



Committee

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Lummi Island Ferry  
Advisory Committee  
Position:

I am a resident or property owner on Lummi Island.

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2. Do you meet the  
residency,  
employment, and/or  
affiliation requirements  
of the position for  
which you're applying?

Yes

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3. Which Council  
district do you live in?

District 5

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4. Are you a US  
citizen?

Yes

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5. Are you registered to  
vote in Whatcom  
County?

Yes

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6. Have you declared  
candidacy (as defined  
by RCW 42.17A.055)  
for a paid elected office  
in any jurisdiction  
within the county?

No

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7. Have you ever been  
a member of this  
Board/Commission?

No

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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?

Yes

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If yes, please explain

I work at the Willows Inn on Lummi Island and my wife works for the Lummi Island Heritage Trust

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You may attach a  
resume or detailed  
summary of

Attached

experience,  
qualifications, &  
interest in response to  
the following questions

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9. Please describe your  
occupation (or former  
occupation if retired),  
qualifications,  
professional and/or  
community activities,  
and education

I have lived on Lummi Island for six years and worked on Lummi Island for nine years. I communicate regularly to hundreds of guests and employees each year about traveling to/from Lummi Island. I have a degree in Marketing from Baylor University and a very good understanding of practical budgeting and finance. We have two young children and volunteer around the island, with the Heritage Trust and donate to FOIL, Beach School and others.

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10. Please describe  
why you're interested  
in serving on this board  
or commission

For the past several years I have observed the ongoing issues with the Whatcom County ferry and would like to be helpful in improving the current system. We are extremely lucky to live in such a beautiful place with the services we currently have available. However, we need to continue to be vocal and stay organized to protect those services and accessibility. As the manager of the largest employer on island I believe I can bring unique insight and renewed energy to the committee.

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References (please  
include daytime  
telephone number):

254-424-4595

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Signature of applicant:

Wm Reid Johnson

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Place Signed /  
Submitted

Lummi Island WA

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(Section Break)

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# William Reid Johnson IV

1248 Jamison St. Lummi Island, WA 98262

254.424.4595 · wmreidjohnson@gmail.com

## OBJECTIVE:

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To pursue a career that enables me to utilize my marketing, sales and management experience in a challenging environment.

## EDUCATION:

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**Baylor University, Hankamer School of Business, Waco, Texas**

(May 2009)

BBA in Marketing

- Presidential Scholarship
- Achievement Scholarship

## BUSINESS EXPERIENCE:

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**Willows Inn on Lummi Island, Lummi Island, Washington**

(June 2014 – Current)

*General Manager*

- Restructured Inn and Restaurant business plan and annual budget
- Lead company to profitable operations for the first time
- Remodeled guest areas including lobby, rooms and outdoor spaces
- Oversee all aspects of operations while maintaining sales and marketing duties
- Handle guest reservations, customer service and media relations
- Manage hiring, firing, promotion for 35-50 seasonal employees across all departments

**Willows Inn on Lummi Island, Lummi Island, Washington**

(February 2013 – June 2014)

*Marketing & Sales Manager*

- Increased revenue through strategic sales and rate management
- Overhauled branding of all marketing materials, website and messaging
- Created new systems to maintain reservations and improve guest services

**Austin Film Festival, Austin, Texas**

(January 2012 – December 2012)

*Development Director*

- Generated over \$200,000 in cash and trade sponsorships
- Maintained existing relationships and created new partnerships through cold-calling and meetings
- Organized twelve parties and events for over 2,500 guests
- Negotiated and executed contracts with over 75 partners for year-round programs and festival sponsorships

**ARAMARK Higher Education - Baylor University, Waco, Texas**

(July 2009 – September 2011)

*Marketing Manager*

- Developed and implemented the marketing plan to generate over \$18 million of annual revenue
- Increased sales and customer satisfaction survey scores each year
- Created marketing materials for meal plan sales, retail offers, special events and sustainability
- Generated market research for \$17 million capital investment plan and 15 year contract extension

## REFERENCES:

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Available upon request