



**Gayle E. Converse** - VP, *Alexandria Celebrates Women: 100 Years of Women's Vote*

Gayle E. Converse brings to the table more than 40-years of experience in professional broadcasting, public relations, public health communications, media relations, media training, and video production. She has earned a nationwide reputation for excellence in news production and story placement.

Converse currently serves as Communications and Media Relations director for former Secretary, United States Department of Health and Human Services, the Honorable Louis W. Sullivan, MD. She also serves as publicist for *Breaking Ground: My Life in Medicine*, the national award-winning autobiography of Dr. Sullivan and *The Morehouse Mystique*, by Sullivan.

In 2011, she was called to Washington, D.C. to become the Senior Communications director for the Office of the Surgeon General and U.S. Surgeon General, the Honorable Regina M. Benjamin, MD, MBA.

The first woman broadcast news director in Southwest Virginia, Converse later became an anchor at NBC affiliate WXII-TV in Winston-Salem, North Carolina, where she took the "Noon Report" to number one in Nielsen and Arbitron ratings and maintained the program's top market position for almost nine years before she returned to news management.

She served as News and Public Affairs director of National Public Broadcasting station WHRO-TV/Radio in Norfolk, Virginia, where she produced news stories aired by major broadcast networks to include CNN and NPR. In 1995, she became lead producer for the nationally syndicated *Cable in the Classroom* one-hour news magazine television program, "Race for the Presidency." Converse has worked on Washington, D.C.-based national broadcast network shows, "Special Report with Bit Hume" (Fox) and "Hardball with Chris Matthews" (CNBC/MSNBC). In 2016, she assumed the role of publicist for *The Gentleman from Ohio*, the autobiography of the late U.S. Congressman Louis Stokes.

In 2002, Converse joined Morehouse School of Medicine (MSM) in Atlanta, Georgia, where she served as Media Relations officer for the institution and for former U.S. Surgeon General David Satcher, MD, PhD. While at MSM, she became a screen-credited consultant for the Academy Award-nominated documentary "Super Size Me."

Converse is the recipient of the Surgeon General's Medallion, the highest civilian award presented by the United States Surgeon General; the 2012 Surgeon General's Certificate of Achievement for her work on tobacco issues; the 2013 Surgeon General's Certificate of Achievement for her contributions to the *National Prevention Strategy*; and the 2013 Surgeon General's Certificate of Appreciation for her dedication to the *Healthy and Fit Nation* initiative for the United States. In 2007, she was presented with the Professional Service Award from the Georgia Alliance for Tobacco Prevention.

Converse is a member of the Television, Video and Internet Association of Washington, D.C.; Women in Film and Video, the Alexandria (Virginia) Commission for the Arts, and the Alexandria Film Festival Board. She is vice president of *Alexandria Celebrates Women* -- a 501c3 designed to promote voter education, history and women's empowerment. Converse served four years as Communications chair of the Agnes Scott College Parent's Council. In her spare time, she serves as a history docent at the 18<sup>th</sup> century Gadsby's Tavern Museum in Alexandria and writes a monthly column for the *Alexandria Times* newspaper.



**Krysta Jones** - Producer and Host of Making Democracy Work

Ms. Jones has committed her life to public service, developing leaders and changing lives. Named one of Leadership Arlington's Top 40 Under 40, she was also featured in Ebony Magazine as a "Hero Next Door".

She successfully represented two associations for eight years as a registered lobbyist, advocating for women's and socio economic status issues.

Krysta has served as the Director of Outreach for two Members of Congress, designing outreach strategies, developing relationships with key community leaders and communicating their legislative agenda via meetings and over 20 congressional events.

While serving in the Peace Corps in Paraguay from 2000-2002, Ms. Jones helped create student governments, and procured funding and provided training for a community radio station. Krysta has served in leadership roles for several local, state and national organizations.

Krysta hosts her own show, "A Seat at the Table" on Arlington Independent Media. She is a graduate of the Sorensen Institute of Political Leadership and the Women's Campaign School at Yale.



