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KEYS  
6712 Redstone Lane  
Verona, WI 53593

**KEYS Co-Founders**

Bonnie Stamm  
Julie Foley

**Active Board Members**

Norm Stamm  
Graham King  
John Urban  
Lori Bierle  
Sally Evans  
Judy Priske

We are here today due to the support of:

- Honorable Judge David Flanagan for his wisdom and encouragement;
- Sheriff Gary Hamlin for his support and resources;
- Terri Potter, CEO of Meriter for his inspiration and support;
- Dane County EMS Commission, Dane County EMS Association and local EMS Units;
- Union Locals 159 Electricians, Local 311 Firefighters and Madison Professional Police Association Members;
- Dale Evans, CEO and Steve Richardson of EVCO for design and production of the KEYS;
- And all the members, volunteers, friends, financial supporters and organizations who have helped give KEYS a successful start.

**IMAGINE . . .**

Close your eyes and imagine the person whom you treasure and admire most in your life... the one whom you call when you have wonderful news or when you are feeling lost and alone . . . *you know the one*. Now imagine that without any notice that person is taken from you – violently, suddenly, senselessly.

Take it a step further. Imagine that while you are attempting to come to terms with your grief and loss, you are told – it was *just* an accident. The person, who took the life of your treasured friend, loved one, or soul mate didn't set out to do any harm – they just had one too many drinks, got behind the wheel of a car and mowed down an innocent person. In a number of such instances, the offending driver didn't even stop long enough to assess the situation for injury or death or make any attempt to render aid. Further imagine the consequences of this behavior - a behavior that robs victims, survivors and the community of a sense of personal safety and the FUTURE. This irresponsible behavior also changes the life course of the offender, their family and friends.

The experience just described, is the real life experience of Bonnie and Norm Stamm. Their remarkable daughter Aimee was struck, killed and left in a ditch by a driver who had a *few too many* with friends at the golf course and then drove home. He took more than Aimee's life that day. He robbed us all of her beautiful spirit, passion and conviction to make the world a kinder, better place through her own actions. It became Bonnie's mission, and those of us who have assembled in Aimee's honor, to

*The choice to socialize or even party with friends is not the problem. However, the choice to drive while impaired can be deadly.*

promote a life-sustaining alternative.

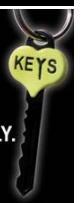
Now rewind and imagine that same impaired driver getting behind the wheel and struggling to put their key in the ignition. On their key ring they see a green glowing heart-shaped "KEYS". The driver pauses and thinks about that heart-shaped glow and about the person who encouraged them to place that KEY on their key ring. It was someone who cared about them, who said they mattered; and that person wants them to get home safely without causing harm to them self or anyone else. The driver may smile or curse . . . but chooses not to turn on the ignition. Instead because of the green glowing key and the message behind it, the driver makes a conscious decision to find another way to get home. That is the simple message of KEYS: KeeP Everyone You Know Safe - *care enough about yourself and those who matter most in your life to make sure that everyone gets home safely.*

KEYS is modeled after a "pay it forward"<sup>1</sup> concept where individuals are inspired to embrace the campaign's positive message and in turn encourage others that they care about to do the same. KEYS adopted this approach in respect, honor and remembrance of loved ones lost to impaired driving crashes. Those of us who came together to create KEYS did so in the hope of "making a difference". It is our way to try and stop yet another senseless, tragic death or injury. We were blessed to share our lives with people who taught us through their actions and lives to try and make a difference and we want to take that lesson and *Pay It Forward*.

LOOK FOR OUR  
BILLBOARDS AROUND  
TOWN AND REMEMBER  
TO BUY **KEYS** FOR  
THOSE YOU CARE  
ABOUT.

**KEYS**

GIVE A KEY.  
KEEP A KEY.  
CHOOSE TO DRIVE RESPONSIBLY.  
[k-e-y-s.com](http://k-e-y-s.com)



## Getting Impaired Drivers Off the Roads

Everyone is safer if there are fewer impaired drivers on the roads. We all need to report them as quickly as we can. When reporting these drivers on our cell phones, here are some hints.

Tell the dispatcher why the person is a danger to others. Let them know the vehicle is swerving in and out of lanes, stopping in the traffic lane or something else.

Tell them where you are and where the other vehicle is. Also let them know what direction you are heading.

Tell them all you can about the vehicle. This includes the license plate and type of vehicle. Also report the number of people in the vehicle and whatever you can report about the driver.

