

\_\_\_\_\_  
Name of Council Member

Endorsement

CONTESTED APPOINTMENTS

**Sister Cities Committee**

(2-year term)

1 Citizen Member

\_\_\_\_\_ Tamara Boorstein

\_\_\_\_\_ Rita Jupe

\_\_\_\_\_ Christina Naston

\_\_\_\_\_ Debra Walker

**Personal Data Record Form**

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**Profile****FOR PUBLIC INFORMATION**

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**New Applicant or Current Member**☒ New Applicant

Tamara

First Name

Boorstein

Last Name

Email Address

**Date of Birth****Place of Birth****Home Address**

Street Address

City

Primary Phone

Suite or Apt

State

22314

Postal Code

Self

Employer

Communications Consultant

Job Title

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Applicants may only apply for **ONE** board/commission/committee at a time.

**Which Boards would you like to apply for?**

Sister Cities Committee: Submitted

Tamara Boorstein

**Type of Position/Role**

Citizen

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**Demographics**

**Do you currently live in the City of Alexandria?**

☒ Yes ☐ No

**If yes, how long?**

More than 2 years

**Have you ever attended a meeting of the Board or Commission for which you are applying?**

☐ Yes ☒ No

**Have you ever served the City of Alexandria in any capacity?**

☒ Yes ☐ No

**If yes, please explain**

I was an election poll worker.

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**Interests & Experiences****Statement of Interest/Why You Should Be Appointed**

As a resident of Alexandria, I am eager to get more involved in the community and have been seeking opportunities to do so. The Sister Cities committee caught my eye given my international background and work. Working on the committee would allow me bring my experience and "give back" to the community. I am a public relations executive experienced in running programs for governments and NGO's in the US to raise the profile, often of other countries, including Scotland and France--two countries with which Alexandria has sister city relationships.

**Are you currently a member of a City Board, Commission, Committee or Authority?**

☐ Yes ☒ No

**If yes, please list the board:**

**How many terms have you served on this board?**

Tamara Boorstein

**If you have served more than two consecutive terms on this board, please state the specific qualifications you possess which merit consideration for continued service:**

**Have you applied for a position on a City Board, Commission, Committee or Authority in the last six months?**

☐ Yes ☒ No

**If yes, please state the names of the boards for which you have applied**

Upload a Resume

**Are you now paid by the City of Alexandria?**

☐ Yes ☒ No

**If yes, please state your department, job title, and describe your duties:**

**Do any of your immediate relatives or business associates now serve the City of Alexandria in any capacity?**

☐ Yes ☒ No

**If yes, please explain:**

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☒ Yes ☐ No

**If applicable, will you comply with the provisions of the City's conflict of interest requirements in City Ordinance 2867?**

☒ Yes ☐ No

**EDUCATIONAL BACKGROUND (Please list certificates, diplomas, degrees, seminars, etc.):**

University of Virginia, BA, History and French Adelphi University, Masters of Education Columbia University School of International and Public Affairs, coursework

Tamara Boorstein

**SUMMARY OF WORK AND PRACTICAL EXPERIENCE (Please list titles and duties for the past five years):**

LEARNING POLICY INSTITUTE| Washington, DC March 2020 – August 2020, Director of Communications Member of the management leadership team, overseeing integrated communications division, including brand management, on and offline media relations, editorial, analytics, graphic design, and publications. Managed six-person communications team with a budget of \$500k. Streamlined department to maximize productivity, addressed quality assurance issues, evaluated and organized a process for a 2021 website refresh, and oversaw communications for key research and partner projects.

NATIONAL SCHOOL BOARDS ASSOCIATION| Washington, DC July 2018 – March 2020, Director of Communications Member of the management team with responsibility for integrated communications, including editorial and support for award-winning magazine, The American School Board Journal, as well as other marketing materials. Led the development, implementation, messaging, and evaluation of public affairs initiatives, including issues related to climate change and its impact on student equity, to achieve legislative and legal objectives and to enhance the association's brand through thought leadership, media relations, and social media. Supervised, developed, and executed digital asset and content management, including creative services functions for the association, as well as led and supported association advocacy material for organization's programs and strategic objectives. Increased media coverage by more than 8% and social media engagement by 5% in 2019. Launched two national grassroots media campaigns and new website. Oversaw staff of three, as well as outside contractors, and managed departmental annual budget of \$1M.

