

## Message From Rebecca Lienhard, CEO

**A**s we enter into the fall season, I find myself pausing to reflect on the past year and look with excitement to the New Year ahead. I think of the people for whom I am most grateful - my family, my colleagues at work and my circle of friends. During this time, I always remember how fortunate I am to know that I have been called to action—have a responsibility—to move our world to a place where all of our citizens are valued and accepted.

Tierra del Sol's founding families were no different – simply parents who loved their kids and who committed themselves to creating a world where people with disabilities could belong and thrive. In order to do this they worked locally to create Tierra del Sol and, they worked statewide with the Legislature and Governor to help create the Lanterman Act, commonly known as California's Bill of Rights for People with Developmental Disabilities. It is the Lanterman Act that commits state government to fund basic services provided by organizations, including Tierra, throughout California. Please continue reading "Standing Up for Tierra and All Our Children", on page 7, to hear how Tierra's parents of today are still changing the world.

Did you know that October is National Disability Awareness Month? I don't always remember this fact when we're busy preparing for our Annual Fall Festival and the myriad of other day-to-day, innovative

and leading-edge activities that Tierra is so well known for. However, when I think of the meaning of this month, I am reminded of the last sentence in our Vision Statement –

*"We are actively working toward the day when people with any type of disability are fully accepted in our community – as neighbors, co-workers, and contributors."*

Fireman's Brew is living proof of this values statement. Please take a minute to read more about this amazing partnership.

May I propose that the first step of awareness be intentional discovery of the value and meaning for each of the 675 people we serve? Tierra believes that each person has the potential and the right to lead a full, productive, and personally meaningful life, yet we must constantly strive to find each person's passion, gifts and abilities.

*Continued on page 2*



## Tierra & Fireman's Brew – a hot employment partnership!

For the team of four employees that Fireman's Brew hired from Tierra del Sol, packaging over 4,800 bottles of beer is all in a day's work. The hardworking Tierra crew assembles variety-12-packs of Fireman's Brew Blonde, Redhead and Brunette – respectively named for the Pilsner Lager, Amber Ale and German Doublebock beers – in preparation for their journey to over 1,000 locations throughout the U.S.

"When Fireman's Brew expanded our distribution from Southern California to 15 states, we knew production and shipping were going to need extra support," tells Fireman's COO/CFO, Dave Johnson. "The employees we hired from Tierra del Sol were the

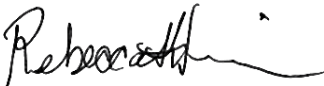
*Continued on page 2*

## CEO Message from page 1

When we do, we will indeed be on the road to true awareness. This road will no longer be about the diagnosis of each specific individual, but rather, how we can strive to create the steps necessary for everyone to be accepted and valued for their contributions.

These stories are the difference, the change, we make in the world everyday. These stories show each person's value, each person's potential; a world in which a life with quality includes participation in the economic, cultural, civic and spiritual affairs of the community. This is the Tierra way.

Welcome to a world that has moved beyond simple awareness and into a world of acceptance and inclusion. Welcome to our Fall Newsletter.



Rebecca Lienhard  
Chief Executive Officer

## Meet Our Newest Partners

Tierra welcomes three new partners to our employment community!

- **Hilton Universal City:** AAA-four diamond hotel at Hollywood's Universal Studios & City Walk.
- **Owensmouth Garden:** an affordable apartment community in Woodland Hills.
- **Sun Valley Development:** Providers of safe parking and storage for semi-truck parking.

Together, these three organizations employ eight individuals served by Tierra, who work 131 hours each week. This brings our active workforce count to 78 individuals. *See our full list of business partners below.*

In addition to our 30 paid employment partnerships, Tierra now enjoys volunteer partnerships with over 130 non-profit organizations throughout the San Fernando and San Gabriel Valleys.

Please help us welcome our new employment partners by frequenting their businesses. You will see a world filled with possibilities when people with any type of disability are fully accepted in our community – as neighbors, co-workers, and contributors.

