

Careers Industries

Enriching the lives of people with disabilities

Quarterly News

SPRING 2011

“Make No Little Plans”

Careers Industries Finalizes Purchase of New Building

As Careers Industries embarks on its 40th anniversary year in 2011, architect Daniel Burnham’s famous words, “Make no little plans,” comes to mind. That’s because the renovation is expected to start in June at our new 53,000 square-foot building that will serve as our new Racine location at 4901 Washington Ave. in the Westgate Mall.

The expansion signifies the success of our more than 350 participants as staff, community partners and area businesses have enriched their lives through work, care and community. As we celebrate our 40th anniversary this year, our new home represents our plan for the future—to continue to provide high quality, innovative care, support and services to persons with disabilities, as well as area businesses and the entire community.

There is a growing demand in our community for services for and by persons with disabilities. We have been receiving a record level number of referrals per month and have seen an increased need from both new businesses and

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New Building Highlights:

- High-tech training rooms, teaching kitchen, larger lunch rooms, exercise room, large outdoor teaching garden and covered drop-off area
- 23,000 square feet of production and warehouse space to provide services for area businesses compared to current 12,000 square feet
- Large amounts of natural and energy efficient lighting
- Sustainable building materials



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Director's Message

Executive Director Joe Greene

As I'm sure most have read or heard, there are many concerns and much debate about Gov. Scott Walker's proposed biennial budget. At Careers Industries, our participants and staff are concerned too. In fact, a group of Careers Industries participants and staff members met with area legislators in Madison last month as part of Disability Advocacy Day.

(See Page 3 for story.)



Recently, I listened to a radio interview with Barbara Beckert, the director of the Milwaukee office of Disability Rights Wisconsin, about her thoughts on the budget proposal and the impact she believes it would have on Wisconsin's disabled citizens.

Beckert noted, and I agree, that historically in Wisconsin we have had broad support for services for people with disabilities and recognition that this was a good investment for us all. The governor has also stated that he recognizes that the elderly and disabled populations need to be protected as much as possible.

Despite that assurance, we do see problematic areas with the current proposal. As Beckert commented, some of these actions take a "step backwards" including the proposed freeze on enrollments in the state's Family Care program which helps pay for community care of persons with disabilities.

The financial implications from the state's fiscal situation that we've experienced firsthand at Careers Industries is that the rate of funding from care management organizations (CMOs), such as Family Care and Community Cares, to pay for services that organizations like ours provide has been frozen for the past few years. And recently, this funding was reduced. While we anticipated these cuts and have adopted a much more entrepreneurial model that would allow us to be less reliant on public funding, we feel the current CMO model is unsustainable.

At this time, about 20 percent of every dollar set aside for persons with disabilities in Wisconsin goes toward the administrative costs of the CMO's. We proposed to the Department of Health and Human Services (DHS) that they assure that administrative costs never exceed 15 percent. That alone would free up a lot of money across the state.

We appreciate the DHS's willingness to work with organizations like ours to improve the system and ensure that we can continue to support persons with disabilities.

Sincerely, Joe Greene

Participants Lobby Madison

A group of Careers Industries participants and staff members traveled to Madison April 6 to meet with area legislators as part of Disability Advocacy Day, organized by the Survival Coalition of Wisconsin Disability Organizations. Participants Angela Ottmann, Erica Schiemann, JoEllen Langenfeld, Jennifer Worrell, and Jennifer Sauve and staff members Cori Saldana and Sara Atherton discussed their concerns about how Gov. Scott Walker's proposed budget cuts would affect persons with disabilities.



Careers Industries participant Angela Ottmann (left) and staff member Cori Saldana (right) meet with State Representative Robert L. Turner (center) during the Capital's recent Disability Advocacy Day.



(Back Row L to R) Erica Schiemann, JoEllen Langenfeld, Jennifer Sauve, Angela Ottmann. (Front Row) Cori Saldana, Sara Atherton

Issues on participants' minds included how cuts in transportation could prevent people that use specialized transportation from getting to work, medical appointments, or programs. And, that education cuts could prevent students with disabilities the opportunity to be integrated into classrooms with children that do not have disabilities.

Ottmann and Saldana met with Rep. Robert L. Turner who shared that he too has a family member with disabilities. Following the visit, Rep. Turner sent a personally addressed letter to Ottmann stating, "I enjoyed our conversation very much about the issues you may face due to Gov. Walker's budget cuts. Although it won't be easy, I will do my best to make changes to the budget bill that will continue to address the needs of disabled people."

Other participants met with Rep. Cory Mason and assistants from the offices of Rep. Robin Vos and Sen. Bob Wirth.

PIE Participant and Employment Partner Win State Awards

Wisconsin APSE honored Careers Industries Partners in Employment (PIE) participant Todd Williams as their Supported Employee Award of the Year winner at their annual conference in late 2010. The organization also honored Northern Lights Gallery with their Small Employer Award.

