

East Shore Industries, Inc.
813 Rabas Street
Algoma, WI 54201

NONPROFIT
ORGANIZATION
U.S. POSTAGE
PAID
ALGOMA WI
PERMIT NO. 5

Return Service Requested

East Shore Industries

November 2010

this issue

A Message from the CEO P.1

New ESI Board President P.2

In the Spotlight P.3

Annual Giving P.5

Client Feature/Service Award P.7



Working To Make A Difference In A Person's Life



Mission

Assist people with disabilities to
obtain personal independence and
employment goals

Vision

"We envision a progressive community service organization recognized for providing diverse employment opportunities and day services based on individualized planning which develops life skills and fosters independence."

Greetings . . .

It has been a while since we have communicated, and things seem to be stabilizing in the East Shore world. Our work situation, though not as good as it was a few years ago, is better than it has been. Our team has been aggressively attempting to find paid work opportunities from many new sources, and we were very close to getting a Federal NISH contract but it fell through at the last minute due to the inability to move the work from another work center. The information gained during this process was invaluable and will put us in a much better position to get the next contract that would become available.



Ron Opicka, CEO

The Mission Mop project is going through some changes, both in design and in our method of marketing the product. Check out the new design by visiting our website - www.mission-mop.com.

Our Algoma Mop Company is doing quite well this year and continues to be known throughout the state for the quality of their products. Sales are up 8% to date!

On the horizon lies the changes coming to our rehabilitation contract with the county. Family Care is being planned to begin in March of 2012. The county will no longer be managing the state funding for the people we serve. There will be a CMO (Care Management Organization) created which will serve 7 Northeastern Wisconsin Counties. Our state association RFWIA (Rehabilitation For Wisconsin In Action) has been working with the other 55 Community Rehabilitation Programs throughout the state to attempt to ensure that services to people with disabilities remain as they are today. We will stay in touch on this issue and may need your help to make sure our services stay intact.

~ Ron ~



New Board of Directors President



Charlie Novak

Charlie Novak was recently elected President of the East Shore Industries (ESI), Inc. Board of Directors.

Novak is Vice President of Novak Agency, Inc. in Kewaunee, and is an active member of various organizations throughout Kewaunee County and Northeast Wisconsin including Kewaunee Optimist, Kewaunee Rotary, and is also President of Kewaunee Public Schools Build the Future Foundation.

Novak has been a member of the ESI Board since 1998 and takes over the position of President from Ray Thillman. Thillman has been an active member of the ESI Board of Directors since 1979 and President of the Board since 2003 and he will continue to serve on the ESI Board in a Director roll.

Golf Challenge Raises over \$34,000



Spectrum Insurance Team from left to right: Mark Lempereur, Jim Clemens, Mike Tiedt, Nick Zerillo

Group of Green Bay (Mike Tiedt, Nick Zerillo, Mark Lempereur and Jim Clemens), second place went to Bay Tek Games, Inc. of Pulaski (Tom Peot, Paul Baumgartner, John Jones, and John Falk), and third place went to Westy's Wackers of Algoma (Jim Westrich, Dick Pfefferman, Tony Pfefferman and Tom Wetts). The event concluded with a raffle drawing and the grand prize winner was Della Dachelet of Algoma. Della won a 50" Panasonic HDTV and a Panasonic Blu-ray player. The raffle prizes were compliments of Ron and Joan Olson.

Despite the rain on Tuesday, June 15th, 164 golfers formed 42 teams and took part in the 11th Annual East Shore Industries Irv Vincent Memorial Golf Challenge at Northbrook Country Club in Luxemburg. Over \$34,000 was raised for East Shore Industries, Inc. (ESI) during the annual event.

The day included lunch, golf, hole contests, raffle drawings, a silent auction, and an evening dinner with guest M.C. Dan Riley. First place was won by Spectrum Insurance

The outing is named in memory of Irv Vincent, past ESI board member. Irv's ingenuity during his tenure on the Friends of East Shore Industries Board helped ESI raise over \$100,000. Today, the Vincent Family continues to follow in Irv's footsteps through their support of ESI and its mission of helping people with disabilities.

ESI Board of Directors

President

Mr. Charlie Novak

Vice President

Mr. Bill Wright

Secretary

Mrs. Arlene Stauber

Directors

Atty. Dennis Abts

Ms. Mary Janssen

Dr. Mark Kroll

Mr. Ray Thillman



Save the Date!

12th Annual
East Shore
Industries, Inc.
Irv Vincent
Memorial Golf
Challenge

Tuesday
June 21, 2011



The following poem was written by Diane, an individual being served in the Employment and Training program at ESI. Diane is a very talented person who enjoys writing custom poetry for the staff at ESI. The following is a poem she wrote this past August following a tour of Joel Weichelt's garden. Joel is the Director of Manufacturing at ESI.

