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OFFICE OF THE
SECRETARY

VINCENT C. GRAY
MAYOR

April 19, 2013

The Honorable Phil Mendelson
Chairman
Council of the District of Columbia
1350 Pennsylvania Avenue, N.W., Suite 504
Washington, D.C. 20004

Dear Chairman Mendelson:

In accordance with section 2 of the Commission on African-American Affairs Establishment Act of 2012, effective March 14, 2012 (D.C. Law 19-106; D.C. Official Code § 3-1441), which established the Commission on African-American Affairs, and pursuant to section 2 of the Confirmation Act of 1978, effective March 3, 1979 (D.C. Law 2-142; D.C. Official Code § 1-523.01), I am pleased to nominate the following individuals for appointment:

Lydia Sermons
6015 Armaan Drive
Glenn Dale, MD 20769

as a member of the Commission on African-American Affairs ("Commission"), for a term to end two years from the date of appointment;

Dr. Maurice Jackson
1628 Nicholson Street, N.W.
Washington, D.C. 20011
(Ward 4)

as a member of the Commission, for a term to end three years from the date of appointment;

Charles Evans
12 Halley Place, S.E. #303
Washington, D.C. 20032
(Ward 8)

as a member of the Commission, for a term to end two years from the date of appointment;

Rev. Raymond Massenburg
2235 10th Street , N.W.
Washington, D.C. 20001
(Ward 1)

as a member of the Commission, for a term to end one year from the date of appointment;

Charles Hicks
905 6th Street, S.W.
Washington, D.C. 20024
(Ward 6)

as a member of the Commission, for a term to end two years from the date of appointment;

Dianne Dale
9920 Franklin Street
Lanham, MD 20706

as a member of the Commission, for a term to end one year from the date of appointment;

Absalom Jordan
4335 4th Street, S.E. #3
Washington, D.C. 20032
(Ward 8)

as a member of the Commission, for a term to end one year from the date of appointment;

Ms. Kelly Navies
1334 28th Street, S.E. #2
Washington, D.C. 20020
(Ward 7)

as a member of the Commission, for a term to end three years from the date of appointment;

Dr. Ka'mal McClarin
7514 Jackson Avenue
Takoma Park, MD 20912

as a member of the Commission, for a term to end three years from the date of appointment;

Brian Roberts
146 R Street, N.E.
Washington, D.C. 20002
(Ward 5)

as a member of the Commission, for a term to end one year from the date of appointment;

Dr. Jesse Bemley
2316 Naylor Road, S.E.
Washington, D.C. 20020
(Ward 8)

as a member of the Commission, for a term to end two years from the date of appointment;

Rev. Anthony Motley
4302 South Carolina Street, S.E. #2
Washington, D.C. 20032
(Ward 8)

as a member of the Commission, for a term to end one year from the date of appointment;

Carlton Terry
2126 Yorktown Road, N.W.
Washington, D.C. 20012
(Ward 4)

as a member of the Commission, for a term to end three years from the date of appointment;

Dr. John W. Franklin
1000 Tanley Road
Silver Spring, MD 20904

as a member of the Commission, for a term to end three years from the date of appointment;

Dr. Clarence Lusane
254 Madison Street, N.W.
Washington, D.C. 20011
(Ward 4)

as a member of the Commission, for a term to end three years from the date of appointment; and

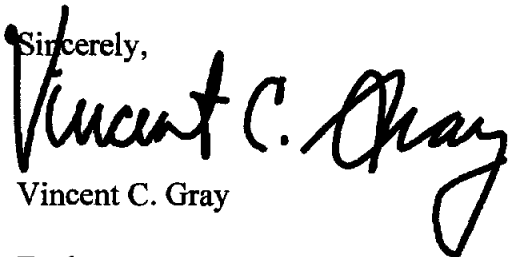
Patsy Fletcher
3949 First Street, S.W.
Washington, D.C. 20032
(Ward 8)

as a member of the Commission, for a term to end two years from the date of appointment.

Enclosed you will find all biographical information detailing the experience of the above-mentioned nominees, along with proposed resolutions to assist the Council during the confirmation process.

I would appreciate the Council's earliest consideration of this nomination for confirmation. Please do not hesitate to contact me or Darryl Gorman, Director, Office of Boards and Commissions, should the Council require additional information.

