



Israel, Mission Growth Ambassador

Sarah, Talent Coordinator

**The Vision that drives us -  
"Beyond Vision will enrich the lives of Americans who are blind...  
through the dignity of work valued by customers and the community."**

By Tom Arenberg - Chairman Emeritus and Jim Kerlin - CEO

We love our jobs! The opportunity to lead Beyond Vision is more a blessing than a job. We get to work side-by-side with an extremely talented team focused on advancing the mission to, “enrich the lives of Americans who are blind...through the dignity of work...” We are able to earn a living while making a difference in the lives of people with vision loss. Focus on the mission feeds our passion and there are really exciting things happening at Beyond Vision that flow from that passion.

This past year, we began using the metaphor, “Beyond Vision is a **runway**...a place to land and a place to take off in your career.” We think this metaphor is a great way to summarize our philosophy to the world.

I’m proud to say we’ve advanced the mission strategically this year: increasing

the number of mission jobs by more than 12%. We’re especially proud of several Beyond Vision employees who began to “take off” in their careers. For example, Mary LaPointe completed the National Industries for the Blind (NIB) “Emerging Professionals” curriculum to help prepare her for leadership. Sarah Zellmer was promoted to Talent Acquisition Coordinator, and is having a huge impact. Israel Cazares-Zurita was promoted to Sales & Mission Development Specialist. Even though Israel has no sight, he does not accept that he has limits. We hope to see him become very successful in finding growth opportunities for Beyond Vision and advancing both his career and the Beyond Vision mission. Julius Perez was accepted into the AbilityOne Advocates program. Julius joined Rob Buettner and Jim Kerlin, on a trip to Washington DC to speak with our legislators about challenges and opportunities within our program at the national level. Julius was one of five employees featured nationally in NIB’s video “Our American Dream.”

A major milestone was the completion of our new state-of-the-art Customer Care Center culminating with the ribbon-cutting open house celebration last October. State Assembly Representative Evan Goyke and U.S. Rep. Gwen Moore toured



Customer Care Center Team

Beyond Vision and Rep Moore spoke at the open house. Several other mission-related partners attended the open house including Vision Forward, WI Dept. of Vocational Rehabilitation, the Center for Deaf Blind, Talking Books and Braille Library, and ABLE.

Speaking of working with other service providers to people with vision loss, we also enthusiastically collaborated with the Blind Veteran’s Association, American Foundation for the Blind (AFB), National Federation of the Blind (NFB), and the Eye Institute this year.

Beyond Vision is experiencing a renaissance transformation in our culture and in how we advance the mission. For example:

- We continue to diversify the services we provide and markets we serve to advance our mission of creating jobs for people with no sight and/or vision loss.
- Our Machine Shop has earned over 60 parts for long time customer Oshkosh Trucking Co. Over 20 of the new parts are for their new Joint Light Tactical Vehicle (JLTV), the replacement of the Hum-V for military transport.
- We now proudly serve Ariens as a major new customer in our Customer Care Center and Assembly & Pack business units.
- We have been granted two large contracts for specialty tool kits for the DoD.

These new customers and markets combined, will continue to drive our ability to grow job opportunities for years to come.

Perhaps, the most exciting development of the year was kicking off our building program and Blind Ambition capital campaign. The bitter sweet news, good and bad, is that we are growing and running out of space. Our vision is to build a new home to



*Our dream is to build a campus, not just for Beyond Vision, but to encompass multiple service providers in one location.*

support the growth of Beyond Vision's mission for many years to come. Yet this will be much more than just a new building. Our dream is to build a campus, not just for Beyond Vision, but to

encompass multiple service providers in one location. We hope someday, people experiencing vision loss – and their families – will be able to walk through one door, and find

ALL the support they need to live a full, unrestrained life regardless of visual impairment. This campus will give life to our name... Beyond Vision. It will help give full lives to people living beyond vision.

We close with a big, "Thank you!" Shout out to the many customers, donors, volunteers, and friends of Beyond Vision. Without your help, we cannot achieve our goal to help give our fellow Americans, who are visually impaired and blind, the "dignity of work."

***Sincerely,***



***Jim Kerlin,***  
President & Chief  
Executive Officer



***Thomas Arenberg,***  
Chairman Emeritus of  
the Board of Directors



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## Beyond Vision is Growing...Here's Our Vision of the Future

Our dream is to build a campus, not just for Beyond Vision, but to encompass multiple service providers in one location. We hope, someday, people experiencing vision loss – and their families – will be able to walk through one door, and find ALL the support they need to live a full, unrestrained life regardless of visual impairment.



State of the art, universal design optimized for people who are blind.

