

# **IS PLANNED PARENTHOOD IN NEISD SCHOOLS?**

## **MAY 16, 2009 NEISD Board approves new sex ed curriculum for all NEISD Middle Schools**

NEISD Board of Trustees unanimously approved “Draw The Line, Respect The Line Curriculum” to replace the current middle school human sexuality and abstinence education curriculum. See video of Board Meeting below with approval at timestamp 2:10:25.

[https://www.youtube.com/watch?v=2nf82\\_YJn-I&list=PLG14EAEfK50o8GcOGM5oC1GbaLxvm2I59&index=95](https://www.youtube.com/watch?v=2nf82_YJn-I&list=PLG14EAEfK50o8GcOGM5oC1GbaLxvm2I59&index=95)

“Draw The Line, Respect The Line Curriculum” is published by ETR associates.

<https://www.etr.org/store/curricula/draw-the-line-respect-the-line/>

It has long been understood but difficult to prove that ETR Associates, publisher of Comprehensive Sex Education Curriculum, is an off shoot of Planned Parenthood of Santa Cruz, California. Concerned parents and citizens have long claimed that evidence of this connection has been “scrubbed” from the internet to hide this connection from parents and the public. To further the cover-up, ETR Associates, in public records has even gone so far to claim they are not now, nor have they ever been associated with Planned Parenthood.

So let’s look at the evidence....

## **Did ETR Begin as Planned Parenthood?**

### **North East ISD to Parent**

“In your grievance, you asserted ETR Associates was linked in some way to Planned Parenthood of Santa Cruz, which evidently is an “abortion provider” under Senate Bill 22. I personally contacted ETR Associates to verify your claim. As reflected in the letter attached as Exhibit A, ETR Associates does not and has not had any type of affiliated relationship with the other entity. As such, your assertion was incorrect.”

– Rachel Naylor, Director of PE/Health, North East ISD

### **ETR Letter to North East ISD**

“We are not now, nor have we ever been, a part of, a division within, or a joint enterprise of ANY other organization. This includes, as per your question, not ever being a part of Planned Parenthood of Santa Cruz.”

– John Henry Ledwith, National Sales Manager, ETR (Appendix B)

## What the Evidence Shows

*ETR Associates is a spin-off of Planned Parenthood Santa Cruz (PPSC).*

*The Board of Directors of PPSC voted to separate its education program from its clinic services in 1980.*

*This came amid community and parental opposition to Planned Parenthood being in their schools. The name change would reduce that opposition as they expanded elsewhere.*

*On 5/29/81 Sandra Orwitz, Executive Director of PPSC, filed for ETR's business license. She shared a business address with her home address.*

*Co-filing with her was Dr. Bob Keet, President of the Board of PPSC.*

*Co-filing, also, was Dori Schack, Vice President of the Board of PPSC, later Chairman.*

*ETR used Planned Parenthood offices and staff.*

*Numerous employees shifted from PPSC's Education Department to the new ETR.*

*Numerous connections exist today between ETR and Planned Parenthood.*

### Key Evidence 1980 Planned Parenthood Santa Cruz Board Votes to Establish ETR Associates

*Santa Cruz Sentinel, 10 September 1981*

## Sex Education Consultants Open Santa Cruz Office

Education/Training/Research Associates, a new educational consulting firm working in the field of family life and sex education, has opened its doors in Santa Cruz.

Located at 1700 Mission St., many of ETR's personnel formerly were associated with Planned Parenthood of Santa Cruz County.

Last year, because of administrative considerations, it was decided to separate statewide projects from local community programs. Planned Parenthood's board of directors approved the establishment of ETR Associates as an independent group.

ETR is continuing with work that had previously been done through the local Planned Parenthood affiliate. It includes the development of a statewide resource

library in family life and sex education, publication of an Educator's Network report and conducting trainings for individual school districts throughout the state.

Sandy Orwitz, former executive director of Planned Parenthood, is the new leader of ETR Associates. Susan Wandruff assumed the position of acting executive director in place of Orwitz at Planned Parenthood. Nancy Abbey-Harris is now education director of that agency.

