

They hail from the beaches of California to the orange groves of Florida to the suburbs of Washington, D.C. They speak with Southern charm and Northern wit. And although they are sometimes soft-spoken, they are always commanding. They are dynamic, smart, funny and magnetic. They are MADD's national presidents—those who have served as the organization's national spokesperson.

The role of president as the national spokesperson began with MADD's charismatic founder, Candy Lightner. From 1980 to 1985, she crisscrossed the country sharing her tragic story, and the stories of other drunk driving victims, with the media, government leaders and the public to raise awareness,

educate and establish tougher anti-drunk driving laws. In doing so, she put a face on the tragic statistics and established MADD as a grassroots powerhouse in the fight against drunk driving. Though she left the organization in 1985, the role of national president continues today.

The elite group of MADD national presidents have experienced the challenges, humility and responsibility that come with being the voice for thousands. On their journeys of grief, healing and hope, each has achieved amazing accomplishments at every level of MADD. And each has sacrificed his or her life for a brief time to selflessly speak on behalf of victims everywhere.



MICKY SADOFF

Micky Sadoff and her husband, Ron, were hit and injured by a 24-year-old drunk driver on Jan. 16, 1982. While coping with her own injuries, Micky cared for her husband, who suffered severe head trauma, and reassured her two young sons that their family would survive. That

same year, Micky founded a MADD chapter in Milwaukee, Wis., operating out of a bedroom closet with a phone in her den.

Driven by the "desire to get it right," Micky embraced her presidency by adopting a personal touch that included daily phone calls and handwritten notes of encouragement to MADD volunteers. Micky was the first national president to highlight the plight of injured victims and to set the record straight for anyone who called a drunk driving crash an "accident."

By the end of her presidency, drunk driving fatalities had dropped by almost 20 percent. Micky, however, stayed true to her mantra by challenging MADD to do even more to further reduce the number of fatalities and injuries caused by drunk driving.

1988-1991

Legacy of Leadership

1991-1993



1985-1988

NORMA PHILLIPS THORWORTH

Norma Phillips became involved with MADD shortly after the death of her son, Dean, and his girlfriend, Tish Crothswaite, who were killed by a drunk driver on Thanksgiving Day, 1981. Less than a year after that tragic crash, Norma organized the MADD San Diego chapter, which quickly grew to more than 1,500 members.

With tireless energy and spunk, Norma eagerly picked up the mantle of MADD's

national spokesperson, taking great pride in following in Candy's footsteps. Norma was committed to nurturing local chapters and, during her presidency, many states began hosting leadership conferences, creating other chapters nationwide.

Under Norma's leadership, MADD made the transition from a novelty to a well-respected, powerful organization known for its relentless pursuit to stop the crime of drunk driving.

MILO KIRK

On Easter weekend 1981, Milo Kirk's family vacation turned to tragedy. Her 9-year-old son, Kevin, and family friends were coming back from dinner and a movie when their car was hit by a 19-year-old drunk driver with three prior DUI convictions. Kevin suffered severe head injuries



and other injuries, including the loss of vision in one eye. His best friend and an adult were killed in the crash.

Within the year, Milo and one of the

women injured in the crash formed a MADD chapter in Dallas. Milo began legislative work at the state level, going on to advocate for policy changes at the national level. In fact, she initiated the development of a Legislative Committee on MADD's national board, a decision that helped ensure that the organization's pursuit of proven policy goals would continue.

Known for her poise and grace under fire, Milo served as president during a financially difficult time for MADD and one that had a change in leadership. Milo took pride in the fact that she was part of what she considered to be the most influential public interest group in the country.

These are the leaders, the voices and the faces who have selflessly served as the organization's national spokesperson and on behalf of the victims of drunk driving.

REBECCA "BECKIE" BROWN

Beckie Brown and her husband, Charlie, were driving home from a party on Dec. 8, 1979, when police cars raced past them. As they came upon the scene of the crash, they were saddened to find that someone had been killed. An instant later they were devastated to discover that the victim was their 18-year-old son, Marcus. He was killed by a 19-year-old drunk driver.

