



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

2015 NIB/NAEPB Public Policy Forum
Crowne Plaza Old Town
Alexandria, VA
Tuesday, April 28, 2015

NAEPB Membership Meeting

MADISON ROOM

10:15am – 11:00am (Open Session)

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

Pass Code: 925356

AGENDA

<u>Item</u>	<u>Member</u>
1. Call to Order	Steiner
2. Agency Roll Call	Garrett
3. Approval of Membership Minutes_10.6.14	Garrett
4. Awards Presentation	Steiner
5. President's Remarks	Steiner
6. Committee Chair Presentations	
a. Public Policy	Wells
b. Operations	Stueckrath
c. Services	Mabry
d. Ethics	Taylor
e. BSC's	Horton
7. Proposed By-Law Change Discussion	Taylor
8. NIB Update	NIB
9. Other Business	Steiner
10. Adjourn Membership Meeting	Steiner
<u>Reconvene NAEPB Board of Directors Meeting</u>	
11. Other Business	Steiner
12. Adjourn Board Meeting	Steiner

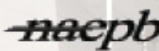


CREATING INDEPENDENCE

DELIVERING THE **AMERICAN DREAM**
2015

NIB/NAEPB PUBLIC POLICY FORUM

April 27 - 29, 2015



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NAEPB Committee Presentation

- Public Policy – Dave Wells
- Operations – Eric Stueckrath
- Services – Reinhard Mabry
- Ethics – Shelly Taylor
- BSC's - David Horton



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PUBLIC POLICY COMMITTEE

Key Issues

- GSA Challenges:
 - Markups
 - ETS
 - Office supply stores
- Agency apathy
- SSDI solvency & “Cash Cliff”
- Commissary Funding



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PUBLIC POLICY COMMITTEE

- Wins:
 - Alignment with NIB PP
 - Congressional letter
 - Forum participation



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PUBLIC POLICY COMMITTEE

- Challenges:
 - GSA compliance
 - Relationship with blindness community
 - Forum participation



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OPERATIONS COMMITTEE REPORT

Committee Contacts

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Ad Hoc Committees and the Path Forward

Commercial Business Diversification Sub-Committee

- Traction for this committee waned despite most agencies wanting to enhance commercial diversification.
- Looking for direction from the NAEPB members via an open survey coming to you in the next 30 days to determine ongoing activity.

Pricing Strategy and ETS

- An NAEPB Tiger team was formed and will meet with Tina Ballard April 28th. Following this meeting, an update on operational issues will be generated and resulting action items will be discussed to determine committee structure.



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Medical Advisory Group (MAG)

- **FY15 Goals**
 - Establish and strengthen relationships within DOD
 - Status: Met with various levels of leadership within DOD's medical acquisition & requiring activities (Army, Navy, Air Force) providing program education while seeking opportunities for growth (sales & new projects).
 - Next Steps: To continue to build relationships on a consistent basis, pursue opportunities identified and to follow guidance provided to potential increase sales.
 - Create promotional material with focus on medical capabilities
 - Status: Currently using existing Hospital & Medical Supplies Catalog to promote our products & capabilities
 - Next Steps: Use customer feedback to update material accordingly; gathering feedback to create/revise current material for FY16
 - Execute marketing plan to Military Treatment Facilities (MTFs)
 - Status: DLA provided updated list of MTFs with POCs (over 1,000 MTFs)
 - Next Steps: Sort list by customer & location, create engagement strategy & standardized script to follow when contacting, start contacting MTFs in May
 - Identify and attend key events that are attended by DOD and VA medical personnel
 - Status: attended 3 medical related events. Latest being the Medical Research, Development and Acquisition in Support of the Warfighter conference; gained good leads as a result
 - Next Steps: Continue to identify and attend medical conferences and pursue leads found as a result



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JanSan/MRO Sub-Committee

- Next Sub-Committee call scheduled for Tuesday, April 21st
- FY15 NPA reported sales through Feb
 - JanSan up 13% YoY
 - MRO up 25% YoY
 - BSCs, MAS and Wholesalers up



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JanSan/MRO Sub-Committee

- Primary goal identified as sales support to JanSan & MRO FSSI Awardees
 - Identified leads for JanSan & MRO areas
 - Most leads attended AbilityOne FSSI Industry Day in January, 2015



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Current MR Business Landscape

