



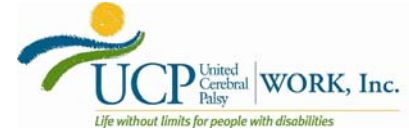
FOR IMMEDIATE RELEASE

September 30, 2009

Contact: Heather Wennergren
Media Coordinator
Tri-Counties Regional Center
Tel: (805) 884-7258
hwennergren@tri-counties.org



DEPARTMENT OF
REHABILITATION
Employment and Independence for Californians with Disabilities



Presenting

The FIFTH ANNUAL MAYOR'S BREAKFAST

Interview Opportunity and Media Invitation

Santa Barbara Area Employers and Service Organizations Honor Exceptional Employees and Businesses Committed to Employing People with Disabilities

The media is invited to attend the Fifth Annual Mayor's Breakfast, hosted by Mayor Marty Blum and featuring keynote speaker Paul Orfalea, the creative and inspirational founder of Kinko's. The Mayor will present local businesses with awards honoring their commitment to employing people with disabilities.

The media can also interview this year's Disability Awareness Award Recipients *in advance* with the opportunity to conduct a telephone interview with Mr. Paul Orfalea by contacting Heather Wennergren at Tel: (805) 884-7258.

Awards to be presented at the **Fifth Annual Mayor's Breakfast**
Monday, October 19th at 7:30AM
Cabrillo Arts Center, Santa Barbara

Event: Fifth Annual Mayor's Breakfast
Employer & Employee Disability Awareness Awards

Date: Monday, October 19, 2009, 7:30AM
(Members of the media are invited for interview opportunities at 9:00.)

Speakers: Mayor Marty Blum
Paul Orfalea, Orfalea Family Foundation, founder of Kinko's

Local employers and service organizations have nominated employees in the following award categories and the Award Recipients are listed below:

Employment/Accommodation Award for an employer who reflects the spirit of the Americans with Disabilities Act in their employment practices.

2009 Employment/Accommodation Award Recipient: **Helen Maryska of Casa Dorinda**

Casa Dorinda is a full service LifeCare retirement community located in Montecito. Helen Maryska is the Food Service Manger and may be contacted at 805-969-8011.

Design Award for an architect, contractor, business, municipality, recreational facility or entity that has developed innovative and creative solutions for accessible structures, buildings or services.

2009 Design Award Recipient: **Santa Barbara Zoo**

CEO Richard Block is accepting the award on behalf of the zoo and may be contacted at 805-962-5339 Ext.104.

The Santa Barbara Zoo is being honored for accessibility in exhibit design of *California Trails*, which opened in April. This exhibit celebrates the natural resources of California and the unique plants and animals that are found on the central coast. With ADA compliant grades, it extends the accessible pathway system from Elephant Junction to the Forest Edge (lowland gorillas) and the hilltop.



Accessibility Award for a business that has provided accommodations to create equal and aesthetic access.

2009 Design/Accessibility Award Recipient: **New Directions Travel**

Jeanne Mohle, Director of Operations, is accepting the award on behalf of New Directions Travel and may be reached at 805-967-2841.

email: hello@newdirectionstravel.org
website: www.newdirectionstravel.org

Founded in 1985 by Executive Director Dee Duncan, New Directions Travel is a non-profit organization that provides travel vacations and holiday programs for people with developmental disabilities. To date, they have taken over 12,000 individuals on trips to destinations including Disneyland, SeaWorld, Cruises, Nashville, New York City, Dude Ranches, Las Vegas, Hawaii and Europe. New Directions Travel offers these profoundly enriching tours to people of all ages with scholarship options subsidized by donations.



Jeanne Mohle
Director of Operations



Danna Mead
Program Director

Media Award honors print and broadcast reporting that recognizes the importance of equality and dignity regarding disability.

2009 Media Award Recipient: **The Daily Sound**

Accepting the award is Jeremy Gordon, the editor, publisher and founder of the 4-year-old Santa Barbara Daily Sound, a free daily newspaper serving the greater Santa Barbara community. Jeremy began his career in journalism as a reporter and copy editor for the Palo Alto Daily News, eventually becoming Managing Editor of the company's entire chain of six newspapers. Invested in his community, Jeremy sits on the boards of several non-profit organizations. He may be contacted at 805-564-6001.



Mayor's Award for Outstanding Effort for a business or organization that excels in recognizing people with disabilities or disadvantages as valued community members.

2009 Award Recipient: **BEGA**

The award will be accepted by Mark Reed, Vice President of Manufacturing and Erma Zuniga, Human Resource Director, who may be reached at 805-684-0533.

With roots in Germany, BEGA began producing outdoor lighting over sixty years ago. The company has grown to employ over a thousand people worldwide. One hundred and ten are employed locally at a state-of-the-art manufacturing facility in Carpinteria. The product families produced satisfy general or specific lighting tasks as defined by architectural or exterior surroundings. Projects include: Griffith Observatory, Hungerburg Station, Seattle Space Needle, St. George Ferry Terminal, Roden Crater, Milwaukee Art Museum and the Santa Barbara Courthouse.



Mark Reed
VP of Manufacturing



Erma Leticia Zuniga
Human Resources Director

Mark Reed has served as Vice President of Manufacturing for BEGA over the last 3 years. Mr. Reed has spent over 15 years in Manufacturing, with expertise in Quality management, Project management and training.

Erma Leticia Zuniga has served as the Director of Human Resources for BEGA over the last 3 years. Mrs. Zuniga has nearly 20 years of Human Resources experience in the hospitality and manufacturing sector. Erma resides in Santa Barbara, married and with two children

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This year's event organizers include representatives from each of the following: County of Santa Barbara, City of Santa Barbara, Department of Rehabilitation, Metropolitan Transit District, PathPoint, Tri-Counties Regional Center, and UCP Work, Inc.

Congress designated each October as National Disability Employment Awareness Month (NDEAM). This effort to educate the American public about issues related to disability and employment began in 1945, when Congress enacted a law declaring the first week in October each year "National Employ the Physically Handicapped Week." In 1962, the word "physically" was removed to acknowledge the employment needs and contributions of individuals with all types of disabilities. In 1988, Congress expanded the week to a month and changed the name to "National Disability Employment Awareness Month."

Disability Mentoring Day (DMD) is a national program started in 1999 in the White House, as a program to increase the profile of National Disability Employment Awareness Month, which is celebrated every October. The goal of this event is to promote career development for students and job seekers with disabilities through job shadowing and hands-on career exploration.