

# BONNEVILLE INTERNATIONAL CORPORATION

Honors

## Bruce Reese

as

**One of “Bonneville’s Best”**

**Bruce** Reese has been associated with Bonneville International Corporation since 1977 and as a full-time employee since 1984. In June 1996, Bruce was elected President and Chief Executive Officer of the Company. This election represented a recognition by Bonneville’s Owner and Directors of Bruce’s many and varied material contributions to the Company. Since receiving the mantle as Bonneville’s President and Chief Executive Officer, Bruce’s vision for the Company and tireless interest in its employees have made an indelible impression on all who have observed him. Numeration of but a few of Bruce’s accomplishments includes taking advantage of Federal legislation passed in 1996 permitting the restructuring of the Company’s radio station assets. By skillfully negotiating sales, purchases and trades of radio stations during the brief period in which radio station ownership in America was substantially consolidated, Bruce has placed the Company on a course to see the profitability of its radio operations in 1999 more than double the profitability of its 1996 radio operations, improving the annual margin derived from these operations by over twenty million dollars. Further, the radio station alignment at Bonneville that exists as a consequence of Bruce’s efforts assures the Company’s ability to compete in the radio business for years to come. In addition to and concurrently with such consolidation, Bruce has stimulated the Company’s involvement in serving America and the communities in which Bonneville operates. Under Bruce’s leadership, an eight million dollar effort has been undertaken by Bonneville to serve the disadvantaged children of America. Further, Bruce directed the implementation of a “Making A Difference” program by which the Company stimulates volunteer service of its employees through paid time off so that such service can be rendered. In addition, Bruce has joined Bonneville with the National Association of Broadcasters in the creation of a Service to America Summit, the purpose of which is to teach broadcasters and charitable enterprises the power that can occur when they team together to address our Nation’s needs. Recently, Bruce has directed that several important initiatives occur, the design of which is to insure Bonneville’s place as the Country’s best broadcast employer. These contributions merely begin the recitation of the service Bruce has performed for his Company. He is the model of “Bonneville’s Best.”



*PRESENTED*

*August 31, 1999, Orlando, Florida*



**BONNEVILLE  
INTERNATIONAL**