



The National Association for the Employment of People who are Blind

NAEPB Board of Directors Teleconference

Monday, April 4, 2016

10:30am – 12:00pm EST

Dial-in number: 1-877-860-3058

Pass Code: 925356

AGENDA

- | | |
|--|------------------|
| 1. Call to Order | Stueckrath |
| 2. Roll Call | Garrett |
| 3. Minutes for Approval | Garrett |
| a) NAEPB Board Teleconference Minutes_2_4_16 | |
| 4. Treasurer's Report | D'Amico |
| a) NAEPB Treasurer's Report for period ending_2_29_16 | |
| 5. Consent Calendar Reports | Stueckrath |
| a) NAEPB Public Policy Strategic Plan tasks (Arbogast) | |
| b) NAEPB Public Policy meeting summary March 16 (Arbogast) | |
| c) NAEPB Strategic Planning Update (Monteferrante) | |
| d) NAEPB Marketing Committee Report 2016-03-25 (Kerlin) | |
| e) NAEPB BSC Report (Horton) | |
| f) NAEPB Services Committee Report (Mabry) | |
| 5fa. ProMOTE Evaluation Summary (Mabry) | |
| g) NAEPB Operations Report (Steiner) | |
| 5ga. WIG Strategic Marketing Plan 04012016 | |
| 6. High-Level Committee Update | Committee Chairs |
| 7. Marketing Committee | Kerlin |
| 8. CNA Cooperative Agreements | Stueckrath |
| 9. AB1 Commission Declaration regarding minimum wage | Stueckrath |
| 10. NAEPB CEO Advance Wrap-Up and Survey | Monteferrante |
| 11. 2016 Public Policy Forum Update and Call for Participation | Arbogast |
| 12. VisionServe Alliance Survey Participation | Stueckrath |
| 13. NIB Update | Lynch |
| 14. Other Business | All |
| 15. Adjournment | Stueckrath |



The National Association for the **Employment** of People who are **Blind**

**NAEPB Winter CEO Advance
Board of Directors Meeting
Westin Canal Place**

New Orleans, Louisiana
Thursday, February 4, 2016
7:30am – 8:30am

Approved on 4/4/16

Call to Order

The meeting of the NAEPB Board of Directors was called to order by President Dennis Steiner on Thursday, February 4, 2016 at 7:34am CST. Secretary Garrett proceeded with the Board Roll Call, after which he announced that a complete quorum was reached. Names of the Agency CEO guests attending were also captured.

NAEPB Board Roll Call

Erika Arbogast	Assistant Vice President, Public Policy
Rudy D’Amico	Treasurer
Ken Fernald	AVRE, Vice President, Operations
Robert Garrett	Secretary
Reinhard Mabry	Vice President of Services
David Horton	Vice President, Base Supply Chains
Dennis Steiner	President
Shelly Taylor	Chair of Ethics
Dave Wells	Vice President, Public Policy
Eric Stueckrath	Vice President, Operations
Michael Monteferrante	Vice President, Strategic Planning
Kevin Lynch	Ex-Officio Member, President and CEO, NIB
Shelly Taylor	Chair of Ethics

Agency CEO’s in Attendance

Bill Hudson	LC Industries
David Huffman	East Texas Lighthouse
Michael Chew	Mississippi Industries for the Blind
Jerry Martin	Alabama Industries for the Blind
John Mitchell	Cincinnati Association for the Blind and Visually Impaired
Janet Griffey	RLBC, Inc.
Allen Connelly	Chester County Branch
Jonathan Fister	Keystone Vocational Services
Nicky Ooi	South Texas Lighthouse for the Blind
Renee Vidrine	Lighthouse Louisiana
Karen Walls	MidWest Enterprises for the Blind
Tammy Owen	Olmsted Center for Sight
David LoPresti	Industries of the Blind-Greensboro
Mike Gilliam	San Antonio Lighthouse for the Blind
CJ Lange	Industries for the Blind – Milwaukee
Lou Moneymaker	Bosma Enterprises
Fred Puente	Blind Industries and Services of Maryland



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Seating of New Board Members – Bob Garrett, Secretary & Dennis Steiner, Outgoing President

Mr. Garrett announced that the following members had either been elected or re-elected, *Erika Arbogast (Blind and Vision Rehabilitation Services of Pittsburgh); Jim Kerlin (Beyond Vision); Rudy D’Amico (CABVI); Michael Monteferrante (Envision); Dennis Steiner (VisionCorps); Ken Fernald (AVRE); Eric Stueckrath (Outlook Nebraska); David Horton (WSIFB); Bob Garrett (North Central Sight Services); Reinhard Mabry (Alphapointe) and Dave Wells (West Texas Lighthouse)*. The new Board members took their seats. Going off of the Board is Shelly Taylor (Louisiana Association for the Blind). Mr. Steiner and Mr. Garrett expressed their appreciation for Ms. Taylor’s service as Chair of Ethics.

Voting of Officers – Bob Garrett, Secretary

Mr. Garrett stated that the Nominating Committee (*Bob Garrett, Shelly Taylor, Ken Fernald and Rudy D’Amico*) met and had the following slate of officers for Board approval.

- *President, Eric Stueckrath, Outlook Nebraska*
- *Secretary, Bob Garrett, North Central Sight Services*
- *Treasurer, Rudy D’Amico, Central Association for the Blind and Visually Impaired*

Mr. Garrett inquired if there were any nominations from the floor. There were no replies, thus Mr. Garrett asked for a vote of all in favor of the slate of officers. The vote was unanimous, in favor of the proposed officer slate. Mr. Garrett congratulated and thanked Mr. Steiner for his service as NAEPB President during his tenure. Mr. Steiner thanked the membership and the Board. He stated his passion for the program and reiterated the importance of the program, which allowed him to grow professionally, personally and provided him with a job after college.

Mr. Stueckrath commenced as Board president at 7:40am. Mr. Stueckrath thanked Mr. Steiner for his service and commended him for setting a great course for the organization. He thanked the Board for the vote of confidence and trust to lead NAEPB. Mr. Stueckrath provided the 2016-2017 NAEPB Committee appointments.

VP, Operations: Jim Kerlin
VP, Public Policy: Erika Arbogast
VP, Ethics: Dave Wells
VP, Base Supply Chains: David Horton
VP, Strategic Planning: Michael Monteferrante
VP, Services: Reinhard Mabry

Mr. Stueckrath stated that after the Advance, there would be many platforms to work from. At the next Board meeting, input and ask questions will be solicited to understand the landscape and what the Board should be bringing as value to the members. Mr. Stueckrath will take a look at the structure and add to the membership. Mr. Stueckrath encouraged committee chairs to reach out into the membership for persons to serve as assistant chairs. He stated that this would be a way to engage the membership. The goal is to get agencies more involved in activities. He encouraged members that were interested in a particular committee to reach out to the appropriate committee chair to voice their willingness to serve. Mr. Kerlin suggested that there be a VP/Head of Marketing. Marketing is



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one of the areas where NAEPB doesn't mirror NIB. There is a void and could be huge opportunities. Mr. Kerlin invited anyone that had ideas about having a marketing role on the Board to share their opinions.

