

# Candidate Statements - HSA Board 2013-2014

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## **Hope Scheller – Candidate for Co-President**

I'm excited for the opportunity to run for Co-President of the HSA. My family joined the Lafayette community mid-way through the 2010-2011 school year. Although both of my boys are currently here at Lafayette, next year my eldest, Thomas will be off to Alice Deal, and my youngest, Judson, will start 1<sup>st</sup> grade.

Over the past two and a half years, I have enjoyed volunteering at and for Lafayette. I am currently a room parent and on the Nutrition Committee. Through the latter, I've revitalized the school garden and I'm always looking for ways to bring enrichment from the garden to Lafayette's students. I also served as a Co-Chair of this year's school auction. I have enjoyed each opportunity I've had to volunteer in the classroom as well as on field trips with my children.

I look forward to the opportunity to work with Gayle Moseley, and the other members of the board. I'm interested in helping the HSA achieve their goals for the 2013-2014 school year. I believe that the parents are one of the best resources at our school for the benefit and educational growth of our children. I am excited about the prospect of working with the parents, teachers and administrators of Lafayette to enhance each child's educational experience at Lafayette.

## **Keith Jones – Candidate for 1st Vice President**

I have two children in Kindergarten, Sarah Frances (Orange Base) and Spencer (Green Base). Professionally I am the Deputy CFO for a part of the Department of Homeland Security where I have had responsibility for strategic planning, strategy implementation, and budget through the challenging fiscal environment of the last few years. Previously I held executive positions in Marketing and Product Management at large telecommunications firms as well as mid-size and start-up technology firms. I have also

been privileged to serve on the Vestry (essentially the Board) of St. Alban's Episcopal Church here in DC. I am excited at this opportunity to participate more fully in the Lafayette community.

**Marek Gootman – Candidate for 2nd Vice President (current 2<sup>nd</sup> VP)**

With three children in Lafayette – currently grades 1, 3, and 5 – my wife Jennifer and I have been involved with HSA and school-related efforts for the past six years, from fundraising and room parent activities to coaching student teams in external sports leagues. I ran for the Board last year because of the challenges in maintaining and expanding parental involvement, collecting dues, and securing new leaders to manage annual events, recognizing the need to replace prior active parents whose children are aging out of Lafayette. Specific to the 2nd Vice President role overseeing legal compliance issues, I am an attorney with 12+ years of experience; however, I also bring a background with other relevant budget / contract, management, and board experience. My professional work at a think tank and law firm entails responsibility for overseeing large budgets, contracts, and teams of professionals in collaborative decision-making environments, as well as strategic planning and negotiation functions. I also currently serve on three organizational boards (two national, one local), previously served on three other boards for entities with notable capital assets and operating budgets, and participated in training on board governance and membership issues. Therefore, in addition to handling the 2nd Vice President functions, I can help in other areas of Board activity and outreach.

**Beth Taubman – Candidate for Co-Treasurer (current Co-Treasurer pursuing another 2-year term)**

I am excited for the opportunity to continue on the HSA board as co-treasurer. I have been the co-treasurer for the past four years and I have enjoyed being involved with Lafayette and helping to support the school and our wonderful community. My son Sammy is in third grade and my older son, Josh, graduated from Lafayette last year. In addition to being on the board, I have run the finances for the spring fair for the past three years, been a room parent, helped with the auction, and been an active classroom volunteer. I look forward to working with the board next year and to continue to be involved with the school.

**Janine Finck-Boyle, Candidate for Secretary**

For the last school year, I have been co-chair of the Hospitality committee of the HSA. Being part of the HSA as Hospitality co-chair, I have helped organize and plan the coordination of both teacher and parent events throughout the year. Each touch has made me realize the importance of being involved, volunteering and becoming part of, and staying active at, Lafayette. It has been a wonderful experience, I have met dedicated parents, and continue to be thankful for the Lafayette community. My hope is to move to the future with more parental involvement as we navigate the school year together.

