

# Planned Parenthood CEO to step down in July

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Board will begin search  
for replacement soon

**By Cindy V. Culp**

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Planned Parenthood of Central Texas soon will be looking for a new CEO.

Felicia Goodman will step down from the family planning agency's top post in mid-July.

She took the job in April 2010, after longtime executive director Pam Smallwood left the local office to work for Planned Parenthood's Austin affiliate.

But Goodman won't be going far. She will become the local office's development director. Trudy Woodson, who held that job for 22 years, is retiring.

Goodman said she is making the

shift because of the time commitment that goes along with being CEO. It has cut into her family time, she said.

"I have loved it, and I love Planned Parenthood and believe in its mission so much," Goodman said. "But I can't find a good family-work balance (as CEO)."

David Dickson, a local attorney who leads Planned Parenthood's board, said it will begin a search for a new CEO soon.

He praised Goodman's work and said the board is delighted she is staying with the Waco-based agency.

As development director, one of Goodman's primary duties will be fundraising.

That function will be even more critical because of proposed funding

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cuts for Planned Parenthood at both the state and federal levels, she said.

Some Texas lawmakers, for example, are moving to bar Planned Parenthood from the Women's Health Program.

It allows low-income women to receive an annual health exam and contraceptives for free.

About 2,000 Central Texas women are served through the program, Goodman said. That equals about 25 percent of all patients who go to Planned Parenthood's government-funded clinic in Waco, she said.

Because of the proposed cuts, the local affiliate will likely have to take a new approach, Goodman said.

That could include asking patients to pay higher fees and decreasing the number of women served, she said.

Goodman said she hopes to communicate that reality to the community and let people know Planned Parenthood might be forced to scale back even more if private donations don't increase.

"For most of our patients, this is the only health care encounter they have all year long," she said.

The local affiliate's total annual operating budget is about \$2.5 million, Goodman said. About \$1.75 million of that is for the government-funded clinic, which serves low-income women.

The rest is for the organization's second Waco clinic, Goodman said.

It provides a variety of reproductive health services, including abortions. No government money can be used to pay for abortions.

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