



Application for Appointment to Whatcom County Boards and Commissions

Public Statement

THIS IS A PUBLIC DOCUMENT: As a candidate for a public board or commission, the information provided will be available to the County Council, County Executive, and the public. All board and commission members are expected to be fair, impartial, and respectful of the public, County staff, and each other. Failure to abide by these expectations may result in revocation of appointment and removal from the appointive position.

Title	Ms.
First Name	Jeannine
Last Name	Heidenreich
Today's Date	1/5/2021
Street Address	809 w north st
City	BELLINGHAM
Zip	98225
Do you live in & are you registered to vote in Whatcom County?	Yes
Do you have a different mailing address?	<i>Field not completed.</i>
Primary Telephone	5034678255
Secondary Telephone	<i>Field not completed.</i>
Email Address	jae.heidenreich@gmail.com
1. Name of Board or Committee	Bicycle/Pedestrian Advisory Committee
2. Do you meet the residency, employment, and/or affiliation requirements of the position for which you're applying?	Yes
3. Which Council district do you live in?	District 2
4. Are you a US citizen?	Yes
5. Are you registered to vote in Whatcom County?	Yes

6. Have you declared candidacy (as defined by RCW 42.17A.055) for a paid elected office in any jurisdiction within the county?	No
7. Have you ever been a member of this Board/Commission?	No
8. Do you or your spouse have a financial interest in or are you an employee or officer of any business or agency that does business with Whatcom County?	No
You may attach a resume or detailed summary of experience, qualifications, & interest in response to the following questions	Resume2021.pdf - attached
9. Please describe your occupation (or former occupation if retired), qualifications, professional and/or community activities, and education	Qualifications include extensive work in Community Outreach, Economic Development, Land-use planning with regard to Human-powered infrastructure (spearheaded Oregon's Cascade Rivers Scenic Bikeway, cross-jurisdictional effort), and Communications/media expertise.
10. Please describe why you're interested in serving on this board or commission	As a Whatcom County community member, I'm personally invested in the intersection of good government, outdoor spaces and public health. I am also driven by a lifelong interest in equity and access.
References (please include daytime telephone number):	Lisa Citron (323.702.9682) Elizabeth Joffrion (360.920.9396) Kate Fonte (941.350.7461)
Signature of applicant:	Jeannine Heidenreich
Place Signed / Submitted	Bellingham, WA

Summary:

Over eight years of increasing responsibility in tourism partnership training and coaching, culminating in management of diverse tourism marketing grants and small business education. Experienced in operationalization of strategic vision, personnel and administrative management, project cost forecasting, evaluative data analysis, proposal development, writing, new media strategy and implementation. Advising, assisting and supporting Executive Director. Based in Portland OR from 2008-2016.

Experience

Communications Consultant, Nursing Quality Care Assurance - Olympia, Washington

05/20 - 12/20

Subject Matter Expert leading Internal and External Stakeholder Outreach, and Business Requirement Analysis for website redesign.

Transcriber - Western Washington University, Bellingham, Washington

10/17 - 04/19

Provided real-time transcription services to deaf or hard of hearing students using a sophisticated software program. Exceeded service quality goals.

Destination Development Manager - Oregon City, Oregon.

03/12 - 12/15

Research and explore new and existing tourism products and opportunities to enhance their economic impact on the region. Evaluated effectiveness of PR programs within and without the county government. Seek collaborative partnerships to leverage opportunities, facilitate access to marketing resources, implement strategies to create awareness of tourism-related assets, workshop and training session development. Implement and evaluate results annually. Resolve concerns via phone, email and in person. Electronic visitor information kiosks throughout the county. Manage \$200,000 grant fund, including grant review, awardee coaching and project benchmark reports. Liaise with State Parks, ODOT, National Forest Service and County Parks to develop projects to enhance visitor experience. Managed contracts for Arts and Culture/Heritage and professionals.

Public Relations Officer - Oregon City, Oregon.

10/08 - 03/12

Responsible for digital communications ecosystem, content strategy and social media channels. Developed and implemented a comprehensive social media program strategy including social media playbook, governance model, managed response protocol, created PR training resources, identified new platforms. Led social media activities, including graphic design and publication, website maintenance across multiple platforms (Facebook, Twitter, Webpages). Managed social media content calendar ensuring plans aligned with brand.

Public Relations Officer - Oregon City, Oregon. (con't) Partnered and trained stakeholders through education and storytelling. Created and tracked benchmarks. Explored new media opportunities. Worked across departments to maintain a clear voice and approach. Content creator and editor. Collaborated with partners to develop short and long term PR and advertising strategies. Led workgroups to formulate PR communications for Board approval. Advised stakeholders and provided event logistical support.

Director-Product Development, MWT Tours & Events - Portland, Oregon.

5/08 - 10/08

Contracted to develop the inbound leisure Mexico market. Regional industry outreach, itinerary creation, contract negotiation, product research and pricing, defining and implementation of marketing strategy. Closed sales and exceeded contact goals.

Media Marketing Manager, Eugene, Cascades & Coast - Eugene, Oregon.

11/05 - 05/08

Implemented successful visitor promotions for the non-profit Destination Marketing Organization (DMO) of Lane County, Oregon through collaborative domestic and international "business to business" sales missions. Tracked economic impact of results. Created media updates, facilitated research tours for press and travel trade decision-makers, communicated with stakeholders through all stages of outreach. Responsible for timely follow-up and cultivation of ongoing relationships with writers and tour operators. Designed web pages and unique sample itineraries.

Director of Marketing & Tour Design, Custom Group Tours Inc. - Eugene, Oregon.

03/98 - 11/01

Effectuated International Contract Negotiations for detailed upper-end, multi-week group travel arrangements. Position required daily and extensive client contact, including direct sales and problem resolution. Developed Content of Promotional Literature and coordinated its distribution to Direct-mail Base of 8,500. Escorted Groups Abroad, Developed and Maintained Web Site, Established Tour Budgets.

Accomplishments & Affiliations

- ◆ Chaired Bellingham political action group candidate endorsement committee, coached participants through PMI tool "Slack."
- ◆ Facilitated and Presented at numerous Agritourism, Heritage, Rural Tourism and New Media Summits and Workshops (2010-2105),
- ◆ Facilitated Sustainability panel for Eugene '08 Olympic Track and Field Trials
- ◆ Spearheaded state-wide AAA frontline staff in-office training and incentive program
- ◆ Oregon Tour & Travel Association Board Member, Education Chair (2013-2016)
- ◆ Ski Oregon Board (2014-2016)
- ◆ Responsible for trade show representation of my region at dozens of national/international events (2006 - 2016).
- ◆ Freelance Writer and *Mata Morrow Mystery Series* author; pen name Lula Flann (11/15-Present)

Education & Accreditation

2019 **Narrative Project - 9 Month Storytelling Skills Course - Seattle, WA**
2013 **Certificate of Completion - Clackamas County, OR - Mediation Training, 40-Hours**
2012 **Pacific NW Economic Development Certification**
Graduate Regents College; Albany, NY - B.S. Degree in International Marketing

Add'l Undergraduate Work:

University of Arkansas - Marketing major, Fashion Merchandising
University of Colorado - French language Studies
DLI; Monterey, CA - Russian language, 47 Hours - Honors graduate

References

Available Upon Request