My son, Finn is in First grade and I am a room parent in his class. Next year, my daughter Katie will be in in Pre K. As my family embarks on having two students at Lafayette, I look forward to becoming more involved. This has led me to run for Secretary of the HSA Board of Lafayette. I hope to enhance the communication between the Board and the membership; allow membership to be recorded accurately and help action items to stay on course.

As an HSA Board member, this past year, I am proud of the commitment and endless volunteer hours from board members, committee chairs and parents that have helped

Lafayette succeed. I am willing to continue the momentum in the next school year and would be honored to represent the HSA as Secretary. Thank you.

**Jen Lanoff – Candidate for Outreach/Tours Chair**

This is my sixth year as a Lafayette parent and I am looking forward to continuing to be involved in this amazing community. I have three children: Alex, who is in fifth grade, Natalie, who is in third grade, and Lilah, who is in pre-k. I would be honored to serve again as the outreach/tours chair for LHSA, share my experiences, and welcome prospective parents to our school. I have been a room parent for several of Alex's, Natalie's, and Lilah's classes and have also been an editor for the Tuesday Bulletin. Currently, I work as an attorney at the Public Defender Service in the District. I also grew up in this neighborhood and attended Murch Elementary School.

**Jennifer Younger – Candidate for Early Childhood Liaison**

With my oldest off to Deal and my youngest arriving in pre-K, I feel I have a good perspective on the mechanics of our school and the needs of our community. I would welcome the chance to serve as the liaison between parents, teachers and administrators regarding matters pertaining to Early Childhood. As I already have a solid working relationship with many of the teachers from my time as a room parent, I envision a smooth transition into this position and am eager to work with new and returning families to support our youngest students. Because of my experience as both a room parent and an auction committee chair, I also understand the broader needs of the school and the transition that the Early Childhood students will ultimately make to the upper grades.

**Jared Cohen – Candidate for Early Childhood Liaison**

In 2012, Jared Cohen began what will be a nine-year affiliation with Lafayette Elementary School when his oldest son Jonah enrolled in the Pre-K program. Jonah's brother Elis will join him at Lafayette in 2014.

Jared's service at Lafayette includes school-wide and in-the-classroom efforts. Currently, Jared facilitates a working group of more than 30 Lafayette parents and future parents who meet regularly to monitor the DCPS school boundary/feeder pattern revision process. In this capacity he manages communication with HSA leadership and parents regarding this important issue as well as builds consensus relating to group positions and actions. In August, Jared also participated in the school beatification day at Lafayette and in October he volunteered for school picture day. Finally, Jared presented to Yellow Base as part of Lafayette's International Festival program earlier this year.

Since 2009, Jared has served as Executive Director of Multicultural Community Service (MCS), a non-profit organization that encourages, promotes and facilitates broad and inclusive civic participation. MCS has programs in interpretation and translation for DC's immigrant community. Additionally, for five years until the recent conclusion of a federal grant, MCS operated the DC Parent Information Resource Center (DC PIRC), an effort to increase student academic achievement through effective parental engagement practices and policies. This program was funded by the US Department of Education.

Jared has a background in non-profit management, development and marketing/communications. He earned his MBA from Johns Hopkins University and an MA in Communication from American University where he also earned his undergraduate degree.

Jared is interested in joining the board to help strengthen the school community and is interested in serving in the Early Childhood position so that he can help create a welcoming environment for new Lafayette families.

**Jenny Backus – Candidate for Hospitality Co-Chair (current Hospitality Co-Chair)**

It's been an honor to be part of the HSA and work on the Hospitality Committee this past year and I am excited for the opportunity to run for another term.

From the Welcome Back to School teachers lunch and first of day of school brunch, to Back to School Night and HSA meetings throughout the year, one of the great things about working on the Hospitality Committee has been getting to know the people who make Lafayette such a great school.

My husband Ed and I have lived in the neighborhood since 2001 and we are the proud parents of a first grader. I work for Google in their DC office as a Senior Policy Advisor and Head of Outreach working with organizations here in DC and around the country.

