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**Record Group/Collection:** George H.W. Bush Presidential Records  
**Collection/Office of Origin:** Speechwriting, White House Office of  
**Series:** Davis, Mark, Files  
**Subseries:** Subject File, 1989-1991

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**OA/ID Number:** 13869  
**Folder ID Number:** 13869-009

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**Folder Title:**  
Denver Broncos Youth Foundation, 12/8/89

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<b>G</b>	<b>19</b>	<b>2</b>	<b>6</b>	<b>2</b>

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Dec. 6, 1989

**INFORMATION**

**MEMORANDUM FOR THE PRESIDENT**

Through:       CHRISS WINSTON  
From:           MARK DAVIS  
Subject:        Denver Broncos Youth Foundation

I. **SUMMARY**: You will give an anti-drug speech to the students of John F. Kennedy high school at 1:30 p.m., Friday, Dec. 8, in Denver. Appearing with you will be a former Broncos, Randy Gradishar -- who now heads the Denver Broncos Youth Foundation, a non-profit established in 1982 to provide leadership and assistance for Colorado's youth. There should be about 1,000 high school students and faculty present. Your remarks are about eight minutes long, and are on cards.

II. **DISCUSSION**: Expect a rally atmosphere. At the end of the speech, you will present five checks to local law enforcement agencies from the Justice Department's sale of drug dealers' assets. Also -- the reference to the "Commanders" is to the school logo.

Davis/Martin  
Dec. 4, 1989  
Title: Bronc  
Draft: Two

**PRESIDENTIAL ADDRESS: DENVER BRONCOS YOUTH FOUNDATION  
JOHN F. KENNEDY HIGH SCHOOL/GYM  
1:30 p.m., Friday, Dec. 8, 1989**

My compliments to your principal, Bernadette Sike; ((Broncos owner)) Pat Bolan; Coach Dan Reeves; ((general manager)) John Beak; and, most of all, Randy Gradishar -- President of the Denver Broncos Youth Foundation. And there's also a certain fella here of my acquaintance by the name of Neil Bush. Thank you all.

((I understand your soccer team has, if you'll pardon the pun, a "Commanding" lead.\\ In fact, I overheard Coach Reeves saying to himself: "I wonder how good they would be at field goals."\\))

You know, whenever I fly over this part of America on Air Force One, I'm always deeply impressed by the beauty of the Rockies -- grey peaks and green forests in springtime, snow-capped and magnificent in winter. You are lucky to be so close, so much a part, of one of the most beautiful places on earth\\ . . . a place called Colorado.\\

And when you have natural scenery like this, it's obvious to me that a true Rocky Mountain high has nothing to do with drugs.\\

No. The greatest highs in this world come from the realization of a great ambition. This is the kind of high that a mountain climber knows when he scales the hardest cliff to finally reach the summit. And this is the high that these gentlemen know, to be a Broncos, to inspire more sell-out games than any other team in the history of the NFL.\\

But such a moment has to be earned. It's as Montel ((Mon-TELL)) Williams says: that if you want to be "fresh," you must first be "fresh" with your mind.\\

But the sad truth is that sometimes you can get these same feelings of achievement **without** waiting, **without** striving, **without** doing much of anything at all. Some think all you need to do to feel like a winner is to smoke, to snort, or to swallow a dose of drugs.\\ But the drug high is only a feeling, not a fact; only for minutes, not a lifetime.\\ It's that simple, and it's that dangerous.

For in that short time, while you're imagining that you're on top of the world, the very ground beneath your feet is slipping away, opening up. And into that narrow grave you can bury your hopes, your dreams,\\ and perhaps your very life.\\

Even if you don't pay the price today, rest assured: someone else will. Some people just think of themselves as casual-users. But there is nothing casual about buying drugs from people who consider killing to be a cost of doing business. Ask any policeman here in Denver about the Crypts and the Bloods. Watch

the news from Colombia. And then put it together: **Every dollar spent on drugs is a dollar spent on death.**

Of course, I don't mean to accuse you. What is happening in John F. Kennedy high school is happening to every school in the country. I don't believe you have a conspicuous problem.

That's why I came here today to introduce you to the Denver Broncos Youth Foundation. Because I do believe you can be Commanders in the war on drugs. Listen to them, learn from them, and they'll teach you how to avoid drugs for the rest of your life. After all, drugs may get by a lot of people; **but nothing can get by the Orange Crush.**\\

The most important tactics they teach are called "refusal skills." Perhaps you are under peer pressure to use drugs, to fit in with a certain crowd. So you need to be able to do more than just say "no." You need to have the confidence to look your false friends in the eye, and say "**hell, no.**"\\

I'm sure you've seen, first-hand, what drugs can do to your fellow students. And if someone you know is using drugs, then I'm asking you to be a good friend. Talk to him. Talk to her. Just ask your friend to take this problem home. Or, if not home, then to a counselor. Or to Randy Gradishar and his people. But do something; take your friend to someone who will listen.

