ICBV Office Update

August 21, 2018

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**\*\*1** **Calendar of Events**

**September 30, 2018**

**IL Vendors - Reminder: Your September 2018 Physical Commodities Inventory due to BEPB**

**October 26 – 27 2018**

**ICBV/BEPB Fall Conference and Tradeshow in conjunction with the NFB of Illinois Conference**

LOCATION: SHERATON SUITES CHICAGO O’HARE

6501 Mannheim Road, Rosemont Illinois 60018

Tradeshow Friday Night 6:00p.m. – 9:00 p.m., Training and Luncheon Saturday

More details to follow soon,

**November 13-16, 2018**

**BLAST Conference in San Antonio, Texas**

NABM ANNOUNCES NATIONALLY ACCLAIMED MARK GUNGER WILL BE FEATRUED AT BLAST

The National Association of Blind Merchants is excited to announce that Mark Gunger, one of the nation’s most sought after experts on communication and relationships, will be one of the keynote speakers at BLAST (Business Leadership and Superior Training). Do men and women really see the world through different eyes? Do they communicate differently? Are men really able to retreat into their “nothing box” and think about absolutely nothing? For answers to these and other burning questions, you will want to be at this year’s BLAST Conference. Prepare yourself to learn a little and laugh a lot when nationally acclaimed speaker and author Mark Gunger presents “The Tale of Two Brains” at BLAST.

Mark is a sought after keynote speaker on the corporate circuit and thousands attend his workshops and seminars each year. His candid and comedic approach uses unforgettable illustrations to teach proven principles that are guaranteed to strengthen and enhance communication and relationships. Mark’s speaking is refreshing and free of textbook psychological lingo. His goal is to help people get it right and to get along.

Register now to attend BLAST November 13-16 at the fabulous Hyatt Regency Hill Country in San Antonio, Texas. It is shaping up to be a spectacular event that you won’t want to miss. It starts with a full day of staff training which is being cosponsored by the National Council of State Agencies for the Blind on Tuesday, November 13th. SLA staff will want to arrive on Monday. The conference will also feature our all encompassing trade show on Thursday afternoon and there will be an old fashioned Texas BBQ Thursday evening. We conclude on Friday morning with some relevant Randolph-Sheppard programming. So don’t miss out on this Texas size blowout of an event. You can still get the Super Early Bird rate if you register now. The rate has been extended to August 13th so you have time. Go to <https://blindmerchants.org/blast-2018-information/> and register today.

The National Federation of the Blind knows that blindness is not the characteristic that defines you or your future. Every day we raise the expectations of blind people, because low expectations create obstacles between blind people and our dreams. You can live the life you want; blindness is not what holds you back.

Additional Information:

BLAST has a reputation for providing outstanding programming. Attendees can expect nationally acclaimed speakers and trainers, wonderful entertainment, great networking opportunities, and a world-class trade show. That is all true again with this year’s BLAST which will be held November 13-16 at the beautiful Hyatt Regency Hill Country in San Antonio, Texas. This year, you don’t want to leave early because Friday morning will feature our first ever All Walk for Women in Randolph-Sheppard plus the entire agenda will be devoted to addressing the critical issues facing Randolph-Sheppard today.

The Women’s Walk, which is being sponsored by Next Level Water, begins at 7:00 a.m. Put your sneakers on and come out and get fit, network, and support our women in Randolph-Sheppard. It will be a fun event and you can count on a few surprises. And Men, you are encouraged to walk with us. It's not just for women.

The agenda from 9:00 a.m. to 11:00 a.m. will begin the process of identifying solutions to the critical issues facing Randolph-Sheppard today. At our 2018 Critical Issues Conference, the participants identified 27 critical issues. You can review that document at www.blindmerchants.org. So come and help us chart the future for Randolph-Sheppard.

Don’t miss out. You can still get the Super Early Bird rate if you register now. Go to <https://blindmerchants.org/blast-2018-information/> and register today.

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**\*\*2** Shared by Giovanni Francese, From the Chicago Sun Times August 21, 2018 ByAshlee Rezin @Ashlee\_Rezin | email 08/18/2018, 03:53pm

**Don’s Snack Attack aims to provide a ‘little bit of lightness’ at the courthouse**

Link to video: <https://chicago.suntimes.com/video/don-bell-snack-attack-leighton-criminal-courthouse-working-360/?jwsource=cl>

The man who runs the concession stand that occupies about 400 square feet in the lobby of the Leighton Criminal Courthouse refrigerates two Mr. Goodbar chocolate bars every day for a certain judge.

