

# 2010 Census Portrait of America Road Tour

Electronic Press Kit

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**Census  
2010**

IT'S IN OUR HANDS



**2010 Census Portrait of America Road Tour  
Electronic Press Kit**

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## Executive Summary

### About the Road Tour

The 2010 Census Portrait of America Road Tour is coming to a town near you to encourage members of your community to complete and return the census form this March. At Road Tour events across the country, participants will learn about the 2010 Census and the positive impact their participation can have on the local community. For example, census data:

- Are used to reapportion congressional seats and assure proper district representation in all levels of government.
- Help determine how more than \$400 billion per year in federal funding is distributed to state, local and tribal governments.
- Guide local planning decisions, including where to provide additional social services, establish child care and senior centers, and build new roads, hospitals, schools and job training and community centers.

These are just some of the messages the Road Tour will convey along its journey. There are many stories to be shared and much insight to gain from this free, interactive, educational experience.

The Road Tour will launch on January 4, 2010. At each stop, Road Tour participants will share images and stories, explaining why the census will make a difference in their communities. By giving everyone an opportunity to share the voices and unique needs of their communities, the Road Tour will paint a “portrait of America.” These compelling images and stories, along with information from tour events, can be viewed on [2010census.gov](http://2010census.gov).

The tour will travel thousands of miles and visit a wide range of events taking place in communities across the continental United States, and in Hawaii and Puerto Rico. Planned stops include large events like celebrations, sporting events such as the Super Bowl and NCAA Final Four, and smaller events, like county fairs, and community gatherings at local schools and senior centers.

The following media materials provide useful information and multimedia resources related to the Road Tour:

- **Overview of the Portrait of America Road Tour.** The Road Tour will travel throughout the United States, including Hawaii and Puerto Rico, educating the public about the 2010 Census and encouraging everyone’s participation. The press release, media advisory and fact sheets provide background on the tour and explain how communities can get involved.
- **Potential story ideas.** The story topics provided will help tell the story of the Road Tour and can be easily customized to reflect the interests of your local community.
- **Getting to know us.** Get to know the Road Tour team through the executive bios, and learn how to reach us through the contact information provided.

# U.S. Census Bureau News

U.S. Department of Commerce • Washington, D.C. 20233

FOR IMMEDIATE RELEASE  
MONDAY, JAN. 4, 2010

Public Information Office  
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CB10-CN.01

## Census Bureau Launches 2010 Census Road Tour Across Nation

*'Portrait of America' Vehicles Aim to Increase Awareness and Participation in Census*

The 2010 Census Portrait of America Road Tour set out today from New York City's Times Square, launching a cross-country interactive experience designed to increase awareness and encourage participation in the nation's once-a-decade population count.

During the next four months, the tour will be part of the largest civic outreach and awareness campaign in U.S. history — stopping and exhibiting at more than 800 events nationwide. From local parades and festivals to major sporting events like the Super Bowl and NCAA Final Four, the Census Bureau will attempt to motivate America's growing and increasingly diverse population to complete and mail back 10-question census forms when they arrive in mailboxes March 15-17.

"The Road Tour seeks to educate and empower every person living across our country to take part and participate in the 2010 Census," Census Bureau Director Robert Groves said. "Attendees at Road Tour events will learn about the census, how it affects their local communities and even share their personal stories about why the census is important to them at interactive kiosks and exhibits."

The 2010 Census Portrait of America Road Tour features a national vehicle — a 46-foot gooseneck trailer — and 12 regional vehicles — cargo vans with 14-foot pull trailers. The national vehicle, nicknamed "Mail It Back," brings the benefits of participating in the 2010 Census to life through a visual, interactive representation of the 10-question census form.

The regional vehicles offer a similar user experience, including GPS technology that allows visitors to track the tour online as it happens and through daily social media postings on Twitter, Facebook, MySpace, Flickr and YouTube.

Regional launch events include vehicles departing from national landmarks across the nation, such as the USS Constitution in Boston, Independence Mall in Philadelphia, the Gateway Arch in St. Louis, Santa Monica Pier in Los Angeles and the Golden Gate Bridge in San Francisco. Altogether, more than 3 million people will have the opportunity to share their photos and stories, explaining why the census will make a difference in their communities. This constantly changing "portrait of America" will be captured during all Road Tour events and will live online at 2010census.gov.

(more)

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Editor's note: News releases, reports and data tables are available on the Census Bureau's home page. Go to <http://www.census.gov> and click on "Releases."

Each vehicle has a unique name selected to help educate people about the Census Bureau, and they have unique Twitter handles for on-the-road updates. For updates on all 13 vehicles from January through April, follow us on Twitter at: @2010Portrait.

Vehicle Name	Census Region	Unique Twitter Handle
Mail It Back	National	@10MailItBack
Representation	Atlanta	@Representat10n
Democracy	Boston	@10Democracy
Founders	Charlotte	@10Founders
Population	Chicago	@10Population
Take 10	Dallas	@10Take10
Geography	Denver	@10Geography
Statistics	Detroit	@10Statistics
Decennial	Kansas City	@10Decennial
Confidential	Los Angeles	@10Confidential
Liberty	New York	@10Liberty
Constitution	Philadelphia	@10Constitution
Abacus	Seattle	@10Abacus

The Portrait of America Road Tour was designed to minimize its impact on the environment, with its 223 metric ton carbon footprint being offset through carbon credit donations by Carbonfund.org. Other national partners associated with the tour include Best Buy, Google, Sprint, 3M, MTV, Telemundo, Black Entertainment Television, Country Music Television, Sesame Street and Valero Energy. These partners have pledged to help increase awareness about the 2010 Census and have each provided resources to make the Road Tour and the census a success.

