

*For employment of people with disabilities*

Volume 1, Number 2 March-April, 1984

## HireAbility advertising campaign launched

At a "kick-off" news conference Feb. 2, Gov. Rudy Perpich launched "HireAbility," a major campaign to promote employment opportunities for people with disabilities.

"HireAbility" is a partnership involving the Division of Vocational Rehabilitation (DVR) and five federally-funded Projects With Industry (PWI) job placement programs — Multi Resource Center, Sister Kenny Institute and Control Data Corporation in Minneapolis; the AFL/CIO Human Research Development Institute, St. Paul; and the University of Wisconsin Stout in Menomonie.

At the kick-off Bemiss Rolfs, president of National Car Rental System, spoke of his firm's successful policy of hiring handicapped workers and removing attitudinal as well as physical barriers in the work place. Diane Aves, Sister Kenny Institute, and Bob Saracen, Minnesota Advertising Federation, described the program and plans for publicizing "HireAbility."

The advertising agency of Fallon McElligott Rice, Inc., in cooperation with the Minnesota Advertising Federation and Dorn Communications, have donated more than \$50,000 in time and talent to the "HireAbility" project. Together they have created a provocative multi-media advertising series targeted toward potential employers.

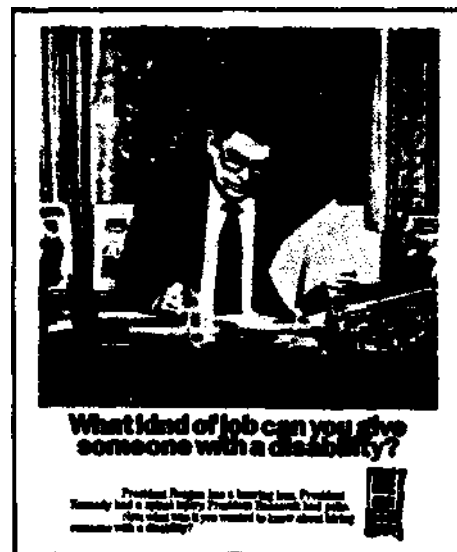
Intended to "explode through the myths and stereo-types," according to Creative Director Tom McElligott, the ads focus on famous accomplished individuals who have had disabilities. One pictures the late President Franklin D. Roosevelt (who had polio) with the headline: "Hire the handicapped. Your parents did."

In another ad, Ray Charles, the blind entertainer, is shown with a caption that reads: "What do you do if you're disabled and you don't sing or play the piano? People with disabilities have talents you probably have never realized. We know. We place them every day in businesses just like yours."

A special WATS line has been installed in the DVR Administrative Offices to handle calls from employers interested in hiring a person with a disability or who need more information. The phone number, 1-800-328-9095, is featured in each of the ads.

Edwin Opheim, assistant commissioner, DVR, Department of Economic Security, said, "This partnership between the public and private sectors is a new and exciting approach

*(continued on page 3)*



*President Reagan is featured in one of the ads for the HireAbility campaign because he has a hearing loss. This is one of several ads created for the campaign.*



*Gov. Rudy Perpich (far left) launched HireAbility, a major campaign to promote employment opportunities for people with disabilities, at a kick-off news conference Feb. 2. Other participants in the kick off included, from left, Bob Saracen, Minnesota Advertising Federation; Diane Aves, Projects with Industry Program, Sister Kenny Institute; and Bemiss Rolfs, president, National Car Rental System.*

**Governor's Planning Council  
on Developmental Disabilities**

Minnesota State Planning Agency

300 Centennial Building

658 Cedar Street

St. Paul, Minnesota 55155

# Disabled shoppers enjoy special retail assistance

Dayton's now offers a new shopping service for disabled customers.

The service currently is available only at the Ridgedale Dayton's store for individuals or small groups with special shopping needs. The no-cost assistance includes limited sign language interpretation for the hearing-impaired.

Cathy Johnson, Dayton's Special Service consultant, will direct shoppers to various areas of the store, locate items they request and answer their questions. Shopping assistance can be obtained by calling Johnson for an appointment at Dayton's Ridgedale store, (612) 375-5521.

Johnson said a shopping assistance service for people with disabilities has been an idea of hers for more than three years. Johnson was encouraged to implement her idea by Lorraine Ziemer, a Division of Vocational Rehabilitation (DVR) counselor in the Roseville area DVR field office. "Lorraine was the prime motivator and my biggest booster," Johnson said.

Johnson approached the Ridgedale Dayton's store management team and they agreed to start the service on an experimental basis. It was inaugurated in December 1983.

"Dayton's has recognized that there is a gap in its customer service," Johnson said. "This new retailing approach is good for the community and good for our business."

Ziemer, who has a disability, stressed that the need for this service exists for shoppers with disabilities. "This sort of thing helps handicapped people to be more visible in the community," she said. "By using the same resources as everyone else, we point out our needs better."

Custom design and alteration of clothing is another service offered by Dayton's for disabled persons.

Charges for this service are based on ability to pay.

These shopping services may be expanded to other Dayton's stores if a strong customer interest is shown, Johnson said. She urges customers to send her their reactions, comments and suggestions.

Letters should be addressed to Cathy Johnson, c/o Dayton's Personnel Department, Ridgedale Center, Minnetonka, MN 55343.



*DVR Counselor Lorraine Ziemer (seated), Roseville area field office, tries out the new shopping service for customers with disabilities offered by the Dayton's store in Ridgedale with assistance from Cathy Johnson, Dayton's Special Service consultant. The shopping service was Johnson's idea. So far, the Ridgedale store is the only Dayton's store offering the service.*

## HireAbility *(continued from page 1)*

to expanding job opportunities for persons with disabilities. At the same time, it also will provide employers with an essential service."

Opheim added, "At no cost to the employer, 'HireAbility' will refer individuals with the best qualifications for available jobs."

After employment, placement specialists will provide on-site evalua-

tions to determine if the placements are working satisfactorily for both employer and employee. Assistance to employers in applying for Targeted Jobs Tax Credits also will be provided as appropriate. Cliff Miller, labor/employer liaison in the DVR Administrative Office, Space Center, St. Paul, is the DVR HireAbility coordinator.