Don Bell, who is visually impaired, runs Don’s Snack Attack concession stand “from top to bottom,” selling chips, cookies, coffee, soda, candy and more in the lobby of the courthouse at 2650 S. California Ave. through assistance from the state’s Business Enterprise Program for the Blind. He’s worked with the program — which touts more than 90 entrepreneurs operating small businesses, earning on average more than $40,000 a year — since the 1980s, and ran the concession stand at the county courthouse in Skokie for five years before relocating to Leighton nearly two years ago.

He was born with achromatopsia, which causes color blindness and light sensitivity.

Bell is an avid cycler but takes public transportation or Pace’s paratransit service from his home in Rogers Park to the courthouse, opening Don’s by 7 a.m. every day. The stand closes at 3 p.m. Monday through Thursday, and 2 p.m. on Fridays. He has one employee, Daphne, who is also visually impaired. She works about four hours every week and is training through the BEP to eventually run her own small business.

“This program is essential for anybody who has any kind of visual impairment who doesn’t think that they can do this kind of job or any job, really,” said the 59-year-old Bell. “They provide training for individuals like myself to be able to step to a higher level than they would have ordinarily.”

He leases the concession space from the county, while the BEP provided the equipment and initial inventory to get set up. The program also provides business consultants for additional support and increasing sales.

The pastries, such as fruit pies and honeybuns, are Bell’s favorite snack, while the items that sell the most of are water, chips and coffee.

“A lot of the people tell me that they enjoy coming to the stand because I provide a little bit of lightness to an otherwise not so favorable condition. You know this is the county courthouse,” said Bell, a father of two with a 5-year-old grandson.

When asked whether he hears a lot of gossip from around the courthouse — he chats for a second with almost everyone who visits his stand — Bell laughed, “I don’t know everything, but I do know a lot.” He’ll set candy and snacks aside for his regular customers, adding that “this is just, you know, small potatoes in the scheme of things, but good customer service is what I stand on, really.”

“They can come here, and If I can give them a smile or help them to have a little bit more favorable outlook on the day, then I’m providing a pretty good service,” he said.

He said his motto is “the relentless pursuit of customer satisfaction,” which was depicted by Bell’s artist brother in the Don’s Snack Attack logo, a smiling shark holding a soda and bag of chips, wearing sunglasses like Bell’s.

“Some people, if they’re having a bad day they’re just having a bad day, you know, but for the most part I try to, you know, provide a little levity,” he said. “That’s important for me.”

Bell is seeking approval to open a Starbucks coffee kiosk before the end of the year, located outside Don’s Snack Attack, to “provide some quality gourmet coffee for a lot of the people who come here and work here.”

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**\*\*3** From Vending Times

**NAMA 2018 Fly-In Focuses On Labels, Federal Highway Policy**

by Tim Sanford Posted On: 8/1/2018

UNDER THE FLAGPOLE: Members of the National Automatic Merchandising Association gather on Capitol steps at start of the association's annual Fly-In advocacy meeting in Washington, DC. Group then formed state delegations to visit the offices of their elected officials.

WASHINGTON, DC -- Some 300 industry members converged on the nation's capital for the National Automatic Merchandising Association's fourth annual Fly-In advocacy event. The Fly-In offers operators, suppliers and manufacturers an opportunity to visit the offices of their U.S. senators and representatives and discuss the effects of federal legislation and regulation on the industry.

Participants were briefed on topics of immediate and widespread interest prior to their office visits. This year's topics were the Food & Drug Administration's finalizing the specific requirements for nutritional labeling mandated by the Patient Protection and Affordable Care Act of 2010, and recent proposals to allow commercial development of rest stops on the federal interstate highway system, rescinding the preference given to blind vendors under the Randolph-Sheppard Act.

Caloric-content labeling potentially presented a costly challenge to vending operators. The industry was effective in communicating its concern to the measure's sponsors in the Senate and the House, and they responded by asking the FDA, the agency responsible for writing and enforcing the rules, to take operators' concerns into consideration as they set about their task. In the course of discussions involving all segments of the industry, the FDA agreed that vending machines that display the actual product offered for sale could meet the requirement if every selection offered carried caloric-content information on the front of the package, where consumers could see it before making their purchase. Packaged snack and confection manufacturers, many of whom already were providing this information, worked with FDA on a suitable format.