Approval of Minutes – Bob Garrett, Secretary

Mr. Garrett presented minutes in draft form from the December 7, 2015 Board of Directors teleconference. Ms. Arbogast made a motion to approve the minutes, seconded by Mr. Mabry. As there were no proposed changes to the content of the minutes; following a vote, the minutes were approved unanimously.

Treasurer's Report – Rudy D'Amico, Treasurer

Mr. D'Amico reported to the Board the Treasurer's Report, which read as follows: Please see the financial statements ending 12/31/15. The checking account value was \$1,527 and savings account \$219,648. Accounts receivable balance was \$5,000; which consisted of 53 agencies paying out of 61. Collection efforts continue.

Accrued expenses consist of 3 months of accrued accounting fees of \$375 and 25 months of accrued web maintenance fees of \$10,800. Total equity at the end of December was \$226,174. Total revenue for the year to date was \$30,500, the result of dues and \$40 from interest. Expenses year to date include payment of Directors and Officers insurance of \$1,126. The fiscal year-end financial statements ending September 30, 2015 have been completed. The year-end statements and form 990 were recommended for approval by the Audit Committee that met on January 28, 2016. Copies of these were sent to all Board Members. We will need a motion to accept both the 2015 year-end financial statements and form 990. Mr. Stueckrath asked for a motion to accept the Treasurers Report and Income statement balance for year-end 2015. Mr. Kerlin made the motion, seconded by Mr. Garrett. As there was no discussion, the motion was approved unanimously. Mr. Stueckrath asked for another motion to accept the financial statement and form 990 for 2015. Mr. Mabry moved approval, seconded by Mr. Kerlin. As there was no discussion, the motion was passed unanimously.

Consent Calendar Reports – Eric Stueckrath, President

Mr. Stueckrath introduced the consent calendar, consisting of four reports as follows: 5a. NAEPB BSC Report (Horton) 5b. NAEPB Public Policy Report 1-15-16 (Wells) 5c. NAEPB Operations Report (Stueckrath) and 5d. NAEPB Services Report (Mabry). Mr. Stueckrath moved approval to accept the consent calendar reports as submitted. The motion was moved by Mr. Horton and seconded by Mr. Fernald. After a vote, the Consent Calendar was approved as distributed.

2016 NAEPB Meeting Schedule – Eric Stueckrath, President

Mr. Stueckrath stated that he didn't see a need to change the operating structure for any of the 2016 NAEPB teleconference or in-person meeting dates.

2016 Winter CEO Advance Review – Dennis Steiner, Immediate Past President and Michael Monteferrante, Vice President, Strategic Planning

Mr. Steiner thanked the advance planning committee, consisting of Michael Monteferrante, Eric Stueckrath and Reinhard Mabry. Mr. Steiner stated that the committee wanted to do something different this year. Many



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members responded and provided feedback, which has been boiled down to five points. He encouraged everyone to participate and get engaged. This is an opportunity to see if a plan can be established to address all of the issue and challenges the organization faces. Mr. Monteferrante echoed and thanked the committee members for their input and suggestions. He stated that Ron Morey has an organized approach that will be beneficial.

NIB Update – Kevin Lynch, President and CEO, NIB

Mr. Lynch stated that much of the content of the NIB update had been provided to the CEO's via the Agency CEO Update. Back on December 18, Congress passed an appropriations bill which included new requirements for the AbilityOne Program. Mr. Lynch thanked agency CEO's and Advocates for their efforts on the Hill. The language concerning the distribution of fees going to the AbilityOne Commission was modified. Currently, a cooperative agreement has to be put into place. The agreement is less formal than a contract in terms of the structure and requirements. The agreement has to be reached by June 18, or NIB will not be able to collect the CNA fee. There have been several meetings between NIB and the Commission staff. The AbilityOne Commission has developed a process where they have put out a Request For Information (RFI). NIB and SourceAmerica must respond to the RFI, which is due by February 22. There is a specific count of 70 pages addressing a number of different areas. The data is going to be used to gather and establish a performance work statement. In late April/early May negotiations on the cooperative agreements are scheduled. There will be a period of open questioning for the RFI until February 9. The Commission will also send a RFI to NIB member agencies and SourceAmerica CRP's.

The Commission intends to sign a cooperative agreement with the existing CNA's, but has stated that they owe it to the Federal government to obtain other bids to see what else is out there. The current CNA fee ceiling will remain in effect initially, but once the agreements are signed there will be a negotiating of the fee ceiling going forward. Previously, the CNA budget and business plan would be submitted to the Commission in May. After review of the plan, the CNA fee ceiling would be derived in the June time period. NIB will have to build a budget for FY '17. Normally, the budget would go before the NIB Board for approval in July. In light of the new process, the budget may have to be altered based on the final outcome of the Cooperative Agreement.

The appropriations language includes the creation of a new Inspector General (IG) for the AbilityOne Program. An additional \$800,000+ of appropriated dollars has been added for the IG function. The Commission is currently in the process of trying to select an IG. It's been proposed that the candidates be obtained through a Council on IG's. The IG must be in place by June 18th. Potential candidates are being reviewed. The IG is not an independent IG, which does not mean that the IG can't investigate internally. The Commission Chairperson (Jim Kesteloot) will be making the selection on the IG.

Mr. Lynch will meet with Mr. Kesteloot next Thursday, after the Commission meeting. The Commission has advised associated agencies to go directly to the Commission or to NIB, as the Commission does not recognize NAEPB. Mr. Lynch advised the group that the Commission wanted to work through NIB on all matters raised NAEPB. And as a result, NAEPB could possibly incur costs associated with the way the Commission wants to do business. He ended by saying that it's a different climate we're facing presently versus previous years.



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As a response to a question raised by Mr. Mabry, Mr. Lynch stated that NIB is required to provide reports to Congress on a quarterly basis. Two reports are required, which are sent to 6 congressional committees (3 House and 3 Senate). The first report provides Congress all sales details, down to the orders and dollar amounts from collection of fees. The second report provides Congress with a report on all CNA expenses. NIB has asked to meet with staff members to discuss the 300 page report.

Mr. Dick Ginman (special government employee for Department of Defense hired by Shay Assad) had 14 recommendations for the Commission. One was to add all BSC's to the procurement list. In the 13th of 14 recommendations, Mr. Ginman inquired if there should be an RFI for a third CNA.

