

## **Director of Marketing & Development Hired at Bi-State Primary Care Association**



*Susan Noon*

NEW HAMPSHIRE & VERMONT – Bi-State Primary Care Association (BSPCA) is pleased to announce the recruitment of Susan J. Noon, MBA, APR, as the new director of marketing and development. Joining a staff of 21, Noon’s recruitment completes the management team. With offices in Concord, NH, and Montpelier, VT, BSPCA is a nonpartisan, nonprofit organization working at the federal, state, and regional level to promote and sustain

community-based, primary health care services. “We are very happy Susan has joined us at this critical time when discourse about the future of our health system is on the forefront of the national agenda,” commented Tess Stack Kuenning, executive director of BSPCA.

Noon has 16 years experience in nonprofit marketing, public relations, and development communications. Most recently, she served as the program and communications director at the NH Bar Foundation in Concord, NH. She is on the Board of Directors of the Public Relations Society of America, tri-state Yankee Chapter, where she serves as assistant treasurer and chair of the communications committee. As the managing director of CS Noon Marketing & Communications, Noon has worked with many New Hampshire nonprofit organizations and small businesses to develop and implement strategic marketing and communication plans.

Ms. Noon earned a Bachelor of Arts in Marketing, and a Masters of Business Administration, at Plymouth State University. She is an accredited member of the Public Relations Society of America.

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