August 2010

Joel read the newspaper on his front steps
Begonias were blooming to greet his guests
Cool, dry, breezy day
No Mosquitoes
Joel planned it that way
Behind the house is Diane's favorite flower
Pink in the center with light perimeter
Joel lets his plants go
Where they want to grow
Houseplants outside
Bring bugs inside
Is old wife's fable
Joel told the people
Flowers, herbs, goldfish, sundial
These were some of the highlights
I think Jenny's, of course,
Is the weathervane with the horse
Joel's favorite, up to the hilt
Are the table and chairs that Jack built
Jack is a cousin of Nancy
His woodwork looks really fancy
Fences are to protect vegetable garden
Scarecrow can't even scare away a robin
Joel put up a border
Rabbits hop in no more
When evening commences
Deer run through the fences
Joel played a clever trick

His fence is electric
The hills were sculpted
This was no luxury
Joel planned a garden
People would love to see
Rock, metal, wood, water
Joel's garden has all four
One of Joel's sons had his wedding outside
Grandfather with pride gave away the bride
Bride has good looks
She went barefoot
Bride stepped on grass between the flowers
Joel made that path with the lawn mower
Joel said "Paths must never straighten."
They should wind through pleasant places."
Joel led the way with Jenny behind
We all had a really GREAT TIME!
It was time to go back so
We met at the patio
The refreshments Marge made:
Cookies and lemonade
We all were at ease
Then we had to leave
Following Joel's lead
He was on his mettle
To East Shore Industries
We all were on schedule
The End



Pictured above: Jackie Vickmann and Ron Opicka

25 Years of Service

Jackie Vickmann, Algoma Mop Manufacturing Production Supervisor, was recently honored for 25 years of service.

Jackie began her career at ESI as a bus driver in 1985. Through the years Jackie's roll at ESI changed but her dedication as an employee and advocate for people with disabilities continues.

Thank you Jackie for 25 GREAT years!



This article features Don, who was hired for a job at CTI Hospitality, Inc. through the Supported Employment program at East Shore Industries, Inc.

Don is a 44 year old individual with a disability and has been with ESI since August of 2007. Don started in the Employment and Training program where he learned vocational skills as well as social skills to prepare him for a transfer to the Supported Employment program at ESI and an eventual job in the community. Don credits the skills learned at ESI with helping him land his job at CTI Hospitality, Inc. (CTI) in May of 2009. This job helped him grow socially too. In 2007 Don was living in a Adult Family Home, today Don will proudly tell you he is living on his own in a supervised apartment setting. Receiving a paycheck which affords him to live on his own is something he is extremely proud of.

In addition to ESI, Don also credits John and Debbie Kiedrowski, the owners of CTI for giving him a chance. John, who retired from Miller Brewing in June 2006 after 32 years with them, and Debbie purchased CTI (formerly known as Cape Townsend) in June 2006.

CTI, located at 507 Navarino Street in Algoma, currently employs 29 people and is a nationwide vendor of architectural millwork and casework. All of their manufacturing is done in Algoma and their primary concentration is the hotel industry. CTI has supplied millwork/casework for Hilton Garden Inn, Hampton Inn, Holiday Inn Express, Springhill Suites, Courtyards, Fairfield, etc throughout the country. In addition, they have a Bella division (in the same

building) that manufactures high end office furniture for the contract furniture market. CTI has a state of the art moulder and CNC in their shop which allows them to supply trims to door companies (such as Algoma Hardwoods).

The following is an excerpt from the conversation with Debbie at CTI.

Q. How did CTI and ESI become involved and how did Don get hired?

Debbie (CTI): East Shore sponsored one of the Chamber of Commerce social events that we attended. We were very impressed by the organization/design of the work floor and how satisfied, happy, and productive the workers were. Don happened to be our tour guide and he did an excellent job. A month or two later, our shop foreman told me he needed to replace our shop clean-up person. (Sweeping floors, dusting and entry level assembly). East Shore popped into my head and I called and asked if there would be anyone that could manage those responsibilities. Deb Batal, the Supported Employment Specialist at ESI came out to talk with me and she thought that Don would be a perfect fit. We agreed to go forward and set the starting date. Deb worked with Don the first two weeks, making sure he understood his job duties and responsibilities. Don was so excited to be here. Much more so than any other employee we had ever hired. He turned out to be very capable of the duties we assigned him and in fact over time has

done many different things in the shop. I believe that Don has done more different things than any other of our employees and he is so proud when he has mastered another machine or task. He is absolutely our happiest employee. He is very dedicated and proud that he has a job and can function well at it. He gets along very well with all of our employees and always has a smile on his face and a cheery greeting.

