

Vodec Unveils New Brandkind Grant Logo



Vodec CEO Steve Hodapp unveils the new logo at the Council Bluffs Work Center

After more than a year of brainstorming, analysis, and creative hyper-focus by the David Day and Associates Creative Agency (d|da), Vodec CEO Steve Hodapp and Agency President David Day publicly unveiled the new logo, signature and brand core designs at ceremonies in the Council Bluffs and Omaha Work Centers

The new logo features a purplish-blue stylized “V” with a conical three-dimensional upper opening that swoops into a bright orange peak.

The tagline you will see from the company going forward is “Realizing Potential.”

We view this new “look” as a visual representation of the values we have come to hold as a company, not a new direction. You can still count on the same compassion, quality and professionalism from Vodec that have been the fabric of our reputation since 1968.

So why did we make the change? Every year, d|da selects a non-profit organization for a free, full-service professional re-branding through a grant called “Brandkind.”

This is a process some companies spend well into six figures to complete. Vodec applied for, and received the grant in 2015.

Now that we can see the final product, we are grateful to have had such diligent and beautiful work done pro bono on our behalf.

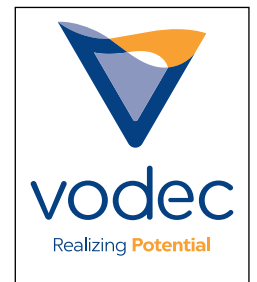
A quick word about d|da. The Agency has been a staple in Omaha’s

branding and creative community for several decades. You’ve seen their work in some of the most notable and recognized logos and advertising campaigns in the Metro area. If their work with us is any indication of their typical style, they are the ideal professional creatives.

From our first steps in trying to define “who” Vodec is, to the final steps of narrowing shades of color and learning how much really can be communicated by making a minor change, d|da has provided patient and thorough advice and brilliant design.

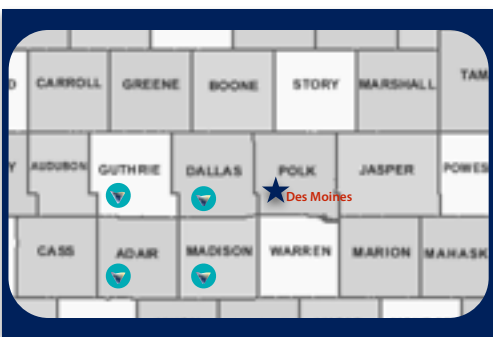
In addition to creating our logo, the

company has redesigned our paper products; business cards, letterhead, and of course this new layout for “The Voice.”



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“Heart of Iowa,” Say Hello to Your New Service Provider



Vodec now provides Services in an additional four counties of Iowa.

Vodec is proud to announce an expansion of our service area to include the “Heart of Iowa” region. Centered in Dallas County, this represents the opportunity to serve people in four additional counties near Iowa’s Polk County and the capital city Des Moines.

Vodec CEO Steve Hodapp points out this is a sign of our strategic plan in action. “Our goal is always to maintain a culture that can be responsive to an opportunity when it

shows up.

This opportunity started with a host home application in Pottawattamie County. Everything was just about locked in when the potential consumer’s family decided to move a few counties east.

After they settled in, the family reached out to express how impressed they were by what Vodec has to offer. That conversation led to us making new inquiries into whether additional providers were needed in Central Iowa.

Turns out, the area does have demand for our services, and we are happy to have the capacity to step into that space.

So far, we have hired three managers to oversee our Heart of Iowa operations. Additional staff positions are filling quickly, but we are still conducting interview to fill our supervisory and management teams.

They’ll hit the ground running — so far, there is a substantial list of applicants for services. Right now, the team is identifying and matching applicants for our Residential

Vodec Entrance Criteria

- ▶ 16-years of age for any vocational program
- ▶ Behavioral, medical, and transportation needs inside Vodec’s scope of service and capability to provide
- ▶ Adequate funding in place for requested services (including private pay or other options)
- ▶ For in-home services, applicant’s home must meet basic health and safety requirements

Services to appropriate in-home supports, independent living apartments and group homes that meet their specific needs.

Our next phase will focus on adding Day Habilitation and pre-vocational Services. The search for a suitable location is underway.

