



From left, Tommy Bleymaler, Cornell football captain, Bob Lama, regional executive vice president of First Niagara Insurance, Bill Rusen, CEO of Cayuga Addiction Recovery Services, Mike Hosey, President & CEO, Elmira Savings Bank, Nathan Ford, Cornell football captain, and Jim Knowles, head coach, Cornell football at Schoellkopf Field on Cornell's campus.

The Next Level

By

Jim Knowles, Roger J. Weiss '61 Head Coach of Football, Cornell University
&

William J. (Bill) Rusen, LMSW, Chief Executive Officer, Cayuga Addiction Recovery
Services

September marks the 19th annual National Drug & Alcohol Recovery Month. In actuality, this year it could be called National Transformation Month. This year the celebration highlights the people whose commitment to treatment and long-term recovery has brought them a renewed and transformed life.

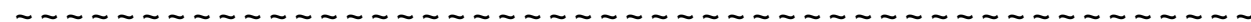
Addiction is a medical disease that afflicts one in four American families directly. Like heart disease and diabetes, addiction is a long term chronic and progressive condition that requires much effort and sacrifice to overcome. As we pointed out this year to our players at Cornell we cannot keep doing the same things we've done to get to the next level and that definitely applies to recovery from addiction. When CARS and Cornell football teamed together with First Niagara Insurance Agency last year to create First Downs for Second Chances we knew we were doing

something special. We wanted to raise community awareness about addiction and rekindle the hope for recovery. We succeeded just as Cornell football succeeded in making Schoellkopf Field one of the most feared places to play in the Ivy League. This year, we want you to join us in moving to the next level.

We are proud to welcome a new partner to the fight for recovery and transformation. Elmira Savings Bank will boost us towards that next level as they become an integral part of First Downs for Second Chances. That next level will be 2007's community awareness building into action and investment in 2008. The sort of community investment and support we are talking about is indispensable in the work of recovery. It means financial support and much more.

One of the key things that we believe separates Cornell Football and CARS from other programs is what we call "heart investment". We believe nothing really great can happen unless your heart is invested deeply and wholly in the endeavor. This means that setbacks can be disappointing but they never mean defeat. It means progress and victory are celebrated through enthusiastic and heartfelt support. It means that you seek out others when you feel unsure or off course.

Each man or woman who seeks to transform a life devastated by addiction is in for a tremendous struggle. Just like victory on the field is never an "I" thing, but always a "we" thing, recovery requires the support of a community to get the addicted individual and their family to the "next level" of a life built upon recovery. For us, First Downs for Second Chances is an important way for that community to express its heartfelt belief and support for those individuals and families who work to get to and stay at the next level.



**If You Are Interested in Making A Donation to the
Cayuga Addiction Recovery Services' Client Activity Fund**

- Please send your check or money order, payable to the "CARS Client Activity Fund to the address below. Upon receiving your donation we will send you a receipt which you may use for tax purposes.

Please Mail Donation to:

Cayuga Addiction Recovery Services
Business Office
P.O. Box 724
Trumansburg, NY 14886
(607) 387-5535

- To donate by Credit Card or Paypal, please return to the DONATION INFORMATION tab on our home page.

Your Support is Greatly Appreciated!