

IN BRIEF

Daily Press (Newport News, VA) - May 21, 1990

- Edition: Final
- Section: Inside Business
- Page: 6

ON THE MOVE

Thomas Blackburn has joined the Chesapeake Corp. as kraft products executive vice president. He will supervise manufacturing, human resources, finance, product development, purchasing, transportation, recycling and public affairs at the mill in West Point. Previously he was general manager of Georgia Pacific's pulp and paper facility in Crossett, Ark., where he was manager of maintenance and engineering, production manager and general manager in fine paper, coated bleach board and tissue operations.

Alexander W. Oliver IV, formerly executive director of the Chesapeake division of the Hampton Roads Chamber of Commerce has become the executive director of the Hampton Roads Utility and Heavy Contractors Association. Oliver is a management consultant to the World Affairs Council of Greater Hampton Roads and has developed numerous programs including Accent on International, a recognition of Chesapeake's 20 foreign-owned companies.

James P. Noonan and Richard W. Stahr, Jr. have been named senior associates with Malcolm Pirnie Inc., consulting engineers, scientists and planners of Newport News. Noonan has been with the firm since 1978 specializing in hydraulic engineering. Stahr has been with the firm since 1985 specializing in the various fields of solid waste management.

Sharon Pollard Maynard has been named director of operations for Pollard's Florist of Newport News, where she will be responsible for marketing and managing personnel and reorganizing and restructuring the daily business. Maynard was previously a supervisor at the Virginia Power Chesapeake Energy Center.

Deanie Moeks has been hired by C.D. West & Co. to serve in the insurance department of the Newport News agency as a personal lines agent. Mariette Wille has been hired as a receptionist.

WCZL radio station 105.3 FM announces three staff changes:

Robin Lindley, regional sales manager, has been promoted to general sales manager. Lindley has 12 years of experience in the sales/marketing field and began with WCZL at its inception.

Ken Ferebee, formerly with WCMS AM and FM, has been hired as regional sales manager for WCZL. Ferebee has 10 years of experience as account executive, regional sales manager and general sales manager and volunteers with Straight Inc. an organization geared to rehabilitating adolescent drug abusers.

Dean Marcopoulos was promoted from regional sales manager to sales training manager for WZCL. Marcopoulos has eight years of experience and has worked as an account executive for WNOR FM and WAXF FM.

* HONORS

Karen Corrigan, director of marketing for Sentara Health System in Norfolk, has been named president-elect of The American Marketing Association Academy for Health Services. Corrigan has been a member of the board of directors for the academy and most recently served as chair of their education committee. She was the symposium chairman for the academy's 10th annual health services symposium and chaired educational conferences on marketing health care to America's aging population, integrated marketing strategies, and direct marketing applications in the health care industry. She is a past president of the Virginia Society for Health Care Marketing.

Jerome M. Normann has received a committee appointment from the Transportation Research Board of the National Research Council, the principal operating agency of the National Academy of Sciences. Normann will serve on Committee A2A03; Hydrology; Hydraulics and Water Control. He is a partner in the firm of Smith Demer Normann, Engineers, Planners, Surveyors and Landscape Architects of Hampton and is the director of SND Water Resources. He is a member of numerous professional societies including the American Society of Civil Engineers and the American Public Works Association and is past president of the Engineers Club of Hampton Roads.

Gene Walters, chairman of the board and chief executive officer of Gene Walters Marketplace in Norfolk, has been re-elected to the board of Food Marketing Institute. Walters is active in both civic and industry affairs and is past-chairman of the former National Association of Retail Grocers of the U.S., past director of the Virginia Food Dealers Association, and past two-term president of Sales and Marketing Executives of Tidewater. He is on the board of Crestar Financial Corp.

William C. Baker, Hampton planning commission chairman, has received the 1990 Distinguished Local Official Award from the Virginia State Chapter of the American Planning Association. The award is given to outstanding local officials who have contributed significantly to

planning efforts at the local government level. A member of the planning commission for eight years, Baker has served as chairman for the past six.

Professional Secretaries International Peninsula Chapter installed the following officers for 1990-91: Joann Panuska, president; Pat Joyner, president-elect; Shirl Thomas, vice president; Mary DeLuzio, recording secretary; Chris Wyatt, corresponding secretary; Judith G. Smith, treasurer; and Ethel Windley, assistant treasurer.

Peninsula Legal Assistants Inc. announce the election of the following officers: Diane Harrison, president; Sandra D. Parker, first vice president; Lisa D. Campbell, second vice president; Elizabeth Hodges, secretary; Sharon Everton, treasurer; Ganell Fisk, NALA liaison.

