



# Minnesota APSE

*The Network on Employment* • August 2006

## Employment For All - Start A Revolution APSE 2006 Boston

Dawn Bacon, MN APSE President & Andrea Zuber, Vice President

*I lie here in this great immovable bed- it is nailed down, I believe- and follow that pattern about by the hour. It is as good as gymnastics, I assure you. I start, we'll say, at the bottom, down in the corner over there where it has not been touched, and I determine for the thousandth time that I will follow that pointless pattern to some sort of a conclusion. - Excerpt from "The Yellow Wallpaper" by Charlotte Perkins Gillman.*

In late June, 600 people comprised of service providers, professionals, family members, self-advocates, educators and employers came to Boston to start a revolution. The three-day conference was jam packed with topics ranging from Best Practices to Public Policy as we engaged each other both nationally and internationally on the issues critical to advancing Supported Employment. Minnesota had a strong presence in Boston, with nine of us in attendance.

Andy Imparato, President and Chief Executive Officer of the American Association of People with Disabilities, got everyone fired up

with an opening keynote. In his keynote, Mr. Imparato referenced Charlotte Perkins Gillman's 19th century written account of experiencing a mental illness with strict orders of rest and to "never touch pen, brush or pencil as long as you live." Left to stare at a design of yellow wallpaper, Ms. Gillman provides a personalized account of how isolation and lack of work embedded her deeper into her illness. As we continue to hear the research documenting the huge disparities of unemployment between persons with disabilities and the general population, the power of meaningful work continues to be the key element to one's ability to achieve economic prosperity, social connections and individual growth and development. The American Dream - filled with sentiments discussed and formulated in Boston over two hundred years ago are still being realized today. This being a second national conference for each of us, we continue to feel empowered and honored to be



From left: Amanda Biever, Becky Brink, Kelly Lavin, Dawn Bacon, Don Lavin, Jon Alexander, Andrea Zuber, Bob Niemiec & Chris Davies

a part of an organization with such vision, commitment and hope for a future full of dreams realized.

So, how can we bring this energy and excitement and apply it to what we're doing here in Minnesota? It has been found that states that are and have been successful in employment for people with disabilities have a clear vision, a common shared goal and agencies and providers who work together towards that vision. MN-APSE will be incorporating this concept into the training and public policy work we do as we go down the path toward seeing more and more Minnesotans with disabilities achieve the American Dream.

## MN APSE elects new officers and welcomes new board members!

In April, MN APSE held its annual election and welcomed four new board members. We are proud to introduce Don Lavin, Heidi Maghan, Jolene Thibedeau Boyd and Steve Piekarski. We are

delighted to have them join our team, each are uniquely qualified to provide the leadership necessary to advance the mission of APSE. At our following board meeting, the board elected

new officers to the board. Dawn Bacon, President; Andrea Zuber, Vice-President; and Laura Halling is serving as Treasurer and Secretary.

# Enhancing Job Development Activities with Electronic Communication

Jon Alexander

APSE National Board Member

As any good trainer in the area of job development will tell you, it is highly important to involve as many people in the process as possible. A good job developer uses not only his/her own contacts but tries to expand the job seeker's network to include all of their contacts and their contacts' contacts. This can include friends, family members, professional acquaintances, or someone they meet at Happy Hour. At Kaposia, we have tried a variety of ways to include all of our employees in the job development activities. We set company goals, offered incentives, and begged and pleaded with our employees.

One member of our sales team recently had an idea that has been showing early signs of success. Tammy Halvorson had worked as an employment specialist before becoming a job developer and found in her previous role that she had a hard time staying in touch with the sales team. The most frustrating part was that she didn't always know what if any jobs were being found. Tammy found this to be rather deflating as from her perspective it seemed like no one was getting a job. She knew that this was not really the case, it just seemed that way because none

of the job seekers she supported was getting a job.

Tammy's idea was to have an electronic bulletin board for the job development activities of the company. Tammy thought that this could serve as a way for job leads to be passed to sales as well as the sales team asking for ideas or contacts in specific areas or for specific job seekers.

We found that setting up an electronic bulletin board was not as easy as it sounded. It turned out that our one person IT department did not have any expertise in this area and told us that it was a little more complicated than setting up a free Yahoo website. After some discussion, we decided to simply create a Word document on our network and e mail a link to it each day to all of our employees. This allowed for easy access and it's only limitation was that only one person could add comments at a time.