In addition to my responsibilities on the Hospitality Committee, I am also a room parent and a proud Lafayette Spring Fair and Book Fair volunteer, as well as an Auction Party host. I have been spending a great deal of time this year working with a group of Lafayette parents, parents-to-be, alumni, and supporters on the DCPS boundary revision issue.

This past year I was also appointed to serve on the DC Healthy Youth and Schools Commission that was created by Mayor Gray to help implement the Healthy Schools Act.

If I am lucky enough to be elected by you for another term, I would like to double down on events that make parents feel welcome and invested in the Lafayette community, look for new ways to recognize and support teachers and staff at Lafayette who do such great work to inspire our children, and work with the HSA Presidents and leadership on ways to engage and involve more people in our school and the work of the HSA.

**Joshua Gordon - Candidate for Hospitality Co-Chair**

I am the father of two first graders: Natalie and Samantha Gordon. We feel so fortunate to be part of the Lafayette family and being a member of the board will help me give back to a community that has been so welcoming and nurturing.

This year, I spent much of my Lafayette volunteer time assisting the current hospitality co-chairs at various Lafayette events and feel that this has prepared me well for the duties and responsibilities inherent in the office of hospitality co-chair. I have also had the good fortune to volunteer numerous times in my daughters' classrooms both this year and last -- providing me with a first-hand look at the challenges and needs of our school's teachers. I would look forward to being able to assist all of Lafayette's teachers as a board member.

I am the Policy Director for a grassroots, non-profit with a lot of experience communicating with different types of people with varying levels of interest and commitment in our mission -- a skill that will be put to good use as the board tries to reach out to the entire Lafayette population.

**Sue Wright - Candidate for Volunteer Chair (current Volunteer Chair)**

This is my 7th year at Lafayette. I have one daughter, Avery in 4rd grade. I have been the Volunteer Coordinator for the past 4 years and would love to continue in this capacity. I have done a variety of volunteering during my time at Lafayette: co-chaired the Spring Fair, co-chaired the Auction Getaway category, and I am currently chairing for the 2nd year the T-shirt sales for the Spring Fair. I hope to serve another year as Volunteer Coordinator.

**Membership/Dues: TBD**

**Kimberly Cestari – Candidate for Environmental Chair (current Environ. Chair)**

I'm the mom of Gabrielle (aka Gigi), a 4th-grader and we have been part of the Lafayette community since 2005 when our oldest daughter Anna began Pre-K. In the past, I have had the honor of serving on the HSA board as the Hospitality co-chair and have served as the Environmental Chair for the past 5 years. As a neighborhood Realtor, my negotiating and follow up skills as well as my knowledge of repairs from oh so many home inspections, has served me well in this position. With the help and support of the other talented members of the HSA board, I have enjoyed coordinating the many projects around the school such as overseeing the installation of the new Cafetorium floor and the new Teacher's Lounge. I look forward to addressing numerous other repair projects as they arise and working with the HSA on the next capital improvement project.

**Polly Snyder - Candidate for Ways and Means Co-Chair (current Co-Chair)**

We have two children at Lafayette -- a daughter in 3rd and son in 1st -- and it has been a joy to get to know and support their community through volunteer opportunities at the school. I have served for one or both of the kids, since our daughter started in First Grade, and I have seen first hand the benefits that the volunteer community and its efforts bring to the school. This year, I have also had the pleasure of serving as the Co-Chair of the Ways and Means Committee, and I would welcome the opportunity to continue my involvement in overseeing and reporting on fundraising efforts at Lafayette as Co-Chair of the Ways and Means Committee in the coming year.

**Shannon Behm – Candidate for Ways and Means Co-Chair**

I am very excited about the opportunity to participate on the HSA Board. My husband Michael and I have three boys, Ryan (7yrs - 1st grade with Mrs. Baldwin), Andrew (4yrs - will attend Pre-K in the Fall) and Matthew (2yrs). Our family has been involved with the Lafayette community since 2011. I have served for two years as a room parent and most recently worked on the Auction Committee, heading up the planning and logistics for the Auction party.