**Lisa Sales** - VAratifyERA campaign and ERA Coalition and Feminist Majority

Lisa Sales is a management and strategy consultant with Booz Allen Hamilton's Global Defense Group. She has a Bachelor of Arts degree from the University of California at Los Angeles (UCLA), and a Master of Public Policy and Administration from Columbia University's School of International and Public Affairs. She holds certifications from Georgetown and Harvard Universities.

Ms. Sales was awarded the Citizen of the Year in 2020 by the Fairfax County Federation of Citizens Associations. She is the Chairwoman of the Fairfax County Commission for Women, sits on the Fairfax County Council to End Domestic Violence and has been active with the Northern Virginia Regional Commission. She's been an advocate for strengthening protective order laws for survivors of domestic and sexual violence, particularly when it

comes to firearms surrender. She has testified three times before the General Assembly. She is a member of Supervisor Storck's Moving On Safe Haven Task Force which ensures emergency domestic violence shelters are made available to those in need along the Route 1 corridor.

She sits on the Public Policy Committee for the statewide Virginia Sexual and Domestic Violence Action Alliance, and is on the Board of Directors at Good Shepherd Housing and Family Services seeking to provide more affordable housing in the region. Recognizing there is a link between the lack of equality for women and the sexual violence perpetrated against them propelled her onto the leadership team of the VAratifyERA campaign which helped make Virginia the final and 38<sup>th</sup> state required for the Equal Rights Amendment to become the 28<sup>th</sup> Amendment to the United States Constitution. She now works with the national ERA Coalition and Feminist Majority to ensure the Equal Rights Amendment is published.

Ms. Sales has worked in both the public and private sectors, having also served as a consultant for numerous nonprofit organizations. She has worked for the Executive Office of the President, two governors, a member of Congress, and many state and local officials from both parties. She is the former Executive Director of THE MASHA FUND, a voluntary effort bringing impoverished children from just outside the dead zone of the Chernobyl nuclear disaster to America to learn English, receive much needed medical care and have fun in a

radiation-free environment. She has worked on service projects in conjunction with Columbia University for the NYC Office of the Mayor & the Manhattan Borough President's Office, the Los Angeles Dodgers & the Jackie Robinson Foundation, and with Operation Homefront on the Military Child of the Year Program. More recently, she was an advisor to the Army's Office of the Assistant Chief of Staff, Division of Privatization & Partnerships as well as for the Air Force Secretariat working on Public-Public Partnerships, namely building military-community partnerships. Currently, she is an adviser to the Office of the Secretary of Defense working on the digital modernization and transformation team and with Personnel and Readiness, Military Community & Family Policy.



### **Ann Leider** – Former Voter Registration

Leider was an Alexandria election official for over 20 years, including more than five years as the City's General Registrar and Director of Elections. She also served as the City's Deputy Registrar and as a member of the Alexandria Electoral Board. During this time, she helped manage 39 elections, including four presidential elections and three statewide or regional election recounts. When Leider began serving as an election official, Alexandria had 67,400 registered voters and 24 polling places. The City now has about 100,000 registered voters and 30 polling places.

Leider grew up in Alexandria, attending Alexandria City Public Schools and graduating from T.C. Williams High School. She holds a bachelor's degree in American Studies from Amherst College and a master's degree in business administration from New York University. She also studied early Renaissance art in a master's program at the University of Chicago.

Before she began working as a full-time election official, Leider owned a small educational publishing company in Alexandria. She also served on the City's Budget and Fiscal Affairs Advisory Committee and 250th Anniversary Commission.

The position of General Registrar is established by the Constitution of Virginia for each city and county. Each registrar is appointed by a local electoral board, which is in turn appointed by the judges of the circuit court. The registrar's statutory responsibilities include operating a local office and voter registration services, maintaining voter registration records, certifying candidates for local office and providing a local elections administration.