

marketresponseinternational



project :: 1919

october 2008

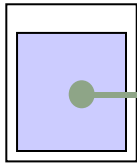
Innovative Employers in Minnesota Presentation

prepared for:

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

prepared by:

marketresponseinternational



agenda

1:: project overview

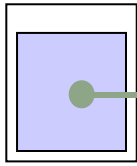
2:: innovative employer selection criteria

3:: innovative employers

4:: summary

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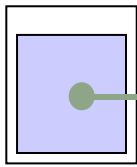
**1::
project
overview**



project overview

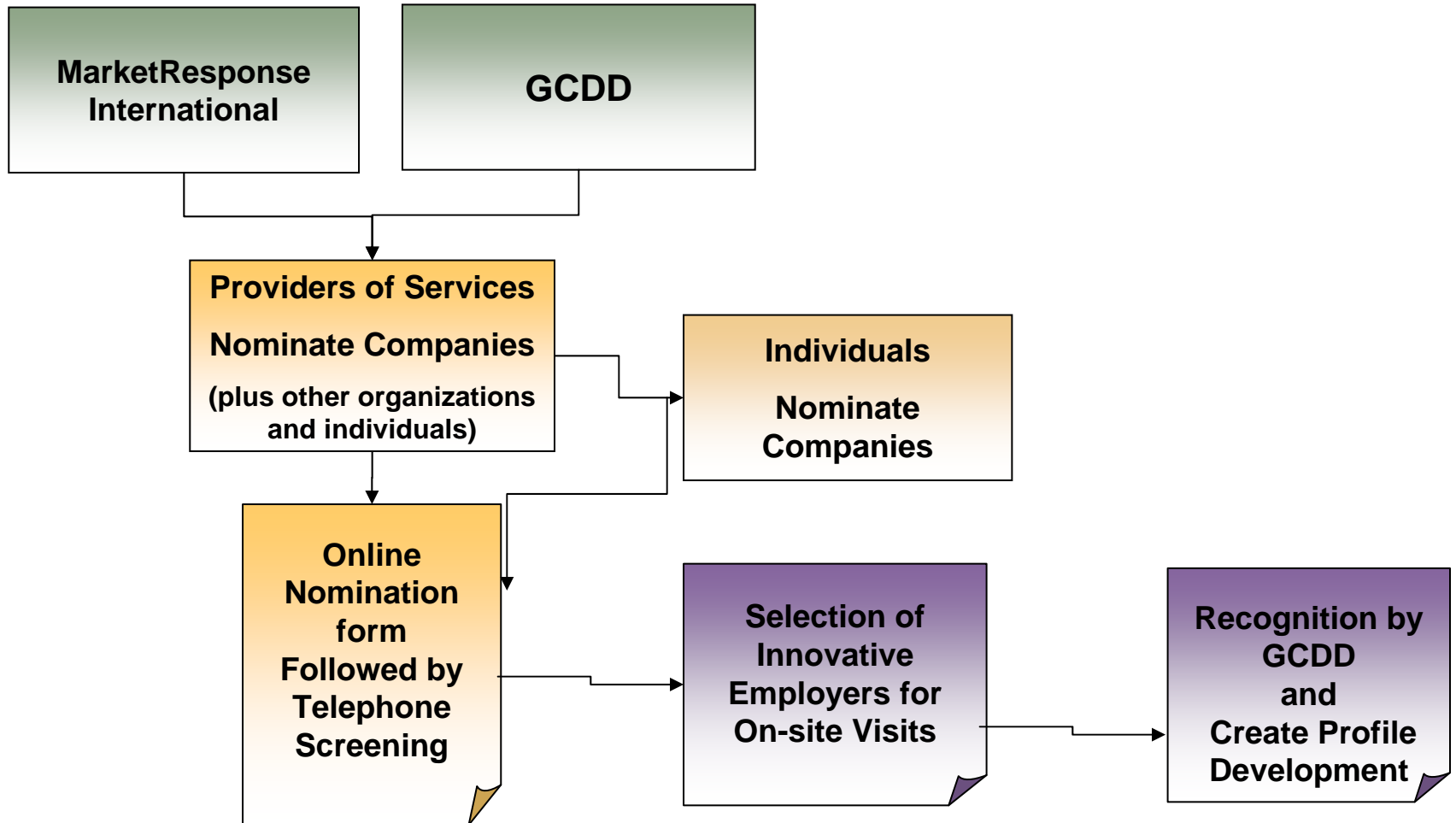
Objectives:

