

# The VOICE

## David Day Associates Vote VODEC for Brandkind 2015



Each year David Day Associates (dda) chooses one organization as its brandkind beneficiary. This program is designed to help an organization provide a creative, strategic brand.

The annual in-kind initiative was launched in 2014 and was developed to give back to organizations that help the local community grow and succeed.

Douglas County Historical Society was the first recipient of dda's brandkind beneficiary. "We are very grateful to have had the opportunity to work with dda," said Executive Director Kathy Aultz. "We are excited to roll out our new brand in the coming months."

There are three phases in dda's priority process in order to understand what the core of a brand is and how to creatively energize it. This process includes; tactical research of an organization and market, verbal and visual brand identity and positioning, activation in all departments of the organization's culture, and

communication strategies and materials as necessary.

Out of 130 applicants, with the help of the Nonprofit Association of the Midlands and Omaha Community Foundation, dda chose VODEC for brandkind. "This year's selection process proved incredibly difficult; but it led us to VODEC, which is a perfect fit for our company's services and our talented team. We are eager to get started on this fulfilling collaboration!" said David Day, president and creative director.

This decision was based on the support of passions, strengths, and the capability of making a measurable impact in the lives of people with intellectual and developmental disabilities. The joint brand discovery process will help establish the plan of action which includes measurable and deliverable goals of the agreement. This is scheduled to begin in January and will continue throughout the 2015 calendar year.

"The timing to get extraordinary help rebranding

VODEC as an organization active in meeting the recent federal initiative to enhance community integration of persons with intellectual disabilities was serendipitous. We could not pass it up!" said CEO Steve Hodapp. "Many thanks for selecting us as this year's brandkind partner. We are pumped to learn how we can work together towards a happy outcome."

dda will be helping VODEC by supporting their essential and never-ending tasks by ensuring our brand consistently communicates our message to consumers, stakeholders, and our local community.

We are pumped to learn how we can work together towards a happy outcome

Courtesy of a press release, *DDA Announces 2nd Annual brandkind Beneficiary: VODEC.* <http://dday.com/about/>

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## From the Desk of the CEO, Steve Hodapp

### Integration

Dear Consumer Joe,

I'm going to tell you a word you will hear a lot in the near future. It won't matter whether you are in Iowa or Nebraska or any other state.

#### INTEGRATION

In this context integration involves getting you, a person with intellectual disabilities, more deeply involved with your communities. Communities in this context mean your social

circles and employment. Conversely, with increased community integration the services now provided or arranged through your service provider, and yours is VODEC, will change a bit and even look like they are decreased. But they will just be different. The focus of our services to you will become more about how we help you get more integrated rather than 'protecting' you from it.

Much of what we do now to 'protect' you may be to provide a

sheltered place for you to work and transportation to and from there. We may provide a place for you to live with others like you, not that they necessarily like you. We may provide day-time activities at a central location because, well, we always have and it's just easier for us.

So why the enhanced focus on your integration? The big answer is direction from CMS (Centers for Medicare and Medicaid). CMS administers the federal

*Continued on pg 2*



# From the Desk of the CEO,

Steve Hodapp—(continued from pg 1)

Medicare and Medicaid insurance programs. As one of our consumers, Joe, one of the services you now receive from VODEC is likely funded directly or indirectly by CMS.

So why more talk about your integration now? Joe, in January 2014 CMS issued rules for states using its money to serve you. Integration is a focus of those rules. Each state is to

Each state is to reply to CMS in 2015 with its own rules about how it will meet the CMS rules to more fully integrate you into your community

Other forces looking at integration will be Managed Care Organizations (MCOs). Their underlying motivation will include gaining efficiency (lowering cost of providing service). One way to achieve this outcome is for you to become more integrated and less supported. It's still integration, and integration by itself is not bad for you. But 'gaining efficiency' will be a challenge for us, as for other providers, where the focus will be on money rather than on human services.

So why should you care about MCOs? As a consumer in Iowa or Nebraska, there are no MCOs yet for you to deal with, but there are MCOs in 30+ states and more states are looking at them. Iowa is one of them looking at bringing in MCOs to manage its affairs funded by CMS.

None of this is bad; it's just going to be different. You (and maybe your family) will want to have conversations (yup, more than one) with someone at VODEC to learn more about how we plan to help you get more integrated into your community. But know it's early for any

well-informed conversation because plans from Iowa and Nebraska are still in review by CMS. We do not know all the specific expectations yet, just the general 'integration' expectation.

Joe, as your service provider, VODEC will continue to offer services to you. And while some of these services may yet be direct supports, you will also likely receive what will develop into match-making services. We will help get you and more of your fellow consumers matched with appropriate employment in the community. We will strive to match you with appropriate social supports, aka "friends", who aren't paid to be your buddies. And we will match you to a living setting which is yours, not ours. All of this involves activity coming out of what may be another word you will hear frequently: INTER-DEPENDENCE.

