

notMYkid

News

Barrett-Jackson and Chrysler Help notMYkid "Take The Challenge"

January 12th-19th will be an exciting week for notMYkid as we gear up for an amazing fund raising event at the exclusive Barrett-Jackson Collector Car Event! Chrysler has generously donated the **very first all-new 2008 Dodge Challenger SRT8** to roll off the assembly line to notMYkid. This ultimate American muscle car was last manufactured in 1970's and has auto enthusiasts thrilled to have the opportunity to drive #1. Barrett-Jackson has kindly agreed to auction the Challenger on the evening of January 19, 2008 during prime time, broadcast live on the Speed Network! Chrysler and Barrett-Jackson both will donate 100% of the proceeds to notMYkid.



Barrett-Jackson also donated a booth at the main entrance sponsor pavilion for the entire week of the auction to notMYkid. More than 250,000 people are expected to visit the booth. Where they can take the notMYkid challenge, learn about prevention, and hear the powerful stories of our ClearChoices speakers! notMYkid will help raise awareness about youth behavioral health issues as we promote the Challenger auction. Join us at Barrett-Jackson for a spectacular week! For more information please contact Jill Woods at 602-652-0163 or jill@notmykid.org.

HIGHLIGHTS

Project 7th Grade reached all 50 states in 2007!
Help your kid safely navigate Myspace.
Students learn leadership skills at Points of Light Conference.

Record Numbers Reached in 2007!

notMYkid **doubled its record-breaking educational outreach numbers from 2006**, reaching an astounding **100,000 students** in 109 schools in 2007! (Continued on page 2...).

Reaching Over 100,000 Students in 2007!

"We are proud to say that we have far surpassed our goals for 2007," said Natalie Ehmka, Director of ClearChoices. "We are excited about the upcoming year and cannot wait to see what 2008 has in store for the ClearChoices speakers!"

ClearChoices is currently in the process of training 25 new inspiring speakers who will tell students their own personal stories on the topics of substance abuse, eating disorders, bullying and internet safety, safe dating, and depression starting in early 2008.

notMYkid works closely with Gilbert Public Schools and the Paradise Valley Unified School District to implement ClearChoices in each of their middle and junior high schools. Students in those schools hear speakers on each of the six ClearChoices topics throughout the 2007-2008 school year and kids are responding:

"Until you came to my school, I didn't know who to contact, but I saw that you knew something about this. Here is what I'm going through... is this depression?"

ClearChoices is working to bring the program to more schools in Arizona, including Seton Catholic High School and its feeder schools, Washington Elementary School District, and Peoria Unified School District, which are all in the planning stages for the 2008-2009 school year.

"We are growing by leaps and bounds right now," said Dr. Sam Cianfarano, notMYkid's Senior Director - Statewide Educational Initiative. "We are preparing to bring notMYkid programming to every middle school in the state of Arizona within the next few years."

ClearChoices will continue working closely with **Valley of the Sun United Way** to identify other schools that will benefit from notMYkid's prevention programs.

Patrick is speaker of the month!

This fall, Patrick reached over 3,000 students, sharing his story of substance abuse. He speaks *about* his history of abusing alcohol, prescription medication, and methamphetamine. By speaking at notMYkid, Patrick hopes to help people realize no matter how long he has been sober, his addictions still stare him in the face every day and his past will always be there. He also wants to reach people who may already be involved with addictive activities, showing them life can get better.

"It is possible to live a happy and fulfilling life, no matter how far down a bad path you have gone."

-Patrick

notMYkid is excited to have Patrick on board sharing his message with students all across Arizona! To learn more about ClearChoices, please contact Natalie Ehmka. Natalie@notmykid.org or 602-652-0163.

"I want to make a difference in peoples lives like Dennis. He told us that its okay to have imperfections, its okay to not be perfect and its okay to be yourself. Thank you so much Dennis, you've inspired me to make a difference to the world and I'm going to start with myself. "



A mother's heartbreak turns into a legacy for the son she lost...



She entered the room and sat, listened to the presentation...as she sat she grew more agitated by the minute. She was upset with the school, the district, the system, the other parents; she was actually a mother in pain, dealing with the devastating loss of her son just weeks earlier. He died of a heroin overdose and she felt it was because there weren't enough other parents, teachers or administrators that cared about students using drugs at school.

