

# 2018 Annual Report



**“Beyond Vision will enrich the lives of Americans who are blind...  
through the dignity of work valued by customers and the community.”**

Dear Friends of Beyond Vision,

**T**he television character Mr. Phelps was part of the Impossible Mission Force (IMF) in the hit series Mission Impossible. Do you remember the line, “Your mission, Jim, should you decide to accept it...”?

At Beyond Vision our mission is to help people with vision loss or complete blindness pursue the dignity of a career so they can live a full and independent life. Our mission to reduce the 70% unemployment among this group of Americans is a noble cause worth pursuing. We call that “Mission Possible”.

Beyond Vision and our employees exemplify the “Mission Possible” philosophy. Think about it. How is it possible for a company with a mostly visually impaired and blind workforce to compete head-to-head with commercial companies with typically sighted employees? How is it possible Beyond Vision pays all employees, regardless of their vision, market competitive earnings above minimum wage and provides excellent benefits? How is it possible at Beyond Vision people with full vision and people with limited vision are working side by side in an integrated environment with the same expectations for performance? How is it possible a person with little or no sight can develop a career path to management or even executive

leadership? How is it possible our employees are contributing to society, paying taxes, volunteering, and supporting themselves and their families?

This is all “mission possible” because of our philosophy. We focus on people’s abilities, not their disability. We continually challenge the status quo of what a person can do. We instead embrace the metaphor of Beyond Vision as a “runway”...a place to land and a place to take off in your career. We embrace the idea people with vision loss still see; they merely see a different way. We understand people who are visually-challenged, or blind don’t want a hand-out. They just need a hand up and an opportunity to prove they can do it. And they can.

We are growing so much we are out of space. We are in the process of buying property to build a new home. This won’t just be a new home for Beyond Vision. We intend to invite all providers serving the visually impaired and blindness community to co-locate on our campus. A Wisconsinite experiencing vision loss will be able to find help with their health needs, rehabilitation training, and braille reading.

We are proud of every member of our team at Beyond Vision. These are real jobs and real people, earning real pay, doing real work for real companies in an integrated environment and competitive markets. We are growing the mission

and spreading the Mission Possible philosophy among more and more customers every year.

Even Mr. Phelps of the IMF would call Beyond Vision "Mission Possible".

*Sincerely,*



*Jim Kerlin,*  
President & Chief  
Executive Officer



*William Hughes,*  
Chairman of the  
Board of Directors

"I can do anything a sighted person can  
do, all you have to do is watch me."  
- Julius Perez



Renee Jones, Julius Perez and Sophia Kipp work together in Assembly & Packaging.

## Volunteer Board of Directors

Thomas E. Arenberg, Chairman Emeritus  
Accenture (Retired)

Jacque Cline  
President, JayCee Bridges, Inc.

Shawn Duffy, C.P.A.  
Controller, WTC Machinery

John Emanuel  
Senior Counsel, Husch Blackwell LLP

William Hughes, Chairman  
USAFR (Retired)  
Attorney, Partner, Husch Blackwell LLP

Eric D. Isbister, Secretary  
CEO, GenMet Corporation

James Kerlin  
President & CEO, Beyond Vision

Donald Klenk  
Global VP Operations  
Turf & Construction Production Group  
Briggs & Stratton Corporation

Paul E. Lima  
Major General, U.S. Army (Retired)

Burton Metz  
Vice President, Wangard Partners

Jeffrey Alan Peil  
Solutions Development Lead,  
Ascension Information Services

Eric Schumann  
Potala Company (Retired)

Art Wasserman, J.D., PhD, M.B.A.  
Rhodes Scholar  
Corporate Division General Manager  
College Dean,  
Attorney (Retired)



## The Blind Ambition Capital Campaign

Goal \$22 Million

*Empowering people with vision loss throughout Wisconsin*

In mid-2018 Beyond Vision made a significant decision to expand its mission of providing meaningful and sustainable employment for people who are visually impaired or blind. Current facilities are choked for space and larger, more efficient and universally designed space is necessary for future growth.

Beyond Vision's Blind Ambition is to not stand alone. Rather, we are inviting other organizations and agencies serving those coping with vision loss to co-locate with us. Blinded Military Veterans, Community/Family Support, Education, Eye Health, Rehabilitation, and, of course, Jobs can all be located under one roof with convenient access to public transportation.



