

# The Partnership for a Drug Free New Jersey receives nearly six dollars in in-kind support for every dollar spent.

## 2007 Granters & Corporate Supporters

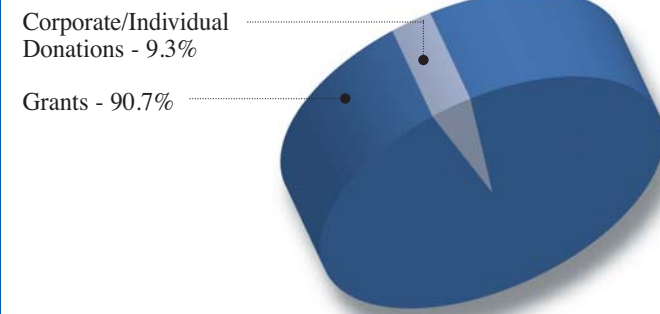
State of New Jersey - Department of Human Services  
Governor's Council on Alcoholism & Drug Abuse

- |   |   |
|---|---|
| Chubb & Son                                     | New Jersey Natural Gas                    |
| Construction Industry Advancement Program of NJ | New Jersey Prevention Network             |
| The Gerhard Foundation                          | PSE&G                                     |
| Charles Lafitte Foundation                      | Princeton Partners, Inc.                  |
| Horizon Blue Cross Blue Shield of NJ            | Riker, Danzig, Scherer, Hyland & Perretti |
| Impact Unlimited, Inc.                          | Saint Barnabas Health Care System         |
| Labcorp   | United Water                              |
| Hackensack University Medical Center            | Verizon New Jersey, Inc.                  |
| McCarter & English                              | Wyeth                                     |
| MCJ Foundation                                  |   |

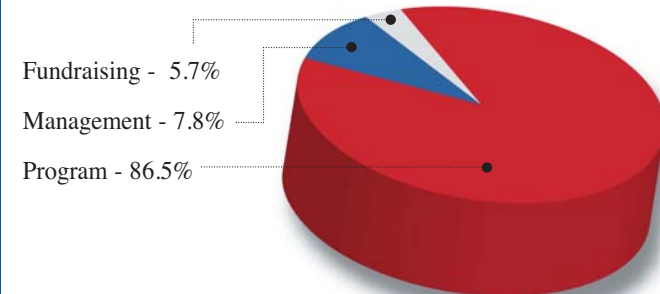
### PDFNJ Would Like to Thank the Following Organizations and their members for their 2007 In-Kind Support

- Ad Vantage Media
- C.A. Media
- CBS Outdoor
- Comcast
- Drug Enforcement Administration
- FastTrack Media
- Fresh Air Flicks
- Infinity Broadcasting
- Hammerhead Advertising
- McCarter and English
- OOH Vision Networks
- New Jersey Advertising Club
- New Jersey Broadcasters Association
- New Jersey Cable Telecommunications Association
- New Jersey Press Association
- New Jersey Transit Corporation
- New Jersey Turnpike Authority
- Port Authority of New York & New Jersey
- Rowan University Radio
- Titan Outdoor

#### 2007 Revenue by Source



#### 2007 Expenses by Category



**2007 ANNUAL REPORT**

The Partnership for a Drug-Free New Jersey is a private 501(c)(3) not-for-profit organization. We are proud to receive support from both the Governor's Council on Alcoholism & Drug Abuse and the New Jersey Department of Human Services, through the State of New Jersey's Drug Enforcement Demand Reduction Fund, as well as from a broad range of corporations and foundations. All Partnership for a Drug-Free New Jersey programs, projects and services are offered to New Jersey's residents and businesses free of charge.