We won't get rid of drugs overnight. But I believe that by working together, with the good people affiliated with the Denver Broncos Youth Association, you will one day get drugs out of Denver.\\

You live in tough times -- in some ways much more complicated than the world I knew when I was your age. Randy says that the toughest decision in his high school was whether to go to the local Dairy Queen or to a bowling alley on Saturday night. We know that your life is not that simple.

That is why we want your help, your thoughts. I'm asking you, in the next two weeks, to write to me. If you have an idea to fight drugs, let me hear it. If you have a plan, let me see it. Write me, and I promise to take the best of your ideas to the schools of America.

Randy says that winning takes teamwork. And, on the field and in life, teamwork means being of one mind, one spirit and agreeing to one purpose. Our purpose is to rid America of drugs, **once and for all.**\\

Your blue and kelly-green banner is an emblem of pride. Let it also be an emblem of a drug-free school, the home of true Commanders.

Thank you, God bless you and God bless America.

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### **Leadership on behalf of Colorado's youth**

DBYF's priority is prevention but recognizes treatment and intervention as an integral part of helping our young people. We work with the media, school districts, state and local governments, non-denominational groups and other youth-serving organizations to achieve our mission. Through the Foundation's leadership role, competing youth organizations learn to work together in a cooperative effort. DBYF concentrates on adolescent youth because of the many changes that take place during this time. Because of its acceptance in the community, the Youth Foundation is able to elicit support -- time and money -- from both the public and private sectors.

An important part of the President's job is to speak to various groups, particularly youth groups, and listen to the concerns of young people throughout the State. Corporate groups, service clubs and parent groups provide additional opportunities for the President to relate the needs of Colorado's youth and generate support for our mission.

### **DBYF's four focus areas:**

**\*SUBSTANCE ABUSE PROGRAMS** -- One of the most critical issues for young people today is substance abuse. Through his involvement with government officials, business people and youth leaders in Colorado, the DBYF President has the opportunity to share ideas and information about the problems of substance abuse. In this role, DBYF helps create the teamwork approach to seeking solutions. Through his involvement in these programs, the President has traveled to many rural towns such as Alamosa, Julesburg, Craig and Montrose. Results of our efforts include:

**Communities for a Drug-Free Colorado** - The Governor's initiative, which includes the public and private sectors, is to train local citizens to combat substance abuse within their own communities. DBYF participates by:

- \*speaking to students throughout the State, encouraging them to lead healthy lifestyles
- \*raising public awareness through the media
- \*providing financial support for various programs including leadership seminars and CDFC events
- \*serving as a member of the Governor's Executive Council
- \*attending award ceremonies for students who complete drug prevention courses

**Denver Public Schools Program** - DBYF generated financial support from corporate sponsors to establish a prevention curriculum to teach young people about the dangers of substance abuse. The President visited sixth grade classes to oversee the program and talk with teachers, principals and students.

**\*LEADERSHIP SKILLS PROGRAM** -- DBYF challenges and equips students to become active leaders and positive role models in their schools and communities. On a local level, DBYF challenges adults to define the problems in their communities and then draw upon the Foundation as a resource to promote community awareness and involvement. Some towns the President has visited include Carbondale, Trinidad and Cortez. Examples of leadership development include:

The Mayor's Summer Youth Development Program - Established to develop a coordinated initiative for the City of Denver. The Youth Foundation supports the Mayor's efforts by:

- \*serving on the Mayor's Special Advisory Council
- \*providing financial support for recreational and educational alternatives and technical assistance for youth coordinators
- \*establishing public and private financial support
- \*meeting with youth, church, law enforcement, service clubs, city officials
- \*raising public awareness through the media

**Other DBYF Interests:**

- \*speaking state-wide at school assemblies to challenge and motivate students
- \*listening to small groups of students for their descriptions of current needs and concerns
- \*hosting small groups of inner-city students at Broncos Training Camp
- \*providing monies to a county prevention task force to teach refusal skills to high school students and to establish parent/adult workshops to train leaders to assist youth for involvement in their local communities

**\*URBAN/MINORITY PROGRAMS** -- DBYF offers financial support to inner-city and disadvantaged teens so they may attend summer camps and educational opportunities which encourage them to become responsible citizens. Camp experiences build self-esteem through activities such as horseback riding, rappelling and rock climbing. Campers also receive self-reliance skills, spiritual development and one-on-one counseling. Denver, Fort Collins and Pueblo are among the cities which have benefitted from these programs. DBYF's participation in urban/minority programs also include:

Supporting initiatives to combat gang-related activities with local youth workers by offering time and money. (i.e. - playing basketball with inner-city teens and helping sponsor a Ski and Swim Conference)

Co-sponsoring educational workshops and conferences to encourage students in cross-cultural experiences, decision-making and leadership skills, communication, healthy family relationships, importance of education, career choices and literacy issues

**EDUCATIONAL PROGRAMS** -- DBYF believes young people need to experience a wide range of educational opportunities that build self confidence and teach them to strive for higher goals. Therefore, DBYF develops and maintains relationships with state and local leaders to keep current on ways we can pool resources and make these opportunities available. Through suggestions from various community leaders, DBYF helps provide continued support and financial assistance according to the particular needs. The President has traveled around the State in support of these programs, including visits to Sterling, Winter Park and Loveland. Programs the Youth Foundation has financially assisted include:

- \*High School Journalism Day (when students around the State learn to improve their writing skills from professional journalists) co-sponsoring event and providing scholarship money to winners
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#### **FINANCES:**

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#### **Leading Colorado's youth to a positive future**

As you can see, DBYF attempts to cover a lot of ground in this teamwork effort to meet the needs of young people. Each year we hope to make at least one more step of progress toward our goal of helping Colorado kids lead healthy, productive lifestyles. Yet, each day as we try to put our plans into action, we're reminded that we do not work alone. "In his heart a man plans his course, but the Lord determines his steps." (Proverbs 16:9)

DENVER-ROCKY MOUNTAIN NEWS

DEC 01 1989

# Drug problems of athletes seen as deterrent to young

By JOHN BANKO T.G.  
Rocky Mountain News Capital Bureau

The alcohol and drug problems plaguing high-profile athletes won't undermine the fight against substance abuse, the director of Colorado's anti-drug program insisted yesterday.

In some ways, such incidents actually help convince young people how drug and alcohol abuse can unravel both professional and personal lives, said Elizabeth "Buzzy" Gibson.

"It shows these kinds of problems aren't just happening to what we perceive as some aloof row bum," Gibson said. "People know these athletes are getting into trouble. It's cause and effect. It's what people see."

Gibson is director of Gov. Roy Romer's Communities for a Drug Free Colorado, which is co-chaired by Broncos owner Pat Bowlen. Former Bronco Randy Gradishar is on the executive council, as is Pete

Babcock of the Denver Nuggets.

Gradishar declined to comment yesterday on athletes with drinking problems. Bowlen and Babcock couldn't be reached for comment.

Broncos linebacker Michael Brooks, cited for driving under the influence after a one-vehicle accident, is the latest in a number of former or current Broncos who have had run-ins with the law because of drugs or alcohol.

Last year, Bowlen told 800 people at a luncheon to honor businesses with programs to fight alcohol and drug abuse that players, coaches and owners couldn't afford to have such problems because of their notoriety.

"As an owner, it sure keeps me from drinking too much at cocktail parties late at night and driving home," he said.

But nine months later, in an interview on KCNC-TV, Bowlen said "if one of our players gets into a bar-room brawl on a Saturday night and kicked butt Sunday, it would be all right with me."

Later, he added: "I just want our

players to be known as a hard, tough team, and if I have any complaint, it's that we get pushed around too much."

Coach Dan Reeves instantly dismissed the owner's suggestion, noting "I'm not looking for people to join this family who are outlaws."

Dr. Peter Adler, who heads the Denver University Department of Sociology that studied athletes, said the bad publicity probably will spawn some lessons for young people.

"We make more of an athlete-as-role-model syndrome than reality exists," Adler said. "The children, the youth, can differentiate between their own lives and those of the celebrities they idolize."

"They (young people) are not only seeing that alcohol and drug abuse spans an entire population, age and class groups, but they're seeing the deleterious effects of drugs. In some cases, that might not be much, but in cases like those of (Washington Redskins) Dexter Manley, where someone loses a career, it could have positive effects."

## **BURRELLE'S**

NEWS EXPRESS

PAGE 2 OF 8



OFFICE OF NATIONAL DRUG CONTROL POLICY  
EXECUTIVE OFFICE OF THE PRESIDENT  
Washington, D.C. 20500

*Gymnasium  
inspirational  
1,000 H.S. students & faculty  
December 1, 1989*

MEMORANDUM FOR JUDD SWIFT

FROM: CHUCK WEXLER *CW*

SUBJECT: DENVER TRIP

Randy Gradishar is our key contact person for the Denver Bronco trip. He is head of the Denver Bronco Youth Foundation. I am enclosing another copy of the information regarding the organization. I have spoken with John Beaks, General Manager of the Broncos, and we have his full support. Randy has spoken with Coach Reaves, and he is supportive as well.