For more information, contact Barbara Velez, [barbara.velez@yahoo.com](mailto:barbara.velez@yahoo.com)

## Upward Mobility



**D**eLonna first noticed a change in her vision in 1999. As a result of Uvitis and Sarcoidosis her vision worsened and by 2012, she was no longer able to drive a car or live the life she was accustomed to.

"Once my vision began decreasing significantly, I drifted into a slight depression – not only because I was losing my vision, but because I felt as if no one around me understood my visual impairment. Losing my sight as an adult, I just don't know where to turn for help."

While attending classes at MATC, DeLonna was also searching for volunteer opportunities to help others coping with vision loss. Her search led her to Beyond Vision. Rather than a volunteer opportunity, DeLonna

instead found a life-changing career opportunity. She began working as a temp in the Customer Care Center in 2015. She quickly proved herself to be a valuable asset. She has demonstrated the necessary skillsets to advance in her career and is now the Team Lead in the Customer Care Center.

When asked what Beyond Vision means to her, she said **"Beyond Vision has given me a sense of independence I never thought or knew I could have."**

Because of the dignity of work, DeLonna and her husband, Leonard, are able to take care of their 9-year-old daughter, Lyniah. In her spare time, DeLonna enjoys shopping, traveling, and most important, spending time with her family.



## 51% Mission Ratio:

105 Employees

53 Employees who are blind

52 Employees who are sighted

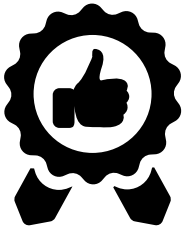
All working side-by-side.



## 82,765

Blind Paid

Working Hours



## 94%

Percentage Blind

Direct Labor



## \$27,692,912

Revenues



## \$385,294

Fundraising

### Our Mission:

Grow by being a valued partner to customers, suppliers, and the community while operating as a fiscally responsible enterprise.



"It's a win-win for employment any way you look at it."

-Sarah Heesen, Talent Acquisition

Our mission extends further than the state of Wisconsin. We provide employment opportunities for people who are blind or visually impaired across the USA by operating Base Supply Centers on Federal installations to serve our military with supplies and SKILCRAFT® products.



- 934th Airlift Wing - Minneapolis, MN
- Coast Guard Island - Alameda, CA
- Defense Supply Center - Columbus, OH
- Fort McCoy - Fort McCoy, WI
- Naval Station Great Lakes - Great Lakes, IL
- NASA Ames Research Center - Moffett Field, CA
- Scott Air Force Base - Scott AFB, IL
- TACOM - Detroit Arsenal - Warren, MI

Those who have served in the military or worked for the government will be familiar with the SKILCRAFT® brand. Since 1938, SKILCRAFT® products have been produced by people who are blind for purchase by federal government institutions under federal mandate. This includes uniforms, office supplies, tools and many more products. Beyond Vision employees produce floor mats, privacy filters and socket sets under the SKILCRAFT® brand that are sold to the federal government.

Many thanks to our generous sponsors!

Presented by:

**ESSENDANT**  
BEYOND VISION

Eagle Sponsor:

**WIPFLI**

Birdie Sponsors:

Eric Schumann

**Lacoste Capital Business Inc.**



ROBERTSON RYAN  
& ASSOCIATES

**Capital**

**BELLEVILLE**

Putting Green Sponsors:

Thomas Arenberg

**DAWES** **HUSCH**  
**BLACKWELL**

**IND SUPPLY** **3M**

**SMITH** | **BOERKE**

**FORM FURNITURE**

Hole Sponsors:

American Transmission Co.

Briggs & Stratton

Chrysler

ComMet

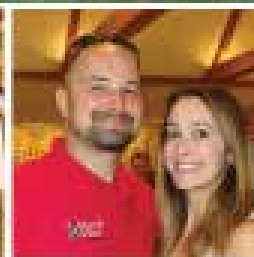
IBM Milwaukee

National Business Furniture

Peter Schwabe Construction

Sat's

Thrivent Financial



# SHOT *in the* DARK

Golfers at our signature fundraising event gathered at Silver Spring Golf Club in September to support our job training programs. This event is always a one-of-a-kind experience, with half the course played in the dark.