Partnership for a Drug-Free New Jersey

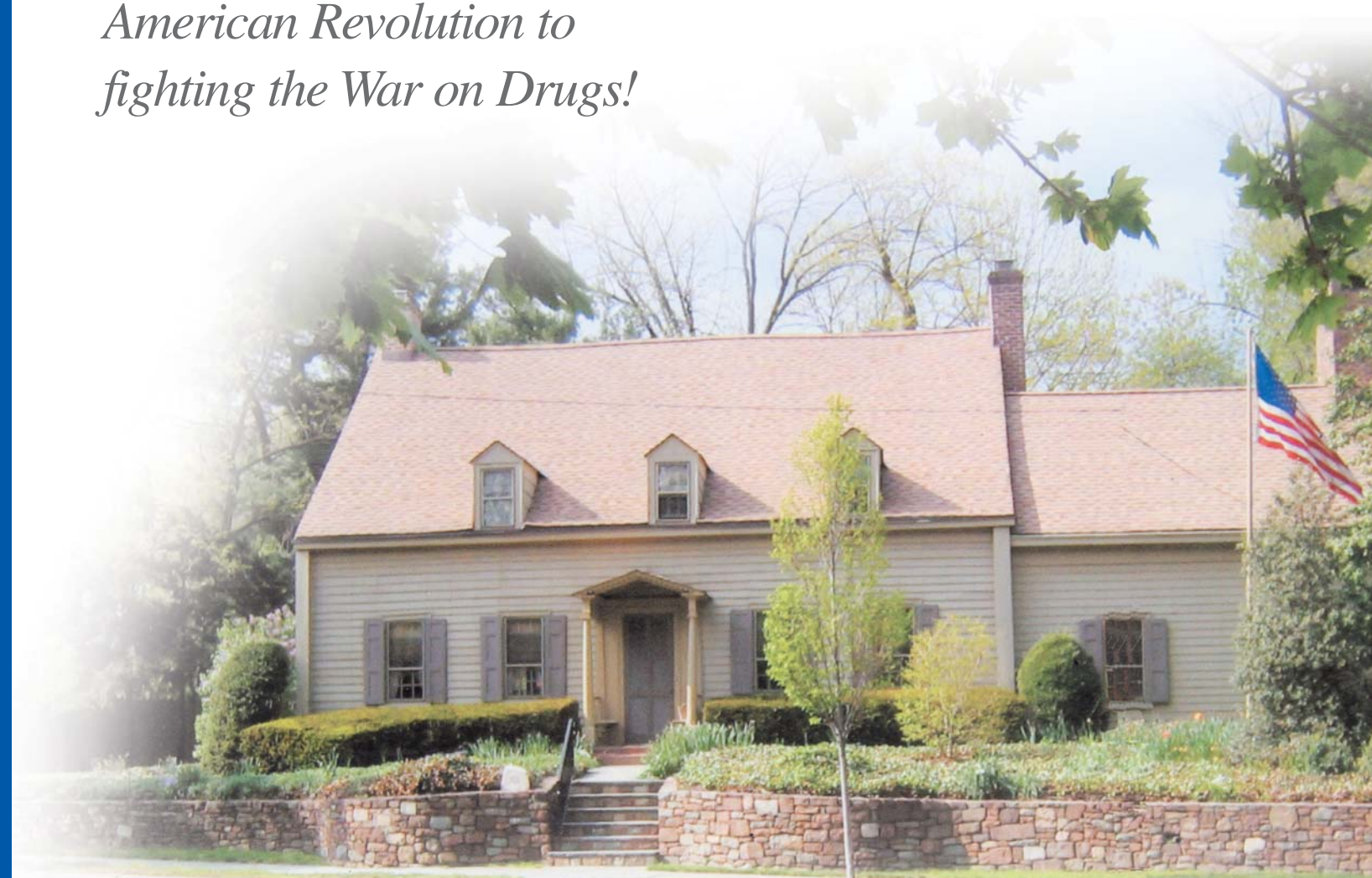
In Cooperation with the Governor's Council on Alcoholism & Drug Abuse and the NJ Department of Human Services



PARTNERSHIP FOR A DRUG-FREE NEW JERSEY 2007 ANNUAL REPORT

# The Year of Change

*From fighting the American Revolution to fighting the War on Drugs!*







Governor Jon Corzine  
Honorary Chairperson



Joseph P. Miele  
Chairman



Angelo M. Valente  
Executive Director

#### HONORARY COMMITTEE:

Governor Richard J. Codey  
Governor James E. McGreevey  
Acting Governor Donald T. DiFrancesco

Governor Christine Todd Whitman  
Governor James J. Florio

Al Koeppe  
*PDFNJ Vice-Chairman*  
*President & CEO, Newark Alliance*

Joseph A. Miele  
*PDFNJ Vice-Chairman*

#### BOARD OF TRUSTEES:

John Azzarello, Esq.  
*Arseneault, Whipple, Farmer, Fassett & Azzarello,*  
*Partner*

The Honorable Lawrence Cooper  
*Danzig, Kaye, Cooper, Fiore & Kay, Attorney at Law*