The following members of Peninsula Legal Assistants Inc. have successfully completed the National Association of Legal Assistants Inc. certification examination and are entitled to use the designation of certified legal assistant. Deirdre Kearney and Aileen Peters of Patten, Wornom & Watkins, and Sherri Howe of Jones Blechman, Woltz & Kelly.

John P. Lowenhaupt, manager of Rauch, Witt & Company in Williamsburg, has become a certified financial planner. Certification is authorized by the International Board of Standards and Practices for Certified Financial Planners Inc.

Judith Johnson Scott, corporate vice president and general counsel for Systems Management American Corporation, has been appointed by the executive committee of the Hampton Roads Chamber of Commerce to serve as a member of the board of directors of the Small Business Development Center of Hampton Roads Inc.

- **Caption:** Mugs (b&w) of Thomas Blackburn/Sharon Maynard/Karen Corrigan/Jerome Normann

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W. HUGH KITCHIN, OWNED BEACH MOTEL, WAS CITY COUNCILMAN

Virginian-Pilot, The (Norfolk, VA) - September 20, 1990

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- Section: LOCAL
- Page: D2

William Hugh Kitchin Jr., prominent in resort business, political and civic affairs for a half century, died Sept. 18, 1990. He was 72.

Mr. Kitchin was owner of the Sea Hawk Resort Motel and Kitchin's Kitchen, an Oceanfront restaurant that has been a social and political hub for local residents and tourists since it opened in 1941.

He was a member of the City Council from 1959 to 1966. He also served on the Virginia Beach School Board.

Although he was involved in a host of activities in Virginia Beach, Mr. Kitchin probably was best known locally for his part in organizing the Virginia Beach Life Saving Service and the Virginia Beach Lifeguard Patrol, which he operated for nearly 30 years with Graham ``Dusty'' Hinnant.

At 16, Mr. Kitchin became a lifeguard and bellhop, and from 1934 to 1952 he was one of four men who owned and operated the Virginia Beach Lifeguard Patrol. Between 1945 and 1955 he owned three restaurants, Kitchin's Kitchen in Virginia Beach, Kitchin's No. 2 in Richmond, and Mecca in Virginia Beach.

Mr. Kitchin was a native of Scotland Neck, N.C., and was a member of Galilee Episcopal Church in Virginia Beach. He was a merchant seaman during World War II.

He was a member of the Virginia Beach Masonic Lodge 274, AF and AM; Grice Commandery, Virginia Beach Shrine Club; Khedive Temple; Knights Templar, Royal Arch. He was a former member and chairman of the Virginia Beach Erosion Commission.

He was a former member of the Virginia Beach Advisory Commission, the Virginia Beach Beautification Commission; the Virginia Beach Erosion Commission; the Virginia Beach Surfing Committee; and the Chesapeake Bay Bridge-Tunnel Commission.

Survivors include his wife, Diane Haley Kitchin of Virginia Beach; three daughters, Trudy Kohl, Margaret A. Alberi and Amy Beth Kitchin, all of Virginia Beach; two sons, William H. Kitchin III and Matthew Scott Kitchin, both of Virginia Beach; a sister, Margaret K. Gilliam of Virginia Beach; a brother, James L. Kitchin of Duck, N.C.; eight grandchildren and two great-grandchildren.

The funeral will be conducted at 11 a.m. Saturday in Galilee Episcopal Church by the Rev. John H. Jordan. Burial will be in Eastern Shore Chapel Episcopal Church Cemetery, Virginia Beach. H.D. Oliver Funeral Apartments, Laskin Road, is handling arrangements.

Memorial donations may be made to the Virginia Beach Volunteer Rescue Squad or to Straight Inc., 1430 Kristina Way, Chesapeake, Va. 23320.

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HAVING A BALL PARTY GIVERS TACKLE BIG JOB IN PLANNING GALA CELEBRATIONS

Virginian-Pilot, The (Norfolk, VA) - October 25, 1990

- Author/Byline: Cammy Sessa, Staff writer
- Edition: FINAL
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- Page: B1

'TIS THE SEASON for sleepless nights, sore feet, writer's cramp, headaches and nervous indigestion - in other words, having a ball.

In the next two months, a half-dozen gala affairs will be held around Hampton Roads, and more will follow in the spring.

