New lives
start here
Phoenix House does many things, but mostly we’re about recovery.

We can get pretty passionate about recovery. We know how hard it is to bring drug and alcohol abuse under control. We recognize recovery as a process—not an event and not a condition—because addiction is a chronic disorder, and the threat of relapse is lifelong.

But the more important lesson for us is that recovery too can be lifelong. This makes our goal a lasting recovery for everyone we treat. We strive to give each of our clients the best possible chance to achieve recovery, the tools they need to sustain it, and the skills that enable them to enjoy a better, healthier, and more rewarding life.

Because the path to recovery varies from person to person, treatment at Phoenix House is custom-fitted and many-staged. And our engagement with clients does not end when treatment is complete. We remain their partner in long-lasting support of their recovery.

The challenge of today is adapting our client-centered treatment and long-term engagement to a new healthcare environment, one that provides more access to treatment and more client choice. Our mission can now best be served by broadening our continuum of services as our client base stretches across all sectors of society and encompasses a widening spectrum of need.

We must meet our clients where they are—physically, psychologically, and socially. No longer can we wait for them to find us. We must bring outgoing services to them.

This agenda will keep Phoenix House a leader in the field with programs that best empower our clients to take control of their destiny, manage their lives—and their addiction—with comfort, confidence, and lasting success.

Howard P. Meitiner
President and CEO
A Mission for All Times

The mission does not change; The means and methods do.

Fidelity to the mission has been the hallmark of Phoenix House for 44 years—to serve those whose lives are threatened, harmed, or imperiled by substance abuse or dependency, their families, and their communities.

The goal of lasting recovery for those we treat has remained constant, while the needs of those we serve have changed often and radically. We have grown from a pioneering program—one of the first to tap the extraordinary power of substance abusers to change their own lives—to the complex and multi-faceted organization we are today.

We have broadened our perspective, expanded our capacities, embraced added disciplines, drawn on a new understanding of addiction, and enriched our clinical continuum with research-proven practices from throughout all of behavioral healthcare.

But these are troubling times. We face the ongoing consequences of the Great Recession, federal debt reduction, state and local budget cuts, and the demands of healthcare reform. Together, they presage a future of expanding access, greater client choice, and need for new revenues.

To confront these challenges we look to further expansion to realize the benefits of consolidation in the behavioral healthcare field. We count on partnerships as well—with schools, community groups, health care institutions, and research centers.

We are adding new clinical initiatives and installing a model electronic health record system. We have mounted an aggressive marketing effort, developed a commanding presence on the social networks, and acquired a community of avid readers for our blogs. This greater public presence draws visitors to our new website and potential clients to our National Call Center.

We face the uncertainties of our times secure in our mission, our capacity for change, and our ability to meet the needs of an increasingly diverse client population.
A firm grip on recovery
“Cheese” came to Dallas when Mariela was 13. A stepped-down dose of heroin mixed with crushed over-the-counter cold tablets, it was a big hit with the city’s teens, and Mariela—who never drank or smoked—went along with school friends who urged her, “Just taste it. It’s awesome. You’ll feel great.” And she did. That was the start of a two-year addiction.

Cheese became Mariela’s life; she used it at home and at school. When her mother finally caught her, she sent Mariela to the Phoenix House Feinberg Academy of Dallas. At first, Mariela didn’t take to treatment. “They’re not going to change me,” she told herself, “Nobody can change me.”

After three months, Mariela had a change of heart. “My counselor said, ‘Your family is here every week. They love and support you and want you to beat this. Don’t you want to go home with them?’” That’s when something clicked, and Mariela realized she really had to change—if not for herself, then for her family.

When Mariela committed to treatment, the staff and other residents became her second family. Once an indifferent student, she learned to love school. With the one-on-one instruction, she caught up on schoolwork and was well ahead of her classmates when she returned home.

Today, four years in recovery, Mariela is enrolled in a college counseling program. “I really want to help other young people realize that drugs aren’t the answer,” she says. She has returned to the Feinberg Academy as a translator, to help bridge the language gap between counselors and Spanish-speaking clients and families. She also assists the clinical staff, making sure teen residents stick to their treatment schedules. It’s not easy, juggling the demands of college and Phoenix House, but Mariela insists she’s “up to the challenge.”