# Mission: Celebrate



In August, our donors, friends and customers gathered once again on Milwaukee's lakefront to celebrate our mission.

live@the lakefront

## An Integrated Workforce to Fulfill Our Mission

**S**ome policy makers and members of the disability community express concerns about “competitive and integrated” work environments. Because of our participation in federal and state programs that require a certain percentage of workers who are legally blind, some have even questioned if these are “real jobs.” They still assume the old “sheltered workshop” model. Our employees know there is nothing fake about the work we do. We are a team of diverse people working hard for our Mission and our customers.

In 2012, our Board of Directors approved our rebranding to Beyond Vision. That was the easy part. The next difficult step was to create a logo and corporate identity reflecting who we are and how we want stakeholders to view us. Many renditions of a logo were reviewed by decision makers. Our Board chose a silhouette of a person with a cane shaking hands with the silhouette of a person without one.

The logo symbolizes the partnership between Beyond Vision and our customers. However, six years since its inception, our logo has come to mean different things to different people. For many employees it has come to symbolize our workforce; an integrated group of dedicated people who are blind, visually impaired, and sighted working together to fulfill our Mission.

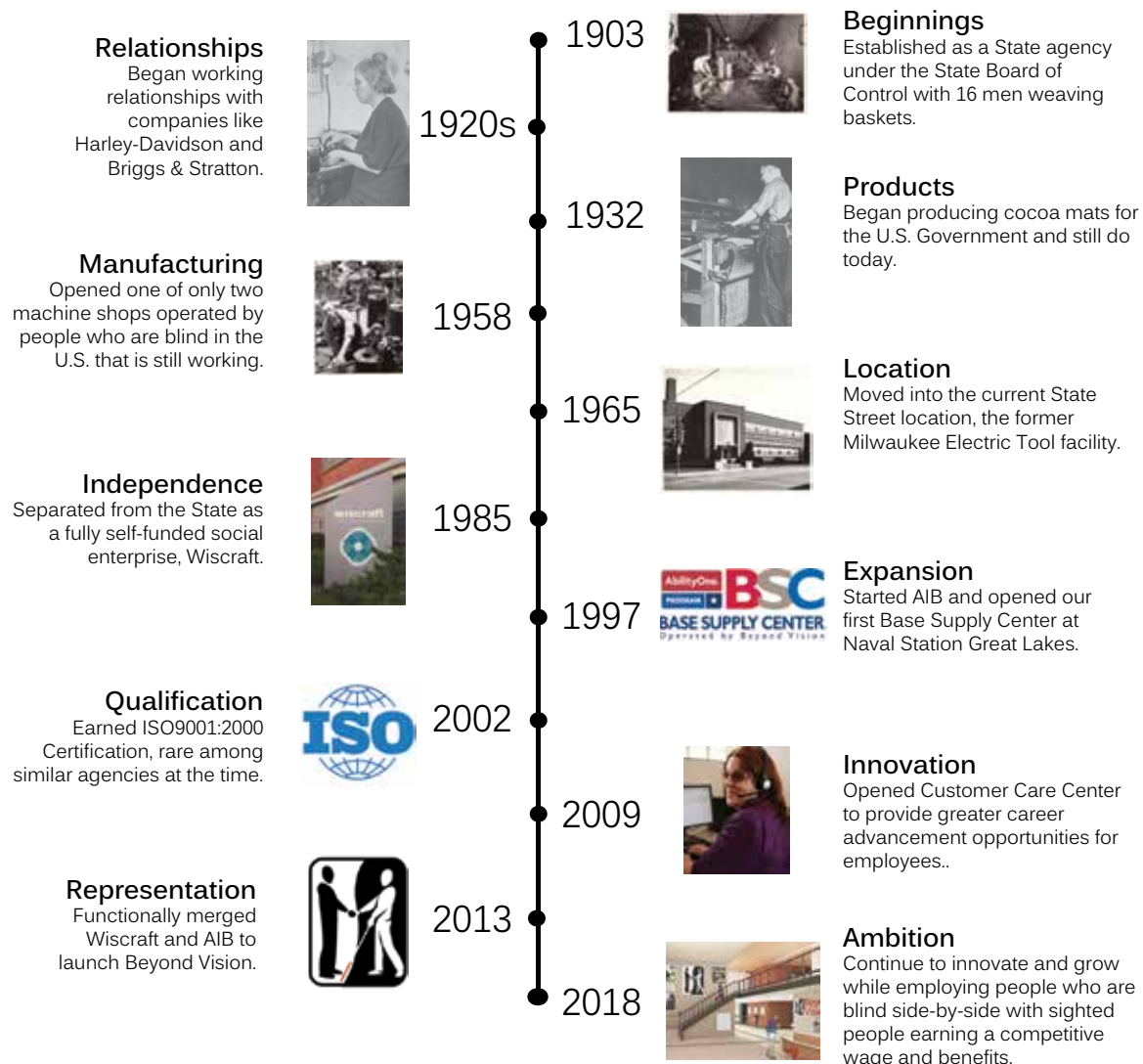
One silhouette is not taller or larger than the other. They are equal. It does not reflect race, gender, age, religion, or sexual orientation. It symbolizes an inclusive work environment passionate about solving the employment and upward mobility issue for people who are blind or visually impaired and offering competitive pay and benefits, not just minimum wage.

