

WILLIAM H. MULLIN JR.

Taco Bill, Inc. was named by Mary Lou Mullin in 1984, when it became a California Corporation, but it all started much, much earlier.

William H. Mullin, or Bill Mullin as known to most everyone and “Taco Bill” by a few, always wanted to be President of his own company. After finishing his B.A. degree at the University of Colorado School of Business he married his college sweetheart, Mary Lou Todd, in 1963. They moved to San Francisco, where Bill sold printed circuit board materials and supplies. That was uneventful and Bill moved to the casualty insurance business and Mary Lou continued her passion, teaching in the primary grades, particularly kindergarten. After five years of insurance, and another move, to So. California, Bill changed from insurance to real estate, while he did site selection and lease negotiations for Pioneer Chicken and Payless Shoes, Mary Lou again found another school district and this time she could use her Spanish!

In 1969 they started their family, and Bill decided there was great opportunity in owning your own franchised business in the fast food arena. He started a ten year training program to learn the fast food business top to bottom, by working in the industry. Over the next ten years he worked as site selector, lease and purchase negotiator, Operations Construction Supervisor, Restaurant Manager Trainee, Assistant Manager, General Manager, Regional Training Manager, District Manager and franchise Consultant. He spent five years as Promotion Manager, Marketing Manager, Field Marketing Director, New Concept Development Assistant Manager and Director of Advertising. With his family’s encouragement and support, Bill became a weekend student, receiving his Masters of Business Administration from Pepperdine in 1979. After ten years of a self-designed fast food training program he became a Taco Bell franchisee when he purchased Taco Bell #409, in 1979. They finally owned their own business and Bill achieved his goal of being President of this own company. By this time we moved back to Northern California and now we were finally a family of four.

When Bill and Mary Lou purchased Taco Bell #409 at the South Shore of Lake Tahoe, sales were a little over \$200,000.00 annually. That Taco Bell has achieved sales of \$1.3 million, despite the severe restriction placed on expanding and remodeling the site by the Tahoe Regional Planning Agency. However, two Taco Bell Express units have been opened at the Lake and it looks like, by the year 2001, we will remodel Taco Bell #409. We would love to have a drive-thru, but they are not permitted by T.R.P.A.

Almost 20 years later Taco Bill, Inc. and affiliates have grown to about \$14,000,000.00 in sales with 8 restaurants in California and 13 restaurants in Maryland. The East Coast addition was a bonus, for not only had Bill grown up in New York, (just one of the many places, his Dad worked for IBM), the Mullins had lived outside of Philadelphia when Bill worked for Ginos in the early 70’s, and he spent some time in Baltimore! This allows them to be close to their son on the East Coast and their daughter on the West Coast. They say that the East has the history and the West the climate.

Well, that’s a little history of Taco Bill, Inc. Bill and Mary Lou have a lot of fun working hard and developing their people. The people are always the most important. Teamwork is crucial. The Mullin’s feel that the growth of their people is the most important part of owning a business. Their challenge is the growth and nurturing of their staff. “Giving people an opportunity to learn and grow, we feel we are giving back what we have been very fortunate to achieve.”

Taco Bill, Inc. plans to continue to grow and provide ownership opportunities to select employees that love the fast food business, demonstrate an aptitude for the business and want to work every hard on the road to financial independence. Viva Taco Bell!

Taco Bill, Inc.

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