Dignifies people with vision loss.

Several organizations providing services for people who are blind have been invited to co-locate.



Contact Barbara Velez, Quarterback of the Blind Ambition Capital Campaign, at 414-223-4494 or [barbara.velez@yahoo.com](mailto:barbara.velez@yahoo.com) to contribute to our future.

# Inspirational Stories

## Learning and Leadership; Mary LaPointe Builds her Career.

Mary LaPointe has had a great year. She was chosen to participate in a special leadership training program offered by NIB to develop and advance employees into new roles. The program focuses on five elements: general business, morale, supervision, management, and professional development. The essential difference with this program was that participants were able to take the course remotely.

*"I wouldn't have been able to do it otherwise."*

*- Mary LaPointe*

Following her completion of the course, Mary was featured in NIB's *Opportunity Magazine* for her participation in this pilot program. She was quoted in the magazine, "Emerging Professionals was invaluable. The program helped me learn how to be a better listener, how to compromise and be a team player, and how to give employees constructive feedback. And I loved the fact that I could do it all without having to travel."

With her added confidence and training, she has been promoted into a new role, as Customer Care Center Team Leader. The skills she has built make her a perfect role model for other employees. Mary's positive attitude, strong commitment to quality, and personal drive have helped her co-workers feel that same motivation. And that is what makes a great leader.



Mary LaPointe, Team Leader

## Renee Jones - How Has Beyond Vision Changed Your Life?



Renee Jones, Assembly & Packaging

Renee Jones began working at Beyond Vision in the Fall of 2016. Prior to joining the Beyond Vision team, she attended classes at MATC and struggled to find gainful employment. Renee has been blind her entire life due to complications at birth. She refuses to let these challenges prevent her from doing the things she loves. In her free time, she likes to read books and work on computers.

Renee is very tech-savvy. She is currently attending MATC to obtain a degree in their IT specialist program. She uses an adaptive screen reading software called JAWS (Job Access With Speech) to navigate the world of computers without the use of sight. Renee would be one of few totally blind students to ever complete the program.

*"For the first time in my life, I am able to buy Christmas presents for my two nieces and my nephew."*  
*- Renee Jones*

When asked how her time at Beyond Vision has impacted her life she had this to say. "I can actually go shopping for myself now instead of having to ask others for things. My favorite thing about working is getting a real paycheck. Working keeps me busy and focused in my life."



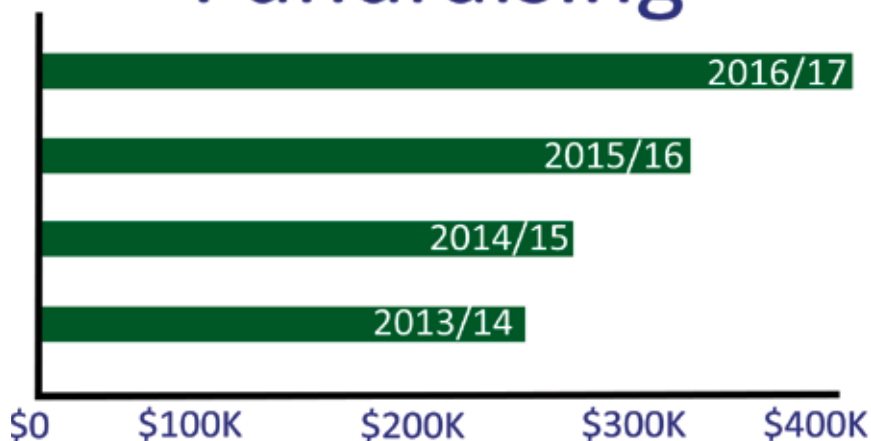
*"Every employee at Beyond Vision is a contributor to our growth which allows us to pay competitive wages. We all want to extend the mission to others."*

