



March 16, 2024

**“The Tavern Trade in Colonial America:
The Tinderbox That Ignited the American Revolution.”**

Mark Seifert



Mark Seifert has been a member of the SAR since 2019 and is currently President of the Barry M. Goldwater Chapter. He has 7 ancestors who served during the Revolution. He is an avid historian and storyteller. Mark participates in the State Color Guard, attired as a tavern keeper and Minuteman. Mark has prepared two presentations about the period. Mark is the Managing Partner of Waggle Dance Marketing Research, LLC. Prior to that, Mark Seifert has many years of experience in senior-level marketing positions and NY advertising agencies:

- Senior VP Marketing & Advertising at PETSMART and three positions at KRAFT: Group Product Manager/New Products; Director of Marketing; Director of Strategic Planning and Mergers & Acquisitions.
- Additionally, he has Senior Advertising Agency Account Management experience at Doyle Dane Bernbach, Y&R, and McCabe & Company.

Mark received a BA from Upsala College, East Orange NJ and an MBA from Clark University, Worcester, MA. He has also taught/led a seminar at the MIT SDM program. Mark is married to Lyndon Gail Murphy. They have 2 grown children. 1 cat and 3 desert tortoises.



McCormick Ranch Golf Club

Luncheon \$40 – Please RSVP **by March 13th** with check to Charlie Bitner 134 E. Northview Ave. Phoenix 85020
by email: Charles@bitner36.com or contact Charlie at 602-943-0028

RSVP's received after this date cannot be guaranteed.