



DESTINATION

Fall 2013 | Volume 1, Issue 2



MESSAGE FROM THE BOARD PRESIDENT

As the leaves of the trees change, so do the activities of the California State Board of Guide Dogs for the Blind. In this issue of the newsletter, you will get all the latest Board news, including important legislative updates, Etiquette Campaign successes, and a preview of our 2014 campaign which will shed more light on the shameful practice of fraudulent use of pets as service animals.

– Eric Holm, Board President

LEGISLATIVE UPDATE

Governor Brown signed the following bills: Assembly Bill 1252 (Assembly Committee on Health), Senate Bill 308 (Lieu), and SB 822 (Senate Business Professions and Economic Development Committee). Senate Bills 308 and 822 made minor changes to the Board’s Practice Act as well as extended the Board and its Arbitration Review Panel’s sunset date to January 1, 2018.

AB 1252 (Assembly Committee on Health) changed the definition of service animal to be consistent with the definition in the Americans with Disabilities Act for food retail establishments. For descriptions of these bills, visit <http://leginfo.legislature.ca.gov/faces/billSearchClient.xhtml>.

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UPCOMING CONSUMER SATISFACTION SURVEY: WE WANT TO HEAR FROM YOU!

This winter, the Board will be conducting a consumer satisfaction survey to gauge the readiness of guide dog teams graduating from licensed guide dog schools. The survey will be online, but will also be available by phone or alternative format upon request. Results of the survey will be shared at the Board's May 2014 meeting.



BOARD ANNOUNCES 2014 CAMPAIGN

At the Board's September meeting, we decided to engage in a campaign to bring awareness to the fraudulent use of pets as service animals. In the coming months, staff will formulate the campaign and reach out to interested stakeholders. We look forward to shedding light on this shameful practice, and bringing in partners from the disability community, business community, policy makers, and law enforcement.

For more information and updates, like us on Facebook (California State Board of Guide Dogs for the Blind) and follow us on Twitter [@caguidedogboard](https://twitter.com/caguidedogboard).

ETIQUETTE CAMPAIGN— CURB TO CURB: CROSSING COMMUNICATION STREET

New Video, Best Practices Tip Sheet, and Speakers Spread the Word

The Board's campaign launched in September with the California Restaurant Association (CRA) continues to help educate the public and restaurant community on the basics of guide dog etiquette. The Board posted a best practices tip sheet and promoted it through CRA and Department of Consumer Affairs publications, and sent ambassador speakers to local CRA affiliates in Fresno, Los Angeles, Sacramento, and



San Diego. The final stage of the campaign was producing a YouTube video illustrating the best practices. To see the video, visit www.youtube.com/watch?v=xbyKWsqkqU8&feature=youtu.be.

Our thanks go out to Grilly's Restaurant in Mill Valley for taking part in the video, and providing its restaurant as the "set." Finally, our partnership with Sutter Health resulted in a tip sheet covering the best practices for healthcare providers. Stay tuned for posting of this tip sheet.

For more information on the etiquette campaign, visit www.guidedogboard.ca.gov/resources/index.shtml.