

# Remembering Back... Remembering Jack

A continuing series devoted to Jack Eckerd and his legacy for kids.

"Remembering Back...Remembering Jack" is a regular series designed to honor the legacy of Jack Eckerd, founder of Eckerd Youth Alternatives and an amazing leader, visionary and philanthropist who believed every child deserves the opportunity to succeed. Do you have a favorite memory of Jack Eckerd to share? E-mail to: [CommunicationsDept@eckerd.org](mailto:CommunicationsDept@eckerd.org)

Eckerd Director of Education Keith Phillipson shares some of his fondest memories of the man employees called, "Chief Jack." Keith started his career with Eckerd in 1982, serving as Education Coordinator for Eckerd Youth Development Center in Okeechobee, Florida. In 1985, Keith was promoted to Director of Educational Services for all Eckerd educational programming.

Keith Phillipson  
Director of Education for Eckerd



**Q: What is his greatest legacy?**  
A: Without a doubt, Jack Eckerd's greatest legacy is how he led and inspired others by example. He was a visionary; a man ahead of his time. Thousands of troubled and at-risk kids across the country are better people today because of this one man.

**Q: I hear you collect Eckerd memorabilia; how did this get started and what is your prized possession?**  
A: My interest in collecting Eckerd memorabilia started with an inscribed pen given to me years ago by Jack Eckerd. My collection features everything from an Eckerd pharmacist neck tie, to an Eckerd boxed train set, to a "Jack Eckerd for Governor" bumper sticker. But, my prized possession is a framed picture of Mrs. Eckerd reading to a kindergarten class during Celebrity Reading Day for Curlew Creek Elementary; it used to hang in Jack's office. Sitting next to her and listening intently as she read to the class is my son, Steven who was five years old at the time. Steven is now 26. When Mr. Eckerd died, I was given the picture which now proudly hangs in my office.



**Q: When did you first meet Jack Eckerd?**  
A: I first met Jack Eckerd in 1980 when the Florida Department of Juvenile Justice privatized one of its state-operated training schools in Okeechobee. Eckerd was awarded the contract to provide care and custody for Eckerd Youth Development Center (EYDC), and Indian River Community College, for whom I worked at the time, as a subcontractor to provide on-site educational services. Two years later, Indian River Community College ended their contract but I stayed on, serving as Eckerd's Education Coordinator.

**Q: What is your favorite memory of Jack?**  
A: I was visiting my brother in San Antonio, Texas, and was using my employee discount card at one of the local Eckerd drug stores. To my surprise, in walked Jacked Eckerd who happened to be conducting one of his infamous surprise drug store visits. Jack and I found the coincidence humorous, but the store manager wasn't laughing. He didn't believe it was a sheer coincidence and coined me an Eckerd front-man or secret shopper!

**Q: What surprised you most about the man?**  
A: His sincere compassion and desire to spend time with staff, youth and guests; always making them feel important and special. I once recall arranging for Mr. Eckerd to meet with a group of Russian students who were studying environmental education and were in the country visiting Eckerd's Youth Conservation Corp.

## Do you know a child who needs help?



## ECKERD ACADEMY

A Therapeutic Boarding School of Eckerd Youth Alternatives, Inc.

As a parent or grandparent, there is perhaps nothing as heart-wrenching as watching a child struggle and not know where to turn – especially if school or community-based counseling have failed to make a difference. If you know a child between the ages of 10 – 18 who is exhibiting poor school performance, experimenting with drugs and/or has anger management issues, Eckerd Academy may be able to help.

With campuses in Brooksville, FL and Suches, GA, Eckerd Academy is a residential boarding school that specializes in helping struggling children turn their lives around. What makes Eckerd Academy uniquely successful is its individualized, strength-based approach. Each student receives personalized academic instruction and an individualized therapeutic plan that includes individual, group and family counseling. The focus is to help children discover their innate natural strengths and achieve their fullest potential. In addition, students learn vital communication, problem-solving and life skills that they will use to navigate the tough road from adolescent to adulthood.

800-914-3937 • [www.EckerdAcademy.org](http://www.EckerdAcademy.org)  
Education loans are available.

