



STEPHEN J. PASIERB, M.ED.
PRESIDENT & CHIEF EXECUTIVE

Steve joined the Partnership staff in 1993, was named to the Board of Directors in 2000, and became president in October 2001. His current duties include staff leadership, liaison to the Chairman and Board of Directors, outreach to the drug demand reduction and addiction treatment fields, government relations, serving as chief spokesperson to news media, and strategic direction and fiscal responsibility for the organization. He leads an innovative, research-based organization whose mission is to help parents prevent, intervene in and find treatment for drug and alcohol use by their children.

Established in 1986, The Partnership at Drugfree.org is a national 501(c)(3) nonprofit that unites parents, renowned scientists and communications professionals. The centerpiece of this effort is an online resource center at drugfree.org, featuring interactive tools that translate the latest science and research on teen behavior, addiction, treatment and recovery into easy to understand tips, tools and support for parents and caring adults. The Partnership's primary partner in this endeavor is the Philadelphia-based Treatment Research Institute a leader in scientific knowledge and translational research in the field of addiction.

Steve is an engaging public speaker and continually travels the nation making thought-provoking presentations. He is a frequent commentator in national and local news media on issues including the changing landscape of illicit drug use and childhood drinking in America; effective prevention strategies for families; the role/value of addiction treatment and recovery; and, the use of social media, cause-related marketing and digital products to address health issues. This aspect of Steve's work has included appearances on most every national media outlet including NBC's **Today**, ABC's **Word News Tonight**, the **CBS Evening News**, **FOX News**, **CNN Morning** and numerous other CNN programs, CNBC, PBS's **Now**, Bloomberg Television, CBC, BBC, **The Osgood Files** on CBS Radio, National Public Radio and extensive network radio and print media interviews including *The New York Times*, *The Wall Street Journal*, Reuters, *The Christian Science Monitor*, Associated Press, *Washington Post*, *Family Circle*, *Good Housekeeping*, *Forbes Newsweek*, and many more. He has also testified before Congress on several occasions, most recently the Senate Judiciary Committee and the House Judiciary Committee, Subcommittee on Crime Terrorism and Homeland Security.

Under Steve's leadership, the Partnership leverages its \$8 million operating budget into programs, direct services and public education campaigns totaling \$175 million annually. The organization has continued its long-established record of effectiveness, as confirmed via research, including a program addressing Ecstasy that drove down teen usage of this illicit drug by over 50 percent in just two years, as well as launched an innovative education initiative on addiction intervention and treatment (*Hope, Help & HealingTM*) while supporting parents as they strive to raise healthy, kids (*Parents Resource Center*) through innovative tools including *Understanding the Teen Brain*, *Parent's Toolkit*, *Time To Act* detection and intervention program, the *Decoder* parent blog and *Intervene* treatment blog just to mention a few. The Partnership's Meth360, Parents360, Rx360

and WreckEd teen community education programs now operate across the nation training law enforcement, treatment, prevention and medical professionals in a unified program to mobilize their communities and reduce drug threats through a host of strategies and tactics.

The Partnership was one of 13 organizations world-wide to receive the prestigious Discovery Health Medical Honors award for its extraordinary contributions to world health. The Partnership is a member of the esteemed Better Business Bureau Wise Giving Alliance — for responsible practices and efficient use of donor funding. *The New York Times* has called the Partnership, "One of the most effective drug prevention organizations in the U.S."

In the eight years prior to becoming president, Steve directed the Partnership's State/City Alliance Program which forms public-private partnerships to operate statewide drug abuse prevention education campaigns. These community-based efforts created 54 PDFA member alliances, reaching over 92 percent of all U.S. households every week. Steve was responsible for establishing five regional technical assistance offices and supervised all media solicitation activity in the top 210 U.S. media markets. Under Steve's leadership and stockpiling of frequent flyer miles, the Partnership enjoyed seven consecutive years of growth in media support and pioneered successful new ventures in corporate cause related marketing.

Steve previously served in the Maryland Executive Department under Governor William Donald Schaefer as manager of marketing and media communications for the Governor's Drug & Alcohol Abuse Commission. He was responsible for launching and managing the successful Partnership for a Drug-Free Maryland which became the model for the national Partnership's alliance concept. The Maryland Alliance received several national awards for advertising quality and campaign business management under Steve's guidance. Prior to the Commission, Steve was an account supervisor and new business development director at Freed & Associates in Baltimore, an advertising and public relations agency. Earlier, he was vice president of media services at GNVC Communications in Pittsburgh a business-to-business firm serving Fortune 500 companies. His career began with several years in the commercial radio industry.

Steve holds a M.Ed. degree with honors in communications media and a B.S. in criminology. He is a member of the national Honor Society of Phi Kappa Phi for scholarly distinction. He currently serves on the board of directors of the Treatment Research Institute, affiliated with the University of Pennsylvania; the advisory committee of Darkness To Light, a national child sexual abuse prevention organization based in Charleston, SC; and, on the board of directors of Partnership for a Drug-Free Iowa located in Des Moines, IA. He is a member of the organizing committee of Advertising Week in New York City. Previously, Steve served on the Board of Directors and Executive Committee of Community Anti-Drug Coalitions of America (CADCA) based in Washington, DC and on several other charitable boards and committees in both the fields of advertising and substance abuse prevention.

In November 2003, Steve was honored by the American Advertising Federation and elected to the Advertising Hall of Achievement, the industry's premier award for professionals who are making a significant impact on the communications industry. In April 2008, he was honored by Indiana University of Pennsylvania as a Distinguished Alumnus. An avid sailplane pilot, gardener and sports car enthusiast, Steve is also a contributing writer for Maplegate Media's magazine properties and a co-founder of the website rcaerotowing.com. A Jersey boy by birth, Steve and his wife Wendy, a professional broadcaster, make their home in Connecticut with two cats that are secretly plotting their overthrow.