



PARTNERSHIP GUIDE



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SUPPORTED BY**Bo Jackson**

FORMER PROFESSIONAL ATHLETE AND
HEISMAN TROPHY WINNER

Nick Saban

FORMER ALABAMA FOOTBALL HEAD
COACH

Gus Malzahn

FORMER AUBURN FOOTBALL HEAD COACH,
CURRENT UCF FOOTBALL HEAD COACH

Tom Rinaldi

FOX SPORTS REPORTER

Tim Hudson

FORMER PROFESSIONAL BASEBALL
PLAYER, CURRENT AUBURN BASEBALL
ASSISTANT COACH

**Georgia Department of
Transportation****Rece Davis**

HOST OF COLLEGE GAMEDAY AND
SPORTSCENTER

**American Trucking
Association****BY THE NUMBERS**

FOUNDED IN 2014

HOSTED 14
SAFE DRIVING SUMMITS WITH
THE GEORGIA DEPARTMENT OF
TRANSPORTATION

OVER \$480K
AWARDED IN 114 SCHOLARSHIPS

\$5.5 MILLION
DOLLARS RAISED SINCE 2014

OVER 283,000
KEYS DISTRIBUTED

PHILIP LUTZENKIRCHEN



Philip Lutzenkirchen was a student-athlete at Lassiter High School and Auburn University, but his impact on the world went far beyond his accolades on the field. He was a loving son, brother, and friend. He was a man of great faith as a devout follower of Christ. He was kind, generous, and someone who went out of his way to help others. While football was an avenue for Philip, it was never what he wanted to define him. His status as one of the most popular players in Auburn history has less to do with his on-field accomplishments, and more to do with his kindness, generosity and dedication to his communities.

On June 29, 2014, Philip was at a farm in LaGrange, GA with friends hanging out and drinking. As the day turned into the night, and night into early morning, a friend of Philip decided to make an early-morning run to a nearby gas station for a can of chewing tobacco. There were three other friends in the car; only the front passenger fastened his seatbelt. As the morning drew to past 3 a.m., the four friends left the gas station and headed down the two-lane highway nearing a T-intersection. The posted speed limit was 55 mph, yet the SUV charged through the intersection at 77 mph, failing to see the posted stop sign. The SUV flew off the road and into a ditch. Philip and the other rear passenger were not wearing their seatbelts and were likely thrown from the car and it continued to travel into the air and off its wheels. Philip landed fifteen feet from the car's final stopping position and was killed instantly. He was just 23 years old. Though Philip has departed from us in this world, **his legacy will never be forgotten.**

THE FOUNDATION

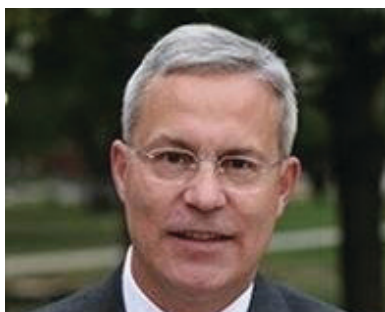
Mike Lutzenkirchen and two students from Lutzie 43's
Adapted PE Field Day event



Mike Lutzenkirchen

EXECUTIVE DIRECTOR

Mike Lutzenkirchen is the father of the late Philip Lutzenkirchen, former Auburn football player from 2009-2012. Since Philip's passing in 2014, Mike has served as the Executive Director of the Lutzie 43 Foundation and has made it his mission in life to carry out Philip's legacy. Prior to starting the Lutzie 43 Foundation, Mike's career in sales, sales management and marketing included positions with Macmillan Publishing, IBM and SpeedTracs. He was born and raised in Wheaton, Illinois and now resides in Marietta, Georgia with his wife of 36 years, Mary. Together they have three daughters, Amy, Ann and Abby.



Jim Brown

DIRECTOR OF EDUCATION AND TRAINING

Before joining the Lutzie 43 Foundation, Jim served as an account executive at Lytx, Inc. where he worked on projects that helped identify poor driving, before it led to a collision. As a member of the Lutzie 43 Foundation team, Jim will wear two primary hats. One to help build out the foundation's education and training plan and another to cultivate new partnerships resulting in strategic partners and revenue generation.