The Kaposia Connection (as we call it) was first e mailed out on August 1, 2005. All new jobs are announced in the first section. This gives us a chance to share the good news right away with the entire company and allows us to celebrate a job seeker's success.

Job leads or potential contacts are shared in the next section. These can be as simple as noticing a help

wanted sign or running into a long lost relative who happens to run a company. Sales Team members are able to note upcoming sales calls and ask if any employees know anyone at that particular business.

Job seekers who have been looking the longest get their own section in which a different person is highlighted each week. We note areas of interest and abilities, specific needs the person might have, and the neighborhood in which the person lives. We recently added new referrals to this section to get the word out more quickly about what their employment needs might be.

We close the Connection with kudos to those employees whose leads have developed in to a job. In addition we offer a cash bonus if a job is developed for someone from our list of job seekers who have waited the longest.

In the first 60 days, 4 new jobs were developed from leads gained through the Kaposia Connection. We have high hopes that when the tool becomes more engrained, we will see even better results. We also hope to be able to upgrade from a simple document to a more advanced program in the near future. It turns out we have an employee who knows someone who knows how to do that.

## Chris Davies Elected to National Board

In June of this year, Chris Davies was elected to serve a three year term on APSE's Executive Board. Chris' involvement in SE began nearly a decade ago, when he provided employment services at Kaposia,inc. Today, Chris is the Director of Human Resources for J&J Distributing, a family owned produce wholesaler in St. Paul. Additionally, Chris maintains his own small business, InnerVoice Works, where he has made numerous presentations (you may have

seen him at an MN APSE conference) as a speaker and trainer. Chris' range of experience in the field of SE, from job developer to employer, provides him with a unique set of expertise and skills to draw from as a national leader. When you meet Chris, his energy and commitment to creating opportunities is readily apparent. Chris states, "I have always considered the quest for equal opportunity in the work place a civil rights movement, and one that was

long overdue. When I became a job developer by trade I channeled those beliefs into direct practice of the profession. However, I do not believe job development is exclusive to those whom hold the title. I believe everyone who feels people with disabilities should be working in the community is a job developer." MN APSE is very proud to have Chris Davies serve as a voice that will advance APSE's important mission. Congratulations Chris!

# Job Developer Boot Camp: Creating Amazing Possibilities in the Workplace

In early May, a group of over 40 employment professionals from throughout Minnesota and the metro area gathered to soak up every bit of information provided by presenter Mindy J. Oppenheim. The room reserved at the Grand Casino-Hinckley was literally standing room only; additional chairs had to be secured to accommodate all who were present! A thorough review of what was covered would fill multiple newsletters, so hopefully our readers will appreciate a few play-by-plays and highlights!

The day began with an overview of what has been working for people in the field of job development. Some of the topics covered included:

- Positioning strategies (and the importance of everyone in an agency giving the same impression to businesses about what they do)
- Negotiating with the “YES” person (talking to the person who has the POWER to say “yes” to what you need, knowing who your buyer is and what they need)
- Getting to know the company (do your RESEARCH, know what your “pitch” will be)
- Offering value-added services (How do I sell this? How do I talk to a business about this?)
- Good follow-through
- Professional Approach

Mindy discussed specific strategies for achieving the Six Steps to Success:

1. Position: Research your market and your message
2. Prospect: Who is most likely to partner with you? Use your time efficiently. Develop a “Hot List”.
3. Prepare: Do your homework before you ever walk through the doors of a potential employment partner.
4. Present: Don’t try to close with everyone. Don’t close too soon. Steer clear of human service lingo. Sell a job analysis.
5. Proposal: Must include what is in it for the employer—how will the partnership save them time, money or increase their customer base?
6. Power Close: Recognize closing signs. Respond to various belief systems and concerns.

Additional marketing information included a discussion about YOUR Sales Funnel, the Four Immutible Laws of Marketing (The Law of Leadership, The Law of Category, The Law of the Mind, The Law of Focus), the importance of market position and the need for value-added services.

Supported Employment agencies need to be able to go into a business and describe their services in a way that is simple and describing what you do as a job developer, try: “I help employers hire, train and retain qualified employees with disabilities.”

Mindy went on to propose the Ten Commandments of Prospecting:

1. Discipline
2. Make lots of calls to target market
3. Make calls brief and set appointments
4. Gather a one-month supply of names
5. Don’t take other calls
6. Prospect during off-hours
7. Vary your call times
8. Be organized
9. See the end before you begin
10. Don’t stop!

