

I have a disability, yes that is true, but all that really means is I may have to take a slightly different path than you.



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## Promoting Employment Inclusion:

Finding that kind of work, the kind of person who can't wait to get to it in the mornings, the kind you pack your lunch for because you don't want to leave, is hard. But Dorothy MacLellan feels she lucked out with the Salvation Army Thrift Store.

It's a job she absolutely loves. MacLellan has worked there for almost four years and said it's a comfortable place for her to be. "I love meeting new people and helping them find different items in the store", she said.

She credits the job for at least half of her social life, as well as why she knows so many people.

The store allows MacLellan to work independently, and given her background, that's something she thoroughly enjoys.

MacLellan's story isn't easy. It isn't one she fully remembers, however. In Grade 6, MacLellan was collecting leaves for Girl Guides and had gone across the road when a car struck her, putting her through the windshield. At the hospital in Corner Brook her family was told that there wasn't much they could do for her. She was transferred to St. John's and spent the next nine months in a coma. She doesn't remember being in the coma, or coming out of it. MacLellan had to start over, learning to eat, walk and communicate again.

After recovery she returned to school in a special education program and got as far as Grade 8.

After the death of her father in 1997, she went to Fort McMurray and lived with her brother. That is where she met her husband David.

The pair decided to move back to Port aux Basques and both enrolled in programs at the College of the North Atlantic.

The job at the Salvation Army Thrift Store was one she obtained after becoming a client of the Community Corporation in Port aux Basques.

Maisie Osmond, career development specialist with the corporation matches the needs of clients with the needs of employers and tried to fit them where they are best suited.

For MacLellan, her right match was found at the Salvation Army Thrift Store.

Story provided by:  
Chantelle MacLlssac  
Reporter  
The Gulf News  
Port aux Basques, NL



## CASE Board of Directors Spotlight: Garth Johnson

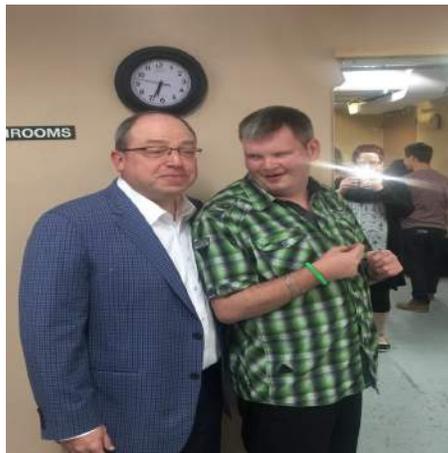


Chief Executive Officer—Meticulon, Calgary Alberta

An experienced veteran of the web's start-up world, Garth Johnson has an infectious and memorable style that can be attributed to his breadth of experience. In the early days, Johnson developed his unique approach through television writing and production, copy editing, and market research. Garth brings Meticulon his experience as an executive at Fotolia and iStockphoto, both leaders in the ever-changing, dynamic micro stock industry with a relatively straightforward approach: business and community are linked at all levels – something Meticulon is about as well.

As Meticulon's CEO, Johnson develops business relations and strategic partnerships. Because of his business experience owning and managing several entrepreneurial businesses and his personal experience having a child with disabilities, Johnson became inspired to build the team that would make Meticulon's vision of being not only the first but also the best IT Consulting firm in Canada to employ the unique abilities of their consultants with autism.

## Brent Butt makes mentoring dreams come true



In September and October 2015, service providers across B.C. are participating for the second year in a row in the MentorAbility project, a national program established by the [Canadian Association for Supported Employment](#) as part of National Disability Employment Awareness Month. [MentorAbility](#) matches protégés with developmental disabilities with employers (mentors) for a one day experience in a workplace or career they are interested in. Fort St. John Association for Community Living has joined the project again this year, and their story of one of the first matches they made in 2015 is below.

“One of our first matches was with a man who loves his comedy, his memory is unbelievable and he admires the Canadian actor from the shows Corner Gas and Hiccups Brent Butt. Our local coordinator contacted his manager and set up a meeting. Brent met with Calvin before the show in the green room where they chatted about Calvin's favorite episodes and Brent's favorite foods. With the help of the Cultural Centre's manager Oliver. Calvin, his mother Karen and the local coordinator even received tickets to the sold out show. The smile on Calvin's face could light up a dark building! Everyone he seen he told them about how he met the famous Brent Butt. It was a dream come true.”

## DEAM 2015—The Run-down

Disability Employment Awareness Month (DEAM) is an annual awareness campaign that takes place each October. The initiative has gained traction in Canada over the past few years with a number of provinces, including Ontario, Saskatchewan and Manitoba proclaiming October as Disability Employment Awareness Month.