Emma Tally (L) and Abby Forristall (R)



Abby Forristall

DIRECTOR OF EVENTS AND OPPORTUNITY MANAGEMENT

Abby Lutzenkirchen Forristall is Philip's youngest sister. Prior to joining the Lutzie 43 Foundation team, Abby was a program officer at The Arthur M. Blank Family Foundation. In this role, she managed the work of associate-led grant making for the Atlanta Falcons Youth Foundation, Atlanta United Foundation and the PGA TOUR Superstore Community Fund. Abby graduated from the University of Alabama with a bachelor's degree in Public Relations. A four-year starter and member of the Crimson Tide women's soccer team, Abby was named captain her senior year and was named the 2015 SEC Scholar-Athlete of the Year.



Bill Butler

OPERATIONS DIRECTOR

After a career in banking and financial sales, Bill retired from Moody's Corporation in 2018 and joined the Foundation in 2019. Bill and his wife Laurie live in Marietta where his daughter and son grew up with Philip and his sisters.



THE BOARD



Vincent “Bo” Jackson

BOARD MEMBER

Vincent “Bo” Jackson, a graduate of Auburn University with a degree in Family and Child Development, Jackson has served in many successful endeavors beyond his outstanding athletic career. His current roles include the President of Bo Jackson Enterprises and CEO of Bo Jackson Elite Sports, as well as being Director of the Burr Ridge Bank and Trust in Burr Ridge, Illinois. Bo and his daughter got to know Philip during his time at Auburn.

Aunt Kate (L) and Ruthie Rowan (R)



Katie Meier

BOARD MEMBER, CO-VICE CHAIRMAN

Katie Meier, a graduate of Duke University, serves as the Head Women’s Basketball Coach at the University of Miami. Kate is on the Board of Directors of the Kay Yow Foundation. Katie also is Philip’s Aunt.

Nosa Eguae (L) and Mike Lutzenkirchen (R)



Nosa Eguae

BOARD MEMBER

Nosa Eguae is a former collegiate national champion, and professional football player turned TEDx speaker, social entrepreneur, and philanthropist. Nosa and Philip were teammates and friends at Auburn. Nosa remains the only athlete in the Auburn’s storied history to start in two National Championship games. Nosa’s journey post sport led him to the medical field; where he’s made headlines as an award-winning team member at the Chicago based healthcare company Baxter International, where Nosa currently serves as Business Manager in the company’s Advanced Surgery division.

THE BOARD

Mike Lutzenkirchen (L), Brent Penter, Bob Penter, Dave Anthes (R)



Bob Penter

BOARD MEMBER, CO-VICE CHAIRMAN

Bob Penter, CFA, is a graduate of the University of Florida's MBA program, is a Partner in the investment consulting practice of Aon Corporation, and Director of the Lassiter Foundation. Bob and his family have known Philip since he moved to Marietta in 1997, with Bob's sons and Philip growing up together as close friends.



Dave Anthes

BOARD MEMBER

Dave retired in 2021 as a Senior Large Commercial Account Representative with Federated Insurance. Federated Insurance specializes in commercial business insurance for dealership groups and large commercial fleets. Dave is married to Vicki Anthes and together they have three sons. Dave resides in Woodstock, Georgia.

Mike Lutzenkirchen (L) and Bill McLellan (R)



Bill McLellan

BOARD MEMBER, TREASURER

Bill McLellan is a graduate of Manhattan College, and currently serves in a Finance - Business Process Improvement (BPI) role with Paradies Lagardere Travel Retail. Bill is the former Board Chairman of L.E.A.D., Inc., an Atlanta-based 501c3 charitable organization.

THE BOARD



Dave Edmondson

BOARD MEMBER

Dave currently serves as the Vice President of Safety and Compliance at J&M Transport Inc. and TransChem USA LLC. A family-owned transporter of bulk chemicals, lubricants, and dry bulk materials. in business for over 70 years. Dave has over 26 years of experience in the transportation industry. Starting his career as a driver in 1991 at Naval Air Station Sigonella Sicily as an aircraft refueler. Over the course of his career, he has served in leadership roles in both Operations and Safety.



Scott Simpson

BOARD MEMBER

Scott graduated from the Auburn Civil Engineering program in 2014. He currently working as a Construction Project Manager for Brasfield & Gorrie, primarily focused in the Hospital/Healthcare sector. Scott knew Philip since 2002 and were great friends throughout high school and college – where they were roommates for most of their time at Auburn. Scott currently lives in Chamblee with his wife Mallory – who is also an Auburn grad.