Marc D'Angiolillo, Esq.  
*Riker, Danzig, Scherer, Hyland & Perretti*

Tara L. Dowdell  
*The Tara Dowdell Group, President*

William F. Faherty, Jr.  
*(Ret.) Chair, NJ Chamber of Commerce*

Ralph La Rossa  
*President & Chief Executive Officer*  
*PSE&G*

Michael Pasterchick, Jr.  
*Monmouth County Prosecutor's Office,*  
*Chief, Monmouth County Detectives*

John A. O' Dea  
*Advanced Horizons Enterprises, Vice President*

Raymond M. Pocino  
*Laborer's International*  
*Vice President, Eastern Regional Office*

Stephen M. Vajtay, Jr. Esq.  
*McCarter & English, LLP*

#### EXECUTIVE COMMITTEE:

Dennis Bone  
*Verizon Communications, President & COO*

Kevin G. Colgan  
*Merck & Company Inc.*  
*Executive Director, Public Affairs*

The Honorable Joseph V. Doria, Jr.  
Bob Franks  
*Healthcare Institute of New Jersey, President*

John A. Gartman  
*Amerada Hess Corporation, Sr. Vice President*

Dr. Ralph Izzo  
*PSEG, Chairman, President & CEO*

Robert A. Marino  
*Horizon BlueCross BlueShield of New Jersey*  
*Sr. Vice President, Market Business Units*

Bruce "Cousin Bruce" Morrow

Richard V. Nelson  
*Impact Unlimited, President & CEO*

Roger B. Tashjian

#### STEERING COMMITTEE:

Christian M. Abeel  
*New Jersey Credit Union League, Director of*  
*Government Affairs*

Karen Alexander  
*NJ Telecommunications Association, President*

Daniel Altilio  
*United Way of Hudson County, President & CEO*

Jean Denes  
*Prevention Specialists, Inc., President*

George H. Gallup, Jr.  
*George H. Gallup International Institute, Chairman*

Amy Lear  
*NJ Press Assn/ NJ Newspaper Network*  
*NJNN Director*

Suzanne Poor  
*New Jersey Ad Club, President*

Mary Lou Powner  
*Governor's Council on Alcoholism & Drug Abuse,*  
*Executive Director*

Phillip H. Roberts  
*New Jersey Broadcasters Association,*  
*Executive Director*

Powell Stevenson  
*Four-Safety, CSHM*

Joan C. Verplanck  
*New Jersey Chamber of Commerce, President*

Dr. J. Michael Walsh  
*The Walsh Group, President*

Charles Wowkanech  
*New Jersey State AFL-CIO, President*

Kris Kolluri, Esq.  
*Commissioner, NJ Department of Transportation*

Steve Pasierb  
*President and CEO*  
*Partnership for a Drug-Free America*

#### PARTNERSHIP FOR A DRUG-FREE NEW JERSEY STAFF:

Jeannine Brown, *Programs Coordinator*

Angela Conover, *Director, Community & Media*  
*Relations*

Kathryn Sansevere, *Personnel Coordinator*

Michelle Vernuccio, *Media Coordinator*

Erin Burke Cirelli, *Child Break Presenter*

David Julian, *Child Break Presenter*

Kyran Killian, *Child Break Presenter*

Bill Lillis, *Child Break Presenter*

Dennis Lobaina, *Child Break Presenter*

Lori Tedesco Singley, *Child Break Presenter*

Dorothy Fox, *Child Break Presenter*

Stacy Hale, *Child Break Presenter*

Jaime Mulette, *Child Break Presenter*

Joseph P. Miele, *Chairman*

Angelo M. Valente, *Executive Director*

Gerard Marini, *Founder, Drugs Don't Work in NJ!*

Larry Agne, *Chief Financial Officer*

Diane Higgins, *Development Director*

Dina Lobaina, *School-Based Coordinator*

Dear Friends,

2007 has been a year of much success and much change!

I am happy and proud to announce that the Partnership for a Drug Free New Jersey has found a permanent home with the purchase of new headquarters building in Millburn.

This year also provided us a chance to honor Governor Jon Corzine with our Angel of Hope Award at our Annual Angel of Hope Gala.

In the next several pages you will read about all of the successes and changes that have occurred with the Partnership this year. All of the changes will help us achieve our mission to "unsell drug and alcohol abuse to the people of New Jersey ---- especially our youth."

The success of the Partnership for a Drug Free New Jersey is directly attributed to its dynamic staff, a dedicated Board of Directors, Executive and Steering Committee, New Jersey's corporate and foundation leaders, the New Jersey Governor's Council on Alcoholism and Drug Abuse and the New Jersey Department of Human Services, all of whom provide support to the Partnership for a Drug Free New Jersey in both resources and spirit.