On July 12, 2018, the agency published the latest draft of its final rule, which states that the agency "would allow the vending machine operator to rely on the front-of pack calorie declaration to meet the calorie labeling requirements if the type size of the calorie declaration on the front of pack is at least 150% (one and a half times) the type size of the net weight declaration, and the front of the food package can clearly be seen through a glass front vending machine." The industry sees this as practical.

Some issues remain to be worked out, primarily regarding the small roll-candy and stick-gum packages often vended from a shallow tray mounted underneath the bottom shelf of a glassfront merchandiser. But the consensus is that final resolution is in sight. All that remains is to make sure that the product suppliers, who also are working to develop a front-of-pack nutrition facts statement format that conforms to FDA rules, are given sufficient time to redesign their packaging just once, to meet both labeling requirements – not twice in quick succession. which would be a costly waste of time and money.

Rep. Tim Walberg (R.-MI) wrote a letter to FDA commissioner Scott Gottlieb, MD, summarizing progress to date and requesting that the agency finalize the rule, and to exercise enforcement discretion at least until Jan. 1, 2020. NAMA urged its Fly-In advocates to ask their elected officials to join this letter, a copy of which (with details on joining it) was included in their information packets.

The second issue, commercialization of rest stops on the federal interstate highway system, is of great importance to the nation's blind vendors. The rules governing "safety rest stops" on interstate highways specify that nothing is to be offered for sale there except through vending machines operated by the state in which the rest area is situated. The states are allowed to contract for this vending service; priority is to be given vendors doing business under the licensing provisions of the Randolph-Sheppard Act in each state.

Recent proposals would allow commercial enterprises to bid on providing a wider range of services in rest areas in order to generate revenues for road and bridge maintenance.

NAMA's opposition to any rule change that does not preserve the blind vendors' priority is summarized in a fact-sheet that also was included in the Fly-In information packet.

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**\*\*4** Shared on IlTalk - **New Jersey Official State Dog**

Dear graduate of The Seeing Eye,

Hello everyone! Here's an update on an exciting project we've been

working on.

Many states have an official State Dog. New Jersey doesn't have one...

but we suggested to our state lawmakers that the Seeing Eye® dog

should have that honor!

To that end, last week state Senator Anthony R. Bucco introduced a

bill in the state Senate that would do just that, and his son,

Assemblyman Anthony M. Bucco, intends to support it in the state

Assembly. The Senator's office has issued a press release with more

information -- you can read it at

<http://support.seeingeye.org/site/R?i=5LHAAh71B2DKslhE8betOg> .

We will keep you posted!

Craig Garretson

Senior Communications Officer

The Seeing Eye

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**\*\*5** From NCA Smart Brief

**RICE KRISPIES TREATS GIVE LUNCH NOTES AN OVERHAUL FOR VISUALLY-IMPAIRED KIDS**

How the Kellogg's brands is making the sweet treat accessible to more kids

By Jessica Wohl. Published on Aug 07, 2018

If you're a parent, you might have noticed that Rice Krispies Treats feature a blank white heart on the packaging meant as a place to write a quick note before tucking them into a kid's lunch. But what if a child can't see?

That's the premise of an effort the snack brand is kicking off Tuesday in partnership with the National Federation of the Blind. The company has created sticker sheets featuring messages in Braille that are shaped like the heart, meant to be stuck on the little blue packs. There are also boxes sized to fit one treat with a recording device that can store a 10-second message, for kids who are auditory learners or don't read Braille. The brand says there are more than 62,000 U.S. school children who are blind or low-vision.

Rice Krispies Treats began featuring the blank heart on its packaging meant as a space for a written note, in the summer of 2017.

"We knew that the notes were something that were working very strongly with our consumers," says Emily Minardi, associate marketing director for Rice Krispies Treats. Now, it's taking that idea and "making it more accessible."

The project begins with giveaways of up to 6,000 sheets of stickers and 1,500 recording devices. The stickers include eight different notes of encouragement, including "you've got this," "you're a star," and "love you lots."