## Jim's Jingle Bell Sleigh Program

Midwest Impressions, Inc and Black Belt Movers partner with VODEC



From left to right Carrie, Jayne, and Steve

Jayne Balch, Midwest Impression Inc and Cassie Taylor, Black Belt Movers, partnered with VODEC to develop the Jim's Jingle Bell Sleigh program. This program was created in memory of Jim Hoing, VODEC's former Business Development Director who sadly passed away in 2014. The purpose of this program was to provide gifts to individuals with intellectual or developmental disabilities who may not have received anything

provide gifts to individuals with intellectual or developmental disabilities

over the holiday season, to add light and happiness to their lives, and to provide an example of the holiday spirit through the generosity of others.

Jim was always thinking of others and was passionate about his job. It was in a networking group and executive dialogue group where Jayne met Jim. "Jim became a good friend after networking with him for a decade" said Jayne. During a networking meeting in November, Pam Bourne, attorney with Woods and Aiken, mentioned doing something charitable in Jim's honor. Although Jayne was thinking she didn't have time for another project, she raised her hand and volunteered to take on the project.

Jayne called Steve Hodapp, CEO of VODEC to discuss the idea of the area networking group sponsoring people with intellectual and developmental disabilities with Christmas gifts. "In true Jim fashion it exploded into an annual program potentially giving gifts to hundreds. It has been an amazing experience" Jayne said. "Jim Hoing's relationships with his friends in any number of local networking groups is solidified with this memorial of his way to expand upon a good idea" said Steve.

2014 was the year for the beta test and plans are already in place to continue next year. Thank you to everyone who developed the program, nominated the consumers, and participated in sponsoring monetary or tangible gifts!

## Impacting VODEC's Future

By Chantel LeMaster, Director of Grants & Giving

Organizations such as VODEC are impacting the world we live in, particularly our community. If you are reading this article you are impacting our community. Every day you get up, wipe the sleep from your eyes and say "it's going to be a

great day!" Why? That's easy. You support VODEC.

Reflecting upon my first month here at VODEC I cannot remember one day that I have not walked through the doors and immediately had a smile on my face. Every day I come



On the workfloor, Kathy F. puts on her best smile for Chantel

through the doors and feel welcomed by people smiling at me, waiting for me to say hi. Some days making it to my office is a slower process than others. I may be stopped by a person with an intellectual or developmental disability (a consumer) to discuss the success or failure of their favorite sports team, to learn about where they had dinner the evening before, or to just simply say hi. How lucky am I? I get to come to work every day and make an impact on lives – very important lives!

As Director of Grants and Giving, I am fortunate to be able to go out into our community and share our story, to tell the stories of our consumers and how they are making an impact every day. I am charged with asking Foundations for grants to revamp our parking lots, build out our production area, build new offices, and well, the list goes on. I also get to think about fundraising for VODEC. I plan to establish a new fundraiser that will be our niche in the market. Something that is specific to us. Watch our newsletter, Facebook and constant contact for more information.

For now, I have a few other items up my sleeves. Did you know that you can contribute to VODEC online? Just visit our website at [www.vodec.org/donate-to-vodec](http://www.vodec.org/donate-to-vodec) to support VODEC and our

In true Jim fashion it exploded

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mission to help each and every person in our services "Reach Full Potential".

Check out our website for reasons and ways you can help. This is a WIN-WIN for you and for VODEC! Donor names are included in this newsletter in thanks!

Beyond that there are two other new programs that VODEC is participating in. The first is iGive.com which allows you to shop online at many stores and in turn they will provide a donation to VODEC. The second is AmazonSmile.com which is the philanthropic fund for amazon.com. Both of these options provide you the opportunity to say where the profits from companies such as Amazon are spent. If you have any questions please feel free to contact me at chantel.lemastert@vodec.org or call (712) 328-2638 ext. 123. Thanks to you, VODEC is making an impact!

**Program Activities** During the Christmas season  
by Clarissa Conolley

There has been a lot of activities happening at VODEC for our consumers in the Adult Transition Program (ATP) and Cares Program, during the Christmas season. Unfortunately, I could not make it to every outing to see the smiles on the consumer's faces while they spent time volunteering, crafting holiday projects, visiting museums, touring businesses within the local community, learning about history and just plain having fun in the midst of it all. Therefore, I am missing some other amazing stories, but hope to experience even more with all our programs in the new year.

The ATP students visited the General Dodge House in Council Bluffs to see the decked halls and learn about our local history.



The students also volunteered for the Salvation Army to put together gift bags for the elderly living in local nursing homes and did some bell ringing at K-Mart, Bomgaars, and Fairway.