Preparing for these posh parties and fund-raisers takes elbow grease, legwork and aggressive soliciting. It's the high school prom grown up, with a coterie of volunteers; a chairman with the know-how and chutzpah of a Fortune 500 CEO; and a committee to find a location, hire an orchestra, design and address invitations, sample menus, decorate, petition underwriters, budget, prepare a program, seat guests, request party favors and, most of all, sell tickets.

A gala ball is more than dressing in finery and tripping the light fantastic.

It means adding from \$10,000 to \$50,000 to the coffers of local art centers, music groups, hospitals and charities.

For the chairmen of each event, it's a 24-hour non-paying job.

"I can't tell you how many sleepless nights I've had," said Lennie Swersky of Norfolk, chairman of the upcoming Virginia Opera Guild Ball on Nov. 17. "Sometimes, in the middle of the night, I bolt straight up in bed with an idea."

"I often worry that I'm going to throw this huge party and no one will come," said Bunny Cutler, chairman of the annual ball-gala to benefit the Virginia Beach Center for the Arts on Nov. 3.

"We started planning for this year's ball the day after last year's," said Ewing Best of Virginia Beach, chairman of the Children's Hospital of The King's Daughters Holly Ball on Dec. 1. "I've been working on these balls for seven years, and it's such a part of my life, I'm not going to know what to do with myself when this one is over."

For Roy L. Burton Jr. of Norfolk, chairman of the Friends of DePaul Ball, the Norfolk hospital's annual gala has been a yearlong project.

"We have to start early to line things up and to be able to get the right band," Burton said while sitting with several Friends of DePaul board members, whose primary purpose is planning the annual ball. "We also meet to critique what the good things were or what went wrong with the ball the previous year."

It's a lot of work for Burton, a retired businessman. "I'm just trying to give back to the community what they've given me over the years," he said. "We are dedicated to what we are doing because our proceeds go to the care of the poor."

Burton gets plenty of input from a very vocal committee of 24, some of whom have been working on the DePaul event since the first ball 25 years ago. Each of the two dozen Friends of DePaul board members is responsible for some aspect of the gala evening, from arranging flowers to selecting hors d'oeuvres.

Clara Shelton of Norfolk, a 25-year veteran of DePaul balls, is proficient in calligraphy - and a candidate for writer's cramp. "We send out invitations from a list 1,500," she said.

Everyone puts their heads together to come up with a ball theme.

"This is our silver anniversary, and we needed an idea that would show our appreciation to our patrons over the years," Burton said. "So this year it's 'Star Treatment,' because anyone who has supported us in the past is a star."

The DePaul Ball was started in 1966 by James A. Albano Sr. of Norfolk, the first chairman and honorary chairman of this year's ball. The initial concept was to have an elegant but not exclusive fund-raiser. Up to that time, guests at most balls could attend only by invitation because most took place in private clubs.

Today, although it's still traditional to mail invitations, any couple who pays the \$200 admission is welcome.

Some balls are private, such as the Delta Sigma Theta Friendship Ball to be held in Norfolk's Scope on Dec. 15 with more than 1,000 guests.

Also, many formal events are not classified as a ball even though dancing is included in the festivities. The Chesapeake, Virginia Beach Chapter of Links Inc., an international organization, will have such a scholarship fund-raiser Dec. 9 at Grand Affairs, Virginia Beach. Tickets are \$25 each (\$50 a couple) and about 700 people are expected to attend.

SITE IS A PRIORITY Like the high school prom, one of the first considerations for a ball chairman is the location.

“We ask a lot of questions, such as which hotel has done a nice job for other organizations,” said Lennie Swersky, chairman of the Virginia Opera Guild’s ball. “But this is the first year that the opera will have a ball in a finished location in the Airport Hilton.”

In other years, the Opera Guild ball was in the Norfolk Arena, the Norfolk Southern building and the Town Point Center (before it was completed). It was even in an airplane hanger once.

“Now, we’ll have lovely new carpeting and chandeliers,” Swersky said. “It will be easy to decorate.”

It was also easy coming up with a theme for this year’s guild gala. “It’s ‘Cinderella Fantasy,’ Swersky said. “That’s because the opera we’re doing is ‘La Cenerentola’ ” (an opera by Rossini loosely based on the Cinderella story).

Swersky has been working on the ball for the past six months, doing everything from tasting food to signing up a band.

“I’ve made lists and lists of things I have to do, and when I’m finished with those, then I start on more lists,” she said. “I don’t think I’ll really be through until the night of the ball.”