The new ETR office is open weekdays from 9 a.m. to 5 p.m. The library, with collections of books and journals in family life and sex education, is open to the public.

Call 429-9822 for more information.

*"Last year, because of administrative considerations, it was decided to separate statewide projects from local community programs."*

*"Planned Parenthood's board of directors approved the establishment of ETR Associates as an independent group."*

***The founding of ETR Associates was decided, in 1980, by a vote of the Board of Directors of Planned Parenthood Santa Cruz.***

*"ETR is continuing with work that had previously been done through the local Planned Parenthood affiliate"*

May 29, 1981, three persons founded ETR (see Appendix A):

1. **Sandra Orwitz – Executive Director, Planned Parenthood Santa Cruz**
2. **Dr. Robert Keet – President, Board of Directors, Planned Parenthood Santa Cruz**
3. **Doreen Schack – Vice President, Board of Directors, Planned Parenthood Santa Cruz**

**Sandra (Sandy) Orwitz**

See above and below articles, proof of her position with PPSC

**Dr. Robert (Bob) Keet**

**Planned Parenthood Elects,  
Receives Cancer Society Award**

Dr. Bob Keet is the new president of the board of directors for Planned Parenthood of Santa Cruz County.

An internist with a private practice in Aptos, Dr. Keet has been on the Planned Parenthood board since 1979 and last year served as vice president. Elections took place at the organization's annual meeting and open house.

Other officers include Vice President **Dori Schack**, Secretary Elizabeth Soloniuk, and Treasurer Ted Durkee.

Elected to three-year board terms were Shirley Castillo Joanna Hamburg, Joan King, Margy Lezin, Rabbi Rick Litvak, Sam Radelfinger, Elizabeth Soloniuk and Dr. Theo Van Ooy.

Highlight of the meeting was the announcement that Planned Parenthood has just received a special award from Santa Cruz Chapter of the American Cancer Society, acknowledging its service to the cause of cancer control.

The agency performs approximately 6000 Pap tests annually for its family planning patients, providing a major detection network for potential cervical cancer, and also emphasizes the importance of regular self-breast examination in both its clinic and community education programs.

Cancer Society director Olivia Meredith praised Planned Parenthood's spirit of inter-agency cooperation and its effectiveness in reaching thousands of people with its life-saving service and information.

Special recognition also was given to three people who have made longtime contributions to the local organization. They are retiring board member Norm Patchin, longtime volunteer Jan Sperling and former clinic manager Barbara Hoffman.

It was announced that the local organization is making a particularly strong case for its pro-family, pro-child commitment with babies born to six



**Dr. Bob Keet**

board and staff members since the last annual meeting.

New parents are board members, Nancy Schmit, Roberta Polse, Rabbi Litvak and Dr. Keet, and staff members Venetia Bradfield and Lupie Garrison.

In remarks directed to the more than 100 persons attending the open house, Planned Parenthood executive director Sandy Orwitz commented: "Since its founding more than 60 years ago, Planned Parenthood has championed the right of every child to be born wanted and loved, and the right of every individual to choose whether or when to have a child. In the coming decade we will focus our efforts to make these rights accessible in our own community and throughout the nation."

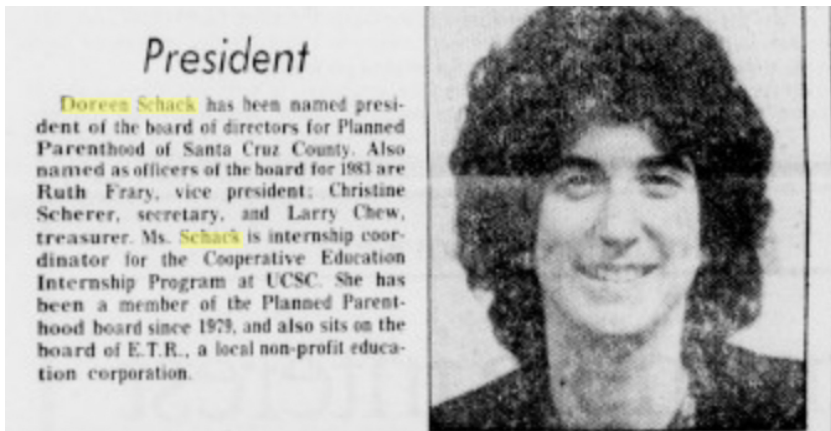
#1 Bob Keet – On Board of PPSC since 1979, during vote to separate ETR, and President of Board during establishment of ETR.