Kellogg says the notes were inspired by Eme Butler-Mitchell, an 11-year-old girl the company was introduced to by the National Federation of the Blind.

"Being blind is just the same, but different," Butler-Mitchell says in a video that explains the project.

Earlier this month, Kellogg Co. executives speaking during a quarterly conference call highlighted Rice Krispies Treats as a brand that is "really on fire," so much so that it's having a hard time even keeping up with production.

The Braille stickers were manufactured by Gallas Label. The audio boxes, which can record a new message more than 1,000 times, were manufactured by Americhip.

Kellogg Co. founder W.K. Kellogg went blind later in life. He also started his namesake foundation, which among other outreach helps with resources for children with disabilities in schools.

Krispr, the Kellog-focused unit of Edelman, was behind the project, with Starcom providing media support. Leo Burnett/R24 also helped create the "Love Notes" landing page and will be doing social on the campaign.

You can watch the video here:

<http://creativity-online.com/work/rice-krispies-treats-love-notes-video/55156>

**And shared on NFBNet** –

FOR IMMEDIATE RELEASE

National Federation of the Blind Partners with Rice Krispies Treats

to Create Braille "Love Notes" for Blind Children

Baltimore, Maryland (August 7, 2018): The National Federation of the

Blind has partnered with Kellogg's Rice Krispies Treats to create

accessible "Love Notes" so parents can share messages of love and

encouragement with blind children in their lunchboxes. The "Love

Notes" are an accessible version of the writable wrapper on Rice

Krispies Treats.

The new, accessible "Love Notes" are available in two forms: Braille

stickers and re-recordable audio boxes. The "Love Notes" Braille

stickers are heart-shaped to fit in the space on Rice Krispies Treats

writable wrappers for written notes. Each Braille sticker sheet

includes eight uplifting phrases in Braille for parents to share with

their children, from "You've Got This" to "Love You Lots." The

re-recordable audio box holds a Rice Krispies Treat and, when opened,

plays a ten-second pre-recorded message. The audio box messages can

be re-recorded over a thousand times, offering opportunities to share

love and support throughout the entire school year. Every package

sent to families will include a Braille letter explaining this

program and a co-branded Braille alphabet card featuring Snap,

Crackle, and Pop, along with information about the NFB's Braille programs.

Rice Krispies Treats came to the National Federation of the Blind to

help create a back-to-school campaign that would intentionally

include blind students. The first-ever "Love Notes" in Braille and

audio are inspired by their work with many members of the Federation.

A brand-new video, which will also be part of a YouTube ad campaign,

features Emerie "Eme" Mitchell-Butler and her mom, Tabatha "Tabby"

Mitchell, both active members of the National Federation of the

Blind. The video demonstrates how Eme, an 11-year-old blind student,

lives the life she wants and spreads love and friendship through her

music. Kellogg worked closely with the NFB to ensure that the video

was a positive and realistic portrayal of a blind student.

Information about the National Federation of the Blind will also be

featured on the Rice Krispies website in an effort to let more

families know about the support and programs we offer for families of

blind children.

"The National Federation of the Blind is committed to helping parents

raise blind children who are prepared to be confident, happy, and

productive members of society," said Mark Riccobono, President of the

National Federation of the Blind. "As a father of three children, I

know that a parent's love and support are critical to every child's

success, whether they are sighted, losing vision, or blind. We are

therefore delighted to partner with Rice Krispies Treats, which we

know shares our commitment to Braille literacy and our understanding

that with love, hope, and determination, we can transform dreams into reality."

"Kellogg as a whole has a larger connection to this cause with W.K.

Kellogg losing his sight and continuing to work at the company full

time for a number of years afterwards," said Jessica Waller, Vice

President and co-chair of the Kapable Employee Resource Group at

Kellogg. "Inclusion is in our DNA and is now shared through Rice

Krispies Treats 'Love Notes.' Everyone is important, and we want each

child to be able to feel loved, supported, and acknowledged."

To order "Love Notes" for your own child at no charge, visit

<https://www.ricekrispies.com/en_US/love-notes.html> ;

and join Rice Krispies Treats in sharing love and support this back

to school season with the hashtag #SoMuchToLove on social media.

Visit <https://nfb.org/feelthelove> to learn more.

