

AFRICA AIDS WATCH, INC

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Valerie Papaya Mann **Executive Director**

Background Summary

For more than 22 years Ms. Mann has been involved in the HIV/AIDS movement in the United States. Her work includes participation on National Boards of Directors, providing education and training at National Conferences on HIV/AIDS, regularly lobbying on the local, state and national level for more resources for HIV/AIDS prevention, and for services for people living with HIV/AIDS, appearing on radio and television talk shows focusing on HIV, as well as serving as a national spokesperson for the disenfranchised. She proved exceptionally strong leadership in the fight against the spread of HIV in the country.

From 1994 onwards, Ms. Mann began to apply the skills and experience drawn from her work in the United States to the international fight against the HIV/AIDS pandemic. She participated in a fact-finding, and educational trip to Senegal and The Gambia where she met with service providers and provided technical support on how to stop the rapid spread of HIV/AIDS in West Africa. In 1996 and again in 1998 Ms. Mann met with officials from USAID in Ghana to discuss various approaches to delivering HIV prevention and primary care services to diverse ethnic populations.

In December 2001, Ms. Mann designed, organized and accompanied a medical delegation of 16 American women professionals to Ghana. The group held a three-day medical clinic for more than 500 residents from a number of villages in southeastern Ghana. The group also tested and counseled more than 375 villagers for HIV/AIDS. A second medical group will return in August and December 2002 to provide follow up to this intervention and to plan the next stage for providing primary care to those infected with HIV. Funding for these interventions was raised entirely from private sources.

Professional Experience

May 2002-Present AFRICA AIDS WATCH, Inc. WASHINGTON, D.C.

Executive Director, CEO, founded and incorporated in 1995, is a non-profit, U.S. based organization. Funded by the United Way of America and other donors, the mission of the agency is to work in concert with others to assist the most economically depressed countries of Africa who are disproportionately affected by HIV/AIDS. Africa AIDS Watch provides HIV Prevention and Education Programs to Africans in the Washington metropolitan area, as well as in Liberia, Nigeria, Ghana, South Africa, Kenya, and Guinea. Planned HIV/AIDS Testing and Counseling Interventions in those locations. Provided capacity building support to NGO's in the areas of Strategic Planning, Quality Assurance, Staff and Board Training, Technical Assistance, and design professional public media and education campaigns for our clients.

July 1997- May 2002 D.C. CARE CONSORTIUM, WASHINGTON, D.C.

Executive Director, CEO for this 10-year-old, \$3 million, non-profit organization. The D.C. CARE Consortium is the official association representing more than 65 AIDS Service agencies in the District of Columbia. This

member network, through the guidance of the Consortium is an alliance that was formed out of Ryan White II legislation, to improve services that impact the quality of life for HIV+ individuals. The agency also is the Grantor of funds to 27 organizations who receive funding for housing emergency services, food, case management, clinical trials, and technical assistance. This function includes a request for proposal, selection of vendors, monitoring and evaluation. The D.C. CARE Consortium is funded to coordinate the HIV/AIDS Strategic Planning process for the city, as well as focusing on policy and advocating for expanded services for those living with HIV. Other services are setting standards of care, providing technical assistance to community based organizations, and implementing quality assurance guidelines. Even though we are a non-profit we are responsible for many State functions.

January 1993-July 1997 AIDS PROJECT EAST BAY OAKLAND, CA.

Executive Director, CEO for this 17-year-old, \$6 million, non-profit, total AIDS related service agency. APEB is the largest and oldest, AIDS exclusive organization in the entire East Bay of San Francisco, which includes Alameda and Contra Costa Counties. Programs include direct services to people living with AIDS, research projects, 400 volunteer placement and management, and community outreach risk reduction/education services. The Executive Director has overall responsibilities for managing all policies, procedures, programs, and objectives of the agency, as well as following the mission as set forth by the governing board of directors. The position requires leading the management team and a 60 person staff, being the primary spokesperson for the agency, establishing and meeting fundraising goals, guiding annual budget projections and preparation, maintaining fiscal accountability, interfacing with funders, the community, AIDS Planning Councils, the State and County Offices of AIDS Administration, major donors, government officials, and others as needed. Other tasks include public and media relations, as well as demonstrating leadership through local and national advocacy.