#2 Dori Schack – Vice President PPSC at time ETR established.

#3 Sandra Orwitz – Executive Director PPSC at time ETR established

3 February 1981, Santa Cruz Sentinel

See above, and below. 1983 Schack becomes president of Board for PPSC, simultaneously on board of ETR:



8 March 1983, Santa Cruz Sentinel

### July 1981 ETR shares offices and staff with PPSC

3. Page 19 [PAGE]  
Santa Cruz Sentinel 8 July 1981  
... 3-5 yrs. exp., 65 wpm typing. \$1,250 mo. Resume **ETR** Assoc., co p p, 212 Laurel St., SC Deadline, ...
4. Page 41 [PAGE]  
Santa Cruz Sentinel 3 July 1981  
... 3-5 yrs. exp., 65 wpm typing. 11,250 mo. Resume **ETR** Assoc., co P.P., 212 Laurel St., SC. Deadline, 71311. ...
5. Page 37 [PAGE]  
Santa Cruz Sentinel 5 July 1981  
... 3-5 yrs. exp., 65 wpm typing. 11,250 mo. Resume **ETR** Assoc., co P.P., 212 Laurel St SC. Deadline, 71381. ...
6. Page 38 [PAGE]  
Santa Cruz Sentinel 10 July 1981  
... yrs exp., 65 wpm typing. \$1,250 mo. Resume **ETR** Assoc., co PP, 212 Laurel St., SC. Deadline, 7 ...
7. Page 27 [PAGE]  
Santa Cruz Sentinel 9 July 1981  
... yrs. exp., 65 wpm typing. \$1, 250 mo. Resume **ETR** Assoc., co P.P., 212 Laurel St., SC. Deadline, 71381. ...
8. Page 20 [PAGE]  
Santa Cruz Sentinel 1 July 1981  
... PUBLICATIONS DEPT. LIBRARY. 30 hrs. a wk. Send resume **ETR** Assoc. co **Planned Parenthood**, 2U Laurel St., S C. ...
9. Page 21 [PAGE]  
Santa Cruz Sentinel 14 July 1981  
65 wpm typing. 11,250 mo. Resume **ETR** Assoc., co P.P., 212 Laurel
10. Page 27 [PAGE]  
Santa Cruz Sentinel 2 July 1981  
... PUBLICATIONS DEPT. LIBRARY. 30 hrs. a wk. Send resume **ETR** Assoc., co **Planned Parenthood**, 212 Laurel St., S.C. Deedli

Screen shot:

Job listings for ETR.  
Applicants are to use PPSC  
address to submit resumés.

### PPSC employees who moved to ETR

Ellen Wagman	Director PPSC Education project
Steven Bignell	PPSC Education Coordinator & Editor of PPSC sex ed <u>Family Life Education</u>
Lynne Cooper	PPSC Project Evaluator
Nancy Abbey-Harris	PPSC Coordinator for teachers
Maybe more.....	

### REMINDER: The ETR Letter to North East ISD

***"...not ever being a part of Planned Parenthood of Santa Cruz."***

*- John Henry Ledwith, National Sales Manager, ETR*



# Appendix A

Best Copy Available

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In the office of the Secretary of State  
of the State of California

JUN 3 1981

MARCH FONG EU, Secretary of State

By Theresa P. Hitting  
Deputy

## ARTICLES OF INCORPORATION

of

### EDUCATION, TRAINING, AND RESEARCH ASSOCIATES

ONE: The name of this corporation is Education, Training, and Research Associates.