I would like to lend my many years of experience in fundraising, sales, marketing and large event planning to the fundraising and sponsorship efforts of the HSA, specifically its Ways & Means Committee. I would like to use next year as an opportunity to increase Lafayette's visibility within the Chevy Chase community by strengthening and developing partnerships with our local businesses. Lafayette has an amazing commitment from the attending families and surrounding community. This puts us in a great position to expand our reach by cultivating more relationships, resulting in greater financial support for our wonderful school, staff and children.

I would also like to work on all of the revenue streams that funnel to the HSA, focusing on each by maximizing their potential and hope to streamline any process and management. Thank you for your consideration!

**Marilyn Kitzes – Candidate for Co-Communications Chair (current Communications Chair)**

Our family is now in its fourth year at Lafayette. We have one son, Gabriel Satin, who started Lafayette in the Pre-K, and will be entering 3rd grade next year. I am currently the Board's communications chair, and work with the presidents, other board members, staff, and parents to share important school news. Prior to this position, I served as board co-chair of hospitality. In addition, I have served for the past three years as co-chair of the Lafayette Spring Fair. I have also served as a room parent during my son's Pre-K and Kindergarten years. Professionally, I'm a senior copywriter at Hirshorn Zuckerman Design Group, an integrated marketing firm. Before my time in Washington, I worked as a writer in the advertising departments of several women's magazines in New York. I enjoy leveraging my writing and communications experience to help create excitement around Lafayette's special events and activities.

**Miriam Van Dyck- Candidate for Communications Co-Chair**

With a son in 2<sup>nd</sup> grade and a daughter in Kindergarten, this is our family's fourth year at Lafayette. I have been one of the editors of the Tuesday Bulletin for the past two years, and served as both a category co-chair and Communications co-chair in the 2011 and 2012 Lafayette fundraising auctions, respectively. Professionally, I have worked in both internal and external communications at the World Bank for over a decade, and prior to that held jobs in print and broadcast journalism as a researcher and writer. It would be an honor to serve the Lafayette community as an HSA Board Member and I would look forward to doing my part to keep Lafayette families informed.

**Tracy Stannard - Candidate for Community Representative (current Community Representative)**

Owner of The Broad Branch Market. Mother to Miles (age 15, 9th Grade at Washington Latin PCS, Cap City Phillies). I was a very active parent while Miles was at Murch Elementary: HSA Co-President for two years, MDT (Murch's LSRT) rep for two years, Auction Chair one year, Auction Food Chair 4 years, Facilities Representative three years, Principal Selection Committee. I love that I have become part of the Lafayette community through our activities at the market and enjoy our partnership on the Christmas Tree fundraiser. I served as a Community Representative for the HSA for 2010-2013 and I look forward to continuing in this role.

**Joe Nelson – Candidate for Community Representative**

**Candidate Statements: Local School Advisory Team  
2013-2014**

**Eden Burgess  
Jeanne Metzger  
Peaches Scribner**

**Eden Burgess – LSAT Parent Representative**

I would like to serve a second term as one of Lafayette's parent representatives on the Local School Advisory Team (LSAT).

As a member of LSAT this past year, I worked with Principal Main and the other LSAT members -- who include parents, teachers, staff, and a community member -- on a broad range of issues, such as the school budget, curriculum, technology in the classroom, DCPS bonus and salary policies, and other important topics that affect Lafayette and all our kids. I hope I can continue to help address these and other challenges.

My husband and I have a daughter in Kindergarten, so I have found several ways to support Lafayette over the past 2 years beyond LSAT: I have served as a room parent, helped to organize the past two annual Wine Parties, and currently head the Shout-Out fundraiser. I have lived in DC since 1998, moving with my family to Chevy Chase in 2004. I attended GWU Law School and practice art, cultural heritage, historical preservation and museum law.

I look forward to the opportunity to continuing serving the Lafayette community through LSAT. Thank you.