Her task will be easier because of David Briskie of Floral Affairs, a party-decoration company in Norfolk. Like other merchants and party planners, Briskie is donating his time. He’ll use 800 yards of tulle to hang with miniature lights and iridescent bows on the walls of the hotel.

Even with Briskie, there will be other decorating chores for volunteers, who will scrape, scoop and paint pumpkins for centerpieces. “It all fits in with the Cinderella theme,” Swersky said.

The menu also captures the spirit. It includes pumpkin curry soup and a salad with three types of lettuce, hearts of palm, artichoke hearts and mandarin oranges. A choice of tenderloin or salmon is the entree. Dinner will be topped off with a light lemon layer cake with a fresh raspberry puree.

If that weren’t enough, guests will have their picture taken and will be given a gift from Lillian Vernon.

“We want people to leave with happy feet from dancing to good music and lovely souvenirs to carry home as mementos,” Swersky said. “I think that even if it’s for charity, people want to feel they are getting something for their money.”

The price of admission to most balls - partially tax-deductible - entitles the guest to cocktail hour, dinner, dancing and other amenities such as favors. Corporate tables are available for businesses. At the DePaul ball, a silver sponsorship, for \$2,500, gets the donor four tickets and lots of prestige.

Ballgoers also get more for their money thanks to partial underwriting by local and national corporations. They ensure that most of the donations go to the charity and not for the cost of the food, flowers and favors.

The DePaul event will be underwritten by Turner Construction Co. and Forrest Coile Associates. IBM is picking up some of the tab for the Opera Guild’s gala.

Both DePaul and the guild ball organizers recognize there are many single women in the community and invite them to come at half the admission price for a couple.

“If a group of women want share a table, we would be delighted to have them,” Swersky said. “Women don’t have to depend on male escorts as they once did. Those days should be gone forever.”

DANCING AND DINING Another opera category allows couples who want to forgo the cocktail hour and dinner to attend around 10 p.m. for dancing.

After all, dancing is what a ball is all about.

In the past, DePaul balls made their mark in Hampton Roads for having the best music, including the famous society band leader Lester Lanin, who often appeared. In 1989, Peter Duchin was on the bandstand.

This year, Burton is paring down expenses and will have two local bands instead of importing a prestigious name from New York. He’ll eliminate one of the problems he had last year, when, after flying into Norfolk, members of the Duchin band went to the wrong hotel.

“It gave us some anxious moments,” said Lucylle Bisese of Norfolk, the current co-chairman of arrangements.

At the Opera Guild ball, they'll be dancing to the music of Dream Street of Richmond, one of the most popular bands for the festive holiday season.

Dream Street will also play for “Celebration Japan,” the gala ball of the Virginia Beach Center for the Arts on Nov. 3.

Getting the orchestra was a snap for Bunny Cutler, chairman of the arts center ball, but other aspects of putting together a gala created problems. Cutler literally had to eat her way to an appropriate menu.

“I think selecting the right food is the most difficult part of this job,” she said.

Most of the area balls are in hotels where there are banquet facilities, but when an event takes place in a museum or art center, a caterer is needed. Cutler and a staff of three called on four caterers before deciding on one.

“We had a tasting of several of the menus,” she said. “Since food is important, you want it to look good but be manageable. You can't have anything with a sauce that will drip down a woman's expensive gown.”

Cutler wanted some Oriental foods but knew that not everyone would savor sushi, so she settled on a tempura tray for a touch of Japanese cuisine.

Picking a country for a ball theme works well for the art center gala. Last year, it was “One Night in Morocco.” That was carried out by artworks such as a giant camel that was used for a bar. It was so big, in fact, it had to be dismantled to get it out of the building.

“People loved it, and we also had a huge snake called ‘The Cobracabana,’ ” Cutler said.

To keep with an Oriental theme this year, Mike Bell, a local artist, is fashioning a dragon of various materials, starting with a wire base and including fabric and papier mache, that will hang from the ceiling as the ball's focal point.

“One of the problems with something of this magnitude is that you always have to go one step further than you did the year before,” Cutler said.

BUILT-IN THEME Organizers of the Holly Ball have it just a little bit easier than other groups: There's a built-in theme.

“We decorate with holly on the tables,” said Ewing Best of Virginia Beach, the current chairman.

Proceeds from the Holly Ball, on Dec. 1 at Norfolk's Omni International Hotel, go to the Children's Hospital of The King's Daughters, and it is one of the most popular fund-raisers in Hampton Roads.

It is so popular, in fact, that people wait for tickets, which start at \$250 a couple in the Holly Patron category and go up to \$1,000 a couple for Diamond Patrons.