Help us keep our mailing list current. If you would like us to correct your mailing label or if you are receiving duplicate copies, please e-mail us at [funddevelopment@eckerd.org](mailto:funddevelopment@eckerd.org).

**ABOUT ECKERD YOUTH ALTERNATIVES**  
Eckerd Youth Alternatives is a national nonprofit organization dedicated to helping youth and families succeed. All Eckerd behavioral health and child welfare programs are strength-based, results-oriented and client focused. Eckerd serves about 11,000 youth annually through nearly 40 programs nationwide. Eckerd was founded in 1968 by Jack and Ruth Eckerd, who wanted to create better alternatives for helping at-risk and high-risk youth. To learn more, call 1-800-554-HELP (4357) or visit the website at [www.eckerd.org](http://www.eckerd.org).

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# Today

Winter 2011

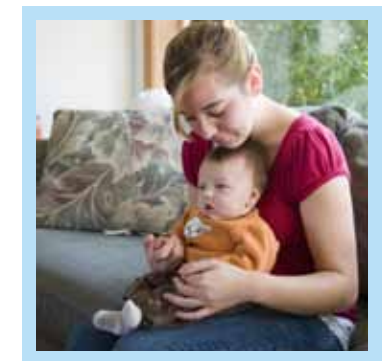
WITH YOUR HELP, WE'RE CHANGING CHILDREN'S LIVES TODAY. IMPROVING THE FUTURE TOMORROW.



## Eckerd Expands Community-Based Services in New Hampshire and North Carolina

More children and families are given second chances than ever before

Eckerd continues to reach out to more families with innovative community services by opening a new day school in the Lakes Region of New Hampshire and expanding its Adolescent Parenting services in three North Carolina counties. This growth is aligned with Eckerd's long-term vision and a nationwide shift toward improving children's lives through high quality, evidence-based, community services.



**Lakes Region Academy**  
Much like Eckerd's highly effective Diamond Pond Academy, which serves struggling students from New Hampshire's northern school districts, Lakes Region Academy will give children in the state's southern region the opportunity to be educated in an environment specially designed to help them succeed. The school accepts troubled students who have not flourished in traditional classroom settings, offering them individualized academic instruction and behavioral management to help get them back on track. The goal is to eventually have the students return to their home schools with the academic and life skills needed to become life-long learners.

Eckerd currently provides services to adolescent parents in Vance County high schools, and the grant awards will expand the services to high school students in Robeson, Scotland and Richmond counties. Utilizing the evidence-based Nurturing Parent Curriculum, the services focus on increasing self-sufficiency outcomes of adolescent parents while improving developmental outcomes for their children.

**Expansion of Adolescent Parenting Services**  
The North Carolina Department of Health and Human Services recently awarded Eckerd three grants to expand Adolescent Parenting services in North Carolina.



# 3<sup>RD</sup> ANNUAL Jingle Jangle Jazz



## One Cool Evening!

3<sup>rd</sup> Annual Jingle Jangle Jazz warms hearts and raises thousands for Eckerd Kids

Living up to its promise to be the coolest holiday charity event this side of the North Pole, the 3<sup>rd</sup> Annual Jingle Jangle Jazz was a heartwarming success, attracting more than 50 corporate sponsors, selling more than 400 tickets and netting nearly \$100,000 to benefit Eckerd kids!

"Snow flurries" were falling as guests entered Ruth Eckerd Hall on Saturday, November 6. Once inside, they were treated to gourmet tastings from some of Tampa Bay's hottest eateries, cool sounds from the Kym Purling Quartet and a magical winter wonderland on the veranda.

Returning as event host, Eckerd Alum and Celebrity Chef Robert Hesse delighted guests with his signature dishes during the VIP cocktail hour. Students from Jacobson Culinary Arts Academy helped Robert prep and serve his dishes. Two students, Andrew and Stephan, were very special to our cause, as they are also part of Eckerd's local foster care system.

