



Letter from Leslie Lanahan	2
Gordie Bailey	3
Gordie CASE	4
APPLE Conferences	5
Outreach	6
<i>HAZE</i> : The Movie	8
GORDIEcheck	10
Educational Partners	11



## WELCOME

Dear Friends,

In September, Michael and I were pleased to announce the Gordie Foundation's planned merger with the University of Virginia's Center for Alcohol and Substance Education. The Gordie Center for Alcohol and Substance Education at the University of Virginia, or "Gordie CASE," combines two organizations committed to decreasing hazardous drinking among college students. Joining us and 125 supporters at our home in Dallas to celebrate the merger were U.Va.'s Allen Groves, Dean

of Students; Susie Bruce, Director of Gordie CASE; Sean Jenkins, Assistant to the President and Student Affairs Development Officer; and Megan Khan, Regional Development Director.



Allen Groves, Susie Bruce, Leslie Lanahan, Michael Lanahan, Megan Khan, Sean Jenkins

The merger is an exciting opportunity, and we are pleased to have the right partner in the University of Virginia. As many of you know, Michael earned a degree from the University's Darden Graduate School of Business. The Gordie Foundation and CASE have a strong partnership as the Foundation supports CASE's national student-athlete conferences. We are pleased that this longstanding relationship with the University has developed

into a new entity that will broaden our research and educational efforts. Gordie CASE is now fully operational and we are very proud that Gordie's name will be associated with a prestigious University that has a sustained commitment to student education and safety.

Ours has been a very difficult, personal journey. The support we have received from so many old and new friends along the way has made this journey possible and allowed Gordie's story to make a difference and save lives. Words cannot properly thank you for the many kindnesses you have shown us. Without you, none of this would have been possible. Please accept our deepest, sincerest thanks.

Thanks also to the many committed professionals at the University of Virginia for assuring Gordie's voice will continue to play a role in helping our kids navigate the dangers of alcohol misuse. Michael and I are delighted to work with the University to continue these efforts, and we remain grateful and hopeful for your support.

Sincerely yours,

Leslie Lanahan, Founder, The Gordie Foundation

## GORDIE BAILEY

All who knew  
Gordie felt his  
**joy** for life.

The Gordie Foundation was founded in Dallas in 2004 by Michael and Leslie Lanahan, parents of Lynn Gordon (“Gordie”) Bailey, Jr.

Gordie Bailey was just 18 years old when he died on September 17th, 2004. On the evening of September 16th, Gordie and 26 other University of Colorado at Boulder Chi Psi Fraternity pledges dressed in coats and ties for “bid night.” They were taken blindfolded to a national forest where they were “encouraged” to drink four 1.75 liter bottles of whiskey and six 1.5 liter bottles of wine around a bonfire in 30 minutes. They were told, “no one is leaving here until these are gone.” When the group returned to the Fraternity house, Gordie was visibly intoxicated and did not drink anymore. He was placed on a couch to “sleep it off” at approximately 11:00 p.m. The fraternity brothers later used permanent markers to write all over his body. Ten hours later, he was found dead, face down on the floor. No one had called for help.

Gordie went to Colorado after three years at Deerfield Academy in Massachusetts where he excelled in athletics, music and drama. In his senior year he was co-captain of the varsity football team. He also started at defense on the school’s New England championship lacrosse team. At graduation, he received the “Class of 2004 Award of Excellence in Drama” for his memorable performances in the Academy’s musical and dramatic theater productions. This award has been renamed “The Gordie” in his honor. Prior to attending Deerfield, Gordie attended St. Mark’s School of Texas and The Lamplighter School, Dallas.

His goal to be a positive role model and mentor to others was greatly enabled by his gift of putting a smile on everyone’s face. At Deerfield, Gordie and some friends started the “Hug Club,” just one of many legendary “Gordieisms.” The many people whose lives he touched remember Gordie for his intelligence, leadership, compassion, humor and happiness.



Gordie with his sister Lilly.