The event would take place on Friday, December 8, no earlier than 1:15 and no later than 2:30 in order to accommodate the Denver Bronco's practice schedule and school hours. We have tentatively identified the John F. Kennedy High School, located in southern Denver, as the location for the event. You may want to review other schools with Randy. The school is racially mixed (40 percent white, 40 percent hispanic, 20 percent black). Randy has spoken with the principal, Berndette Sike, and she likes the idea.

Randy estimates that we would have ten Broncos at the event, including: Coach Reaves; Pat Bolan, the owner; John Beak, the general manager; and Randy Gradishar, former Denver Bronco player.

Randy was at the John F. Kennedy High School about a year and a half ago and thinks it is a good school. They suggest using the auditorium which will hold about 1000 people.

I have been checking all of this out with DEA in Denver and the Denver Police Department. They think Randy and the school would work well. The DEA Agent-in-Charge is Phil Perry, and the Police Captain is Gary Graham. The Denver Chief of Police is Aristedes W. Zavaras.

Spencer Geissinger should check out the high school to make certain it fits with what we want to do.

Randy has said that in addition to the Broncos, he can arrange for youth leaders and "rap groups" to participate. Randy suggested that "Join Our Team" could be the theme, or something similar to this, for the event. Randy is expecting a call from Spencer over the weekend and will be easier to reach on Saturday.

I am also enclosing a copy of a proposal that we received from Chief William Moulder of Des Moines that Director Bennett thinks is very good. If the Boss could drop by this event in Des Moines, we think it would work well and avoid the Tauke issue all together.

Here is a list of the key contact people and their numbers:

Randy Gradishar  
303-298-8197 work  
303-761-1992 home

Berndette Sike  
Principal, John F. Kennedy High School  
303-985-8746

Phillip Perry  
DEA, Agent-in-Charge  
FTS 564-3957

Ron Hollingwood  
DEA  
303-844-3951

Captain Gary L. Graham  
Denver Police Department  
303-575-3877

Aristedes W. Zavares  
Chief of Police  
303-575-3875

**Denver Bronco Youth Foundation (DBYF)**

Randy Gradishar (303-298-8197) has been with DBYF for six years. He is a former player for the Denver Broncos.

DBYF is a public nonprofit organization established in 1982 to provide leadership and assistance to Denver's youth. Although separate from the Denver Broncos Football Club, both Pat Bowlen, Owner, and Dan Reeves, Head Coach, serve on the Foundation's Board of Directors. The Football Club also donates office space to the Youth Foundation at the Bronco's Headquarters. DBYF is supported through donations from individuals, corporations, foundations and the Denver Broncos Football Club.

DBYF's four focus areas:

1) Substance Abuse Programs: Randy Gradishar travels to many rural towns throughout Colorado and shares ideas and information about the problems of substance abuse with government officials, business people and youth leaders. DBYF participates in Communities For A Drug-Free Colorado by speaking to students throughout the state; providing financial support for the various programs; and by attending award ceremonies for students who complete drug prevention courses. DBYF also generated financial support from corporate sponsors to establish a prevention curriculum in the Denver Public Schools and Randy Gradishar has visited sixth grade classes to oversee the program and talk with teachers, principals and students.

2) Leadership Skills Program: DBYF challenges adults to define the problems in their communities and then draw upon the Foundation as a resource. The Mayor's Summer Youth Development Program was established to develop a coordinated initiative for the City of Denver. Randy Gradishar serves on the Advisory Council and DBYF also provides some financial support.

DBYF also hosts small groups of inner-city students at Broncos Training Camp and provides monies to county prevention task forces to teach refusal skills to high school student and to establish parent/adult workshops to train leaders to assist youth for involvement in their local communities.

3) Urban/Minority Programs: DBYF sponsors inner-city and disadvantaged teens at summer camps. It sponsors initiatives to combat gang-related activities with local youth workers by offering time and money (i.e. - playing basketball with inner-city kids and helping to sponsor ski and swim conferences.)

4) Educational Programs: DBYF helps provide continued support and financial assistance according to particular needs. Programs DBYF has financially assisted include: High School Journalism Day; tutorial programs for elementary students; and educational workshops on drug and alcohol abuse and drop-out prevention for adult leaders who work with kids.

*Handwritten signature*

## DBYF BROCHURE

**"Serving those who serve youth"**

**OPENING:** Quotes from youth leaders, youths and Denver Broncos players on the contributions DBYF has made to Colorado's youths . . . .

