

BOARD OF DIRECTORS CANDIDATES



TOM BIRO



Tom's career spans 20+ years of broad marketing and communications experience, having held agency-side and in-house roles supporting organizations including Airbnb, American Express, Deutsche Telekom, Gardenburger, McDonald's, MTV, Nikon, Progressive, Samsung, Toyota, and beyond.

He currently serves as director of marketing for Dellino Family Law Group, based in Seattle. In addition to his work in the public relations space, Tom wrote a column for PRWeek on the intersection of communications and social media for 10 years, and was the founding editor for media and advertising focused site owned by Weblogs, Inc. and AOL.

KENDALL HANSEN-SEXTON



Kendall Hansen-Sexton, born in Colorado, began to feel a pull to the Pacific Northwest just before graduating with a BFA in Missouri. For them, art, performing, & advocacy has always been linked. Back in Colorado, they found themselves using their design degree to create intentional, meaningful events with friends.

A decade ago, Kendall booked a one-way ticket to Seattle. It was in Seattle at a Death Salon where they had a realization. The art and advocacy that they were so passionate about could have yet another purpose: so much could be helped by making conversation & information about end of life more approachable. Close personal and community losses had recently shown Kendall how impactful death care was to the living & that not everyone can do it or even think about it.

LAUREL SEXTON



Laurel has been an active volunteer for PMA since 2018, having helped with the annual meetings, events, surveys, and financial auditing. She has been an advocate for advancements in disposition options, education, and pre-planning, and looks forward to dedicating even more time to

helping others navigate end of life care.

With a rich professional and volunteer background, including both the San Francisco AIDS Quilt and 10 years of experience in welding inspection, she looks forward to sharing knowledge and resources with PMA members and the broader community as a member of the Board of Directors.

JANICE JACKSON- HALEY



Janice is a certified End of Life Caregiver, providing end-of-life care and support to patients and their families. She also serves as a Hospice Social Worker for Heart n Soul Hospice, an organization committed to a new way of doing hospice care, to remove the misconceptions of who hospice

helps, and to end the stigmas about end-of-life care.

She was called to deathcare work many years ago when she decided to devote her life to helping others die with dignity. It is Janice's mission to advocate for the dignity and care of all people regardless of race, ethnicity, sexual orientation or socioeconomic status at the end of their lives. Providing high quality, compassionate care when facing a life-limiting illness is what she strives to accomplish in her work. In addition to being a PMA member, she is a member of the International End of Life Doula Association (INELDA) and Gentle Doula Collective.

Please visit peoplesmemorial.org/aboutpma to read the full bios of these candidates.

BOARD OF DIRECTORS ALTERNATES



ERIKA CAMPBELL



Erika Campbell, Ed.D, MA, LMHC has been a PMA board member, alternate board member, or committee member since 2015 and a PMA member since 1990. She is also a geriatric mental health counselor and certified geriatric care manager who provides individual coaching and

support for seniors as they navigate transitions, and help families make sound choices for safe living accommodations and enrichment opportunities. Erika facilitates myriad memory loss classes in person and online at Greenwood Senior Center, as well as hosting death cafes and memory cafes for the community at large. She works with many past and present PMA members to continue bringing Ducks in a Row series to retirement communities around the Puget Sound region.

LOUISE KATO



Louise is a longtime PMA member and has referred many families to PMA during her 30-year career as a medical social worker for chronically- or critically-ill patients. She is very interested in increasing dialogue about end-of-life planning amongst communities of color.

Her professional work introduced her to a wide range of cultural communities within the Puget Sound and greater Washington. She hopes to help broaden the reach of PMA to be more inclusive, and to further the organization's mission to reach all in need.

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