



**ANNUAL REPORT**

**'13-'14**

[www.BeyondVision.com](http://www.BeyondVision.com)

*Beyond Vision will enrich the lives of people who are blind through the power of work valued by customers and the community.*

414-778-5800 | 5316 West State Street, Milwaukee, WI 53208

## IN MEMORIAM

### Ronald M. "Hutch" Hutchinson

Our great friend, benefactor and colleague Ronald M. "Hutch" Hutchinson died unexpectedly August 30, 2014 at the age of 67. Hutch served on our Board of Directors for 13 years and served as the Chairperson for several.

Under his guidance Beyond Vision has prospered. During his tenure our customer base expanded, our mission of providing sustainable employment for people who are blind and visually impaired has grown threefold, and business units of this social enterprise have been added. One of Beyond Vision's most successful business units is our full service Call Center. What started with just one employee in 2010 has expanded to sixteen stations, with more blind jobs being added regularly and Hutch was behind that growth 100%.

### Beyond Vision Volunteer Board of Directors

Thomas E. Arenberg, Chair

Jacque Cline

Shawn Duffy, CPA

Attorney John Emanuel

Attorney William Hughes, USAFR (Ret)

Eric D. Isbister

James Kerlin

Donald Klenk

Jeffrey Peil

Eric Schumann

Attorney Arthur Wasserman, PhD



Ronald Hutchinson, Reggie Newson, Mitch McBrayer  
and Jim Kerlin at the ribbon cutting for the expanded  
Call Center.

Hutch was a champion of Beyond Vision and as the president of the Board oversaw much of Beyond Vision's growth, innovation and fiscal strength. Hutch was a roll-up-your-sleeves-and-let's-get-things-done kind of guy. He proved that during his 35 years as a top executive at Harley Davidson and as a community-minded volunteer.

In addition to legions of friends (more than 1,200 attended his memorial service), Hutch was the adoring husband of Maureen for 47 years and the cherished father of Cheryl (Joe) Blackstone, Michelle (Dave) Schofield and Patrick (Stephanie) Hutchinson. He was the proud grandfather of Meghan Molly, Abigael, Shannon, Emma, Anna Rose, Rachel, Joseph, Catherine, Mackenzie, Logan, Sean Patrick and Kyle.

Hutch will long be remembered for his inspired leadership and can-do attitude. We at Beyond Vision will continue to serve people who are blind and the legacy of Ronald M. Hutchinson will live on as we continue our success story.

#### Tom Arenberg, Chair Volunteer Board of Directors

*"Don't tell me what I **can't** do; I'll show you what I **can** do."*

— Frenchie Randolph, National Industries of the Blind Employee of the Year 2012

## PRESIDENT'S MESSAGE

May, 2014 marked seven years I've had the honor of leading Beyond Vision. In spite of some early in the year headwinds, I'm very pleased to report we've managed to grow the mission and increase blind employment levels. The functional merger of our distribution and manufacturing divisions created stronger back office support. At the same time we redeployed resources to focus on commercial growth, our #1 priority, while continuing to protect and grow our core government business lines. We've continued to place a major focus on marketing, building on the Beyond Vision brand.

Beyond Vision has provided office and building supplies to the federal government for many years. This year, we launched an initiative to market office and business supplies to commercial businesses, many of whom we already serve. Our e-commerce capability was enhanced to allow commercial customers access to more than 50,000 business supply products. At every purchase customers are offered the option of further supporting our mission by buying blind-made products that are equal or better in quality. We believe many people would like to buy supplies that employ blind Americans. I would! Wouldn't you?

Thanks to philanthropic support we again fully funded our workforce development training needs. Grants and donations also supported expansion of our Call Center. In addition, we launched a capital campaign to further support the growth of the mission.

There are signs of commercial service growth in our machining, assembly and packaging service areas. However, the greatest growth of blind jobs has been in our Call Center. Key clients now include the Wisconsin Dept. of Revenue (Unclaimed Property), Fresh Revenues and Harley-Davidson. Eleven of the 16 call center stations are filled and we are close to adding new customers to further expand this employment opportunity for people who are blind.