Away from school and work, Mariela has positive ways to spend her spare time—with her boyfriend at his soccer games and browsing in shops with her mother and sisters. “When I was using, my family life was not so good,” she admits. “Now, I love spending time with them.” She now understands that healthy relationships can only exist between people who take responsibility for their actions. “One of the greatest lessons I learned in treatment was accountability,” she explains. By holding herself accountable, Mariela keeps a firm grip on her recovery.
Treatment: When It’s Needed—Where It’s Needed

As our mission defines our organization, so the nature and needs of our clients shape our continuum of care. Today, with increasing access and greater client choice, we are responding to the demands of a broadening client base.

While we sustain an historic commitment to society’s most needful—adding to their treatment the life skills, job skills, and education they require to support their recovery—we have significantly increased our capacity to address a greater diversity of client need.

Our client-centered approach now perceives treatment as a journey along a continuum of services, rather than a single episode. It starts at the best entry point for each individual, moves from stage to stage, and ends—not with separation—but with continued support from ongoing engagement with Phoenix House.

Our recognition of individual client needs and differences is also reflected in special units for various groups. In addition to programs for teens and mothers with children, we have a growing number of gender-specific (all-male and all-female) programs, programs for veterans of the armed services, Spanish language programs, and programs for clients with mental health problems.

Enabling our clinicians to better serve the clients of today, we have accelerated skill-building initiatives. We are expanding our toolkit library. The toolkits—with comprehensive materials for treatment, training, and assessment of research-proven clinical practices—ensure all clinicians in the Phoenix House system operate from the same knowledge base.

Use of these materials was a key feature of this past summer’s Clinical Excellence Conference. Some 120
of our leading clinicians took part in this three-day meeting, which brought them together with leaders in the field to address issues of client assessment, treatment outcome, and the public perception of substance use disorders.

Increasing flexibility of the treatment continuum calls for more, and a greater variety, of outpatient treatment services delivered in a number of different venues. It calls for extended involvement in treatment but shorter stays in residential care. These priorities can be seen in a 25 percent decline in the number of clients in residential treatment between 2009 and 2011, while the number in outpatient treatment nearly doubled.

A changing treatment environment affects not only what we do and how we do it but where we do it and with whom, for new service models are moving Phoenix House clinicians out of our facilities and into the community.

SBIRT (providing Screening, Brief Intervention and Referral to Treatment) will put Phoenix House counselors in hospital emergency rooms, medical clinics, social service programs, and even into schools. By partnering with other providers in “health home” teams and joining Regional Health Information Organizations, we will become the go-to organization for substance-related problems in today’s changing healthcare environment.

The evolutionary nature of effective treatment has become increasingly evident in recent years, and our future will be determined by our capacity for continual, incremental change that responds to new knowledge, new needs, and an ever-altering environment.
Where are they? They’re in recovery. What are they? They’re cooks and hairdressers, business owners and store managers. They’re also husbands and wives, mothers and fathers, and grandparents too. Their lives aren’t perfect, and some may have had a slip or two. But what they took from Phoenix House—the tools and skills to manage addiction and stay in charge of their lives—has helped to keep them in recovery.

Where are

Alexis
A model slimmed by meth, she was skin and bones when she started treatment. She's a property manager now, with eight years in recovery and a great relationship.

Tina
A homeless addict, she entered treatment after a brutal assault. Trained at our dental unit, she's nine years in recovery and the program's administrator.

Jennifer
She lost her son to foster care. Five years clean now, she's married, runs a bakery and has reclaimed her son.

Joe
Begging on the streets before treatment, he's now a proud father of three and the owner/manager of a transportation company.
Dawn
Her father turned her on to crack, and she lived on the street before treatment. She now owns a title company named for the phoenix.

John
Once a drug dealer, John’s a cook, in recovery for 12 years and on staff at a Phoenix House Academy.

Maggie
Her youth revolved around drugs, gangs, and jail. At Phoenix House, “For the first time, I knew I was loved.” Clean for 20 years, she’s the grandmother of five.

Julie
A 42-year-old single mom, cocaine sent her to jail. After treatment, she’s at home, works as a hairdresser, and volunteers at a prison.

