

**Governor's Council on Blindness and Visual Impairment (GCBVI)**  
**Employment Committee Meeting Minutes**  
December 4, 2017

**Members Present**

Nikki Jeffords\*  
Terell Welch\*  
Larry Wanger\*  
Tanner Gers\*  
Bea Shapiro\*  
Jim Strohacker\*  
Jordan Moon\*

**Members Absent**

Kevin Foster

**Staff Present**

Lindsey Powers, Admin. Assist.  
\*Teleconferenced

**Guests Absent**

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**Call to Order and Introductions**

Nikki Jeffords called the meeting to order at 10:06 am in the RSA Conference Room, Phoenix, AZ. Introductions were made a quorum was present.

**Approval of the November 20, 2017 Meeting Minutes**

Tanner Gers motioned to approve the minutes from the October 31, 2017 meeting. Jordan Moon seconded the motion. Terell Welch suggested that the breakfast event be renamed as American Foundation for the Blind (AFB) Breakfast. The amended minutes were approved by unanimous voice vote.

**Strategies for Inviting Employers**

Terell Welch stated that he liked the format of the invitation to the AFB Breakfast and offered to modify the language to be appropriate for the E75 Diversity Builder Award Event. Nikki Jeffords inquired whether the committee send physical invitations or email invitations to individuals for the previous E75 events. Lindsey Powers stated that invitations were mailed for the first event, and email invitations were sent for the second event due to time constraints. Terell Welch stated the committee could send both formats to individuals. Mr. Welch noted that individuals might be confused when receiving invitations from Rehabilitation Services Administration (RSA) or Lindsey Powers as those employers did not know Ms. Powers. Terell

Welch stated the employers would be less likely to ignore an email from one of the committee members, however. Nikki Jeffords stated the invitations from the AFB instructed individuals to RSVP to Dan Martinez and herself, and suggested the individuals be required to inform Lindsey Powers on their attendance. Jordan Moon inquired whether the committee had developed flyers that could be distributed to potential employers. Terell Welch stated the committee had developed the Save the Date invitations. Jordan Moon suggested the committee print some flyers that could be distributed to employers and businesses. Terell Welch stated he requested E75 marketing materials from the DES Graphics Unit and was denied, therefore committee funds would be required to develop those materials. Nikki Jeffords stated the committee would not want to use committee funds, and suggested committee members print information on colored paper or card stock. Nikki Jeffords inquired whether the committee had a potential sponsor for the event. Terell Welch stated that he contacted JW Marriot, and suggested that Rich Sorey, Services for the Blind Visually Impaired and Deaf (SBVID) Program Manager, and Kirk Adams, AFB, contact the representative at JW Marriot to encourage him to sponsor the event. Terell Welch stated that a representative from JW Marriot could potentially speak at the E75 event in the place of a Tucson Electric Power (TEP) representative. Nikki Jeffords stated that Rich Sorey might feel uncomfortable contacting JW Marriot on behalf of the committee. Ms. Jeffords stated that if TEP did not attend the event, the committee could inquire whether the judge that helped Tanner Robinson get employment would be willing to speak.

Terell Welch stated when sending invitations to employers, the committee should also be requesting sponsorship for the event. Nikki Jeffords stated that the committee wanted to ensure that individuals attended the event and that the committee had buy-in from employers. Terell Welch stated he would follow up with TEP regarding attendance at the E75 event. Nikki Jeffords stated she requested GCBVI support at the Full Council meeting. Nikki Jeffords noted that Donald Porterfield would be a great speaker as well, although he would likely be busy in January with Washington DC visits.

Terell Welch stated he met with Laura Tan, Community Engagement Coordinator for the Public Service Academy, that represents about 1500-1700 students. Mr. Welch stated they discussed the possibility of developing an internship program with the GCBVI Employment Committee. He stated the Scope of Work (SOW) was being developed in which the students would learn about the E75 event, services for the blind and visually impaired, and contact employers to attend events in 2018. Terell Welch stated the goal was to have two or five interns each semester. Terell Welch stated the interns would become familiar with RSA, Vocational Rehabilitation (VR) and

SBVID services. Terell Welch stated if the program was accepted, it would be ongoing and would begin in February.

## **E75 Marketing Discussion**

Nikki Jeffords stated the video developed by the Department of Economic Security (DES) featuring employed blind and visually impaired individuals was played at the GCBVI Full Council meeting and received positive feedback.

Mr. Welch noted that the committee could potentially secure a sponsor such as the JW Marriot for future events. Nikki Jeffords stated her vision that the committee would hold smaller quarterly events in the future and bring employers and blindness professionals together for networking events. Jordan Moon stated that the AFB Breakfast was successful and he was able to make professional contacts. Mr. Moon stated if the committee wanted to hold quarterly events, he would be willing to develop a newsletter that could be distributed at events. Terell Welch stated that ideally the committee would secure different businesses to sponsor each quarterly event.

## **E75 Program Development Discussion**

Jim Strohacker stated he contacted three restaurants regarding their ability to cater food at the event and noted that all could provide food within the budget, although they would not be able to serve and clean up the food. Nikki Jeffords inquired whether the committee would like to continue using the Phoenix Rescue Mission as the caterer for the food. Nikki Jeffords stated the Phoenix Rescue Mission did offer three meal choices of upscale boxed lunches to individuals. Terell Welch noted that the Phoenix Rescue Mission also served drinks throughout the lunch and were very organized. Jordan Moon stated he liked that the committee was partnering with a non-profit, which was a good message to the community. Nikki Jeffords inquired whether the Phoenix Rescue Mission would be willing to provide a food tasting of their meal options. Terell Welch stated he would contact the Phoenix Rescue Mission regarding catering the E75 event.

Nikki Jeffords inquired whether the committee members had decided on the awards that would be presented at the E75 event. Terell Welch suggested the healthcare agency featured in the DES video be recognized as well as Charles Schwab. Nikki Jeffords suggested the committee develop a letter that could be sent to the employers that would be recognized. Bea Shapiro suggested that Arizona Industries for the Blind (AIB) be recognized. Nikki Jeffords stated that AIB was a great organization, although the committee wanted to recruit businesses that did not typically hire blind and visually impaired individuals. Nikki Jeffords suggested the committee recognize the

Hyatt. Terell Welch suggested the committee recognize Fed Ex and Bank of America. Nikki Jeffords noted that Bank of America did not offer accessible technology for employees.

Terell Welch motioned that the Employment Committee recognize Fed Ex, Charles Schwab, Home Assist Health, Wells Fargo and the Hyatt at the 2018 E75 event. Jordan Moon seconded the motion. The committee approved the motion by unanimous voice vote.

### **Agenda and Date for Next Meeting**

The next meeting of the Employment Committee would be on December 19, 2017 from 11:00-12:00 pm in the RSA Conference Room, Phoenix, AZ. Agenda items are as follows:

- Strategies to Invite Employers
- E75 Marketing Discussion
- E75 Program Development Discussion

### **Announcements**

There were no announcements.

### **Public Comment**

A call was made to the public with no responses forthcoming.

### **Adjournment of Meeting**

Jordan Moon motioned to adjourn the meeting. Bea Shapiro seconded the motion. The meeting was adjourned at 10:55 a.m.