**HISTORY:** - The DBYF is a public nonprofit organization established in 1982 to provide leadership and assistance in meeting the needs of Colorado's young people. Although separate from the Denver Broncos Football Club, both Pat Bowlen, Owner, and Dan Reeves, Head Coach, serve on the Foundation's Board of Directors. The Football Club also donates office space to the Youth Foundation at the Broncos headquarters. DBYF is supported through donations from individuals, corporations, foundations and the Denver Broncos Football Club.

DBYF enjoys a unique position around the State of Colorado through its affiliation with the Broncos. By utilizing the energy and enthusiasm for the Broncos name, the DBYF is able to capture the attention and imagination of local youth and youth leaders and focus community awareness on contemporary adolescent issues. Admittedly, no single organization can meet all the needs of young people; but the DBYF aims to play a significant role by unifying separate efforts -- locally and statewide -- and helping to formulate team plans to meet those needs.

**MISSION** - To help the young people of Colorado reach their fullest potential by challenging them in the physical, emotional, social and spiritual aspects of their lives.

**PURPOSE** - To identify and raise awareness of current youth issues and serve the leaders of existing youth organizations by working towards the common goal of helping young people.

**STRATEGY** - To provide leadership by networking and coordinating the efforts of local youth leaders and creating specific plans to meet the identified needs of young people. We are focusing on four particular areas: substance abuse programs, leadership skills development programs, urban/minority programs and educational programs.

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NewsExpress

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OFFICE OF NATIONAL DRUG CONTROL POLICY  
EXECUTIVE OFFICE OF THE PRESIDENT  
Washington, D.C. 20560

Gymnasium  
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December 1, 1989

MEMORANDUM FOR JUDD SWIFT

FROM:

CHUCK WEXLER *CW*

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Randy Gradishar is our key contact person for the Denver Bronco trip. He is head of the Denver Bronco Youth Foundation. I am enclosing another copy of the information regarding the organization. I have spoken with John Beaks, General Manager of the Broncos, and we have his full support. Randy has spoken with Coach Reaves, and he is supportive as well.

The event would take place on Friday, December 8, no earlier than 1:15 and no later than 2:30 in order to accommodate the Denver Bronco's practice schedule and school hours. We have tentatively identified the John F. Kennedy High School, located in southern Denver, as the location for the event. You may want to review other schools with Randy. The school is racially mixed (40 percent white, 40 percent hispanic, 20 percent black). Randy has spoken with the principal, Berndette Sike, and she likes the idea.

Randy estimates that we would have ten Broncos at the event, including: Coach Reaves; Pat Bolan, the owner; John Beak, the general manager; and Randy Gradishar, former Denver Bronco player.

Randy was at the John F. Kennedy High School about a year and a half ago and thinks it is a good school. They suggest using the auditorium which will hold about 1000 people.

I have been checking all of this out with DEA in Denver and the Denver Police Department. They think Randy and the school would work well. The DEA Agent-in-Charge is Phil Perry, and the Police Captain is Gary Graham. The Denver Chief of Police is Aristedes W. Zavaras.

Spencer Geissinger should check out the high school to make certain it fits with what we want to do.

## Denver Bronco Youth Foundation (DBYF)

Randy Gradishar (303-298-8197) has been with DBYF for six years. He is a former player for the Denver Broncos.

DBYF is a public nonprofit organization established in 1982 to provide leadership and assistance to Denver's youth. Although separate from the Denver Broncos Football Club, both Pat Bowlen, Owner, and Dan Reeves, Head Coach, serve on the Foundation's Board of Directors. The Football Club also donates office space to the Youth Foundation at the Bronco's Headquarters. DBYF is supported through donations from individuals, corporations, foundations and the Denver Broncos Football Club.

DBYF's four focus areas:

1) Substance Abuse Programs: Randy Gradishar travels to many rural towns throughout Colorado and shares ideas and information about the problems of substance abuse with government officials, business people and youth leaders. DBYF participates in Communities For A Drug-Free Colorado by speaking to students throughout the state; providing financial support for the various programs; and by attending award ceremonies for students who complete drug prevention courses. DBYF also generated financial support from corporate sponsors to establish a prevention curriculum in the Denver Public Schools and Randy Gradishar has visited sixth grade classes to oversee the program and talk with teachers, principals and students.

2) Leadership Skills Program: DBYF challenges adults to define the problems in their communities and then draw upon the Foundation as a resource. The Mayor's Summer Youth Development Program was established to develop a coordinated initiative for the City of Denver. Randy Gradishar serves on the Advisory Council and DBYF also provides some financial support.