Another CNN report was released, which was picked up by a number of government friends and supporters. NIB has been reassuring key federal customers it remains separate from the ongoing investigations and reporting. The Department of Justice is doing two investigations. One is criminal, the other is civil and a grand jury is involved. The grand jury could look at NIB and their side of the program, but no one is privy to information regarding what future actions it might take. The Grand Jury process could last anywhere between 18 months and three years. NIB will keep agencies informed as details unfold. GolinHarris (NIB's PR Firm) has recently hired a Senior Executive from CNN who knows the producer of the CNN stories. He has contacted the individual and was told that NIB is not a part of any of the CNN investigations.

FY15, ended up being the second highest year on record for overall sales. Based on the forecasts, FY16 could be a record year. First quarter results have been over budget. NIB has forecasted a 3% growth in sales and it could be as much as 5%. Sales forecasts will be distributed on a quarterly basis. First quarter hours are still being tabulated.

As a response to a question posed by Mr. Kerlin, Mr. Lynch replied that he would find out how much of the RFI can be shared with the public.

Other Business

Ms. Arbogast urged attendees to mark their calendars for the upcoming Public Policy Forum to be held on May 24&25 in Arlington, Virginia. She requested that agencies pre-commit and notify Rick Webster that they will attend the Forum. One of the goals of the Public Policy committee is to increase Forum participation. She further stated, that agencies without employees in the Advocates for Leadership and Employment program should consider nominating people (March 4 is the deadline).

Mr. Steiner stated that a handful of agencies had committed to attending the Public Policy Forum and that he hopes that everyone can attend. He further stated that he received a call for Roxanne Mayros (President, VisionServe Alliance). Each year, VisionServe does a compensation survey. Ms. Mayros has asked the NAEPB if they would be willing to support the survey by contributing \$3,000. Mr. Steiner asked the Board to consider the sponsorship, as he believed it would be a great member benefit. Part of the benefit is receiving the survey. Mr. Stueckrath asked for a motion to approve the sponsorship. Mr. Garrett made the motion, seconded by Ms. Arbogast. Mr. Stueckrath suggested providing the results of the survey to the NAEPB membership as a benefit of the sponsorship. VisionServe Alliance members currently already receive the report as a member benefit.



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Mr. Garrett stated that there is a lot of value to being a member of VisionServe Alliance and that it reaches to a much broader group of people in the blindness community. Mr. Steiner stated that the total cost of the survey is \$12,000 and it's very robust. If NAEPB is going to support it, each member needs to have access to the survey. Mr. Wells stated that the survey would be a valuable tool to use. Mr. Steiner stated the simple solution to the problem is, if members support the survey, they have access to the survey.

Ms. Taylor suggested that NAEPB member agencies have an opportunity to participate and submit the information. The motion was amended and Mr. Stueckrath restated it as follows: NAEPB will agree to pay \$3,000 to support the compensation survey, if it is available to all NAEPB members. The motion was approved unanimously.

Adjournment

As there was no further business to be brought before the NAEPB Board, Mr. Stueckrath entertained a motion to adjourn. The motion was passed unanimously, after which the meeting was adjourned at 8:32am CST.

NAEPB Treasurer's Report

For the period ending 2/29/2016

Please see the financial statements ending 2/29/16. The checking account value was \$1,527 and savings account \$223,175. Accounts receivable balance was \$2,000; which consisted of 57 agencies paying out of 61. Collection efforts continue.

Accrued expenses consist of 5 months of accrued accounting fees of \$625 and 27 months of accrued web site maintenance fees of \$11,400. Total equity at the end of February was \$226,702.

Total revenue for the year to date was \$31,000, a result of dues and \$67 from interest.

Respectfully Submitted
NAEPB Board Meeting 4/4/16
Rudy D'Amico, Treasurer

NAEPB
Income Statement
For the Period Ending February 29, 2016

REVENUE	ACTUAL YTD	BUDGET YTD	VARIANCE	Budget 2015
Investment Income	67	8	59	100
Membership Dues	31,000	30,000	1,000	30,000
Voluntary Donations	0	0	0	0
TOTAL REVENUE	31,067	30,008	1,059	30,100
EXPENSES				
Business Expenses	32	0	(32)	0
Accounting Fees	625	625	0	1,500
Website Maintenance	1,900	1,667	(233)	4,000
Postage	0	0	0	0
Supplies	0	0	0	0
Telephone / Communications	0	0	0	0
Awards / Honors	0	208	208	500
Insurance - Liability / D&O	1,126	500	(626)	1,200
Bad Debt Expense	2,000	1,250	(750)	3,000
Miscellaneous Other Costs	0	83	83	200
Officers Expenses	0	2,083	2,083	5,000
Annual Retreat	0	6,250	6,250	15,000
Conference Planning	0	0	0	0
Service Committee	0	2,083	2,083	5,000
Operations Committee	0	2,083	2,083	5,000
BSC Committee	0	2,083	2,083	5,000
Public Policy Committee	0	1,250	1,250	3,000
Communications Committee	0	833	833	2,000
G4 Committee	0	0	0	0
Medical Advisory	0	0	0	0
CMS Committee	0	0	0	0
(NIB Reimbursement)	0	0	0	0
Annual Audit Meeting	0	208	208	500
CEO Annual Training	0	208	208	500
Miscellaneous Meetings & Travel	0	1,667	1,667	4,000
NIB Reimbursement	0	(20,833)	(20,833)	(50,000)
TOTAL EXPENSES	5,683	2,250	(3,433)	5,400
SURPLUS (DEFICIT)	25,384	27,758	(2,374)	24,700

NAEPB
Balance Sheet
As of February 29, 2016

ASSETS

Current Assets

Cash Checking	1,527
Cash Savings	223,175
Accounts Receivable	2,000
NIB Reimbursement Receivable	0