The highest level includes a limousine to take the couple to the hotel, the ball, champagne, a big waterfront room for the night, breakfast and a limousine to return home the next day.

Best relies on a committee of 40 to 50 people to carry out the intricate details of the Holly Ball, but she says the most harried time is sitting down to figure out the seating a few days before the ball. Putting the wrong people together can often mean the kiss of death for next year's bash.

“You don't want to end up putting someone's ex-wife at a table with her former husband,” she says. “It's a monumental job.”

Nellie Bryan of Virginia Beach knows how monumental galas can get because, over the past 30 years, she's been chairman of at least 10 of them and has been on committees of several others.

“Let's say I know how much work it is,” said Bryan, chairman of the board of the Virginia Beach Orchestral Association.

So in 1988, when someone suggested having a ball to raise money, Bryan called a committee meeting.

They decided to put on an “Invisible Ball.”

“People loved it because they didn't have to get all dressed up and go to something they didn't want to attend,” she said.

The invitation was unique: “The Board of Trustees of the Virginia Beach Orchestral Association cordially invites you not to attend its ‘Invisible Ball.’”

“We are sorry but because we are so busy producing orchestra concerts, we decided not to have an Invisible Ball, January 29.

“By not attending the Invisible Ball, which we are not giving, you will not be spending so much money. The ladies will not have to go to the beauty salon or be fitted for a dazzling new gown, not to mention the shoes and bag to match. The gentlemen will not need a tuxedo or a limousine.

“Please send a tax-deductible check to the Virginia Beach Pops for \$50 a couple or \$25 if you are unaccompanied.”

Bryan thinks the ball was a success. “We made money,” she said.

And that, of course, is the bottom line.

- Caption: Illustration An invitation to the Friends of DePaul Ball, which will kick off the area's social season Saturday at the Omni Hotel. Staff color photo by MARTIN SMITH-RODDEN Mike Bell with the dragon he is constructing for the ball-gala to benefit the Virginia Beach Center for the Arts Nov.3. Graphic BALLS YOU CAN ATTEND These upcoming Hampton Roads balls are open to the public: Oct. 27: The Friends of DePaul 25th Anniversary Ball at the Omni International Hotel, Norfolk, will begin at 6:30 p.m. Tickets: patron category, \$200 a couple; silver sponsorship, \$2,500 for a table of four. Black tie. Proceeds go to DePaul Medical Center for care of the poor. Call 489-5900. Halloween Charity Ball at Holiday Inn Executive Center, Norfolk. Tickets are \$50 per person. Dress in costume or as you wish. Proceeds go the Tidewater Chapter of STRAIGHT Inc., an alcohol and drug rehabilitation program for adolescents and their families. Call Jean Cordle at 481-4299. Nov. 3: “Celebration Japan,” a festive evening at the Virginia Beach Center for the Arts, Virginia Beach. Tickets: the early sponsor category or people who arrive at 6:30 p.m., \$2,500 for a table of 10 or \$500 a couple; the late-evening category at 8:30 p.m., \$200 a couple. Gala will benefit the arts center. Black tie. Call 425-0000. Nov. 17: “A Cinderella Fantasy,” the seventh annual Virginia Opera Guild Ball, Norfolk Airport Hilton, at 7:30 p.m. Tickets: Kings and Queens, \$275 a couple; Dukes and Duchesses, \$225 a couple; and Lords and Ladies (dancing only) \$75 a couple. Proceeds to benefit the Virginia Opera Association. Black tie. Call 627-9545. Dec. 1: The 28th annual Holly Ball, Omni International Hotel, Norfolk, begins at 6:30 p.m. Tickets for couples: Diamond Patron, \$1,000; Silver Patron, \$500; and regular admission, \$250, with proceeds going to the Children's Hospital of The King's Daughters, Norfolk. Black tie. Call 628-7098.

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TEENAGE ALCOHOLISM BOTTLE-FED KIDS TROUBLED YOUTH SEEKING REFUGE FROM LIFE'S STRESSES IN BOOZE

Virginian-Pilot, The (Norfolk, VA) - December 9, 1990

- Author/Byline: Bill Ruehlmann, Staff writer
- Edition: FINAL
- Section: TIDEWATER LIVING
- Page: J1

You'd be surprised. It's a major problem, and not just with the long hair and leather jacket set. It's everywhere, that's all I can tell you.