TLB GLOBAL ASSOCIATES, INC.| New York, NY & Washington, DC April 2012 – June 2018, Founder & Communications Consultant Projects Include:

- Habitat for Humanity International (HFHI) – Global Advocacy Campaign, Washington, DC – Created global strategic communications plan for NGO HFHI's first international advocacy campaign for international offices; developed pilot communications plan and messaging for all local offices in the HFHI Latin America region.
- Bloomberg World Lung Foundation's Francophone – African Anti-Tobacco Campaign, Abidjan, Côte d'Ivoire – Directed and launched integrated press campaign in four countries; drafted press material for English- and French-speaking audiences; and acted as French media spokesperson.
- Union World Conference on Lung Health, Paris, France – Led strategy, PR, and international media training for three-day global conference; oversaw press management; generated 226 news hits internationally.
- ONE UN Hotel – United Nations General Assembly Crisis Communications, New York City – Managed and trained New York executive hotel staff in preparation for high-level/visibility United Nations delegation stay during UN General Assembly; developed messaging and managed media.
- Association of Mexican Entrepreneurs, Washington, D.C. – Led communications strategy, messaging, and implementation to raise the profile of the organization by promoting an international conference leading to international media coverage and recognition.
- Government of Scotland – Created communications strategy to address U.S. media coverage for Scottish Independence Referendum; led U.S. media program for First Minister's visit to the U.S.
- World Health Organization – International Union Against Tuberculosis and Lung Disease, Washington, DC – Developed and launched Childhood TB Roadmap, generating 130+ stories in top media outlets.

Additional Clients: SolarWorld, Overseas Press Club, Puerto Rico, U.S. Chamber of Commerce, UNICEF, among others

**REFERENCES (Please list names and addresses of four references that you have contacted and support your application).**

[Redacted references section]

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**Non-Discrimination Data Supplemental Questions**

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#### Date of Application

#### Ethnicity

#### Gender

#### Sexual Orientation

#### For what Board, Commission, Committee, or Authority are you applying?

#### Do you live in the City of Alexandria?

**Do you have Disability?**

**If yes, briefly describe the disability?**

**How did you learn of the vacancy for which your applying?**

**Personal Data Record Form**

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**Profile****FOR PUBLIC INFORMATION**

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**New Applicant or Current Member**☒ New Applicant

Rita

First Name

Jupe

Last Name

Email Address

**Date of Birth****Place of Birth****Home Address**

Street Address

City

Primary Phone

Suite or Apt

State

22301

Postal Code

Alternate Phone

The Jupe Group

Employer

Founder and CEO

Job Title

---

Applicants may only apply for ONE board/commission/committee at a time.