Q. What is a typical day for Don?

Debbie (CTI): Don comes to work very early every day, Monday through Thursday, and occasionally some Fridays. He typically will start around 7:00 a.m. and work until 2:00 p.m. If he will be late for some reason he always calls and lets us know of his situation.

His responsibilities change almost daily, depending on the work load in the shop. Here is a list of some of the jobs he has worked on:

1. Sweeping and cleaning
2. Feed or tail scuff sander
3. Feed or tail sanding machine
4. Feed and/or tail the re-saw
5. Tail the inline rip saw
6. Empty the dust collection barrels
7. Empty the dumpsters
8. Drill holes in the bottom of legs
9. Tail the edge bander
10. Help load the trailers
11. Wrap hotel furniture
12. Tail the UV machine
13. Sand wood products by hand to prepare for finishing
14. Assemble and clean the furniture prior to shipping

Q. What are the positives of hiring an individual with a disability – such as Don?

Debbie (CTI): One of the most positive things is the feeling of self worth that the individual develops because he feels that he is contributing. Human nature is such that it is not a good thing to have everything done for you. To grow and feel good about yourself, you need to know that you are making a differ-

Cont. on pg. 6

ence in the world. As I said above, Don is our happiest employee. He makes the other employees smile because of his happy and cheerful attitude. I think it can make people see that everyone has something to contribute – and by being out in the ‘real world’ doing real things, individuals with disabilities are teaching the rest of us that we should be thankful for all the blessings that we have and that people are capable of surmounting life’s ‘unfair’ circumstances and can live a satisfying and productive life.

Q. What would you like others to know about your experience with Don and East Shore?

Debbie (CTI): Employing Don at CTI was a very positive thing. He makes our day a bit brighter by being here. He is very dependable and the shop employees know they can depend on him to show up every day on time and do a good job. East Shore has done a great job by supporting Don in his employment here. As I mentioned, Deb Batal worked with him for two weeks to make sure he understood his job duties – she stayed right by his side. After that she tapered off, as Don showed that he could perform his job duties. She does stay in touch and stops by to visit with

Don and to talk with his supervisor to insure that things are still going well. I would highly encourage other companies to think about hiring someone with a disability. East Shore makes sure that the job responsibilities match capabilities and it is a good thing to be able to employ someone who due to their disability has perhaps been considered unemployable. ✪

Being hired for a job in the community is a very attainable and desired goal for many of the individuals served at ESI. The Supported Employment staff work with both the employer and the prospective employee to match the skills of an individual with a job description. The individual works through the process like any other person - a resume is developed and the individual prepares for the job interview. When hired, East Shore continues to work with both parties, enhancing communication, sometimes redesigning jobs and providing on-going training and support.

To learn more about the Supported Employment program at ESI contact Deb Batal at (920) 487-3541 or at dbatal@eastshoreindustries.com.



Lakeside Hammocks.com

ESI introduces their latest e-commerce site. Lakesidehammocks.com is a site dedicated to selling Algoma Net hammocks, swings, benches, and accessories.

Algoma Net has been, and continues to be, a huge supporter of ESI and its mission. All of their products are crafted in America and ESI is proud to be a part of this process.

Algoma Net Hammocks are recognized throughout the Country for their quality, styling and value - visit www.lakesidehammocks.com for more information or to purchase that perfect gift for someone on your list!

Missionmop.com

The Mission Mop, the first residential cleaning product crafted at ESI, recently got a makeover. The new and improved pad design makes cleaning floors and walls a breeze. The new mop pad fits perfectly over the mop holder creating a tight hold. This mop is available for purchase at ESI and online at www.missionmop.com.



Let us Know . . .

If you have recently moved, are receiving duplicate copies of this newsletter, or no longer wish to receive this mailing please send, fax or email:

Mailing List
East Shore Industries, Inc.
813 Rabas Street
Algoma, WI 54201
Ph: (920) 487-3541
Fx: (920) 487-3478

Email: mail@eastshoreindustries.com

Did You Know . . .

...ESI opened its doors in 1973 to 10 clients.

...Today ESI serves approximately 100 individuals a year through various day service programs, a school-to-work transition program, a community job placement program and in-house subcontract work.

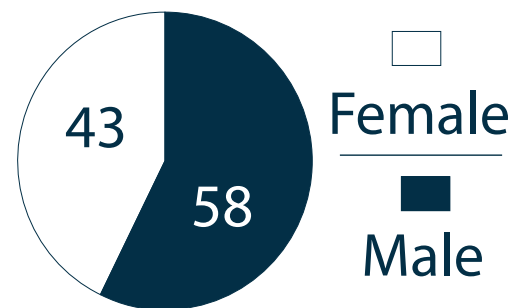
...The individuals served are from Kewaunee, Eastern Brown and Southern Door Counties.