Beyond Vision has reached many milestones, yet the richest experience is watching our employees grow and prosper. I've seen people who have never used a computer master the technology

to the level where they are teaching others. I've watched shy individuals become employee leaders. I've learned valuable lessons from employees who have never held a job before joining Beyond Vision.

This past year we completed multiple voice-of-the-customer type call programs for Harley Davidson. We are proud to provide these services to one of America's most iconic companies. Sometimes it may be hard to relate to the passion of a Harley owner, particularly for a person who is blind. So Harley decided to take our in-house training up several notches to help our staff become more familiar with the bikes and the various accessories.

Each of our blind call center employees was given a once-in-a-lifetime experience to drive a HOG. Yup, they did! Our team took a trip to the Harley-Davidson headquarters and each blind Beyond Vision employee was matched up with a sighted H-D employee. In the headquarters lobby was a fully functional motorcycle on a stationary dynamometer. That meant the bike could be driven, without moving.



It is said if you love your job you never work a day in your life. The memory of this day defines the essence of why I love this job. To say our employees will never forget this experience is an understatement. We still feel the rumble.

Does your organization have a need for machining, assembly, packaging, auto bagging, office and building supplies, or call center services? Are you interested in learning more about Beyond Vision's capabilities and mission? If so, please contact our sales team at 414.779.5800 | Sales@BeyondVision.com

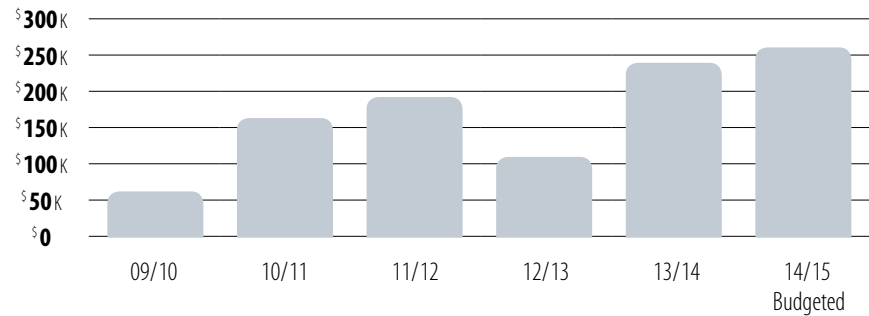
Finally, remember that Wisconsin based companies utilizing Beyond Vision services receive a 5% tax credit, and all companies who work with Beyond Vision make a difference by helping provide meaningful employment for people who are blind.

Thank you,

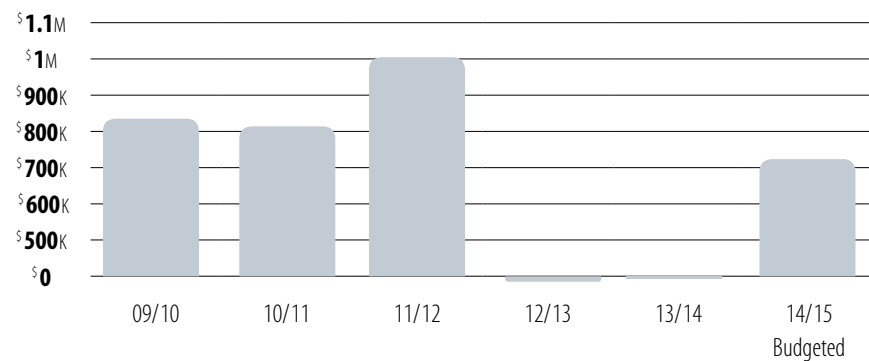
**Jim Kerlin**  
President & Chief Executive Officer