DBYF also hosts small groups of inner-city students at Broncos Training Camp and provides monies to county prevention task forces to teach refusal skills to high school student and to establish parent/adult workshops to train leaders to assist youth for involvement in their local communities.

3) Urban/Minority Programs: DBYF sponsors inner-city and disadvantaged teens at summer camps. It sponsors initiatives to combat gang-related activities with local youth workers by offering time and money (i.e. - playing basketball with inner-city kids and helping to sponsor ski and swim conferences.)

4) Educational Programs: DBYF helps provide continued support and financial assistance according to particular needs. Programs DBYF has financially assisted include: High School Journalism Day; tutorial programs for elementary students; and educational workshops on drug and alcohol abuse and drop-out prevention for adult leaders who work with kids.

REFUSAL

*Handwritten signature*

## DBYF BROCHURE

**"Serving those who serve youth"**

**OPENING:** Quotes from youth leaders, youths and Denver Broncos players on the contributions DBYF has made to Colorado's youths . . . .

**HISTORY:** - The DBYF is a public nonprofit organization established in 1982 to provide leadership and assistance in meeting the needs of Colorado's young people. Although separate from the Denver Broncos Football Club, both Pat Bowlen, Owner, and Dan Reeves, Head Coach, serve on the Foundation's Board of Directors. The Football Club also donates office space to the Youth Foundation at the Broncos headquarters. DBYF is supported through donations from individuals, corporations, foundations and the Denver Broncos Football Club.

DBYF enjoys a unique position around the State of Colorado through its affiliation with the Broncos. By utilizing the energy and enthusiasm for the Broncos name, the DBYF is able to capture the attention and imagination of local youth and youth leaders and focus community awareness on contemporary adolescent issues. Admittedly, no single organization can meet all the needs of young people; but the DBYF aims to play a significant role by unifying separate efforts -- locally and statewide -- and helping to formulate team plans to meet those needs.

**MISSION** - To help the young people of Colorado reach their fullest potential by challenging them in the physical, emotional, social and spiritual aspects of their lives.

**PURPOSE** - To identify and raise awareness of current youth issues and serve the leaders of existing youth organizations by working towards the common goal of helping young people.

**STRATEGY** - To provide leadership by networking and coordinating the efforts of local youth leaders and creating specific plans to meet the identified needs of young people. We are focusing on four particular areas: substance abuse programs, leadership skills development programs, urban/minority programs and educational programs.

**DENVER BRONCOS YOUTH FOUNDATION /J.F.K. HIGH SCHOOL  
1:30 P.M. / FRIDAY, DEC. 8, 1989**

**THANK YOU, PAT. SECRETARY BRADY, DIRECTOR BENNETT.  
MY COMPLIMENTS TO YOUR PRINCIPAL, BERNADETTE SEICK;  
SUPERINTENDENT DR. RICHARD KOEPPE [[KEPPY]]. COACH DAN  
REEVES; ((GENERAL MANAGER)); JOHN BEAK; AND, MOST OF  
ALL, RANDY GRADISHAR -- PRESIDENT OF THE DENVER BRONCOS  
YOUTH FOUNDATION.**

**- 2 -**

**TONY DORSETT, ANDREW PROVENCE, BILLY BRYAN AND RANDY  
THORTON. AND THERE'S ALSO A CERTAIN FELLA HERE OF MY  
ACQUAINTANCE BY THE NAME OF NEIL BUSH. THANK YOU ALL.**

**((I UNDERSTAND YOUR SOCCER TEAM HAS, IF YOU'LL  
PARDON THE PUN, A "COMMANDING" LEAD.\\ IN FACT, I  
OVERHEARD COACH REEVES SAYING TO HIMSELF: "I WONDER HOW  
GOOD THEY WOULD BE AT FIELD GOALS."\\))**

YOU KNOW, WHENEVER I FLY OVER THIS PART OF AMERICA ON AIR FORCE ONE, I'M ALWAYS DEEPLY IMPRESSED BY THE BEAUTY OF THE ROCKIES -- GREY PEAKS AND GREEN FORESTS IN SPRINGTIME, SNOW-CAPPED AND MAGNIFICENT IN WINTER. YOU ARE LUCKY TO BE SO CLOSE, SO MUCH A PART, OF ONE OF THE MOST BEAUTIFUL PLACES ON EARTH\\ . . . A PLACE CALLED COLORADO.\\

FROM PIKES PEAK TO OUR SOUTH TO BOULDER'S FLATIRONS, RIGHT ON UP TO THE SHADOW OF LONGS PEAK, THE THRILL OF THE FRONT RANGE IS EVERPRESENT.