## GORDIE CASE

**“The Gordie Foundation and the University of Virginia share a strong, well-demonstrated commitment to changing dangerous behaviors around alcohol and hazing.”**

—Allen Groves,  
U.Va. Dean of Students

**“It fills my heart with joy knowing that The Gordie Foundation is now at the University of Virginia. The Gordie Foundation is an extraordinary organization that honors a truly exceptional person.”**

—Hillary Williams,  
University of Virginia, 2008  
Deerfield Academy, 2004



Greetings from Gordie CASE,

As director of the University of Virginia's Center for Alcohol and Substance Education (CASE) for the past ten years, I am delighted about our merger with The Gordie Foundation. This new entity will build on the strengths of our two organizations to have an even greater impact on student substance abuse.

CASE was created in 1987 as the Institute for Substance Abuse Studies (ISAS) to create, evaluate and disseminate programs to reduce substance abuse by youth. For decades, CASE has partnered with national organizations, including the National Collegiate Athletics Association and the U.S. Department of Education, to share our effective programs. Gordie CASE will build on ISAS/CASE's 23-year history of developing award-winning alcohol abuse prevention programs for the University of Virginia community and beyond.

Gordie CASE staff collaborate with faculty in a variety of disciplines to supervise academic projects in which students create and evaluate programs to reduce hazardous drinking. Several of these projects have received national recognition, including a social marketing campaign created through a year-long engineering capstone experience.

Under Gordie CASE, our efforts will be expanded to focus more directly on reducing the prevalence of alcohol poisoning and promoting peer to peer intervention. Our vision is to ensure that Gordie's story continues to impact students by challenging attitudes that accept hazardous drinking and hazing behaviors.

Gordie CASE will carry on many of the efforts created through the Gordie Foundation, including National GORDIEday (part of National Hazing Prevention Week). We will continue to publicize the free GORDIEcheck iPhone application and market the documentary, *HAZE*, which tells Gordie's story as a framework for examining the larger issues of alcohol and hazing on campus.

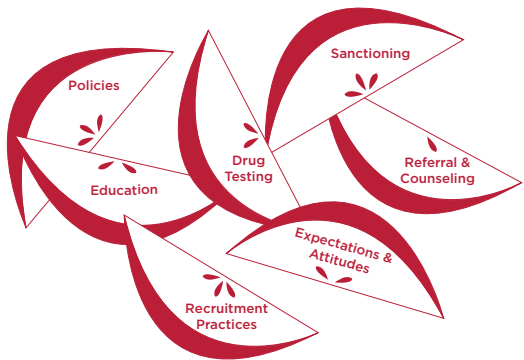
We are already engaged in creating new educational programs and are so grateful for the support of the Lanahans and many friends of The Gordie Foundation.

In appreciation,

Susan Bruce  
Director, Gordie CASE

## APPLE CONFERENCES

The Athletic Prevention Programming and Leadership Education (APPLE) model, created in 1991 by the University of Virginia's Athletics Department and CASE, identifies seven areas where athletics departments can impact substance abuse among student-athletes.



Since 1992, the National Collegiate Athletic Association (NCAA) and CASE have partnered to integrate the APPLE model at minimal cost to NCAA-member institutions through two annual conferences, which have become the leading national training symposiums

dedicated to substance abuse prevention and health promotion for student-athletes and athletics department administrators. To date, 1,073 prevention teams representing 509 schools (nearly half of all NCAA member institutions) have replicated the APPLE model by participating in these conferences.

APPLE's goal is to assist schools in promoting student-athlete health by empowering teams of student-athletes and administrators to create institution-specific action plans. The Gordie Foundation has been an educational partner of the APPLE conferences since 2007. The National Association of Student Personnel Administrators (NASPA) recognized the impact of the APPLE conferences by presenting CASE with the 2008 NASPA Silver Excellence Award in Athletics.

**“The impact of the APPLE conference ... is that my APPLE team understands where to start to improve our department. No longer do we see change as a daunting task. Instead, it is manageable since we know what to focus on.”**

—Athletics administrator,  
Florida Gulf Coast University

**“I am more conscious of the decisions I am making regarding drugs and alcohol. I understand that I have the power to make a difference through my own actions.”**

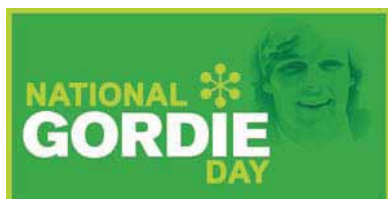
—Student-athlete,  
Xavier University



2009 Northern State University APPLE Team



## OUTREACH



**“The transition is promising and builds on a strong foundation of effort and support.”**

—Circle of Trust Advisor

**“The high school presentation of *HAZE* and Gordie’s story was moving and powerful. I have had parents tell me their children have helped a friend because of what they learned that day at school.”**