It took the director of PEAK talking with her, mother to mother, empathizing with her and letting her share the pain and grief she harbored within. She thought she'd done everything possible to help her son, she was always a "good mother," how had this happened? He was her youngest child; the one with such great potential athletically and academically. When she found out there was a problem, she got him into treatment; she enrolled him in a private school, away from the school where he got his first hit of heroin from someone in his science class in the 9th grade.....the same school where she'd come to the presentation that night.

By September of his senior year, her son was a star football player at the private high school...he had completed treatment in March, following an overdose and she thought he was doing great. But on September 21st he never woke up for school. He died in his sleep. Today, she wants to volunteer with PEAK educating and helping other parents understand the dangers our kids face today. She hopes to protect them from experiencing the same tragic loss she suffered. When her son died, police found three glass pipes, black-tar heroin and pieces of aluminum foil in his school bag. Now, she hopes to educate other parents on what to look out for in order to protect their own kids.

Heroin is considered a "silent killer" and is gaining popularity among teenagers. It's relatively affordable at \$20 for THREE hits, it's easily concealable and because it can be smoked in a pipe, there is no fear of needle tracks showing on their skin causing kids to think it's safe to use. Kids often *start* experimenting with OxyContin, which has the same opiate-like effects. They then move to heroin because it's cheaper. Phoenix area police say they are seeing an increase in heroin use and it's becoming more accepted by main stream society. Police warn if kids have disposable income they will buy heroin, which is why PEAK must continue to educate parents, saving kids one family at a time.

1. Realize that today, drugs are everywhere, in our homes, in our schools, on our streets and in our communities.
2. The best ANTI-DRUG is PARENTS! Parents being educated and aware of drug use and abuse. Parents networking with other parents about their kids. Parents TALKING to their kids and taking appropriate ACTIONS to prevent substance abuse in their homes.
3. Teens are smart today with all the technology they have at their fingertips. Teens stay one step ahead of parents in disguising and hiding their drug use. Social web sites such as My Space and Facebook help teens communicate and learn with each other about drug and alcohol use.

For more information on ACTIONS parents can take to prevent drug abuse log on to www.notMYkid.org or contact Joan Parkinson at 602-652-0153.

PEAK is excited to partner with the Arizona Super Bowl Committee, reaching over 4,000 kids through NFL Youth Football Clinics by the Arizona Super Bowl on February 3, 2008. PEAK welcomes 15 new volunteers who will help take notMYkid to their community.



Join us this spring at the corporate brown bag series as we educate the business community about behavioral health issues, Contact our office at 602-652-0163 or at info@notmykid.org with questions!



PEAK offers parent to parent support through EMBRACE. Starting on Saturday, January 5th from 10-11:30 AM, EMBRACE meetings will be held at the notMYkid offices. Increase your awareness about the dangers and choices teens face today. Embrace is a confidential group providing encouragement, support, and resources to parents faced with difficult decisions within their families as it relates to raising teenagers. Embrace will encourage the explorations of alternative and more positive approaches to effectively handling parenting challenges.



notMYkid

*Join notMYkid in our skybox
at Barrett-Jackson as we
gear up to auction the
#1 all-new 2008 Dodge Challenger
Saturday, January 19th!*



*Seating for this ultra VIP event is limited!
Tickets are \$250 per person,
all proceeds to benefit notMYkid*

*RSVP: Jill Woods at 602-652-0163
or jill@notmykid.org*

A Heartfelt Thank You!



Touched by the story of a ClearChoices speaker, the 2007-2008 notMYkid Auxiliary Board provided a scholarship opportunity for Carley!



Save the Date!

*notMYkid Annual Gala
"Wheels and Heels"
with co-chairs
Lisa Henry Holmes &
Jill Woods*

May 9th, 2008

Please call 602-652-0163 for more information

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Teen Suicide because of Fake Online "Friend" has Parents Asking...

"Is my kid *safe* online?"