FY 09/10 to FY 14/15

FUNDS RAISED

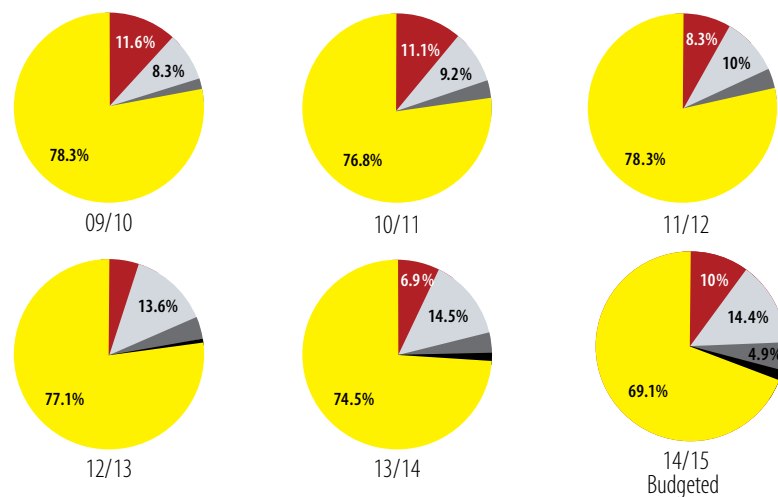


OPERATING MARGIN



Honored with 2012 Excellence in Fiscal Integrity by the Nonprofit Center of Milwaukee

REVENUE DIVERSIFICATION

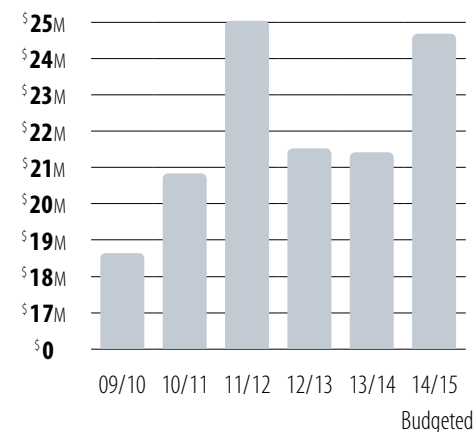


Commercial Products Government Products Machine Shop Products Call Center Office & Building Supplies

REVENUE DIVERSIFICATION

Each of Beyond Vision's business units grew during the heart of the Great Recession and we anticipate continued growth for fiscal year 2014-15. (Beyond Vision's fiscal year is July 1 through June 30th)

OVERALL REVENUE GROWTH



WHY SUPPORT BEYOND VISION?

BEYOND VISION IS ONE OF JUST TWO WISCONSIN-BASED ORGANIZATIONS PROVIDING MEANINGFUL AND SUSTAINABLE EMPLOYMENT FOR PEOPLE WHO ARE BLIND.

Did you know?

- 70% of people who are blind are unemployed
- 8.1 Million people nationwide over the age of 15 have vision difficulty
- 40,300 Wisconsinites ages 21-64 have a vision disability
- \$150 million is Wisconsin's annual productivity loss related to visual impairment
- 86% of Beyond Vision's direct labor staff is blind

General Operating

General operating support offsets two key gaps comparing this manufacturing/service industry social enterprise to our more traditional competitors.

- Exceptional Employee Training & Support Required. Eighty-six percent (86%) of our manufacturing/production staff is comprised of people who are blind. Concentrated training, additional job performance supervision and coaching are key components to the mission.
- Productivity & Wage Gap/Employment Mission. We offer employees sustainable wages meeting the Federal hourly standards. We offer every full-time employee full health care benefits and a retirement plan.

The jobs Beyond Vision provides to individuals who are blind also reduce dependence on entitlement programs.

In the next five years, our objective is to increase its number of employees by nearly 60%.

To be successful in highly competitive markets, philanthropic operating support makes the difference in our ability to price manufacturing and/or call service opportunities competitively.