TWO: This corporation is a nonprofit public benefit corporation and is not organized for the private gain of any person. It is organized under the Nonprofit Benefit Corporation Law for public and charitable purposes. The purpose for which this corporation is organized is to establish and develop a charitable and educational organization which shall provide educational instruction, educational materials, and educational research in the public interest, including, but not limited to the fields of health education, educational and social science research, and professional and individual skill trainings. This organization shall provide and promote education primarily through the mechanisms of consultation, training, research, and the development, promotion and dissemination of educational materials.

THREE: The name and address in the State of California of this corporation's initial agent for service of process is Sandra Lou Orwitz, 1701 Granite Creek Road, Santa Cruz, CA. 95065.

FOUR:

a. This corporation is organized and operated for charitable and educational purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code.

b. Notwithstanding any other provisions of these Articles, the corporation shall not carry on any other activities not permitted to be carried on 1) by a corporation exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code, or 2) by a corporation to which contributions are deductible under Section 170(c)(2) of the Internal Revenue Code.

c. No substantial part of the activities of this corporation shall consist of carrying on propaganda, or otherwise attempting to influence legislation, and the corporation shall not participate or intervene in any political campaign (including the publishing or distributing of statements) on behalf of any candidates for public office.

FIVE: The names and addresses of the persons appointed to act as the initial Directors of this corporation are:

Sandra Orwitz  
1701 Granite Creek Rd.  
Santa Cruz CA 95065

Robert Keet, MD  
9053 Soquel Dr.  
Aptos CA 95003

Doreen Schack  
151 Marine Parade #3  
Santa Cruz CA 95062

SIX: The property of this corporation is irrevocably dedicated to charitable and educational purposes meeting the requirements of Section 214 of the California Revenue and Taxation Code and no part of the net income or assets of the organization shall ever inure to the benefit of any Director, officer, or member thereof or to the benefit of any private person.

On the dissolution or winding up of the corporation, its assets remaining after payment of, or provision for payment of, all debts and liabilities of this corporation, shall be distributed to a nonprofit fund, foundation, or corporation which is organized and operated exclusively for charitable and/or educational purposes meeting the requirements of Section 214 of the California Revenue and Taxation Code and which has established to tax-exempt status under Section 501(c)(3) of Internal Revenue Code.

Dated: 5/29/81

Sandra Orwitz  
Sandra Orwitz, Director

Robert Keet, MD  
Robert Keet, MD, Director

Doreen Schack  
Doreen Schack, Director

I hereby declare that I am the person who executed the foregoing Articles of incorporation, which execution is my act and deed.

Sandra Orwitz  
Sandra Orwitz, Director

Robert Keet, MD  
Robert Keet, MD, Director

Doreen Schack  
Doreen Schack, Director

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Secretary of State  
State of California

AGREEMENT OF MERGER

10 MAR 14 2019

This Agreement of Merger (the "Agreement"), dated February 7, 2019, is entered into between Education, Training, and Research Associates, a California nonprofit public benefit corporation (herein, "Surviving Corporation") and Internet Sexuality Information Services, Inc., a California nonprofit public benefit corporation (herein, "Merging Corporation").

EFFECTIVE  
DATE

MAR 15 2019

1. Merging Corporation shall be merged into Surviving Corporation.
2. Neither Merging Corporation nor Surviving Corporation have any members.
3. Merging Corporation shall from time to time, as and when requested by Surviving Corporation, execute and deliver all such documents and instruments and take all such action necessary or desirable to evidence or carry out this merger.
4. The effect of the merger is as prescribed by law.
5. The effective date of the merger shall be March 15, 2019.
6. This Agreement of Merger may be executed in multiple counterparts, each of which shall be deemed an original and all of which, when taken together, shall constitute one and the same document.

IN WITNESS WHEREOF the parties have executed this Agreement.