1990-1993 THE BAY AREA URBAN LEAGUE, INC. OAKLAND, CALIFORNIA

Director Community Relations/Agency Development. Use multiple media approaches to promote the agencies services, programs and overall public image. Plan and implement special events, fundraising activities as well as communications strategies to reach agency objectives involving a cross section of the Bay Area populations. Represents the agency or its constituents at community meetings, with the press, at special events and development meetings. Provide technical assistance to League staff, the Board of Directors, committees, and auxiliary as related to community relations, communications, special events, promotions and marketing. Participated in all contract negotiations.

1982-DEC. 1990 RENAISSANCE COMMUNICATIONS WASHINGTON, D.C.

Consultant and General Manager for this multi-dimensional service company. Provided short and long-term support to trade associations, non-profit organizations, and small businesses in: Public Relations, Writing assignments, Publicity, Special Event Planning and Implementation, Advertising Sales, Marketing and Meeting Planning. Served as the only full time employee of RENAISSANCE. Responsible for hiring part-time temporary personnel and subcontracting services. Staff determined per project. Personally provided up to 75% of all services to clients. Supervised staff in rendering the balance of services.

NOV.1983-DEC.1989 THE NATIONAL ASSOCIATION FOR DENTAL LABS ALEXANDRIA, VA.

Implemented the associations first formalized publications advertising and marketing programs. Methods used included direct mail, attending national trade shows, seminars and telemarketing. Increased publication sales for TRENDS & TECHNIQUES from \$9,000 annually to \$40,000-60,000 per issue. Also did telemarketing for the NADL membership directory, annual meeting program book, and other publications and services. Conducted market research projects, and acted as their customer service representative.

AUG.1988-DEC.1989 INTERNATIONAL MARKETING EXECUTIVES RESTON, VA.

Advertising Manager for their trade publication. Did advertising sales for all association publications. Attended national trade shows and meetings to network with potential clients. Made sales presentations. Increased sales for this national trade publication by 35%. NEWSPAPER

DEC.1986-DEC. 1989 INTERNATIONAL FRANCHISE ASSOCIATION (IFA) WASHINGTON, D.C.

Implemented their first advertising sales program. Increased sales for FRANCHISING WORLD their international trade publication from \$18,000 per issue to \$35,000 within one year. This increased revenue enabled IFA to publish bi-monthly and begin bookstore distribution. Telemarketing for the IFA Membership Directory sales reached in excess of \$100,000.

JUNE 1982-JAN.1984 THE AMERICAN SOCIETY OF TRAVEL AGENTS, WASHINGTON, D.C.

Editor of weekly membership and industry newsletter. Responsible for research, writing, layout and design. National scope.

DEC. 1981-JULY 1982 THE VETERAN'S ADMINISTRATION, WASHINGTON, D.C.

Public/Consumer Affairs Specialist. Contracted to conduct special projects. Researched and analyzed publications and needs to targeted audience. Created system to compile and disseminate national clips for executive review.

MAY 1980-JUNE 1981 AMTRAK CORP. , WASHINGTON, D.C.

Assigned to headquarters as Public Affairs Officer. Wrote press releases, feature articles, position papers for in-house and trade publications. Served in planning group for nationwide promotional events. An official media spokesperson. Traveled nationally.

Education

The American University, Kogod College of business

ADMINISTRATION, WASHINGTON, D.C. Graduated Cum Laude May 1982, with a Masters of Science Degree in Public Relations Management.

Bowie University, Bowie, MD. Dual major in Teacher Education & Communications. Earned a B.S. and Graduated Cum Laude June 1974. Taught public school from 1974-76.

Special Organizational and Management Skills

- **Planning-Organizing-Management-Educator**

Chief Executive Officer for a \$3 million non-profit agency, and a \$6 million organization...Established a for-profit business effort from the proposal/business plan stages...Supervised, planned and cultivated staff resources...Acquired office space and equipment... created operational systems... Incorporated a small business... Trained the staff... Delegated responsibilities... Allocated expenses... implemented payroll procedures .. Scheduled, planned, billed and conducted educational workshops and seminars... Coordinated community organizing projects... Public school classroom teacher... Started a P.R., communications, advertising and production consultant company... contracted services to national associations, non-profit agencies and the private sector.

- **Public Relations-Advertising-Marketing -Media Relations**

Public and Media Relations Specialist... Surveyed corporate employees as a basis for improving consumer ser-

vices and their membership newsletter... Designed public relations programs... Conducted development and promotional campaigns for businesses and performance artists... Broadcast and print media relations person... Customer service consultant... Set-up advertising programs for three national trade association publications and designed telemarketing ad campaigns... conducted market research to increase membership... attended national and annual meetings to establish contacts for potential sales... assisted association staffs in upgrading the publication images to increase readership. Worked with a Corporate Training and staff development agency as a meeting facilitator and education and training specialist.