**ABOUT THE 2010 CENSUS**

The 2010 Census is a count of everyone living in the United States. By law, everyone in the United States, both citizens and noncitizens, must be counted every 10 years. Census data are used to reapportion congressional seats to states and directly affect how more than \$400 billion per year in federal funding is distributed to state, local and tribal governments. The 2010 Census form is one of the shortest census questionnaires in history and takes about 10 minutes to complete. By law, the Census Bureau cannot share respondents’ answers with anyone, including other federal agencies and law enforcement entities.

-X-

As with all 2010 Census information, the address information collected by the Census Bureau is confidential by law (Title 13, U.S. Code, Section 9). All Census Bureau employees take an oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.



## 2010 Census Facts

- The U.S. Census is conducted every 10 years as mandated by the Constitution.
- The census is a count of everyone living in the United States. This includes people of all ages, races, ethnic groups, citizens and noncitizens.
- Participation in the census is easy, important and safe, as data are used to reapportion congressional seats to states and assure proper district representation.
- Census data directly affect how more than \$400 billion per year in federal funding is distributed to state, local and tribal governments.
- By law, the Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement entities. All Census Bureau employees take an oath of nondisclosure and are sworn for life to protect the confidentiality of the data.

### About the Form:

- One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.
- Census forms will be delivered or mailed to households March 15-17; households should complete and mail back their forms upon receipt. Census workers will visit households that do not return forms to take a count in person.
- Census Day is April 1, 2010. Responses to the census form should include everyone at that address.
- Questionnaire Assistance Centers (QAC) will be available to assist those unable to read or understand the census form. For those with visual impairments, the language assistance guide will be available in large print and Braille. Deaf and hard-of-hearing persons who do not have access to Video Relay Service (VRS) can call the TDD number, 1-866-783-2010. In addition to these options, language assistance guides will be available in 59 languages at all QAC locations.

## About the Road Tour Vehicles

The Road Tour is comprised of 13 vehicles – one national vehicle and 12 regional vehicles. Each of the 13 vehicles is custom-designed, complete with state-of-the-art technology that provides information about the census and allows participants to track the tour online. Each vehicle has a unique name and theme that resonates with the region in which it will travel throughout the length of the tour.

**Follow the Road Tour on Twitter at:** @2010Portrait for updates from all 13 vehicles

### National Vehicle

The national vehicle, named “Mail It Back,” is a 46’ gooseneck trailer towed by a dual axle, quad-cab pick-up truck. Designed as an onboard experience for the public that graphically showcases the 10-question census form, the national vehicle will visit high-profile national events across the country. Follow this vehicle on Twitter at: @10MailItBack.

### Regional Vehicles

The regional vehicles are Sprinter cargo vans towing a 14’ bumper pull trailer. Specifically designed for flexibility to allow participation in a variety of different event types, the regional vehicles also are equipped with technology to track the vehicles online and showcase stories from event participants.

Vehicle Name	Census Region	Unique Twitter Handle
Representation	Atlanta	@Representat10n
Democracy	Boston	@10Democracy
Founders	Charlotte	@10Founders
Population	Chicago	@10Population
Take 10	Dallas	@10Take10
Geography	Denver	@10Geography
Statistics	Detroit	@10Statistics
Decennial	Kansas City	@10Decennial
Confidential	Los Angeles	@10Confidential
Liberty	New York	@10Liberty
Constitution	Philadelphia	@10Constitution
Abacus	Seattle	@10Abacus



## Potential Stories

The following story topics will help you raise awareness of the census in preparation for the Road Tour stops in your area. You can customize each of these story ideas with specific information about your community to reflect the activities and interests of local readers and/or viewers.

### Story No. 1

#### **2010 Census: A Look Behind the Scenes of the Portrait of America Road Tour**

The 2010 Census Portrait of America Road Tour will travel across the United States and Puerto Rico to educate communities about the 2010 Census and encourage everyone to complete and return the census form when it arrives in March 2010. The Road Tour will provide an exciting, once-in-a-decade opportunity to learn about one of the cornerstones of our democracy! The U.S. Census was the first in history intended to empower the people.

Each of the 13 tour vehicles is custom-designed, complete with state-of-the-art technology to provide information about the upcoming census. Each vehicle has a unique name and theme that resonates with the region in which it will travel throughout the length of the tour.

At the Road Tour events, visitors will be able to learn about the 2010 Census and the positive impact participation can have on their local community. They also can view a sample census form. The real one will be mailed or delivered to more than 130 million addresses across the nation March 15-17. In addition, participants will be able to contribute their story and photo to the Portrait of America project to explain why “I count!” and view messages from other Road Tour participants.

National Road Tour Partner Carbonfund.org, will donate carbon credits to offset the carbon footprint of the tour. A carbon offset will reduce our carbon footprint, and represents a reduction in emissions somewhere else - like a renewable energy or a reforestation project – to balance out the emissions we cannot reduce.

### Story No. 2

#### **2010 Census: Virtual Road Tour**

Technology is vital to spreading the message about the 2010 Census. Each of the 13 Road Tour vehicles will be equipped with high-definition Flip cameras as well as two stand-alone video kiosk stations, programmed with content in multiple languages. Using this technology, participants will contribute their stories and photos to the Portrait of America project, explaining why “I count!” At each event, Road Tour participants will see images and stories collected from events across the country that showcase the Portrait of America.

Those who can't attend a Road Tour event in-person can participate in the Road Tour Web experience on 2010census.gov. Visitors to the Web site will learn about the 2010 Census and the positive impact census participation can have on the local community. They also can view messages from other Road Tour participants and track the Road Tour as it crosses the country.