Total Current Assets 226,702

TOTAL ASSETS 226,702

LIABILITIES & EQUITY

Current Liabilities

Accounts Payable	0
Accrued Expenses	12,025

Total Current Liabilities 12,025

Equity

Opening Equity Balance	189,293
Net Income/ (Loss)	25,384

Total Equity 214,677

TOTAL LIABILITIES & EQUITY 226,702

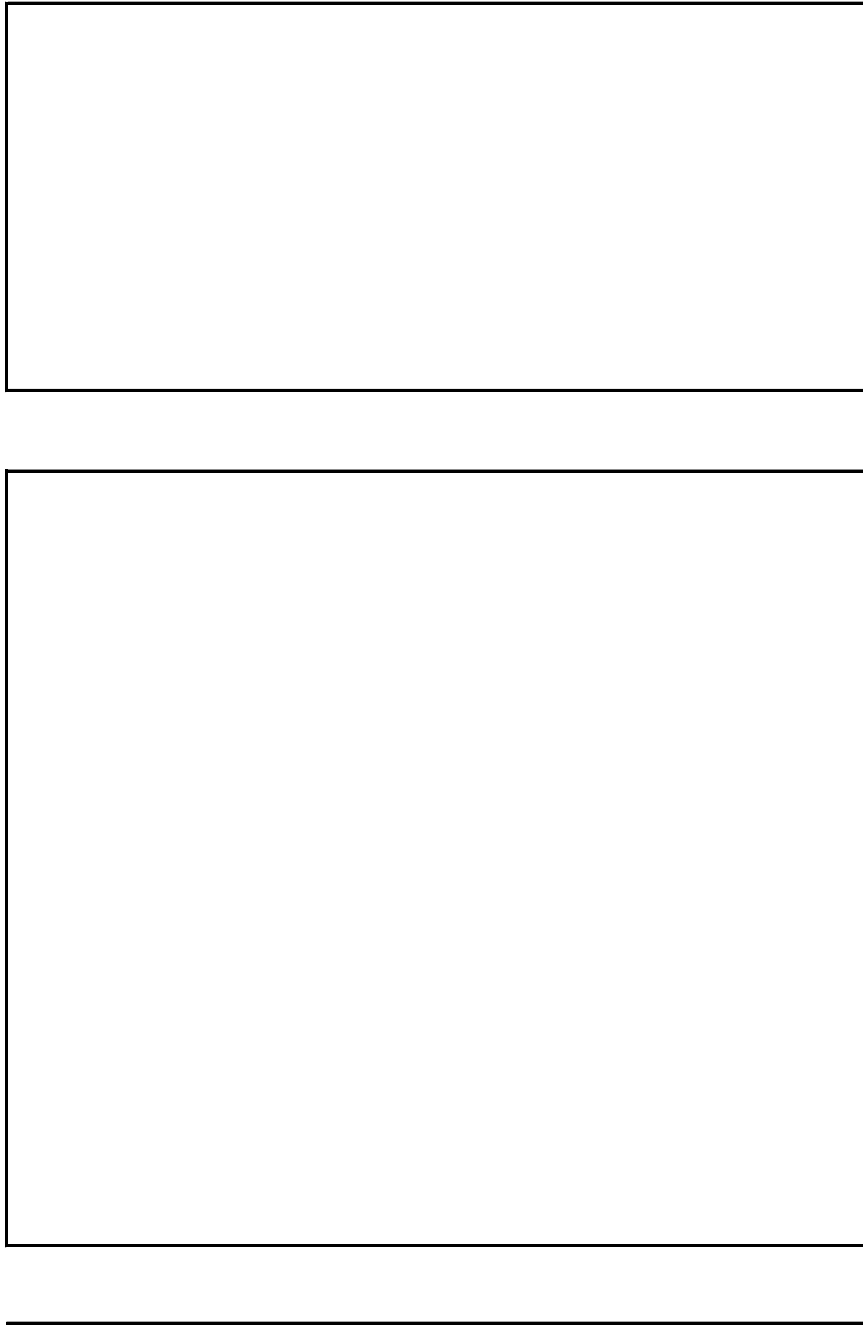
Public Policy

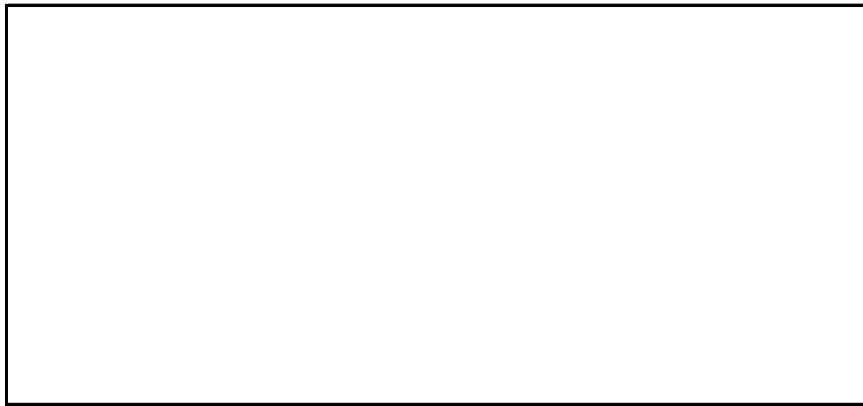
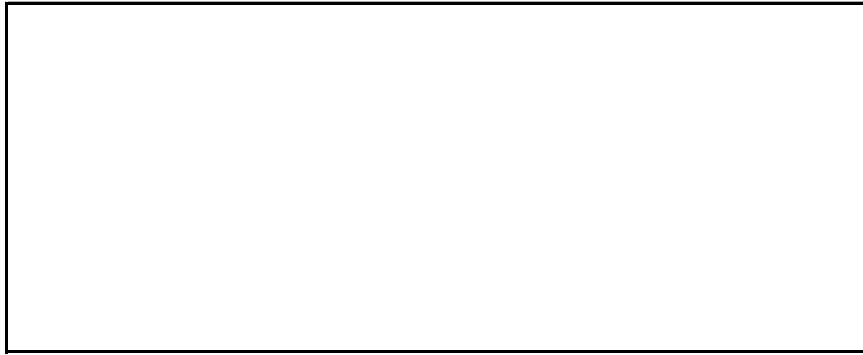
Strategic Plan Goal	ACTION PLAN	Measurement
<p>1. Establish proactive public policy strategy (advocating program to legislators and addressing threats)</p>	<ul style="list-style-type: none"> * Monthly joint calls between NAEPB PP Chair, NIB L&P Chair, and NIB staff Public policy updates for NAEPB membership submitted at least quarterly * "Asks" and messaging for PP forum provided earlier and updated as things change *Reminders sent to NAEPB membership throughout the year about the importance of maintaining local legislative relationships *Communication between PP committee and Marketing and Communications committee to determine clear message *Peer to Peer contacts made for Advocate program, Grassroots forum, and PP forum participation *Determine who congressional members in key positions that have the most ability to assist NAEPB/NIB *1:1 requests for participation to organizations in those key legislators/committee leaders districts 	<ul style="list-style-type: none"> * Increased agency participation in Public Policy forum (40 agencies, 45 stretch goal) and Grassroots forum (20 agencies, 25 stretch goal) *100% Public Policy committee attendance in Public Policy and Grassroots forums * 90% participation in PP forum from agencies in "Key Legislators" districts * At least 95% of Public Policy forum participants report satisfaction with policy preparation for the event *Initial messaging and asks provided by end of March for May forum

<p>2. Strengthen relationships with blindness community</p>	<ul style="list-style-type: none"> * Committee members will engage other "blindness" organizations at the local level (NFB, ACB, AFB, BVA, VS Alliance, etc) * Invite the above organizations that serve the blind to participate in PP forum * Invite the local chapters of the above organizations to attend grassroots forum at member agencies * survey outside groups to determine how we can work better together 	<ul style="list-style-type: none"> * Other blindness organizations participate in Grassroots forum and Public Policy forum
<p>3. "Mandatory" support and enforcement</p>	<ul style="list-style-type: none"> * Develop consistent public policy message regarding ETS and mandatory nature of the program * Work with Marketing and Communications committee to determine our message * Offer training to agencies on message at October conference * assist agencies to secure on-site legislative training if getting to DC for training is difficult (NIB, AFB, local trainings) * Gather success stories that show the value of the program and distribute to agencies to share the story * Public Policy committee members to attend commission meetings * Public Policy committee members will schedule 1:1 meetings with commission staff to develop relationships * Coordinate message with NAEPB Operations committee and NIB staff 	<ul style="list-style-type: none"> * ETS continues to decrease * People who haven't bought from us before start purchasing * Increased Blind Work Years