Support Beyond Vision to:

- **Fight Poverty** – Beyond Vision joins the fight against poverty by providing meaningful, sustainable employment to a constituency that is currently experiencing a 70% unemployment rate.
- **Promote Economic Opportunities** – Beyond Vision joins the mission of promoting economic opportunities with its ongoing example of product and service expansion and new jobs.
- **Strengthen Communities** – Beyond Vision helps strengthen communities with its commitment to workforce development and job training for a traditionally unemployed constituency.
- **Provide an example of responsible leadership** – Beyond Vision proves that responsible leadership is providing opportunities to the underserved.



## PHILANTHROPY AT WORK

Beyond Vision's sole mission is to provide meaningful employment for people who are blind. The business units of this social enterprise include: Base Supply Centers providing Office & Building Supplies (these products are also available to commercial customers and through online ordering), Full Service Call Center, Manufacturing, Assembly & Packaging and Auto Bagging.

We look at limitations differently at Beyond Vision. We take processes normally thought impossible for someone with a visual impairment to accomplish, and make it possible. Innovation and accessibility is a primary focus of nearly everything we do and it makes our mission of providing meaningful employment to people who are blind possible.

Philanthropic support enables Beyond Vision to compete effectively when comparing this manufacturing/service industry social enterprise to our more traditional competitors.

Read just a few of our employees' inspirational stories and appreciate your Philanthropy at Work.

### Alma Brown | Making a Comeback

Alma Brown works at the Base Supply Center in U.S. Army TACOM Life Cycle Management Command in Warren, Michigan.



Alma was born with congenital glaucoma and has adapted to living with low vision throughout her life. To further challenge her life, Alma recently lost her left eye to cancer. However, she has persevered. On the job, Alma always delivers 110%.

"One of the most rewarding things about my job is the challenges I am presented with on a day-to-day basis," said Brown. "I like to create new ideas to generate business."

A single mother of two young children, Brown will graduate next year from the University of Phoenix in Southfield, Michigan, with a B.S. in business management and criminal justice. Alma hopes to use her education to take on more challenges at Beyond Vision.

### Sophia Kipp

Although Sophia Kipp lost her sight to Retinitis Pigmentosa, her disability does not limit her effectiveness. While focusing on her abilities rather than her disability, Sophia is the champion of our Privacy Filter product line and continues to break production rates.



The Privacy Shield is a thin coating placed over a computer screen, tablet or smartphone preventing casual onlookers from viewing personal information from the screen. Beyond Vision manufactures more than 20,000 Privacy Shields annually.

Sophie has worked at Beyond Vision for the last seven years. She believes her job has saved her life. Sophie works hard every day earning competitive wages and full benefits to support her family, which includes a young daughter also recently diagnosed with Retinitis Pigmentosa.

### Jim Tess | Employee of the Year

Jim Tess joined Beyond Vision in 2013 and has quickly become a standout employee in the Call Center as a lead Customer Service Representative. Jim's journey to Beyond Vision started almost 13 years ago. He had not been able to work since May of 2000. During that time period, Jim and his family courageously battled his serious health issues caused by Type 1 diabetes. Several eye surgeries, the progressive loss of his sight, dialysis and eventually a kidney transplant resulted at one point with his doctors telling Jim he had but only a few months to live.



Because of his devotion to family and sheer grit, Jim said no, I'm not going. He had a kidney transplant in 2005 and began his journey to recovery.

"For nearly 13 years, I lived in isolation. Working at Beyond Vision has been awesome!" says Jim. "It has given me purpose in life. My son looks at me differently than he did before."

## A SOCIAL ENTERPRISE THAT WORKS

*Beyond Vision is a 501 (c) 3 social enterprise that works! We have room in our production schedules to provide a wide range of services to new and existing customers. Give us the opportunity to quote on any size job and you will help provide sustainable employment for people who are blind.*

Beyond Vision's manufacturing history stretches back more than 100 years. In addition to our machine shop, assembly and packaging business units we have expanded into auto bagging, fulfillment, call center and office & building supplies.