You may have heard the story of Megan Meier. She was a 13-year-old who communicated with a boy online for more than a month before he abruptly ended their friendship, telling her he heard she was a cruel person. The next day Megan took her own life. Approximately 87% (21 million) of all teenagers use the internet, causing concerned parents to wonder if their kids are safe online. Though it can be used as a tool to help with homework, communicating and socializing, there are very real dangers when kids go online. Cyber-bullying, internet predators and exposure to explicit material are just a few concerns for parents. Cyber-bullying is similar to person to person bullying, except that it takes place via technology. Anytime a cell phone, computer or other electronic device is used to bully, harass, stalk, or intimidate another person it is considered cyber-bullying. At notMYkid we're seeing the use of Myspace.com to cyber-bully others.

Did you know: Myspace is VERY proactive in reducing and eliminating cyber-bullying and harassment on its web site? In fact, as a parent, if your child is being harassed or bullied on Myspace, you have permission to report the problem and get the cyber-bullies' profile deleted. To report cyber-bullying go to www.Myspace.com, scroll to the bottom of the page and click "contact Myspace." Inform them of the problem, and provide them with the user's URL (if you don't know what this is ask your kids, they'll know).

The issue of internet predators and stalkers remains prevalent and on the forefront of many parents' minds. The thought of someone meeting our children online and trying to coerce sexual activity from them is terrifying for any parent. Fortunately, you can protect your kids from internet predators by taking a few simple steps!

Make sure that your child's profiles on social-networking web pages (Myspace, Facebook, etc.) are set to **PRIVATE**. Only approved persons will be able to view their information. Also, scan thru their page periodically; make sure no identifying information listed. Look for last names, address, telephone number, school name, activities they're involved in. Make sure they don't give out their information in bulletins either. This can lead a skilled internet predator to your doorstep. Also, be sure to look through the pictures posted to ensure they don't contain any identifying information, and are images you approve. Many teens have photos online that parents might not want posted.



If you are concerned about your child's online activity, there are programs that you can install to monitor their online activity. A program like PC Pandora – Online Detective will record all secret passwords; take snapshots of web pages visited, emails, instant messages, chat room conversations sent and received and other internet activity.

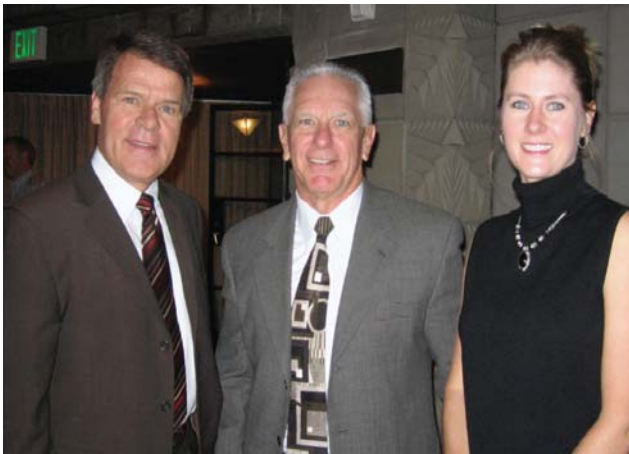
64% of teens report engaging in online activity they do not want their parents to know about. **Only 8% of teens said they would tell their parents if they were exposed to something they thought was inappropriate online.** The number one rule in internet safety is to create open lines of communication with your child. Let them know that you trust them, but need to verify their internet activity for their safety.

To schedule an internet safety presentation, please contact notMYkid at: 602.652.0163 or info@notmykid.org.



*Trends Every Parent Should Know:
Cyber Bullying, Safe Dating, & Generation Rx*

October 1, 2007,
Arizona Biltmore Resort and Spa
notMYkid Father's Breakfast



Dr. Brad Barrett, Superintendent Gilbert Public Schools, with Senior Directors Dr. Sam Cianfarano, and Rebecca Lahann, M.A.