APSE is a growing national non-profit membership organization, founded in 1988 as the Association for Persons in Supported Employment. It is the **only** national organization with an **exclusive focus** on integrated employment and career advancement opportunities for individuals with disabilities.



Todd Williams

Todd, as you may recall from our Fall 2010 Newsletter, is a cart attendant and produce worker at Wal-Mart in Burlington. Since he joined the store nearly two years ago, he's been named Employee of the Month and promoted. Todd has established a great working relationship with the store managers and they have expressed a great respect for Todd's dedication and enthusiasm Todd first came to Careers Industries in 2004.

Northern Lights Gallery is located in downtown Racine and features many forms of art from unique jewelry, pottery and glass art work.

Owners Pam and Jack Viroglio provided a temporary work experience for one of our participants who assisted with inventory and pricing gaining valuable computer skills in the process. Following her work experience, the young woman enrolled in computer classes.

Northern Lights Gallery also provides free display and sale space for one of our participants who is blind and makes beaded jewelry. Several of the artist's bracelets and key chains have sold, making both the artist and her family very proud and excited.

PIE currently services 55 individuals in the Racine, Kenosha and Burlington areas. This year, PIE has already assisted eight of those participants find permanent employment with Kohls, Steinhafels, Menards and other businesses and organizations.

How We Spend our Day

The heart of Careers Industries Integrated Day Services (IDS) program lies in helping people with disabilities gain independence and dignity by developing functional skills useful in our daily lives. We provide participants with classes and learning groups about current events, computers, spelling, cooking and cleaning, recycling and music to name a few. There is plenty to keep our participants busy, so much so that we even offer sessions on how to relax, a skill we can all use.



“Make No Little Plans” *(Continued from page 1)*

existing customers for subcontract services provided by our participants. In fact, to meet the requirements of one of our newest Fulfillment Services projects and be able to provide that work opportunity for our participants, we recently had to lease additional space at our Can Liner location. After 12 years, we’ve outgrown our current Douglas Avenue location. We cannot continue to provide opportunities for our participants or serve area businesses that need their work assistance in our present building.

Larger space is critical to our ability to expand our revenue producing services so that we can be less reliant on public dollars while continuing to meet the needs of and provide opportunities for persons with disabilities. We’ll be able to serve a larger number of participants while their families or other guardians can earn a living. Organizations such as ours that provide opportunities for persons with disabilities meet a real demand for products and services and provide real value to our community and local economy. For example, our participants provide 2,700 hours of volunteer services to nearly 50 organizations annually.

We believe our new location will help both the Racine community and our participants fulfill their unlimited potential. Our move will rejuvenate the surrounding community with over 400 participants, staff and caregivers, coming and going daily.

Johnson Bank is financing \$2.5 million of the project’s total estimated \$3.2 million purchase and remodeling costs. Saab Design, LLC., will serve architect and general contractor. We’ve put our Douglas Avenue property up for sale and have received strong interest. Additionally, we’ll launch a small \$500,000 capital campaign, our first such campaign in more than 10 years.

You can monitor the progress of our new building at our website where we will post images and updates as construction proceeds. We hope moving day is sometime before the end of the year.

Careers Industries Benefits from Coaching for a Cause

Careers Industries’ management and staff have received the valuable services of a business coach through Coaching for a Cause, a global, pro bono coaching program from ActionCOACH, the world’s number one executive coaching team. Business coach Jim Palzewicz from ActionCOACH of Elm Grove has been working directly with Executive Director Joe Greene and his team.

Services have included a staff training exercise on building an effective organization. With the coach’s guidance, Joe and his team refocused their vision, mission and values, which allowed them to develop one-year, three-year and five-year action plans to achieve that vision. In addition, the organization’s board of directors completed a training session with a basic goal of clarifying the intention and commitment of the executive director and each board member to help guide Careers Industries to the next level of excellence.

The value of the Coaching for a Cause services is worth more than \$20,000. Joe says the program has already made a difference.

“By applying many business practices that are most often seen in the for-profit sector, Coach Jim has helped us learn how to plan better and increase our sales and margins,” he says. “I personally have benefitted from weekly meetings with Jim as we work through many topics that allow me as executive director to help move our organization forward.”

For Jim, a business coach at ActionCOACH of Elm Grove for more than seven years, Coaching for a Cause is personally rewarding. “It’s fun and very exciting to help leaders at non-profits learn how to grow their organization like a business,” he says. “Non-profit organizations face many challenges today, yet their contributions are needed more than ever. That’s why applying the fundamentals of business is imperative to the fulfillment of their vision and mission.”

Jim will also work with the Careers Industries board at their June strategic planning meeting.