Live updates from tour stops also will be featured on Facebook, Twitter, Flickr, YouTube and MySpace. By capturing these activities and events on the Internet, the Road Tour has the potential to reach millions of Americans.

## Resources

### Executive Bios

Bios for the following Census Bureau executives are included below.

- Gary Locke, Secretary of Commerce
- Robert M. Groves, Director
- Thomas L. Mesenbourg, Deputy Director and Chief Operating Officer
- Arnold Jackson, Associate Director for Decennial Census
- Steven J. Jost, Associate Director for Communications
- Marilia Matos, Associate Director for Field Operations
- Stephen L. Buckner, Assistant Division Chief
- Regional Directors
  - George Grandy Jr.  
Atlanta Regional Center
  - Kathleen Ludgate  
Boston Regional Center
  - Wayne Hatcher  
Charlotte Regional Center
  - Stanley D. Moore  
Chicago Regional Center
  - Gabriel Sanchez  
Dallas Regional Center
  - Cathy L. Lacy  
Denver Regional Center
  - Dwight P. Dean  
Detroit Regional Center
  - Dennis R. Johnson  
Kansas City Regional Center
  - James T. Christy  
Los Angeles Regional Center
  - Lester A. Farthing  
New York Regional Center
  - Fernando E. Armstrong  
Philadelphia Regional Center
  - Ralph J. Lee  
Seattle Regional Center

**Gary Locke**  
**Department of Commerce, Secretary**

Gary Locke was appointed by President Obama as the 36th Secretary of Commerce and sworn into office on March 26, 2009.

At the Department of Commerce, Locke is charged with helping implement President Obama's ambitious agenda to turn around the economy and put people back to work.

As the first Chinese-American to hold this post in a president's cabinet, Locke has a distinctly American story. His grandfather emigrated from China to Washington state, initially finding employment as a servant, working in exchange for English lessons. Locke's father, also born in China, was a small business owner, operating a grocery store where Locke worked while receiving his education from Seattle's public school system. His strong work ethic and determination eventually took him to the highest office in the state of Washington.

Prior to his appointment, Locke helped U.S. companies break into international markets as a partner in the Seattle office of the international law firm, Davis Wright Tremaine LLP. There, he co-chaired the firm's China practice and was active in its governmental relations practice.

As the popular two-term governor of Washington, the nation's most trade-dependent state, Locke broke down trade barriers around the world to advance American products. He helped open doors for Washington State businesses by leading 10 productive trade missions to Asia, Mexico and Europe, significantly expanding the sale of Washington products and services. He also successfully strengthened economic ties between China and Washington State. His visits are credited with introducing Washington companies to China and helping more than double the state's exports to China to over \$5 billion per year.

As part of his considerable trade and economic development efforts, Locke launched Washington's Competitiveness Council with business, labor and civic leaders working together to effectively position Washington State for success at home and around the world. During the eight years of the Locke Administration, the state gained 280,000 jobs.

Locke earned a bachelor's degree in political science from Yale University and a law degree from Boston University. He is married to Mona Lee Locke. They have three children: Emily, Dylan and Madeline.

**Robert M. Groves**  
**Director**

President Barack Obama nominated Robert M. Groves for director of the U.S. Census Bureau on April 2, 2009, and the Senate confirmed him on July 13, 2009. He began his tenure as director July 15, 2009.

Groves had been director of the University of Michigan Survey Research Center and research professor at the Joint Program in Survey Methodology at the University of Maryland.

He was elected a fellow of the American Statistical Association in 1982, elected a member of the International Statistical Institute in 1994, and named a national associate of the National Research Council, National Academy of Sciences, in 2004. He was the Census Bureau's associate director for Statistical Design, Methodology and Standards from 1990 to 1992.

In 2008, he became a recipient of the prestigious Julius Shiskin Memorial Award in recognition for contributions in the development of economic statistics.

Groves has authored or co-authored seven books and more than 50 articles. His 1989 book, "Survey Errors and Survey Costs," was named one of the 50 most influential books in survey research by the American Association of Public Opinion Research. His book, "Nonresponse in Household Interview Surveys," with Mick Couper, written during his time at the Census Bureau, received the 2008 AAPOR Book Award.

Groves has a bachelor's degree from Dartmouth College and master's degrees in statistics and sociology from the University of Michigan. He also earned his doctorate at Michigan.

**Thomas L. Mesenbourg**  
**Deputy Director and Chief Operating Officer**

Thomas L. Mesenbourg is serving as the Deputy Director of the U.S. Census Bureau. He was the Associate Director for Economic Programs from 2005 to 2008. He served as Acting Director of the U.S. Census Bureau from January to July 2009.

The deputy director is the Census Bureau's chief operating officer, overseeing the day-to-day operations of the government's preeminent statistical agency. The Census Bureau has about 12,000 employees – nearly 5,000 at Suitland, Md., headquarters and the rest based at regional offices and telephone centers across the country.

Mesenbourg is a career civil servant with over 36 years of Census Bureau experience. He served as the Associate Director for Economic Programs from 2005 to 2008 and as Assistant Director for Economic Programs from 1994 to 2005.

In 2004, he was the recipient of a Presidential Rank Award for Distinguished Senior Executives, the government's highest award for career executives.

Mesenbourg earned his bachelor's degree in economics from Boston University in 1968 and his master's from Penn State in 1971. He lives in La Plata, Md., with his wife, Faith. They have two daughters and one grandchild.

**Arnold Jackson**  
**Associate Director for Decennial Census**

Arnold Jackson provides executive leadership for all decennial census and related programs, and is principal adviser to the executive staff, providing overall direction, planning and coordination for all decennial census operations. He works closely with the six decennial division chiefs and two program office chiefs to provide overall direction for reengineering the 2010 Census.

