



NEWS RELEASE

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SANTA BARBARA ZOO NAMES NEW BOARD OFFICERS AND MEMBERS

Santa Barbara, CA, January 16, 2014 -- Thomas Caleel has been elected Chair of the Board of Directors of the Santa Barbara Zoo. Other officers for 2014 are Carol Kallman as Vice Chair, Robin Kopeikin as Treasurer, and Mindy Denson as Secretary. Four new members have been elected to the board: Mark Danielson, Paul A. Johnson, Peter C. Jordano, and Brian Robertson. The Zoo Board also includes Sharon Bradford, John Dixon, Ginni Dreier, Harry Gelles, Rhonda Ledson Henderson, Dennis Power, Amy Pryor, John W. Russell, J. Terry Schwartz, Barbara Smith, and Randy Weiss.

“The Santa Barbara Zoo has created meaningful and lasting memories for generations of families, including my own, and I am honored to be involved with such a special institution,” said Caleel. “We look forward to the next 50 years, starting with the grand opening of Discovery Pavilion, which redefines the concept of conservation and education about the natural world. Dinosaurs, creepy crawlies, elephants, giraffe babies, Lucky the penguin, and our all-star cast of Zoo team members – we all look forward to welcoming visitors of all ages.”



Thomas Caleel is the Managing Partner of Toro Advisory Partners, an education-focused investment group in Montecito. Toro’s Global Education Opportunities advises governments, foundations, corporations, and universities around the world on a wide range of education-related issues.

Caleel served as Wharton School’s Director of MBA Admissions and Financial Aid from 2005 to 2008, and has experience as an entrepreneur, venture financier, and chief executive, especially in international markets.

He serves on corporate boards, is Vice President of the Santa Barbara Birth Center, and recently served on the Wharton School’s Graduate Executive Board. Caleel received an MBA from the Wharton School and a B.A. in International Relations from the University of Pennsylvania.

Caleel is also an accomplished horseman who has played polo in professional tournaments around the world. He lives in Santa Barbara with his wife and two sons, both of whom made their first visits to the Zoo before they were three months old. He has served on the Zoo's Board since 2011.

New Board Members, Elected To Six Year Terms



Mark Danielson has had a 25-year career in broadcast news, and is currently the General Manager of local television station KEYT/News Channel 3. He began his career in his native state of Idaho at KMVT, the CBS affiliate in Twin Falls. He has since held positions in nearly every part of the broadcast business, operating the teleprompter, running master control, directing live newscasts, working in local sales, and running news departments.

Danielson has worked for some of the most respected news organizations including KSL in Salt Lake City, KCRA in Sacramento, KHQ in Spokane, and KTVB in Boise. Since 2007, he has been a General Manager for the NPG Broadcast Group, first in Idaho with KIFI, KIDK and KXPI, and now in Santa Barbara at KEYT which NPG purchased in November 2012.



Paul A. Johnson is Vice President of Investment Management at Northern Trust in Santa Barbara. He is a Certified Financial Planner, Certified Private Wealth Advisor and Chartered Retirement Plans Specialist. Prior to joining Northern Trust, he was with Merrill Lynch.

Johnson's Central Coast roots go back when he earned his MBA from Cal Poly. He received his bachelor's from Pensacola Christian College and has attended executive programs at University of Chicago's Booth School of Business.

Johnson is a member of the Santa Barbara Estate Planning Council, and is a board member at the Santa Barbara Zoo, Santa Barbara Rescue Mission, and Santa Barbara Maritime Museum. He is also a member of the Investment Management Consultants Association and the Planned Giving Committee at Sansum Diabetes Research Institute.



Peter C. Jordano is a native Santa Barbarian and has been President and CEO of Jordano's Inc. for more than 30 years, and has been a volunteer member of more than two dozen local organizations, serving on many boards and receiving numerous awards for community service. A partial list includes the UCSB Foundation, Citizens for a Balanced Community, Goleta Valley Community Hospital, Las Positas Park

Foundation, Santa Barbara Athletic Roundtable, and Old Spanish Days.

Jordano was on the Zoo Board from 1986 to 2007, and had three consecutive terms as president (1991, 1992, 1993), years that saw the first El Dia del Nino, a revised Master Plan, and plans for a new gorilla exhibit.

He graduated from San Jose State University in 1956. For the next two years, he served in the United States Marine Corps, attaining the rank of First Lieutenant. He started at Jordano's in 1958, working his way up through the sales and into management, and became President and CEO in 1975.



Brian Robertson was a part of the Jaycees team built the Zoo. A native Californian, he was raised in Santa Paula. He became interested in the travel industry a student at the University of Colorado, Boulder.

Robertson came to Santa Barbara in 1962 to work with Booher Travel. Eight years later, he purchased the agency and grew it to 25 staff members. He became a Certified Travel Consultant in 1973, and was VP of the Southern California Chapter of the American Society of Travel Agents from 1972 to 1979.

He continues his travel career with Robertson International Travel Consultants, located on Carrillo Street. He is also the Chairman of the Santa Barbara Committee on Foreign Relations and a Vice President on the Board of the Channel City Club. Robertson has traveled around the world five times and visited more than 80 countries. During his travels, he obtained a passion for wildlife, including spending several weeks in the South Pacific with Jack Hanna.



Peggy Palmer Wiley moved to Santa Barbara in 2003, and works as a realtor with husband Wilson Quarré at Sotheby's Realty.

She is an active volunteer, serving as a trustee at Ganna Walska Lotusland for four years, chairing their Lotus Society, and co-chairing the 2012 "Gifts for the Garden" campaign. She chaired the Santa Barbara Museum of Art's Collectors Council for two years and is a committee member. Peggy is also a member of the Community Angels Network, Women's Fund of Santa Barbara, and Junior League of Santa Barbara.

Wiley previously held positions with the Los Angeles World Affairs Council and Bonne Bell Cosmetics, before beginning her 26 year-career in real estate. As a volunteer in the San Diego area, she was involved with the La Jolla Museum of Art, Old Globe Theater, and Junior League of San Diego.

An avid horsewoman, she showed hunters throughout California and Arizona in her youth, and recently began learning dressage.

*Known as one of the world's most beautiful zoos, the **Santa Barbara Zoo** is located on 30 acres of botanic gardens and is home to nearly 500 individual animals in open, naturalistic habitats. It is accredited by the [Association of Zoos & Aquariums](#) (AZA), representing the highest level of animal care, and participates in AZA endangered species programs for Asian elephant, California condor, Channel Island fox, and Western lowland gorilla, among others. A private 501(c)(3) nonprofit corporation, the Santa Barbara Zoo depends on community support, not tax dollars, for operations and improvements.*

The Santa Barbara Zoo is open daily from 10 a.m. – 5 p.m.; general admission \$15 for adults, \$12 for seniors 64+, \$10 for children 2-12, and free for children under 2. Parking \$6.

