



CONTACT: Deborah Burke Henderson
508-481-3568, extension 231
dbhenderson@sadd.org

Top Business Leader in Auto Industry Joins SADD National Board of Directors

STRIVING TO KEEP YOUNG PEOPLE SAFE AND ALIVE

Marlborough, Mass., August 9 – SADD (Students Against Destructive Decisions), the national school-based, peer-to-peer prevention, education, and activism organization, today announced that Ms. Susan Scarola, vice chairman of New Jersey-based DCH Auto Group has been appointed to the 2011-2012 SADD National Board of Directors. Scarola will join professionals in the youth health and safety field and serve as an advocate for the 30-year organization which has nearly 10,000 chapters and more than 350,000 active participants in schools nationwide. During her term, Scarola will serve as Treasurer and Chairman of SADD’s Resources Development Committee.

“I’m honored to serve on the board of SADD and utilize my compassion and years of experience to help influence teens across the nation to make better life choices,” Scarola said. “I am passionate about SADD’s mission and appreciate the many challenges before us today, none of which is more urgent than keeping our young people safe and fostering the development of their leadership skills for today and tomorrow.”

As one of the leading automotive retail groups in the country, DCH believes it can play a positive role in improving teen driver safety. During her tenure as President and CEO of DCH Auto Group, Scarola’s vision and leadership was integral in developing DCH’s Teen Safe Driving Program which launched in 2008 and aims to reduce the number of auto crashes involving teenage drivers, the number one cause of teen deaths in the United States.

DCH Auto Group, which operates 27 dealerships in New Jersey, New York, Connecticut, and California, has worked closely with SADD over the past three years in a unique partnership program supporting SADD chapters in more than 30 high schools in states where DCH has dealerships. This innovative model program won a Peter K. O'Rourke Special Achievement Award in 2010 from the Governors Highway Safety Association. In it, DCH provides both financial support and support from dealership employees to SADD chapters that includes, offering grants to SADD chapters to allow students and faculty advisors to attend the annual SADD conference. DCH sponsored nearly 100 youth and adults at this year's SADD National Conference which took place in Chicago, Illinois, from June 26th through 29th.

“A visionary, a caring parent, and a top business professional, Susan is an exceptional spokesperson for SADD, working tirelessly to ensure that teens are fully prepared to make good choices in a world full of challenges,” said Danna Mauch, national chairman of SADD. “It will be an honor to work side-by-side Susan on the Board as we continue to help communities across the country find answers and alternatives to destructive teenage behaviors.”

Scarola joined the DCH team in 1985, helping DCH in its early growth years by solidifying the group's treasury functions and spearheading its first Human Resources Department. Her “people” skills assisted the senior team to strategize for growth, and she assumed ongoing responsibilities with the Executive Management Team. Prior to accepting her current responsibilities, Scarola was Chief Financial Officer and Senior Vice President overseeing Human Resources and other administrative functions, and from 2007 to 2010, Scarola was President and CEO of DCH Auto Group.

She is the recipient of the 2008 Women's Automotive Association International Professional Achievement Award, the 2010 Women Certified Vision Award and, in 2010, was selected by Automotive News as one of the top 100 women in the North American auto industry. Scarola is also a member of the Board of the New York State

Auto Dealers Association and the Board of Trustees of the New Jersey Coalition of Automotive Retailers. She is active with the National Automobile Dealers Association in support of their Dealers Driving Road Safety initiatives.

About SADD

SADD, the nation's leading youth-based peer-to-peer education, prevention, and activism organization, is committed to empowering young people to lead initiatives in their schools and communities. Founded in 1981, today SADD has thousands of chapters in middle schools, high schools, and colleges. SADD highlights prevention of many destructive behaviors and attitudes that are harmful to young people, including underage drinking, substance abuse, risky and impaired driving, and teen violence and suicide. To become a Friend of SADD in celebration of SADD's 30-year rich history or for more information, visit [**sadd.org**](http://sadd.org), [**parentteenmatters.org**](http://parentteenmatters.org), or follow SADD on Facebook, Twitter, LinkedIn, and YouTube.

###