—Parent

In the past year, Gordie Foundation staff presented information about alcohol poisoning and the importance of early intervention to the following groups:

- Family, Career and Community Leaders of America Statewide Conference, Dallas, Texas
- Gilman School, Baltimore, Maryland
- Hillsdale College, Hillsdale, Michigan
- Junior League of Dallas, Texas
- Texans Standing Tall — College Regional Forum, Southern Methodist University, Dallas, Texas

The Gordie Foundation was also represented at the National Association of Student Personnel Administrators’ *Alcohol and Other Drug Abuse Prevention & Intervention Conference* in New Orleans, Louisiana and at the University of Virginia’s *APPLE Conferences* in Charlottesville, Virginia and Orlando, Florida. Dozens of high schools and colleges showed the *HAZE* film on their campuses to raise awareness of the dangers of alcohol abuse and the importance of looking after your friends.

### National GORDIEday

The Gordie Foundation created Circle of Trust peer education chapters in 2005 and since then, they have made a significant impact on their campuses. One of the primary ways has been through the promotion of National GORDIEday, an alcohol and hazing awareness event that takes place each fall in conjunction with National Hazing Prevention Week. The Third-Annual National GORDIEday took place on Thursday, September 23, 2010.

The goal of National GORDIEday is to provide a wide variety of audiences with information about hazardous alcohol consumption and its many adverse effects, as well as the destructive and dangerous nature of hazing activities. Targeted groups include students (specifically freshmen, athletes, fraternity and sorority members), parents, educators, administrators and community members. A detailed GORDIEday planning guide was sent to Circle of Trust groups to assist them in creating successful events.

## Circle of Trust Chapters

As part of the transition to Gordie CASE, we recognized that the Circle of Trust chapters would be better served by the support and structure of a national peer education organization. We have had a longstanding relationship with The BACCHUS Network, a national non-profit organization, which since 1975 has worked to raise awareness among college students concerning alcohol use, impaired driving, sexual health, tobacco and other wellness-related issues.

We are pleased that The BACCHUS Network has formally welcomed and invited Circle of Trust chapters to join their organization. There is no cost to affiliate and benefits include regional and national conferences, student-friendly training programs, *The Peer Educator* magazine, and a series of comprehensive web sites. With more than 32,000 student leaders and advisors impacting over 8 million peers on more than 1,000 campuses, The BACCHUS Network has established itself as one of the leading peer-education organizations in the nation.

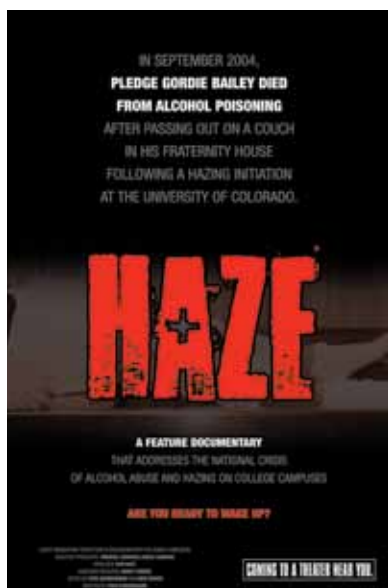
This fall, Gordie CASE surveyed all Circle of Trust members to learn more about the kinds of materials that would be helpful to them. We look forward to creating new materials to meet those needs in the coming year. Words are not enough to express our thanks to the Circle of Trust members whose passion to improve their campus environments and challenge their peers' actions is truly inspirational.

The Gordie Foundation has distributed **hundreds of thousands** of pieces of educational materials to students across the country.



For National GORDIEday, University of Virginia peer educators placed 1,700 GORDIEflags to represent the estimated number of college students who die each year from alcohol-related causes.

## HAZE: THE MOVIE



Since the premiere of the Gordie Foundation's documentary film **HAZE** in 2008, over 330 high schools, colleges and other institutions have purchased the film to incorporate into their educational efforts with students, parents, alumni, and administrators. *HAZE* has become the definitive educational tool about alcohol misuse and hazing for health educators, counselors, athletics administrators, resident advisors and Greek life advisors.