Reflecting this year's theme (Inclusion is Working) Canadian Service Providers and Employers as well as Networks and Associations have engaged in a variety of activities to promote Employment Inclusion and educate all Canadians about the role they play in fostering a diverse and disability-friendly work culture.

These efforts have included:

- ◆ *'Kickoff' Ceremonies with proclamations from provincial and municipal officials*
- ◆ *Conferences and seminars focused on the Employment Inclusion of people with disabilities*
- ◆ *Job Fairs, 'Cash Mobs' and employer engagement / inclusive recruitment events*
- ◆ *Activities to engage government and community (Mentor-Ability, Take your MLA to Work Day, etc.)*
- ◆ *Press Releases sent to a wide variety of news outlets*
- ◆ *Social Media Campaigns with daily #DEAM postings, blogs, tweets etc.*
- ◆ *Business to business promotion of DEAM and Employment Inclusion*
- ◆ *DEAM 'legacy projects' such as art and video creations to continue promoting inclusion all year*

DEAM proponents want to spread the important message that a strong workforce is one inclusive of the skills and talents of all individuals, including individuals with disabilities. Despite the variety of successful efforts, projects and promotions across Canada, there have been some 'let downs' for DEAM that illustrate why this awareness campaign needs to exist.

Mainstream media appears to have limited awareness of context and relevance around employment inclusion; virtually none of the press releases sent out were responded to. DEAM received no attention in the national press; the limited coverage which did occur regionally came generally in the form of 'feel-good' human interest stories. Consequently, public awareness remains low.

It also appears that further collaboration and dialogue is required with policy makers around the promotion of Employment Inclusion for people with disabilities. Although Alberta is now an 'Employment First' province they have declined for two consecutive years to issue a DEAM proclamation. The federal government has also declined thus far to issue a DEAM proclamation despite at least two requests, the most recent of which was made to the former Conservative government in July. A deeper commitment to DEAM from policy makers would help raise awareness of the issues.

As for that 'context and relevance' alluded to earlier; approximately 1 in 6 Canadians has a disability and yet only 50% of this demographic is employed. People with disabilities experience disproportionate unemployment and poverty which both present significant costs to society - over \$40 billion per year. It's also important to note that 'disability' is the fastest growing minority group – and one that any of us can become a part of. Canada also has some serious 'aging workforce' issues which clearly demonstrate a need for tapping the talents of diversity. Employment Inclusion isn't a human interest story – it's a significant socio-economic issue which impacts everyone. It's also a civil rights issue for people with disabilities; the right to work, contribute and not live in poverty.

DEAM was bigger than ever in Canada this year – and there is clearly reason to go even bigger in 2016.

Submitted by: Sean McEwen, Program Manager  
Calgary Alternative Employment Services Inc.

## *“Increasing Our Profile in the Business Community*

As I travel across the country and beyond speaking with business , government and the service sector I began to realize , quite some time ago that the profile of service agencies in our communities is actually quite low.

Part of this is because society has a bad habit of putting business up on a pedestal, as well community leadership often comes from the business sector itself therefore creating a much higher profile for the sector in most communities.

Chambers of commerce and BIA's rarely include members from the service sector and so as time goes on we see a definite gap between the profile of our communities agencies and the profile of local business owners.

This is a problem, mostly because our agencies support the most vulnerable members of our society and are therefore providing a far more important service in town than any of the local business owners .

Part of this problem is self inflicted , agencies look for jobs where they don't exist, they may not develop relationships with local business and may not create business champions in town but there is one area that I am seeing much more often where we can change our profile overnight.

Dressing for success.

Picture in your mind the chaos of a busy Tim Hortons on a typical Friday morning In Toronto. Thousands of guests , team members filing massive orders , machines humming , production on a scale that will make your head spin, 165 cars per hour going through a Drive thru and a manager/owner trying to remain sane, hoping to be in control but more likely putting out fires as machines break, wrong orders are fixed while the phone rings constantly. This is normal.

While all this is going on various appointments have been made with the Manager/owner, suppliers , consultants, requests for donations, officers looking for compliance and all have to be taken seriously.

When these suppliers arrive at our business they are dressed in business suits carrying brief cases, they have glossy brochures or quick connections to websites. Their goal is to sell us a product or service, we judge them by how they look and how they represent themselves. We move forward with those individuals we trust and yes trust is also based on how we view an individual's professionalism.

Later on in the day a local service agency may have made an appointment to meet with the owner. This is perhaps the tenth consultation of the day and in my mind the most important because you are potentially bringing an awesome new worker to this business.