Events Calendar

June 17 Annual Summer Picnic

July 8–10 Walworth County Fairgrounds EcoFair: Stop by our booth

August 7 Starving Artist Fair: Stop by our booth

September 24 Art in the Garden

Major Project

Quick Cable Corporation Keeps Careers Industries Fulfillment Services Busy

Participants in Fulfillment Services began work recently on a significant new project from Franksville-based Quick Cable Corporation assembling 20,000 Battery Leaker Kits. Quick Cable is the leading manufacturer of battery connectors, battery cables, battery accessories, electrical storage and connectivity solutions.

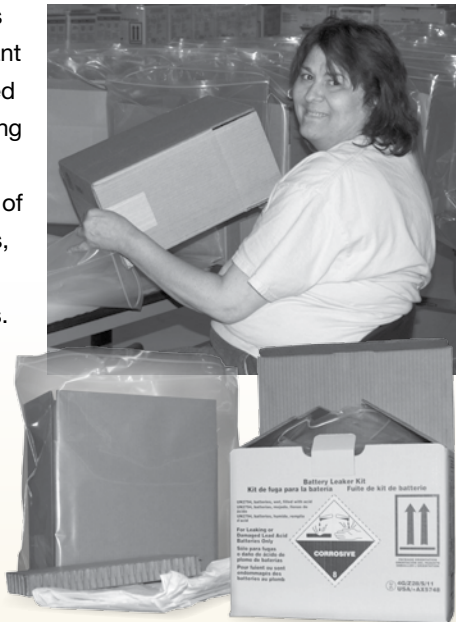
The kits, a new product for Quick Cable, will be used by retailers and auto parts suppliers to package and ship used lead acid batteries, such as car batteries, to recyclers. Typically when consumers return automotive batteries to suppliers, the batteries are shipped to recyclers who use about 97 percent of a battery's materials for new products. But damaged batteries need to be shipped in packaging designed to absorb and contain any leakage during transport.

The Leaker Kits have multiple components that our Fulfillment Services participants assemble. Participants build two boxes and assemble the kits from seven components including acid absorbing pads, shock absorbing pads and a polybag. The kit is shipped complete, so all the retailer has to do is put the used battery in the kit, zip the polybag closed and tuck in the recloseable box top.

Because of the volume of materials and complexity of the kits, Quick Cable looked for a capable outsourcing partner for the assembly. They determined it would be more effective from a cost, space and logistics perspective to turn to Careers Industries for assistance.

"We absolutely try to source locally whenever we can," says Quick Cable Manufacturing Vice President Bob Hoganson. "We learned Careers Industries had done other packaging and assembly of a similar nature and thought they would be a good fit. We also feel it's important to support their mission and provide work for people with disabilities when we can."

Ultimately Bob noted the sourcing organization selected would have to provide the work at a competitive rate. "Careers Industries was certainly able to do that," Bob says. "We were really comfortable that they understood what our requirements are and would do a good job."



Marilyn Gustin, Fulfillment Services participant, assembling Battery Leaker Kits for Quick Cable.

Thank You Donors

Our sincere thanks to all of the recent donors that have seen fit to contribute to Careers Industries. Please let us know if we have inadvertently left off your name!

In memory of Lillie Replogle

Joel and Kathleen Belland	Bonnie Coons
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In support of the Careers Foundation

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In Support of our Art & Soul program

Mark and Taylor Denman
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Annual Picnic Sponsors

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	Dennis and Candace Penkalski



Support the Local Businesses and Organizations Who Display Our Art

A growing number of businesses and organizations display and/or sell Careers Industries' participants' artwork from our Art & Soul program. We urge you to support those who support Careers Industries.

Gateway Technical College

1001 S. Main Street, Racine

David Insurance Agency

1300 S Green Bay Rd #100, Racine

Progressive Insurance

5200 Washington Ave., Racine

Financial Service Group

4812 Northwestern Ave., Racine

Messiah Lutheran Church

3015 Pritchard Drive, Racine



Participants sold artwork, as well as pet products, they made at several area home and pet expos. At a recent pet expo, participants sold fleece dog blankets, dog beds, dog biscuits, cat toys, and cat blankets, all handmade. And at a home and garden expo, products available at our exhibition booth included candles, garden stones, painted flower pots, glass windows and plates with pressed flowers, plantable stationery and greeting cards that include flower or vegetable seeds.

Be sure to mark to your calendar for **Art in the Garden, Saturday September 24 from 2-5 p.m.**

Your support is welcome...

- Here is my gift of \$_____ made payable to Careers Industries Support Foundation
- In memory of _____
- In honor of _____ to commemorate _____

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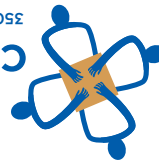
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- Does the company you work for have a matching gift plan?
- Are you interested in learning more about planned giving?

3502 Douglas Avenue | Racine, WI 53402
Careers Industries



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3502 Douglas Ave., Racine, WI 53402
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staffing needs.

We also help local organizations and businesses meet their business and

Careers Industries enriches the lives of people with disabilities through work, care and community.

