

Meet the New VSHP Government Affairs Team



D. Calloway Whitehead III is founder of Whitehead Consulting, LLC, a government relations and public affairs services firm. The firm represents businesses, professional associations, and other organizations in matters before the Virginia General Assembly, state agencies, and other governmental entities. In addition to lobbying services, Whitehead Consulting advises and manages client advocacy programs including policy development, political activities, and grassroots mobilization.

Prior to the creation of Whitehead Consulting in 2001, Cal was a lobbyist for the Virginia Association of REALTORS®, a 22,000-member real estate professional association. He also served Virginia's physicians in various capacities during his tenure at the Medical Society of Virginia. Both associations were regularly ranked in *Virginia Business* magazine's top ten most effective lobbying organizations.

A graduate of Randolph-Macon College, Mr. Whitehead holds a Bachelor of Arts degree in Political Science with a Minor in History. Cal was President of the student Interfraternity Council and his fraternity, Kappa Alpha Order. He also completed a graduate course in public administration at Virginia Commonwealth University.

Cal was raised in Harrisonburg in Virginia's Shenandoah Valley. He lives in Richmond with his wife Katherine and their two children. The Whiteheads attend St. Bridget Catholic Church. Mr. Whitehead is active in several professional and community organizations including the Board of Associates of Randolph-Macon College, the Board of Directors of the Virginia Public Access Project (2012 Chair), Richmond Business Council of the Greater Richmond Chamber of Commerce (2012 Government Relations Committee Chair), the YMCA Model General Assembly, and the Board of Trustees for Zeta Lodge Institute of Kappa Alpha Order.



Ralston King assists Whitehead Consulting in all aspects of client services and serves as Executive Director of the Manufactured Housing Communities of Virginia. He is a graduate of Randolph-Macon College and holds a Bachelor of Arts degree in History. As an undergraduate, Ralston was Chair of New Member Development for the Interfraternity Council and his fraternity, Kappa Alpha Order. Ralston was also a four-time all-Old Dominion Athletic Conference (ODAC) golfer and was the golf team representative for the Student Athletic Advisory Committee.

Ralston was raised in Richmond, Virginia. He is active as an Alumnus Advisor for Zeta Chapter - Kappa Alpha Order and an Associate Board Member for the Tad DuPriest Foundation. Ralston was recently selected to participate in the Greater Richmond Chamber's Mentor Richmond Program.



Aimee Perron Seibert brings over ten years of experience in the legislative arena, representing Fortune 500 companies as well as non-profits, small businesses and professional associations. She started her career in the office of state Senator John C. Watkins R-Chesterfield and then as an in-house legislative director for a statewide non-profit. In addition, Aimee has built very successful coalitions, conducted grassroots organizing, and managed her client's political action committees.

Aimee also focuses on economic development, especially in the Southside and Southwest areas of Virginia. Two of her previous renewable energy clients were granted the Virginia Tobacco Indemnification and Community Revitalization Commission's first Research and Development grants to support this new industry in the tobacco region.

Aimee completed her B.A. magna cum laude from Boston College and holds a Master's degree in Social Work-Policy, Planning and Administration from Virginia Commonwealth University. Aimee is also a 2004 graduate of the Sorenson Institute for Political Leadership at the University of Virginia. Aimee was named one of Style Weekly's "Top 40 Under 40" in 2005.

Aimee lives in Richmond with her husband and four-year-old daughter. She is active in her community as the immediate past president of the Church Hill Association and a board member of ChildSavers, a local non-profit providing child's mental health services to at-risk kids.



Lauren Schmitt began working with Hillbridge in 2010 and has spent the last two years, including the 2011 and 2012 Virginia General Assembly sessions as Aimee's legislative associate. In this role, she has worked with a number of clients in the health care field and with both non-profit organizations and corporations. Lauren has quickly established professional relationships in Richmond and become a familiar presence at community meetings, coalition meetings and legislative hearings.

Lauren graduated from James Madison University with a Bachelor of Science in Corporate Communications, where she was recognized with the Outstanding Student of the Year award for her major. Immediately upon graduation, she began work as the associate director of advocacy for a women's health organization and Lauren was able to build a strong reputation for her company as a valuable partner and community health provider. Her responsibilities included overseeing the legislative agenda for Maryland and the District of Columbia and assisting with legislative strategies in Virginia. While simultaneously lobbying in Maryland and Virginia, she learned quickly how to work effectively with both sides of the political aisle and how to accomplish legislative victories no matter which party controlled the legislature.

Lauren graduated in May 2011 with a Master's degree in Social Work- Policy, Planning and Administration. She is married and lives with her husband Joe in Midlothian.