How do you dress? How do you present yourself? Is your appearance on par with the other consultants who met with that Tim's owner that day. In my experience the answer is no.

In my experience the service agency worker arrives in Jeans and a grateful dead t shirt. Instead of polished shoes, a pair of flip flops. This is typical and reduces your profile significantly. Employers are hard wired, they judge on appearance .

Your personality may win over your appearance but not often enough to justify a poor image on an ongoing basis.

Ladies and gentlemen, let's see a new look in the service sector , dress for success and success will follow.

Mark Wafer  
Tim Horton's Franchise Owner  
Toronto, Ontario

# Ready, Willing and Able—Update

## Ready Willing and Able – Year One Update

As of October 1, 2015, the Ready, Willing and Able (RWA) program moved into year 2 of its 3-year mandate. As of the end of year one the consensus is that the program is rolling out well in our 20 primary RWA communities across the country, despite expected and indeed some unexpected challenges. Our employer engagement efforts have been highly successful and are being met with much interest and support from many employers. We are witnessing a significant “return on investment” on these engagement efforts as many employers are subsequently making a commitment to hire individuals with an intellectual disability or ASD.

Since October 2015, RWA has built over 120 on-going partnerships nationally with supported employment agencies, and likeminded community groups engaged in employment development – including many CASE members. These partnerships represent the community expertise and experience so crucial to the success of RWA throughout the country. In a broad sense this partnership has not only led to the considerable individual employment successes we have together achieved, but also serves to enhance and advance the overall community capacity to respond to the challenges of building a truly inclusive labour force within Canada.

As of the end of Ready Willing and Able’s most recent reporting quarter (ending September 30, 2015), the program in concert with our employment agency partners has resulted in over 400 new employment opportunities nationally. This means that over 400 Canadians with an intellectual disability or ASD have entered the competitive labour force, and are earning a real wage, many for the first time! Also of significant note, are the national partnerships the program has built with Costco, Home Depot, Value Village, Sodexo, and Holloway Holdings. Additionally RWA “Building Block” projects are being undertaken in 7 provinces/territories, intended to further enhance our community partnerships, by together addressing gaps in existing employment policy and/or practice.

In October, Ready Willing and Able launched a national awareness campaign through LinkedIn and we are bringing a more concentrated Twitter campaign online shortly – you can find us @RWAWorks. We also invite you to visit the new RWA website, which launched a couple of months ago after extensive re-branding: [www.readywillingable.ca](http://www.readywillingable.ca).

If you have any questions or simply wish to learn more about RWA, please feel free to contact us at [info@readywillingable.ca](mailto:info@readywillingable.ca)



## The 2015/2016 CASE Board of Directors

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**Your membership signifies your contribution to Canada's 'national voice' for employment inclusion. Be a part of the collective impact. Be a part of the change we all seek.**

## CASE Memberships 2016

Membership in the Canadian Association for Supported Employment is for individuals, and organizations, that are interested in working towards full employment for all members of our community.

CASE offers the opportunity for your organization to join in a united national voice for our profession. CASE also offers increased capacity for members to proactively participate in positive community change for those we serve - thereby addressing and improving inclusion as well as economic considerations for Canadians with disabilities.

Benefits of membership include: CASE Newsletter; The organization's website link is included on CASE website; CASE promotional efforts work to directly link you with the Canadian business community; special reduced rates for annual CASE Conferences; and "member contributed" documents on the CASE website such as job descriptions, spreadsheets, policies/procedures, intake forms etc.

CASE urges all supported employment service providers to renew membership in this valuable association as soon as possible. Through increased membership - we increase our resources and our collective voice.

### **2015 CASE Memberships - Due January 1, 2016**

January 1, 2016 - December 31, 2016

Renewal notices and invoices will be distributed prior to December 2015 for current members

**To Join Contact:** Kathleen Moir at [kathleen.moir@aimhi.ca](mailto:kathleen.moir@aimhi.ca)

or

**Register Online:** [www.supportedemployment.ca](http://www.supportedemployment.ca)

If you are interested in becoming a CASE Board of Director, please contact CASE President, Tracy Williams at [twilliams@westmanemployment.ca](mailto:twilliams@westmanemployment.ca)

**The theme of the 21st Annual Supported Employment Conference is  
Collective Impact - Moving the Needle  
June 14—16, 2016, Edmonton Alberta**

**The focus of this conference is on Collective Impact - utilizing the expertise and experience of multiple sectors / stakeholders to generate new strategies and innovative solutions.**

**Please mark your calendars, this will be a conference you do not want to miss!**