<p>4. Establish Customer Recognition and contact program</p>	<p>*Provide training for agencies on Ability One Champion Award and recommending qualifies recipients * Explore possibility of supplementing "Ability One Chamption" award with NIB/NAEPB legislative award *Recognize the Ability One Commission throughout the year for the work they do</p>	<p>* Legislators who truly are Champions are honored by NIB/NAEPB annually</p>
<p>5. Strengthen partnership/ communication with NIB</p>	<p>* Continue joint NAEPB Public Policy committee and NIB Legislative and Policy committee calls * Monthly joint calls between Chairs of NIB L&P committee, NAEPB PP committee, and NIB staff *Involve NIB marketing staff in discussions around Public Policy and messaging</p>	<p>* Monthly joint committee chair calls * Joint NIB L&P and NAEPB PP committee calls *NIB staff participating in meetings</p>

STATUS





NAEPB Public Policy meeting summary

February 22, 2016

Submitted by Erika Arbogast, VP of Public Policy

- 1) The meeting began by reviewing the NAEPB strategic plan goals that were assigned to the public policy committee. The committee assigned action steps and measures to each of the strategic plan goals and submitted the document to the Strategic Planning committee. (action plan attached) The Public Policy committee will review the progress at our regular meetings and will update accordingly.
- 2) The “asks” for the public policy forum were discussed and Rick made the point that it is too early to know what our actual “asks” for the forum will be as things change rapidly. Because it was a request at the CEO retreat that we get public policy “asks” distributed to the group sooner Rick will draft some talking points that he feels might be appropriate for the forum. These “asks” will be distributed to the NAEPB members as soon as possible with the caveat that they probably will change. The committee agreed that it was better to provide information and change it than to wait until the last minute. This will hopefully help with engagement of the agencies.
- 3) The committee then discussed the upcoming Public Policy forum and the number of agencies that committed. The committee feels that the goal of 40 participating agencies is reasonable and the stretch goal of 45 participating agencies is possible. Committee members will place follow up calls and will get the “asks” distributed as soon as possible so that members can be better prepared.
- 4) A discussion of the Advocates program ensued and the group was reminded that applications were due soon. As of the meeting date there were not a lot of applicants.
- 5) Although the committee planned to begin an early discussion of long-term policy talking points and how they tie in with marketing the strategic plan action steps took up most of the meeting. At our next meeting we will begin an early discussion of these points.



The National Association for the Employment of People who are Blind

Strategic Planning Committee Update

Submitted by: Michael Monteferrante, VP Strategic Planning

- Assembled a Strategic Planning committee consisting of the Rudy D'Amico (CABVI), Platt Allen (Lighthouse Fort Worth), Shelly Taylor (Louisiana Association for the Blind), CJ Lange (IB Milwaukee) and Dave LoPresti (Industries of the Blind, Greensboro).
- We are having our first meeting end of March to discuss course of action and communication plan with other committees.
- The planning committee has created a list to call every CEO who did not attend to share the positive experience of the Retreat and to please consider attending the next one.
- Ron Morey has been retained to facilitate next years' retreat and has stayed on to assist our implementation throughout this year at no charge to us.

NAEPB Marketing Committee Report

3-25-16

- An action item at the NAEPB Annual Planning retreat was to create a Marketing VP role and form a Marketing Committee
- Focus...
 - Focus is on NIB and AbilityOne program marketing (not individual product or service marketing, etc.) Kevin Lynch requested that guard against scope creep.
 - Creating and educating a better long range NIB IMPACT story.
 - Tell the NIB story better internally to the NAEPB family and externally to all external stakeholders.
 - We will attempt to coalesce the voice of the NAEPB family regarding the needs for marketing by working across the multiple product and service sub-committees.
- Members...
 - Jim Kerlin will be the Chair.
 - Laura Reimers will be the primary Liaison contact with NIB
 - Invited the existing SKILCRAFT brand ad-hoc committee members to be part of this larger NAEPB Marketing Committee. These are many of the brightest marketing minded people in the family.
 - Thus far the group is comprised of:

Jim Kerlin	Beyond Vision
Laura Reimers	NIB
Reinhard Mabry	Alphapointe
Jake McCabe	Alphapointe
Bill King	Beyond Vision
Lesley Larson	NCSS (North Central Sight Services)
Heather Quigley-Allen	BOSMA
Dennis Loney	New View Oklahoma
David Horton	Winston Salem Industries for the Blind
Seth Anderson	Winston Salem Industries for the Blind
Dennis Steiner	Vision Corps
Sherry Harry	Vision Corps
Catherine Schultz	NIB
 - There will only be one Marketing Committee.
 - Will also invite CEO or operational level people to join from other NPAs.
- Near-Term Deliverables...
 - A Charter defining the Committee's purpose as well as roles and responsibilities between NIB and NAEPB is in the works.
 - The SKILCRAFT brand strategy and services brand strategy will continue to be NIB deliverables. The Marketing Committee will actively participate in the brand strategy development process as the voice of the field and NAEPB family.
 - Hoping to have an elevator speech with key talking points available for the Public Policy Forum if possible.



The National Association for the Employment of People who are Blind

BSC Committee Update

Submitted by: David Horton, VP BSC's

As we approach the 21st anniversary of the BSC program, amidst many procurement changes for military personnel the BSC Committee, working with Kevin Lynch, will be working to develop strategies to make sure the stores are positioned for success in the ever changing market. We have planned a meeting for those BSC CEOs who want to participate, for May 23, 2016. We have scheduled it before the Public Policy Forum so CEOs would only have to make one trip and can attend these two very important events. We are looking to have more CEO involvement as we work to sustain and grow this program and grow employment for people who are blind.

In addition the BSC Best Practices Committee will meet in Seattle April 12th through 15th to discuss ongoing operational challenges, strategies, compliance issues, etc.

As we move forward I can see these 2 very important Committees taking better shape as the BSC CEO's are more involved on strategy and the Best Practices Committee focused on Operational challenges.

I will forward more information over the next couple of weeks as the tentative agendas are published.