A few notes about ways you can get involved in this expansion effort:

[Heart of Iowa continues page 2](#)

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They have already begun the process of redesigning our website to be more responsive and interactive. We anticipate that part of the process ending by late summer.

Later this year we will apply the branding to our buildings and vehicles.

We are excited about the energy this new representation brings to Vodec.

We are also grateful to have made new friends at dlda and brought new skills into our family of associates. We hope you are as excited about this major step as we are! ▼



Branding Expert David Day explains the new logo and Brandkind items to consumers and staff at the Omaha Work Center

Heart of Iowa continued from page 1...

If you are or know of an adult with developmental disabilities who is not receiving the full range of services they need to realize the full potential of their community or life, please visit our website; www.vodec.org or call Vodec Services Development at 712.328.2638. You can also e-mail Daryn Richardson, Director of that department - drichardson@vodec.org. Daryn will help you determine your eligibility, explain funding options, and help you navigate the application and intake processes.

If you are looking for work in the human services field, and think you might have the competence and compassion that would make you a good fit for Vodec's Central Iowa team, drop a line to Joe Bosco - jbosco@vodec.org. Joe and his Human Resources team will guide you through our on-boarding process. To see the types of jobs and benefits we have available, visit Careerlink, Employer: Vodec. We post all of our open positions on that website.

In time we will also be looking for businesses to partner with for pre-vocational and vocational opportunities for our consumers. If you are the decision-

maker for a company that would like to get information about working with Vodec, our Business Development team would love to meet you. Contact our Business Development Director Royce (rleibhart@vodec.org) to set up an appointment.

Finally, if you are looking for an organization to support financially, we are always seeking new partners. Our wish list and donation structure present plenty of chances for you to help us build a strong and vibrant service culture in Dallas County and the surrounding communities. Chantel LeMaster (clemaster@vodec.org) is our Director of Grants and Giving. Talk to her about opportunities to make us part of your short or long-term financial plan.

We know that every interaction we have with a new consumer — or community — presents us with an opportunity to have real and lasting impact on people's lives. We are thrilled to have this new direction to explore and build. ▼



CARF Awards Three-year Accreditation to Vodec

CARF International announces that Vodec's community employment, organization employment, community integration and organizational employment services have been accredited for a period of three years.

This is the sixth consecutive three-year accreditation CARF has awarded to Vodec.

This decision represents the highest level of accreditation that can be awarded to an organization and shows Vodec's substantial conformance to the CARF Standards.

The process involves a vigorous peer review, and demonstrating to an on-site team of surveyors that we are committed to offering services that are measurable, accountable, and of highest quality.

CARF is an independent, non-profit accrediting body whose mission is to promote the quality, value, and optimal outcomes of services through a consultative accreditation process that centers on enhancing the lives of the people we serve.

It is the body that establishes consumer-focused standards to help organizations like Vodec measure and improve the quality of our programs and services.

For more information about the accreditation process, visit the CARF website at www.carf.org ▼

Vodec Staff Randy helps consumers Dawn and Stacey (in blue) connect with a therapy dog as part of a CARES sensory exercise in Council Bluffs in May.




Did You Know?
CARF currently provides accreditation for almost 53,000 programs and services in the United States, Canada and Europe.

From The CEOs Desk

The late British writer and philosopher Alan Watts said, "The only way to make sense out of change is to plunge into it, move with it, and join the dance."

The mental image I have of the dance joined is the Tango. I have read that when dancing tango, one should not just dance the steps but should also feel the feelings of the music, because only by understanding and resonating with them can one dance the tango well.

Now, I do not dance the Tango. But I do dance Change. Tango and Change are similar. Both stir emotions, create visual impact and require strong fluid movements in sync with a partner.

I do not dance Change alone. That would just look dumb. I have Change dance partners all around me. Vodec is full of them to some extent. So together we make the Change dance beautiful.

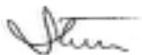
In the past year some of our Change dance moves have been around the creation of Iowa HealthLink and the resulting broader introduction of managed care organizations (MCOs). Vodec is a not-for-profit Long Term Services and Supports (LTSS) provider now engaged with three for-profit MCOs in Iowa. Looks like big change. But looking deeper we remember we were working with a for-profit MCO, albeit just one, prior to April 1, 2016 when Iowa HealthLink went 'live'. So multiplied by three the complexities are at this point very challenging, but I look for them to become less so and for us to be more comfortable. After all, we are Change dancers!