## SERVICES OFFERED

### MANUFACTURING

- Machining ISO 9001:2008 certified
- Programmable CMM accurate to .0005". SPC capable
- CNC Milling
- CNC Turning
- High Speed CNC Drill and Tap
- ID Keyway or Spline Broaching
- Sawing

- Kitting and Bagging
- Packaging and Labeling
- Product/Package Reclamation
- End-to-end Fulfillment Services

### CALL CENTER

#### INCOMING CALL SERVICES

- Customer Service
- Order Processing & Fulfillment
- Information Hotline Services
- Answering Services
- Help Desk Services

#### OUTGOING CALL SERVICES

- Post Sale Customer Service
- List & Database Development
- Database Verification
- Lead Generations/Qualifying
- Product Marketing
- Surveys

### OFFICE & BUILDING SUPPLIES

Beyond Vision is proud to be part of a national network of agencies dedicated to providing sustainable employment for individuals who are blind. One way these agencies create employment opportunities is through the sale of office products to federal government customers under the Skilcraft brand. These great products are also available to commercial customers. Please contact [Sales@BeyondVision.com](mailto:Sales@BeyondVision.com)

### AUTO BAGGING

Last year, Beyond Vision added auto-bagging and kitting to our list of core competencies. Two high speed semi-automatic bagging machines allow our blind employees to kit and package products at speeds up to 160 bags per minute! We are currently producing thousands of packaged kits for the automotive industry in a variety of weights and sizes. Other common applications for the auto-baggers include, but are not limited to:

- Automotive & appliance parts
- Electrical & electronic parts
- Plumbing & heating hardware
- Jewelry & novelty items
- Disposable health care products
- Nuts, bolts, and washers
- Fasteners & connectors
- Hobby & craft kits
- Cosmetics & beauty aids
- Hanging product display





# BEYOND VISION DONORS

## WITH GRATEFUL APPRECIATION

*Every contribution helps Beyond Vision provide sustainable and worthwhile employment for people who are visually impaired.*

Beyond Vision appreciates philanthropic support from individuals, foundations and corporations. We have three opportunities for support – general operating funds, Capital Campaign and programming. Donations can be in cash, pledges or planned giving.

### INDIVIDUALS

- Anonymous
- Thomas Arenberg
- Steven Arend
- Robert E. Anthony
- Mary Baer
- Carol Beecher
- Casey Berrell
- Walter Bertinick
- Pauline Birnbaum
- Eugene Blank
- Robert & Wendy Buettner
- Barbara Brown
- Joseph & Heather Carroll
- Lisa Farr-Chowanec
- Nicholas Czaplewski
- Patrick Czaplewski
- Natalie Cerfus
- Richard Davenport
- K & D Donarski
- Eugenia Dries Trust
- Shawn Duffy
- James & Debra Ellsworth
- John Emanuel
- Leon Golyonsky
- Scott & Linda Haag
- R. Haeger
- Sandra Hartay
- Doreen S. Horak
- William Hughes
- Ronald Hutchinson
- Eric & Mary Isbister
- Henrietta Jones
- RK Kapusta
- Glenn Kennedy

- Cindy Kerlin
- James Kerlin
- Marvin Knuth
- Scott Leonard
- Robert J. McLeod
- M Miller
- George & Julie Mosher
- Paul Muzzey
- Margaret Oteman
- Debra Ortiz
- Clifton Perryman
- Peter Rieck
- Dolores Rudolph
- John Phillip Ryan
- Marion Sass
- Roger Schneider
- E. Schroeder
- Rosemarie Schweikart
- Mary Ellen Spiegelberg
- Herbert Stark
- Kimberly Stepien, M.D.
- John Stibal
- S. Sturemer
- Mark Taber
- Kathleen Trentadue
- Verna Treu
- William & Barbara Velez
- R.B. Wagner
- Arthur Wasserman, Ph.D
- L. Zimdars