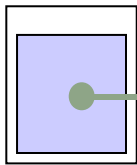
- Identify businesses that are using innovative employment practices in hiring people with developmental disabilities and promoting an inclusive work environment.
- Create profiles of selected employers and their innovative practices.
- Prepare a presentation of 11 selected employers, and showcase their businesses.



project overview

Methodology

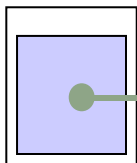




project overview - nominations

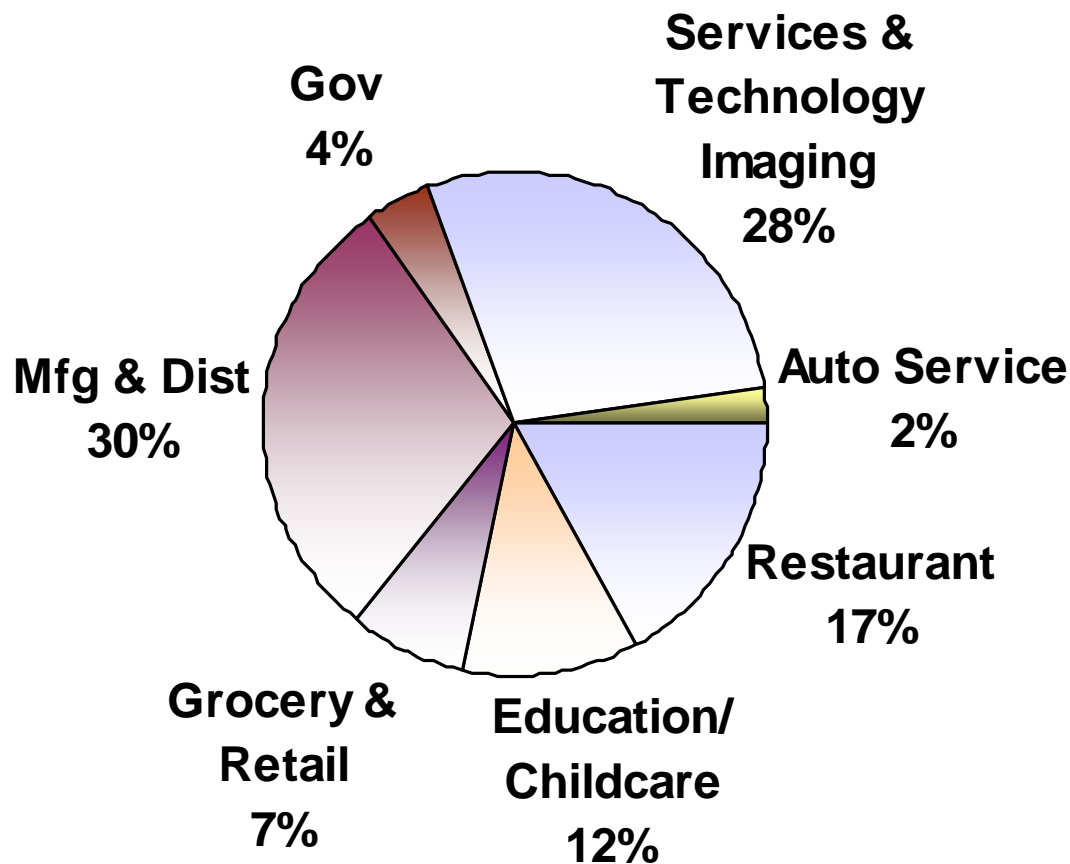
Results of Nomination Process = 45 Minnesota Employers





project overview - nominations

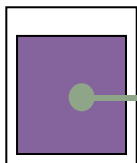
Results of Nomination Process = Variety of Minnesota Employers



:: The nominations included a wide variety of business categories. The fact that almost 60% were manufacturing, distribution or services functions is consistent with the prior segmentation research.