Today, nearly 51 percent of our overall workforce is legally blind or visually impaired. Our “Mission” employees work at all levels of the organization, including senior leadership, professional/technical experts, customer service representatives and those entering the workforce for the very first time. Daily, these employees demonstrate what is possible with attitude, skills, the right tools, and an inclusive and accessible work environment.

Employees who are not visually impaired, or blind bring their various talents and experiences to our Mission. They also bring a tremendous amount of passion and creativity to their roles. They soon learn their role is not “helper,” rather an equal partner striving to improve the employment outcomes for people who are blind or visually impaired.

We will continue to foster a competitive and integrated work environment at Beyond Vision. But we won’t stop there. Our culture is committed to working together in an inclusive and accessible environment for all our employees.

## Highlights from our Past - Insight into our Future





## INDIVIDUALS

Ann Adkins  
Peter Adkins  
Roger Adkins  
Diane & Thomas Arenberg  
Clifford Asmuth  
Jane Asmuth  
Jean Avery  
Mike Banach  
Jackie Barber  
Michael Barber  
Kevin Barbour  
Lukas Baumann  
Brian Beaumier  
Bill & Dennee Becker  
Scott Beglinger  
Lee Beitzel  
Casey Berrall  
Gordy Bradley  
Chris Brannin  
Garrett Brigman  
Steve Bruno  
Dan Brunow  
Steve Brunow  
Janet Buettner  
Mike Buettner  
Rob Buettner  
Ron Buettne  
Wendy Buettner  
Joe Carollo  
Natalie Cerfus  
Al Cervero  
Robbin Cervero  
Brian Clausen  
Adam Connor  
Jacque Cline  
Kristin Cotter  
Kristin Cox  
Pat Crain  
Patty Crain  
Danielle Cruise  
Matt Cruise  
Jillian Culver  
Pat Czaplowski  
Steve D'Amato  
Matt Davies  
Mike Davis  
Paul Dawson  
Brian Dean  
Trent Denlinger  
Jerry DeQuardo  
Tim Desmond  
John Donovan  
Andy Dressing  
Linda Dubiak

Shawn Duffy  
Brian Dwyer  
Charlene Dwyer  
Kevin Dwyer  
John Emanuel  
Wendy Emanuel  
Thomas Enters  
Justin Erdamnn  
Bernie Erenberger  
Luke Esslinger  
Lisa Farr-Chowanek  
Joseph Fenceroy  
Noah Fenceroy  
Steve Ferguson  
Art Flater  
LeAnne Foster  
Frank Gimbel  
Matt Glassel  
Patty Gobin  
Tim Granitz  
Mary Gross  
Ryan Guilette  
Ric Guthrie  
Guy Gutsche  
Mike Hacker  
Tom Hagen  
Colleen Hannon  
Linda Hapka  
Jason Harper  
Mike Harpster  
Greg Hart  
David Haugh  
Steve Heberer  
Aaron Heidersheid  
Marissa Helms  
Kurt Huemmer  
William Hughes  
Peggy Hughes  
Duncan Isbister  
Eric Isbister  
Mary Isbister  
Nick Janke  
Tyler Kelly  
Andy Kerlin  
Bill (Willie) Kerlin  
Jim Kerlin  
Shawn Kerlin  
Neal Kerlin  
Paul Kihlslinger  
Bill King  
Linda Klean  
Don Klenk  
Cindy Klenk  
Kris Knudsen  
Tim Lamm  
Christa Lange

