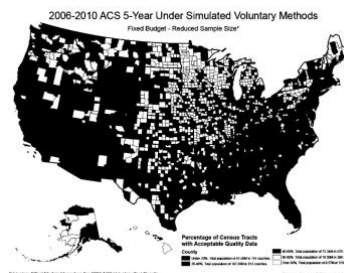




**THE
CENSUS
PROJECT**



Blackout - Communities without Vital Data

Speaker Bios

Christa Jones



Christa D. Jones is the former Chief of Staff of U.S. Census Bureau. She served the Census Bureau from 2002-2025, and served in many roles, advising on matters related to privacy, confidentiality, and statistical policy. Among her roles, she previously served as a senior advisor to three directors, the Chief Policy Officer, Chief Privacy Officer, and the Deputy Chief of the Office of Congressional and Intergovernmental Affairs, and has led many special agency projects, including the Census Bureau's response to Hurricane Katrina and a special assignment to the Staten Island Local Census Office during the 2010 Census. In 2017, she took a brief assignment at the Department of Homeland Security's Privacy Office where she was the Senior Director for Privacy Policy and Oversight. Jones is a native of Virginia. She graduated from Queens College in Charlotte, NC, and has a master's degree from the George Washington University in Washington, DC.

Beth Jarosz



Beth Jarosz has 25 years of experience in data analysis to support evidence-based decisions. Jarosz has published on topics including poverty, mortality, novel estimation techniques, the quality of administrative records, and disclosure avoidance for the 2020 Census. She has participated, as a speaker and as an organizer, in National Academies workshops on the American Community Survey, 2020 Census, and communicating the quality of federal statistics. Currently, she is a Senior Fellow at the Massive Data Institute at Georgetown University, a collaborator on the dataindex.us project, and Vice President of the Association of Public Data Users.

Rosemary Bender



With a Master's in Operations Research, Rosemary Bender joined Statistics Canada in 1982 as a demographer specializing in small area population estimation. She worked in the areas of social, ethnocultural and Aboriginal statistics and was responsible for the content and analysis of the Canadian Census. In 2010 Ms Bender was named Assistant Chief Statistician, Social, Health and Labour Statistics and a year later assumed the portfolio of Assistant Chief Statistician, Analytical Studies, Methodology and Statistical Infrastructure. Since her retirement in 2014, she has been providing assistance internationally on matters related to population censuses and surveys.

Kelly Asche



Kelly is the Senior Researcher at the Center for Rural Policy and Development. He works from his home in New London, Minnesota. Kelly's research is focused on a broad range of rural development topics such as workforce shortages, housing, and migration patterns. He also enjoys busting myths related to the rural narrative. Kelly is also an adjunct faculty member of the Humphrey School of Public Affairs where he teaches rural planning and policy.

Steve Jost



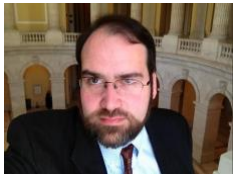
Steve Jost has been a consultant to The Census Project for seven years and also worked on widely varied public policy missions as a VP at the D.C. public relations firm, Avoq. He previously served as Associate Director at the Census Bureau and oversaw the outreach campaigns for both the 2010 Census and the 2000 Census. His award-winning multi-racial, multi-ethnic awareness campaign for the 2010 U.S. Census successfully tackled the unique advertising challenge of every single household in America. When the Bureau exceeded official predictions of public cooperation, it returned \$1.87 billion to the U.S. Treasury -- ahead of schedule and 25 percent under budget. Steve has twice received the U.S. Department of Commerce's highest recognition, the Gold Medal for distinguished achievement in federal service. He previously served as the Chief of Staff for three Members of the U.S. House of Representatives

Joan Naymark



Joan Gentili Naymark, founder and Executive Director of MACS 2030 - Minnesotans for the American Community Survey and 2030 Census, has engaged and educated stakeholders since 2013 to support accurate ACS Census data. Joan was a member of the Census Advisory Committee for 15 years, representing the U.S. Chamber of Commerce, spanning the 2000 and 2010 Censuses and the launch of the ACS. She participated in National Academy of Sciences panels on the ACS and economic data, served on the Board of Directors of the Association of Public Data Users, and was a member of the research council for the International Council of Shopping Centers. Naymark retired as Director of Market Analytics and Planning from Target Corporation in 2012, after 30 years of leadership in market planning.

Howard Fienberg



Howard Fienberg is codirector of the Census Project, a nonpartisan coalition of 800+ organizations and companies at the national, state and local level in the public, private, nonprofit and academic sectors who support the funding and integrity of the decennial Census and American Community Survey (ACS). He is also Senior VP Advocacy at the Insights Association, representing the market research, insights and analytics industry. Howard was previously a senior legislative staffer in Congress and analyst for a science policy think tank.