Brittany Spillman

BOARD MEMBER, SECRETARY

Brittany Spillman was born and raised in Auburn, Alabama. She received her B.S. (2008) and M.Ed. (2009) in Elementary Education from Auburn University before becoming a seventh grade English teacher at her alma mater, Lee-Scott Academy in Auburn, Alabama. Brittany created a class for seniors called Character Counts based largely on the 43 Lessons to Legacy Curriculum. During this time, she received her Ed.S. (2018) in Teacher Leader at Troy University and her doctorate (2022) in Educational Leadership at Samford University. She is currently the director of community and collegiate programming at the Cary Center for the Advancement of Philanthropy and Nonprofit Studies in the College of Human Sciences at Auburn University.



WHAT WE DO



Safe Driving

We work to promote all drivers and passengers to practice safe driving techniques every time they get in the car.



Positive Influence

We want to make a positive change in communities by creating ambassadors for safe driving through positive messages and practices.



43 Key Seconds

The 43 Key Seconds safe driving initiative encourages all drivers and passengers to pledge to take 43 Key Seconds to ensure they have a clear head, clear hands, clear eyes and click their seatbelt before driving. Companies and organizations are implementing 43 Key Seconds into their corporate safety initiatives to protect their employees, families and communities.



Speaking Engagements

Mike Lutzenkirchen shares a real-world example on how distracted and impaired and unsafe driving can impact someone's life. We want to share how poor decisions one night led to the passing of Philip and how you can prevent this from happening to you.

AT THE HEART OF THE FOUNDATION ARE OUR CORE VALUES

Live Like Lutz

BE AN AMBASSADOR
FOR POSITIVE CHANGE

LIVE TO LEAVE A LEGACY

Love Like Lutz

BE A GOOD FRIEND

Learn From Lutz

LEARN AND ADJUST

PREPARED FOR LIFE (PFL) SCHOLARSHIP

The Lutzie 43 Foundation annually awards deserving students our \$4,300 Prepared for Life (PFL) Scholarship. This scholarship is awarded to students who are an ambassador for safe driving in their community, family, school and other organizations. Since 2014, the foundation has awarded 94 scholarships to outstanding students, totaling over \$380,000. Each year, we aim to award more students the PFL Scholarship and provide them the tools they need to be successful in college.



To learn more, please visit lutzie43.org/scholarship/

EVENTS



43 Day Campaign

While this is not a physical event, annually on November 19, the Lutzie 43 Foundation launches the “43 Day Campaign.” This campaign sets a high fundraising goal that helps provide Prepared for Life (PFL) Scholarships given annually to students who are ambassadors for safe driving in their community and supports our 43 Key Seconds initiative.



Adapted PE Field Days

Philip held a special place in his heart for those with special needs. Our Adapted PE Field Days allow students with special needs and disabilities to enjoy a field day outside with special, unique equipment. The Lutzie 43 Foundation provides transportation to these events, rents the equipment and provides volunteers to run these event.



Lutzie 43 Golf Invitational

The annual Lutzie 43 Golf Invitational takes place at Pursell Farm's beautiful FarmLinks golf course in Sylacauga, Alabama. Foursomes enjoy a day out on the links followed by a dinner and a Fireside Talk from celebrity guests like Tom Rinaldi, Rece Davis, Kirk Herbstreit and more.



Road Race

The Road Race was one of the first events the foundation hosted after Philip's passing. This annual 5k run takes place in Marietta, Georgia and sees over 1,000 onsite runners with hundreds of runners joining virtually from wherever they are in the country! This event takes place on the first weekend in August.

43 KEY SECONDS



43 Key Seconds Pledge

All drivers can pledge to be a positive ambassador for safe driving by signing the 43 Key Seconds safe driving pledge. Encourage your friends, family and coworkers to sign the safe driving pledge today.

43 Key Seconds Talk

Mike Lutzenkirchen travels the country speaking to people of all ages about Philip's story and the foundation's mission to produce safe and successful drivers. His heartfelt talk touches on who Philip was as a person, the poor decisions that led to his death, and ultimately the ways others can prevent further crashes like his from taking place on the road.