BUT YOU KNOW, WHEN YOU THINK OF IT, THE GREATEST THRILL IN THIS WORLD COMES FROM THE REALIZATION OF A GREAT AMBITION. IT IS THE KIND THAT A MOUNTAIN CLIMBER KNOWS WHEN SCALING THAT LAST ROCKY LEDGE TO FINALLY REACH THE SUMMIT.

AND THIS IS THE THRILL THAT THESE GENTLEMEN KNOW, TO BE A BRONCO, TO INSPIRE MORE CONSECUTIVE SELL-OUT GAMES THAN ANY OTHER TEAM IN THE HISTORY OF THE NFL.\\

BUT SUCH A MOMENT HAS TO BE EARNED. IT'S AS MONTEL ((MON-TELL)) WILLIAMS SAYS: THAT IF YOU WANT TO BE "FRESH," YOU MUST FIRST BE "FRESH" WITH YOUR MIND.\\

BUT THE SAD TRUTH IS THAT SOME PEOPLE THINK YOU CAN GET THESE SAME FEELINGS OF ACHIEVEMENT WITHOUT WAITING, WITHOUT STRIVING, WITHOUT DOING MUCH OF ANYTHING AT ALL. THEY THINK ALL YOU NEED TO DO TO FEEL LIKE A WINNER IS TO SMOKE, TO SNORT, OR TO SWALLOW A DOSE OF DRUGS.\\ BUT THE DRUG HIGH IS ONLY A SENSATION, NOT A FACT; ONLY FOR MINUTES, NOT A LIFETIME.\\ IT'S THAT SIMPLE, AND IT'S THAT DANGEROUS.

FOR IN THAT SHORT TIME, WHILE YOU'RE IMAGINING THAT YOU'RE ON TOP OF THE WORLD, THE VERY GROUND BENEATH YOUR FEET IS SLIPPING AWAY, OPENING UP. AND INTO THAT NARROW GRAVE YOU CAN BURY YOUR HOPES, YOUR DREAMS, \\  
AND PERHAPS YOUR VERY LIFE. \\  
EVEN IF YOU DON'T PAY THE PRICE TODAY, REST ASSURED: SOMEONE ELSE WILL. SOME PEOPLE JUST THINK OF THEMSELVES AS CASUAL USERS.

BUT THERE IS NOTHING CASUAL ABOUT BUYING DRUGS FROM PEOPLE WHO CONSIDER KILLING TO BE A COST OF DOING BUSINESS. ASK ANY POLICEMAN HERE IN DENVER ABOUT THE CRIPS AND THE BLOODS. WATCH THE NEWS FROM COLOMBIA. AND THEN PUT IT TOGETHER: EVERY DOLLAR SPENT ON DRUGS IS A DOLLAR SPENT ON DEATH.

AND LET US SEND A MESSAGE TO THE MERCHANTS OF DEATH CALLED PUSHERS: WE HAVE NEW TOOLS AT OUR DISPOSAL TO DEFEAT YOU.

FOR EXAMPLE, A NEW LAW ALLOWS THE DEPARTMENT OF JUSTICE TO SEIZE THE ASSETS OF DRUG KINGPINS, AND DISTRIBUTE THE PROCEEDS AMONG LAW ENFORCEMENT AGENCIES.

A SIMPLE TRAFFIC STOP BY A LAKEWOOD, COLORADO, POLICEMAN IN 1981 RESULTED IN THE CRACKING OF A MAJOR COCAINE CARTEL -- AND THE SEIZURE OF A SMALL FORTUNE.

SO, I'M HAPPY TO SAY THAT IN JUST A MOMENT I WILL PRESENT FIVE CHECKS TOTALING \$2,196,951 IN THESE FUNDS TO THE LOCAL AUTHORITIES WHO PARTICIPATED IN THIS INVESTIGATION: THE POLICE DEPARTMENTS OF LAKEWOOD, GREENWOOD AND AURORA; AND THE SHERIFF OFFICES OF JEFFERSON AND ARAPAHOE COUNTIES.

SO ONLY IN THIS NARROW WAY CRIME DOES PAY. IT PAYS FOR MORE STRINGENT LAW ENFORCEMENT.