If you follow the vehicle keep reporting what the vehicle does and where it goes.

Tell them who you are.

After you get off the phone make some notes on what happened. If you don't get any feed back after the event call the police traffic section the next day. Give the information again. This will make sure the correct people get the details.



## WHAT KEYS MEANS TO MY FAMILY

In 1997 my sons were young boys and their big cousin, fifteen year old Kristopher Greening had acquired his "temps". I remember envisioning Kristopher driving from Ripon to DeForest to pick up our oldest son Aaron and they'd begin the new adventures of teenagers.

drive in terrible conditions and Aaron went less than a mile before placing the Tahoe in the middle of a cut corn field. The experience damaged the vehicle but gave us a great lesson in not trying to stop a vehicle under the control of gravity and propulsion.



The Meyer Family: Patrick (left) and Aaron Meyer (far right)

On November 1<sup>st</sup>, 1997 Kristopher was a passenger in the back seat or a car driven by a 17 year old driver. While not under the influence of alcohol or another drug, the driver was impaired by speed beyond his control. The resulting car crash killed Kristopher one month before his 16<sup>th</sup> birthday.

In August 2002 while attending a class reunion, a sheriff deputy friend of mine took a call about a fatality. A woman was run over on a county road. The next morning I found out the woman was my cousin, Susan (Meyer) Schwartz. Sue had been walking home and was struck by a driver impaired by alcohol.

Our family was now too familiar with the dangers of operating a motor vehicle to be anything but cautious when Aaron turned 16 in May 2003. We prepared by driving in all conditions. In fact, a rare snow storm gave us the opportunity to

On May 10<sup>th</sup>, 2005 Aaron was on his way to give a friend a ride to a job interview. It was mid-day on a sunny Tuesday. For some reason Aaron's front tire dropped off of the town road and onto a narrow shoulder. In an instant his GMC Sonoma was in the ditch and heading

straight for a high wire pole. Using what knowledge he had, we know Aaron reacted properly; he didn't brake and he steered to miss the pole. A concrete wall dangerously close to the road edge and a few feet beyond the pole couldn't be avoided. Aaron was 18 for only four days that day when he died on impact.

Around July 20<sup>th</sup> of this year our son Patrick, 15 1/2 received his "temps". Cathy and I are not ready for this. Patrick is wonderfully understanding. He practices with caution and respect. We discussed the place of humility and responsibility for a driver. Patrick knows the reality of the dangers. I see him respecting his inexperience. When Patrick puts the key in the ignition, I see his black and fluorescent green KEY dangling from his key ring. I believe the KEY means something important to our son.

# KEYS FOR KIDS

*"I wish I had this key a month ago to give to my friend who was killed when she was driving drunk!"*

*"I am going to give this key to my mom, she needs it more than I do!"*

*"The key makes it easier to talk about something that could mean someone's life. I gave it to my best friend. What I like about it is that it is a positive commitment!"*

These and many similar statements came from students all over the State of Wisconsin this past year. KEYS for KIDS distributed over 42,000 keys through Wisconsin and Minnesota. A majority of the keys were purchased by the Department

of Public Instruction and given free to student organizations or schools who requested them. Others were provided by donations, by businesses in the school's community or by local fundraisers.

**Over 42,000 KEYS have been distributed to schools so far!**

KEYS have been given out in conjunction with alcohol and drug awareness campaigns, at mock accident events, proms, graduations, community events and fairs. The key component in

KEYS for KIDS is that the message and the key comes from someone in the school's community, a teacher, principle or another student; not from a spokesperson from KEYS. It is their program and their message.

*"I just wanted to let you know that the distribution of the keys went EXTREMELY well. Prior to going out on the football field to practice graduation, I had the opportunity to have all 380 seniors to address. I told them a short story about Aimee and what a beautiful person she was and how important she was to all of us. How dedicated you, Norm and your family are to ensuring that none of the kids sitting on those chairs have the chance of driving under the influence. They were so receptive you could have heard a pin drop and when I stopped, they gave me a round of applause. A BUNCH OF SENIORS! It was a moment in time. Thanks so much for the keys"*

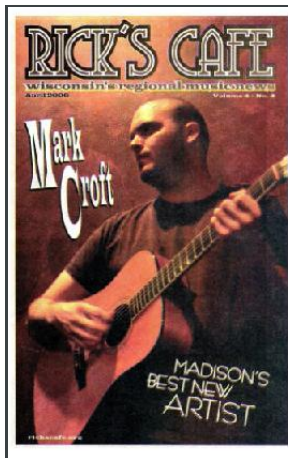
*- Bill Conzemius, Principle  
Verona High School*

## 2007 FUNDRAISER EVENT



Join us at Art-in-the-Barn on Saturday June 16th from 4:00-10:00 p.m. for our 2007 fundraiser with activities for the whole family. Headliner for the event will be **Mark Croft and his Band**.