**Which Boards would you like to apply for?**

Sister Cities Committee: Submitted

Rita Jupe



**Type of Position/Role**

Citizen Member

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**Demographics**

**Do you currently live in the City of Alexandria?**

☒ Yes ☐ No

**If yes, how long?**

19 years

**Have you ever attended a meeting of the Board or Commission for which you are applying?**

☐ Yes ☒ No

**Have you ever served the City of Alexandria in any capacity?**

☐ Yes ☒ No

**If yes, please explain**

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**Interests & Experiences**

## Statement of Interest/Why You Should Be Appointed

Dear selection committee, I am excited to apply for the vacancy of citizen member of the Alexandria-Caen Sister City Committee, which I saw in Alexandria eNews. If selected, I would bring experience in: (1) designing public panel discussions at the World Bank, (2) developing strategic communication as a former corporate communicator, crisis manager and CNN producer, (3) advising senior executives and (4) currently, running my own leadership coaching and facilitation business. I also speak French and stay connected to France through friends, colleagues and cultural and educational activities. In addition to my CV, I would like to highlight the following points. First, I firmly believe cultural and educational exchanges improve people's lives, enrich communities and contribute to stable international relations. Our city's response to the many challenges affecting the country—from the pandemic to systemic racism—can strengthen the image of the US in Caen. The diversity of our population coupled with Alexandria's vibrant cultural, recreational and business scenes still offer opportunities for further strengthening the Alexandria-Caen relationship, despite covid-19. As a former exchange student (UK to Champagne and Bordeaux and UK to Munich), I am also interested in how to keep young people in our sister cities connected when travel is not possible. The vision of sister cities as a force for good is relevant in these unusual times. Second, I am collaborative and enjoy working in committees on different kinds of projects—from idea to execution to lessons learned. My experience includes leading the development of a multi-team, day-long "knowledge café" during the World Bank Group-IMF Annual Meetings and more recently facilitating workshops on strategy and planning for business teams. I served for more than a year on a corporate leadership program alumni committee at the International Finance Corporation, a volunteer position. My training and experience as a coach and facilitator have strengthened my listening and conflict-resolution skills, which are valuable for committee work. My final point is that I have the time and energy to serve. I set my own hours and work flexibly from home. Clients and friends say I am highly organized, efficient and good at following through on commitments. They also say I am kind, fun and curious about lots of things. I believe these characteristics fit with the position, and it would be an honor to serve on the committee. Thank you for taking the time to review my application. Best regards, Rita Jupe

**Are you currently a member of a City Board, Commission, Committee or Authority?**

☐ Yes ☒ No

**If yes, please list the board:**

**How many terms have you served on this board?**

**If you have served more than two consecutive terms on this board, please state the specific qualifications you possess which merit consideration for continued service:**

**Have you applied for a position on a City Board, Commission, Committee or Authority in the last six months?**

☐ Yes ☒ No

**If yes, please state the names of the boards for which you have applied**

Upload a Resume

Rita Jupe

**Are you now paid by the City of Alexandria?**

☐ Yes ☒ No

**If yes, please state your department, job title, and describe your duties:**

**Do any of your immediate relatives or business associates now serve the City of Alexandria in any capacity?**

☐ Yes ☒ No

**If yes, please explain:**

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☐ Yes ☒ No

**If applicable, will you comply with the provisions of the City's conflict of interest requirements in City Ordinance 2867?**

☐ Yes ☒ No

**EDUCATIONAL BACKGROUND (Please list certificates, diplomas, degrees, seminars, etc.):**

(1) Georgetown University, Master of Science in Foreign Service, with distinction, 1998. Institut d'Etudes Politiques de Paris, EU Program in English, with honors, summer 1997. (2) Rutgers University, Newark College of Arts and Sciences, Bachelor of Arts, French, highest honors, 1996. Phi Beta Kappa; Israel Stamm Award, Department of Languages and Literatures. (3) International Coaching Federation, Associate Certified Coach, 2020 (expires 2023). (4) Hogan Assessment (2020). (5) Institute for Professional Excellence in Coaching, Certified Professional Coach (2019). (6) Cornell University School of Industrial and Labor Relations, certificate program in Human Resources Management (2018). (7) Northern Virginia Mediation Service, affiliate of the George Mason University School of Conflict Analysis and Resolution, certificate programs in Federal Workplace Mediation and Organizational Development and Conflict Resolution (2018). (8) National Council for the Training of Journalists UK, Certificate of Proficiency (1987).

**SUMMARY OF WORK AND PRACTICAL EXPERIENCE (Please list titles and duties for the past five years):**

1. Founder and CEO, The Jupe Group, November 2019-present - Providing leadership, career transitions and career management coaching services to executives and emerging leaders in government, finance, healthcare, international development, law, manufacturing and tech. Providing facilitation services to groups and teams, e.g. strategy and planning workshops. 2. Principal Communications Officer, International Finance Corporation, World Bank Group, 2005-2019 - Joined as a communications analyst and progressed through various assignments to principal. Duties included leading communications for the global financial markets department, speechwriter and media lead to the CEO, head of global internal communications and web services, head of communications for global advisory services and internal coach and facilitator.

**REFERENCES (Please list names and addresses of four references that you have contacted and support your application).**

[Redacted references section]

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**Non-Discrimination Data Supplemental Questions**

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**Non-Discrimination Data Supplemental Questions  
For Applications to City Boards, Commissions, and Committees**

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**Date of Application**

[Redacted date of application]

Ethnicity

Gender

Sexual Orientation

For what Board, Commission, Committee, or Authority are you applying?

Do you live in the City of Alexandria?

Do you have Disability?

