

choice words

SPRING 2013

Celebrating 50 YEARS STRONG

The year was 1963. John F. Kennedy was president, the Beatles were skyrocketing to fame, and the publication of Betty Friedan's *The Feminine Mystique* reawakened the women's movement in the United States.

Here in Southern California, Reverend Arthur G. Elcombe, a San Diego clergyman, gathered a group of people to establish the Planned Parenthood Association of San Diego. They started with a modest booth offering educational and referral services, and within five years, they'd opened their first medical center, which served nearly 1,000 patients in its first year.

Ten years after San Diego's Planned Parenthood affiliate was established, on January 22, 1973, the Supreme Court's landmark *Roe v. Wade* ruling made early abortion legal in all 50 states – an enormous victory for women's rights and reproductive health. By 1980, the Planned Parenthood Association of San Diego had 26,952 patient visits and a budget of \$1.3 million, and would soon change its name to Planned Parenthood of San Diego & Riverside Counties (PPSDRC) to reflect its ever-expanding reach. In 1981, Dr. Katharine Sheehan joined PPSDRC as the affiliate's Medical Director and soon became an esteemed leader with the Planned Parenthood Federation of America. As the '90s came into focus, PPSDRC was thriving with more than 100,000 patient visits at 11 health centers, and a binational partnership in Tijuana provided the region with much-needed family planning assistance.



Mark Solo, President & CEO from 1974 - 2006 with employees in Balboa Park. Planned Parenthood of the Pacific Southwest's first office on 5th Avenue in Bankers Hill, 1976.

By 2000, we saw the establishment of the local Action Fund, the purchase of the Mission Valley administration center, the operation of 15 health centers, and the launch of the Promotor@s Pro Salud program, which continues to serve low-income migrant communities. In 2006, with the leadership of Rosanne and Joel Holliday, and Drs. Rita and Richard Atkinson, PPSDRC raised more than \$16 million with its Caring for the Future capital campaign, allowing the organization to increase patient volume by adding, expanding, or moving 13 service sites, as well as remodeling its administration building (now the Holliday Family Administration Center). Further, the Michelle Wagner Center, our flagship medical hub, was purchased and opened with family planning and surgical centers, the Achterkirchen Training Center, and the David V. Karney Lab. That year, we also welcomed Darrah DiGiorgio Johnson as President and CEO.



Planned Parenthood of the Pacific Southwest