The National Association for the Employment of People who are Blind

Services Committee Update

Submitted by: Reinhard Mabry, VP Services

CMS

The CMS Sub Committee will be changing its focus over the next few months. Participating NPAs have all encountered the challenges associated with implementing the new IDIQ contract, transition from centralized to de-centralized funding and task order issuance. Many are still waiting for new work and systems access. The first generation of the program is behind us. The questions that remain are:

- What would be the best way to structure the relationships?
- What should CMS 3.0 look like?
- What new roles or rules for engagement would make the program operate more smoothly?
- What will keep work consistent, efficient and maximize mutual value for the NPA's and our customers?

Exploring these possibilities and distilling it all down to perhaps 3 choices that can be presented and communicated to our customer(s), will be our direction for the next few months.

Strategic Initiatives

The group last met on February 17th to review and discuss the ProMOTE pilot evaluation summary (Attached). The focus here is to analyze the exit interviews in an attempt to do two things:

- 1.) Provide constructive criticism to the program facilitators regarding additions or deletions for the next group and
- 2.) Begin the process of developing potential criteria for development -at the agency level- of candidates into future ProMOTE programs as well as, provide initial input for developing the 'Train-the-Trainer' curriculum.

The next meeting of the working group is scheduled for April 20th.


Branding and Marketing

This working group had a call on February 26th to align goals and activities. They have scheduled an in person meeting on April 11th and 12th at Lighthouse Central Florida. Here are the topics they plan to cover:

- Comprehensive go-to-market strategy, both at the agency level and combined
- Technology opportunities- common platform, PCI compliance, etc.
- GSA opportunity

Each group member is preparing an updated capabilities statement prior to the meeting.

Reinhard Mabry

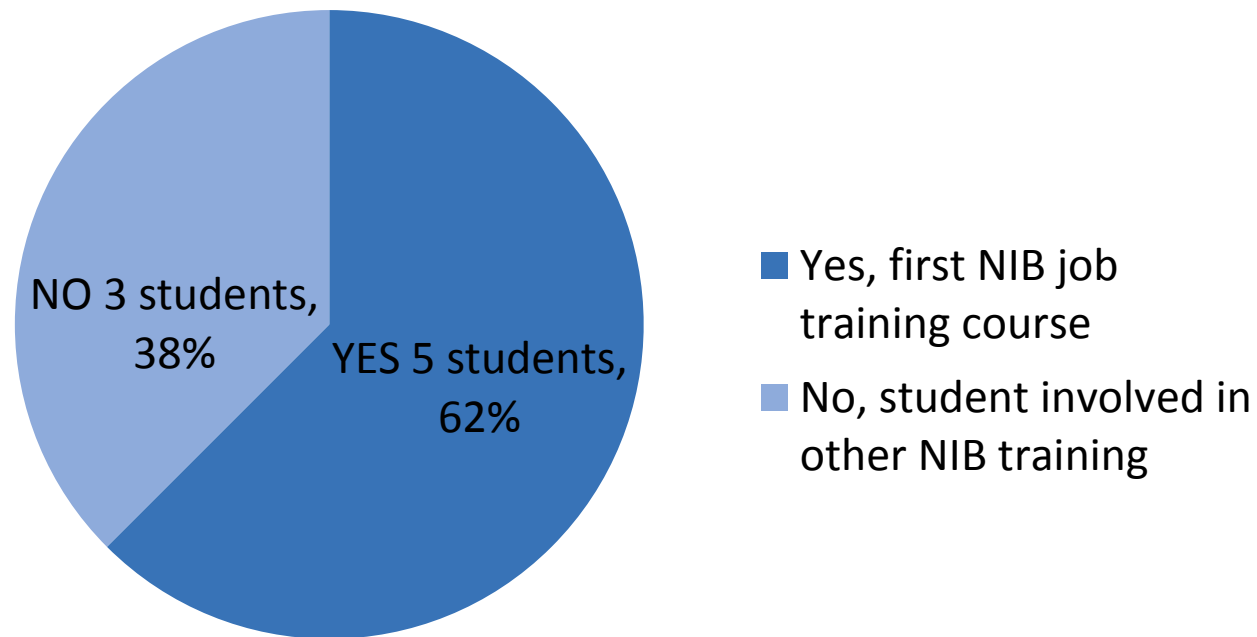


PROMOTE PILOT STUDENT EVALUATION SUMMARY

February 11, 2016

Evaluation Form -

Question: Is this the first course you have taken with NIB?



Evaluation Form – Screening Process

Do you think the screening process was a good indicator of your preparedness for the course?

Why?

Why not?

Selected Comments:

- The screening process was conducted very cleanly and effectively overall. While I think that the screening was a perfect indication of the material we covered in the course, I think that it needs to be made more clear that only a basic knowledge is necessary to be enrolled in ProMOTE.
- Yes. This course is for anyone who is ready to advance their basic computer skills.
- Yes I feel it was a good indication of the basic skills needed to follow along with the curriculum. Although I did not know some of the JAWS commands that were used in the screening, I was able to follow the instructions and apply the new keystroke, which was what I was required to do throughout the course.
- Not sure. It was very thorough, but I think was more important as a tool for the instructors to determine the mix of trainee skills and where to begin the training. I came in with a fairly high JAWS competency level. Because I knew most of the answers, I was concerned that the training would be too easy for me. In any event, I think the effectiveness of the screening is more a question for the instructors than for the students.

Evaluation Form – Expectations

Did the course meet your expectations?

The course exceeded my expectations	6 responses
The course met my expectations	2 responses

Selected Comments:

Exceeded my expectations

- This course began where most AT classes leave off. By the second day we were working on advanced topics which I have always had to research entirely on my own. Having a sighted person's perspective on these topics was invaluable.
- This course went beyond my expectations because of the manner in which it was taught. The preparation of the teachers before the course was made very clear by the exercises that they presented to us. I also appreciated that the course was taught from the ground up so that the students could all follow the same progression.
- Not only did I learn more about troubleshooting assistive technology and proofreading in Office than I expected, but being in close contact with 7 highly competent blind individuals allowed me to learn immeasurably more than I could have imagined before starting the program.

Met my expectations

- I learned a lot in this class. I came here hoping to learn a lot of new material, and I did accomplish that. I would have liked to learn more, but there wasn't time.

Evaluation Form – Effectiveness

What was most effective about this class?

Selected Comments:

- The group nature of the class helped to keep us from getting bogged down on any one topic. Some individuals may have struggled with particular assignments, but the group was usually able to keep up a good pace.
- The prep of the teachers and their ability to adapt to our pace as students. Live demonstrations were a very effective method to teach with JAWS.
- The most effective part of the class was the demonstrations of software or a function by the instructors. Then following it up with a hands on exercise.
- The instructors' willingness to modify aspects of this learning experience based on our feedback.
- Lab activities were very effective in reinforcing the material that was taught. Lightning rounds, although they could get a bit draggy at times, were helpful for me, since they made us pay attention in the lectures and actively restate the concepts.
- The differing teaching styles of both instructors and their openness in listening to both the good and bad feedback from the students. They were very willing to adapt the curriculum to the needs of the students and modify the class for the time constraint and difficulty.