**CRIMINALS PAY WITH A HEFTY CHUNK OF THEIR LIVES -- IN THIS CASE WITH TWENTY YEARS IMPRISONMENT. AND IN SOME CASES, THEY WILL PAY WITH THEIR VERY LIVES. \\\**

**AND WE CAN DO EVEN MORE -- MUCH MORE -- TO FIGHT DRUGS. I SENT OUR CRIME PACKAGE TO CONGRESS IN MAY. SUMMER PASSED. FALL PASSED. AND NOW ANOTHER WINTER WILL PASS IN WASHINGTON BEFORE TOUGH NEW CRIME LEGISLATION IS CONSIDERED.**

**CRIME IS THE NATION'S NUMBER ONE CONCERN. I CALL ON CONGRESS TO MAKE OUR CRIME PACKAGE ONE OF ITS FIRST ORDERS OF BUSINESS WHEN IT RECONVENES IN JANUARY.**

**JOHN F. KENNEDY HIGH SCHOOL IS EXPERIENCING MANY OF THE SAME PROBLEMS AS EVERY OTHER SCHOOL IN AMERICA. THAT'S WHY I CAME HERE TODAY TO INTRODUCE YOU TO THE DENVER BRONCOS YOUTH FOUNDATION. BECAUSE I DO BELIEVE YOU CAN BE COMMANDERS IN THE WAR ON DRUGS.**

**LISTEN TO THEM, LEARN FROM THEM, AND THEY'LL TEACH YOU HOW TO AVOID DRUGS FOR THE REST OF YOUR LIFE. AFTER ALL, DRUGS MAY GET BY A LOT OF PEOPLE; BUT NOTHING CAN GET BY THE ORANGE CRUSH.\\**

**THE MOST IMPORTANT TACTICS THEY TEACH ARE CALLED "REFUSAL SKILLS." PERHAPS YOU ARE UNDER PEER PRESSURE TO USE DRUGS, TO FIT IN WITH A CERTAIN CROWD. SO YOU NEED TO BE ABLE TO DO MORE THAN JUST SAY "NO."**

**YOU NEED TO HAVE THE CONFIDENCE TO LOOK YOUR FALSE FRIENDS IN THE EYE, AND SAY "HELL, NO."\\**

**I'M SURE YOU'VE SEEN, FIRST-HAND, WHAT DRUGS CAN DO TO YOUR FELLOW STUDENTS. AND IF SOMEONE YOU KNOW IS USING DRUGS, THEN I'M ASKING YOU TO BE A GOOD FRIEND. TALK TO HIM. TALK TO HER.**

JUST ASK YOUR FRIEND TO TAKE THIS PROBLEM HOME. OR, IF NOT HOME, THEN TO A COUNSELOR. OR TO RANDY GRADISHAR AND HIS PEOPLE. BUT DO SOMETHING; TAKE YOUR FRIEND TO SOMEONE WHO WILL LISTEN.

WE WON'T GET RID OF DRUGS OVERNIGHT. BUT I BELIEVE THAT BY WORKING TOGETHER, WITH THE GOOD PEOPLE AFFILIATED WITH THE DENVER BRONCOS YOUTH ASSOCIATION, YOU WILL ONE DAY GET DRUGS OUT OF DENVER.\\

YOU LIVE IN TOUGH TIMES -- IN SOME WAYS MUCH MORE COMPLICATED THAN THE WORLD I KNEW WHEN I WAS YOUR AGE. RANDY SAYS THAT THE TOUGHEST DECISION IN HIS HIGH SCHOOL WAS WHETHER TO GO TO THE LOCAL DAIRY QUEEN OR TO A BOWLING ALLEY ON SATURDAY NIGHT. WE KNOW THAT YOUR LIFE IS NOT THAT SIMPLE.

THAT IS WHY WE WANT YOUR HELP, YOUR THOUGHTS. IF YOU HAVE AN IDEA TO FIGHT DRUGS, LET'S HEAR IT.

**IF YOU HAVE A PLAN, SHARE IT -- WITH YOUR COMMUNITY LEADERS, WITH YOUR LOCAL OFFICIALS, WITH YOUR GOVERNOR AND YOUR TEAM IN WASHINGTON -- AND WITH OUR DRUG CZAR, BILL BENNETT. BELIEVE ME -- YOUR IDEAS COUNT.**

**RANDY SAYS THAT WINNING TAKES TEAMWORK. AND, ON THE FIELD AND IN LIFE, TEAMWORK MEANS BEING OF ONE MIND, ONE SPIRIT AND AGREEING TO ONE PURPOSE. OUR PURPOSE IS TO RID AMERICA OF DRUGS, ONCE AND FOR ALL.\\**

**YOUR BLUE AND KELLY-GREEN BANNER IS AN EMBLEM OF PRIDE. LET IT ALSO BE AN EMBLEM OF A DRUG-FREE SCHOOL, THE HOME OF TRUE COMMANDERS.**

**THANK YOU, GOD BLESS YOU AND GOD BLESS AMERICA.\\**

**AND NOW, IF THE LOCAL LAW ENFORCERS WILL PLEASE STEP FORWARD, IT WILL BE MY PLEASURE TO PRESENT THEM WITH A CHECK.**

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