



Immediate Release  
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Contact: Gabriella Forrester  
[gforrester@sbnbcc.org](mailto:gforrester@sbnbcc.org)  
(805) 963-7777 ext. 112

**New Beginnings Counseling Center Honors  
2017 Community Champions, Glenn and Amy Bacheller**

(SANTA BARBARA, Calif.) – New Beginnings Counseling Center will honor Glenn and Amy Bacheller with the 2017 Community Champions award at their annual Changing Lives Gala on Thursday, October 12th, 2017 at the Belmond El Encanto Hotel in Santa Barbara, California. The Keynote speaker is Honorable Wendy Greuel, current Vice Chair of the Los Angeles Homeless Services Authority.

New Beginnings' Executive Director Kristine Schwarz said, "Glenn and Amy generously supported New Beginnings at a time of major transformation for the agency. Their ongoing assistance at a financial, spiritual and practical level has been key to our success. We are thrilled to be recognizing their patronage this year."

Glenn Bacheller spent his early career working in marketing for companies like General Mills and Dunkin Donuts. In the early 90's, Glenn served as the President of Baskin Robbins, then successively led Noah's Bagels, Jamba Juice, and an early stage Silicon Valley software company before buying Boston-based Multicultural Home Care in 2004. Amy Bacheller spent her early career as a special education teacher at the elementary school level.

In the early 90's, the couple had a lifestyle awakening. Amy began her studies into holistic health with a base in nutrition, obtaining six different certifications. Glenn took up mountaineering, climbing Kilimanjaro, Mt. Rainier, and reaching base camp on Everest. The pair landed in Santa Barbara in 2008, finding a balance between work and wellness, and put their energy into healing and helping this community. Amy now works from her home office, seeing clients and teaching as part of her holistic health practice, Scent from Heaven. Glenn grew Multicultural Home Care substantially before selling the company in 2016. Glenn & Amy have been involved in the Santa Barbara community with numerous organizations, with a special interest in those that assist the homeless. Glenn and Amy have been instrumental in connecting New Beginnings with additional community partners and support.

Keynote speaker Wendy Greuel was formerly the Controller for the city of Los Angeles and Deputy Director of the Interagency Council on Homelessness at the Department of Housing and Urban Development under the Clinton Administration. She has focused her political career around responding to and working to resolve the homelessness and housing crises in our nation. "New Beginnings has been a leader in creating not only the Safe Parking Program, a model for the nation," stated Greuel, "but also has focused their services to address the needs of families in crisis."

Current event sponsors include the Coeta & Donald Barker Foundation, Mary & Gary Becker, Glenn & Amy Bacheller, Lalla & Rinaldo Brutoco with Omega Point Institute, Maryan Schall, Laurie Ashton & Lynn Sarko, Hon. Susan Rose & Allan Ghitterman, Union Bank, John & Marcia Cohen, David Jackson & Stephanie Sohn Jackson, Mission Wealth, Montecito Bank & Trust, Psychiatry and Addiction Medicine at Cottage Health, John Sanger, and the SBCC Foundation.



Tickets for the event can be purchased for \$150 by calling (805) 963-7777 x112 or by going online to [www.sbnbcc.org/events/](http://www.sbnbcc.org/events/) Sponsorship opportunities are available and more information can be obtained by contacting Gabriella Forrester at (805) 963-7777 x112.

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New Beginnings Counseling Center provides quality, affordable counseling, shelter, case management and education that strengthens our community and provides our clients with the ability to lead healthy and productive lives. New Beginnings Counseling Center, located at 324 East Carrillo Street, Suite C, Santa Barbara, CA 93101, (805) 963-7777, is a nonprofit 501(c)(3) organization. For more information or to make a donation, visit [www.sbnbcc.org](http://www.sbnbcc.org).