Soon after starting a MADD chapter in her hometown, Beckie realized that legislative work was her passion. Known for continually asking "What can MADD do to save more lives?" Beckie became the catalyst behind the

development of a series of Impaired Driving Workshops, which continue today. In her pursuit of solutions, Beckie served in a key role in the development of *National Sobriety Checkpoint Week* and spearheaded MADD's *Rating the States* program, which rates individual state's efforts in the fight to prevent drunk driving.

Perhaps her greatest accomplishment was laying the foundation for MADD's "20 X 2000," a five-point plan to reduce alcohol-related deaths by an additional 20 percent by the year 2000—a goal that was accomplished three years ahead of schedule.



1998-1999

KAROLYN NUNNALLEE

On May 14, 1998, the nation experienced its worst drunk driving crash. A drunk driver traveling the wrong direction on a Kentucky interstate hit a church bus full of children returning from an amusement park. Of the 27 people killed, Patty, Karolyn Nunnallee's 10-year-old daughter, was the youngest to die.

When Karolyn started as a volunteer for MADD, she was armed with a box of red ribbons and the determination to make a difference for Patty's sake. A charismatic speaker with an infectious passion for underage drinking prevention, Karolyn soon learned how to use her quick wit to "work a room," whether the crowd was composed of legislators, offenders or teens.

As president, Karolyn most enjoyed traveling from state to state attending official ceremonies where legislation was signed into law. She savored the moments of pride when local volunteers, who had often worked tirelessly for years to get the job done, were able to celebrate the fruits of their labors.

Two significant milestones were celebrated under Karolyn's term: MADD established a presence in all 50 states and the nation experienced its lowest number of drunk driving fatalities in history.



1993-1995

1995-1997

KATHERINE PRESCOTT

On June 28, 1981, Katherine Prescott's 16-year-old son, Jay, was having car trouble and was pushing his vehicle to the side of the road when he was struck and killed by a 21-year-old repeat offender. During the ensuing court case, Katherine quickly realized that the voice of the victim was not a part of the judicial process. Not one to be silenced, she began her journey with MADD.

Though known for her no-nonsense approach, Katherine struck a tender balance with her compassionate empathy for each victim she encountered. And at every level of her MADD work, she never forgot the importance of including victims in the judicial process.

As a strong supporter of the Constitutional Amendment for Victim Rights, Katherine committed herself to a day when no victim would ever be told to remain silent and when the courts would be able to issue fair and appropriate judgments once the whole story was told.

Katherine also provided vital testimony that upheld the 21 Minimum Drinking Age Law and, during her term, a bill was passed requiring all states to adopt Zero Tolerance Laws for those under 21.



MILLIE WEBB

On a country road in Franklin, Tenn., a drunk driver with a blood alcohol concentration (BAC) of .08 percent rear-ended the family car carrying Millie; her husband, Roy; their 4-and-a-half-year-old daughter, Lori; and their 19-month-old nephew, Mitchell Prewitt, Jr. Millie, who was seven months pregnant at the time, suffered a broken neck and burns on nearly 73 percent of her body. Mitchell lived for six hours, while Lori suffered for two weeks before dying. Born prematurely, Millie's baby, Kara, was left legally blind as a result of the crash.

The embodiment of Southern charm, Millie used her presidency to embrace MADD's volunteers, always seeking to recognize the talents of each individual volunteer in the organization. Known for turning her physical and emotional scars into stars, Millie helped light the path for others suffering the same pain she had once endured.

After nearly 29 years and 23 surgeries as a result of the crash, Millie's presidency culminated with the adoption of a national standard for drunk driving of .08 BAC—the same deadly level of impairment that once shattered Millie and her family's lives. They were all in attendance when President Clinton signed the bill into law on Oct. 23, 2000.