As the Chief Operating Officer for the Decennial Census, he oversees the formulation of the budget and directs the administration of all decennial census and geographic support funds.

Before returning to the Census Bureau in September 2002, Jackson was president and member of the board of directors of an information management consultancy. His work included strategic planning, enterprise architecture, technology strategies and process reengineering. He also implemented programs and practices in support of the Clinger-Cohen Act, a 1996 law designed to improve the way the federal government acquires and manages information technology. Jackson's customers included defense, law enforcement and civilian agencies.

During his previous tenure at the Census Bureau, Jackson was the first associate director and chief information officer to serve on the director's executive staff. He was chief of the former Decennial Operations Division, pioneering the use of highly distributed information-technology solutions for decennial census nationwide support. That division became the Decennial System and Contracts Management Office for the 1990 Census.

Jackson came to the Census Bureau after several years in the management consulting business, where he was a partner and director in a minority-owned business consulting firm in Washington, D.C.

Jackson is a winner of a Hammer Award for leading a team that launched the Census Bureau Web site in the mid-1990s. The Hammer Award is presented to teams of federal employees who have made significant contributions in support of reinventing government principles.

Jackson is a graduate of Hampton University, the Harvard Business School and the Federal Executive's Institute.

**Steven J. Jost**  
**Associate Director for Communications**

Steve Jost is the U.S. Census Bureau's Associate Director for Communications. President Obama appointed him to the position in May 2009.

Jost oversees a staff of approximately 200 from the Public Information Office, Congressional Affairs Office, Customer Liaison and Marketing Office, the Advisory Committee Office, and the 2010 Census Publicity Office.

Jost held the same position during Census 2000 and was given a Bronze Medal Award, the highest honorary recognition by the Census Bureau.

After leaving the Census Bureau in 2001, he became Director of Communications and Marketing for NARAL Pro-Choice America, followed by working as campaign manager for Chris Van Hollen's (D-Md.) successful congressional bid.

He moved on to Capitol Hill, where from 2003 to 2009 he was legislative director to U.S. Rep. C.A. "Dutch" Ruppersberger (D-Md.), a member of the Appropriations subcommittee with jurisdiction over the Commerce Department and Census Bureau.

During this time, Jost helped start Operation Hero Miles, a program that allows everyday Americans to donate unused frequent flyer miles to American military personnel and their families. He is also a board member of Any Soldiers Inc., an organization that distributes care packages to any member of the Armed Forces in harm's way.

Jost earned honors for a Rotary Foundation International Fellowship at the University of Leicester in England and holds a bachelor's degree in political science from California State University, Stanislaus.

**Marilia Matos**  
**Associate Director for Field Operations**

Marilia Matos has been the U.S. Census Bureau's Associate Director for Field Operations since April 29, 2007.

Matos oversees the Census Bureau field structure, including the 12 regional offices, hundreds of local census offices, the National Processing Center (Jeffersonville, Ind.) and its telephone centers (Tucson, Ariz., and Hagerstown, Md.) and close to 7,000 employees nationwide. Her directorate must continue to conduct numerous surveys while also preparing to count more than 300 million people in 2010 — which will require hiring about 1.3 million temporary workers.

Matos began her career at the Census Bureau in 1978. She served as decennial district manager in Connecticut, where she was responsible for taking the 1980 Census in five townships. She returned to Suitland, Md., headquarters, where over the next 19 years she earned Department of Commerce silver and bronze awards, as well as the Hammer Award for redesigning the hiring process. She served as chief of the Equal Employment Opportunity Office and, from 1994 to 1998, chief of the Human Resources Division.

In January 1999, Matos went to the National Institute of Standards and Technology to be deputy director for management services. Five years later, she moved to the Department of the Interior, where she was responsible for policy matters related to human resources, civil rights and diversity.

Matos — a native of Río Piedras, Puerto Rico — earned an economics degree from the University of Puerto Rico and completed her master's in public administration at Penn State. Matos was the first Hispanic female to serve as an associate director of the Census Bureau. She has two sons, one a student at the University of Maryland and the other a recent graduate from the school.



**Stephen L. Buckner**  
**Assistant Division Chief**

Stephen L. Buckner, Assistant Division Chief in the Decennial Programs Public Information Office, has been with the U.S. Census Bureau for more than 11 years. He is responsible for public affairs and media relations activities supporting the 2010 Census and American Community Survey.

Buckner worked in several public relations agencies prior to starting with the Census Bureau in 1998 as a media partnership specialist in the Atlanta Regional Office. While working in the Atlanta region, he was responsible for public affairs and media relations activities during the 2000 Census for the state of Florida.

He has a master's degree in public administration from Florida State University and a bachelor's degree in public relations from the University of Florida. Buckner lives in Springfield, Va., with his wife, Linda, and their four daughters.

**George Grandy Jr.  
Regional Director  
Atlanta Regional Office**

George Grandy Jr. has been the regional director of the Atlanta Regional Office since 2005.

He oversees the U.S. Census Bureau's data collection and dissemination activities in Alabama, Florida and Georgia. It has the largest resident population (32.4 million) of the Census Bureau's 12 regions as of July 2007, the second-fastest growing county (Flagler, Fla., at 77 percent) this decade and the largest numeric increase of a metropolitan area (Atlanta-Sandy Springs-Marietta at 1 million).

Grandy began his career in 1983 at Census Bureau headquarters in Suitland, Md., as a survey statistician in the Business Division's Retail Surveys Branch. In 1985, he took an assignment in the Decennial Operations Division where he worked on preparing processing procedures for the 1986 Census Test and assisted in 1990 Census planning.