Pamala Plummer-Wright, National Executive Director, Jim Kleeman, notMYkid Board Member, Debbie Moak, President and Founder notMYkid, Ted Overton

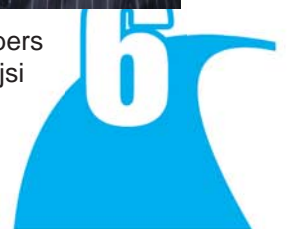
notMYkid Mother's Luncheon



notMYkid "Wheels and Heels" co-chairs,
Jill Woods and Lisa Henry Holmes



notMYkid Auxiliary Board Members
Melani Walton and Ellen Horejsi



nts Fall 2007

National Red Ribbon Drug Prevention Week
October 22-26, 2007, Chase Field



notMYkid Interns: Julie Martin, Stephanie Lieb,
Kristina Oniszko, and Lauren Dunning



The Arizona National Guard, Sally Wells,
Patrick, Debbie Moak, Aimee Anderson,
Pamala Plummer-Wright, Mary Ellen Resendez.

"Creating Tomorrows Leaders"
Points of Light Youth Leadership Institute
November 30 - December 2, 2007, Hotel Valley Ho



Sean Woods, Cooper Davis



Paige Garrey



Darrius Halliday, Anthony Greco



Justin Yee, Matt Rucker, Michelle Martinez,
Prosper Chukwu, Theresa Kyte



Amanda Rohr, Bethany Malan



Project 7th Grade Reaches *ALL 50 States!*

Project 7th Grade is now available in all 50 states! Fall Semester kicked off with a national media push and programming in dozens of states for back to school. notMYkid Founder Debbie Moak spoke with numerous media outlets during the fall satellite media tour. **During 2007, the Project 7th Grade message was conveyed to hundreds of thousands of parents nationwide through program and media outreach efforts.**

Project 7th Grade was very warmly welcomed by the National Middle School Association at their annual conference in Houston, TX in early November. Hundreds of school administrators and teachers from all across the country were educated about drug issues, terminology, trends and how to use a home drug test kit as a prevention tool. The overwhelming response was:

“We need this in our school!”

Immediately following the conference there was a measurable increase in program requests from all corners of the country!

In 2008 Project 7th Grade will continue to work with schools across the country, we're expanding our partnership with the National Guard and working with more municipalities so we can educate as many parents as possible about the dangers of drug abuse and give them a proactive prevention plan for their families. In March 2008, Project 7th Grade will educate hundreds of teachers and administrators at the California League of Middle Schools Conference.

“This program is a great way to educate parents and encourage them to discuss these issues with their children.”
– Denise Moser, Watertown, WI

Private, Proactive, Prevention in These Communities:

- February 10-15, 2008 CADCA Washington, DC
- February 24-March 2, 2008 – California League of Middle Schools – Sacramento, CA
- March 4-8, 2008 – California Charter School Association – Sacramento, CA
- March 30-April 1, 2008 - New England League of Middle Schools - Providence, RI
- April 1-5, 2008 - Safe Schools Conference - Boston, MA
- June 19-23, 2008 – National PTA – San Diego, CA
- June 29-July 3, 2008 – National Education Association – Washington, DC

Want to bring this innovative, free, drug prevention program for parents to your community?

Join us for an upcoming webinar:

January 8, 2008 at 3pm EST
January 25, 2008 at 12pm EST

February 6, 2008 at 4pm EST
February 21, 2008 at 12pm EST

For more information, visit www.Project7thGrade.org, or email communications@project7thgrade.org!



The Teen Advisory Board Creates Leaders in Today's Youth!



TAB successfully hosted the first national Points of Light Youth Leadership Institute of the school year to 30 high school students from around the Valley! Students gathered at The Hotel Valley Ho November 30 – December 2 for the Points of Light Youth Leadership Institute, where participants partook in both leadership and team building activities ultimately training them to be more effective leaders within their schools. While discussing issues they face as teens, participants identified the use of drugs and alcohol as prevalent areas of concern. Similarly, they noted increasing peer pressure as the primary cause for these issues. The teens enjoyed their weekend, especially meeting new people and learning how to be more effective role models and leaders in their schools.

Many of the students who participated in the Points of Light Youth Leadership Institute have initiated the process of starting clubs at their schools to reflect the values of TAB, increasing their ability to successfully educate their peers. As a result of the Points of Light Youth Leadership Institute, our Teen Advisory Board waiting list has grown to over 15 students! Students who are extremely interested in being involved with notMYkid and the programs we offer to teens!

