

Arizona Society Sons of the American Revolution Speakers Bureau

Mark Seifert

Sons of the American Revolution

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.

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"The Tavern Trade in Colonial America: The Tinderbox That Ignited the American Revolution."

- Two of Mark's Patriot Ancestors were involved in the Tavern Trade. One on the maternal side in Lenox, MA. And one on the paternal side in Simsbury, CT.
- This presentation engages the audience with facts and stories of taverns, keepers, patrons, and the build-up to the Revolution.
- It interprets the role of taverns and their connection to the fundamental principles of the Bill of Rights.



"Reflections on Lexington & Concord, Bunker Hill, and the Siege of Boston."

- This is a factual deep-dive into the events of April – June 1775.
- It is also a travelogue that takes the audience to the actual scenes of the events.
- It portrays the characteristics and roles of the Minuteman during this critical time.
- It identifies the role this period played leading up to July 4, 1776.

Biography: 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 served as a First Lieutenant in the Massachusetts National Guard.

Mark is married to Lyndon Gail Murphy. They have 2 grown children. 1 cat and 3 desert tortoises.