## Fireman's Brew from page 1

perfect fit. They're diligent, focused on quality control and have a positive energy that never goes unnoticed when customers and colleagues visit."

It was Tierra's Board member, Jan Maseda, who initiated the partnership through her longtime friend, Bette Baer. "We both had firsthand experience volunteering with Tierra clients at the Food Pantry and Clothes Closet and saw the great job they were doing. When Bette told me about the Fireman's Brew opportunity, we knew the Tierra clients could get the job done."

The rapid growth of Fireman's Brew is a dream come true for the two firemen whose idea surfaced after fighting a brush fire in Glendale Hills some 14 years ago. Since that time, the company has perfected its beverages, which include Three Alarm Blend and False Alarm Decaf coffees, as well as Root Beer, Black Cherry and Cream sodas.

While Fireman's Brew and Tierra have enjoyed a strong 18-month partnership, the former is no stranger to philanthropic endeavors throughout the community. Fireman's Brew donates a portion of its profits to the National Fallen Firefighters Foundation for widows and children of firemen. Tierra's Annual Golf Tournament is one of many charitable events that Fireman Brew supports each year.

Tierra Coach, Rosa Bravo, who has worked with the Fireman's Brew team since day one recalls, "Our group has really come a long way and we appreciate all that Fireman's Brew has done to make this happen. Working here has not only boosted their self-esteem and confidence, but it has also help them learn teamwork and efficiency. Those are skills that are valuable to everyone."

"Partnering with Tierra has been a great choice, not only from a business perspective, but also from a morale standpoint, too," shares Dave Johnson. "I'd highly recommend it to other employers."

## Support the Businesses that Support Us!

Alternative Home Care  
The Auto Gallery  
Big Lots – Van Nuys  
Los Angeles Daily News  
Fireman's Brew  
First United Methodist Church of Reseda  
Hamer Toyota  
Home Depot – Canoga Park  
Hyperdrive  
La Coruna Senior Apartments

Los Angeles Valley College Maintenance and Operations  
Lowe's Home Improvement - Burbank  
Six Flags Magic Mountain  
National Health Foundation  
North Los Angeles County Regional Center  
North Valley YMCA  
ONE Generation  
PDC – A Brady Business  
Ralphs - Northridge

Ralphs – Sherman Oaks  
State of California Building and Grounds Maintenance  
Sunthrift  
Target – Woodland Hills  
Target - Northridge  
Tierra del Sol Foundation  
Valley Presbyterian Hospital  
Vons



# Inspiring Creativity and Careers Through the Arts

Since its inception over a quarter of a century ago, Tierra's Fine Arts Program has been inspiring creativity and building art careers for hundreds of individuals with developmental disabilities each and every day. Both Tierra's Sunland Studio Arts program and First Street Gallery Art Center program were founded on the premise that human creativity is not limited by physical or intellectual challenges, and that cultivating artistic expression enables those with significant challenges to contribute both culturally and economically to their community.

Today, that vision and mission continue to be a signature part of our programs, making Terria unique in comparison with other organizations that help individuals with developmental disabilities. The artistic studios of Tierra del Sol provide creative environments for each person to develop skills in art production, which include painting, drawing and ceramic sculpture. Additionally, artists receive professional mentorship towards marketing their work and teaching others. As Art Instructor and Exhibition Coordinator, Maria Jones, explains, "We have artists from diverse backgrounds, creating distinct artistic narratives. While they are being exposed to fundamental methods and the processes of art making, the emphasis is on the development of unique personal expression and self-exploration."

Artwork clockwise from top: Tom Lamb, Helen Rae, and Nathan Murray



## First Street Gallery Celebrates 25 Years of Success!

First Street Gallery Art Center celebrated its 25 year anniversary on Saturday, November 1st, with a gala fundraiser that set the festive tone for the first of two events celebrating the gallery's rich history within the Claremont community. First Street is known for its groundbreaking work to support individuals with different abilities to explore their own creative expression and develop professional skills in the arts.