If yes, briefly describe the disability?

How did you learn of the vacancy for which your applying?

**Personal Data Record Form**

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**Profile****FOR PUBLIC INFORMATION**

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**New Applicant or Current Member**☒ New Applicant

Christina

First Name

Naston

Last Name

Email Address

**Date of Birth****Place of Birth****Home Address**

Street Address

City

Primary Phone

Suite or Apt

State

22314

Postal Code

Alternate Phone

Tate Bywater

Employer

Paralegal

Job Title

---

Applicants may only apply for **ONE** board/commission/committee at a time.

**Which Boards would you like to apply for?**

Sister Cities Committee: Submitted

Christina Naston

## Type of Position/Role

Citizen member

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## Demographics

Do you currently live in the City of Alexandria?

☒ Yes ☐ No

If yes, how long?

three months

Have you ever attended a meeting of the Board or Commission for which you are applying?

☐ Yes ☒ No

Have you ever served the City of Alexandria in any capacity?

☐ Yes ☒ No

If yes, please explain

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## Interests & Experiences

### Statement of Interest/Why You Should Be Appointed

I recently moved to Alexandria, Virginia after graduating from college. I am passionate about being involved in my local community, especially in government where I can make a positive change in peoples' lives. I have lived in three countries outside of the US - Scotland (UK), Italy, and Greece - and, as a first generation American, I understand the deep importance of cultural exchange and appreciation. I think the value that Alexandria places on cultural exchange through this board is incredible, and I hope that I can bring my own experiences to a position on the board.

Are you currently a member of a City Board, Commission, Committee or Authority?

☐ Yes ☒ No

If yes, please list the board:

How many terms have you served on this board?

Christina Naston

**If you have served more than two consecutive terms on this board, please state the specific qualifications you possess which merit consideration for continued service:**

**Have you applied for a position on a City Board, Commission, Committee or Authority in the last six months?**

☐ Yes ☐ No

**If yes, please state the names of the boards for which you have applied**

Upload a Resume

**Are you now paid by the City of Alexandria?**

☐ Yes ☐ No

**If yes, please state your department, job title, and describe your duties:**

**Do any of your immediate relatives or business associates now serve the City of Alexandria in any capacity?**

☐ Yes ☐ No

**If yes, please explain:**

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☐ Yes ☐ No

**If applicable, will you comply with the provisions of the City's conflict of interest requirements in City Ordinance 2867?**

☐ Yes ☐ No

**EDUCATIONAL BACKGROUND (Please list certificates, diplomas, degrees, seminars, etc.):**

Hamilton College - Clinton, NY - Bachelor of Arts, Classics (cum laude) Studied abroad at the Intercollegiate Center for Classical Studies & University of Glasgow/Glasgow School of Art

Christina Naston



**SUMMARY OF WORK AND PRACTICAL EXPERIENCE (Please list titles and duties for the past five years):**

Tate Bywater, Paralegal: Assists partners and associates with legal processes relating to domestic law, including family law, custodianship/guardianship, and protective orders, by assisting with the discovery process; prepares exhibits for hearings and trials; drafts and files pleadings and orders; communicates with clients on a day-to-day basis to ensure their needs are met in a timely manner; maintains up-to-date case management; proofreads for attorneys, particularly for deeds and estates. Golden Law, Legal Assistant: Supports attorney effectiveness by proofreading and reviewing documents in preparation for first contact with opposing counsel and/or the company from whom the client is seeking a resolution in employment law disputes and negotiations. Wellin Museum of Art, Collections and Exhibitions Assistant: Researched various pieces in the collection, with particular focus on cultural context, prior exhibition spaces, uses, and provenance in order to write labels and improve exhibition materials to enhance guest understanding and enjoyment; conducted daily gallery checks to ensure the wellbeing of artwork on display; assisted with communication regarding NAGPRA; checked the condition of artworks upon their arrival at the museum. Haley Classical Journal, Founder and Editor in Chief: Led outreach efforts to Hamilton students and faculty as well as other institutions worldwide both for wider recognition and broader submissions; read and organized papers; oversaw editing process; mediated communication between authors and editors; ensured quality and accuracy of published content. Hamilton College Classics Department, Teaching Assistant: Graded exams and quizzes for a class of 20-30 students; acted as a liaison between students and professors; participated in and facilitated class discussions; supervised students during exams and professor absences; held office hours before exams. Metropolitan Museum of Art, Intern (Dept. of European Paintings): Researched paintings, artists, and their subjects; assisted curators in planning hangs in galleries; put iconographic information into TMS (The Museum System) to allow website visitors to find works easily; looked for references to the collection in volumes and publications in multiple languages.

