Stephen R. Seiter

Stephen Seiter is CEO of Park Place Holdings LLC, SBC Realty and Ultima Health Products Corporation, located in Portsmouth, Rhode Island. He retired after 15-years as President/CEO of Seiter & Miller Advertising, a medium-sized advertising and communications New York firm he founded with his partner in 1990. He is also a former citizen-soldier who retired in 2004 as the Commanding General of the New York Army National Guard after 38-years of uniformed service. He has had leadership command positions at nearly every level in the Army.

Mr. Seiter, in his civilian life, has spent his career in marketing and advertising, beginning in the Northwest with McCann-Erickson where he advanced to the position of Senior Vice President, Management Representative and moved to New York City. At D'Arcy, Masius Benton & Bowles, he was made an Executive Vice President and Account Service Director for the agency between 1980-85. He served two years as President of the Foundation for Savings Institutions and then joined Backer Spielvogel Bates as an Executive Vice President, Account Management Director and Chairman of the agency's Strategy Review Board. In 1990, he and his partner Livingston Miller founded Seiter & Miller have grown the business with accounts such as Kyocera Copiers and Printers, Smith & Wollensky Restaurant Group, AXA/Equitable Insurance and Financial Services, American Express, New York University's School of Continuing and Professional Studies, and others.

Mr. Seiter has also served as Chairman of the Board of the Ultima Health Products Co., Inc. headquartered in Manhattan for the last 18 years. He retired in 2019 upon sale of the Company. He also served for 5-years (2009-14) as Board Member and Chair of the Marketing and Human Resources Committees of the American Defense Systems Co, Inc. then located in Long Island.

Upon moving to Rhode Island in 2007, Mr. Seiter founded Park Place Holdings LLc, a classic car storage and repair facility. He remains as CEO/Designated Manager currently.

In the military, General Seiter began his service in August 1966 as a private. He is a 1966 graduate of the University of Washington where he earned his Bachelor's

degree and subsequently a Masters Degree in Business Administration from the University's Graduate School of Business. During active duty he graduated from the Defense Language Institute (West Coast) with proficiencies in German and Chinese-Cantonese. He was trained at Ft. Holabird as an interrogator/translator linguist. Following active duty, General Seiter join the Army Reserve and served as Specialist 7 and senior interrogator in the 316th Military Intelligence (MI) Detachment, 124 Army Reserve Command and, later became the unit's First Sergeant. In 1976, Sergeant Seiter received a direct commission to First Lieutenant and took charge of the Interrogation/Translation Section. 1LT Seiter moved to New York in 1977 and joined C Company, 826 MI Battalion as a Counter Intelligence agent and platoon leader. Then Captain (Promotable) Seiter joined the Army National Guard in 1988 as Assistant G-2 (Intelligence), 42nd Infantry Division. When the Division moved, MAJ Seiter was transferred to the 27th Support Center (RAOC) as the Area Damage Control Officer, and chief instructor in teaching German to unit members. In 1991, Major Seiter became the S2/3 (Operations) of the 205th Support Group, later renamed the 107th Corps Support Group. In 1995, MAJ Seiter became the Commander of the 369th Corps Support Battalion (the "Harlem Hellfighters") and promoted to Lieutenant Colonel. In 1998, LTC Seiter was assigned to 53rd Troop Command and held a variety of positions including Deputy Chief of Staff, G5 and GuardHelp Coordinator. In 2000, then Lieutenant Colonel Seiter was given command of the 107th Corps Support Group, headquartered in the historic 7th Regiment Armory in Manhattan. He was promoted to the rank of Colonel. It was there that he commanded the Manhattan Joint Military Task Force during the first 18-days of 911 and was awarded the Conspicuous Service Medal with WTC device for his service as a First Responder. In 2002, he was re-assigned as the Commander of one of three Major Army Commands (MACOMs) in New York State and promoted to Brigadier General. In 2003, he was promoted to the position Commanding General for all Army National Guard forces in the State of New York, and promoted to Major General.

General Seiter is a graduate of the Military Intelligence (MI) Officer Basic and Advance Courses, Command and General Staff College and the US Army War College. He has been awarded the Legion of Merit, the Meritorious Service Medal, the Army Commendation Medal (5 awards) and the Army Achievement Medal (4 awards) plus numerous State awards.

Mr. Seiter was a former member of the Racquet & Tennis Club (NYC), a former member of the Board of Trustees of the Union League Club (NYC), Squadron A Association, a member of the Society of Colonial Wars and a long time Member of the Board of Managers of East Side House Settlement located in the South Bronx. Later, after moving to Newport RI, he served as Vice Chairman (3-years) then Chairman (2-years) of the Naval War College Foundation. He and his wife, Mary Joan, are members of the Spouting Rock Beach Association (Bailey's)in Newport, Rhode Island and the Newport Reading Room. He resides with his wife Mary Joan and Newport and New York City. He remains an inadequate, but interested tennis player, automobile collector and restorer, and military historian.