choosing community over corporate greed."

The public nominated businesses of every size for the award. Each year, Reed selected from the nominees one large and one small corporation. Recipients included KING 5 Television, Composite Solutions, ABODA, Schweitzer Engineering Laboratories, Dissmore's Foods, GLY Construction, Bank Sterling Savings and Korsmo Construction.

Thanks to the generosity and hard work of GLY Construction, kids at YMCA Camp Colman connected with a touch tank. *GLY Construction*



FIND YOUR thing

At nearly two-dozen Washington colleges and universities in 2009, Reed called on young people. "Find your one thing and give back to your community," the secretary said. He carried his message to his annual College Civics Week that April, announcing a statewide call to service. "Every young person on every college campus can impact the community," said Reed, who'd served as Executive Board Chair of the American Cancer Society and a member of the YMCA Youth and Government Board, among other causes.

Find Your One Thing emerged in troubled state budget years with high unemployment, and accompanied President Obama's national call to service. Hoping to wake up youth to the benefits of volunteerism and government action, Reed urged students to identify a single area or a single action that could benefit people in trying times.

> "The majority of people get involved in civic activity because they were asked by someone else. I myself have started many activities because someone approached me and suggested it. I encourage you to be bold and ask those around you to get involved. Make it your 'one thing' to recruit another person to your cause."

The message resounded with students, who organized service events and forums during Reed's visits. "This week I'm partnering with young people across Washington as we start asking the question: What is one more thing I can do to make a difference in my community?" Reed announced.

HEROES and high HONORS

Good Samaritans earned a place of distinction in 2006 when Reed awarded the Medal of Valor, the state's highest honor, for the first time in history. Reed's office managed the prestigious award, given to people who sacrifice their own safety to save lives.

Ten days before Christmas in 2004, trucker Jim Swett encountered the fiery aftermath of a three-car collision on I-5 near Marysville. A Ford Explorer crossed the median and struck a Suburban and Toyota Tundra. The Explorer and Tundra burst into flames. Swett, then 68 years old, smashed the window of the Suburban. While sustaining burns to himself, he freed a woman trapped inside the vehicle. Her two children remained in the backseat. Swett next secured a rope to his truck and towed the Suburban from the burning wreckage. Using a crowbar to open the car door, he rescued the woman's two children. The oldest, sadly, did not survive.

Driving by Silver Lake back in 2001, Greg Meinhold of Everett spotted a canoe with a lone dog on board and its presumed owner in the water. He pulled into a lakeside restaurant and grabbed a canoe that was on display. Using the borrowed canoe and a cookie sheet he took from the kitchen to paddle, Meinhold saved both the owner and his dog.

Swett and Meinhold joined two other esteemed Washingtonians—Travis Jackson and Dennis Kinsey—in winning the 2006 honor. Other heroes include Timothy Bourasaw, Rick Bowers, Edward Marsette and Alana Schutt, who received the medal in 2007.

Under state law, the Medal of Valor could not be awarded to first responders like police officers and firefighters. Selection committee members include the Governor, Lieutenant Governor, Speaker of the House and Supreme Court Chief Justice. Reed was an ex-officio member.

The state granted the Medal of Merit to those who demonstrated exceptional conduct in providing outstanding services to citizens. Recipients during Reed's tenure included, among others, Tom Foley who served as Speaker of the U.S. House of Representatives under President Bill Clinton, Leland Hartwell for his Nobel Prize-winning research in genetics and Bonnie Dunbar, the small-town Washingtonian and five-time space hero.

Laura Mott/Office of the Secretary of State

The Medal of Merit is granted to those who demonstrate exceptional conduct in providing outstanding services to citizens. The Medal of Valor is awarded to those exemplifying "exceptionally valorous service, given in the act of saving the life of another."

Address Confidentiality Program

Reed protected a landmark program that shielded crime victims from further abuse. Too often, victims of domestic violence, sexual assault, trafficking and stalking relocated to protect themselves and their children, only to fear their perpetrators would track their whereabouts through public records. The Address Confidentiality Program kept survivors safe by assigning a substitute address for mail and critical public records like public assistance forms and driver licenses.

This small but fundamental program continued despite the recession. Established in 1991, the ACP provided a vital piece of overall protection for crime victims. The program grew into a national model and one of the country's largest programs with 4,000 participants. Throughout Reed's tenure, 24 states established comparable programs. Many used Washington State as a model.

In 2002, Washington's ACP won the Susan Laurence Memorial Award for Professional Innovation, a prestigious honor presented to programs or people who expand the reach of victims' rights and services.