First Street Artists and their families, supporters, alumni, staff, board members and civic leaders gathered at the elegant home of Ray and Kathy Woodbury for an evening of celebration and recognition. Framed works of art and exquisite ceramic pieces were displayed for purchase during the fundraiser, which included a silent and live auction, hors d'oeuvres, fine wines, live music and presentations honoring those who have been vital to First Street's inspirational contributions to arts and cultural communities locally, nationally and abroad.



Top: First Street Artist and Smithsonian Institute Exhibitor, Tom Lamb, (center) is joined by his family.

Bottom Left: 1st Street Artist, Helen Rae was honored by Rebecca Hamm, Tierra's Fine Arts Director.

Bottom Center: Rebecca Lienhard (CEO) welcomes First Street Supporters.

Bottom Right: CGU Alum and former First Street Instructor Jane Brucker, Curator David Pagel, and First Street's Rebecca Hamm and Seth Pringle.



Director of Tierra Fine Arts Programs, Rebecca Hamm, who has played a vital role in the gallery's success since joining First Street 24 years ago, noted, "We are so proud of what has been achieved by the hundreds of individuals served through First Street's Arts Program during the last 25 years. Their contributions are not only reflected through art, but also through their accomplishments as valued individuals who give back to the community each and every day. It makes the next 25 years just that much more exciting"

## Full-Circle with CGU

Part two of First Street's Silver Anniversary celebration was an exciting group exhibition which presented both the artists of Claremont Graduate University (CGU), and First Street Artists. "Full-Circle" was displayed at both First Street Gallery and the East & Peggy Phelps Galleries at CGU November 3 – 21st. This historic exhibition, created by First Street's Gallery Manager, Seth Pringle, and CGU's Professor of Art, David Pagel, included drawings, paintings, sculpture, photography and new media by 40 First Street artists and 40 CGU Master of Fine Arts alumni who have worked with First Street as staff members or as collaborative artists.



# TIERRA DEL SOL FOUNDATION 12<sup>TH</sup> ANNUAL Fall Festival!



Jan Maseda and Elizabeth Stimson (Co-Chairs)



With temps in the cool 70's and an abundance of sunny skies, Tierra's 12th Annual Fall Festival was definitely the place to be on Saturday, October 18th. Organized by a dedicated committee led by Parent Volunteers, Jan Maseda (Event Chair), and Elisabeth Stimson (Event Treasurer), Tierra's beautiful 7 ½ acre campus was transformed into a Fall spectacular! Areas were adorned with handmade scarecrows, holiday bows, cornstalks, hay bales, and fresh picked pumpkins. Smiles, laughter, and music filled the air, as guests enjoyed a fun-filled day of art, entertainment, activities, and delicious food.

For attendees, Tierra's Fall Festival is special for different reasons. For some, it's a chance to see the latest masterpieces created by the artists of Tierra's Sunland Studio Arts program. For others, it's the perfect place to pick out a pumpkin with their family and friends. And for the 675 families Tierra serves every day, the Fall Festival is a chance to introduce the world to the foundation that strives to give their sons and daughters endless opportunities. As Elisabeth Stimson explains, "This event ensures that Tierra will be here for my son and many others for years to come."

Through the tireless efforts of so many – parents, staff, and volunteers – we are proud to report that this year's festival was the most successful in Tierra's history. How does that make Event Chair, Jan Maseda, feel? "The smiles on the faces of so many individuals who attend Tierra was worth the effort - a definite reason to celebrate and embrace the human values of Tierra del Sol and why we are here - to give each and every human life, regardless of disability - value and meaning, and to serve our community."

To all of the sponsors, donors, families, and attendees who made this year's Fall Festival such a wonderful success, THANK YOU! Your support was a special, unique gift, which enables Tierra to further its mission in the community, and continue **changing challenges to opportunities**.