- Chuck, alcoholic at 13

THE POLICE OFFICER at the scene figured the red Toyota was doing ``in excess of 90" when it hit the shoulder marker, but Jay Roach doesn't remember.

``It sent me airborne," he says, ``and that's probably when I woke up."

The Celica canted sideways in midair: The roof hit the trees and caved in. It came down in the ditch like a foil ball. That was 4:30 a.m. Sept. 19, 1988, on U.S. Route 13 near Whaleyville.

Roach was 19. He was on his way back from visiting a girlfriend in Greenville, N.C., headed for work at Norfolk International Airport, where he refueled jets. In the photograph of the wreck, plainly visible on the floor, is a crumpled 12-pack of Coors.

``I drank a few that night," says Roach. ``I began to realize something wasn't right with me after the accident. I thought about all the times I drank and drove - I used to just drive around and drink.

``That night I didn't have half as much as I usually drank."

They cut him out of the car. He had broken vertebrae, a fractured scapula and clavicle, head injuries. Roach was left a quadriplegic.

``I'm not able to walk," he says. ``I've lost my abdominals. I can't feel anything below my chest, and I can't make full fists."

He speaks in a wheelchair at his parents' home in Portsmouth. He is gaunt in a T-shirt and shorts. Pages of scrapbook pictures are spread out before him.

Roach indicates a photograph of himself when he was hale and hefty.

``Real grit, huh?" Roach says.

In the picture, he is holding a can of beer.

Today Roach is on the board of directors of the Virginia Council on Alcoholism and Drug Dependence. He had been drinking heavily for years before he hit bottom in an automobile, Roach admits. Now he speaks to kids in schools.

``I still have a problem admitting I had a problem drinking," Roach says. ``But it got to where I felt like I needed it. I justified it by saying, `Well, I'm not on drugs.'

``My main goal in life was to be a party man."

Tidewater Living asked members of Teens Need Teens, a group of Maury High School students in Norfolk against substance abuse, exactly what they would want to see in a story about young people and alcohol.

Rebecca Mynhier, 16: ``Show what can happen. We hear `Just Say No.' They never really tell us why."

Jay Roach speaks to you, Rebecca.

Steve Tedesco, 17: ``We get a lot of adults looking down on the kids. What about the other side, the side of the kids with all the pressures and stress? How they cope with it with alcohol."

Terri Woodruff, 17: ``No one ever seems to talk to the kids to see what drives them to drink."

Ebony Woodard, 16: "Let it out. Don't just say no to alcohol. Tell the truth about it, let them know what it is and what you feel about it."

Noah Taylor, 17: "Give us some facts, statistics, to tell the kids everything involved and what to expect with alcohol."

Here's the fact part, Noah:

'GATEWAY' DRUG The National Council on Alcoholism and Drug Dependence reports alcohol is America's No. 1 drug problem among youth. The use of alcohol, a "gateway" drug, usually precedes other drug use, says the NCADD, and the average age young people start using alcohol is 12 years old. By the age of 13, approximately 30 percent of boys and 22 percent of girls classify themselves as "drinkers," according to the Center for Science in the Public Interest.

"Alcohol is back in popularity," says Patty Smith, a certified substance abuse counselor who works with adolescents in Virginia Beach. "It's accessible. It's not drugs."

"Remember that alcohol is a drug. Any use of alcohol by someone under the legal drinking age is drug abuse. Many parents tend to ignore the drinking, especially if the child is not using any other drug."

A 1989 national adolescent health survey conducted by the Centers for Disease Control showed a quarter of eighth-graders and a third of 10th-graders had five or more drinks on one occasion in the past two weeks; half the 10th-graders and a third of the eighth-graders rode during the past month with a driver who had used alcohol.

Alcohol-related traffic fatalities are the leading cause of death for Americans 15 to 24, reports the NCADD.

A study by the New York Division of Alcoholism and Alcohol Abuse found adults who began drinking at 16 or younger are at least three times more likely to be heavy drinkers than those who begin at 21 or older.

"It's accessible in the home," says Deanna Mears Pandya, executive director of the Virginia Council on Alcohol and Drug Dependence. "It's accessible via other adults. It's also cheap."

"You lock away the Pine Sol. Where's the alcohol? In the fridge next to the orange juice."

Home is where the hooch is, and that's where most kids are drinking it.

Four million students, responding to a National Parents' Resource Institute for Drug Education (PRIDE) questionnaire, report drinking at night and on weekends.

The Journal of the American Academy of Pediatrics reveals latchkey children have twice the risk of alcohol use as do children in the care of adults after school; that risk is even greater among children who begin self-care in elementary school as opposed to junior high.