One of the other 'little' challenges involves Vodec getting paid by the MCOs. April was the first month for us to submit to the MCOs claims for payment. May is still too early to get all crazy about this, but if payment resolutions are not 100 percent done by end of June it begins to put a crunch into our cash management. This is where Vodec is fortunate to have a healthy, but not extreme, cash reserve. We will be able to handle reasonable extended receivables better than some of our peers. So, another nice dance move!

Another set of twists and turns comes from Nebraska. In July 2015 the process for submitting services claims for payment from Nebraska Health and Human Services, Division of Developmental Disabilities, changed. Now our claims are processed through a third party vendor, Therap, instead of directly with state agents. For the first five months our side of the process has sidelined our fiscal department from the input accountability function. Nebraska's side of the process through Therap has negatively impacted providers' ability to timely reconcile payments. So we get paid for most claims but we don't always know for what or for when we got paid. While this process has improved it is frustrating for our fiscal staff (imagine not being able to easily reconcile your checkbook). With assistance from services personnel they monthly rise to the challenge and ultimately figure it out. It just shouldn't be so hard. But we're dancing so we're having fun!

For the last 18 months or so we have been working with David Day & Associates (d|da) which selected Vodec to be a recipient of a pro bono brand refresh. And we are so appreciative! We are so much better educated about the hard work and intricacies involved with such a project. Yet d|da folks and Vodec folks had to learn to dance together. Sometimes we all looked at each other in planning meetings with deer-in-the-headlights looks. Other times there were 'You want us to do what?' kinds of discussions. But we danced through and shared a brand reveal in April 2016. We love the stuff we have now out of this experience, and we love d|da.

Those are some of the topics of change. Space limits keep me from going on. Even if I could share more about the challenges the end result from each would be the same. Vodec employees individually and as teams stepped up and met each challenge with the gusto of an Argentine Tango dancer!



Steve Hodapp, Vodec CEO



Internships at Table Grace Cafe begin June 13.. 1611 Farnam Street, Omaha.

Upcoming Events

June

(Natl Safety Month)

13: Table Grace Internships Begin

14: Project Search Family Info Day

30: Nebraska Residential Prom

Red Nose Day



Some weeks call for a little levity. Staff and consumers at the Council Bluffs Work Center don "red noses" for an afternoon in May.

Special Olympians Bring Home Championship, Medals



Vodec Consumer Heather H. Shows off her two first place track and field ribbons

Spring Games Results (Iowa Western Community College)

- Misty A - 2nd/ST**
- Sarah A - 2nd/100, 2nd/SP**
- Jordan B - 2nd/100, 2st/ST**
- Mark B - 2nd/50, 3rd/ST**
- Tommy B - 2nd/LJ, 1st/SP**
- Elise C - 4th/50, 1st/ST**
- JoyceAnn D - 4th/50, 1st/ST**
- Nicholas D - 1st/LJ, 1st/SP**
- Angela E - 1st/LJ, 1st/SP**
- Brian E - 2nd/100, 3rd/SP**
- Andrew E - 4th/LJ, 2nd/SP**
- Brian G - 4th/LJ, 3rd/SP**
- Heather H - 1st/LJ, 1st/100**
- Norma H - 2nd/LJ**
- David J - 5/50, 1st/ST**
- Norman J - 2nd/100, 1st/LJ**
- Norman K - 1st/ST**
- Mike K - 2nd/50, 2nd/ST**
- Tony K - 1st/100, 2nd/SP**
- Lisa L - 3rd/50, 1st/SP**
- Janet L - 4th/100, 3rd/ST**
- Connor L - 2nd/100, 3rd/SP**
- John M - 3rd/LJ, 2nd/SP**
- Jessica M - 1st/50, 2nd/ST**
- Thomas P - 2nd/50, 3rd/ST**
- Zachary P - 3rd/100, 1st/SP**
- Hillary S - 3rd/100, 1st/SP**
- Derek T - 3rd/100, 3rd/LJ**

KEY:

- 50 = 50 Meter Walk**
- 100 = 100 Meter Dash**
- BSC = Basketball Skills Challenge**
- LJ = Long Jump**
- SP = Shot Put**
- ST = Softball Throw**



For the sixth consecutive season, The Vodec Viking Cheer Squad has returned 1st place Champions in their division of the Mid-Winter Games (University of Iowa)!

