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a publication for friends of Bosma Enterprises

# INsight

Issue 5 Spring 2009



## Bosma Relieves Army's Stress

One of Bosma Sign Solutions' biggest customers has been the United States Army. The signage department has recently supplied the Army with coasters, luggage tags, license plate frames, laser-engraved leather gloves, and laser-engraved acrylic paper weights. In January of 2009, the latest order, which was for stress balls, was completed.



The Fort Knox US Army Recruitment Command (USAREC ) recently issued an electronic solicitation for 40,000 stress balls. The balls were to be three-inch mini-basketballs with the US Army logo on one side. There were also strict regulations on how the stress balls were to be packaged and shipped out to the USAREC. There were specific rules for the product, but Bosma's sales department quickly responded and accepted the challenge.

LESS STRESS FOR THE ARMY *continued on page 2*

### *Bosma's Volunteer Program*

## We Love our Volunteers!

Not only do we love them, but with national studies estimating volunteer time to be worth \$19.51/hour, we value them highly.

Since the Bosma volunteer program began in January 2008, our internal and external volunteers have provided significant support to the programs and services offered at Bosma.

We count on the 14 current individual volunteers from

WE LOVE OUR VOLUNTEERS *continued on page 4*

Bosma's first task was to find the best prices for supplies and labor that would go into the product while also meeting the requirements of the USAREC. The balls were purchased from another company and then Bosma printed with the U.S. Army logo. Bosma's other big role in the project was to package the completed stress balls into the exact packaging specifications indicated by the U.S. Army. "No, we did not make the actual product, but the printing and packaging processes bring in a lot of work to Bosma," said Sales Manager, Steve Fredwell. Since creating employment opportunities for people who are blind or



Bernie (above) and Jeremy (left) are part of the sign shop team who produce and deliver quality product.

visually impaired is the driving mission behind our organization, this project was perfect for Bosma. The order for the 40,000 stress balls was split into two deliveries of 20,000. The first started on January 16, 2009, taking a total of 10 different people and 104 hours to complete by January 21, 2009. The second order of 20,000 stress balls began on January 22, 2009 and took a total of 8 different people and 79 hours to complete by January 27, 2009. All Bosma employees who worked on the project were people who are blind or visually impaired.

Bosma has many business partners, including the US Army, who support our efforts to employ people who are blind or visually impaired. If you would also like to be a supporter of Bosma's mission, and experience competitive pricing while purchasing promotional items and signage services, please call (317) 704-8248 or (877) 810-SIGN.

Join us at PPAC  
*for*  
**RIDERS IN THE SKY**

For thirty years, Riders In The Sky have been the keepers of the flame passed on by Sons of the Pioneers, Gene Autry and Roy Rogers. True to the integrity of Western music, they have become modern day icons with their own legendary wacky humor and way-out Western wit.



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# Lou's Views



## What is AbilityOne?

You may have noticed the AbilityOne logo on our website or print materials, and asked yourself, "What is AbilityOne." In simple terms, AbilityOne is a national employment program that helps thousands of people who are blind or have other severe disabilities to find employment. Bosma Enterprises is proud to be one of many non-profit agencies who employ more than 40,000 people who are blind or have other severe disabilities through the AbilityOne program. Indeed, AbilityOne is the largest source of employment for people who are blind or severely disabled in the country.

But, how does it work? The Committee for Purchase From People Who Are Blind or Severely Disabled, an independent federal agency, works to coordinate federal contracts with National Industries for the Blind (NIB) agencies and NISH- Creating Employment Opportunities for People with Severe Disabilities agencies. Through this partnership, companies like Bosma provide over \$2 billion of products and services to the federal government. The labor force providing these products and services are largely blind or severely disabled.

Were it not for the AbilityOne program, Bosma Enterprises would not be able to effectively carry out its mission. The legislation that makes the AbilityOne program possible is the Javits-Wagner-O'Day Act or JWOD. This year, the JWOD Act may be brought before Congress for modernization. If this were to occur, our hope is modernization will accomplish three things:

- Allow AbilityOne to be more responsive to its federal customers
- Promote upward mobility for people who are blind or have severe disabilities
- Create more oversight and accountability, while increasing efficiency and reducing paperwork.



After the legislation has been drafted in its final form and provided it meets the appropriate goals, I will call on all supporters of Bosma Enterprises to encourage your legislators to vote for this modernization. With your help, we can be certain that our voice will be heard on Capital Hill and more people who are blind will find meaningful employment with opportunity for advancement.