Sofia
Sofia struggled with drugs and battled anorexia before Phoenix House. Today she’s on the honor roll at George Mason U.

Debbie
Drunk driving put her in a wheelchair, and prescription painkillers led to heroin. After treatment she got her GED, a BA, and counseling license.

D.H.
A “functioning” cocaine addict until he lost his job, treatment gave him back his family. He now manages a retail store and paints in his free time.
“We are survivors, not victims.”
“It was rough,” says Marian, “leaving treatment at 18.” But, with skills she learned in treatment, she got an apartment, enrolled in college, found a job, and made friends who would support her new, sober lifestyle.

Marian entered Phoenix House as a teenager addicted to heroin, the youngest resident there, white, middle class, and the only Jew. “I didn’t realize I was an oddity until years later... For the first time, I was surrounded by people who understood me, who got me. I belonged.” Now, a successful business owner, almost 40 years in recovery, she recalls fondly the unconditional support and love she found at Phoenix House.

“I got into printing as a fluke,” Marian explains, helping a friend, who owned a screen printing factory. “I really liked it. Printing is fun. It’s instant gratification.” So, in 1982, she started her own printing business, working out of her house. Next, she opened a factory, and today she proudly reports, “It’s grown tremendously.”

In addition to her career, Marian is a volunteer, teaching marketing, networking, and eco-friendly printing to various organizations and at the New York Botanical Garden. Among the many awards she’s received are: Top 30 Woman Owned Business in 2007 and Bergen County’s Business Woman of the Year in 2008. She’s also recognized as an outstanding community volunteer.

Over the years in recovery, Marian has had some rough patches to overcome and has rebuilt her life from the ground up. A fiercely independent career woman, she has been in a committed relationship for 16 years, and takes pride that she is still friends with the “girls” she went to sleep-away camp with. Marian’s personal and professional successes speak volumes about her dedication to a lasting recovery.

“If it weren’t for the Phoenix House staff all those years ago, I wouldn’t be the woman I am now, she declares. “They showed me that I am my own valuable commodity.” And she urges men and women completing treatment today to bear in mind, “We are survivors, not victims.”
With The Help of Our Friends

The size and strength of Phoenix House and our ability to adapt and innovate reflect the support we have enjoyed from thoughtful and compassionate men and women, farsighted foundations, and socially savvy corporations.

So much of what we are today is due to them. It is private sector support that enables us to develop and test new treatment practices and to enrich the lives and expand the horizons of men, women, and adolescents we treat.

While we can note here only a few outstanding examples of friends with a special connection to Phoenix House or a particular program or service, we are always conscious of just how much we owe to every one of the many friends from whom we receive even a little help.

FROM THE WORLD OF MUSIC AND ENTERTAINMENT
Singer-songwriter Kara DioGuardi kicked off National Drug Facts Week in November 2011, announcing that a team of Phoenix House Academy students had won the National Institute on Drug Abuse’s songwriting competition, co-sponsored by the music industry’s MusiCares and the Grammy Foundation. The winning song, “Like a Phoenix” was written and recorded in our state-of-the-art recording studio at the Phoenix House Academy of Los Angeles. There are similar studios at the Westchester and Austin Academies, and one will open soon at the Florida adult facility in Citra. They are projects of Kara’s Phoenix Rising Music Program, supported by her and our many friends throughout the music industry.

Pop superstar Beyoncé and her mother and business partner Tina Knowles created the Beyoncé Cosmetology Center to prepare residents of the Phoenix House Career Academy in Brooklyn for careers as licensed cosmetologists. Friends and colleagues of Beyoncé, such as L’Oréal, help support the program as special volunteer instructors and product contributors. “The first sign of recovery is caring about your appearance,” says Beyoncé. “Hopefully, this center will be a place that will change lots of lives every year.”
Also in New York, the **HBO Scholarship Fund** helps cover the cost of treatment for Phoenix House Academy students from low-income families who do not qualify for public assistance. In California, leaders in the entertainment industry have been key figures in the ongoing success of the Triumph for Teens Gala—the annual dinner that honors men and women who have had a positive influence on young people. At the 2011 dinner, awards were presented to producer/director **Chris Weitz**, to the cast and producers of **ABC-TV’s The Middle**, and to our own **Mitch Rosenthal**.

