

2015 Sunshine Week Guest Speakers

ERA OF TRANSPARENCY: FOIA, THE PRIVACY ACT, AND OPEN GOVERNMENT



Avi Bender joined the Census Bureau as its first Chief Technology Officer in 2010. Mr. Bender guides technology modernization of the Bureau through strategic initiatives that will transform how data are collected, processed, and disseminated. Mr. Bender has established an enterprise architecture program and an infrastructure road map and led the creation of the Bureau's Innovation Center—the Center for Applied Technology. He leads a team of solution architects who are designing an agile, scalable, and responsive architecture and infrastructure to deliver both operational efficiencies and business process innovation.

Mr. Bender provides thought leadership in the areas of open data, innovation, service-based architecture, and change management. He played a key role in the development of the Department of Commerce Strategic Plan (Data) and led a Commerce-wide team to define a unified architecture and shared service strategy. Prior to joining Census, Mr. Bender served a four-year term appointment as the Director for Enterprise Architecture (EA) at the Internal Revenue Service (IRS) and transformed the IRS EA organization into a business-driven and collaborative function that delivered IT strategy, governance, and business enablement. He received multiple industry awards for transforming the IRS EA into a highly collaborative and mission-focused organization. Mr. Bender has extensive entrepreneurship, executive management, and consulting experience in the private sector. He was a Managing Director at Price Waterhouse LLP, where he provided IT thought leadership support for digital media. As the Managing Principal with IBM Global Services, he led IT strategy consulting initiatives for some of the largest media brands. Mr. Bender was a co-founder of two digital media software companies. He holds a Bachelor of Science and two Master's degrees. He received the Federal Innovator of the Year Award in 2013.



Dr. Catrina Purvis is the Director of the Office of Privacy and Open Government (OPOG) and the Chief Privacy Officer (CPO) at the United States Department of Commerce (DOC). She is a Senior Executive Service member and performs as the Senior Agency Official for Privacy (SAOP) within the DOC. In this capacity, Dr. Purvis serves as the key policy advisor on implementing the Privacy Act of 1974; the privacy provisions of the Federal Information Security Management Act (FISMA) and of the E-Government Act of 2002; the Freedom of Information Act (FOIA); the Federal Advisory Committee Act (FACA); the principles of transparency and open government; and leads the Department's Directives Management Program. Dr. Purvis also represents the Department on the National Science and Technology Council, Federal CIO Council Privacy Committee.

Dr. Purvis served prior as the Chief Information Officer (CIO) for the National Oceanic and Atmospheric Administration Satellite and Information Service (NESDIS). As the NESDIS CIO, Dr. Purvis was responsible for ensuring the security posture of ground control systems for critical high impact satellites including: the National Polar-Orbiting Operational Environmental Satellite Preparatory Project (NPP), the National Polar-Orbiting Operational Environmental Satellite (NPOES), the Geostationary Operational Environmental Satellite R (GOES R), and multiple international level agreements for foreign data acquisition and exchange.

Dr. Purvis is an Attorney, a member of the Maryland Bar, and a United States Air Force (USAF) veteran with over 20 years of Agency-level leadership experiences in information technology (IT) law, IT privacy, IT architecture, IT security, systems development, acquisitions, operations and maintenance, and program management. Prior to her federal service, Dr. Purvis served as a Senior Manager Consultant to the government from the Noblis Earth Observation Systems Cyber Security/Information Assurance Group. Her work with Federal Agencies in this capacity dates to 2001. In the Air Force, she was a Communications and Computer Systems Officer who supported the Cyber Criminal Investigations (CCI) program. Her last assignment was at the USAF Office of Special Investigations (AFOSI) as Chief of the Computer Operations Division. Dr. Purvis holds a Bachelor of Science degree from Southern Illinois University, a dual major Master's degree in Acquisitions and Procurement, and Computer Information Resources from Webster University in St. Louis, and a Juris Doctor degree from George Mason University Law School.



Melanie Ann Pustay became the Director of the Office of Information Policy of the United States Department of Justice in 2007. The Office of Information Policy is responsible for developing guidance for Executive Branch agencies on the Freedom of Information Act (FOIA), for ensuring that the President's FOIA Memorandum and the Attorney General's FOIA Guidelines are fully implemented across the government, and for overseeing agency compliance with the law.

Before becoming Director, Ms. Pustay served for eight years as Deputy Director of OIP, where she was responsible for the Department's responses to access requests made to the Department's Senior Leadership Offices, including the Offices of the Attorney General, Deputy Attorney General, and Associate Attorney General. Beginning in 2003 and continuing today, she has worked extensively with government officials in other countries to assist those officials in implementing their own openness-in-government initiatives. Ms. Pustay has received the Attorney General's Distinguished Service Award for her role in providing

legal advice, guidance, and assistance on records disclosure issues. She graduated from American University's Washington College of Law, where she served on Law Review.



Jeannie Shiffer is the Census Bureau's Associate Director for Communications, a directorate that includes five divisions: Customer Liaison and Marketing Services Office, Office of Congressional and Intergovernmental Affairs, Center for New Media and Promotion, Public Information Office, and Office of External Engagement. This is Ms. Shiffer's second presidential appointment, the first being director of the Office of Governmental, International and Public Affairs at the Transportation Department two years ago. Her responsibilities included media relations, congressional affairs, international activities, and public education and outreach.

Before that, she was the director of communications and congressional affairs at the U.S. Election Assistance Commission, as well as the commission's chief Freedom of Information Act officer. During her tenure, she started the commission's blog and Twitter feed, and led the overhaul and redesign of the agency's website.

Ms. Shiffer has shared her government communications expertise with a wide variety of audiences. In 2010, she was selected to be a media relations and communications instructor in China, and she has traveled to Romania three times as a communications expert. She has also served as a social media instructor for the Ohio Association of Election Officials; the International Association of Clerks, Recorders, Election Officials and Treasurers; and the National Conference of State Legislatures. In 2012, she was selected to be a Voting Goes Viral panelist at the annual SXSW (South by Southwest) conference in Austin, Texas.



Anne Weismann serves as interim executive director of Citizens for Responsibility and Ethics in Washington (CREW), as well as Chief Counsel. Prior to joining CREW, Ms. Weismann served as Deputy Chief of the Enforcement Bureau at the Federal Communications Commission, where she had responsibility for all of the Bureau's telecommunications matters. Before that, she worked in the Civil Division of the Department of Justice, where she served as an Assistant Branch Director with supervisory responsibility over banking litigation, housing litigation, and from 1995 until 2002, all government information litigation. This included litigation under the Freedom of Information Act, the Privacy Act, the Federal Advisory Committee Act, and statutes governing federal and presidential records. Prior to that, she worked in the Solicitor's Office of the Department of Labor. Ms. Weismann received her B.A. magna cum laude from Brown University and her J.D. from George Washington University's National Law Center.