Job Developer Boot Camp provided unique opportunities for attendees to try out hands-on and interactive approaches such as developing a “Hot List” of businesses to research and a Marketing Matrix to help organize the responsibilities of different people within an agency. In addition, the session allowed multiple opportunities to work as small groups to develop lists of things such as what types of services an agency could offer and what types of promotional opportunities might be available.

Because the group actively participated throughout the session and individual attendees posed multiple questions throughout the two days about specific issues they had been faced with, it was impossible get through the complete agenda. Fortunately, Mindy provided a comprehensive work book for people to take with them that included everything we covered and more, including all the tools discussed during Boot Camp and more!

If you are interested in more information regarding Job Developer Boot Camp or the topics covered in that session, you may contact Mindy Oppenheim:

Supported Employment Education Designs (the SEED)  
855 Fillmore Street, San Francisco, CA 94117  
E-mail: SETraing@yahoo.com  
Web Site: <http://www.staffdevelopment.net>

# Thank You to Bob Niemiec

Laura M. Halling

Minnesota APSE was founded in 1992. Since that time, a lot has happened with supported employment. A lot has also happened within APSE as a national organization and within the Minnesota chapter.

I came to the Minnesota APSE Governing Board in 2002. Over the past four years, I have seen many faces come and go, but one person has remained constant throughout it all.

Bob Niemiec has been the single most influential voice in Minnesota APSE since its beginning. He's been

a professional mentor to several current and former members of the Board, whether he knows it or not - and whether he wants to be or not. He has tirelessly worked to educate others about the benefits of supported employment and continues to crusade towards advancing opportunities for others.

As if that isn't enough, Bob was also one of Minnesota's earlier representatives on the National APSE Board, and he served as National APSE president from 2000-2004. He is currently finishing his term as president of the APSE Foundation.

Bob stepped up to the plate in the

summer of 2004, when Minnesota APSE was experiencing some transition. He held tight to the mission of APSE and helped Minnesota APSE stay on track too.

For the past year, Bob has once again served as Minnesota APSE president, a role he had been the first to fill in the early days of our chapter's existence. And this year, as he steps down and hands the hat over to someone else, the members of the Minnesota APSE Governing Board would like to thank Bob Niemiec for his years of service to both National APSE and the Minnesota chapter. Thank you Bob!!

## News from NATIONAL APSE

"Start A Revolution" was the theme for this year's national conference in Boston. It began with Andy Imperato, the president of the American Association of People with Disabilities as the opening key note speaker. He is currently the chair of the committee that is looking at how to change Social Security, particularly SSI to encourage people to go to work. Less than 1% of people who go on SSI ever come off. Part of this is due to the fact that SSA's definition of disabled includes the statement that the person cannot work. Andy is attempting to

change this definition with a great deal of resistance. He challenged all of us to continue to try to change the rules to make it easier to allow people to choose work.

At the conference it was announced that APSE will be continuing its new member incentives through June 30, 2007. These incentives allow new members to join APSE for a 10% discount at any time, or join at any state or national conference and get a 20% discount. In addition, any member who recruits \$2,500 in new membership fees will get a free confer-

ence registration to next year's conference in Kansas City, Missouri.

New marketing materials will be available to state chapters, member organizations, or individual members soon. For an additional \$1000, the materials will be individualized to the member/organization/chapter's name.

Chris Davies, a local employer and member of MN APSE was elected to the national Board and was a big hit at the conference. Chris also is a professional speaker and trainer and did a session on job development at the conference.

## Minnesota APSE to Hold Regional Forums

Board members of MN APSE want to engage and connect with persons who are involved in supported employment statewide through holding regional forums this fall.

Have you encountered challenges in the provision of integrated employment services? Looking for some connections and advice within the field of SE?

You are invited to a forum where you will have the opportunity to join a discussion on best practices, create valuable connections within the field and benefit from the collective wisdom of the group.

DULUTH: Friday, September 22, 2006 REGISTER NOW!!! (See attached form)

MANKATO-: Tuesday October 17th Save the Date!!

MINNEAPOLIS: Thursday, November 9th Save the Date!!