The Partnership for a Drug Free New Jersey realizes that as we have accomplished a lot, there is more to accomplish, and through constantly evolving to meet the needs of the residents of New Jersey, the Partnership continues its commitment to do everything it can to ensure that every child will have the resources, knowledge and support to say no to drugs and alcohol.

Very Truly Yours,

Joseph P. Miele  
Chairman & Founder



# New Headquarters

*The Partnership for a Drug Free New Jersey's new headquarters has a long history, going back to 1700's and played a role in the American Revolution. With George Washington's army camped at Morristown and the British attacking through the Hobart Gap, the village of Millburn was brought into the Revolutionary War.*

Washington allegedly viewed his troops from atop a strategic point in the South Mountain Reservation, now known as Washington Rock. The Battle of Springfield, June 23, 1780, marked the last thrust of the British and their hired German soldiers known as Hessians into New Jersey and the first battle since Bunker Hill won by local militia supporting Continental troops. According to local legend, deserting Hessian soldiers sought refuge in the Federal-style house located at the current 155 Millburn Avenue, also known as the Hessian House during the Revolutionary War's battle of Springfield. The house is made of brick with wood siding. It has a stone foundation, clapboard exterior walls, and plaster interior walls --- many features which still stand today.

The Hessian House will serve as the permanent home of the Partnership for a Drug Free New Jersey, the first affiliate of the Partnership for a Drug-Free America to own its own building.



*The Battle of Springfield.*



*The Hessian House*

*According to local legend, deserting Hessian soldiers sought refuge in the Federal-style house located at 155 Millburn Avenue.*



*Harvey and Isobel Kahn owned the Hessian House for 52 years and kept it historically accurate during their time there. They are pictured with Partnership for a Drug Free New Jersey Chairman JP Miele and Governor and Mrs. Florio.*

## A New Home in Cyber Space

*155 Millburn Avenue is not the only new home for the Partnership for a Drug-Free New Jersey, in December 2007 the new and improved [www.drugfreenj.org](http://www.drugfreenj.org) was unveiled.*

The new website will feature easier navigation, all of our Public Service Announcements and an encyclopedia of drugs commonly abused to help parents easily improve their knowledge. Many features and lots of information will be included on the site.



[www.drugfreenj.org](http://www.drugfreenj.org)



# Angel of Hope Gala

*The Partnership for a Drug-Free New Jersey's Angel of Hope Gala was held on April 26, 2007 at the Pleasantdale Chateau in West Orange. This successful event was the third in the history of the Partnership and this year honored New Jersey Governor Jon Corzine.*

The Angel of Hope Award is presented to an individual in recognition of his or her outstanding leadership in New Jersey's effort to stem the tide of substance abuse in every community and every workplace. The Gala featured the Drug Enforcement Administration's Black and Gold Pipe and Drum Band, a live auction "Deal or Better Deal", with Comcast's Joe Bisicchia as auctioneer and a performance by the 2nd Annual New Jersey Shouts Down Drugs Winners, Darius Jackson and Gabriel Terrell.



*The Drug Enforcement Administration Black and Gold Bagpipers begin the Angel of Hope Gala*



*State Treasurer Bradley Abelow accepted the Angel of Hope Award on behalf of Governor Jon Corzine from Gala Chair Kirsten Gerhard and PDFNJ Chairman JP Miele.*



*Partnership for a Drug-Free New Jersey Executive Director welcomes guests to the 2007 Angel of Hope Gala.*



*PDFNJ Chairman and Founder Joseph "JP" Miele thanks supporters.*



*Stephen J. Pasierb, President and CEO of the Partnership for a Drug-Free America congratulates the Partnership for a Drug-Free New Jersey for all of its success.*



*Chairman JP Miele and his daughter School Based Programs Coordinator Dina Lobaina*

