

Scott R. Simms



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**CEO & Executive Director;** July 2019 to present. Employer: Public Power Council, 650 NE Holladay Ave., #810, Portland, OR 97232; Full-time position.

As the CEO & Executive Director of the Public Power Council (PPC), I lead the largest public utility trade association in the Pacific Northwest that deals with matters of the Federal Columbia River Power System (FCRPS) and all policy matters related to the largest U.S. Department of Energy Power Marketing Agency, the Bonneville Power Administration (BPA). This 85-member utility trade association spanning six states is governed by a diverse elected 21-member board, which I report to. I manage six Director-level staff and two contract lobbyists, in addition to other key staff. Under my leadership, PPC has successfully reduced tens of millions of dollars of costs for our members, as well as returned hundreds of millions of dollars of funds to my members in the form of reduced rates/rate credits and have successfully staved off credible threats to the hydroelectric system on which my members depend for their energy supplies. My work spans all aspects of a top organizational leadership functions, including collecting and managing member dues and structuring/managing an annual budget, managing board and member relations – including resolutions of disputes, organizing and leading in-person and virtual monthly board meetings of 200+ attendees, hiring and managing staff, conducting annual and other strategic planning sessions with our members, organizing PPC’s initiatives and efforts with staff, and modifying and improving organizational governance and staff policies in conjunction with expert staff. My specialized role means I also engage directly representing PPC and its members in written and verbal testimony (including in contentious processes); working externally with media, members of Congress, members of the public, Tribes and others, and speaking at events of a few people to more than 500; and working on critical matters of energy policy that range from Western organized market activity to generation and transmission management and policy, federal regulation and federal litigation, rate-setting and budgeting processes for federal agencies, developing strategies for public power on fish and wildlife mitigation, contributing to and monitoring federal legislation, and influencing international water management Treaty negotiations with Canada. PPC’s organizational budget is \$2.8 million dollars, which has been independently audited with clean audit results for my full tenure in this position. See more at [www.ppcpx.org](http://www.ppcpx.org)

**Chairman, Columbia River Treaty Power Group; January 2020 to present.** In addition to my role as PPC CEO & Executive Director, I also lead a grassroots coalition of public utilities, investor owned utilities, irrigators and others in the Northwest who are seeking to rebalance a long-standing water management and energy production agreement between the United States and Canada, known as the Columbia River Treaty. This Chairman role involves coordination with the U.S. State Department, U.S. Department of Energy, U.S. Army Corps of Engineers along with public and private interests – and counterparts in Canada – as we seek a modernized agreement that better reflects today’s energy and environmental interests. See more at [www.crtpowergroup.org](http://www.crtpowergroup.org) (Note: This position is part of the duties as CEO/Executive Director in the position above and there is no associated additional compensation).

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**Director of Communications;** May 2015 to July 2019. Employer: Bonneville Power Administration, U.S. Department of Energy, 905 N.E. 11th Avenue Portland, OR 97232; Full-time position. (Supervisory Public Affairs Specialist, GS-1035-15)

As BPA's Communications Director, I was responsible for leading, directing, and promoting a robust public affairs and communications program to establish, maintain and strengthen cooperative relationships with the media, customers and ratepayers, and other key external stakeholders and to ensure the involvement of groups interested in and affected by BPA's policies, programs, and decisions. This included leading, managing and directing internal and external communications programs that foster knowledge, awareness, and support of BPA's programs, achievements, and value to the Pacific Northwest. Over the course of the four years in this role, which included successfully supervising 34 federal employees and a number of contractors, I successfully revamped the structure of this department as an "in-house agency" in order to deliver better service to our "clients" with stronger and more brand-cohesive content - all the while improving teamwork, productivity, departmental morale and creating award winning work. In this senior leadership role, I managed an annual departmental budget of \$5 million.

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**Acting Manager, Long Term Power Planning;** March 2014 to May 2015. Employer: Bonneville Power Administration, U.S. Department of Energy; 905 N.E. 11th Avenue Portland, OR 97232; Full-time position. (Detail-Supervisory Public Utilities Specialist, GS-1130-14)

I was the manager of a team of Operations Research Analysts, Public Utilities Specialists, and Engineers who quantify and forecast long-term power resources and loads in the Pacific Northwest and Federal Columbia River Power System for use by utility planners throughout the region. During the FY2014 performance year, I led the team to develop a near-term work plan for fixing the group's loads and resources database and also led the development of a business case to secure internal funding and IT support for a long-term fix of the system (our business case was approved for FY2015). Other work included engaging in the resource adequacy steering committee forum with the Northwest Power & Conservation Council and actively managing a lack of staffing around a series of required outputs for the group, such as supporting analysis for BPA's multi-billion-dollar BP-16 rate case process and the agency's payments to and credits due from the U.S. Department of Treasury. I supervised a team of five federal employees and one contractor in this capacity.

