



## EMPLOYERS EMBRACING KITCHENER-WATERLOO OKTOBERFEST:

### TELEDYNE DALSA AND EMPLOYEES SHARE THE SPIRIT OF GEMÜTLICHKEIT SEPT 26TH

**Waterloo Region- September 21, 2012** - What does Gemütlichkeit look like in the workplace? Through Kitchener-Waterloo Oktoberfest's Corporate Experience program and a healthy dose of their own enthusiasm, employees at a local high-tech company are about to find out.

**Date:** Wednesday, September 26<sup>th</sup>, 12 noon 1:30pm

**Where:** Teledyne DALSA, 605 McMurray Road, Waterloo

**Why:** During their lunch hour on Sept 26, roughly 350 employees at Waterloo-based Teledyne DALSA will savour traditional sausage and sauerkraut as well as a visit from Onkel Hans, Miss Oktoberfest, and crowd-participation demonstrations from lederhosen and dirndl-bedecked members of the Concordia Enzian Schuhplattler Verein dance group.

The event, a co-operation between Teledyne DALSA and Kitchener- Waterloo Oktoberfest, highlights the wider, more family and community-oriented nature of Kitchener-Waterloo Oktoberfest that the festival has always nurtured. This year's festival includes over 40 family events, and the new Corporate Experience program is helping bring "Oktoberfestivities" to workplaces too.

On the surface, the event is quite simple--who doesn't like free lunch and a party? But there is more afoot here for both company and community.

Mark Kreller, Executive Director of Kitchener-Waterloo Oktoberfest says that Teledyne Dalsa is a great example of the corporate engagement the festival has seen over the years. "The team at Teledyne DALSA are known as innovators in the technology sector throughout the world, and they certainly have stepped up the Corporate Experience program to add exciting creative elements. This leadership is a testament to their workplace culture and employee engagement.

"At Teledyne DALSA, we understand that building an engaged workforce isn't just about the actual work; it's also about building and reinforcing our ties to the community where our people live, work, and raise their families," explained Frank Nemeth, TDI's Director of Human Resources. "With a workforce this diverse, this may be the first experience some of our people have with the Oktoberfest celebrations. When their own co-workers are introducing them to fun things that they can experience with their families, it really helps build connections and community."

Employee connections to Oktoberfest run deep and clear at TDI. Patrick Myles, VP of Business Development, and his family have been part of the dance group for almost 20 years, and two of his

daughters will be among the immaculately dirndled dancers demonstrating for and with the employees.

“I am always happy to share my fondness for the festival with my fellow Teledyne DALSA employees, and I am thrilled that Oktoberfest is reaching out to local companies like ours with their Corporate Experience program.”

As the noon hour draws to a close on the 26<sup>th</sup> and the employees head back towards their desks or work stations, Onkel Hans will wave them goodbye...but it's quite likely they'll see each other again soon. Gemütlichkeit is alive and well at Teledyne DALSA, and the company sincerely hopes it will follow the employees home.

*For more information on the Kitchener-Waterloo Oktoberfest Corporate Experience, contact volunteer Linda Fegan at [feganl@cambridge.ca](mailto:feganl@cambridge.ca).*

### **About Kitchener-Waterloo Oktoberfest**

Kitchener-Waterloo Oktoberfest is a not-for-profit Bavarian festival founded in 1969 by a group of volunteers committed to contributing to the social and economic vitality of Kitchener-Waterloo, Canada twin cities with German heritage. Canada's Greatest Bavarian Festival celebrates German heritage, food, music and festivities and is supported by more than 50 not-for-profit organizations. The festival is operated by eight year-round full-time staff, over 435 volunteers and 1,300 community and service club volunteers that stage the nine-day festival each October promoting a unique German cultural experience. As well as the \$21.1M annual economic boost the festival gives the local economy during the international festival, over \$1.5 million is raised each year by the not-for-profit organizations associated with Kitchener-Waterloo Oktoberfest, one of the top three most recognized event brands in Canada.

- 30 -

#### **For additional information:**

**Mark Kreller**

Executive Director

K-W Oktoberfest Inc.

519-570-4267 ext. 222