Until next year, *May the Fall Festival be with you!*



## Major Event Sponsors:



**TDA**  
INVESTMENT GROUP  
Capital Management

The Stimson Family MAYER • BROWN  
LANDEGGER BARON LAW GROUP, ALC





# Mark Your Calendar!

**Friday, December 5, 2014**

Opening Reception for  
"Michael LeVell:  
A Retrospective  
& The Holiday Show"  
First Street Gallery Art Center  
6pm - 8pm

**Tuesday, January 20, 2015**

New Family Luncheon  
Sunland Campus  
11:30am - 1:00pm

**Tuesday, February 10, 2015**

EXCEL Celebration  
Sunland Campus  
12pm - 1:30pm

**Thursday, February 12, 2015**

NEXUS Certificate Ceremony  
Sunland Campus  
5:30pm - 7:00pm

**Monday, May 18, 2015**

Tee Off for Tierra!  
Golf Tournament  
Angeles National Golf Club  
10am - 8pm



*Join us for the Tierra del Sol  
Eighth Annual Charity Golf Tournament*

**Monday, May 18, 2015**

Angeles National Golf Course, Sunland



# Special Thanks

*to the individuals, foundations and corporations who are leaders in sustaining the work Tierra does to empower individuals with development disabilities. Your contributions make a significant difference in the lives of those we serve!*

Bill Allen  
 Leonor & Thomas Anderson  
 Andy Gump, Inc.  
 Nirmila & Dr. Vinod Assomull  
 Chris & Tim Bailey  
 Barnes Family Foundation  
 Melanie Bialis Fund  
 Drs. Susan & Michael Blumenfeld  
 Bolton & Company  
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 Enterprise Rent-A-Car Company of L.A.  
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 Joyce & Henry Harris  
 Raul Huerta  
 Kay & Randall Huff  
 Interior Removal Specialist, Inc.  
 Elise & Barry Kagasoff  
 Kiwanis Club of Northridge  
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 Fanny and Svante Knistrom Foundation  
 Andrew Kugler & Mayer Brown LLP  
 Marian Lavin  
 Jenny & Brian Lee  
 Liberty Hill Foundation  
 Rebecca & Ray Lienhard  
 Elizabeth Likes  
 Mabel & Robert Loo  
 Jeffrey W. Maichen  
 Diane & Craig Martin  
 Jan & Stephen Maseda  
 Karren & Patrick McClenahan  
 Lorena McWilliams  
 Sally & Thomas Meersman

## Why Do You Give?

"Tierra has been the only program that has made our son Robert feel welcomed, loved and given purpose to his life.



We have never felt entitled to services and have a strong sense of commitment and devotion towards Tierra and its staff. This translates not only by donating financially, but by volunteering our time too."

**Elisabeth & Milt Stimson**  
*Board member & Tierra parents*

"To me, Tierra del Sol is like a little piece of heaven on earth for our clients. Tierra provides them with skills to live their lives as independently as possible."



**Bud Brown**  
*Philanthropist*



"Like many employees at Tierra, I believe that individuals should be recognized for their strengths and gifts, rather than their disabilities. Tierra expresses that value through its services."

**Jennifer Hurst**  
*Tierra Employee*

"I, along with my firm, give because I have had the blessing of seeing firsthand the amazing results that Tierra brings to their clients and the community at large. The empowerment and encouragement of the Tierra staff has enriched many lives, and Tierra has taught me that every life has purpose. My heart warms every time I visit their main campus. It's a place where miracles happen."



**Matt Chase**  
*Bolton & Company*



"Tierra shows the community that our children have value."