Evaluation Form – Areas of improvement

How can the course be improved?

Selected Comments:

- Mixed independent work time with teaching time, instead of them being totally separate time periods to have them mixed would be more effective in gathering concepts.
- Attention to pacing is very important, and should not be of a rushed nature. It would be better to add an additional week or two than to have the pace of instruction exceed student absorption and retainment.
- More time on individual topics, rather than jumping around to 2 or 3 different programs in the course of one day. More time should be spent on Power Point. At times it seemed that we were flying through the material, and at times it seemed that we spent forever on a particular topic, so pacing should be looked at more.
- Just a few small things: spend a bit more time on PowerPoint (only one morning was devoted to this); some coverage on how to prepare charts in Excel, as well as strategies for importing them into PowerPoint and Word, or creating them directly in PowerPoint.

Evaluation Form

Would you recommend this course to another person

Yes

8

No

0

Evaluation Form – Instructor #1 Ratings

Instructor #1	Excellent	Good	No answer
Knowledge of Subjects	8		
Preparation for Class	7	1	
Variety of teaching techniques	7		1

Selected Comments:

- Instructor #1 described as knowledgeable, well-prepared, adaptable and highly-motivated about the subject matter.
 - He was always well prepared, lightened up this rigorous course with humor, was open to student feedback, was forthcoming with explanations about the design of the course, and ways that it can be improved or modified based on student feedback. He worked well with his colleague taking turns contributing instruction throughout the course.
 - Very knowledgeable about both JAWS and Microsoft programs, very passionate about the work and thorough.

Evaluation Form – Instructor #2 Ratings

Instructor #2	Excellent	Good	No answer
Knowledge of Subjects	7	1	
Preparation for Class	8		
Variety of teaching techniques	6	2	

Selected Comments:

- Instructor #2 described as knowledgeable, energetic, organized and intuitive.
 - She also has a broad knowledge of the tools we used. She was able to bring that knowledge to bear when directing group exercises where we all needed to stay on the same page.
 - She would teach in a variety of ways and was more observant of the class to be able to understand if the student's need for help, by looking. She was very effective at getting back with students who had questions and compiling a lot of information in nice packets for the students to use as references.

Evaluation Form – Facilities and Equipment Ratings

	Excellent	Good	Fair
Facility – Clean and Welcoming	2	4	2
Equipment	3	4	1

Selected Comments:

Facility ratings were mixed. Facility was clean and staff welcoming but needed to respect individuals' boundaries.

- CCB did a great job doing the leg work as host of this pilot program. Their participation underscored their commitment to advance opportunities for the blind and visually impaired.

- The staff were helpful, and enthusiastic about the program. There were a few instances where communication broke down. This was primarily with meals and the weekends. I think that an orientation meeting on the first day between the staff and the students going through the program would have been a good idea and would have cleared up most of the issues. It pretty much boils down to the students that went through the program, in regards to mobility and need of assistance were not what the staff were used to and they simply did not know how to deal with us.

Evaluation Form – Course

What new courses would you like to see added to the program?

- Several students suggested additional training on PowerPoint, Adobe Acrobat, Excel and database searches.

Evaluation Form – Additional Comments

Further Comments?

Selected Comments:

General Comments focused on the quality of the program and how it will help individuals with career growth.

- This course was excellent. I have a number of co-workers which would benefit from attending a course just like this to improve their effectiveness in Office programs.

- A need for courses like this will be the vehicle that produces the supply of qualified candidates to fulfill a slow but growing need within corporations as they grow their campaigns for inclusion and diversity in their hiring practices. I believe that this program has great potential for any student entering to further their goals in life, whether it is education, or whatever they set their heart on. This program builds confidence as well as skills that will be translated to all walks of life.

- This is a great program, and it will help lots of members of the blind community once it takes off and gets distributed. As with any pilot program it's breaking new ground and all the bumps and kinks are not worked out, but it's off to a great start.

- There is great potential to adapt this course in two ways: as a training for trainers course and as a college student prep course. For trainers, there would be a need to spend perhaps two days on training approaches themselves. For students, adding things like citations and bibliographies, preparing term papers, and creating and reading math equations would be useful. As mentioned above, preparing tables and graphics would be important.



The National Association for the **Employment** of People who are **Blind**

Operations Committee Update

Submitted by: Dennis Steiner, VP Operations

Office Products Update

- Sales for office products across the Program have rebounded some, but are still down. YTD Sales through January (4 months) for office supplies are down 3.71% from last fiscal.
- The concern remains in GSA's implementation of the Office Product FSSI (called OS3). NIB continues to work with GSA on our concerns, i.e. the FSSI dealers are not prioritizing the sale of AbilityOne items.
- OP Subcommittee established the following goals:
 - o Goal 1: Improve Product & Portfolio Management
 - o Goal 2: Provide Monthly KPI's & Reports to the Office Product Team
 - o Goal 3: Increase Brand Awareness for SKILCRAFT Office Products
 - o Goal 4: Develop Marketing and Sales Plan

We will drill down on specific actions for each goal in our upcoming subcommittee call.

- Drop ship survey results are in. NIB's report on results is forthcoming.
- OP Subcommittee co-chairs participated in the initial meeting on Post PL launch.
- Next OP Subcommittee conference call will be held on April 5.

Military Resale Update

- DOD Budget concerns continue:
 - o Language has changed to "Budget Neutrality" by 2018 without diminishing savings and quality.
 - o Commissary evaluating variable pricing and private label as a source for generating income to reduce the budget need from DOD.
 - o Pressure on the commissary will continue.
 - o Reform coming in some format

- NIB's Public Policy team continues to work with the Hill to reinforce the importance of the commissary program in creating jobs.
 - Grassroots effort is still needed.
 - Contact your senators & congressman
 - www.SaveOurBenefit.org

- 2016 Objectives and Initiatives
 - Exceeding customer expectations
 - Educating military resale customers on the AB1 program.
 - Category management
 - Refreshing product assortment
 - Adding items to current categories in keeping with retail trends
 - Evaluating product sales and removing items that are not selling well.
 - Shelf management – plan-o-grams
 - Promotions
 - Develop new categories for growth
 - Develop new channels for growth
 - Store execution

TAG Update

Commercial Projects Developments:

Walmart	Pillows and Kit Bags
True North Gear	Wildland Shirts and Pants
VA	Cubicle Curtains
Johnstone Safety Products	Hardhat Suspension Assembly
Johnstone Safety Products	Bump Hat
DLA Document Services	Logo Mug and Portfolio
VE Source	Coveralls
Stryker	Sheet Prototype and Mattress Cover
Tenativ	Backpack with Tent
URO Twenty, INC	Blanket 100% Cotton, Blanket Poly Cotton
URO Twenty, INC	Bath Cloth, Bleached and Unbleached
AFTCO	Fishing Shorts
DLA	Windbreaker Jacket
DLA	Naugihide Portfolio
Beehive Clothing	Tan 499 Tee Shirt
PDQ	Door Hardware

We are continuing to pursue commercial projects.

