

FAQs Regarding Barbara Zdravecky Retirement

Why is Barbara leaving?

In her usual thoughtful and thorough fashion, Barbara strategically prepared for this transition to retire from Planned Parenthood. She has been thinking about retiring for the past couple of years but wanted to make sure that the organization's footing was firm. The prospect and then process of merger of all three former affiliates into one (in 2015) required careful analysis and management of complex internal decisions. Barbara felt an obligation to see it through to successful completion. While there could never be a perfect moment for Barbara to retire from Planned Parenthood, she leaves in place a solid organizational infrastructure, a committed, capable management team and a talented and dedicated staff. The new CEO will inherit a strong base to build on.

What is the affiliate's financial picture?

We ended fiscal year 2017 (July 1, 2016 to June 30, 2017) with our most successful in 23 years. We experienced record-breaking fundraising and increases in patient numbers. We received the highest level of accreditation by our national organization. Under Barbara's and the board's leadership, PPSWCF has a solid organizational infrastructure, a robust business model, and thriving philanthropic culture. The board and leadership team are fully confident in our affiliate's future.

What's next for Barbara?

While Barbara may be retiring from Planned Parenthood at this time, she has plans to stay engaged in the community, travel and spend time with family and friends.

What is your proudest moment with PPSWCF?

"Without a doubt, my proudest moment was to be first affiliate in Florida to offer abortion services. I am also very proud of creating a headquarters for the affiliate that gives us the distinction we deserve."

How will Barbara's departure impact the affiliate?

The impact of Barbara's role in building and creating a legacy with Planned Parenthood over 24 years cannot be overstated—her leadership in local, regional, state and national healthcare circles is stellar. The board is proud of the professional team that Barbara has assembled, and has full confidence in the work of every employee to continue to carry out exceptional and excellent care to our patients. Our team will continue its work of mentoring, assisting, and supporting staff during this process and beyond.

What are next steps?

The board hopes to have a new CEO ready to start early in next year. To ensure a smooth transition, Barbara has agreed to remain in her role through January 2018. With the new CEO's arrival, a focus of the his/her integration into the affiliate is to meet with the leadership team,

directors, medical professionals, staff, and all team members of PPSWCF. The board has designated a search committee which has recruited a search firm, Russell Reynolds, and will begin seeking and speaking with viable candidates.

When will the new CEO start?

The board of directors hope to have a new CEO in place by February 2018, to coincide with Barbara's departure as CEO. Again, depending on the timing of the new CEO's arrival and the search committee work, the leadership team of vice-presidents and executive committee of the board will maintain operations. I know someone who is interested in applying for the position. Who should I tell them to contact? The search firm Russell Reynolds will be handling the search. Interested candidates may contact Jamie Hechinger at Jamie.hechinger@russellreynolds.com.

Will there be an opportunity to thank Barbara for her service?

The affiliate is hosting several fundraising events in the Fall for donors and community members. We will have a full calendar on our website, but specifically, there will be a celebration on Monday, November 13 in Sarasota, to honor Barbara. She will also be coming to Fort Myers on December 13, and Naples on December 14th. Events will be planned in Tampa and Orlando. We will keep you informed about the many ways you can say "thank you" to Barbara!