*Governor James and Lucinda Florio.*

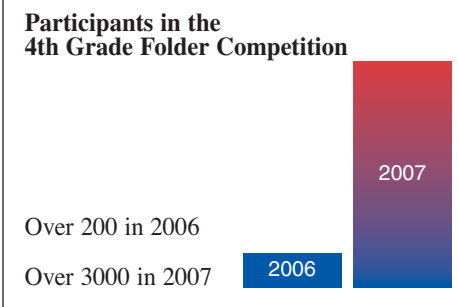




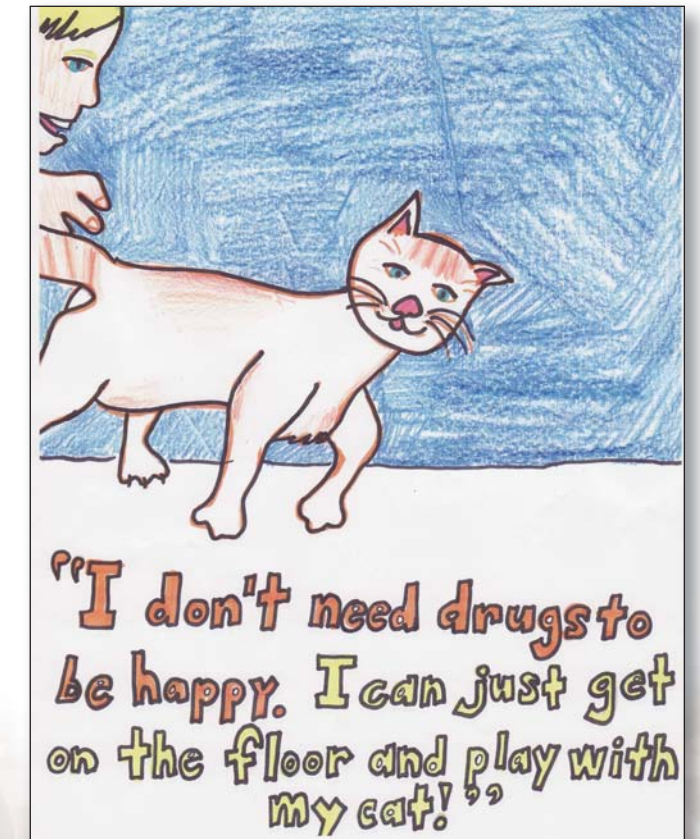
# Fourth Grade Folders.. What a Difference a Change Makes

*The Partnership for a Drug-Free New Jersey has had a program to target fourth grade students practically since its inception, the widely known and successful Fourth Grade Bookcover Initiative.*

Times change, and the use of paper bookcovers was becoming outdated as book sox and lamination rose in popularity. In 2007, the PDFNJ's production of bookcovers ceased and the Fourth Grade Folder was introduced. This folder was wildly popular, and over 35,000 were requested by fourth grade teachers and students throughout New Jersey. The program received much praise this year and increased the participation in the art submissions for the creation of the 2008 folder from just over 200 in 2006 to over 3000 in 2007, surely proof that change can be for the better.



*This folder was wildly popular, and over 35,000 were requested by fourth grade teachers and students throughout New Jersey.*



# Childhood Drinking... The New Response

*In response to the growing problem of alcohol consumption by Middle School aged children in the state, the Partnership for a Drug-Free New Jersey, with funding from the New Jersey Division of Alcoholic Beverage Control, created and implemented the first annual "Listen Up Parents to the Dangers of Underage Drinking" Radio Public Service Announcement (PSA) Contest.*

The initiative was geared toward middle school students to let them give their parents the opportunity to know the true facts about childhood drinking. Thousands of students participated in the initiative and the winners, Alyssa Paterno and Juliana Nase from Memorial Middle School in Point Pleasant, Ocean County had their script selected. The girls professionally recorded their script. The winning script is now playing as a PSA throughout New Jersey --- getting parents all over the state to "listen up" to the dangers of underage drinking.

*The winning script is now playing as a PSA throughout New Jersey --- getting parents all over the state to "listen up" to the dangers of underage drinking.*

*Alyssa Paterno and Juliana Nase winners of the first annual Listen Up initiative, were recognized by PDFNJ Executive Director Angelo Valente (l) and New Jersey Division of Alcoholic Beverage Control Director Jerry Fisher at an awards ceremony and press event held in June.*