**FROM THE FIELD OF FASHION**
The men and women of the fashion industry have a long history of generosity toward Phoenix House. Board members like **Rose Marie Bravo**, **Frank Doroff**, **Lawrence C. Leeds**, **Andrew Rosen**, and **Burt Tansky** make sure that the tradition of support is sustained through the annual Fashion Award Dinner in New York.

In the wake of 2010’s highly successful dinner, honoring **Ronald Frasch**, **Glenda Bailey**, and **Josie Natori**, our friends in fashion were represented at the Hamptons’ Summer Party in June, honoring **Elie Tahari, and Julie and Bruce Menin**. The turnout for our 2011 Fashion Award Dinner in November was stunning, raising close to $1.1 million in honor of Phoenix House Board Member and Lord & Taylor President and CEO **Brendan Hoffman**, Editor-at-Large of **Town & Country**, **Pamela Fiori**, and the designers **Mark Badgley** and **James Mischka**.

Dinner guests heard 19-year-old college junior **Sofia Capria**, a former client at the Phoenix House Academy at Dublin, New Hampshire tell how, as she put it “Phoenix House saved my life.”

**At right, college junior and former Phoenix House resident Sofia Capria (left) with Town & Country Editor-at-Large Pamela Fiori at the 2011 Fashion Award Dinner. At far right top is Kara DioGuardi (third from right) with teens of the Phoenix House Academy of Los Angeles. Below, (left to right) at the Hamptons’ Summer Party is honoree Elie Tahari with Phoenix House founder Mitchell S. Rosenthal, M.D. and TV stars Kelly Rutherford and Mark Feuerstein.**
A COMMUNITY STRONG IN SUPPORT
In October the ribbon was cut in Dallas at the dedication of the Paul M. Bass, Jr. Road to Recovery at the Hill A. Feinberg Academy. Support for the project, which involved building a new admissions and outpatient building and renovation of the existing adolescent facility, began with a generous contribution from Dallas’ Crystal Charity Ball in 2008. Additional funding was raised through the Triumph for Teens luncheon honoring the late Paul M. Bass, Jr. in May 2011, thanks to Luncheon Co-Chairs Lee Ann and Alan White. The event raised more than $1 million from many generous philanthropists including Annette and Harold Simmons, Gene and Jerry Jones, T. Boone Pickens, PlainsCapital Corporation, the Lupe Murchison Foundation, Betsy and Jim Sowell, and Renée and Hill A. Feinberg.

Donors have also taken the lead on capital projects elsewhere. In New York, a $1 million matching grant from the LuEsther T. Mertz Charitable Trust has given key support to the campaign for the Edward D. Miller Center, a 100-bed treatment and training facility, with a dedicated unit for veterans. The campaign, chaired by Robert B. Catell, former chairman and CEO, KeySpan Corporation and former U.S. chairman, National Grid, is close to reaching its goal.

In New England, the Jessie B. Cox Charitable Lead Trust-Cox Family Fund at The Boston Foundation provided generous support for our new residential family treatment program outside of Boston. The Dorchester Center cares for substance-dependent mothers and their children–newborns to teens–and has been warmly embraced by the Greater Boston community.

In collaboration with the Hillsborough County Board of Education and its superintendent, Mary Ellen Elia,
Where We Are Today

Throughout the country more than 150 Phoenix House programs provide a broad array of treatment, prevention, and recovery services and treat more than 16,000 adults and adolescents each year. Here’s where our services can be found.

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8.9% of Americans use illicit drugs

17.5% of the unemployed use illicit drugs
So do 21.5% of young adults (18-25)

49.9% of twelfth graders have used illicit drugs
So have 28.6% of eighth graders
23 million need treatment
Only 11.2% receive it

Last year Phoenix House had:

783,290 days of residential treatment
504,140 sessions of outpatient treatment

52,000 website visitors each month
111,059 days of education at the Phoenix House Academies

1 in 4 families is touched by substance abuse
Phoenix House Online

On the web and via social media, Phoenix House is leveraging technology to further its mission.