In 1988, Grandy transferred to the Charlotte Regional Office to be a survey supervisor with the Current Population Survey (CPS) and the National Health Interview Survey. He also worked as an area manager for the 1990 Census.

Grandy transferred back to headquarters in 1995 to work in the Demographic Surveys Division, developing plans to convert the American Housing Survey from a paper survey to computer assisted personal interview. In 1996, he transferred to the Seattle office to work as a CPS survey supervisor.

In 1997, Grandy was promoted to program coordinator in Philadelphia, where he directed surveys, outreach activities and helped plan for Census 2000. He was promoted to assistant regional census manager in 1988. He became deputy regional director in 1999, becoming responsible for field operations, recruiting activities and administration in the five-state Philadelphia Region during Census 2000.

Grandy went back to Suitland as chief of the Decennial Data Collection Branch in Field Division, earning the Census Bureau's Bronze Medal Award in 2001. He received his bachelor's degree in business administration from Virginia State University in 1982. He lives in Douglasville, Ga., with his wife, Rita, and daughter, Jordan.

**Kathleen Ludgate  
Regional Director  
Boston Regional Office**

Kathleen Ludgate was named director of the U.S. Census Bureau's Boston Regional Office in April 2004.

Ludgate oversees census activity in Connecticut, Maine, Massachusetts, New Hampshire, most of New York state, Rhode Island and Vermont, as well as Puerto Rico. The Boston region encompasses nearly 9 million housing units and more than 3,000 governmental units, including 18 American Indian reservations.

A graduate of Marywood University in Scranton, Pa., Ludgate started her Census Bureau career at Suitland, Md., headquarters in 1975 as a mathematical statistician. She analyzed data for economic surveys and developed quality control procedures associated with the 1980 Census. In the early '80s, Ludgate helped establish and manage the Information Services Program, which was designed to provide data access and user training through the Census Bureau's 12 regional offices.

Ludgate transferred to the Boston office in 1983 as a program coordinator directing surveys, outreach activities and plans for the 1990 Census. She was promoted to assistant director in 1988, becoming responsible for data collection and outreach activities throughout New England, upstate New York and Puerto Rico.

Ludgate received the Census Bureau's Bronze Medal in 1991, the U.S. Department of Commerce's Silver Medal in 1998 and the Boston Federal Executive Board Award of Excellence in 2000.

**Wayne Hatcher  
Regional Director  
Charlotte Regional Office**

Wayne Hatcher was named director of the U.S. Census Bureau's Charlotte Regional Office in 2004.

He oversees about 60 office staff and 600 field representatives who interview respondents and complete surveys in North Carolina, South Carolina, Virginia, Tennessee and Kentucky. The Charlotte region has the largest rural population and second largest resident population of the Census Bureau's 12 regions as of July 2007.

Hatcher began his career with the Census Bureau in 1977 in the Dallas Regional Office after owning and managing a data collection firm in the private sector. Initially with the Census Bureau, he worked as a geographer, then later as a survey statistician supervising surveys. During the 1980 Census, he was an Equal Employment Opportunity counselor in Dallas.

Hatcher moved to Charlotte, N.C., in 1987 and served as a regional recruiter, area manager and administrative supervisor for the 1990 Census. He then worked on the laptop test for converting the Current Population Survey from a paper survey to a computer assisted data collection survey.

In 1995, Hatcher moved to Philadelphia to work as a program coordinator directing surveys, outreach activities and planning for Census 2000.

In 1997, he was promoted to assistant regional director in Denver, then in 1998, became an assistant regional census manager. During the 2000 Census, he was responsible for field operations, recruiting activities, partnership activities and geography programs in the 10-state Denver region.

Hatcher — a Louisiana Tech University graduate — earned the Census Bureau's Equal Employment Opportunity Award in 1980 and 1999, and the Bronze Medal in 1999. He was awarded the 2000 National Partnership for Reinventing Government Hammer Award for his work on the Secretary of Commerce's Welfare-to-Work Decennial Census Project Team.

**Stanley D. Moore  
Regional Director  
Chicago Regional Office**

Stanley D. Moore is the U.S. Census Bureau's longest continuous employee (as of March 2009) and the longest-serving director of the bureau's 12 regional offices.

Moore joined the Census Bureau in 1960 and became director of the Chicago office in 1976. Chicago was one of the first regions to complete its work for the 1980 Census, so he was directed to go to New York to manage the recovery efforts after a major fire. After completing the assignment, he went to Census Bureau headquarters in Suitland, Md., to become the Associate Director for Field Operations — the first African-American to serve on the Census Bureau's executive staff.

He spent 14 months at headquarters before returning to Chicago as the regional director, overseeing census operations in Illinois, Indiana and Wisconsin.

Moore has been instrumental in advancing a national digital database (called the Topologically Integrated Geographic Encoding and Referencing system, or TIGER) and has been awarded both of the Department of Commerce's Gold Medal and Silver Medal awards.

He has served as chairman of the Federal Executive Board, a group created more than 40 years ago to forge a cooperative working relationship among federal agencies; chairman of the Henry Booth House Community Organization; chairman of the NAACP; executive committee member of the United Way of Chicago; and chairman of the Department of Commerce's Minority Business Opportunity Committee.

The city of Chicago renamed a street after him. Formerly West Hopkins Place, "Stanley D. Moore Way" was dedicated in 2000 in the city's 19th Ward.

Moore grew up in Washington, D.C., graduated from Northeastern Illinois University in Chicago and started his federal career as a computer programmer with the Internal Revenue Service in 1956. Moore's first assignment after joining the Census Bureau in 1960 was programming UNIVAC I — the first commercial computer made in the United States.