- Jim Kerlin

## REVENUE GROWTH

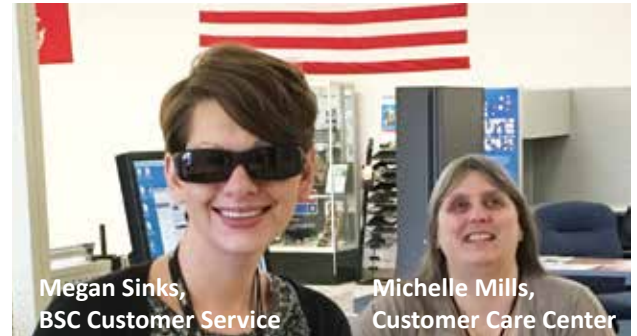
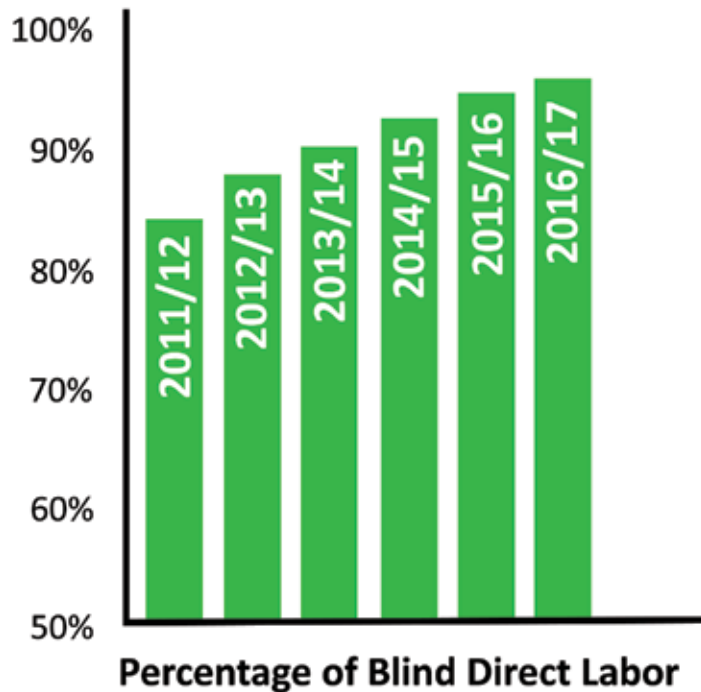


## Fundraising



Every dollar donated to Beyond Vision supports the mission through skills training, wage and benefit support, etc.

## MISSION GROWTH



## Blind Paid Working Hours

**2017**  
**82,765 hours**

**2016**  
**76,454 hours**

**2015**  
**68,949 hours**



## Mission Ratio

43.8%  
in 2014



50.5%  
in 2017

## SHOT *in the* DARK

With 120 golfers participating, the 3rd annual **Shot in the Dark** Golf "Friend" Raiser was a huge success. With half of the course being played in the dark of night; participants were able to have fun while raising money for a great cause.

**Join us on Friday, September 7, 2018 for an even bigger, better event!**



A team putting out at dusk.



IB Milwaukee Team teeing off in the dark.



Using glow-in-the-dark golf balls to play at night.





Rob Buettner, Mike Moore and Israel Cazares-Zurita before tee time.



A moving speech by Jackie Ackley about employment.

*"If you're willing to work at it hard enough and you've got enough people behind you who are willing to help you, there's just about nothing you can't do."*  
- Jackie Ackley



Lots of great people at this year's sold out event.



A great time for all who attended.

*"The dream is the opportunity.  
The American part is the freedom to have that opportunity"*  
- Julius Perez



Lots of smiling faces.



Celebrating partnerships with organizations like  
Bader Philanthropies.



Bill Hughes, Chairman Elect, and Barbara Velez,  
Quarterback for the Blind Ambition Campaign.



# live@the lakefront

Music by all blind salsa band, Los Ciegos del Barrio.  
Translated: Blind Boys of the Neighborhood.



Linda Hapka, Business Development Mission Ambassador



Record attendance for Live @ the Lakefront!



**Live at the Lakefront** is our annual appreciation event where we say "Thank You" to our customers, donors, and friends. Thank you for all who came out to help celebrate our mission of providing employment for people who are blind!

**Save the Date for next year's festivities, Wednesday, August 1, 2018.**



## INDIVIDUALS

Emily Adams  
James Albrecht  
Clifford & Janie Asmuth  
Jean Avery  
Mike Banach  
Sharon Banach  
Kevin Barbour  
Lukas Baumann  
Brian Beaumier  
William and Denee'  
Becker  
Scott Beglinger  
Lee Beitzel  
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Jacci Borchardt  
Erik Borchardt  
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Steve Brunow  
Dan Brunow  
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Mike Buettner  
Janet Buettner  
Ron Buettner  
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Robin Cervero  
Brian Clausen  
Adam Connor  
Emily Constantine  
Kristin Cotter  
Kristin Cox  
Pat Crain  
Patty Crain  
Nancy Creuziger  
Matt Cruise  
Danielle Cruise  
Curt Culver  
Nick Czaplewski  
Steve D'Amato  
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Trent Denlinger  
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Charlene Dwyer  
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Ryan Guilette  
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Jennifer Hauser  
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Aaron Heidersheid  
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Dawn Jasper  
Tyler Kelly  
Shawn Kerlin  
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Brian Kolterman  
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CJ Lange  
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