...Each individual who participates in the services offered at ESI has a unique program designed to meet their specific needs. Circumstances that may have affected an individual include: developmental disability, cerebral palsy, epilepsy, early-onset Alzheimer's disease, stroke, other neurological disorders, brain trauma, alcoholism, drug dependency and serious and persistent mental illness.

...The ability to provide programs and services to people with disabilities is made possible by grants, funds received from sub-contract work and mop sales, money from various fund-raising events, and the generous support of donors throughout the community.

Facts about ESI

Gender Served at ESI



Transportation

In 2009 there were five transportation routes that provided transportation to 59 individuals throughout the year.

- Algoma: 5
- Luxemburg/Casco: 11
- Denmark: 10
- Dyckesville: 11
- Kewaunee: 16

In addition to ESI transportation routes, clients were transported via his/her adult family home, his/her own transportation and elderly services transportation.

Disabilities Served

Clients are referred for services under six categories. There are no duplications; clients were counted by primary disability area.

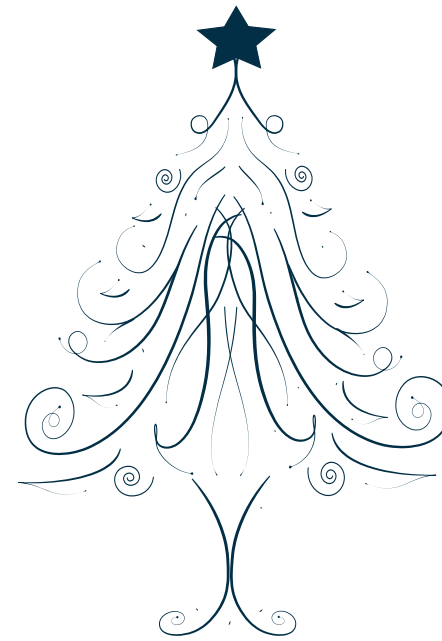
1. Developmental Disabilities (52 clients)
2. Mental Health (27 clients)
3. Alcohol & Other Drug Abuse (4 Clients)
4. Physical Disabilities (5 Clients)
5. Elderly (1 Clients)
6. Brain Trauma (4 Clients)

Program Highlights

- Day Services programs served 65 individuals
- Employment & Training served 68 individuals
- School-to-Work Transition served 7 individuals
- Community Employment served 7 individuals

There is overlap among program areas for some of the individuals served.

* All information was taken from the 2009 East Shore Industries, Inc. Annual Report.



Please consider a gift to East Shore Industries. Your donations are needed and appreciated.

Together, we can continue to make a difference in a person's life.

Avoid the holiday rush! This year you can make a tax deductible donation to East Shore Industries, Inc. in honor of that special person on your gift list.

Once the donation is received we will mail each recipient a special holiday card made by an ESI client. This card will read, "In celebration of the Holiday Season, a gift has been made in your honor to East Shore Industries, Inc. in Algoma, WI by (your name)."

Your generous gift to ESI's Annual Giving Campaign will support critical program needs not fully funded by other means. Some of the items needed in the coming year include:

2011 Wish List Items

- New locker system
- Computer games & programs
- Touch screen computer system
- Lockable cabinet for medications
- Ergonomically correct chairs
- Money for outings to:
 - NEW Zoo
 - The Farm
 - Weidner Center
 - Pottery class
 - Heritage Hill
- Gift certificates to:
 - Seiler Tire or Auto Tech
 - Denny's SuperValu or Craig's Piggly Wiggly
 - Wisconsin Public Service
 - Algoma Utilities
 - Mobil Gas Cards
 - Shopko
 - Family Dollar

East Shore Industries, Inc. is a 501(c)(3) non-profit corporation. Please consult with your tax advisor for more information.

Yes! I would like to make a donation to East Shore Industries, Inc.:

Step 1: Donor Information

Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ E-mail _____

How would you like your receipt sent? US Mail E-Mail (please include address)

Step 2: Optional Gift Information

This donation is made: Anonymous (Only ESI will see your name)
 In honor of _____ In memory of _____

Send gift notification to:
 Name _____
 Address _____
 City _____ State _____ Zip _____

Step 3: Donation Information

Donation Amount: \$25 \$50 \$100 Other \$ _____
 Payment type:
 Check (payable to East Shore Industries, Inc.) Credit Card: Visa Master Card
 Credit Card Number: _____ Security Code _____ Exp. Date _____
 Billing Address _____ Signature _____

**Please mail completed pledge form, along with payment, to:
 Donations • East Shore Industries, Inc. • 813 Rabas Street • Algoma, WI 54201
 Phone: (920) 487-3541 • Email: mail@eastshoreindustries.com • www.eastshoreindustries.com**