*Lou Moneymaker*



July 18th  
2009

## Charity Car Show

**July 18th, 2009**

A charity car show to support people who are blind and visually impaired in our community

**All Proceeds Go To Improving the Lives of People Who are Blind!**

**Bosma Enterprises**  
8020 Zionsville Rd  
10AM - 2PM  
Registration 10 AM - Noon  
Awards at 2PM

**Registration \$15 per entry**  
Dash Plaques and Goodie Bags to 1st 75 Registrants

**Awards**  
Top 3 for the Best Classic, Import, Engine, Paint, Interior & Most Original, and many other prizes



**Registration Contact:**  
Kara Fox  
karaf@bosma.org  
317.684.0600

WE LOVE OUR VOLUNTEERS *continued from page 1*

the community who routinely serve our organization. Additionally, we have a volunteer pool of close to 100 people from surrounding businesses, sororities, and schools who come to Bosma when we need groups of volunteers. All of these volunteers engage in a variety of opportunities including administrative duties, direct service with clients in the rehabilitation program, beautification projects, bilingual interpretation, and community outreach.

Adding to the pool, Bosma recently trained 32 internal volunteers. These are employees who wish to represent Bosma at internal events or events out in the community. Soon, our internal volunteers will also begin to serve at other non-profit organizations in the community.

In addition to the hours served by civilians, Bosma utilizes AmeriCorps\*VISTAs (Volunteers in Service to America). VISTAs are ordinary citizens (though we think ours are extraordinary), who dedicate one year of their lives to full-time national service. As of December 2008, we have five VISTAs working with marketing and community outreach, fundraising, volunteer coordinating, and accessibility for people who are blind or visually impaired. Within each of their focuses, the VISTA members are ultimately creating sustainable products that help further the mission of Bosma Enterprises.



Jamie Heitzenrater (left) and Brittney Clinton (right) two of Bosma's VISTAs, share a fun moment at Bosma's Donor Wall Event.

WE LOVE OUR VOLUNTEERS  
*continued on page 12*

## Employment Services Puts Clients to Work

Finding employment is a challenge for anyone in the economy. For a person who is blind or visually impaired, job hunting presents even more complex challenges.

The reasons for this are many. Some individuals lack the resources or confidence to find a job. Often, employers approach hiring someone who is blind or visually impaired with trepidation due to the stereotypes associated with blindness. Unfortunately, the messages relayed to the job seeker can quickly extinguish motivation.

*"How can you do the job if you can't see the products you're supposed to unpack?"*

*"We have able bodied people who can do the job; I'm not sure how you can run a computer if you can't see. I don't think I have anything that you can do for me."*

*"It's not safe for you to be working in a kitchen."*

Enter the Bosma Community Employment Placement Services Program. In operation for close to fifteen years, Community Employment Placement Services utilizes a passionate staff that is committed to breaking down barriers that stand in the way of their clients' employment goals.

Currently there are four people on staff who work directly with clients: Melanie Wells, Allison Noland, Beth Bates and Clyde Brewer. Clients in this program have varying degrees of employable skills and abilities. The one quality shared by all is the desire and motivation to succeed. Between July 2006 and June 2007, five community placements were made. That number increased to 8 placements between July 2007 and June 2008, and the number is expected to increase to 14 placements this year.

OVERCOMING JOB PLACEMENT BARRIERS *continued on page 6*

## Reaching Out at Bosma Enterprises...

In reaching out to the community, Bosma is participating in these health fairs and events with vital information about our services:

- April 7, 2009 **Opportunity Knox**  
Vincennes University
- April 18, 2009 **Academy of Optometrists Convention**  
French Lick, Indiana
- May 28, 2009 **Conference on Aging Well**  
Ball State University

## 2009 Special Events

- April 18, 2009 **Riders in the Sky**  
8PM  
Benefit Concert  
Pike Performing Arts Center
- July 18, 2009 **Cruise In for Vision**  
10AM - 2 PM  
Charity Car Show-  
Bosma Enterprises
- Nov. 12, 2009 **2009 Hasbrook Award Luncheon**  
Ritz Charles



Bernie (above), placed by Employment Services designs graphics for the Sign Department. Rhonda (right) found employment doing food preparation at Purdue University in their Dining Hall Services. Brian (below) now employed at Bosma would suggest going through Employment Services to others looking for job placement.



completing job applications and resume-writing; utilizing job-finding resources; work-related community skills; work-related academic skills; work-related interpersonal skills; understanding corporate or work culture; transportation; and wage and benefit planning.

Job search methods include networking, computerized job searches, personal site visits, work-site analysis to determine necessary accommodations, on-site interviewing and job shadowing.