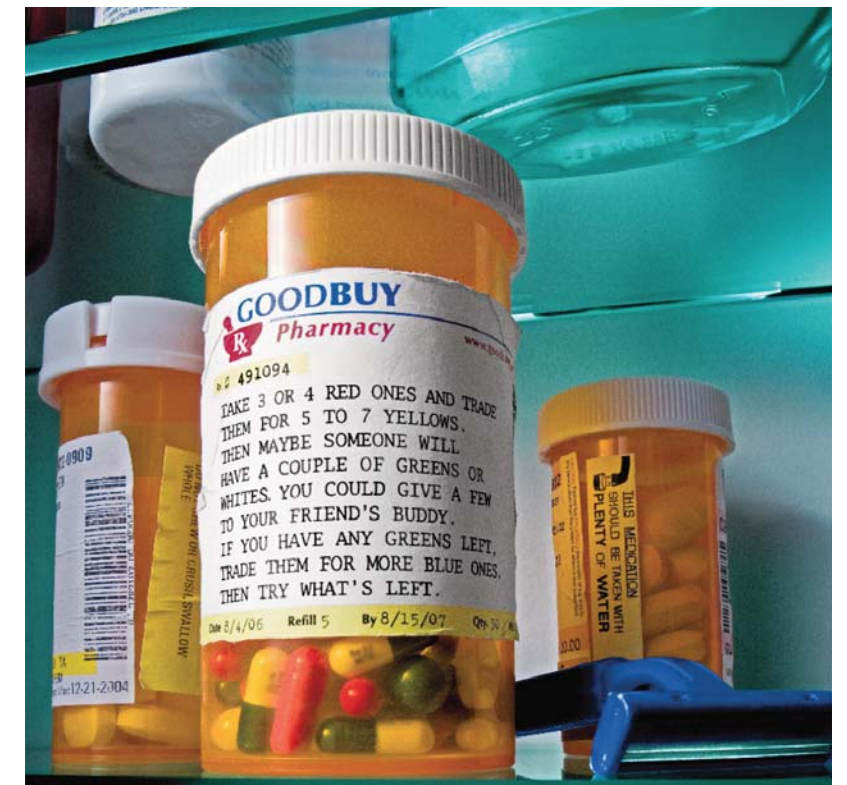
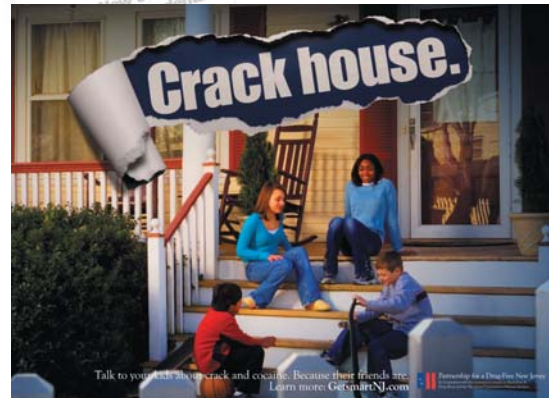




# Media Messages: Changing the Means of Delivery

2007 changed the way the Partnership for a Drug-Free New Jersey got its substance abuse prevention message out.

The Public Service Announcements (PSAs) were used on bus shelters, on stress relief balls and on grocery store signs. Websites, college radio stations, and internet chat groups were also utilized to get the PDFNJ message out. Traditional methods of distribution also occurred in 2007, through bus and train signs, newspaper and magazine print PSAs, and on the television and radio. PSAs were once again delivered to New Jersey residents in the shape of 100,000 litter bags that were distributed on New Jersey roads the last week of the year. The GetSmartNJ.org website and campaign continued throughout the year to get information on designer drugs out to parents in New Jersey.



When you talk to your kids about drug abuse, start with the ones in your medicine cabinet. Learn how at [drugfree.org](http://drugfree.org)

The Partnership for a Drug-Free America  
Partnership for a Drug-Free New Jersey  
Governor's Council on Alcoholism and Drug Abuse  
and the NJ Dept. of Human Services

*With the issue of prescription drug abuse on the rise in the state, the Partnership for a Drug-Free New Jersey planned to meet the challenge of spreading the word about its dangers and has planned many innovative and unique approaches to spreading that message in 2008.*



**RALLY FOR RECOVERY!**  
Liberty State Park NJ Turnpike Exit 14-B  
Saturday, September 15, 2007  
Friends of Addiction Recovery - NJ  
888.872.3979

Speaker: David Wellstone, Recovery Advocate  
Actor Tommy Ford from the television show "Martin" will deliver the keynote address  
Registration at noon • Rally begins at 2:00pm

[www.foamj.org](http://www.foamj.org)

Angelo Valente, PDFNJ Executive Director (c)excepts the Partnership for a Drug-Free America's (PDFA) Alliance Achievement Award from PDFA and President and CEO Steve Pasierb, (l), and Teri D. Christensen, Senior Vice President, Director of Field Operations, (r), at the November 2007 National PDFA Conference in San Antonio, Texas.