In addition to campus showings, *HAZE* has been screened at film festivals nationally, including: The Hamptons International Film Festival, AFI Dallas International Film Festival, Newport Beach Film Festival, Indie Spirit Film Festival (Director's Choice), Newport International Film Festival, Bend International Film Festival and Arizona International Film Festival. Future festival screenings are planned.

## Groups that have purchased *HAZE*:

### Colleges and Universities

American University  
Appalachian State University  
Arizona State University  
Bates College  
Baylor University  
Beloit College  
Bentley University  
Boston College  
Boston University  
Brown University  
Bucknell University  
California State University, LA  
California State University, Northridge  
California State University, Stanislaus  
California University of Pennsylvania  
Carnegie Mellon University  
Central Michigan University  
Centre College  
Chapman University  
Coastal Carolina University  
Colgate University  
College of Mount St. Joseph  
Collin College  
Colorado State University, Pueblo  
Concord University  
Concordia University Chicago  
Covenant College  
Curry College  
Daniel Webster College  
Defiance College  
DePaul University  
Duke University  
Elms College  
Endicott College Library  
Fairfield University  
Florida Atlantic University

Franklin & Marshall University  
Frostburg State University  
George Mason University  
George Washington University  
Georgetown University  
Georgia College State University  
Georgia Institute of Technology  
Georgia Southern University  
Hartwick College  
Harvard University  
High Point University  
Hilbert College  
Hillsdale College  
Hiram College  
Hudson County Community College  
Illinois State University  
Indiana University—Purdue University Indianapolis  
Indiana University Southeast  
Iowa State University  
Jacksonville State University  
James Madison University  
Kent State University  
Kirtland Community College  
Lebanon Valley College  
Lehigh University  
Lenoir Rhyne University  
Limestone College  
Mercyhurst College  
Middle Tennessee State University  
Middlebury College  
Minnesota State University, Mankato  
Mississippi State University  
Monmouth College  
Mount Olive College  
Mount Union College  
Nazareth College

New Jersey City University  
North Carolina State University  
North Central Texas College  
North Dakota State University  
North Lake College  
Northern Maine Community College  
Northwestern University  
Notre Dame de Namur University  
Nova Southeastern University  
Ohio Northern University  
Oklahoma State University  
Pennsylvania College of Technology  
Pennsylvania State University  
Pennsylvania State University, Mont Alto  
Pepperdine University  
Pitzer College  
Purdue University  
Ramapo College  
Rider University  
Rochester Institute of Technology  
Roger Williams University  
Rollins College  
Saint Anselm College  
Saint Francis University  
Saint Louis University  
Saint Mary's College  
Saint Peter's College  
Salem College  
Salisbury University  
Salve Regina University  
San Diego State University  
Santa Rosa Junior College  
Sewanee: The University of the South  
Sonoma State University  
Southern Methodist University

Southern New Hampshire University  
Southern Utah University  
St. Andrews Presbyterian College  
St. Cloud University  
St. Lawrence University  
St. Olaf College  
Stephen F. Austin State University  
Stevens Institute of Technology  
SUNY Geneseo  
SUNY Stony Brook, Southampton  
SUNY University at Buffalo  
Susquehanna University  
Syracuse University  
Temple University  
Texas A & M University  
Texas A & M, Corpus Christi  
Texas Christian University  
Towson University  
Trident Technical College  
Trinity College  
Tufts University  
Tulane University  
Union College  
University of Akron  
University of Arkansas, Fort Smith  
University of Arkansas, Little Rock  
University of California, Berkeley  
University of California, Santa Barbara  
University of Central Arkansas  
University of Colorado, Boulder  
University of Colorado, Colorado Springs  
University of Connecticut