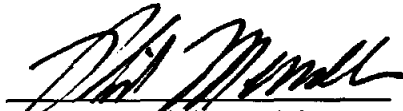
Sincerely,

A handwritten signature in black ink that reads "Vincent C. Gray". The signature is written in a cursive, flowing style with a large, prominent 'V' at the beginning and a long, sweeping tail that loops back under the 'y'.

Vincent C. Gray

Enclosures

VCG/dgg


Chairman Phil Mendelson
at the request of the Mayor

A PROPOSED RESOLUTION

IN THE COUNCIL OF THE DISTRICT OF COLUMBIA

Chairman Phil Mendelson, at the request of the Mayor, introduced the following resolution, which was referred to the Committee on _____.

To confirm the appointment of Lydia Sermons to the Commission on African-American Affairs.

RESOLVED, BY THE COUNCIL OF THE DISTRICT OF COLUMBIA, That this resolution may be cited as the " Commission on African-American Affairs Lydia Sermons Confirmation Resolution of 2013".

Sec. 2. The Council of the District of Columbia confirms the appointment of:

Lydia Sermons
6015 Armaan Drive
Glenn Dale, MD 20769

as a member of the Commission on African-American Affairs, which was established by section 2 of the Commission on African-American Affairs Establishment Act of 2012, effective March 14, 2012 (D.C. Law 19-106; D.C. Official Code § 3-1441), and pursuant to section 2 of the Confirmation Act of 1978, effective March 3, 1979 (D.C. Law 2-142; D. C. Official Code § 1-523.01), for a term to end two years from the date of appointment.

Sec. 3. The Secretary to the Council shall transmit a copy of this resolution, upon its adoption, each to the nominee and to the Office of the Mayor.

Sec. 4. This resolution shall take effect immediately.



Lydia Sermons
Executive Director
African American Experience Fund
of the National Park Foundation

Career Summary

Lydia joined the National Park Foundation as executive director of the African American Experience Fund (AAEF) on December 1, 2010, after a distinguished career of service at the White House, in federal and local government and in the nonprofit and private sectors.

She brings to the AAEF more than 25 years of collective experience in public relations; strategic, crisis, branding, marketing and new media communications; organizational and executive management; fundraising; government affairs; community relations, strategic partnership alliances; events and conference planning and TV/radio production.

Lydia previously served in private sector as a senior vice president in the DC Office of Fenton, a public interest communications firm, where she was a member of the senior management team and the Public Health, Women's, African American and local government practice areas. She served as a vice president of the DC-based PR firm Walker Marchant Group.

Her public sector work includes establishing the first press office and serving as the first public information officer for the Chatham County District Attorney's Office in Savannah, Georgia. She has also worked for several high-level political executives, as press secretary at the White House for President William Jefferson Clinton's *One America: President's Initiative on Race* project, communications director for District of Columbia former Mayor Anthony A. Williams, communications director for the US Treasury Department and in the legislative branch as the first congressional press secretary for Pennsylvania Congressman Chaka Fattah.

In the nonprofit sector, she served as director of Communications and Public Affairs for the American Psychiatric Association and led the creation and launch of their legacy "Healthy Minds. Healthy Lives" public information campaign. As senior vice-president of Communications and Marketing for the National Foundation for Credit Counseling (NFCC), she led rebranding and advocacy campaigns for the nation's oldest and original CCCS agencies to increase public awareness of consumer credit & financial management services and consumer-friendly advisers. Her public relations career began in 1990 at the Children's Hospital of Philadelphia (PA), as a public relations and community relations manager.

Lydia's other private sector work includes positions as a television producer for several TV network affiliates (WCAU-TV 10, Philadelphia., PA and WTNH-TV 8, New Haven, CT).

Lydia earned a B.A. in Communications from Temple University and a M.A. in Broadcast Journalism and Public Affairs from American University. She graduated from the Philadelphia High School for Creative and Performing Arts and earned certificates from the Philadelphia Urban League Leadership Institute for executive development and the Corporate Community Relations Program at Boston College, Newton Campus.

She resides in Prince George's County with her three children.