THE NEW PHOENIXHOUSE.ORG
Last winter, we gave our website a fresh, new look and a new focus: providing key information about our services to those seeking help. We know that recognizing a problem is often the first step toward recovery, but finding out exactly what treatment entails, where it is available, and whom to call is often daunting. Our new site makes this challenging process far more manageable—by mapping the route from treatment to recovery, and providing detailed information about our programs. We will soon launch an “Ask Phoenix House” video feature where our experts respond to the questions of individuals who come to our website for answers. With this dynamic tool, we are harnessing the power of the web to deliver substance abuse prevention, education, and treatment access to more of those in need.

SPARKING CONVERSATIONS
Each year, we have grown more aware that the web is not a static medium, but rather a way to foster dialogue. Our online community continues to expand, enabling us to spark conversations with more people seeking help, members of the recovery community, policymakers, and thought leaders. Rather than simply presenting information, our posts and tweets now ask important questions—about such issues as drug policy, healthcare reform, and the treatment and recovery experience.

Often, these questions prompt lively discussions, and at no point has this been more evident than during our Twitter chats. These interactive online conversations have enabled us to discuss key issues with journalists, news outlets such as the Huffington Post, and such organizations as Faces & Voices of Recovery and the Partnership at DrugFree.org. Our July chat, on the perks and pitfalls of anonymity in recovery, generated hundreds of tweets from its

With our new website and our growing number of social media platforms, Phoenix House continues to foster innovative dialogue, share valuable information, and support important connections between our clients, staff members, alumni, partners, and friends—online as well as at our treatment locations.
many participants. Our September Recovery Month chat sparked more than 500 tweets and reached more than 600,000 people.

In addition to leading a vibrant exchange of ideas, our chats have allowed us to develop a rewarding partnership with The Fix, a cutting-edge addiction and recovery website. As our chat co-host, The Fix has helped us bring together a wide and diverse audience. We plan to continue co-hosting chats regularly in order to share our perspective, highlight our approach, and support the message that treatment does work and lasting recovery is possible.

**SHARING STORIES/OUR PERSPECTIVE**

While expanding our social media tools, we have also added new platforms and features. Our new Tumblr blog allows us to share a wide range of ephemera, from photos and quotes to audio clips and client artwork. Daily Tumblr posts, along with our photos on Flickr and our videos on YouTube, give our followers an up-to-date “inside look” into daily life at Phoenix House.

These tools allow us to participate not only in the larger community’s discussions about substance abuse, treatment, and recovery, but also to create our own specific online recovery community that localizes conversations and shares stories about Phoenix House’s clients, staff members, and programs. Our new “True Story Tuesdays” feature on Facebook offers our alumni a platform to tell inspirational stories of their addiction and recovery. On our blog, we now feature more content geared specifically for people in recovery and individuals in need. In addition to program snapshots, our blogs address the topics that matter most to our community, ranging from the portrayal of addiction in popular culture and the debate over marijuana legalization to the question of whether drugs inspire art. Many of these thought pieces, from a diverse panel of authors, have also been published on the Huffington Post and circulated by such organizations as the Partnership at Drugfree.org and NIDA.

By leveraging these resources, we are reaching a broader audience than ever before.
A valuable career reclaimed
Few “comeback” stories are as gratifying as Pless M. Dickerson’s. Once the popular principal of Westbury High School on Long Island, he was arrested in April 2003 for possession of crack cocaine. After treatment at Phoenix House, charges were dropped. And today, Pless is president of the Westbury Board of Education, while his day job is superintendent of schools in nearby Wyandanch.

It was pressure that brought Pless down. “I thought I could handle the arduous 18-hour days,” he says, “but I was deluding myself.” Alcohol helped relieve the pressure, but brought on cluster migraine headaches. This, he explains, “is when I was introduced to cocaine,” and “self-medication led to addiction.” His arrest was widely publicized. “The humiliation and anguish were compounded by the headlines,” he recalls. “High School Principal Faces Drug Charges” was how one paper put it. Disturbing as all this was, “You get accustomed to it,” he says.

Following treatment, while working as a vocational/educational counselor at Phoenix House, he ran for election to the Westbury Board of Education and found the reputation he had built over 28 years in the community was strong enough to carry him into office. Because of his public role, Pless’s recovery is public, and he has become a role model for others in recovery.