**Gabriel Sanchez  
Regional Director  
Dallas Regional Office**

Gabriel Sanchez was named director of the U.S. Census Bureau's Dallas Regional Office on March 1, 2007.

The former Kansas City Regional Office assistant director is in charge of more than 600 current survey personnel and, at peak operations, more than 60,000 decennial staff in more than 50 offices that interview respondents and complete surveys in Texas, Mississippi and Louisiana. The Dallas Regional Office encompasses some of the most challenging enumeration areas of the nation, including the Gulf Coast and Texas-Mexico border areas.

Sanchez emigrated from Uruguay in 1970 as an 8-year-old with his mother and stepfather, both of whom worked as cleaners. He attended school and worked summers as a security guard, eventually working as property manager for a 23-story building in midtown Manhattan. During this period, he became a U.S. citizen and graduated from the City University of New York with a history degree in 1985.

After attending graduate school and starting a family, he worked for several years in Colorado as a technology sales executive. Sanchez began his federal government career in 1998 by managing a local office in the Rocky Mountain state during Census 2000. Since then, he has worked in numerous capacities for the Census Bureau, such as planning for field programs at Census Bureau headquarters in Suitland, Md., managing field operations during the 2004 Census Test in Queens, N.Y., and leading the startup of a Washington, D.C., office for the Philadelphia Regional Office. His last posting was as assistant regional director with the Kansas City region.

During his time at headquarters, Sanchez was a corporate recruiter and received the Commerce Department Equal Employment Opportunity award for his work with Hispanic employees.

**Cathy L. Lacy  
Regional Director  
Denver Regional Office**

Cathy L. Lacy was named director of the U.S. Census Bureau's Denver Regional Office on March 12, 2007.

Lacy left her position as chief of the Field Division's Decennial Administrative Branch at Census Bureau headquarters in Suitland, Md., to take over an office of 60 employees and a field staff of about 500 who cover a 10-state area.

The Denver region — Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North and South Dakota, Utah and Wyoming — encompasses more than 1 million square miles, which is approximately 25 percent of the contiguous United States. The nation's fastest growing states and counties are in this region, as well as the 10 largest American Indian reservations.

Lacy's Census Bureau career began as a supervisory survey statistician on the Current Population Survey in January 1988 in Tampa, Fla. She transferred to Atlanta to work on the Survey of Income and Program Participation and then became an area manager for the 1990 Census.

Lacy supervised surveys at the Hagerstown (Md.) Telephone Center in the early 1990s. In October 1995, she became a program coordinator in the Kansas City Regional Office and in 1998 was promoted to assistant regional census manager. After Census 2000, she served as a Charlotte (N.C.) Region Office program coordinator before working on 2010 Census preparations at Census Bureau headquarters.

Lacy earned a bachelor's degree in applied mathematics from Auburn University in 1986 and a master's certificate in project management from George Washington University in 2006. She was a recipient of the Census Bureau's Bronze Medal Award in 1995. Lacy also received an honorable mention for the Director's Award for Innovation for the planning and design of the automated payroll component of hand-held computers for the 2006 Census Test.

**Dwight P. Dean  
Regional Director  
Detroit Regional Office**

Dwight Dean has served as director of the Detroit Regional Office — one of 12 offices that make up the U.S. Census Bureau's permanent field organization — since 1987.

Dean leads a staff of 500 who collect data from 10,000 households each month in Michigan, Ohio, West Virginia, and portions of northern and eastern Kentucky on employment, expenditures, income, crime, health, education and new construction.

Besides the on-going monthly surveys, Dean directs the decennial census field activities across the three-state area. During Census 2000, the regional organization expanded to 35,000 employees, who worked from 42 district offices and collected information from 9.8 million households.

Dean supports a number of community organizations and activities across the region, maintaining the bureau's commitment to local partnerships. Working with officials in local, state and federal governments, and leadership from nonprofit organizations, media, academic institutions, churches and corporations, he maintains the support and cooperation of the public with the Census Bureau's programs and provides communities with relevant and timely data.

Since beginning with the Census Bureau in 1969, Dean has worked in four regional offices, the National Processing Center in Jeffersonville, Ind., and bureau headquarters in Suitland, Md. He was awarded the Department of Commerce's bronze and silver medals in 1986 and 1991.



**Dennis R. Johnson  
Regional Director  
Kansas City Regional Office**

Dennis R. Johnson — a native of Kansas City, Mo. — was named director of the U.S. Census Bureau's Kansas City Regional Office in December 2005. He is responsible for all census activities in Arkansas, Iowa, Kansas, Minnesota, Missouri and Oklahoma.

Johnson began his Census Bureau career in 1976 in Kansas City as a survey statistician. He supervised a number of federal surveys including the American Housing Survey, the National Health Interview Survey, the National Crime Victimization Survey, the Surveys of Construction and the Current Business Reports. He also helped in the completion of the 1980 Census in the Kansas City and New York regions.

From 1983 through 1987, Johnson provided training and data services to census partners in the Kansas City region, served as media contact and initiated many of the partnership activities leading up to the 1990 Census. As area manager during the 1990 Census, he directed data collection for 12 district offices in Minnesota, Iowa and Missouri, and earned the Department of Commerce's Bronze Medal.

Following the 1990 Census, Johnson served as a program supervisor for the Survey of Income and Program Participation, overseeing the conversion of data collection activities from a paper and pencil operation to an automated environment.

During Census 2000, Johnson was appointed assistant regional census manager for the Kansas City region. His responsibilities included oversight of all census operations in the six-state region, which included 36 local census offices and 60,000 employees.