University of Dayton  
 University of Illinois  
 University of Iowa  
 University of Kansas  
 University of Louisville  
 University of Maine  
 University of Maryland  
 University of Miami  
 University of Michigan  
 University of Minnesota  
 University of Missouri  
 University of Nebraska  
 University of New Hampshire  
 University of North Carolina,  
 Chapel Hill  
 University of North Carolina,  
 Charlotte  
 University of North Dakota  
 University of Northern  
 Colorado  
 University of Puget Sound  
 University of South Florida  
 University of Southern  
 California  
 University of Tampa  
 University of Texas, Arlington  
 University of Texas, Austin  
 University of Texas, Dallas  
 University of Texas,  
 San Antonio  
 University of Toledo  
 University of Utah  
 University of Vermont  
 University of Virginia  
 University of Washington  
 University of Wisconsin,  
 La Crosse  
 University of Wisconsin,  
 Washington County  
 University of Wisconsin,  
 Whitewater  
 US Air Force Academy  
 Virginia Tech University  
 Wake Forest University  
 Washington and Lee University  
 Washington College  
 Wentworth Institute of  
 Technology  
 Wesleyan University  
 Western Carolina University  
 Western Kentucky University  
 Wilson College  
 Wingate University  
 Winthrop University  
 Wisconsin Indianhead  
 Technical College  
 Wisconsin Lutheran College  
 Xavier University

#### High Schools

American School of Dubai High  
 School  
 Austin High School (MN)  
 Austin High School (TX)  
 Benedictine High School  
 Berkner High School  
 Berkshire School  
 Blair Academy  
 Boulder High School  
 Breck School  
 Brewster Academy  
 Bronxville School

Brownsburg High School  
 Bullis School  
 Carroll Senior High School (TX)  
 Choate Rosemary Hall  
 Cistercian Preparatory School  
 Collegiate School  
 Community School  
 Concord Academy  
 Culver Academies  
 Dana Hall School  
 Deerfield Academy  
 Delbarton School  
 Episcopal School of Dallas  
 Flintridge Prep  
 Garrison Forest School  
 Gilman School  
 Green Farms Academy  
 Greenwich Academy  
 Groton School  
 Gunnery School  
 Highland Park High School  
 Hill School  
 Hockaday School  
 Holderness School  
 Holton-Arms School  
 Hotchkiss School  
 Jesuit Preparatory School of  
 Dallas  
 Kentucky Country Day School  
 Lake Highland Prep School  
 Legacy Christian Academy  
 Loomis Chaffee School  
 Lovett School  
 Mahwah High School (NJ)  
 Mamaroneck High School  
 Mary Louis Academy  
 Memorial High School (TX)  
 Miami Valley High School  
 Milton Academy  
 Morristown High School  
 Mount Horeb High School  
 Mt. Lebanon High School  
 North Shore Country Day  
 School  
 Notre Dame Preparatory  
 Pace Academy  
 Paramus High School  
 Parish Episcopal School  
 Phillips Exeter Academy  
 Pomfret School  
 Quaker Valley Middle School  
 Sacred Heart Academy  
 Saint Margarita Catholic High  
 School  
 San Domenico High School  
 School of the Holy Child  
 Shelton School  
 Singapore American School  
 St. Christopher's School (VA)  
 St. George's School  
 St. Ignatius College Preparatory  
 St. John's School  
 St. Mark's School of Texas  
 St. Paul's School (NH)  
 Staples High School  
 Steward School  
 Stone Bridge High School (VA)  
 Strongsville High School  
 Syosset High School  
 Taft School  
 Tilton School  
 Townview Magnet High School

Trinity Christian School  
 Trinity Valley School  
 University High School  
 Ursuline Academy  
 Walker School  
 Walton High School  
 Westminster Schools  
 Wilbraham & Monson Academy