The findings are confirmed by a 1989 Virginia youth survey showing most drinking among young people occurs at home or at a friend's.

"We're pretty much in the national figures," says Rosemary Thompson, supervisor of drug education and youth risk prevention for Chesapeake Public Schools. "Kids don't drink at school. They get involved at friends' houses and on weekends."

"One reason is lack of supervision in single-parent houses, and the rest of us become single parents when a spouse is out of town."

A recent PRIDE survey of Chesapeake youth also confirmed home use among the majority of respondents.

"From working with children over the years," says Susan Winz, coordinator for the Partnership to Reduce Substance Abuse in High-Risk Youth of Norfolk. "I think it's becoming more of a problem because they're under stress. We have very high expectations of our children. It's an escape."

Here's what can happen, Rebecca.

BEYOND DENIAL At 16, Jay Roach preferred Coors Lite - it was "preppier than Bud" - but the brand didn't really matter.

"In the ninth grade, I could drink 21 beers and still drive relatively OK," says Roach. "A couple more than that and I wouldn't be able to walk. It got expensive."

He would go out with his friends, and they'd party.

"You associated it with having a good time," Roach says of his drinking. "They're having a party here, they're having a party there. A party without beer was like. . ."

A day without the sun.

“It got to the point where I did it every night. It wasn't just on weekends. But I didn't consider myself an alcoholic, because I was always at school or whatever on time.

“It seemed like I'd sometimes get really bad hangovers, but I guess I built up my tolerance level. I could drink all night, and it didn't affect me. Life pretty much revolved around where the next party was.

“My grades were lousy.”

He drank and he drove.

“After school some friends and I would go out,” Roach says, “and I'd be the designated driver. But I was allowed to drink. Because I'd been doing it for so long, I was experienced, and they felt I could handle it.”

Any close calls?

“Back then, a close call was getting caught,” he says. “As a matter of fact, I did get caught DUI over in Hampton. The guy didn't press the charge and let me off when I went to court.

“I was 17 or 18.

“He towed my car and made me sit inside the police station. I really appreciated what he did for me. If he would have went ahead and prosecuted, I would probably have gotten my license suspended.

“I was hyperventilating and everything, and he gave me a real scare. He scared me good. But he thought he'd scared me better than he did, I guess.”

The police officer didn't do Jay Roach a favor.

“For a while there I didn't drink and drive,” he says, “but you've got to get home.”

If you can.

“We push these kids to grow up too fast when we're not there,” says Don Doherty, health consultant and former administrator of STRAIGHT Inc., a family-oriented treatment program in Chesapeake. “Mom comes home. She has work to do. Where's the time and energy for nurture?”

“It's a set-up for trouble.”

Steve and Terri, here's what the kids say:

‘I FELT LIKE SUPERMAN’ Donna, 16, is in treatment for alcohol addiction in Hampton Roads. At 13, she started drinking with her friends at parties. She had grown up around alcohol and thought it was all right.

Her parents both work; her father is an alcoholic.

“Basically, I liked the effects,” she says. “Nothing bothered me when I was drunk, nothing could hurt me. I felt like Superman or something.”

Her parents caught her “a couple of times” when she came home drunk.

“I just told them I'd experimented and didn't have that much to drink and my tolerance was low, so they left it at that,” she says.

Things progressed.

“When a crisis came along, I'd handle it by drinking,” Donna says. “I started drinking by myself in my bedroom over a period of a year. My preference was hard liquor, but beer was easier to get.”

She dropped school sports.

In the eighth grade, she tried to kill herself by overdosing on Vivarin.

“I closed off completely from my family,” Donna says. “I didn't want anything to do with them. I started skipping school.

“This past year, the only way I could go to school was high; I didn't like the way I felt when I wasn't drinking.”

Her grades dropped. She lost credit for classes. She slashed her wrists.

“I had been drinking to make things better,” Donna says. “But they didn't get better. They only got worse.”

Jeff, 16, is also in treatment for alcoholism in Hampton Roads. At 13 he started drinking with his friends in the fort behind his house. His parents were divorced.

“We'd do it every weekend,” he says, “spend time in the fort. Dad had his alcohol cabinet, and I would get into that after school. I started to get drunk every day and stay away from the old crowd of playing sports and stuff.”

He drank at home.

“At first, I would make sure I was away from the house,” Jeff says. “But it just got to the point where I didn't really care. My dad wouldn't be home for a while, so I'd just sit in the living room and drink.”