After the census, Johnson relocated to the Denver Regional Office to serve as program coordinator for that 10-state region. His areas of responsibility included the Current Population Survey, the American Community Survey, the geographic programs, special censuses, the 2006 Census Test on the Cheyenne River Sioux Indian Reservation in South Dakota and planning for the 2010 Census.

In December 2005, he returned home as regional director in Kansas City, where his primary duties include the oversight of all survey activities and preparations for the 2010 Census. Johnson is active with his large extended family, his church family and the federal community in Kansas City as a member of the Federal Executive Board.

**James T. Christy  
Regional Director  
Los Angeles Regional Office**

James T. Christy has been director of the U.S. Census Bureau's Los Angeles Regional Office since 2002. He oversees census activity in Hawaii and 19 counties in Southern California. The region contains the most populous county in the nation — Los Angeles — at nearly 10 million people.

Christy began his career at Census Bureau headquarters in Suitland, Md., as a statistician evaluating education and expenditure data. He has also worked in the Denver and Kansas City regional offices on a variety of Census Bureau activities. These included working on the 1990 and 2000 censuses and the supervision of data collection for indicators such as the Consumer Price Index, the Monthly Unemployment Rate and Housing Starts.

He has served as chairman of the Greater Los Angeles Federal Executive Board and participates in numerous activities related to public policy issues in Southern California.

**Lester A. Farthing  
Regional Director  
New York Regional Office**

Farthing has been director of the U.S. Census Bureau's New York Regional Office since 1996. He manages and directs census activity in the New York metropolitan area, which includes nine counties in New York and 10 in New Jersey.

Farthing began his career in 1975 as an intern with the Federal Junior Fellowship Program in the Geography Division at Census Bureau headquarters in Suitland, Md. He graduated with a degree in geography from the University of Delaware in 1979 and immediately resumed work in Suitland as a geographer.

Farthing became a survey specialist in the New York Regional Office in 1988 before becoming an area manager for the 1990 Census. He resumed work as a survey statistician, was promoted to coordinator in 1992 and then to assistant regional director in 1993.

Farthing earned the Department of Commerce Bronze Medal Award in 1995 and 2001, and the National Partnership for Reinventing Government Hammer Award in 2000. The Brooklyn resident received a Certificate of Appreciation from New York City Mayor Rudolph Giuliani in 2001.

**Fernando E. Armstrong**  
**Regional Director**  
**Philadelphia Regional Office**

Armstrong has been director of the U.S. Census Bureau's Philadelphia Regional Office since April 1998. He is in charge of office staff and field representatives who interview respondents and complete surveys in Pennsylvania, Maryland, Delaware, most of New Jersey and Washington, D.C.

Armstrong, a native of Puerto Rico, began his Census Bureau career in 1978 by working on the Economic Census and Census of Agriculture in Puerto Rico. He became area manager in Puerto Rico for the 1980 Census.

Armstrong worked as a supervisory survey statistician in Atlanta during the early 1980s, except for a stint in Puerto Rico as area manager for the 1982 Economic Census. He became a program coordinator in the Philadelphia office in 1985. He was named an assistant regional census manager in Philadelphia in 1987, then in New York in 1989. After working again as a program coordinator in Philadelphia, Armstrong was named assistant regional director in New York in 1996.

For his outstanding efforts in employing and developing careers for minorities, he received the Census Bureau's Equal Employment Opportunity Award in 1986. In 1987, the Philadelphia Federal Executive Board awarded him the Hispanic Employment Program Achievement Award. In 1992, he was awarded the Department of Commerce's Bronze Medal Award.

Armstrong attained a bachelor's degree in political science from The Catholic University in Puerto Rico in 1978. He currently resides in Mount Laurel, N.J.

**Ralph J. Lee  
Regional Director  
Seattle Regional Office**

Ralph J. Lee has been director of the Census Bureau's Seattle Regional Office since April 2002.

He is in charge of 50 office staff and more than 500 field representatives who interview respondents and complete surveys in Alaska, Washington, Oregon, Idaho and Northern California. This is the largest in land area of the Census Bureau's 12 regions and contains about 100 American Indian reservations and about 200 Alaska Native villages.

Lee started with the Census Bureau in 1988 as a regional technician with the Seattle office, then was named area manager in support of the 1990 Census. Afterward, he became a supervisory survey statistician in Seattle, transferring in 1992 to Census Bureau headquarters in Suitland, Md., to work with the Decennial Planning and Oversight Staff.

Lee went back to Seattle to be assistant regional director in 1998. In 2000, he was named director of the Los Angeles Regional Office. In 2002, Lee returned to Seattle to be the director.

Lee earned a bachelor's degree in sociology from the University of Washington in 1972 and his master's from Texas A&M University in 1974. He received the Department of Commerce's Silver Medal Award in 2001 for the planning and development of the recruitment operations for Census 2000.

## 2010 Census Multimedia Resources

- **General Information**
  - Census Timeline – [http://2010.census.gov/2010census/about\\_2010\\_census/013279.html](http://2010.census.gov/2010census/about_2010_census/013279.html)
  - 2010 Census Logo – <http://2010.census.gov/partners/census-logos/>
  - Local Data: Data from the 2000 Census and American Community Survey are available at <http://www.census.gov>. Enter specific city or zip code into the “Population Finder” on the right hand side of the page for information on how demographics of individual areas have changed since 2000.
  