He’s had no desire to go back to drugs. He’s even quit smoking and doesn’t drink. “I feel good mentally and spiritually.” He talks easily about coming to grips with his drug use and “dealing with who I am.” He relies on his spirituality and religion, “and they become a real sustaining force for me.” Single and childless, he also has a powerful relationship with the community and finds extraordinary encouragement there. “I have to tell you they were a tremendous force when it came to my being able to stand up, because I knew I had their support.”
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President and Chief Executive Officer
Lord & Taylor

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Robert M. Howe Chairman
Montgomery Goodwin Investments

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Epiphany Community Nursery School

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StoneWater Capital, LLC

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Author, VOGUE Magazine

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Barclay Partners, LLC

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Virginia Hospital Center

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KEVIN APPEL
Attorney
Lineberger, Goggan, Blair & Sampson, LLP

LANCE BALLEY
Attorney
Advocool Group

SUZIE BUCK

PHOENIX HOUSE FOUNDATION
Chairman
LENORA BARBARA COUSINS
President and Chief Executive Officer

PHOENIX HOUSES OF FLORIDA
Chairman
GEOFFREY M. NATHANSON
President and Chief Executive Officer

PHOENIX HOUSES OF THE MID-ATLANTIC
Chairman
BRUCE McLeod
Senior Vice President
Commonwealth Consultants

PHOENIX HOUSES OF NEW ENGLAND
Chairman
SHERI L. SWEITZER

PHOENIX HOUSES OF THE MOUNTAIN WEST
Chairman
JANETTE TAPERT

PHOENIX HOUSES OF THE NORTHWEST
Chairman
MATT VOORHEES

PHOENIX HOUSES, INC.
Chairman
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Chief Executive Officer and Co-Chairman of the Board
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FirstSouthwest

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Chairman
HILL A. FENEBBER

PHOENIX HOUSES OF THE MID-ATLANTIC
Chairman
TWOBOLT

PHOENIX HOUSES OF NEW ENGLAND
Chairman
TWOBOLT

PHOENIX HOUSES OF THE NORTHWEST
Chairman
TWOBOLT

THE HONORABLE MAUREEN MCKINNA GOLDBERG
President, Specialty Groups Worldwide
Bobbi Brown-Jo Malone- La Mer

ALLAN H. COHEN
Partner

PETER W. EMMERSON
Attorney

TOMMY GALLAGHER

STEVE GAWLEY
Executive VP of Business and Legal Affairs
The Island Def Jam Music Group

CHARLIE WALK
Chief Executive Officer and Founder,
CWE Media

PHOENIX HOUSES
Chairman
HILL A. FENEBBER

PHOENIX HOUSES OF THE MOUNTAIN WEST
Chairman
DONALD P. WOLFE

PHOENIX HOUSES OF THE NORTHWEST
Chairman
DONALD P. WOLFE

PHOENIX HOUSES OF THE MOUNTAIN WEST
Chairman
DONALD P. WOLFE

THE HONORABLE MAUREEN MCKINNA GOLDBERG
President, Specialty Groups Worldwide
Bobbi Brown-Jo Malone- La Mer

ALLAN H. COHEN
Partner

PETER W. EMMERSON
Attorney

TOMMY GALLAGHER

List as of 12/7/11

24
Become a part and partner of Phoenix House and help lead individuals, families, and communities from disrupted to productive lives.

www.phoenixhouse.org
Phoenix House
Rising Above Addiction

www.phoenixhouse.org
1800 DRUG HELP

Phoenix House National Office
164 West 74th Street
New York, NY 10023
646 505 2000

Phoenix Houses of California
11600 Eldridge Avenue
Lake View Terrace, CA 91342
818 686 3000

Phoenix Houses of Florida
5501 West Waters Avenue, Suite 406
Tampa, FL 33634
813 881 1000

Phoenix Houses of the Mid-Atlantic
521 N. Quincy Street
Arlington, VA 22203
703 841 0703

Phoenix Houses of New England
99 Wayland Avenue, Suite 100
Providence, RI 02906
401 331 4250

Phoenix Houses of New York
164 West 74th Street
New York, NY 10023
646 505 2000

Phoenix Houses of Texas
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