### Making a Difference

Eckerd's annual Making a Difference Award was presented to Tampa Bay Rays Pitcher James Shields and his wife Ryane for their fireless support of foster care and adoptions, and their creation of the Big Game James Club for Eckerd foster kids. A second award was also presented to the Tampa Bay Rays.

A special thank you to our sponsors for making this year's event one very cool evening!

### Gold Bell

- Bouchard Insurance
- Blue Cross & Blue Shield of Florida
- Cece and Peter Scott
- Fry, Hammond, Barr
- Provis Management Group, LLC
- Sun Trust
- Tampa Bay Rays
- The Hart Foundation (in honor of Allison Hart and Ben Hill's Wedding)

### Cookies for Santa

- Bright House Networks

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- Ron Zychowski

James and Ryane Shields (center) pose with kids from the Big Game James Club.



### Comfort & Joy

- Baystar Restaurant Group featuring Salt Rock Grill
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- Thai Coconut Restaurant

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### Special Thank You

- Bob Seymour
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- Van Gogh Vodka
- WTBN (570 AM)
- WUSF 89.7
- Zigmont Magic F/X Inc.

## David Dennis Appointed to Florida Governor Rick Scott's Transition Team

Innovative ideas to transform Florida's juvenile justice system gain momentum

Eckerd has a long history of doing what's right for children and their families, and of being change agents for juvenile justice, child welfare and behavioral health reform. This dates back to 1968 when founders Jack and Ruth Eckerd pioneered how America therapeutically treats youth with emotional and behavioral disorders by opening Florida's first private outdoor therapeutic program. Today, Eckerd is well-known and respected as a national youth services leader and its President and CEO David Dennis as a thought leader in children's issues.



David Dennis  
President and CEO  
Eckerd Youth Alternatives, Inc.

In fact, David Dennis was recently appointed by Florida Governor Rick Scott to serve on his Law and Order Transition Team, along with about 30 seasoned juvenile justice and law enforcement professionals, who were charged with identifying ways to reduce government size, ensure safer neighborhoods and transform the criminal and juvenile justice systems.

### Community-Based Juvenile Justice Movement In Florida

The Florida Governor's Law and Order Transition Team, Florida TaxWatch and other juvenile justice stakeholders have recommended the state of Florida consider implementing a community-based approach to juvenile justice.

Community-Based Juvenile Justice is an approach that empowers communities to customize and manage local juvenile justice networks with the flexibility to best meet their

individual needs and maximize resources. The goal is to provide the right services, at the right time and at the right cost for youth in Florida's juvenile justice system. The framework features the establishment of Regional Coordinating Agencies who will partner with local courts, law enforcement, child welfare and juvenile justice stakeholders to provide community-based systems of care that facilitate cost savings while maintaining public safety and effective treatment and performance outcomes.

### Florida Legislation Filed

Florida Senator Mike Fasano & Representative Richard Corcoran filed recent legislation enabling three Community-Based Juvenile Justice pilot sites. This legislation will create a

### Today

is produced for friends of Eckerd Youth Alternatives. If you would like to be added to the mailing list or if you have any questions, comments, or suggestions, please contact us at:

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### Mission

Develop and share programs that promote the well-being of children and serve at-risk youth and their families.

### Vision

Ensure that each child has the opportunity to succeed.

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pssghetti's  
ITALIAN MARKET  
& RESTAURANT

Gets **FIRED UP** for Eckerd Kids!



On Saturday, January 15, about 600 guests filled Pssghetti's Italian Market and Restaurant in Clearwater, FL for a smokin' hot "Hell's Kitchen Food and Fan Fest" benefiting Eckerd kids. Eckerd Alum and Celebrity Chef Robert Hesse (Hell's Kitchen—Seasons 5 and 6) hosted the event and was joined by a dozen of his Hell's Kitchen chef friends for a magical night of gourmet cuisine, live entertainment, charity silent auction, celebrity meet-n-greets and autograph signings.

Three students from Eckerd Academy at Brooksville had an amazing opportunity to serve as Chef Robert Hesse's sous chefs, helping prepare wild mushroom pizza appetizers.

One Eckerd student called it "the greatest night of my life."



“It was the greatest night of my life.”



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