**REFERENCES (Please list names and addresses of four references that you have contacted and support your application).**

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**Non-Discrimination Data Supplemental Questions**

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#### Date of Application

#### Ethnicity

#### Gender

#### Sexual Orientation

#### For what Board, Commission, Committee, or Authority are you applying?

#### Do you live in the City of Alexandria?

**Do you have Disability?**

[REDACTED]

**If yes, briefly describe the disability?**

[REDACTED]

**How did you learn of the vacancy for which your applying?**

[REDACTED]

**Personal Data Record Form**

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**New Applicant or Current Member**☒ New Applicant

Debra

First Name

Walker

Last Name

Email Address

**Date of Birth****Place of Birth****Home Address**

Street Address

City

Primary Phone

Suite or Apt

State

22304

Postal Code

Department of Veterans Affairs

Employer

Director, Enterprise Governance  
Management

Job Title

---

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**Which Boards would you like to apply for?**

Sister Cities Committee: Submitted

Debra Walker

**Type of Position/Role**

Member

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**Demographics**

Do you currently live in the City of Alexandria?

☒ Yes ☐ No

If yes, how long?

17 years

Have you ever attended a meeting of the Board or Commission for which you are applying?

☐ Yes ☒ No

Have you ever served the City of Alexandria in any capacity?

☐ Yes ☒ No

If yes, please explain

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**Interests & Experiences****Statement of Interest/Why You Should Be Appointed**

I have worked for city government (Miramar, FL) and served as City Clerk for 2+ years, so I am familiar with municipal government. I have also worked for county government (PWC and Manatee County, FL). I currently work for the Federal government, and this provides me with a very comprehensive knowledge of government all multiple levels.

Are you currently a member of a City Board, Commission, Committee or Authority?

☐ Yes ☒ No

If yes, please list the board:

How many terms have you served on this board?

If you have served more than two consecutive terms on this board, please state the specific qualifications you possess which merit consideration for continued service:

Debra Walker

**Have you applied for a position on a City Board, Commission, Committee or Authority in the last six months?**

☐ Yes ☐ No

**If yes, please state the names of the boards for which you have applied**

Upload a Resume

**Are you now paid by the City of Alexandria?**

☐ Yes ☐ No

**If yes, please state your department, job title, and describe your duties:**

**Do any of your immediate relatives or business associates now serve the City of Alexandria in any capacity?**

☐ Yes ☐ No

**If yes, please explain:**

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☐ Yes ☐ No

**If applicable, will you comply with the provisions of the City's conflict of interest requirements in City Ordinance 2867?**

☐ Yes ☐ No

**EDUCATIONAL BACKGROUND (Please list certificates, diplomas, degrees, seminars, etc.):**

Fellow, Tufts University, International Securities Studies Program (2014 - 2015) Certificate, George Mason University, Human Resources (2005) MPA, University of North Carolina at Chapel Hill (1990) BS, Presbyterian College, Clinton, SC (1988)

**SUMMARY OF WORK AND PRACTICAL EXPERIENCE (Please list titles and duties for the past five years):**

Department of Veterans Affairs (2004 to Present) Director, Enterprise Governance Management Special Assistant, Office of Modernization Director, Office of Survivors Assistance

Debra Walker

**REFERENCES (Please list names and addresses of four references that you have contacted and support your application).**

[REDACTED]

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**Date of Application**

[REDACTED]

## Ethnicity

[Redacted]

## Gender

[Redacted]

## Sexual Orientation

[Redacted]

## For what Board, Commission, Committee, or Authority are you applying?

[Redacted]

## Do you live in the City of Alexandria?

[Redacted]

## Do you have Disability?

[Redacted]

## If yes, briefly describe the disability?

[Redacted]

## How did you learn of the vacancy for which your applying?

[Redacted]