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**\*\*6** Shared by Be my Eyes

**More Than A Smart Cane**

For any white cane users out there, can you imagine getting turn-by-turn directions from your cane? Or having the ability to detect objects with it? Imagine no more, it’s here! Young Guru Academy (YGA), a non-profit organization founded in Turkey, cultivates leaders to realize the dream of a brighter future for generations to come. One of the program’s recent graduates, Kürşat Ceylan, has developed WeWalk, an innovative take on the white cane.

This smart white cane is able to detect obstacles that are above the chest and head levels with its ultrasonic sensor. It also has its own app available for both iOS and Android and connects via Bluetooth. Once connected, users can customize their settings and manage third-party application integrations, like Google Maps. WeWALK is an updated, smarter version of the foldable white cane that can be integrated with smartphones. As a product, WeWALK is a great gadget for blind folks who are also white cane users, but beyond that, WeWALK is a literal step forward in accessibility and independence.

Read more here: <http://blindnewworld.org/blog/not-just-a-smart-cane-raise-role-models/>

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**\*\*7** Shared from NFBNet

Dear Fellow Federationists:

This legislative alert focuses on the **Access Technology Affordability Act** (H.R. 1734/S. 732). We are making good progress on this legislation and are up to eighty cosponsors in the House and ten in the Senate. Also, the Joint Committee on Taxation (JCT) is actively working to determine the annual cost of the bill, colloquially known as the bill's "score." We are hoping to have this score before the Labor Day break. A low score combined with support from JCT will substantially increase the likelihood of the bill's passage.

All of this means that now is the time to work extra hard to build cosponsor support for both H.R. 1734 and S. 732.

Therefore, please call or email your representative and ask him or her to cosponsor H.R. 1734 and call or email your two senators and ask them to cosponsor S. 732.

When you call or email, you might say something like the following:

"Hello, my name is [your name] and I am a constituent of [your senator/representative]. I live in [city, state]. I am calling to urge [your senator/representative] to cosponsor [S. 732 for Senate calls/H.R. 1734 for House calls], the Access Technology Affordability Act. This bill would increase the availability of access technology thereby increasing educational and employment opportunities for all blind Americans. The bill does this by creating a tax credit for the purchase of access technology. The bill has wide cosponsor support with eighty cosponsors in the House and ten in the Senate. I urge [your senator/representative] to cosponsor the bill. Thanks."

Also, please check the list at the end of this email for the current list of Senate and House cosponsors listed alphabetically by state. You do not need to call anyone on this list, unless you would like to call them and thank them for their cosponsorship.

The House of Representatives is currently on recess so you may want to consider scheduling an in-person meeting in the district to discuss this topic. If you are in a meeting, you will want to go into more detail but calls and emails do not have to be very long. The key points to mention: the bill number, that you are a constituent, and that you urge the member of Congress to cosponsor the legislation.

You can contact your member of Congress by calling the Capitol Switchboard and asking for the office in question. The number is 202-224-3121. If you email your representative or senators, please copy me at [JPare@nfb.org](mailto:JPare@nfb.org) .

It is critical that we move on this quickly, so please strive to make your calls and send your emails as soon as possible.

Warm regards,

John Paré

National Federation of the Blind

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**\*\*8** From the Chicago Lighthouse

**2018 Scholarship Speaker Promotes Self Advocacy**

2018 Scholarship Keynote Speaker John Gordon is shown with the plaque featuring the bronzed shoes he made famous from his Chicago to Springfield walk.

He is optimistic about their future, but encourages them to be greater self-advocates and to consider careers in the technology area.

That is the message John Gordon, chief of the Illinois Bureau of Blind Services, shared with students who are blind and visually impaired during the 2018 Chicago Lighthouse Scholarship Award Ceremony on July 21st. The event, celebrating the second largest scholarship program in the nation, honored outstanding students who are blind, visually impaired and disabled, pursuing undergraduate and graduate degrees in a broad array of fields.

"There are so many opportunities today for young people who are blind thanks to innovations in technology," he observes. "Technology is really leveling the playing field," adds Gordon who lost his own vision in a drive-by shooting back in 1980 when he was just 18 years old.

There is no question that enhanced technological developments have opened doors that were previously closed to those of us who are visually impaired," he states. "Despite this progress however, there are still few young people who are blind pursuing careers in technology-related fields."