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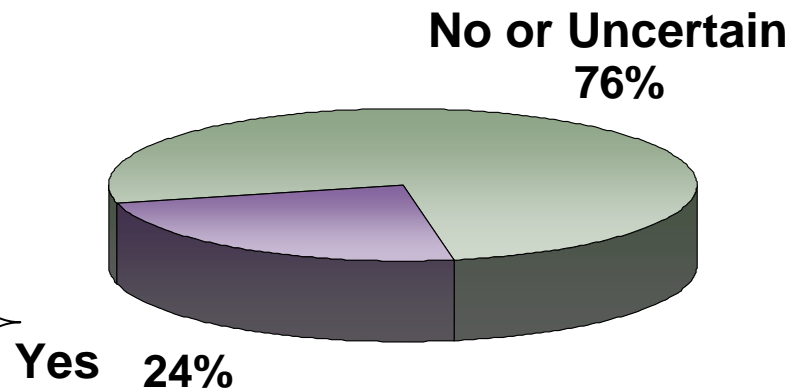
**2::
innovative
employer
selection
criteria**



Innovative employers – selection criteria

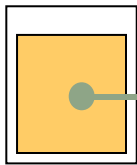
**Screening process identified 11 innovative employers,
24% of 45 total nominations**

- ✓ Direct employment
- ✓ Permanent employment
- ✓ Pay minimum wage or higher
- ✓ Opportunity for advancement



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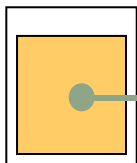
3:: innovative employers



innovative employers

11 innovative employers in alphabetical order

- ✓ Byerly's – Golden Valley
- ✓ Coborn's – Buffalo
- ✓ Culver's – Stillwater
- ✓ Learning Blocks Childcare – Elk River
- ✓ Minnesota Housing – St. Paul
- ✓ Natural Resource Group, LLC – Minneapolis
- ✓ NLFX – Bemidji
- ✓ Noble Parkway Mobil – Brooklyn Center
- ✓ Northeast Metro 916 – White Bear Lake
- ✓ Sefar Printing Solutions Inc.– Arden Hills
- ✓ University of Minnesota, College of Veterinary Medicine – St. Paul

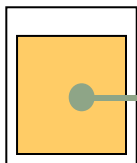


innovative employers

Byerly's Golden Valley Store



- In 1968, Don Byerly opened the first Byerly's in Golden Valley.
- Byerly's Golden Valley store is a full service grocery with specialty services and restaurant, which is owned by Lund Food Holdings, Inc.

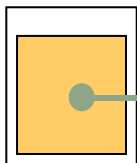


innovative employers

Byerly's Golden Valley Store



- Meredith Heerey has a network of job coaches and agencies that help her give potential employees a trial experience and 90% join the company.
- Currently people with developmental disabilities are working as: restaurant cooks, in the deli, stocking, cleaning and bagging.
- Employer perspective – Meredith: “As with all employees, if people want to expand their work and have interests, they are promoted and new tasks are assigned with training.”



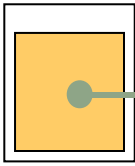
innovative employers

Byerly's Golden Valley Store



- Employee perspective – Shawna: “Meredith and I work well together, most of the bosses here are good to work with. When the Secret Shoppers come through the line and rate employees I have always gotten high scores.”

- Employee perspective – Dave: “I really like making it clean for customers.” Dave has worked at Byerly's for 15 years.
- He fills in where needed each day; here he was cleaning for a busy Labor Day weekend.

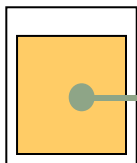


innovative employers

Coborn's Buffalo Store



- Coborn's Inc. owns and operates grocery, convenience, liquor and video stores; and pharmacies throughout the upper Midwest.
- Coborn's Golden Rule is “Treat all with dignity and respect.”

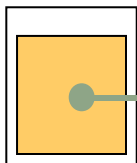


innovative employers

Coborn's Buffalo Store



- Rick Flatta has 6 employees with developmental disabilities.
- He is always trying to find new tasks to increase their work opportunities and give them a chance to try new things.
- Employer perspective – Rick: “I want to give people a chance to work and to prove themselves. Customers seem to appreciate our business supporting people with developmental disabilities.”



innovative employers

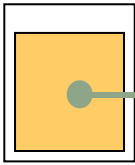
Coborn's Buffalo Store



- Employee perspective – Deb has been working almost a year. She helps in the bakery with pie baking, producing the labels and labeling baked breads as well as stocking bakery products.



- Employee perspective – Tim was Employee-of-the-Month in August 2008. He has been working at Coborn's about two years doing a variety of tasks including bagging and stocking shelves.