- **Social Media**
  - Visit [2010census.gov](http://2010census.gov) and look for the “Join In” tab for details on how to follow the 2010 Census Road Tour on:
    - Twitter
    - Facebook
    - MySpace
    - Flickr
    - YouTube
  
- **Multimedia Center**
  - <http://2010.census.gov/mediacenter/index.php>
  
- **Media Download Center**
  - For images, b-roll and other tools, visit: <http://mediadownload.census.gov/>

## Local Census Office Information

- Regional Census Center Web site  
<http://www.census.gov/field/www/>

## Media Contacts

### National Contacts

To secure a spokesperson for national stories, request additional information or to schedule an interview, please contact:

- **Public Information Office:** (301) 763-3691 or [pio.2010@census.gov](mailto:pio.2010@census.gov)

### Regional Contacts

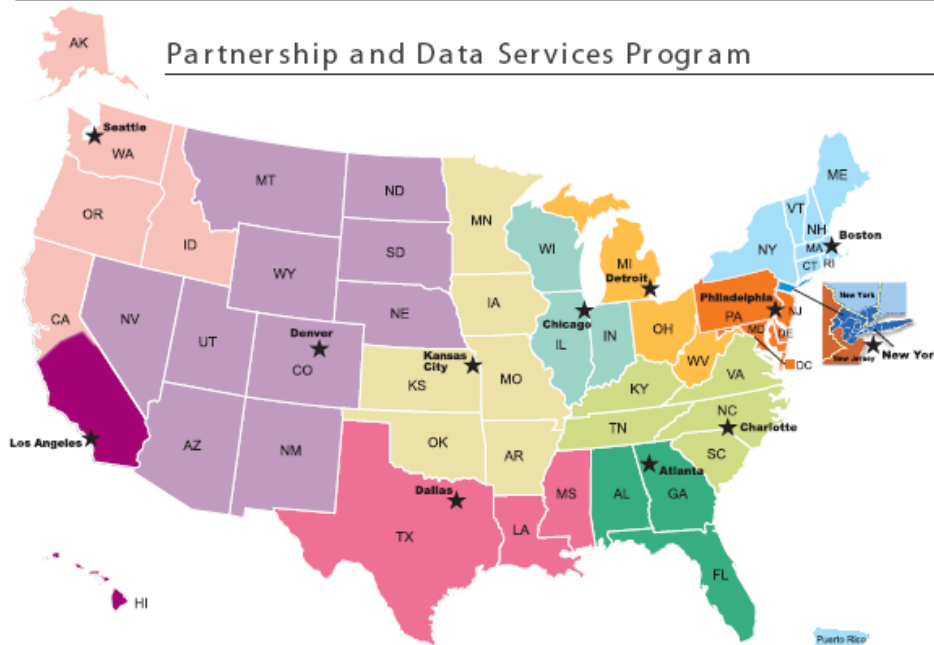
For regional/local story angles, to request additional information or to schedule an interview, please contact the offices listed on the following page to secure an appropriate spokesperson.

# U.S. Census Bureau Regions

December 2009

## Partnership and Data Services Program

FLDPDS/09-2



### Phone Numbers for the Partnership and Data Services Program

- Atlanta  
404-335-1467
- Boston  
617-223-3610
- Charlotte  
704-936-5330
- Chicago  
312-454-2770
- Dallas  
214-637-9680
- Denver  
720-475-3670
- Detroit  
313-392-6500
- Kansas City  
816-994-2045
- Los Angeles  
818-717-5820
- New York  
212-356-3100
- Philadelphia  
215-717-1020
- Seattle  
425-908-4050
- American Samoa, Commonwealth of the Northern Mariana Islands (CNMI), Guam, and the U.S. Virgin Islands  
301-763-4033

- ATLANTA** - [www.census.gov/atlanta](http://www.census.gov/atlanta)  
Alabama, Florida, Georgia
- BOSTON** - [www.census.gov/boston](http://www.census.gov/boston)  
Connecticut, Maine, Massachusetts, New Hampshire, New York (all counties except those covered by the NY Regional Office listed under the state of NY), Puerto Rico, Rhode Island, Vermont
- CHARLOTTE** - [www.census.gov/charlotte](http://www.census.gov/charlotte)  
Kentucky, North Carolina, South Carolina, Tennessee, Virginia
- CHICAGO** - [www.census.gov/chicago](http://www.census.gov/chicago)  
Illinois, Indiana, Wisconsin
- DALLAS** - [www.census.gov/dallas](http://www.census.gov/dallas)  
Louisiana, Mississippi, Texas
- DENVER** - [www.census.gov/denver](http://www.census.gov/denver)  
Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah, Wyoming
- DETROIT** - [www.census.gov/detroit](http://www.census.gov/detroit)  
Michigan, Ohio, West Virginia
- KANSAS CITY** - [www.census.gov/kansascity](http://www.census.gov/kansascity)  
Arkansas, Iowa, Kansas, Minnesota, Missouri, Oklahoma
- LOS ANGELES** - [www.census.gov/losangeles](http://www.census.gov/losangeles)  
Hawaii, Southern California (Fresno, Imperial, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Monterey, Orange, Riverside, San Bernardino, San Diego, San Benito, San Luis Obispo, Santa Barbara, Tulare, and Ventura counties)
- NEW YORK** - [www.census.gov/newyork](http://www.census.gov/newyork)  
New York (Bronx, Kings, Nassau, Queens, Richmond, Rockland, Suffolk, and Westchester counties)  
New Jersey (Bergen, Essex, Hudson, Morris, Middlesex, Passaic, Somerset, Sussex, Union, and Warren counties)
- PHILADELPHIA** - [www.census.gov/philadelphia](http://www.census.gov/philadelphia)  
Delaware, District of Columbia, Maryland, New Jersey (all counties except those covered by the NY Regional Office listed under the state of NJ), Pennsylvania
- SEATTLE** - [www.census.gov/seattle](http://www.census.gov/seattle)  
Alaska, Idaho, Northern California (all counties except those covered by the LA Regional Office listed under southern California), Oregon, Washington

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Economics and Statistics Administration  
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