CJ Lange  
Mary LaPointe  
Stewart LaPointe  
Gen. Paul Lima  
Cindy Linnan  
Pat Linnan  
Pat Linnane  
Deb Lucas  
Jeff Lucas  
Billy MacDonald  
John Maggio  
Michelle Martinson  
Dave Mayo  
Amy Meier  
Anne Metz  
Burton Metz  
Robin Mickler  
Mike Miller  
Mike Moennig  
Austin Moore  
Bridget Moore  
Mike Moore  
Paula Moore  
Ronald Morey  
George Mosher  
Julie Mosher  
Ashley Mueller  
Chris Mullen  
Eileen Murphy  
Ryan Muzik  
Paul Muzzey  
Ryan Namey  
Deb Nelson  
Jeff Olson  
Anthony Otto  
Cindy Pagenkopf  
Kevin Pagenkopf  
Jessica Parsons  
George Patterson  
Joe Paulus  
Jeff Peil  
Kim Peil  
Julius Perez  
Kevin Peters  
Pat Pfersch  
Luc Piessens  
Cindy Pinkley  
Julie Potnek  
Chris Powers  
Jakob Powers  
Jeff Powers  
Mike Proctor  
Mike Quill  
Kevin Riordan  
Bobbi Ruston  
Doug Ruston

Matt Schendel  
Tom Schiesl  
Scott Schultz  
Carl Schumacher  
Eric Schumann  
Jane Schumann  
Peter Schwabe  
Nick Scott  
Lynn Sigfred  
Mike Smith  
Paul Spencer  
Bob Stachowiak  
John Stibal  
Tracey Strombeck  
Kedrick Strutz  
Dick Theado  
Sharon Thompson  
Ken Tibbits  
Steve Ticcioni  
Joyce Tomkowiak  
Guadalupe Torijos  
Dan Toryfter  
William & Barabara Velez  
James & Yong Voigt  
DiAnna Vouvakis  
Emmanuel Vouvakis  
Monica Waddington  
Jack Walden  
Arthur Wasserman  
Shane Weiske  
Nicholas Wergin  
Aaron Winkler  
Jim Ziebart  
Kristin Ziebart  
William Zlotocha

## FOUNDATIONS

Amazon Smile Foundation  
Bader Philanthropies, Inc  
Badger Meter Foundation Inc.  
Bradley Impact Fund  
Briggs & Stratton Foundation  
City of Milwaukee   
Cudahy Lions Club  
Dorothy Inbush Foundation  
Dr Harry J Heeb Foundation  
Forest County Potawatomi Foundation  
GE Foundation  
Green Bay Packers Foudnation  
Guidestar K Foundation  
Harley Davidson Foundation  
Hartford Kettle Moraine Lions Club  
Hartford Lions Club  
Helmut Wolfgang Schumann Foundation

JayKay Foundation  
Lions Clubs of Wisconsin  
Margaret Wiegand Trust  
Newburg Lions Club  
Park Banks Foundation  
Patrick and Anna M. Cudahy Fund  
Stackner Family Foundation  
Thomas J Reinhart Foundation  
Walter Lindsay Foundation  
Waukesha Lions Club

## CORPORATIONS

3M  
American Transmission Company  
Bartolotta Catering  
Belleville Boot Company  
Boerke Company  
Bostik, Inc  
Briggs & Stratton Corporation  
Broken Bat Brewery  
Capital Investment Services of America  
Chrysalis Pakaging  
Coakley Brothers  
Commerce State Bank  
Crown Mats  
Dawes Crane Rental  
Dental Associates Downtown  
Discovery World Museum  
Duffy Grain  
Essendant  
GenMet  
HD Supply  
Heritage House  
Husch Blackwell LLP  
Industries for the Blind Milwaukee  
Kimpton Journeyman Hotel  
King Innovative LLC  
Kohl's Corporation  
Legacy Capital Partners  
Milwaukee Bucks  
Milwaukee Community Sailing Center  
National Business Furniture  
National Industries for the Blind  
Pabst Theater Group  
Robertson Ryan & Associates  
Rock Bottom Brewery  
Saz's Catering Inc  
Silver Spring Golf Club  
Six Points Office LLC  
The Wicked Hop  
Thrivent Financial  
Vision Forward Association  
Wines for Humanity  
Wipfli