Job placement occurs when an open community position has been located, the client agrees with the position, the position has been offered by the employer, and the client is successfully employed for 90 days and is acclimated to the responsibilities of the workplace.

The program's ultimate goal is to combat the disturbing unemployment statistics associated with people who are blind or visually impaired, estimated to be over 70%. Unfortunately, many of the program participants' only income is from Social Security benefits until community employment can be found. Completion of the Employment Services program resulting in successful job placement allows people who are blind or visually impaired to become financially, personally, and socially independent citizens that contribute equally to their neighborhoods and community.

Brian Dial, who is now employed as one of Bosma's housekeepers, recently completed his Employment Services program. "I'm very glad I did it, and I would absolutely recommend the program to a person looking for this kind of opportunity," he says.



## A Legacy of Hope

On March 5th, Bosma held a special event to dedicate the Legacy of Hope Tree, a donor recognition display honoring those who have made Bosma a priority over a lifetime of giving. A leaf on the tree is granted to any individual or family who donates a minimum of \$5000 over a lifetime. Special designation is made at the \$10,000, \$25,000, \$50,000, and \$100,000 milestones.

## Welcome New Donors

We would like to welcome the following individuals into the Bosma family of donors:

- James Albrecht**
- Steve and Chris Bartek**
- Charles and Joyce Barton**
- Crestwood Village Building - South Fund No. 2**
- Laura Bonsett**
- Melanie Dickerson**
- Richard and Barbara Dudley**
- Tom and Vickie Edwards**
- Mike Emmert**
- Kara Fox**
- John and Edythe Huffman**
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- Esther Stallo**
- Luci Stephens**
- John Thompson**
- Larry and Sue Wilson**
- Jacquese F. Winston**
- Melody Wynalda**
- Betsy Zivitz**
- Indianapolis Association of Health Underwriters**
- Salesforce Foundation**
- The Carmel Kiwanis Club**



**We Love Our Donors!**

# DISABLE THE LABEL



## Bosma Open House "Disables the Label"

To help celebrate the Indiana Governor's Council for People with Disabilities Disability Awareness Month, Bosma Enterprises sponsored our own version of the theme **"Disable the Label."** We invited various individuals to come, including local employers, business partners, and individuals interested in seeing the facility as well as various accommodations for people who are blind or visually impaired. Our intent was to show what people who happen to be blind or visually impaired **CAN** do!

Representatives manned respective tables from each area of our facility in the training room, explaining their program's focus and activities. Attendees were then invited to participate in a tour of the entire facility, with their final stop being the break room. Items that demonstrated recreational activities done by individuals who are blind or visually impaired had been placed in this final location for participants to see.

If you were unable to join us at the open house, we would enjoy showing you our facility. For a tour, please contact **Kara Fox @ 317.704.8294.**



*"There is not one right way to do it. A person has to find out what works best for them depending on their lifestyle and abilities."*

*- Katrina Anderson, Communications Instructor*

## Money Management Matters

People who are blind or visually impaired have access to several ways of managing bills and banking. "There is not one right way to do it. People have to find out what works best for them depending on their lifestyle and abilities," says Katrina Anderson, Communications Instructor.

Keeping track of bills can be performed in an organized manner. First, paper bills can be dealt with by requesting the company to send the bill in Braille or large print. If neither of those options is available or practical, a person can use a scanner combined with print-reading software, such as Open Book, that can read the bill. Having a sighted person read the mail is also an option. For the more technologically savvy folks, email reminders for bill due dates can be sent regularly, as well as the option of checking an online account on the company's website or calling over the phone to check due dates and balances.

Online and phone methods can also be used when paying bills. Some individuals prefer to have bill payments automatically withdrawn from their checking account each month. Others like to pay by check in the mail. A variety of aids is available to assist in writing checks: Guideline (large print) checks that have bolded; raised lines; check guides like check templates or Keitzer check guides to use on standard checks; large print ledgers; and large button/large display calculators, etc. Sometimes people who are blind or visually impaired prefer to have a person who is sighted to pay their bills. It could be a spouse, family member, friend, or a person at a check-cashing business who provides assistance.

Brian Petraits, Senior Manager of Industries, says that his preferred way of making a transaction is always a debit or credit card. He then keeps track of his spending with a Microsoft Excel spreadsheet that he made himself, which is accessible to screen reading software. This is an easy way to balance and budget income and expenditures. There is also computer software that has been designed specifically for people who are blind or visually impaired to balance and budget money; one example is Money Talks. It is very easy to categorize a person's spending, and Money Talks already has its own screen reading feature.