THE 43 KEY SECONDS INITIATIVE AIMS TO ENCOURAGE AND EMPOWER ALL DRIVERS AND PASSENGERS TO BE POSITIVE AMBASSADORS FOR SAFE DRIVING. THE PHYSICAL "43 KEY SECONDS" KEY SERVES AS A REMINDER TO TAKE 43 KEY SECONDS WHEN YOU GET IN THE CAR TO STOP AND PRIORITIZE SAFETY.

43 Key Seconds Checklist

TAKE 43 SECONDS TO COMPLETE
THE SAFE DRIVING CHECKLIST:



Clear Head

ENSURE YOU HAVE A CLEAR HEAD—ONE THAT IS NOT
AFFECTED BY ALCOHOL, DRUGS OR EMOTIONS.



Clear Hands

HAVE CLEAR HANDS—SEND A TEXT, ADJUST THE RADIO
AND PUT ALL DEVICES AWAY SO YOU CAN DRIVE
HANDS-FREE.



Clear Eyes

SET YOUR SIGHTS ON THE ROAD AHEAD. DO NOT LOOK TO
THE SIDE AT A PASSENGER OR DOWN AT A TEXT.



Click It

FINALLY, CLICK YOUR SEATBELT. IT'S THE LAW AND
COULD SAVE YOUR LIFE!



Now, turn your key.



43 KEY SECONDS CORPORATE PARTNERS

Investing in safe driving through our 43 Key Seconds safe driving initiative can impact your business, employees, their families, students and your community. Your investment in your drivers' shows that you care about their safety on the road and are actively working to end crashes and fatalities from distracted, impaired and unsafe driving.



CASE STUDY

Courier Express

Courier Express launched the 43 Key Seconds safe driving initiative to their employees. This included:

- Outfitting vehicles with “Protected by 43 Key Seconds” decals
- Distributed co-branded 43 Key Seconds keys to employees.
- Utilized the marketing toolkit
- Scheduled 43 Key Seconds Safe Driving Talk for management teams
- Promoting 43 Key Seconds through their social media accounts
- Displayed 43 Key Seconds posters in their facilities.

“One point that has drawn me and our company in promoting and supporting the Lutz 43 Foundation is the **personal and passionate** way the Foundation promotes safety. The 43 Key Seconds initiative is easy to speak to and allows our employees to **tangibly associate safety** not only in their lives but also in their family and loved ones.”

- Jim Messerly

President Courier Express and Immediate Past Chairman of the Georgia Motor Trucking Association

GEORGIA DOT PARTNERSHIP

**DRIVE ALERT
ARRIVE ALIVE**

GDOT
Georgia Department of Transportation

43 KEY SECONDS

In November 2021, the Georgia Department of Transportation and the Lutzie 43 Foundation entered into a multi-year partnership to promote safe driving and reduce the number crashes and fatalities caused by distracted, impaired and unsafe driving. The partnership focuses on three main areas; awareness, education and key distribution. These are accomplished through Safe Driving Summits, 43 Key Seconds key distribution and marketing campaigns.

Awareness

Through the Lutzie 43 Foundation's 43 Key Seconds safe driving initiative and Georgia DOT's Drive Alert, Arrive Alive campaign, drivers and passengers across the state can have tools to prioritize safety behind the wheel and in the car.

Education

The Lutzie 43 Foundation and Georgia DOT will run a comprehensive communications plan to bring recognition and education to distracted and impaired driving as well as host Safe Driving Summits across the state.

Key Distribution

(HERO/CHAMP and MCCD)

Georgia DOT's Hero and Champ teams and Georgia Department of Public Safety Motor Carrier Compliance Division (MCCD) programs will distribute 43 Key Seconds keys to drivers during their stops and calls.



To learn more, visit lutzie43.org/georgia-department-of-transportation-lutzie-43-foundation/

SAFE DRIVING SUMMITS



The purpose of the Safe Driving Summits are to **educate high school students** about the dangers of distracted, impaired and unsafe driving, and **provide them with tools** to make better decisions behind the wheel and in the car. Students from local high schools will listen to a keynote presentation to begin the day and then break into several smaller groups where they will attend four breakout sessions led by leaders across the safe driving community.



FOLLOW



@LUTZIE43

www.lutzie43.org

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