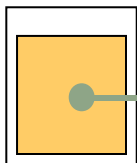


innovative employers

Culver's – Stillwater



- At Culver's you'll experience fresh, delicious food served with a great big side of friendly smiles and warm hospitality.
- Steve and Rita Rasmussen are the owners-managers of the Stillwater location. Their commitment to hometown values of quality and customer service is one example of the over 370 Culver's restaurants across the country.
- The staff at Culver's of Stillwater has been cheerfully serving guests for more than ten years.

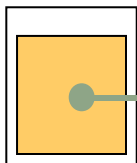


innovative employers

Culver's – Stillwater



- Employer perspective – Steve: “We choose the shining stars and the best people in our community for our jobs. Our current staff includes Chris, Brian and Mark. They are great members of our team.”
- Employer perspective – Rita: “We are working with Mahtomedi High School to give selected students a work experience that includes employees with developmental disabilities. We feel that by example we are making sure that we do not hold these employees back from their potential.”

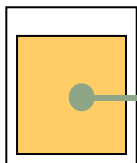


innovative employers

Culver's – Stillwater



- Employee perspective – Brian helps with a variety of tasks including cleaning the dining room with Mark.
- Employee perspective – Chris most often works the service counter.
- Employee perspective – Mark is in charge of the dining room on some shifts and this role is very important to customer interaction.
- Mark and Brian have been selected as “employee of the month” several times for their work in the dining room.

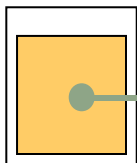


innovative employers

Learning Blocks Childcare – Elk River



- Learning Blocks Childcare provides children with an educational setting that promotes a love for learning.
- Children from 6 weeks to 12 years of age are welcomed into the center licensed to care for 116 children, with 18 staff members.
- Learning Blocks Childcare was founded in 2007 by Tina Erickson.

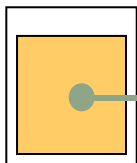


innovative employers

Learning Blocks Childcare – Elk River



- Employer perspective – Tina: “Teacher Allison is one of 18 staff members who are helping the children build tolerance and patience.”
- Tina and Nicky, shown above, are working to introduce diversity to all the kids at Learning Blocks Childcare. Employing a teacher’s aid with developmental disabilities is just one example.

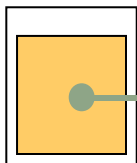


innovative employers

Learning Blocks Childcare – Elk River



- Wendy, Allison's co-worker: "Allison brings a lot of life to our classroom"
- Nicky, another co-worker: "Allison gives lots of positive reinforcement to each of the kids. We are all trying to follow her example – it really works."
- Employee perspective – Allison: "One-on-one with the kids is the best part of being a teacher's aid. I never want to leave this job."

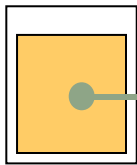


innovative employers

Minnesota Housing – St. Paul



- Mission: Minnesota Housing finances and advances affordable housing opportunities for low and moderate income Minnesotans to enhance quality of life and foster strong communities.
- Agency Purpose: Minnesota Housing is committed to meeting Minnesotans' needs for decent, safe, affordable housing, and stronger communities.

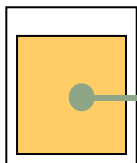


innovative employers

Minnesota Housing – St. Paul



- In 1992, Minnesota Housing was one of the first agencies to hire an employee with developmental disabilities. That hire was Kris and today she still is a vital member of the Support Services Administration team.
- Employer perspective – Anne Thomson: “In addition to a wide range of office tasks, Kris is the ‘scanning expert’ and trains others on scanning techniques.”

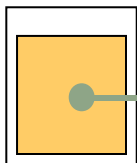


innovative employers

Minnesota Housing – St. Paul



- Employee perspective – Kris said her favorite part of this job is helping and interacting with everyone.
- Employer perspective – Anne: “When Kris is not here, it affects the way the whole department runs. Kris knows all the specifics about how to do some of the detailed printing and packaging of time sensitive materials.”

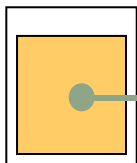


innovative employers

Natural Resource Group, LLC – Minneapolis



- Environmental and public affairs consultants for the development of energy infrastructure projects.
- Clients depend on NRC to provide exceptional environmental and public affairs consulting for natural gas, crude oil and refined product pipelines, gas storage and liquid natural gas facilities.

