



Planned Parenthood  
of the North Country New York, Inc.

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## **PLANNED PARENTHOOD NAMES NEW CEO**

**WATERTOWN, NY** - Planned Parenthood of the North Country New York, Inc. has announced that longtime Planned Parenthood staff member Tess Barker has accepted the position of president and chief executive officer, effective January 1, 2015.

Ms. Barker has more than 20 years of executive leadership at not-for-profit organizations, most recently as Vice President of Community Engagement at PPNCNY. She has filled the role of interim President and CEO since the resignation of former CEO Betsy Brown in June.

“This is such an exciting time for Planned Parenthood and the opportunities that lie ahead in the changing health care landscape,” Ms. Barker said. She added, “It’s such an honor to lead an organization that does so much for women and families in our communities.”

As Vice President of Community Engagement, Ms. Barker was responsible for the management of education, case management and sexual assault services and marketing efforts. She worked with local businesses and agencies to secure cooperation with and support for Planned Parenthood health care services and community programs. Her new role will include oversight of the affiliate’s eight health centers, which serve nearly 13,000 individuals in six counties along New York State’s northern border.

Prior to joining Planned Parenthood in 1997, Ms. Barker was Director of Adult Education and Communications for Thousand Islands Girl Scout Council, Inc. in Watertown and District Consultant to the American Red Cross, Greater Upstate New York Region in Syracuse.

“Tess is a proven leader who is committed to expanding access to affordable health care and education, and advocating on behalf of women’s health,” said Cheryl Maid, PPNCNY Board President. “She will excel in her new role, combining her passion for our mission with her program management expertise and demonstrated leadership skills.”

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Planned Parenthood of the North Country New York, Inc. has served women and men of all ages since the 1960s. Today the agency offers a full range of quality reproductive and sexual health care services to residents in Jefferson, Lewis, St. Lawrence, Clinton, Franklin and Essex counties.