Lydia Sermons

6015 Armaan Drive, Glenn Dale, MD 20769
LSermons212@gmail.com ((e-mail))

301-526-0374 (C)
301-805-0747 (H)

SUMMARY OF EXPERIENCE

Seasoned, results-driven and solutions-oriented executive advisor with more than 20 years of experience as a communications strategist and practitioner. Areas of expertise include: public speaking, strategic planning, public relations and marketing, internal communications, publications, crisis communications, branding and social media campaigns, Web site and content management, television and radio production, fundraising, conferences, events planning, government relations, partnership alliances, stakeholder relations and community relations.

EMPLOYMENT SUMMARY

NATIONAL PARK FOUNDATION

Washington, DC

Executive Director, African American Experience Fund (AAEF)

12/10 – present

- Manages all aspects of operations including: Board relations, strategic planning, fundraising, financial management, marketing & media, event planning, constituent and donor relations and grant-making.

FENTON COMMUNICATIONS

Washington, DC

Senior Vice President

1/10 – 11/10

- Developed and managed new business proposals, presentations and staff.
- Developed and executed strategic communications and public affairs plans and strategies for clients.
- Managed accounts and account teams for the Healthcare, African American, governmental, non-profit and environmental practices. Accounts: NAACP, Joint Center for Political and Economic Studies/African American Engagement in Climate Change Initiative, BET Network Foundation's Women's Health Forums, *Women's Voices*, *Women's Vote* and the Alliance for Quality Education, among others.

DISTRICT ATTORNEY'S OFFICE/CHATHAM COUNTY

Savannah, GA

Public Information Officer/Executive Leadership Staff

3/09 – 12/09

- Created the first Public Affairs Office in the history of the District Attorney's (DA) Office.
- Chief spokesperson for the DA's Office to the media, community groups, and other external organizations.
- Managed all public relations, media relations, publications, public appearances, and partnership relations.

WALKER MARCHANT GROUP

Washington, DC

Vice President

1/08 – 11/08

- Provided strategic counsel and communications support to increase corporate visibility, brand awareness and market share for local, national and multinational corporations and organizations.
- Led accounts teams in developing and implementing corporate communications, litigation communications, media relations, social marketing, community relations and opinion leader outreach plans and campaigns.

AMERICAN PSYCHIATRIC ASSOCIATION

Arlington, VA

Director of Communications & Public Affairs

6/04 – 12/07

- Communications chief and senior communications strategic advisor and spokesperson for the nation's oldest medical specialty society representing more than 38,000 psychiatric physicians.
- Directed nine staff members and managed \$1.6 million budget and all aspects of the organization's communications activities and programs (branding/consumer awareness campaigns, media relations, membership renewal message campaigns, web site content management, annual reports and consumer brochures, newsletters, etc.). Retained Porter Novelli public relations firm to support PR campaigns.
- Provided strategic advice to the Board of Trustees, Medical Director, Government Relations Dept., American Psychiatric Foundation, American Psychiatric Research Institute, Council on Advocacy & Public Policy, Board Committee on Public Affairs and APA physician members and staff.

- **Accomplishments include:** rebuilding and expanding the Association's communications/public affairs programs and media coverage; creating and launching a new public information campaign (Healthy Minds. Healthy Lives) and the first consumer Web site (www.HealthyMinds.org); developing new video and multi-media presentations, staff mentoring and development; improving membership renewal outreach campaigns, elevating the position to a Board of Trustees level advisor and exceeding annual performance goals.

NATIONAL FOUNDATION FOR CREDIT COUNSELING

Silver Spring, MD

Senior Vice President, Marketing and Communications

8/01 – 5/04

- Senior communications spokesperson and strategist for the nation's oldest, largest and leading nonprofit credit counseling organization, (CCCS agencies) and senior advisor to the Board of Trustees.
- Managed staff and budgets; developed and implemented communications and marketing strategies to build identity for and awareness of the organization's mission and member services.
- **Accomplishments include:** rebuilding the Association's communications office, rebranding the NFCC, improving nationwide media coordination, increasing national media exposure, securing a national referral program with the US Department of Defense and leading aspect's of the Association's congressional outreach, including arranging congressional meetings and preparing officials for Congressional testimony.