Disability, shmishability! There is nothing quite like the excitement that builds at Vodec leading up to The Special Olympics.

For months before the opening ceremonies begin, a walk through the Council Bluffs Work Center is likely to include at least one gentle tug on your sleeve, and a whisper; "I'm going to WIN this year!"

Every season, the Iowa Residential Services team fund-raises, trains competitors, and chaperones for the series of athletic tournaments that takes consumers all across the State for competitions in basketball, cheerleading, track and field, and bocce ball.

Their enthusiasm is contagious. But to really understand how much this celebration of ability and competition means, you have to attend an event. There is enough pageantry, sportsmanship, and sheer pluck to show you a different side of what it means to live life with everyone expecting you to "not be able."

Actually watching Special Olympics gives you the chance to see the power of sports, and how much competition can measure.

There's nothing quite like watching a crowd of thousands rise to their feet to cheer the last competitor in the last half of a 100-yard dash. Nothing like seeing the realization that the ovation is for ME reinvigorate the walker or runner on the track. There's nothing like the thrill of watching that energy turn into rekindled effort; the joy of seeing him catch his second wind and drive both his crutches into the track to propel himself forward step-by-step with renewed vigor. There is nothing more priceless than witnessing him cross the finish line into a sea of hugs to the ear-splitting and bleacher pounding sound of the crowd celebrating his success.

It is second to none. And Vodec's athletes embody every molecule of the Special Olympics Creed: "Let me win. But if I cannot win, let me be brave in the attempt."

Next year, Vodec plans to expand Special Olympics participation to the Nebraska Games. We look forward to piling up more ribbons and Championships.

More than anything, we are excited about the bravery of each attempt. ▾



Norman K - 2nd/BSC



Hillary S - 3rd/BSC



Brian G - 3rd/BSC

Fund-raising “Chills” Vodec Staff



Vodec's "ChillBillies" Polar Plunge Team raised more than \$1,000 to help fund this year's Special Olympics activities

The “Polar Plunge” is exactly what it sounds like — a frigid and drenching way to raise money. But Vodec’s “ChillBillies” plunge team has been taking an annual dip in Lake Manama to raise money for the Special Olympics since 2012.

This year, they unleashed a secret weapon. Vodec’s CEO Steve Hodapp agreed to take the plunge —IF, and ONLY IF — the team could raise more money for his plunge than he was prepared to donate.

There was a slight catch.

Nobody knew how much monetary value

the boss was putting on keeping his weekend dry and warm.

Fortunately, we'll never know. The team pulled out the stops and raised \$5,478.50, and Steve joined them for the Saturday morning plunge.

As advertised, temps plunged on the March morning of the event. EMT crews at the lake measured the water temperature at a balmy 56 degrees. There were a few last second “I’m not sure this is a great idea” comments, then... the moment of truth.

Toes, ankles, knees, and waist into the chilly Lake. Wade the 50 or so yards to the buoy, turn around and head back to shore. Smile like you're in the Caribbean!

Mission Accomplished.



Residential Services Staff warm up after their plunge

Making sure the competitors who want to participate in the Games have the funding to do so can be a challenge.

Sending one athlete to the State Games costs upward of \$400.

The Polar Plunge is a joint effort of dozens of community groups. We'd like to thank everyone who contributed, plunged, cheered, or wished us well.

Also, we'd like to encourage you to set aside a few dollars for next year's plunge. Steve hasn't committed yet, but we are working on the rest of our Executive staff. Our office secret ballot returned the news that we'd like to see Services Development Director Daryn Richardson take the plunge. Perhaps an encouraging e-mail might do the trick? drichardson@vodec.org

Special Olympics Moments



“Let me win. But if I cannot win, let me be brave in the attempt.”
-Special Olympics Athletes Motto

Council Bluffs Group Home Renovation Underway



Vodec's 4th Street group home in Council Bluffs has a new roof, gutters, and soffits — part of a multi-phase renovation project made possible by several local organizations.