- DOD Budget concerns continue:
 - There are three tracks with potential impact on the Military Resale program.
 - FY 15 budget – includes a study which evaluates the impact of:
 - Increasing commissary prices to offset appropriation funding
 - Variable commissary pricing to offset appropriation funding
 - FY 16 budget released.
 - Proposes reducing DeCA funding by \$322M in FY 16 (immediate reduction of the benefit)
 - Proposes reducing DeCA funding by \$1B in FY 17. Basically leaving funding only for some remote location and overseas stores.
 - Future funding would be \$400M (?) supporting only remote locations and overseas locations.
 - Commission report studying Military and Retiree benefits
 - Report affirmed that commissaries are a valued benefit.
 - Affirmed the benefit was considered to be one of the top benefits. Used by 90% of the eligible customers.
 - Proposes commissary and exchanges be managed by one agency.
 - Proposes increased funding during the transitional period. (The period to combine exchanges and commissaries into one agency)
 - Proposes decreasing appropriation funding. But many years later – as it gives the head of the agency the authority to determine how to allocate appropriations and profits over the system.
 - Provides for legislative changes necessary to implement changing to one agency



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2015 MR Objectives and Initiatives

- Exceeding customer expectations by
- Educating military resale customers on the AB1 program.
- MR Packaging Update
- 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



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Commission's ETS Reversal Action

- The Commission determined that 80 writing instruments no longer met the ETS policy guidelines and were removed April 1, 2015.
- The removal accounts for \$4.8 million in Writing Instrument sales for 2014.
- A large percentage of the removal was based on the grip being different in design and fit.
- Per the Commission – it is their intention to “demonstrate the precedent for determining the grip size or texture to be a distinguishing characteristic.”
- A request to the Commission for a meeting with the NAEPB WIG sub-committee was denied.
- In opposition to the Commission's decision, I have published a white paper titled “Mandatory Commodity Status – Code of Federal Regulations” which describes and outlines that all AB1 Office Supplies and writing instruments produced and sold by NPA's should be mandatory. (See attached document)



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Initiatives

- Product line review and sales evaluation currently being conducted.
 - Develop sales and marketing initiatives with MAS Schedule holders and FSSI OS3 dealers.
 - Determine a meeting date for a 2016 planning session.
 - 'B' list support from the AB1 authorized wholesalers.
 - Ongoing product development plans and launches.
-
- **Goals:**
 - Sustaining the Government Pen business.
 - Growing the category and finding the gaps.



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ETS and Channel Distribution Update

■ **Metrics: As of 31 March 2015**

- Cumulative: 2,173 ETS infractions have been identified (BSC-13, Solicitations-179 and MAS-1981). Since 2012, NIB's monitoring efforts identified ETS leakage among solicitations valued at \$37M and an estimated \$25M on GSA Advantage (both A and B List products)
- Solicitation Monitoring: The team converted \$5.4M worth of potential product sales. This includes the inclusion of 34 service contracts mandating the use of our products
- BSC: Of the 24 compliance visits that occurred year to date, 20 locations (10 operators) are ETS free while 4 locations (2 operators) contain ETS
- **GSA remediation cycle:** GSA removed 41,000 A list infractions from MAS schedule contracts



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ETS and Channel Distribution Update

- **ETS Policy-** finalization pending Commission legal review
- **Distribution and Compliance Policies-** execution of final policies to formalize authorization program and progression discipline for noncompliance. Finalization pending Commission legal review
- **FSSI Update**
 - All three purchasing channel contracts awarded
 - OS3 Requisition Channel- No award yet. Estimated contract start date August 2015. Transition EDD from LCI to awardee.
 - JanSan & MRO Requisition Channel- Draft RFQ.



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Services Committee

- Working Groups
 - Teleservices – Jassen Tawill, Cleveland Sight Services, Chair
 - Contract Management Services - Shelley Sanders, Vision Corps, Chair
 - Supply Chain Management – Johnette Lee, San Antonio Lighthouse, Chair
 - Strategic Initiatives - Steve Fredwell, BOSMA, Chair
 - Branding and Marketing - Heather Quigley-Allen, BOSMA, Chair



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Teleservices

- Historically has held monthly calls to share information about successes and challenges, but participation is waning.
- Conducted survey of capabilities showing substantial capacity and continuing interest, but some larger agencies did not participate.
- This group needs to decide if this forum is still valued and/or how to reenergize, perhaps with outside speakers.



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Contract Management Services

- Historically has held regular calls to share information about successes and challenges and participation is good.
- Key focuses:
 - Maintaining funding: CMS IDIQ contract and funding are on track at this point.
 - Maintaining a robust pipeline of work: Some inconsistency in pipeline of work, but being managed on a case by case basis.
 - Developing or Recruiting Talent: Proposal submitted to pilot a CMS On-the-Job Training Program. Arizona Rehabilitation Services will fund 19 days of training for an intern at Vision Corps. Vision Corps is submitting a proposal to do the same in Philadelphia.



