



## 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.*

First Name	Kendall
Last Name	Whitney
Date	12/20/2018
Street Address	2847 Cornwall Ave
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	3603935804
Secondary Telephone	360-685-8146
Email Address	<a href="mailto:kwhitney@spcsales.com">kwhitney@spcsales.com</a>
1. Name of Board or Committee	<b>Food System Committee</b>
Food System Committee position:	Fishing Industry
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

[KendallWhitneyResume.pdf](#) – see attached.

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

I'm the Marketing Manager of Seafood Producers Cooperative, a fishermen-owned co-op with business office in Bellingham and fisheries activity up and down the West Coast, but primarily in southeast Alaska. I currently serve on the Alaska Seafood Domestic Marketing and Sablefish/Halibut Committees.

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

I'd like to know more about local food issues of Whatcom County. It's also important for me to know others in the local food business.

References (please include daytime telephone number):

Jeff Reynolds, 360-733-0120

Signature of applicant:

Kendall A Whitney

Place Signed / Submitted

Bellingham, WA

# Kendall Whitney

2847 Cornwall Ave  
Bellingham, WA 98225  
(360) 393-5804  
[kwhitney@spcsales.com](mailto:kwhitney@spcsales.com)

## WORK EXPERIENCE

- Marketing Manager**, Seafood Producers Cooperative (SPC) May 2014-Present
- Responsible for creating a clear and consistent message for SPC brands across websites, social media, and all other communications.
  - Built from scratch a direct-to-consumer sales initiative ([www.AlaskaGoldBrand.com](http://www.AlaskaGoldBrand.com)) for a fishermen's cooperative that delivers quality sustainable fish to sushi producers in Japan, fish smokers in Brooklyn and Europe, and stores like Whole Foods.
  - *Seafood Publications*: "How Producer Co-ops Save the World," *New Food Economy*, February 2016  
"Setting the Standard for Frozen Wild Seafood," *New Food*, April 2017 and "A Tale of Two Seasons," *Alaska Humanities Forum* (publication date TBA)
- Writing Assessment Coordinator**, Western Washington University February 2013-Present
- As part of a periodic accreditation process for the College of Business and Economics (CBE), every two years I assess assignments produced by CBE students to determine if they are producing professional business documents.
- Product Specialist**, Alpha Technologies August 2013-May 2014
- Conducted research on competitors, third party ventures, and new markets
  - Co-wrote 2 white papers on current broadband powering trends and prepared related presentations for broadband industry's biggest trade show
- Graduate Assistant**, Western Washington University, Finance and Marketing Department Fall 2011-June 2013
- Managed discussion board and grading for Strategy and Innovation/New Product Development marketing courses
  - Conducted market research related to brand loyalty and technology market
  - Edited articles to prepare them for publication in professional marketing journals
- Research Project**, Microsoft in consultation with Western Washington University Fall 2012-June 2013
- Worked with User Experience team at Microsoft using in-depth interviews, small focus groups, and surveys to gauge student attitudes and buying behaviors with regard to tablets, specifically the Microsoft Surface
- New Market Development Intern**, Theo Wanne Musical Instruments Summer 2012
- Contacted potential dealers, distributors and professional musicians in Spanish and Portuguese-speaking regions to introduce Theo Wanne products to markets in Latin America and Spain, completely new markets for the company
  - Translated Theo Wanne website into Spanish
  - Secured several endorsement deals, including one with the "Kenny G of Brazil"
- Visiting Assistant Professor, Spanish** Western Washington University 2010-2011
- Used technology to engage students in Spanish language instruction and in the current affairs of Spanish-speaking parts of the globe
  - With funds from the Bill and Melinda Gates Foundation, facilitated a language exchange between university students and local immigrant families at a local library, fostering a relationship between the university and the community
  - Evaluated and advised students on important decisions such as declaring a major, studying abroad, and careers
- Graduate Teaching Assistant**, University of Kansas 2004-2009
- Engaged students in highly interactive beginning and intermediate Spanish language classes
  - Funded research trip through grants to study contemporary culture in Cuba

- ESL Teacher**, American English Academy/Embassy CES English Institute 2004
- Taught English to intermediate and advanced business executive students of English from Japan, China, Germany, Turkey, Brazil, Italy, Mexico, Korea, and other countries
  - Presented key grammar points and led discussions of a wide range of business topics in Business English courses

- ESL Teacher**, BiCultural Madrid, Spain 2001-2003
- Taught English to intermediate and advanced business executive students of English in Madrid and Barcelona
  - Presented key grammar points and led discussions of a wide range of business topics in Business English courses

## AWARD

- Northwest Innovation Resource Center (NWIRC) Entrepreneurial Challenge** 2013
- Winners of the 2013 NWIRC Entrepreneurial Challenge!
  - Consulted on the following topics: Product issues, Approach to market, Market segmentation, Pricing strategy, Sales rationale, Packaging considerations, Manufacturing cost analysis, including a Cost of startup operations as well as ongoing P&L and Minimum production volume to maintain a profitable business.

## EDUCATIONAL BACKGROUND

- Master of Business Administration**, Western Washington University, Bellingham, WA 2011-2013
- Worked on consulting project with one of the foremost suppliers of interior products and cabin furnishings for the aircraft industry to produce value stream maps of manufacturing processes, identifying bottleneck areas in a Lean manufacturing organization
  - Member of 2012 Excellence in Teaching Award committee

- PhD**, University of Kansas, Lawrence, KS 2004-2009
- Dissertation on contemporary cultural production of post-Soviet Cuba, Mexico, Chile and Spain in relation to the globalizing processes taking place there during the late 20th-early 21st centuries.

- Master of Arts**, Spanish, Middlebury College, Middlebury, VT and Madrid, Spain 2002-2003
- Activities include: Soccer team, theater, and several music ensembles

- Bachelor of Arts**, Whitman College, Walla Walla, WA, Spanish, minor Environmental Studies 1994-1998

## VOLUNTEER WORK

- After-School Reading Program**, Boys & Girls Club Whatcom County 2012-2014
- Accompany my certified therapy dog to help young boys and girls read

- Volunteer (desk work, therapy dog handler, and visits with clients)**, Whatcom Hospice 2011-2012
- Auctioned wine for "Light the Night" Hospice Gala Auction, an event that raised over \$225,000

- Interpreter/Translator**, Whatcom Alliance for Healthcare Advancement 2011-2013
- Spanish-English Interpreter for low-income patients who lack access to health insurance