A Council Bluffs Housing Trust Fund Grant allocated \$17,000 toward the roofing work.

Right now the duplex is home to eight residents. Their ages range from early 40s to early 80s. As you might imagine, it is important for us to make navigating the house as easy as possible.

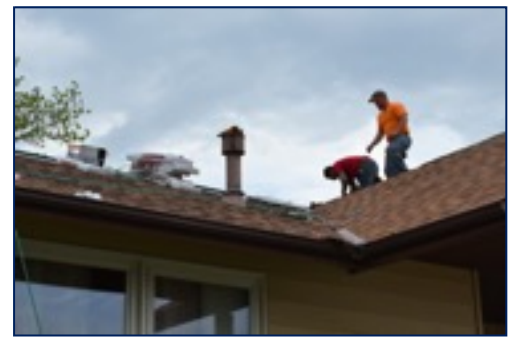
In the lower level, contractors will tear out the existing laundry room and replace it with separate washing and drying utilities for men and women on the main level.

Comfort and ease-of-use are also objectives for this project. The two kitchens have seen their fair share of wear and tear.

Remodelers will install new cabinets, fixtures and floors in both kitchens. They'll also lay new floors in the dining rooms on both sides of the home's dividing wall. The new build will bring the home into full ADA compliance.

A significant portion of the inside construction is being funded by a Community Development Block Grant and the Iowa West Foundation.

The project will be conducted in small phases to allow residents to have full use of facilities as the construction is underway.



Vodec's Residential Services operate several types of boarding accommodations. In addition to our group homes like 4th Street, we serve consumers in their own homes, in independent apartment settings, and in host homes across the Greater Omaha/Council Bluffs metropolitan area, and now in Central Iowa. ▽



Vodec's Mission:

We provide **services** to persons with disabilities in order that they may **live, work and participate** in the community in the least restrictive environment to achieve their **full potential**.

Vodec's Certifications



Vodec's Affiliations



Thank you!

To all of our valued April and May supporters...

- Ann Bjorklund
- Joe Bosco
- Jamie Brown
- Chado Carrillo
- Daisy Currington
- Gwen Dib
- Jesse Diggins
- David Day & Associates
- DiGiorgio's Sportswear
- Phil Leibhart
- Connie and Matthew Edson
- Sharon Ellerbeck
- Emanuel Evangelical Lutheran Church of Council Bluffs
- Carl and Artis Ferrel
- Linda Gardels
- CSM ad Mrs. James Goeltz
- Miles and Crystal Havekost
- Joanne Hiller
- Steve and Mary Hodapp
- Terry and Lori Howell
- Larry Hutchinson
- Hy-Vee
- Madison Ave, Council Bluffs
- Darlene and Gene Jeppesen
- Gretchen Johnson
- Knights of Columbus
- Wild Game Feed
- Brian Hunter
- Mary Knott

- Royce Leibhart
- Chantel LeMaster
- Deborah Lottinville
- Malloy Family
- Macayla McIntyre
- Drew Morgan
- Margaret Morrison
- Omaha Rollergirls Derby
- Tracy Durant
- William and Mary Phillips
- Ruth Powers
- Helen Probst
- Norman Putnam
- Christine Reed
- Richard and Darlene Reed
- The Salvation Army
- Sara Large
- Winifred Seaman
- Andrea Smith
- David Sobilo
- Connie and Matthew Solon
- Mark Stromer
- Team Flywheel
- Tupperware
- Jennifer Koedam
- Timothy Vasquez
- Suzanne Winter
- Whole Foods Market-Omaha
- Nicole Wright
- Sarah Wysocki
- Claudene Yost

Project Search Graduates Class of 2016



L-R, Angel Brooks-Vodec Staff, Graduates Scott, David, Garrett, Lily, Kasey, William, Madonna Staff-Chris Miller

The Project Search Class of 2016 has taken their place as alumni. The group of six Vodec and Madonna School consumers graduated the program at a ceremony in the Storz Ballroom of the Nebraska Medicine campus May 18th.

Project Search is an internship and training program that prepares participants for community employment. Over the past nine months, trainees have been guided through rotations in nine hospital support areas including janitorial, food service and biomedical equipment care.