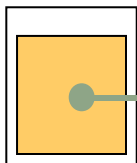


innovative employers

Natural Resource Group, LLC – Minneapolis



- Lynda Whittemore needed more help in office administration and hiring a person with developmental disabilities was “a chance to do the right thing.”
- Employer perspective – Lynda: “We are building awareness and supporting the fact that all people want gratifying work.”
- We built a list of office tasks and developed a job description for those tasks as we would for any new position.

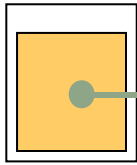


innovative employers

Natural Resource Group, LLC – Minneapolis



- Employer perspective – Alicia, Sue's supervisor: "Sue has really helped us get organized and stay that way. Before Sue joined us, the 20 printer stations were not well managed or supplied. She has a set of tasks and also comes to me with suggestions for things that she sees which she could do and that are currently not being done on a regular basis."
- Employee perspective – Sue: "I really like this work, especially straightening the printer stations and the offices. Even when I was young, my mom noticed that I liked to keep my room organized."



innovative employers

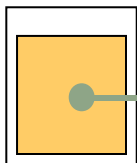
NLFX – Bemidji



installation examples



- NLFX sells and installs a wide range of sound and lighting equipment around the world.
- The Professional Installation team at NLFX prides itself on having the most up to date technology when it comes to installation and total system design as licensed Technology System Contractors.

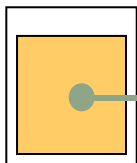


innovative employers

NLFX – Bemidji



- Employer perspective – Ben Stowe says that “Bradley is an example of the fact that people should not judge people by their shoes. We are also welcoming back Joe after a massive stroke in 2005. Both Joe and Bradley are key members of our team”
- The whole team is proud of Bradley’s accomplishments and they all have seen his growth in the 10 years that he has been employed.
- Bradley nominated the company, because he felt that the company was an innovative employer – his variety of tasks are a good example.

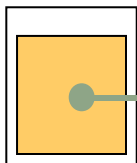


innovative employers

NLFX – Bemidji



- Sam and Bradley have worked together for several years.
- Supervisor perspective – Sam said, “I realized the potential for Bradley when I was trying to find a programming error in HTML... and Bradley found it very quickly.”
- Employee perspective – Bradley: “I like the whole package of what I do here, especially the music.”

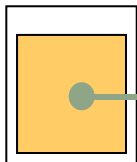


innovative employers

Noble Parkway Mobil – Brooklyn Park



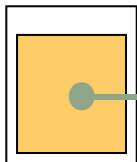
- Noble Parkway Mobil is a state of the art facility that can meet all of your automotive needs from fueling, servicing, towing to washing.
- A convenience store, deli and Verizon provide complimentary services in a friendly and comfortable atmosphere.
- 52 employees work with Bryan Boesen to assist customers.



innovative employers

Noble Parkway Mobil – Brooklyn Park

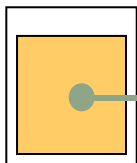
- Employer perspective – Bryan Boesen, Noble Parkway Mobil manager says that everybody needs a chance to work. His employees with developmental disabilities are great assets to his team and for his organization.
- Ehren and Delorean have a wide variety of tasks, and areas where they excel are monitoring the tunnel car wash equipment and helping with the variety of car wash processes.



innovative employers

Noble Parkway Mobil – Brooklyn Park

- Employee perspective – Ehren has worked with Bryan for five years. He “likes to come here even on my days off.”
- In addition to stocking the cooler, he monitors the chemical levels in the car wash and provides services as each car enters the wash.
- Employee perspective – Delorean is hoping to expand his hours working with the car wash and stocking shelves.
- Delorean: “We’re older and we take pride in our work”