#### Other Organizations

Academy School District 20  
 Allegheny Mountain Collegiate  
 Conference  
 Alpha Sigma Phi Fraternity, Inc.  
 City of Boise  
 Council for Prevention  
 Delta Tau Delta  
 Drug and Alcohol Action  
 Programme  
 East Rockaway UFSD  
 Empire 8 NCAA Div III  
 Conference  
 Fairfax County Public Schools  
 Family Service, Inc.  
 Farmington Focus  
 Gold Arrow Camp  
 Hopkins Community Coalition:  
 One Voice  
 Hopkins Public Schools  
 Howard County Schools  
 Independent School  
 District 200  
 Institute for Shipboard  
 Education (Semester at Sea)  
 Intermediate District 287 (MN)  
 Irving ISD  
 Kappa Delta Phi  
 MADD North Texas  
 Madison Health Department  
 Millburn Municipal Alliance  
 Nutley Board of Education  
 Office of Drug Policy, Idaho  
 Office of Substance Abuse,  
 Maine  
 Our Place Drug and Alcohol  
 Education Services, Inc.  
 Parenting Resource Center  
 Partners-In-Prevention  
 Pi Beta Phi Fraternity  
 Headquarters  
 Providence, RI Substance  
 Abuse Prevention  
 Research Foundation of  
 SUNY/ADAC  
 Roseau County Prevention  
 Coalition  
 SAD 22  
 Shawnee County  
 Sheriff's Office  
 Southern California  
 Intercollegiate Athletic  
 Conference  
 State of Minnesota—  
 Traffic & Safety Dept.  
 Township of South Brunswick,  
 NJ  
 White Deer ISD  
 Young Men's Service  
 League



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 MM Lang  
 Charles McKinney  
 Denise Miller  
 Missy Nabors  
 Catherine Pegram  
 Alfredo Sesana  
 James Sowell  
 The Starkey Family  
 Colleen Trabold

## GORDIEcheck



The Gordie Foundation released the GORDIEcheck iPhone application just as students were coming to campus this fall. The application is easy to navigate and can be downloaded for free via Apple iTunes.

### Some of the features include:

#### **GORDIEcheck Screen**

The GORDIEcheck screen serves as an access point for information pertaining to any of the six symptoms of alcohol poisoning as well as the Hospital Locator, Call 911, Blood Alcohol Content Charts and Contacts buttons. The GORDIEcheck screen is accessible from every functional screen in the application.

#### **Hospital Locator**

Upon activating the Hospital Locator screen, Google Maps opens and displays the location of all surrounding hospitals.

#### **Call 911**

The Call 911 button allows the user to instantly contact 911 in case of emergency. Upon activating the Call 911 button, a screen pops up confirming the user's desire to call 911.

#### **Know the Signs**

The Know the Signs screens convey detailed information about each of the six symptoms associated with alcohol overdose. Each symptom has its own page of information to provide the user with detailed information on each warning sign and as an indicator of when to seek help.

#### **Blood Alcohol Content Charts**

The Blood Alcohol Content Charts screens provide gender-specific information to assist users in estimating their level of intoxication based on their weight and number of drinks consumed.

#### **Emergency Contacts**

Users add important contacts to the application so that in an emergency, parents, roommates, or others can be called without having to find them in the larger phone directory.

To download the free GORDIEcheck application, go to:

<http://itunes.apple.com/us/app/the-gordiecheck/id382278985?mt=8>

## EDUCATIONAL PARTNERS

Gordie CASE is grateful for the support from and partnerships with many national organizations that work to promote student safety and equip students with the tools to intervene effectively with their peers.



The **BACCHUS** Network, a national 501 (c)(3) non-profit organization, actively promotes student, campus and community-wide leadership on healthy and safe lifestyle decisions through peer-to-peer education.

<http://www.bacchusgamma.org/>

### Drug Free Sport

**The National Center for Drug Free Sport, Inc.** is devoted to preventing drug abuse in athletics. As the premier provider of drug-use prevention services for athletic organizations, Drug Free Sport provides strategic alternatives to traditional drug-use prevention programs.

<http://www.drugfreesport.com/>



**Hazing Prevention.Org**, a 501 (c)(3) non-profit organization, works to encourage healthy and productive experiences for new members of teams, student organizations, fraternities and sororities. The organization coordinates National Hazing Prevention Week.

<http://www.hazingprevention.org/>



The **National Collegiate Athletics Association** is responsible for governing competition in a fair, safe, equitable and sportsmanlike manner, and to integrate intercollegiate athletics into higher education so that the educational experience of the student-athlete is paramount.

<http://www.ncaa.org/>



**Step Up!** is a prosocial behavior and bystander intervention program, created at the University of Arizona, that educates students to be proactive in helping others.

<http://www.stepupprogram.org/>

**“This is a wonderful cause that has saved more lives than any of us will ever know.”**

—Luann Hicks, Gordie Foundation Board Member

**“It is clear that [CASE’s APPLE] program stands out among the best in the country.”**

—Gwendolyn Jordan Dungy, NASPA Executive Director



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