



**Wayne D. Wedin**

President, Wedin Enterprises, Inc.

Waye Wedin is the President of Wedin Enterprise, Inc., a financial consulting firm offering services for both public and private organizations. His areas of expertise include providing financial services for major new construction project, business negotiation services, development team formulation and management, and energy generation and energy conservation projects. Prior to founding Wedin Enterprises in 1983, Mr. Wedin worked in the public sector as the city manager for the City of Brea for 15 years. He was also appointed Executive Director/Secretary of the Brea Redevelopment Agency in 1970. He also served a term as a Brea city councilmember and was appointed mayor in 1990. As chairman of the Orange County Business Council, Mr. Wedin chaired the mediation and negotiating sessions that led to an Orange County Bankruptcy Recovery Plan to address the \$1.7 billion government loss caused by the bankruptcy in 1994.

**Qualifications, Attributes, Skills, and Experience**

Mr. Wedin has decades of experience in public/private partnerships and real estate redevelopment. He has extensive experience in structuring financing packages that benefit landowners as well as taxpayers and city governments. He also possesses a keen understanding of the steps necessary to move private construction projects through the city approval process. Mr. Wedin is a skilled negotiator and public speaker, often being called upon to share his knowledge on economic development issues in public forums. Mr. Wedin has taught courses at both the University of Southern California and Fullerton College on the subjects of public administration and redevelopment. Mr. Wedin is also a master fundraiser, helping to raise money for innumerable local charity groups including Damas de Caridad (a support group for St. Jude Medical Center in Fullerton), the Brea 100 centennial activities, and the Orange County Protocol Foundation, to name just a few.

**Past Directorships and Appointments**

Mr. Wedin has spent innumerable volunteer hours in support of local charitable organizations. He served as the Orange County Business Council's first chairman of the board, is a past chairman of the Board of Trustees for the Southern California College of Optometry, and is a member of the Legislative Task Force for the North Orange County Community College District. He is a member of the Orange County Protocol Commission and Protocol Foundation and active in both the Brea and Fullerton Chambers of Commerce. He has also served on the board of Martin Luther Hospital, the Orange County United Way, and the Emmanuel Evangelical Lutheran Church. In 2006, Mr. Wedin was recognized as one the 25 Most Influential People in North Orange County by *North Orange County Magazine*.