2000-2002

Face of MADD Voice of Victims

MEDIA SPOTLIGHT

PUBLIC SPEAKER

Cultivating Relationships

Voice of Victims

MEDIA SPOTLIGHT

Cultivating Relationships

Face of MADD

PUBLIC SPEAKER

2002-2005

WENDY HAMILTON

Launched into activism by the tragedy of her family's three separate drunk driving crashes, Wendy Hamilton was ultimately inspired to get involved with MADD following the Sept. 19, 1984, crash that killed her 32-year-old sister,



Becky, and 22-month-old nephew, Timmy. On a beautiful fall afternoon, Becky's car was struck by a drunk driver, causing a crash that killed her instantly. Timmy died

nearly two hours later, just moments before his father arrived at the hospital emergency room where Becky worked as a nurse. While cleaning out her sister's things, Wendy found a MADD bumper sticker and an article about the organization's founder. As a result, she joined her local chapter in Indiana.

Wendy's agenda as national president included expanding MADD's membership and reaching out to diverse communities; reducing alcohol-related traffic deaths and injuries by inspiring the public to "Get MADD All Over Again"; and raising awareness about the new research on alcohol's effect on growing brains and the devastating impact of underage drinking.

Because of the tragedies her family experienced, Wendy's efforts in the war on drunk driving will help ensure a safer future for her children and all Americans.

2005-2008

GLYNN BIRCH

On May 3, 1988, Glynn Birch's 21-month-old son, Courtney, was playing with his two older cousins at the house of Courtney's grandmother. Hearing the luring music of an ice cream truck, Courtney and his cousins went outside. That's when a car, driven by a drunk driver, came barreling down the street, hitting Courtney at 70 miles per hour and dragging him more than 150 feet. Courtney was killed instantly.

Following Courtney's tragic death, Glynn joined MADD and was asked to share his story. He has been sharing it ever since. In 17 years, Glynn has volunteered his time and talents advancing MADD's mission at the local, state and national levels. He served as the president of his local chapter in Orlando, Fla., and as vice president of victim issues on the MADD national board of directors. His election as national president makes him the first male to hold the title in MADD's 25-year history.

During his presidency, Glynn will lead the charge into the next 25 years of MADD with the goal of a nation without drunk driving.



The Road Ahead

By Glynn Birch, MADD National President

A NATION WITHOUT DRUNK DRIVING

The year 2005 will go down in the history books as the year MADD celebrated 25 years and the more than 300,000 lives it has helped save. But it will not go down as the year MADD considered its job done. Far from it.

As we head into the next quarter century, MADD is set to continue making significant strides in saving lives. In fact, the organization's goal is a nation without drunk driving. A lofty goal indeed, but one MADD believes is attainable.

And we are not stopping there. MADD also will continue to work toward fulfilling the other two prongs of its mission: to support victims of drunk driving and prevent underage drinking.

So how will we do it?

One step at a time.

MADD is starting with a realistic but ambitious, three-year strategic plan, which the organization aims to accomplish by the end of 2008.

One key goal is to reduce fatalities resulting from drunk driving by at least 25 percent. To help accomplish this objective, MADD has developed strategies that include forming strong alliances with every level of law enforcement, including prosecutors; achieving maximum seat-belt use; supporting the development of technology to prevent drunk driving; improving the performance and accountability of the DUI criminal justice system; and promoting alternative transportation strategies.

Until MADD eradicates drunk driving, there will continue to be countless victims who suffer the

devastating physical, emotional and financial consequences of a crash. MADD's goal in helping those tragically touched by an impaired driving crash is to serve at least 20 percent more victims each year over the next three years. To do that, MADD's strategic objectives include increasing awareness of its free services; recruiting and training more victim advocates; and working with key community partners that often have first contact with drunk driving victims.

To address the No. 1 youth drug problem—underage drinking—MADD's three-year goal is to reduce by 5 percent the proportion of 16- to 20-year-olds who drink alcohol and/or engage in high-risk drinking. To achieve this objective, MADD's strategies include forming strong alliances with law enforcement, including prosecutors, on the national, state and local levels; reducing youth alcohol access; and decreasing the

acceptance and support of underage drinking.

MADD knows it will take the work of passionate volunteers, generous donors, inspiring victims, tireless law enforcement and committed legislators to make these goals a reality.

A nation without drunk driving is an ambitious objective, but it's a journey that starts with strategic and courageous steps, just as it did in 1980 when MADD was founded. And as it has in its first 25 years, MADD will continue to stand strong, remain focused, effect change and, most important, save lives.

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