**Anna Feliciano**  
*Tierra Parent*

Gloria & Robert Merette  
 Katie & Steve Miller  
 Momentous Insurance Brokerage  
 Morgan Stanley  
 Janet Morris  
 The Walter W. Mosher, Jr., Foundation  
 Al Muskat  
 National Charity League - Burbank Chapter  
 Newman Aaronson Vanaman  
 New York Community Trust  
 North Valley Construction Co.  
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 Pasadena Foothills Association of REALTORS® Charitable Foundation  
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 PDC - A Brady Business  
 Jeff Proctor  
 Rebecca & Mike Quevedo  
 Patti & Don Redding  
 Sally Ricord  
 Anita G. Ron  
 The Rose Hills Foundation  
 Bob Rountree & Rountree Glass  
 Marlys & Larry Sack  
 Kevin Schaffels  
 School Sisters of Notre Dame  
 Megan & Peter Shakow  
 Patricia & Michael Smith  
 Patricia & Alexander Shakow  
 Patricia & Steven Smith  
 Peter Smith  
 Southern CA District Council of Laborers  
 TDA Investment Group  
 Carol & David Spear  
 June Stanton  
 Elisabeth & Milt Stimson  
 Mollie & David Stone  
 Doreen & Dean Stoutland  
 Thrivent - Verdugo Hills Chapter  
 Toyota Dealer Match Program  
 United Way of Greater Los Angeles  
 Valley Presbyterian Hospital  
 Valerie Vanaman  
 Michelle & Frank Vega  
 John Waid  
 The Walmart Foundation, Inc.  
 Jeanne Ward Foundation  
 Jackie Wardle  
 Weingart Foundation  
 Molly West  
 WK Engineering International Inc.  
 Larry Wong  
 Kathy & Ray Woodbury  
 Helen Wu  
 Sharon Young  
 Eugenia Zeitlin, in memory of Zakary Zeitlin

**\* Those listed are recognized for their gifts of \$1,000 or greater during the 2013-14 fiscal year.**



# Standing Up for Tierra and All Our Children

We are all grateful for the world our predecessors created for Tierra's young adults. The question is... Will the current generation of families rise to the challenge of sustaining Tierra for the future and preserving the State's commitment to everyone's sons, daughters, brothers and sisters with developmental disabilities?

Tierra's parents and families are answering loudly, "YES!" In addition to wide support for Tierra's annual fundraising goals and events such as the Fall Festival and Golf Tournament, families are also speaking out to our elected leaders, urging them to honor the State's commitment by providing an urgently needed increase in rates of reimbursement for service organizations, including Tierra.

In June, Tierra families met with our local State Senator, Carol Liu. They so impressed her with the urgency of our cause that she promised to take our appeal to Sacramento. The Senator followed through and invited Rebecca Lienhard, CEO, and Steve Miller, former CEO, to meet with her and Senator Jim Beall, who chairs the Human Services Committee. Senator Beall agreed to hold a hearing in Los Angeles to look into the needs of community service organizations.

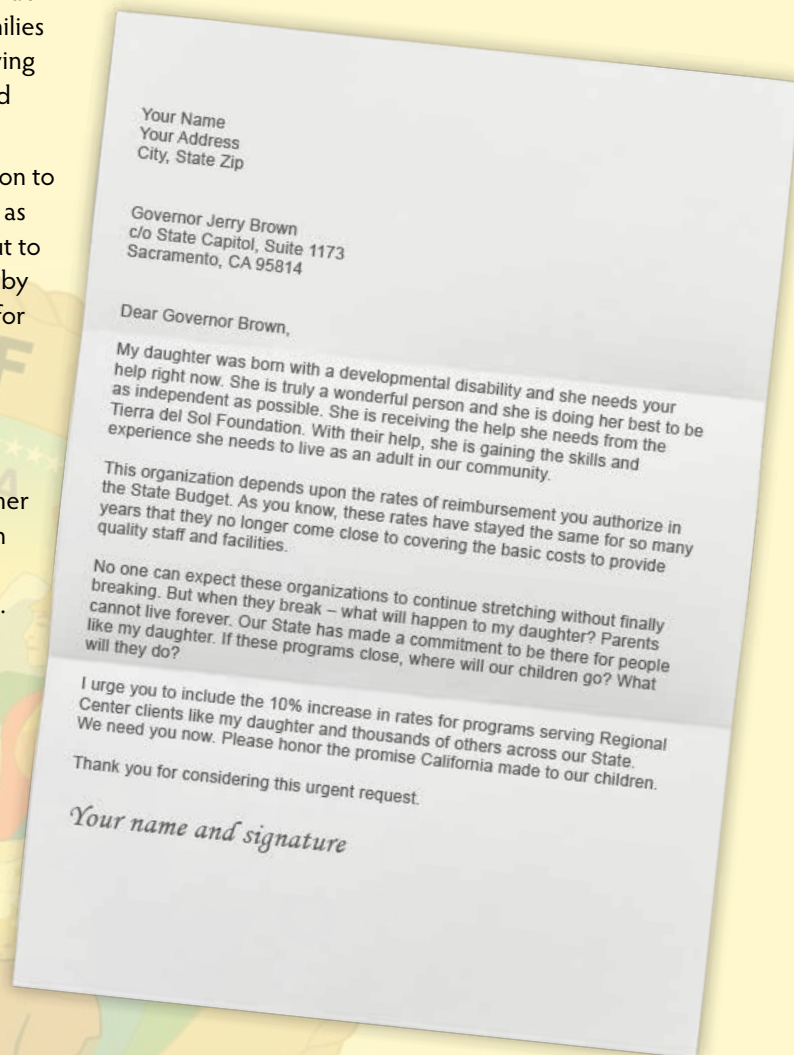
On October 9th, the most powerful witnesses at the hearing were Talleen Zohrabian, Tierra client and Armeneh, her mother, who ended her testimony with this personal appeal:

"Talleen is young and her future is worth fighting for. ...so I am here today to help my daughter and all the young people like her say please, please help us get our lives moving again. Please help the organizations that want so badly to serve our children to succeed. I know it must be hard to find money for these programs, but without this support our children will lose their hope and their future."

Now we can all heed this family's call to action. Tierra is participating in a statewide effort to communicate with the Governor. Your letters and phone calls will make the difference. Visit the homepage of Tierra's website: [tierradelsol.org](http://tierradelsol.org) to download a sample letter.

**SEND YOUR LETTER TODAY!**

**STAND UP FOR TIERRA AND ALL OUR CHILDREN!**



Changing Challenges to  
Opportunities!



9919 Sunland Boulevard, Sunland, California 91040



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## ● OUR VALUES

- Each and every human life has value and meaning.
- Regardless of the notion of disability, each person has the potential and the right to lead a full, productive, and personally meaningful life.
- A life with quality includes friends and loved ones.
- A life with quality includes participation in the cultural, civic, and spiritual affairs of the community.
- Families and communities are stronger when all of their members are accepted and valued for their contributions.

## ● OUR MISSION

Tierra will work continuously to increase opportunities for people with disabilities to participate, contribute, and succeed as productive and valued citizens of our community. In addition, we will communicate, educate and advocate to increase our community's understanding of and appreciation for the capabilities of the people we serve.

## ● OUR VISION

A strong and vibrant community is one in which all of its members contribute their strengths and assets to the common good. Tierra's role in our community is to empower people with disabilities to fulfill their potential and desire to become productive citizens who are accepted and valued for the contributions they make to the economic, civic, and cultural vitality of our community. We are actively working toward the day when people with any type of disability are fully accepted in our community – as neighbors, co-workers, and contributors to our society.

## Ways to Gi♥e

There are many ways to help  
Tierra this season, and all are greatly appreciated.

Thank you for considering:

- a tax deductible cash donation
- a gift of stock or securities
- a matching gift (through your employer)
- a gift in tribute or in memory of someone you love
- a planned gift (let us know if Tierra is in your Estate Plan)

For details or questions about ways to give, please contact Cathy Galarneau,  
Tierra's Chief Development Officer [cgalarneau@tierradelsol.org](mailto:cgalarneau@tierradelsol.org) or call 818-352-1419.

## DID YOU KNOW?

Tierra Client Employees earn  
a combined total of \$250,000  
each year.

That Sarah Winchester just  
celebrated 25 YEARS of  
employment at Big Lots.

Tierra provides a full-time job coach on-site at no cost  
to the employer.



***"On behalf of the Tierra staff, thank you for being an important part of our mission to change challenges to opportunities. We wish you and your families a wonderful holiday season and a New Year filled with health, happiness and prosperity."***