DISTRICT OF COLUMBIA GOVERNMENT

Washington, DC

Director, Executive Office of the Mayor/Office of Communications

2/00 - 5/01

- Served as senior media spokesperson, executive staff member and strategic advisor to former Washington, DC Mayor Anthony A. Williams and executive senior staff.
- Strategic planner and manager of all city public relations and communications activities; managed departmental budget and staff (8 direct reports and 25 indirect agency reports).
- **Accomplishments include:** developing media strategies for mayoral initiatives and events including: Healthcare Reform, DC School Board Reform and Department of Motor Vehicle reform, Administration scorecards, Budget Address, State of the District Address, DC Presidential Inaugural planning, 2012 Olympics bid, DC International Monetary Fund/Bank Board Meeting protests, transportation issues from road repairs and street closures to snow removal and incidents, youth summit, town hall meetings, testimony for Congressional and City Council hearings, DC Vote Campaign, mayoral media coverage at the 2000 Democratic National Convention and Republican National Convention, staffing the Mayor during the *WTOP* Radio "Ask the Mayor" program and arranging editorial Board meetings with *The Washington Post*.

UNITED STATES TREASURY DEPARTMENT

Washington, DC

Director, Office of Public Affairs (Presidential Appointee)

10/98 - 2/00

- Senior media advisor to former U.S. Treasury Secretaries Robert Rubin and Lawrence Summers, former Deputy Secretary Stuart Eizenstat, Under Secretary for Law Enforcement Jim Jones, Assistant Secretary of Public Affairs and other senior Treasury Department officials.
- Served as a spokesperson to local, national and international media; coordinated local, national and international press conferences, interviews and briefings; congressional testimony prepping; planning and implementing long and short-term strategic press plans for the Treasury bureaus; crisis planning; budget management and staff management (11 direct reports and 13 agency reports).
- **Accomplishments include:** domestic and international travel and managing domestic and foreign press for the US delegation during the Jewish Holocaust survivor negotiations and other initiatives; improving media coordination between the Treasury and federal agencies, the White House, and Congress; increasing coverage of initiatives related to the Community Block Grant program and oversight of the Treasury Press Room renovations for on-site reporters.

THE WHITE HOUSE

Washington, DC

Press Secretary, Executive Office of the President/President's Initiative on Race
(One-year Presidential Appointee)

10/97 – 10/98

- Spokesperson for President William Jefferson Clinton's One America In the 21st Century: President's Initiative on Race, a *one-year project* to examine and discuss diversity and racial reconciliation issues for the nation, led by acclaimed late historian John Hope Franklin.

- Media advisor to White House officials, the Executive Director, Advisory Board Members and senior staff of the Initiative; preparing briefing materials and media reports to inform the President, Vice-President and White House officials of daily race-related news issues; writing press releases, talking points, fact sheets; developing media lists; pitching media stories and managing local and nation media.
- **Accomplishments include:** developing and implementing strategic press plans for eight major events across the country, which included policy announcements and crisis communications, and a live broadcast on *ESPN on "Race and Sports"* with President Clinton; arranging editorial board meetings; and serving as the lead advance person for staff travel to cultivate local media coverage around the country.

UNITED STATES HOUSE OF REPRESENTATIVES
Press Secretary and Legislative Assistant
Office of Congressman Chaka Fattah, Pennsylvania 2nd District

Washington, DC
01/95 – 09/97

- Managed all media relations and served as media spokesperson.
- Developed and implemented strategic media plans and events to publicize legislative/policy agendas and community events in Washington, DC and Philadelphia, Pa.
- **Accomplishments include:** developing new branding materials (press kits, district newsletter, stationary and web-site); writing results-driven press releases, speeches and commentaries; researching and drafting new legislation on education, cultural arts and national security issues.

THE CHILDREN'S HOSPITAL OF PHILADELPHIA
Special Projects and Community Relations Manager, Public Relations Department

Philadelphia, PA
11/91 – 12/94

- Managed staff, served as media spokesperson, managed daily media relations activities and developed and implemented strategic media plans to promote and market the Hospital's goals and objectives and to help increase the international, national and regional customer base.
- Planned major media events such as, the annual Children's Miracle Network telethon live two-day broadcast, national physician CME conferences and fundraising/donor events.
- Coordinated hospital celebrity relations and tours.
- Liaison to the Foundation Giving Office to collaboratively plan fundraising and donor events.
- Community Relations liaison.
- **Accomplishments include:** expanding press coverage of and celebrity presence at donor and fundraising events, including the annual formal gala with the 76er's Basketball team, live radio broadcasts, donor dedication ceremonies and more; strengthening relations with government officials and community leaders; press coverage and marketing for the new Infant Intensive Care Unit; press coverage and event planning for the New Research Center groundbreaking ceremony.