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**Secretary of the U.S. Entity, Regional Coordination;** February 2012 to March 2014 (with roughly 50% of duties as Secretary to the Entity retained while in the Acting Manager position described above). Employer: Bonneville Power Administration, 905 N.E. 11th Avenue Portland, OR 97232; Full-time position. (Public Utilities Specialist, GS-1130-14)

I served as a key point of contact for BPA and the U.S. Army Corps of Engineers in the administration of the Columbia River Treaty, including working with the U.S. State Department on policy issues, assisting in the development and distribution of analyses and materials, providing Congressional testimony preparation and editing, giving presentations to internal and external stakeholder groups and responding to requests from an array of regional interests, such as utility customers, Tribal interests, elected officials and staff from other federal and state agencies. This role required extensive public speaking and serving on panels with interest groups regarding the existing Treaty and Treaty

options post-2024. Another requirement was to travel frequently and work with the Province of British Columbia and the Canadian Entity (B.C. Hydro) on ongoing Treaty assignments and obligations between the two countries, including coordinating and participating in operations review meetings in the respective countries every 6-8 weeks, preparing an annual report of U.S. activities, and working with U.S. and Canadian parties on technical or contract issues regarding the delivery of the Canadian Entitlement electricity transmission obligation from the U.S. to Canada.

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**Policy Strategist, Strategy Integration/Corporate Strategy;** February 2009 to February 2012.

Employer: Bonneville Power Administration, 905 N.E. 11th Avenue Portland, OR 97232; Full-time position. (Policy Strategist, GS-1101-14 and GS-1001-14)

I was responsible for developing and managing specific cross-agency initiatives for achieving BPA's strategic objectives. I wrote articles, memos, and white papers to inform executives and employees about BPA's strategic targets and direction in specific areas. My role included responsibility for planning, developing, executing and evaluating a comprehensive program to enhance communications and interaction among BPA employees in the distinct divisions of Corporate Strategy. This role of developing policies and goals for the employee communications program and then implementing them with measurable success was one of the driving factors in me being awarded the "2010 Corporate Strategy All-star Award." Other significant projects included: Building and leading an innovative Climate Change scenario planning program with BPA executive leadership (facilitated by specialized outside training that I received); development of a standard process for collecting and distributing resource program data to agency initiative teams such as demand response, storage, wind integration and other initiatives so that staff could be working from better-informed modeling assumptions and agency forecasts; managing the agency's plug-in vehicle strategy, resulting in the leveraging of U.S. DOE clean fuels funds to put BPA in the lead as an early adopter group of federal agencies pursuing fleet electrification.

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**Public Affairs Specialist (Media Relations);** July 2006 to February, 2009. Employer: Bonneville Power Administration, 905 N.E. 11th Avenue Portland, OR 97232; Full-time position. (Public Affairs Specialist, GS-1035-13, promotion to GS-1035-14)

I served as principal media and external stakeholder spokesperson for BPA on a variety of topics, from controversial corporate issues to specialized functions of power supply, transmission, salmon mitigation and environmental issues and other matters, including those involving public opposition. I served as the key editorial board strategist and media team lead for the group. Specific project management and leadership efforts included the public outreach and media strategies for the 2008 FCRPS Biological Opinion, 2008 Columbia Basin Fish Accords, BPA's responses to calls for removal of Snake River Dams, support for various programmatic offerings from BPA's Environment, Fish & Wildlife division and the highly successful launch of BPA's 2007 Wind Integration Action Plan.

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**Senior Spokesman/Media Team Lead;** Corporate Communications. June 2001 to July 2006. Employer: Portland General Electric (PGE), 121 SW Salmon St., Portland, OR 97204; Full-time position.

I provided communications counsel to PGE's CEO and executive team and worked as a primary company media and stakeholder spokesman on a variety of complex and highly controversial issues, including the

national controversy surrounding the bankruptcy of Enron, PGE's corporate owner at the time – as well as many succeeding merger and hostile acquisition attempts by other parties in the years that followed. As the primary spokesman for PGE during this very challenging chapter in the company's history, I conducted hundreds of media interviews every year with local and national television, radio, newspaper, magazine and online outlets. I also performed as a lead communications counselor and trainer of executives on how to respond to media inquiries, interviews, and other similar requests (such as public meetings/hearings). The role also included conducting/leading strategic communications planning and writing executive speeches, news releases, talking points, position papers, media backgrounders and other materials. As the media team lead, I was responsible for direct oversight of two employees and one intern on the PGE Media Team. Prior to leaving PGE for a position at BPA, I successfully managed the media relations effort launching PGE as an independent company (and official separation from Enron) with the public listing of PGE on the New York Stock Exchange (NYSE: POR). This signified PGE's emergence, once again, as an independent company. My work at PGE garnered several significant public relations industry awards between the years of 2001 and 2006.

