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FOR IMMEDIATE RELEASE

Daytona Beach's Paul Burke Receives "Small Business Partnership Award for Products" by the National Industries for the Severely Handicapped (NISH)

Paul Burke, former President of Native Tan in Daytona Beach, was awarded the Small Business Partnership Award for Products from National Industries for the Severely Handicapped (NISH). The national recognition was bestowed by NISH at their National Training and Achievement Conference held in Atlanta on May 14th. NISH is a nonprofit organization mandated by Congress to assist nonprofit agencies employing people with disabilities in obtaining federal contracts under the AbilityOne Program. AbilityOne, previously known as the Javits-Wagner-O'Day Act, encourages government entities to obtain products and services from nonprofit organizations that employ persons with disabilities.

The partnership between a Native Tan, who works to employ persons with disabilities, and Enrichment Industries, which is a part of Stewart-Marchman-Act Behavioral Healthcare, is what lead to receiving this prestigious award.

The Enrichment Program is a certified work center under NISH and has been creating employment opportunities for persons with disabilities since 1984. In 2003, they engaged in a partnership with Paul Burke to sell sunscreen to the federal government under the AbilityOne Program. Over the ensuing years they have sold well over a million bottles of sun tan lotion to the Department of Defense and have employed approximately 30 people with disabilities in receiving and staging raw materials, assembling and labeling boxes, cleaning and packaging bottles, and wrapping, palletizing, loading and shipping finished product.

Paul Burke was instrumental in sharing his knowledge of processing large quantities of sunscreen product and in recommending ways to structure the work tasks so as to allow persons with varying disabilities to provide value-added labor.

The Enrichment Program and their employees have appreciated the opportunity to create local jobs for persons with disabilities, and Paul Burke is proud to see his product in use by the federal government. It's a real win-win partnership.

For businesses wanting to learn more about the advantages of partnering with SMA's Enrichment Program they can contact the Director, Tom Czopek at (386) 236-3240 or email: tczopek@smabehavioral.org.