1 boy
1 house
1 party
+ 1 tragedy

=

walk & ROCK!
4 kevin

Don't add one more!

Walking 4 Kevin affords communities the opportunity to remember one family's heartbreaking loss in the hope of saving another from the same pain. notMYkid is proud to present Walking 4 Kevin, a continuation of Kevin's LAST Walk, which was one father's journey to honor the life of his son and educate young people about dangers of binge drinking along the way. Come hear Barry Adkins, Kevin's Father, tell his personal story

When: and hear MiGGS Band Perform!

Where:

2-4 p.m. February 24, 2008

Tempe Market Place

For more information please visit www.notmykid.org or call (602) 652-0163



The Thunderbirds show unparalleled support for notMYkid!

notMYkid is thrilled to be the recipient of the largest single grant in Thunderbirds history! Their donation of \$300,000 solidifies notMYkid's capital campaign which officially launches in January. With private matching donations the capital campaign is well under its way!

We are thrilled to be able to move forward with our capital campaign thanks to the backing of the Thunderbirds! Their show of support lets notMYkid share our prevention message with more families, helping more kids.

RED RIBBON WEEK KICK-OFF - MONDAY, OCTOBER 22, 2007

notMYkid and the Arizona National Guard joined forces to kick-off Red Ribbon Week and it was a roaring success! A State of the State Forum on Substance Abuse and Prevention, "What's Happening Statewide and What Can Be Done to Improve Conditions: Five Viewpoints, One Unified Goal" launched Red Ribbon Week activities for notMYkid. Red Ribbon Week is a chance for communities, schools and organizations to pledge their willingness to remain drug-free. Schools across the country participated in Red Ribbon Week events, Project 7th Grade, ClearChoices and PEAK programs were held daily.

Red Ribbon Week celebrates the life of Drug Enforcement Agent Enrique "Kiki" Camerena who was tortured and murdered at the hands of a Mexican drug cartel in 1985. His friends and family began wearing a straight red silk ribbon to show their enduring pledge to remain drug free in honor of Kiki's sacrifice and commitment to eradicating the use and transfer of illegal drugs.

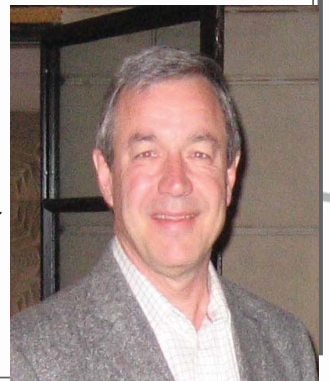
Phoenix Mayor Phil Gordon, Attorney General Terry Goddard, Chief Assistant County Attorney Sally Wells, Commissioner Aimee Anderson, notMYkid Founder Debbie Moak and ClearChoices Speaker Patrick addressed the crowd, with Mary Ellen Resendez from ABC 15 serving as emcee. The crowd and speakers showed a unified anti-drug commitment by wearing red ribbons and clothing while learning about substance abuse prevention, addiction and recovery.



Plans are already underway for Red Ribbon Week 2008, which kicks off on October 20, 2008! To schedule Project 7th Grade, ClearChoices or PEAK presentations in your area, call our office now... Red Ribbon Week fills up fast! For more information, please contact us at info@notMYkid.org.

NotMYkid Welcomes Dale Jensen to the Board of Directors

NotMYkid is pleased to announce the newest addition to our Board of Directors, Dale Jensen, General Partner of the Arizona Diamondbacks. Mr. Jensen is well known for his philanthropic nature and throughout the years has earned numerous awards and recognitions that include sitting on a variety of Boards. Mr. Jensen is most notable for his recent success as the largest single owner of the World Series Champion Arizona Diamondbacks baseball team. Mr. Jensen is heavily involved and active within the Valley community as well. Along with his business partner, he is currently developing a major entertainment district in downtown Phoenix near Chase Field and US Airways Center. Most importantly, Mr. Jensen is invested in the future of Valley youth and is incredibly passionate and involved in the work that we do, and notMYkid is truly honored for Mr. Jensen to join our Board.



