



*Representing home and community-based care*

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June 11, 2007

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## **Powers to Head HCP Marketing, Sales and Communications Division**

EAST GREENBUSH, NY -- Claudia J. Powers has been promoted to Vice President of Marketing, Sales and Communications for the New York State Association of Health Care Providers (HCP).

In her new position she will oversee the Association's marketing, sales, and communications initiatives, including the re-design and launch of HCP's new Web Site, a public awareness campaign and all other related responsibilities.

With over 30 years of marketing, advertising and public relations experience in financial services, high technology and not-for-profit organizations, she has led teams on global and regional accounts including Visa, McDonalds, MapInfo Corporation, Key Bank, Grand Union, Freihofer's Baking Company. She has a proven track record developing successful marketing and public relations strategies and tactics that drive bottom line growth. She is a graduate of Hudson Valley Community College and is currently working on her B.A. in English from Skidmore College's University Without Walls.

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*HCP is a statewide trade association representing the full spectrum of home and community-based providers. Through a strong network of regional chapters and an active State office in Albany, HCP is a primary authority of the health care industry.*