Laura Mott/Office of the Secretary of State

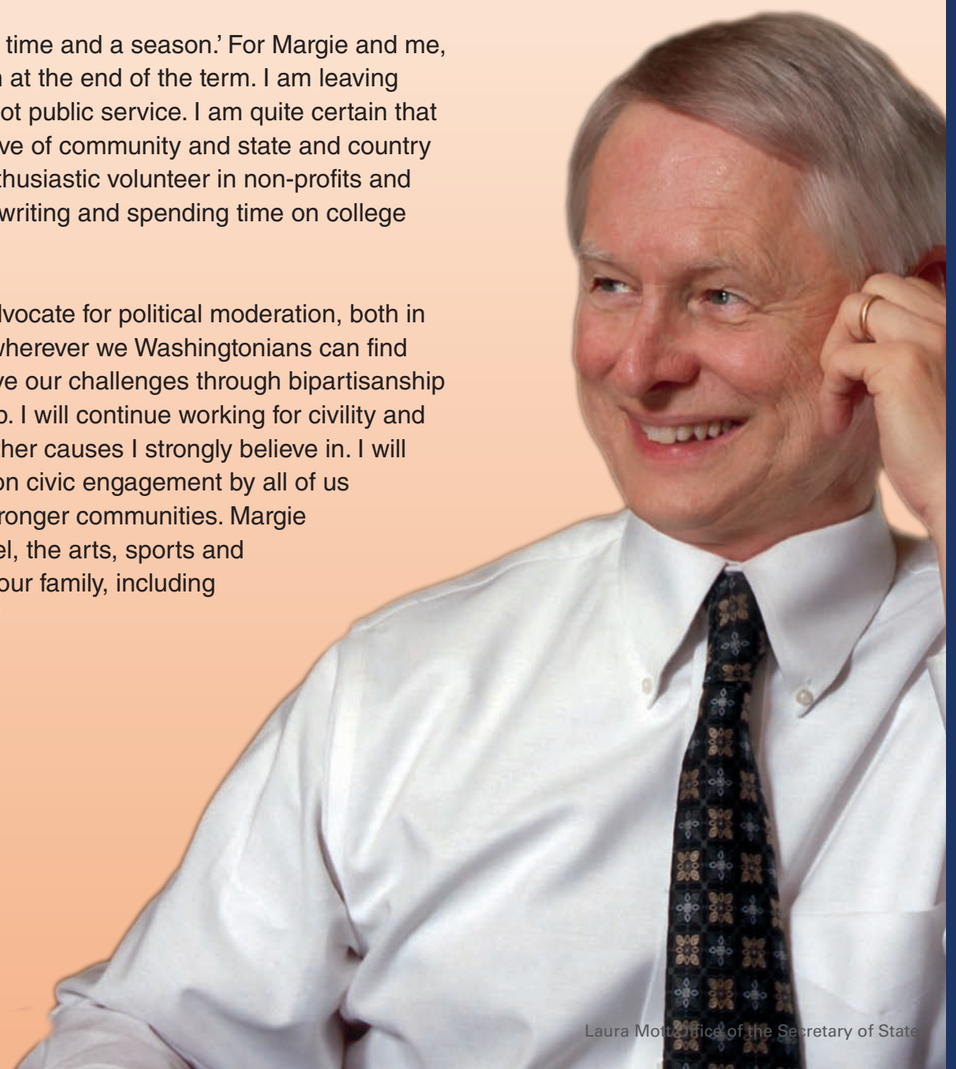
in his own words

"In all, it has been quite a ride—48 years in public life, including 35 in elective office. I have such love and respect for this office and for the opportunities to serve the people of Washington every single day.

"I came to Olympia as a young man to answer a call for a new breed of leaders, and was honored to work for Governor Dan Evans, my mentor, and to be appointed the assistant secretary of state by Secretary Lud Kramer at age 28. Later, I thoroughly enjoyed being Thurston County Auditor for 23 years and now have had the distinct pleasure of being Secretary of State for three terms, including presiding over the nation's secretaries of state.

"It is true; there is 'a time and a season.' For Margie and me, it is time to move on at the end of the term. I am leaving elective office, but not public service. I am quite certain that I will continue my love of community and state and country and serve as an enthusiastic volunteer in non-profits and charities, lecturing, writing and spending time on college campuses.

"I will continue to advocate for political moderation, both in my own party and wherever we Washingtonians can find opportunities to solve our challenges through bipartisanship and nonpartisanship. I will continue working for civility and conservation and other causes I strongly believe in. I will continue to champion civic engagement by all of us and work to build stronger communities. Margie and I will enjoy travel, the arts, sports and spending time with our family, including our two grandsons."



Laura Mott/Office of the Secretary of State

"Reed has much to be proud of in his tenure. But as an independent voter who believes the parties are little more than puppets of their special interests, I am especially grateful for Reed's commitment to voter choice and his willingness to fend off the parties, including his own friends. Another secretary of state with a more partisan view likely would have given Washington a different result.

Reed's leadership mattered, and Washington will benefit for years to come."

- The Seattle Times, July 7, 2011

Inaugural Ball Committee

"It is true; there is 'a time and a season.' For Margie and me, it is time to move on at the end of the term."

Not printed at government expense.
Content - Trova Heffernan
Graphic Design - Laura Mott

OFFICE OF THE SECRETARY OF STATE

PO Box 40220
Olympia, WA 98504

November 2012