While under the influence, he and a friend flipped a three-wheeler at 50 mph. Jeff was knocked out; the friend broke his jaw. It was the first time Jeff had been caught.

He manipulated his parents.

“What I would do, every time I got into too much trouble at one house, I'd go to the other one,” Jeff says. “I would tell Mom I was going to move out and live with Dad; that was my way of escaping. I wanted to make them feel guilty.”

“I tried to kill myself by taking a bunch of my mom's pills - muscle relaxants, aspirin, Tylenol and stuff.”

He had always felt anxious, different, inadequate.

“That's why I started drinking, for acceptance,” Jeff says. “It got to the point I had to get high to cope. When I was high, I was confident, I was secure; when I wasn't, I was insecure, shy.”

“It got to be a feeling I had to have every day. It was what I thought about all the time. I couldn't go anywhere unless I was high.”

He wasn't alone.

“I wanted to bring down people with me,” Jeff says. “When I was getting high by myself, I tried to get other people high because I wanted someone to share it with. I didn't like being lonely.”

His advice to parents:

“Just notice. Be aware of it. It isn't just a teenage thing you're going to grow out of.”

“My whole goal was to get my parents to accept my drinking and to feel comfortable letting me do it.”

ONE FOR THE ROAD Jay Roach sometimes brought it to school at Churchland High.

“I got caught,” he recalls. “I got suspended for having beer in my locker. A guy told on me because I wouldn't give him any.”

Now he talks to students there.

“I tell them what happened to me. But if somebody like me had come to Churchland High and said, ‘Hey, guess what happened?’ I'd have been like, ‘You're a lightweight, pal. Get outta here.’”

Alcoholics aren't open to advice.

Roach's drinking pals were no exception.

“After the accident,” he says, “they more or less hit the road. Once I got in the hospital, I didn't see them. It was kind of disquieting - frustrating, really.”

“I couldn't believe that, as well known as I was with as many friends as I thought I had, only a few came to see me. The drinking ones were the first to go. It's like, if they feel they can't hang with you and drink, they're out the door.”

It happens in Hampton Roads.

Steve: “A majority of the parties you go to in our age group or a little older, they're almost always going to have alcohol there, about 80 to

90 percent of the parties going on. A lot of people think they need it to have fun."

Noah: "I think 85 to 90 percent of people in the school drink on some occasion - that doesn't mean every weekend, but once a month at least."

Steve: "This girl, pretty much whenever and wherever I see her, she always seems to be sloppy drunk. And she's usually got friends with her that are the same way, almost always. She seems to really enjoy it, which is pretty sad; she doesn't seem to want to be helped."

Terri: "They'll say, 'I can drink, I'm not addicted.' "

Steve: "Nobody thinks they'll be the one that has the accident, that will take the consequences."

Ebony: "It happens."

Meanwhile, kids are bombarded with advertising that glamorizes alcohol.

The AAA Foundation for Traffic Safety estimates that American children see 100,000 beer commercials between the ages of 2 and 18.

It's Miller Time. This Bud's for you. The night belongs to Michelob.

Rebecca: "A lot of them show how much adventure there is, because there's always something going on when the guys are grabbing a beer."

Steve: "They never show someone that's drunk."

Terri: "A guy and a girl - and he's supposed to be cool, because he's drinking Colt .45."

A survey of 180 children in Washington, D.C., conducted by the Center for Science in the Public Interest, revealed a 10-year-old could identify only four presidents but was able to rattle off the brand names of 14 alcohol products.

Spuds MacKenzie, Bud Man, Sun Country Cooler bear.

Who is the ultimate target for these attractive flacks?

Growing up has never been tougher.

Youngsters today feel guilt about broken marriages. They're torn between parents and households. They're pressured at school as never before.

Mom and Dad are busy.

Rebecca: "A lot of parents just don't want to know it's happening. I feel a lot of them aren't aware of the degree this is going on."

Noah: "They just don't want to believe their son or daughter will do it."

How do I feel about alcohol, Ebony?

It's poison.

- Caption: Staff color photo illustration by BILL TIERNAN Graphic NEED HELP? For help and further information: Virginia Council on Alcoholism and Drug Dependence, 312 W. Bute St., Suite 112, Norfolk, Va. 23510; 625-8332. National Clearinghouse for Alcohol and Drug Information, P.O. Box 2345, Rockville, Md. 20852; (301) 468-2600. National Institute on Drug Abuse Treatment Referral Hotline, (800) 662-4357.

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