- **Writing-Research-Publications**

Published articles in political, health, and literary newspaper/publications. Editor and lead writer of corporate, as well as consumer/membership agency newsletters and other public relations publications... Graduate thesis project on "The Organizational Newsletter and Other External Publications as Effective Communications Tools". Created P.R. and media research surveys and instruments for numerous businesses... Contracted by the Veterans' Administration for research project, spearheaded a complete in-house analysis of their communications Systems, followed by appropriate recommendations... Freelance writer.

Selected Accomplishments as NGO Executive Director

- 1) Founding member of the HIV/AIDS Executive Director's Coalition within Alameda County. This alliance was organized for networking, programmatic discussions and collaborations, AIDS advocacy and policy efforts, as well as to strengthening our common goals and bond.
- 2) Planned and implemented a major county-wide AIDS service agency collaborative effort in response to Ryan White, State, and County RFPs and other initiatives. The partnership includes thirteen different service providers.
- 3) More than doubled the agency budget at AIDS Project East Bay, within two years, which created a dramatic increase in programs and staff. Successfully managed that growth, re-built the infrastructure and stabilized all services.
- 4) Facilitated major office relocation to a 10,000 sq. ft. facility to accommodate new programs and services. Through careful planning, services were only suspended for an extended four-day weekend. We were fully functional within one week of the move.
- 5) Maintained membership on the Ryan White Planning Council for the past four years, in California and here in Washington, D.C., and served for two years as the Council's elected chair-president. Currently I am a member of the D.C. Planning Council Executive Committee.
- 6) While in Oakland, our CDC funded, AIDS Education and Prevention Risk-reduction program, which was funded at more than a million dollars, targeting programs to men who have sex with men, was verbally hailed by the CDC before Congress as a "model effort" in 1995.
- 7) APEB, under my guidance, researched, wrote, and published a 200-page manual, funded by a grant that is now being distributed nationally on "Accessing Social Security Benefits for People Living With AIDS".
- 8) Without any new funding, created a food bank to better serve our clients. Our "pantry" includes food, household items, furniture, electronic equipment, sanitary items, wheelchairs, canes, walkers, and do-

nated medical supplies. We also have a room dedicated to recycled clothing racks and boxes of sweaters, shirts, socks, etc.. As many as several hundred clients "shop" in our "store" cash-free weekly.

9) Created a tremendously successful and innovative youth education and outreach program, that uses music, art, and drama to teach HIV/AIDS risk reduction techniques. The focus on the arts attracts the youth, holds their attention, trains them for peer-to-peer information sharing, produces "art showcases", and results in measurable behavior modification. Almost 1,000 youth participate annually.

10) Because 70-80% of our clients are indigent, we developed "ACTIVITIES SATURDAY", a once a month Saturday open house wellness clinic. The event has direct client services aspects, as well as education and prevention, with over 75-100 volunteers helping to staff and run services. Components include child care, serving a hot meal, entertainment, testing for HIV and other SDS, nurse based medical services, case management, benefits assurance, housing assistance, haircuts for clients, and distribution of food bags. Other agencies are invited to send staff to staff a literature table and personally educate our clients about their services, and to sign them up to participate.

11) Personally developed an extensive media outreach campaign that includes separate pieces that are targeting the homeless and indigent, gay and bi-sexual men, heterosexuals, youth, the transgender population, senior citizens, and the churches.

12) In my first year at APEB, changed an inherited operating deficit into a \$200,000 cash surplus. This greatly improved our cash flow.

13) Played a key role in merging the Alameda Co. and Contra Costa Co. Ryan White Planning Councils, under a federal mandate.

14) Nationally active in the education/lobbying efforts to support the reauthorization of the Ryan White Care Act, as well as resisting cuts in Medicaid, SSI, and other entitlement programs, that provides support to people living with HIV/AIDS

15) Currently serving on The D.C. Mayor's HIV/AIDS Advisory Board.

16) Stabilized DC CARE Consortium's operations, and am putting in major changes to our financial systems, and administrative systems. Also revamped programs, and have made numerous staff changes to create a stronger workforce.

17) Working with a diverse group of community based organizations, governmental agencies, and community activist to find ways to provide better health care services to indigent people in the Washington, D.C. metropolitan area.