**EDUCATION, TRAINING, AND RESEARCH  
ASSOCIATES**, a California nonprofit public  
benefit corporation

Date: 2/10/19

Cynthia Gómez  
Cynthia Gómez, Board Chair

Date: 2/12/19

Mim Dixon  
Mim Dixon, Secretary

**INTERNET SEXUALITY INFORMATION  
SERVICES, INC.**, a California nonprofit public  
benefit corporation

Date: 2/7/19

Miriam Warren  
Miriam Warren, Board Chairperson

Date: 02/07/19

Marguerita Lightfoot  
Marguerita Lightfoot, Secretary

# Appendix B



## EXHIBIT A

October 1, 2019

Rachel Naylor  
Director for Physical Education, Health & Athletics  
North East ISD  
12002 Jones Maltsberger Rd  
San Antonio, Texas 78216

Ms Naylor,

ETR is an independent nonprofit that designs and distributes science-based solutions to improve health outcomes. We are driven by our mission to improve health and increase opportunities for youth, families and communities and do that by providing products and services, such as professional development, capacity building, and evaluation in an array of health and education areas.

We are not now, nor have we ever been, a part of, a division within, or a joint enterprise of ANY other organization. This includes, as per your question, not ever being a part of Planned Parenthood of Santa Cruz.

Thank you for your work within your school district. If I can answer any other questions or be of any further assistance, please don't hesitate to reach out to me at any time.

John Henry

**John Henry Ledwith** | National Sales Manager

**ETR** | [etr.org](http://etr.org)

*Personal Pronouns: He | Him | His*

100 Enterprise Way, Suite G300

Scotts Valley, CA 95066

831-438-4080 | [JohnHenry.Ledwith@etr.org](mailto:JohnHenry.Ledwith@etr.org)





# Appendix C

## Summary Timeline of PPSC and ETR

- 1970s PPSC is founded and begins sex ed in schools (Family Life Education)
- 1976 Outraged, parents kick PPSC out of their school (SLV High). PPSC undermines parents**
- 1979 PPSC receives large grants from US and California governments for sex ed in schools. PPSC creates sex education arm, building an annex to its building at 212 Laurel.
- 1980 PPSC facing serious opposition including 500 parents protesting its sex ed**
- 1980 PPSC Board of Directors votes to establish ETR Associates
- 1981 More protests by parents, school board tumult**
- 1981 Top three PPSC officials register ETR with California and use PPSC facilities and staff
- 1981 PP under attack nationwide and locally. Parents, very upset. Parent-child relationship undermined.**
- 1982 ETR receives tax-exempt status.
- 1982+ Numerous ETR and Planned Parenthood connections exist...to this day

DETAILS AVAILABLE

## Thoughts from parents in 1981 (as quoted in Santa Cruz Sentinel) & relevance to today:

*"Parents thumbing through these materials would probably find nothing amiss (80-90% is not objectionable), but when shown various passages, parents are astounded, very offended or surprised."*

- This is the exact reaction of parents to "DTL/RTL." Parent previews offer the less-objectionable material.

*"They [PPSC] manipulate data to support their positions."*

- Like using statistical maneuvers to report a positive effect on boys but which appear to mask a negative effect on girls. ETR Associates curriculum results state that it does not help girls; NEISD Administration has used this same tactic in justifying "DTL/RTL." (see video at 1:36:15) [https://www.youtube.com/watch?v=2nf82\\_YJn-I&list=PLG14EAEfK50o8GcOGM5oC1GbaLxvm2I59&index=95](https://www.youtube.com/watch?v=2nf82_YJn-I&list=PLG14EAEfK50o8GcOGM5oC1GbaLxvm2I59&index=95)

*"They are indoctrinating our children."*

- See ETR website.

*"They make statements about surveys that don't give references. when they do, we check them and the results are different."*

- Deception and false information used to gain buy-in from educators is the name of the game. In turn, some educators today use this tactic against parents. Administrators in NEISD have used this same tactic in justifying "DTL/RTL."

*"The more I learned about Planned Parenthood, the more I learned their goal is NOT to do what's good for our children."*

- This is the position of informed parents with regard to "DTL/RTL."