These examples represent some of the ways that paying bills and banking can be made accessible to and performed by people who are blind or visually impaired. There are many other tips and tricks to making managing money an easier task, but this gives a little insight to what is possible. 🌍

## McNeelys Look to the Future

Ira, Dorothy, and Roberta McNeely have all been a part of the Bosma family for many years. On Tuesday, January 13, 2009 all of Bosma's employees and staff came together to celebrate their retirement.

Before coming to Bosma, Dorothy worked for the meat department at Standard Grocery Company and Kroger for about 13 years. When she started to lose her sight in the 1960s, the company had to let her go, because at the time they did not have the proper insurance. Her eye problem was never fully diagnosed, but later glaucoma took the rest of her sight.

Soon Dorothy became connected to Marvin Price and Eva Ferguson, who were able to help her learn to sew again and teach her how to read Braille. She was able to work on and off at (The Board of Industrial Aid for the Blind), but also worked at home and helped babysit her grandchildren. In 1991, Dorothy officially started working at Bosma, which she heard about from a friend, making her total time at Bosma about 18 years.

Dorothy and Ira have been married for 15 years. Ira attended the Indiana School for the Blind until 1955. He worked on a neighbor's farm for a few years and then as a Custodian for the Lawrence Township School District for about 15 years, as well as being a volunteer Fireman for 5 years.

At first his vision problem was due to hereditary cataracts in both eyes. While he was a Custodian, an injury to his eye caused his retina to tear, resulting in the loss of most of his vision and his jobs. Ira came to Bosma in 1999 when Bosma received a new glove contract and was looking for several new employees, making his total time at Bosma about 9 years.

"I'm retired, and I'm going to enjoy it!" was Ira's first

Ira & Dorothy



Roberta



## seeing the whole person PERSONAL PROFILES

comment. Both Dorothy and Ira enjoy relaxing at home, while cooking, doing housework, reading, playing cards, and working in their yard. They also enjoy their family of two daughters, three grandchildren, and four great-grandchildren. Their time at Bosma was greatly cherished and will be missed, but they will keep in touch with their friends. "We worked with a lot of nice people at Bosma."

Roberta McNeely also retired with Dorothy and Ira McNeely in January 2009. Roberta grew up in Indianapolis and attended the Indiana School for the Blind. Her vision problem was caused by juvenile arthritis, which she was suspected to have developed when she was about 4 years old. After graduating Roberta married and had two boys. While they were growing up, Roberta was a stay-at-home mom.

Once her kids grew up, Roberta was ready for something new in her life to occupy her time. She heard about Bosma from Dorothy McNeely, who had already been working here for about 3 years. Roberta did not plan on staying long at Bosma, but in January she retired from 15 years of employment at Bosma.

Now that Roberta is retired, she will spend time with her husband, two sons, and one grandchild, along with other friends. She and her husband Russell are actively involved in the American Council for the Blind and the School for the Blind Alumnae Association. They also participate at their church and plan to do some traveling.

The McNeely's have been a great addition to Bosma Enterprises over the past years, and **we wish them the best** in their retirement and all their years to come! 🌍



*"I'm retired,  
and I'm going  
to enjoy it!"*





We're Ready To Answer Your Questions On How Bosma Is Making The World A Better Place For People Who Are Blind

**Lou Moneymaker**  
President and CEO

**Connie Campbell, CPA, J.D.**  
Executive VP, COO, and CFO

**Patricia Gadzala, CPA**  
VP Finance and Accounting

**Doug Pingel**  
VP Operations

**Joice Wade**  
VP Program Services and HR

We're available at  
**317.684.0600**

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Bosma Enterprises is dedicated to empowering people who are blind or visually impaired by creating opportunities that lead to the achievement of each individual's employment, economic, social, and self-determination goals.

8020 Zionsville Road  
Indianapolis, IN 46268

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We could not do what we do without our talented and committed volunteers. Your help empowers us to work toward our mission of empowering people who are blind or visually impaired!

Becoming a volunteer is very easy. We offer a variety of volunteer hours and opportunities to serve that can meet your needs. To find out more information or to sign up to volunteer at Bosma, please contact **Kara Fox, karaf@bosma.org, (317) 704-8294** or **Lise Cox, lisec@bosma.org, (317) 704-8196.**

*This summer, three VISTAs will be finishing their terms, making room for three new VISTAs to take their places. If you are interested in serving as an AmeriCorps\*VISTA, please visit [www.americorps.gov](http://www.americorps.gov) to learn more about the program and apply online.*



***Bosma's Cookin' Now!***  
*Bosma now offers recipes from community leaders, TV personalities, sports heroes, & vintage recipes from famous people & restaurants. \$15.00 each*

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