WTNH-TV 8 (ABC AFFILIATE)
Special Projects Producer, Public Affairs Department

New Haven, CT
09/90 – 10/91

- Wrote and produced prime-time field documentaries and public affairs shows with leading news anchors.
- Co-produced (studio and field) four live telethons: Children's Miracle Network, United Negro College Fund, Easter Seals and the Leukemia Society.
- Served as a community liaison on public affairs issues.

WCAU-TV 10 (Former CBS O & O)
Producer & Station Services Manager, Programming & Public Affairs Departments

Philadelphia, PA
06/84 – 09/90

- Produced and co-produced a variety of half-hour and hour news-public affairs shows, news magazine shows, prime-time specials and public service announcements.
- Scheduled psa's, managed the adopt-a-school program, the internship program and the speakers' bureau and served as community liaison for special events.
- Previous positions include production coordinator and associate producer.

EDUCATION & TRAINING

American University, Graduate School of Communications
Master of Arts, Communications (Broadcast Journalism and Public Affairs)

Washington, DC
May 1998

Temple University, School of Communications and Theater
Bachelor of Arts, Communications (Radio/TV/Film)

Philadelphia, PA
December 1987

CERTIFICATE PROGRAMS

Phoenix University, Instructor/Adjunct Professor, Savannah, GA Campus, 2009
Leadership in Action Management Training Program, The Children's Hospital of Philadelphia, 1994
Successful Managerial Skills for Managers, American Management Association, 1994
Leadership Institute, Urban League of Philadelphia, 1993
Corporate Community Relations Management Program, Boston College, 1992

CURRENT AND FORMER MEMBERSHIPS AND AFFILIATIONS

National Council of Negro Women
Public Relations Society of America
Women in Communications
National Association of Black Journalists
National Association of Television Arts and Sciences
Philadelphia High School for Creative and Performing Arts Alumni Organization (Past President)

SUMMARY OF PUBLIC SPEAKING ENGAGEMENTS AND PRESENTATIONS

National Park Foundation/AAEF: press & special events, Board presentations and conferences
Fenton Communications: New business and client presentations, conference representative
Chatham County District Attorney's Office: chief spokesperson for media interviews
Walker Marchant Group: Client presentations; media interviews
Public Relations Society of America: Guest lecturer: Webinar on Crises Communications
American Psychiatric Association: Conducted annual meeting seminars, media training sessions, Board of Trustees presentations; PR staff professional development meetings; staff meeting presentations; press briefings
National Foundation for Credit Counseling: Board of Trustees and staff presentations; media training sessions; business presentations; press conferences, news briefings and media interviews; regional association meetings
Howard University, Washington, DC: Guest lecturer, Undergraduate Communications Honors Class
DC Office of the Mayor: City-wide presentations on behalf of the Mayor; staff media training; PR staff development; press conferences, news briefings and media interviews; public/community meetings
US Treasury Department: press conferences, news briefings and media interviews
The White House: press conferences, news briefings and media interviews; panelist speaker for professional journalism associations' annual conferences

REFERENCES AVAILABLE UPON REQUEST

GOVERNMENT OF THE DISTRICT OF COLUMBIA
Office of the Attorney General

Legal Counsel Division



MEMORANDUM

TO: Lolita S. Alston
Deputy
Office of Legislative Support

FROM: Janet M. Robins
Deputy Attorney General
Legal Counsel Division

DATE: April 9, 2013

SUBJECT: Commission on African-American Affairs Lydia Sermons Confirmation
Resolution of 2013
(AE-13-262)

This is to Certify that this Office has reviewed the above-referenced proposed resolution and found it to be legally sufficient. If you have any questions in this regard, please do not hesitate to call me at 724-5524.


Janet M. Robins