Mark Croft is a Madison, WI based singer/songwriter, whose talents as a writer, performer, and acoustic guitarist have garnered him critical praise and public attention gaining him recognition as one of the rising stars of the Midwest music scene. Known for his unforgettable melodies and infectious grooves, Croft breaks the genre barriers to create a mainstream sound from the heart of a folk musician.



Croft started 2006 with a bang taking home top honors in the Midwest Song Contest (Don't Speak) and the Inaugural American Idol Underground Rock Contest (America), and his home town saw fit to name him "Best New Artist" and "Best Male Vocalist" at the 2006 Madison Area Music Awards. Mark and his Band will be playing on **June 16th from 7-9 p.m.**



*Buying and giving a KEY to a friend or child going away to school is important. Just as important is taking 5 minutes to tell that person about the KEY and the meaning behind it. Remember that impaired drivers can change many lives forever. The message is simple—don't drive when impaired and pay the message forward to those significant people in your life.*

Thanks to the help of all KEYS members/supporters we had a very successful 2005-06 Fundraising year. Major events included:

- Art-in-the-Barn music, silent auction and raffle raising over \$14,000 (Oct. '04)
- Garden Inn Anniversary Fundraiser for KEYS, including radio coverage and food stand raising over \$800.
- Holiday Donation Drive, collecting \$1,250 from friends and supporters of KEYS
- KEYS Holiday PDQ sales and KEYS for businesses raised over \$3,500
- 1st Annual KEYS Golf Outing, lunch and raffle, raising over \$1,500.

[www.k-e-y-s.com](http://www.k-e-y-s.com)

We would like to acknowledge those who have inspired us to believe we could make this world a safer place:

**Aimee Stamm Kubler, Jim Beyer** and all the victims of impaired driving;

**Bob Foley**, who lived

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To purchase a key or to learn more about KEYS visit our website  
[www.k-e-y-s.com](http://www.k-e-y-s.com)

## OPPORTUNITIES TO VOLUNTEER

Volunteer are always needed. Time commitments are flexible depending on what you want to help with—assembling keys for kids; helping at fundraisers or planning a fundraiser in your community or workplace; being a KEYS distribution site; speaking to school assemblies and businesses; paying the message forward!

We're in need of corporate sponsorship to help take the KEYS movement to the next level. If you know of a business that might be interested in linking with KEYS' mission, please contact us. If you part of a group or know of a group or event that would benefit from linking with KEYS, please contact us.

## WHAT DOES YOUR DONATION SUPPORT?

KEYS, Inc. is staffed by volunteers and has no administrative overhead. All donations go back into the community in the form of education, community awareness and keys for students. Some examples include:

- 2005-06 community campaign to increase awareness over the holidays including billboards, radio spots and sale of keys at all area PDQ stores.
- High school proms and graduation events—KEYS were distributed to seniors and those attending proms to promote a positive awareness to drive responsibly.

## OUR MISSION

K.E.Y.S. is a positive, personal campaign focused on helping people to make better decisions about getting behind the wheel with a goal to dramatically reduce the number of impaired driving crashes. Impaired driving not only affects those involved in the individual crashes but also their entire families and the greater community. This simple yet powerful *pay it forward* concept is the heart of the K.E.Y.S. campaign, inspiring individuals to pass the positive message on to make better *key decisions*. This concept believes in both the individual and collective ability to shape a safer society.

***Give a key; keep a key  
Choose to drive responsibly!***

## KEYS

6712 Redstone Lane  
Verona, WI 53593

In Wisconsin, more than 25% of fatal crashes involved legally drunk drivers in 2005. Wisconsin is one of 5 states with the highest number of drunk driver fatalities.

In 2005 there were 328 fatalities which involved a driver with a blood alcohol level = .08+g/dL and an additional 369 fatalities with a blood alcohol level = .01+g/dL. That's 697 lives that could possibly have been saved if the driver had chosen to drive responsibly.

*Help us spread the message*

**PAY IT FORWARD!** —  
*give a key to someone you care about and make sure YOU are a responsible driver.*