## Minnesota APSE Board

Dawn Bacon, President 651.379.5882 [dabacon@goodwilleasterseals.org](mailto:dabacon@goodwilleasterseals.org)  
Andrea Zuber, Vice President [andrea.zuber@co.ramsey.mn.us](mailto:andrea.zuber@co.ramsey.mn.us)  
Laura Halling, Treasurer [lauramhalling@yahoo.com](mailto:lauramhalling@yahoo.com)

Board Members at Large: Connie Moore, Georgette Wondolkowski, Don Lavin, Steve Piekarski, Heidi Maghan, Jolene Thibedeau Boyd

# Duluth Registration Form - Fill in and mail to MN APSE

September 22, 2006 10:00am-12:00 Noon

Lakeshore Living in Duluth  
4002 London Road  
Duluth, MN 55804

## Topic: Brainstorming on Job Coaching and Support Services

Modeled after a session at the national APSE conference in Boston, this forum will include a facilitated discussion about challenges encountered in providing job coaching and support services to assist individuals succeed in competitive work settings. Why reinvent the wheel? Come and benefit from the collective experience and wisdom of the group and leave with new methods and strategies. Participants will also have the opportunity to connect with APSE state leaders and share regional issues.

Cost: \$10.00 for APSE members and \$15.00 for Non-Members  
Make Checks payable to MN APSE

.....  
Name(s): \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

### Lunch (check one):

Yes, I plan to stay for lunch and attend the board meeting in the afternoon (additional cost at time of order)

No, I will just be attending the forum from 10:00-Noon (enclose payment of \$10 for Members and \$15 for Non-Members)

I will require special accommodations, specifically:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Detach and mail this form, along with payment to:  
MN APSE P.O. Box 130262  
St. Paul, MN 55113

Questions? Please Contact Georgette Wondolkowski at 218-722-5867 or e-mail  
wondolkow@hotmail.com



**NOW is the time to join a vital organization committed to expanding employment for people with disabilities!**

Joint State Chapter/National Membership

## APSE: THE NETWORK ON EMPLOYMENT

APSE is a rapidly growing national membership organization formed to improve and expand integrated employment services and outcomes through supported employment (SE) for persons experiencing disabilities. APSE members are SE professionals, consumers, family members, employers, rehabilitation counselors, advocates, and state and federal agency officials. Membership is open to anyone who wants to be part of a grassroots network committed to ensuring that SE continues to grow and improve.

### APSE Focus

APSE is the only national membership association focusing exclusively on integrated employment for people with disabilities, particularly those with the highest need for workplace support. To better serve our mission, we are actively expanding our focus to include a variety of ways to support employment of people with all sorts of disabilities and different support needs in integrated workplaces – supported employment, self-employment, customized employment, business ownership, and more. We are continually expanding our member services and benefits to better meet the needs of our members.

### APSE Mission

APSE staff and members work together to:

- Provide advocacy and education to people invested in paid integrated employment, including providers, people with disabilities, family members, businesses and others.
- Address issues and barriers that impede the growth and implementation of inclusive employment services and supports.
- Improve SE practice so that individuals and communities experience quality service with meaningful outcomes.
- Promote national, state, and local policies that enhance the social and economic inclusion and empowerment of all people with disabilities.
- Educate the public and business community on the value of including people with severe disabilities as fully participating community members.

### Membership Benefits

There are many more people who can benefit from SE, yet cannot access it. APSE provides a strong voice for SE when policy and funding decisions are made. With the support of a strong membership, APSE will be able to advocate for quality SE for an increasing number of people experiencing severe disabilities in your community.

#### What You Will Get With APSE Membership..

- Stay on the cutting edge of current SE news and events in **the Advance**, a quarterly newsletter
- Belong to your state chapter and influence state-wide policies and practices
- Receive APSE publications free or at discounted rates
- Access APSE-sponsored SE training at discounted rates
- Attend the largest annual conference on SE in the world at discounted rates
- Be represented in Washington, DC for national legislative action/policy change to ensure quality SE services
- Enhance your professional standing through use of APSE's endorsed ethical guidelines and quality practices
- Access an international network of partners in SE through APSE networks with the European Union of SE
- Get help finding information and technical assistance
- Receive legislative updates on issues affecting SE by accessing the APSE Web page on the Internet
- Receive Action Alerts on state and national events that will affect your job, SE, and your future
- Receive job search assistance
- Vote on APSE issues and shape the future of SE

APSE • 1627 Monument Ave. • Richmond, VA 23220 • Phone: (804) 278-9187 • Fax: (804) 278-9377  
Web Site: <http://www.apse.org> • E-mail: [apse@apse.org](mailto:apse@apse.org)

