

Meet Mark Dyce-Ryan

Introduction by John Steckler

For over 20 years, I have had the privilege and honor of introducing new Rotarians to our club. Although I have gotten to know some extraordinary people, I have never met an individual whose story is so inspiring in not only how they had to reinvent themselves, but also how transparent they wish to be in telling that story.

Our newest Rotarian wants you to know his story of where he came from and how it has shaped him into the individual he is today.



Standing to my left is Mark Dyce-Ryan who joins us today under the classification of Marketing - Communications.

Mark is a local boy who grew up in the small town of Centralia and later went to college at Washington State University. Mark graduated in 1989 from the Edward R. Murrow School (now College) with a degree in communications.

He came to Seattle and worked for some of the legendary names in marketing and PR like Jay Rockey, Jeri McDonald, John Kobasic and Dick Hadley. He started his own firm in 1994 called Dyce-Friend Promotions with his company focused on reinvigorating downtown Seattle.

Mark orchestrated some of the biggest promotions and openings in Seattle history including a two-hour live special on MTV from Gameworks, as well as the opening of Planet Hollywood, Wolfgang Puck's ObaChine, and others.

Then came Labor Day of 1997. A day that Mark will never forget. On this day, Mark lost his company, his income, his friends, his family and --- his freedom. Mark was incarcerated, a result of drug and alcohol abuse. It takes a special person to rise from nothing into success but it takes an even stronger person to rise from nothing to success, only to lose it all and have to reinvent yourself and rise again.

Mark is that very special kind of person. After being released from jail, he put himself through rehab and truly reinvented himself again.

A turning point came when he was approached to run point with the legendary Muhammad Ali for a program called Athletes with a Heart, a benefit for the National Parkinson Foundation. His contact with Ali and the program helped to define the values that saved Mark and made him into the man he is today.

Other products and promotions followed including the introduction of Japan's largest children's property, Hamtaro, the licensing of the first food product by Florida's Natural Fruit Growers (the Florida's Natural Fruit Snacks), and a multi-million dollar launch of one of the country's most successful domestic cycling teams, Toyota-United.

In 2005, Mark co-founded a consumer marketing and experiential agency, 206inc. The agency grew to 45 employees and included some of the world's most recognized brands, as well as local and regional clients. The agency was then acquired in 2014. Mark left the agency in June of last year – and took a year sabbatical. He's now considering his newest venture his "proudest professional moment."

Mark has started a new company. It's called WHY FOR GOOD. Their tagline: "an agency with purpose." Their focus: working with companies, nonprofits, foundations and individual philanthropists to make our community and planet a better place. Remember, this is the man who hit rock bottom and lifted himself back up, built and sold one company only to start another one.

Mark and his husband Mitchell of 15 years, live in Maple Valley with their three honey bee hives and a dog named Bobo.

Mark is proposed by our very own President Mark Wright and seconded by Corinne Cavanaugh. We thank them both for bringing this exceptional individual into our club.

Inspiring, transparent and very engaging, please join me in welcoming our newest Rotarian Mark Dyce-Ryan, classification, Marketing - Communications.