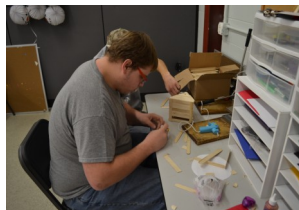
Ringing the bells with a smile while a Fairway customer puts a donation in the red bucket

With the completion of the teaching kitchen, the Cares Program and ATP students have been learning how to cook simple, healthy meals and enjoying a 'home cooked' meal in their respective program areas.



Left to right Angela, VODEC staff, teaching Adam and Aaron, ATP students, how to cook open face hot roast beef with mashed potatoes and corn

The Cares Program has been able to utilize their new craft room while making a wooden Christmas village



Sean M. building a piece for the wooden village with the help of Conner

and enjoyed Wii Bowling in the new exercise room.



A few consumers taking turns on a game of Wii Bowling with the help of a staff member

Consumers also visited the Gingerbread house and Christmas tree displays at the Kanesville Tabernacle.



Brian M. admiring the displays

**Thank You** for your support

- Korbyn Fox
- RE Dickinson Investment Advisors LLC
- Walmart
- Linda Steensland
- Miles and Crystal Havecost
- Dan Shore
- Sheri Garzon
- Bob Cuba
- David Burke
- Darlene Reed
- Perkins
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- Larry and Pamela Miller
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- Bakers
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- The Cakery
- Jones Bro's
- Don & Millies
- Farmhouse
- Cheesecake Factory
- Pizza Ranch
- Hector's
- Village Inn
- Eileen's Cookies
- Great Harvest bread
- David and Maureen Sobilo
- Ken Erickson
- Steve and Mary Hodapp
- Mark Stromer
- Chado Carrillo
- Jamie Brown

This list reflects donations received between 10/22/14 and 12/18/14



**My favorite VODEC moment of 2014**

by Steve Hodapp

At the end of December we may have finished a calendar year, but it is only a mid-point to us. We use a fiscal year as a period of measurement, ending June 30, so our last full fiscal year ended last summer.

For a fiscal year we do our financial plan, we file cost reports and IRS Form 990s, and we buy insurance. We compare one fiscal year to another to learn if there was any changes in any area, like services provided and number of consumers served, and ups or downs of expenses and revenue.

June 30 is like December 31 in that it marks the end of a 12-month period leading to reflection on the year ended. Personally I look to the future but at the end of such a period it is also timely to look back.

If asked about a high point for the last fiscal year it would be difficult to pick only one and I wouldn't want to overlook any one. So I'm going to go with one of the most fun for me.

Before new employees are turned loose they have an opportunity to experience orientation. I interrupt nearly every orientation to introduce myself. I mostly enjoy listening to each new employee introduce himself or herself to me and share what they will be doing here.

It is fun for me to feel their excitement and nervousness as they announce their job titles and where or in which departments they will work. Sometimes I even hear "I worked here before", and that's when I know we have something good here which brings people back even when once the grass looked greener elsewhere. And seeing someone coming back 'home' is a pretty fun thing.



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or call 712.328.2638**



The mission of VODEC is to provide services to persons with disabilities in order that those persons may live, work and participate in the community in the least restrictive environment to achieve their full potential.

VODEC is a private, non-profit 501 © (3) corporation. Donations may be tax deductible. VODEC is an equal opportunity employer. Applicants for services or employment are considered without regard to race, color, religion, sex, age, national origin, or disability. We are a certified provider of day and residential services by the Nebraska Department of Health and Human Services. We are approved to provide vocational services by the Nebraska Department of Education. We are approved by the Iowa Medicaid Enterprise to provide waiver services to individuals with intellectual disabilities, brain injuries and we are an approved habilitation service provider. We are a provider of Host Home services in Iowa and Extended Family Homes in Nebraska. We have an accreditation from CARF for Community Employment Services, Organizational Employment services, and Community Integration.



VODEC is a proud member of:

**VODEC Service Criteria**

1. Be at least 16 years old for any vocational program
2. Have behavioral needs within VODEC's scope of service
3. Have medical needs within VODEC's scope of service
4. Have transportation needs within VODEC's capability to provide
5. Have adequate funding in place (including service hours' authorization or private payment in place) for services being requested
6. If applying for an in-home service, the applicant's home must meet basic health and safety requirements



VODEC IS ON GoodSearch!

You Search, We Give!

GoodSearch is a Yahoo! search engine that pays charities you select a penny per search! Go to [www.goodsearch.com](http://www.goodsearch.com) and add GoodSearch to your browser. Then select VODEC as your designated charity! Please pass the news on to your friends and family! Over 15,000 searches have benefited VODEC so far! It's easy and it works!