innovative employers

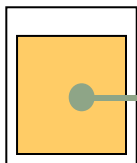
Northeast Metro 916 – White Bear Lake



NORTHEAST METRO 916
Intermediate School District

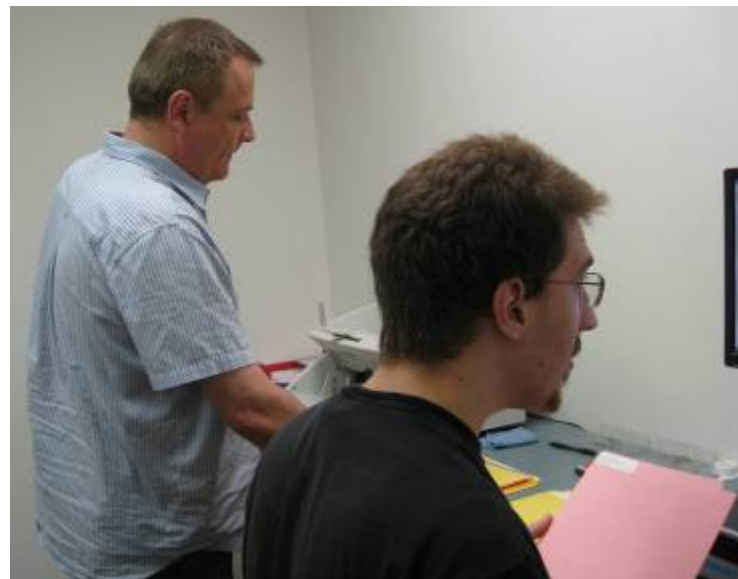


- Northeast Metro 916 is one of three intermediate school districts in the metropolitan area of St. Paul and Minneapolis.
- Providing programs and services in three core areas of our mission: special education, career and technical education, and educational services.

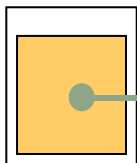


innovative employers

Northeast Metro 916 – White Bear Lake

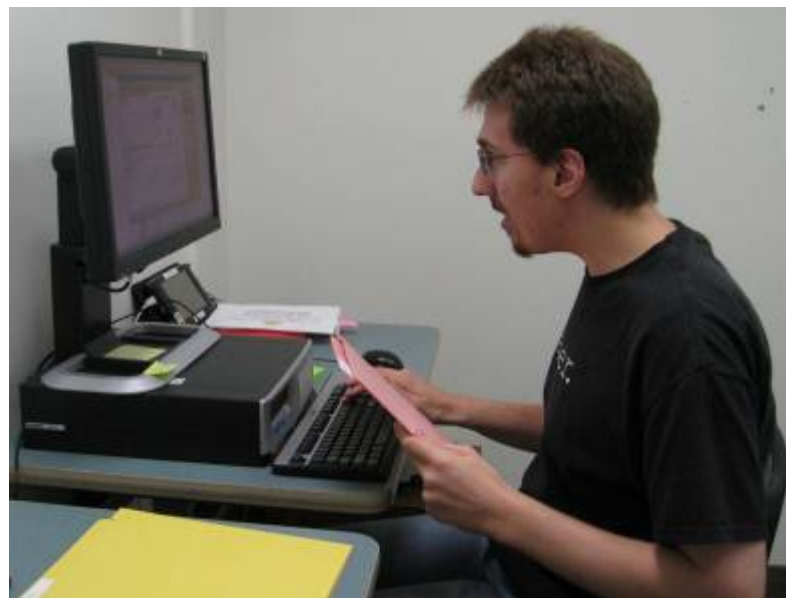


- Employer perspective – Dr. Antoinette Johns: “The Digital Imaging Program is a successful combination of real work for the district and also a career teaching model.”
- Employer perspective – Cindy Sapinski and Jan Triplett both said “we are building a curriculum on digital imaging and our services for the district are proving to these student employees that they have highly desirable job skills.”

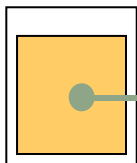


innovative employers

Northeast Metro 916 – White Bear Lake



- Employee perspective – Alex does most of the document preparation as a key member of the Digital Imaging team. Her attention to detail and confidentiality are key aspects of her success in this job.
- Employee perspective – Scott is shown setting up a document image. His typing and computer skills help drive the productivity of the team. It is not unusual for the team to process 1,500 images per day.

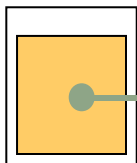


innovative employers

Sefar Printing Solutions Inc.– Arden Hills



- Sefar Printing Solutions, Inc. largest supplier of stretched screens in North America.
- With technical expertise for polyester, wire and fully-coated fabrics, Sefar is capable of stretching screens for all market segments: graphics, textile, container, pen, electronics, solar, optical disc and membrane switch.