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**Marketing Communications Specialist, Corporate Communications;** June 2000 to June 2001.

Employer: Portland General Electric (PGE), 121 SW Salmon St., Portland, OR 97204; Full-time position.

I led and developed marketing communications strategies, brochures and materials for PGE's non-regulated business ventures, including the Earth Smart/Earth Advantage energy efficiency programs and PGE's unregulated e-commerce offerings. I developed communications plans for the organization and these projects, including oversight and evaluation of work completed by design contractors.

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**Senior Account Executive/Senior Associate;** October 1997 to June 2000. Employer: Conkling Fiskum & McCormick (CFM), 1100 SW 6th Avenue, Suite 1425, Portland, OR 97204; Full-time position.

My traditional Senior Account Executive role included account and project management work for clients such as Intel, SEH America, Nuclear Energy Institute, Americans for Affordable Electricity, Industrial Customers of Northwest Utilities, Oregon Coast Aquarium (international Keiko The Killer Whale controversy), Tobacco-Free Coalition of Oregon, Gambling Addiction Treatment Foundation, Pet Food Institute, Port of Portland, Pacific University and Oregon Independent Colleges Foundation. Specific practice areas: media relations, public affairs, crisis/issues management, employee communications, grass roots/public engagement, community relations, legislative and local government communications, new business development, account management/oversight.

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**Account Executive;** March 1997 to October 1997. Employer: Insync Communications (now Waggener Edstrom); formerly at the Tiffany Center, 1410 SW Morrison, Portland, OR 97205; Full-time position.

I managed national public relations accounts for Microsoft in specific vertical channels: healthcare, insurance and customer care/management (customer service). I also developed the Microsoft energy industry account. Oversaw and managed extensive public relations program budgets that totaled more than \$800,000 in billings annually. Arranged national media and business analyst visits and traveled extensively with my clients to accompany them and to present at industry trade shows across the nation. Practice areas: public relations strategy development, media and analyst relations,

account leadership and financial management, business and analyst research, technology stakeholder outreach.

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**Account Executive;** July 1995 to March 1997. Employer: Cole & Weber Advertising and Public Relations, 115 NW 1st Avenue, Suite 400, Portland, OR 97204 (now consolidated in Seattle); Full-time position.

Managed the day-to-day work and projects for the Bonneville Power Administration public affairs account, Otak (architecture and engineering) and Land Rover of Portland public relations accounts and assisted on other accounts, including Portland General Electric. Practice areas: media relations, account leadership, project management, developing and conducting new business presentations, community relations, implementing consumer public relations/marketing integration.

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**Assistant Account Executive.** June 1994 to July 1995. Employer: Gerber Advertising & Public Relations, 209 SW Oak Street, Portland, OR 97204; Full-time position.

I provided AAE support to the Louisiana-Pacific timber product B2B publicity account and assisted on other accounts, including United Grocers (and related business units) and Port of Vancouver. Practice areas: media relations, project management, consumer public relations/marketing integration, employee communications, product brochure design and layout and packaging.

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**Corporate Affairs Intern;** May 1993 to August 1993. Employer: Plum Creek Timber Company, 999 Third Avenue, Suite 4300, Seattle, WA 98104. (Weyerhaeuser purchased Plum Creek in 2016).

I assisted with the development and implementation of Congressional staff tours of timberlands in Washington and Montana, conducted field research in Montana for Corporate Affairs and Legal Affairs regarding Plum Creek's potential acquisition targets, and wrote letters to Congressional leaders on timber policy. Practice areas: support for public relations issues management and public affairs and legal functions.

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**College/High School Education**

Bachelor's degree in Communications with an emphasis in Public Relations and a minor in Political Science at Washington State University in Pullman, Wash. Cum Laude graduate, May 1994. Edward R. Murrow College of Communication, 226 Murrow East, Pullman, WA 99163.  
Graduated Mt. Si High School in June 1990. 8651 Meadowbrook Way, Snoqualmie, WA 98065.

**Additional Relevant Certification**

Accreditation by the Public Relations Society of America (PRSA), earning the "APR" in February, 2002. 120 Wall Street, 21st Floor, New York, NY 10005-4024