### FOUNDATIONS

- A. W. Asmuth Family Fund #2
- Helen Bader Foundation

- Badger Meter Foundation
- Alvin & Marion Birnschein Foundation, Inc.
- Lynde & Harry Bradley Foundation
- Bradley Impact Fund
- Briggs & Stratton Foundation
- Joan and Peter Bruce Fund
- Caledonia Lioness Club
- Emory T. Clark Family Charitable Foundation
- Patrick and Anna M. Cudahy Fund
- Dyar Foundation
- Forest County Potawatomi Foundation
- Gardner Foundation
- Greater Milwaukee Foundation
- Harley-Davidson Foundation
- Dorothy Inbusch Foundation, Inc
- JayKay Foundation
- Ladish Foundation
- Catherine & Walter Lindsay Fund
- Nonprofit Management Fund
- PPC Foundation
- Park Bank Foundation
- Thomas Reinhart

- Foundation
- Schoenleber Foundation
- Helmut Wolfgang Schumann Foundation
- Stackner Family Foundation
- Terrlink Family Foundation, Ltd.
- Vilter Foundation
- Wauwatosa Savings Bank Foundation
- WE Energies
- Whyte Hirschboeck Dudek Foundation
- Margaret Wiegand Trust
- Ziemann Foundation

### CORPORATIONS

- J&M Borchardt
- Bostik, Inc.
- Briggs & Stratton Corporation
- Capital Investment Services of America, Inc.
- Capital Stampings
- Duffy Grain, Inc.
- Global Precision Company
- Harley-Davidson Corporation
- Home Depot
- Milsco
- National Industries of the Blind
- Okuma
- PieperPower
- Rustico Pizza
- Super Steel LLC
- Synergy LLC
- Vilter Manufacturing
- West Allis Hotel Ventures, LLC

- WMEP/Abbott Labs
- IN MEMORIAM  
of Ronald Hutchinson**
- David & Carol Anderson
  - Thomas Arenberg
  - Daniel & Ann Baker
  - James & Ruth Brostowitz
  - John & Julie Busch
  - Carr Family Fund
  - Richard & Mary Jo Christiansen
  - Marcus Cone
  - Rodney & Susan Copes
  - William & Nancy Davidson
  - John Emanuel
  - J & L Harley-Davidson, Inc.
  - Shawn Duffy
  - Kelly Etzel
  - Nancy Falls
  - Robert & Judy Farchione
  - Michael & Pamela Fenlon
  - Thomas Gillard
  - Scott & Sandra Gorman
  - Cheryl C. Gray
  - James & Patricia Greenway
  - Donna Gunn
  - Michael & Teresa Guillemot
  - Scott & Karen Hebegger
  - Fujiwara Hirofumi
  - William & Peggy Hughes
  - Dale & Joann Hutchinson
  - Maureen Hutchinson
  - Gustasp & Barbara Irani
  - Daniel & Elizabeth Kolb
  - Daniel Langdon
  - Kathleen Lawler
  - Matthew & Brenda Levatic
  - Albert & Eleanor Marciniak
  - Jim & Kathleen McCaslin
  - Maxine Melchior
  - Monty's Cycle Shop
  - James & Ann Murtha
  - Coreen Mutranowski

- Bruce Neumiller
- Justin Nichols
- Judith & Brian O'Connell
- Thomas & Mary Palmer
- Steven & Doris Pertzsch
- Steve & Mary Beth Piehl
- Timothy & Christine Powers
- Patricia Roesch
- S & S Cycle, Inc.
- William & Eileen Schalk
- Patricia Schauer
- Phillip Schoonover
- Robert & Karen Schofield
- Martin Severance
- Janet & William Shannon
- Todd Simmons
- Melinda Spoden
- Suburban Motors
- Vintage Parts
- Sarah White
- Whitt's Harley-Davidson
- Myron & Veronica Womack
- Isaac Wilson Wright, Jr. & Giovanna Wright



Want to learn more about Beyond Vision's mission to provide sustainable employment for people who are blind? Please contact **Nick Czaplewski** Fund Development Coordinator 414-778-5800 ext 5823 nczaplewski@Beyond-Vision.org