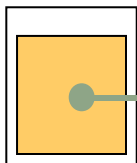


innovative employers

Sefar Printing Solutions Inc.– Arden Hills



- Employer perspective – Jim McMahon, the Sefar Production Supervisor, is new to working with Brad and said Brad is a key member of the team.
- Examples of Brad's daily tasks are scraping and sand blasting screens to clean them in preparation for another use, stretching materials onto the frames and moving supplies and frames to their specific storage locations.
- Jim: "We are adding roles and training to meet Brad's interests. He wants to expand his knowledge and his contribution...and we want to help him do just that."

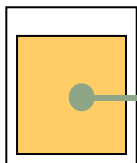


innovative employers

Sefar Printing Solutions Inc.– Arden Hills



- Brad does a wide variety of tasks as part of the Sefar Production Team.
- Employer perspective – Brad has a lot of experience with our processes and he is a very important member of our team. He helps with sand blasting and cleaning the frames as well as bricking them.

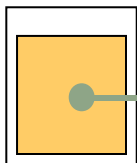


innovative employers

University of Minnesota, College of Veterinary Medicine – St. Paul



- University of Minnesota's Equine Center will lead the world in integrating animal science and veterinary medical programs.
- Identified as a "Program of Excellence" within the CVM in conjunction with the University's initiative to become one of the top three research Universities worldwide within the next ten years.
- Achieving this by developing a common equine facility focused on meeting the increasing need for equine education, veterinary services, scientific advances, and outreach programs related to horses.

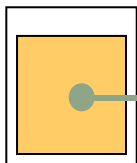


innovative employers

University of Minnesota, College of Veterinary Medicine – St. Paul



- Employer perspective – Sheryl Ferguson, Large Animal Hospital Manager: “Brian is a huge bonus to our team because he does a great job. Brian provides service with a smile and definitely has pride in his work.”
- Employer perspective – Sergio Gonzales, Hospital Crew Supervisor: “Brian is my right hand man. He knows how to do the tasks and works with the same training as the student workers.”



innovative employers

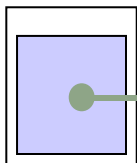
University of Minnesota, College of Veterinary Medicine – St. Paul



- Employee perspective – Brian has been an Animal Care Assistant for about a year; prior to that he worked for another department at the University of Minnesota.
- Brian likes the activity of both the horses and cows in the two centers where he works. He is busy daily cleaning stalls, moving the horses, and assisting in feeding as well as any other tasks that Sergio suggests.

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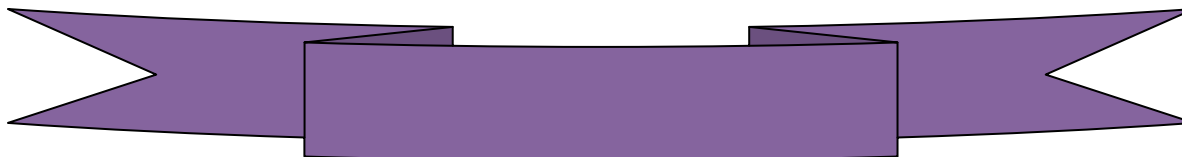
4:: summary



summary

***In Minnesota today
there are good examples
of innovative employers
for people with developmental disabilities.***

***These employers will help build
more opportunities by their example.***



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Thank You!

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appendix

List of Other Nominations

- | | |
|------------------------------------|---|
| 1. Ameriprise Financial | 18. Midwest Coca Cola |
| 2. Beltmann Group | 19. Midway Training Services |
| 3. Buffalo Hospital | 20. Minnesota Pollution Control Agency |
| 4. Burger King | 21. Minco |
| 5. Celestica | 22. Multi-tech Systems |
| 6. City of Blaine | 23. Pizza Barn |
| 7. Custom Products | 24. Pizza Ranch |
| 8. Dakota Supply Group | 25. Plastech Corp |
| 9. Federal Premium Ammunition | 26. Red Lobster |
| 10. Fortune Bay Resort and Casino | 27. RELION Corporation |
| 11. Henslin Auctions | 28. Riverview Community Bank |
| 12. Hoffman Engineering | 29. Rocco Altobelli |
| 13. HOM Furniture | 30. Rochester Community & Technical College |
| 14. Itron | 31. SRC |
| 15. Liberty Diversified Industries | 32. Titan Machinery |
| 16. Main Street Industries | |
| 17. Medtronic | |