Change a Life: Sponsor a Speaker!!

A donation of \$6000, sponsors a ClearChoices speaker for an entire academic year at ASU!! Scholarship recipients share their personal stories with students statewide while working for notMYkid and going to ASU full time. ClearChoices has been extremely successful in educating the community at large on youth behavior and mental health issues. The speakers reach thousands of youth and virtually change the lives of many of them.

We are thrilled to announce that each of our five ClearChoices Program Coordinators are now recipients of full tuition scholarships to Arizona State University! Thanks to generous donations and grants from **Arizona State University, the notMYkid Auxiliary Board, a Valley foundation that supports education, and contributions from employees and clients of The Lavidge Company**, our five Program Coordinators are now enrolled in classes!



~**Carley** speaks about depression and self-injury. She is pursuing a degree in Speech and Hearing Sciences, and will graduate in May of 2009.

~**Bobby** is a depression and bullying/internet safety speaker who is majoring in Social Work. He will graduate in May 2011.



~**Dennis**, a safe dating speaker, is studying Communications and is expected to graduate in December 2011.

~**James** speaks about substance abuse. He is majoring in Communications and is expected to graduate in May 2011.



~**Patrick**, a substance abuse speaker, is studying Psychology and is expected to graduate in December 2011.

As ClearChoices Program Coordinators, these students, in addition to speaking during the school year, work closely with notMYkid to recruit and train new speakers who speak on the same topic they specialize in. Together, the ClearChoices Program Coordinators reached 41,056 students in 2007. Thank you for your support of our ClearChoices speakers as they work to make a difference in the lives of Arizona students!

When you sponsor a ClearChoices Speaker you...

1. Change the life of the individual
2. Help to further the number of students reached in our schools
3. And offer thousands of youth in our community the opportunity to make better choices through education.

notMYkid can change the world for teens tomorrow by granting one scholarship today!

For more information on sponsoring a ClearChoices speaker, contact notMYkid at 602-652-0163... we can make a difference in the world kids face, all we need is a little help from you!



notMYkid is excited to be named the charity of the month for January on 98.7 the PEAK radio station. Tune in all month long and find out more about notMYkid's prevention programs. 98.7 the PEAK playing whatever we want, and in January notMYkid is what they want!



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Co-Founder, notMYkid
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National Executive Director, notMYkid

Gregory Anderson
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Advisor to notMYkid
Cammie Cutter
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notMYkid Auxiliary Board

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Sherry Hinshaw	Sally Tryhus
Lisa Holmes	Denise Van den Bossche
Ellen Horejsi	Jill Woods
Lisa Johnson	Melani Walton
Jamie Koziol	Kelli York

notMYkid Calendar of Events

January

9th, Noon-2pm- notMYkid Auxiliary Board Meeting hosted by Erica Stottlemyre
13th-20th- notMYkid at Barrett-Jackson Car Auction
19th, 7 p.m.- notMYkid at Barrett-Jackson for auction of
#1 all-new 2008 Dodge Challenger

February

7th, Noon-2:00p.m.- Mother's Luncheon, Arizona Biltmore Resort and Spa
11th-15th- Project 7th Grade at the Community Anti-Drug Coalitions of America
(CADCA) Conference, Washington, D.C.
19th, 6-8p.m.- notMYkid Board Meeting
24th, Walk and Rock 4 Kevin, Tempe Marketplace, Tempe, AZ

March

1st - National Self-Injury Awareness Day
9th Noon-2 p.m. notMYkid Auxiliary Board Meeting hosted by June Shapiro
18th-24th - National Inhalants and Poisons Awareness Week
25th-30th- National eating Disorders Awareness Week

April

1st-30th - Alcohol Awareness Month
7th, 8-9:30a.m.- Father's Breakfast
Noon-2:00p.m.- Mother's Luncheon Arizona Biltmore Resort and Spa
22nd, 5:45-7:45p.m.- notMYkid Board Meeting
22nd-28th - Depression Awareness Week

May

9th, notMYkid Annual "Wheels and Heels" Gala at the Ritz-Carlton, Phoenix, AZ

Get out your party heels and join us!

notMYkid

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