**SEE NEXT PAGE FOR REDUCED RATES DURING MEMBERSHIP CAMPAIGN  
JOIN THE APSE GRASSROOTS MOVEMENT TODAY!**

**SPREAD THE SE MESSAGE AND SUPPORT THE APSE MEMBERSHIP CAMPAIGN.  
SHARE THIS 10% NEW MEMBERSHIP APPLICATION WITH FRIENDS AND COLLEAGUES !  
Recruit New Members and Earn Points Toward Free Conference Registration!**

**APSE NEW MEMBERSHIP APPLICATION—Rates Effective Until 6/30/2007**

Name \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone (\_\_\_\_\_) \_\_\_\_\_  
 Fax (\_\_\_\_\_) \_\_\_\_\_  
 E-mail \_\_\_\_\_

**Individual Fees**

Includes 1 copy of *theAdvance*/1 vote  
 (NOTE: APSE Dues are not tax deductible)

<b>Individual Income:</b>	<b>New</b>
Professional - \$26,000 or more	<input type="radio"/> \$100 \$90
Professional - \$17,000 - \$25,999	<input type="radio"/> \$80 \$72
Professional - less than \$17,000	<input type="radio"/> \$55 \$49
Nonprofessional family member or student	<input type="radio"/> \$40 \$36
Supported employee	<input type="radio"/> \$20 \$18

**Please provide the following information. I am a (n):**

- Consumer             Family Member  
 Student (not yet working in the field)  
 Employer  
 Professional (please give your job title)

**My organization is a (n):**

- Advocacy Organization     SE Provider  
 State Agency                 School  
 Federal Agency               University  
 Local Agency                 Rehab Facility  
 Other (specify) \_\_\_\_\_

**Payment Instructions:** Send check, money order, or credit card information with your application to: APSE, 1627 Monument Ave., Richmond, VA 23220. **Canadian members add \$10 to rates; other non-US members add \$20.**

**Amount Enclosed** (US currency only) \_\_\_\_\_  
 or fax credit card information to (804) 278-9377  
 Card Number \_\_\_\_\_  
 Cardholder Signature \_\_\_\_\_  
 Expiration Date \_\_\_\_\_  VISA     MasterCard

\_\_\_\_ I want to pay my membership fee in even installments, deducted from my credit card on a monthly or quarterly basis. I will contact APSE if I want to stop the installment payments.  
**If you were recruited by a current APSE member, please tell us who so they may receive credit for your membership:**  
**Name of Recruiter:** \_\_\_\_\_

**Organizational Memberships**

**(Note: APSE dues are not tax deductible)**

**Basic Organizational Membership** includes member benefits and copies of *theAdvance* for up to 8 people and 1 vote in elections or other voting issues. Benefits of membership and discounted conference and training registration limited to 8 names provided with the membership. **\$640 (New member: \$576)**

**Contributing Membership** includes copies of *theAdvance* for up to 8 people and 1 vote in elections or other voting issues. Other membership benefits apply to anyone in your organization using your organization's membership number, plus unlimited discounted registrations to state and national conferences and training events for anyone in your organization using your organization's membership number. This constitutes significant savings over a year in registration fees. **\$840 (New member: \$766)**

**Gold Contributing Membership** includes copies of *theAdvance* for up to 8 people and 1 vote in elections or other voting issues. Other membership benefits apply to anyone in your organization using your organization's membership number, plus unlimited discounted registrations to state and national conferences and training events for anyone in your organization by using your organization's membership number (significant savings in registration fees) and Gold Contributor listing in newsletters. Plus a certificate of recognition honoring your contribution for front office display. **\$1050 (New member: \$945)**

Organizations must designate individuals who will be covered under an organizational membership below:

<u>Name</u>	<u>E-mail</u>
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____

**Membership Enhancements**

***Infolines Subscription***

**APSE discount:** Print: \$89/yr; E-mail: \$79/yr

\_\_\_\_ Please apply my APSE discount and start my monthly subscription to *InfoLines*.

\_\_\_\_ Please apply my APSE discount and **RENEW** my subscription to *InfoLines*.

***Journal of Vocational Rehabilitation***

**APSE Members: Electronic access free; print copy: \$48/yr**

\_\_\_\_ Apply my APSE discount and start my subscription to a print copy of the *Journal of Vocational Rehabilitation*.

- Yes! I want to contribute to the APSE Foundation**  
 \$ \_\_\_\_\_
- Yes! I want to sponsor a consumer membership.**  
**\$ 20.00.**