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Supply Chain Management

- Historically has held regular calls to share information about successes and challenges, but the group has stagnated lately.
- Contracts and opportunities are diverse and niche, making national marketing difficult. The go to market strategies are being reviewed by the Branding and Marketing Work Group.
- This group needs a new chair and needs to decide on goals that add value to its members.



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Strategic Initiatives (1 of 2)

- Group has focused on enterprise-wide issues.
 - Recruiting and developing talent - first objective was achieved. 'Upward Mobility' language has been incorporated into three separate NIB sponsored programs and they are:
 - 1. Employment Reward Incentive Program
 - 2. Compensation and Productivity Improvement Program
 - 3. Contractor Compliance Grant
 - AT/Curriculum Development as a function of marketplace preparedness. Identified two separate training paths:
 - 1. Pre-employment readiness
 - 2. Potential for revenue generation (individual or group training)



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Strategic Initiatives (2 of 2)

- Focus is on 'employment readiness'. They identified the need for a common, core curriculum to include Web search, Email, Word, Excel, potentially PowerPoint as well as a broad-based knowledge (conceptually) of a variety of database systems and adaptive technology
- Initiatives include:
 - Creating a cross-functional team of AT/IT/MS Office users both blind and sighted
 - Identifying a 'Computer-based' training solution as part of the overall curriculum
 - Developing a benchmark for evaluating agency systems for AT accessibility
 - Incorporating the 'core curriculum to develop expectations and create alignment
- Will leverage relationships developed with outside sources such as, but not limited to, the Olmsted Center, the Carroll Center, the Hadley School and any number of Schools for the Blind across the country.



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Branding and Marketing (1 of 4)

- Working Group was organized when the Strategic Initiatives Working Group determined this was a critical need for the enterprise and needed separate, focused attention.
 - Create a regional/national plan for marketing Contact Center services offered by NIB associated agencies.
 - Create a regional/national plan to recruit qualified individuals who are blind or visually impaired for employment in service-related positions at NIB associated agencies.
 - Create a training program for NIB associated agencies to market services and recruit qualified employees in their home markets, to be delivered at the NIB/NAEPB Annual Conference and Expo.



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Branding and Marketing (2 of 4)

- Objective 1

Action Item	Primary Responsible	Due Date
Conduct research on the state of the market for Contact Center Services, including market size and viability, niche penetration points, pricing structure(s), and sales strategies.	Heather	Completed
Write positioning statement and branding strategy based on market research.	Heather	April 24, 2015
Design sales display for conferences.	Jhnette Cindy Shelley	May 22, 2015
Design basic marketing materials for Contact Center Services, including brochure, sell sheet, print ad, web ad, PowerPoint deck. Materials should be designed to be modified for use by other agencies.	Jhnette Cindy Shelley	May 22, 2015
Identify and register for 2-3 national conferences/trade shows to market Contact Center Services on behalf of NIB Agencies as a whole.	TBD	TBD



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Branding and Marketing (3 of 4)

- Objective 2

Action Item	Primary Responsible	Due Date
Conduct research on the state of the employment market for white collar jobs for people who are blind or visually impaired, including education, unemployment, and underemployment data.	Heather	Completed
Write positioning statement and value proposition targeted at recruiting people who are blind for Contact Center positions.	Heather	Completed
Design display for conferences.	Johnette Cindy Shelley	May 22, 2015
Design basic recruiting materials for Contact Center Services, including brochure and email template. Materials should be designed to be modified for use by other agencies.	Johnette Cindy Shelley	May 22, 2015
Identify and register for 2-3 national conferences, such as NFB or AFB.	TBD	TBD



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Branding and Marketing (4 of 4)

- Objective 3

Action Item	Primary Responsible	Due Date
Work with conference organizers to include “Marketing Contact Center Services” breakout session.	Heather	May 22, 2015
Create “tool kit” for agencies, including research, sample marketing plan, and materials.	TBD	September 1, 2015
Create training presentation.	TBD	September 15, 2015



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Ethics Committee Report

- Two proposed changes to NAEPB By-laws: Membership
- **Article III, Section 1. Eligibility**
 - Mergers
 - Subsidiaries
- Emailed to all Members May 1
- Members vote in early June



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Mergers

- When two or more agencies merge, the surviving agency, if it is an NAEPB member, will retain or be eligible for NAEPB membership with one vote. The agency that was acquired ceases to exist and no longer has a vote.



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Subsidiaries

- Subsidiaries are considered to be part of the parent company and are considered under the same single membership.
- **Agency subsidiaries established prior to October 1, 2014 are “grandfathered” and not affected by this rule.**



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BSC Committee Update

- BSC Best Practices Spring Meeting Update
- BSC Marketing Needs/Support
- BSC/SCA Update
- BSC Committee Call May 5th 2:30 EST



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