Next meeting is in July at BISM in Raleigh, NC. We will look at getting sub-committees active again.



SKILCRAFT Writing Instrument Strategic Market Plan

RICH WEIGOLD

AMANDA ALDERSON

Value Proposition

- ▶ We provide quality products and competitive pricing to our customers thru multiple channel solutions that meet the AbilityOne Program FAR compliance guidelines and support our program mission to provide employment for blind individuals.

Goals and Objectives

- Goal: Develop a Marketing Plan
 - Obj: 2% increase in SKILCRAFT AbilityOne Writing Instrument Sales
 - Obj: 2% increase in Blind Work Years

- Goal: Provide Monthly KPI's & Reports to the WIG team
 - Obj: Develop Standardized Reports

Goals and Objectives

- Goal: : Increase Brand Awareness for SKILCRAFT Writing Instruments
 - Obj: Improve Overall SKILCRAFT Brand Position in the Market
- Goal: Improve Product Management
 - Obj: Increase and strengthen the life of products
 - Obj: Develop a uniformed and consistent product line
 - Obj: Develop a uniformed and consistent product line

Strategies and Actions

► Develop Marketing & Sales Plan

- Create advertising campaigns to promote the products
- Utilize standardized reporting & KPI's to effectively
- Priced competitively in the market
- Develop and design a plan to meet customer value and quality requirements
- Build relationships with our customers
- Develop Salesforce capabilities to create customer e-mail lists
- Engage wholesalers/dealers in a calculated and well defined offensive in promotion of WIG aggregate portfolio

Strategies and Actions

- ▶ Provide Monthly KPI's & Reports to the WIG team
 - ▶ Tool to review our performance in the marketplace
 - ▶ Indicator of your success level in delivering customer value
 - ▶ Gain a thorough understanding of both of AbilityOne individual NPA's portfolio mix performance as well as aggregate WIG's, placing emphasis upon product line review
 - ▶ Engage wholesalers/dealers in a calculated and well defined offensive in promotion of WIG aggregate portfolio.
 - ▶ Require AB1 authorized suppliers to report sales quarterly

Strategies and Actions

Increase Brand Awareness for SKILCRAFT Writing Instruments

- ▶ Promote the overall AB1 program Mission
- ▶ Promote "Mandatory Status" for P/L items, market ourselves as "Compliance Solution Providers"
- ▶ Depend on the equity of the existing SKILCRAFT logo
- ▶ Explore the possibility of contracting with a 3rd party internet marketing company
- ▶ Develop search engine optimization capabilities for SKILCRAFT
- ▶ Develop brand loyalty with our market and customer base
- ▶ Improve upon visual appeal of product line utilizing most cost efficient method(s)
- ▶ Have category item line color matching for unit boxes
- ▶ Build brand recognition thru social media

Strategies and Actions

▶ Improve Product Management

- ▶ Pursue market gap opportunities
- ▶ Maximize our mandatory ETS status
- ▶ Determine existing products that will stay in the product line and products that will be eliminated based on sales performance
- ▶ Avoid adding or maintaining obsolete products
- ▶ Develop a common design and look for all categories
- ▶ Develop and introduce new innovative products
- ▶ Introduce new products that fit a defined gap in the WIG's aggregate portfolio and present a defined appeal to the new millennium end users
- ▶ Market research into what leaders in the field are doing and introducing as far as new technologies, ink for example.

WIG Sales & BWY Goals – 5% Growth

Date	Sales Goal	BWY's
9/30/2015	\$23,178,429	146
9/30/2016	\$24,300,000	153
9/30/2017	\$25,500,000	160
9/30/2018	\$26,700,000	168
9/30/2019	\$28,000,000	176



U.S. ABILITYONE COMMISSION

March 18, 2016

Declaration in Support of Minimum Wage for All People Who Are Blind or Have Significant Disabilities

PREAMBLE

The U.S. AbilityOne Commission[®], which oversees the AbilityOne[®] Program, recognizes there are strongly held positions about paying special minimum wages to people with disabilities under Sec.14(c) of the Fair Labor Standards Act. We fully understand that this affects thousands of individuals and their families. The Commission updates AbilityOne policies as necessary to align the Program with contemporary public policy, law and regulations. We pay particular attention to procurement, employment and compensation practices pertaining to people who are blind or have significant disabilities, and who are employed through the Program.

STATEMENT

Our vision is for all people with disabilities to achieve their maximum employment potential. The Commission and the AbilityOne Program must be leaders in taking action and calling for action that supports and advances opportunities for people who are blind or have significant disabilities. More than 90 percent of Program employees currently earn at least the Federal minimum wage, or state minimum wage, if higher. The Commission will now advocate for this standard to be met consistently across the AbilityOne Program.

Our call to action is for all qualified nonprofit agencies participating in the AbilityOne Program to commit to, and begin (if not maintain), paying at least the Federal minimum wage, or state minimum wage if higher, to all employees who are blind or have significant disabilities working on AbilityOne contracts.

Our ultimate goal is to foster the development and implementation of training and employment best practices that allow employees with disabilities to be compensated at the prevailing wage paid to all other employees working on AbilityOne contracts.

In making this declaration, the Commission recognizes that Federal policies have changed since the Javits-Wagner-O'Day Act was passed into law in 1971. Today, the Commission and our society have higher expectations that, through increased emphasis on technology, rehabilitation engineering and other supports, people with disabilities will be able to participate as fully capable and productive workers. To remain viable, the AbilityOne Program must be recognized as effectively offering quality employment and equitable wages, including competitive integrated employment opportunities.

We envision the AbilityOne Program positioning itself as a model of best practices and an innovator of pioneering strategies that lead to compensation at prevailing wages and competitive integrated employment. We must correct the misperception that the AbilityOne Program is synonymous with payment of subminimum wage payments to people with disabilities. Accordingly, the Commission is engaging its Central Nonprofit Agencies and AbilityOne participating nonprofit agencies to develop effective strategies for all members of the AbilityOne network to achieve the goal of minimum wage, while striving to reach payment of the full prevailing wage to all AbilityOne employees.

We must continue to seek and implement innovative training and employment strategies that provide valuable job skills to workers with disabilities. We must increase education and awareness to dispel any lingering myths or low expectations. In doing so, the AbilityOne Program will be better able to highlight our government's leadership as a model employer of people with disabilities, both directly and through socioeconomic initiatives in Federal procurement.

By adopting and issuing this Declaration, the Commission renews our commitment to pursue and realize our vision.

This Declaration and call to action shall not be construed to impair or otherwise affect the authority granted by law. This Declaration and call to action does not create any right or benefit, substantive or procedural, enforceable by any party against the U.S. AbilityOne Commission, its agency, members, employees, or any other person.