"I've already started working at Cheeseburger in Paradise," David E., one of

Vodec's four graduates beamed. "I learned a lot here, and so far it's making that job seem easy to me."

David isn't alone. All six of the grads have received at least one offer for a job in the local community. Two of the honorees even received formal job offers from Nebraska Medicine at the conclusion of the ceremony. Garrett D. will work in the facility's custodial service.

"Thank you for trusting me with keys, and a beeper, and that I'll come do a good job when you call me. That means a lot," he explained in his commencement comments.



Vodec Consumer Scott S. gives his Project Search graduation speech.



Lily (Madonna Consumer) and Garrett (Vodec Consumer) receive job offers from Nebraska Medicine following graduation

Vodec Staff Angel Brooks has been one of the primary instructors for the class of '16. He says start to finish this class had the kind of attitude that makes the program successful. "They were very eager to learn. This group was thirsty for knowledge, flexible and excited to try new things."

As more people learn about Project Search, demand for the program is increasing. Coordinators received 25 applications for the 2017 session. While there isn't room to accept everyone, the team has doubled the class size to accommodate 12 new trainees.

Congratulations to the graduates! ▼

Vodec Honored as Storm Chasers "Community Organization of the Night"



Vodec consumer Norman J. (middle) poses with "Stormy," the Omaha Storm Chasers Mascot and his brother Lewis (right)

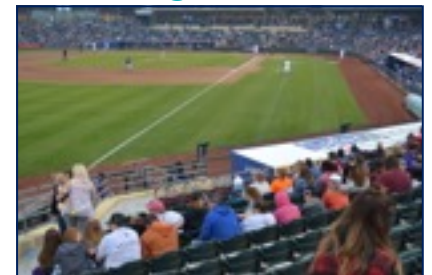
Summer is just getting underway, and we've already spent a night at the ballpark.

May 7th, it was "Vodec in the house" as the Omaha Storm Chasers hosted the Iowa Cubs at Werner Park.

Each year the club sponsors several community based organizations at home games in Sarpy County. For companies like ours, having the spotlight is a chance to talk directly to the community using several different platforms.

Vodec gave away "swag bags" promoting our new brand to the first 1,000 guests. That split second of contact was enough to generate quite a few questions, and introduce ourselves to a few new potential consumers.

Then came the fun! Consumer Norman J. threw out the first pitch of the game, and the Vodec cheering section settled in for an evening of great baseball. Final Score: Chasers 5 Cubs 4.





612 South Main Street
Council Bluffs, Iowa 51503

Vodec is a private, non-profit 501(c)(3) Corporation. 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.

“One-Dime-At-A-Time” Equals Big Gift for Vodec!



Whole Foods Market Representative, Cassandra Zywiec presents the “One Dime At A Time” donation check to Vodec CEO, Steve Hodapp

The CARES program now has an extra addition to the budget to help with activities and supplies, thanks to a major corporation with a conscience for the environment. Whole Foods Market puts a community twist on their push to help customers adapt a “green-er” lifestyle. For every reusable bag a buyer brings to the

checkout line, the grocer offers a ten cent rebate.

That discount can be applied directly to a grocery bill, or donated to a local non-profit organization.

For the first quarter of 2016, Vodec was proud to be that not-for-profit partner. We know that dimes add up, and we were always confident the partnership would allow us to offset the cost of an activity or two, and help us build a stronger relationship with a company we respect and appreciate.

Imagine our surprise when the company called with the three-month total:

\$2,391.62

Incredible.

Between Nebraska and Iowa, our CARES programs provide day habilitation services for more than 100 people every day. Those people and their families/guardians wake up every morning counting on CARES to have someplace new to explore or something stimulating to do.

For many, the program is a very valuable bridge to developing new skills and having the opportunity to see, taste and touch our communities.

We know some of you made special shopping trips to Regency Circle to add a few dollars worth of dimes to our cause.

Thank you.

We also know that another deserving organization is now in the box to benefit from this incredible program. Your reusable bag is still worth a dime at Whole Foods Market, 10020 Regency Circle, Omaha, Nebraska 68114.



Join Us On Social Media!



Help us “go green” and sign up for The Voice online at www.vodec.org