Noting how important relationship building is to launching a successful career, Gordon urged students to "network like crazy" and get involved with blindness-related organizations like the National Federation of the Blind, American Council of the Blind and other groups. "Those organizations can provide important resources in employment, education and other areas critical to a young person just starting out."

Gordon also praised The Chicago Lighthouse for providing scholarship awards to deserving students and for its other innovative services.

"We can't say enough good things about The Lighthouse," he says, pointing to the strong support that first Jim Kesteloot and then his successor, Dr. Janet Szlyk, gave to the Blind Vendors Program, which places individuals who are blind in concession areas operated by government agencies, companies, prisons, schools and others.

While acknowledging that much progress has been made overall in the recruitment and hiring of individuals who are blind, visually impaired and disabled, he observes that much more needs to be done.

Asked if we need another Americans with Disabilities Act (ADA) to push the employment issue forward, he replies: "I don't think we need another law, what we do need is better compliance to make sure that the existing legislation is doing what it was intended to do," Gordon says, adding "that is why this year's graduating class needs to get involved in the political process and engage with pro-disability organizations to help ensure that our interests are protected."

"Even if we're not always invited to the party, we should be ready to crash it to make our voices heard!" he maintains.

Gordon, a northwest side resident, practiced what he preached back in 2004 when he literally walked the 200 miles from Chicago to Springfield to showcase the need for more support for the Business Enterprise Program. His effort was successful, resulting in adoption of a New Blind Vendor Act that gave priority to vendors who are blind at all state properties.

"As a token of their appreciation, my colleagues gave me an engraved plaque and bronzed the shoes that I walked to Springfield in" he laughs.

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**\*\*9** From ProChef Smart Brief

**Blind chef achieves his career goal and helps others with disabilities**

By Anna Patty August 22, 2018

Ian Edwards thought his career as a chef was over after he lost his sight three years ago. "There were weeks and weeks of feeling lost and confused," he said. "Every day I sat at home, and what do you do, I couldn't do anything." But he knew he wasn't ready to give up the job he loved.

Eventually, Mr Edwards contacted the disability service Ability Links NSW which helped him make connections in the local community which led to him setting up his own restaurant.

Not only is the Blind Chef restaurant in the Hunter region doing a roaring trade, it is hiring other people with disabilities and helping train aspiring chefs who have lost their sight.

Mr Edwards, 57, who has very blurred vision said the Ability Links program put him in touch with the Boolaroo Bowling Club in Lake Macquarie where he now runs the bistro.

"It's taken off from there. I thought it was going to be a little slow club but it's been really busy," he said. He has employed two young workers who are legally blind to work with him in the kitchen. One works on Tuesdays and Saturdays and the other will start work next week.

Mr Edwards will train the new recruits. He says he only needs to occasionally seek a second opinion when cooking something like a chicken breast, to check it is cooked through. "Nobody can move anything, because I know exactly where everything is," he said.

In 2015 Mr Edwards was getting spots in his eyes and discovered he had a detached retina, diabetes and a condition which attacked the optic nerve. "I think it was a combination of all three that did this job on me," he said.

He was a head chef at a restaurant when he lost his sight and told he had to give up his work. NSW Minister for Disability Services Ray Williams said the Ability Links program which supports people with disabilities and their families connect with employment and education opportunities had initiated more than 1,220,000 community connections.

There are 347 Ability Links co-ordinators, known as Linkers, in NSW who try to help people with disabilities achieve their career and education goals using community networks. The program is free and requires no formal assessment process. "Mr Edwards is a true success story," Mr Williams said. "His commitment to not only support himself but also help other people with disability gain employment is admirable."

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**\*\*10** **This week on Eyes On Success**:

1832 **How Blind People Use Ride Sharing Services** (Aug. 8, 2018)

For various reasons, people who are visually impaired may feel reluctant to use ride sharing services such as Uber and Lyft. Hosts Nancy and Peter Torpey talk with Chris Simek and Michelle Plunkett of the Texas A&M Transportation Institute about their research into ride sharing services for the visually impaired and how the experience can be improved

1833 **Samplitude Music Production Software from Magix** (Aug. 15, 2018)

Samplitude is a sophisticated music production program from Magix that is now accessible using JAWS with specially developed scripts. Hosts Nancy and Peter Torpey talk with Steve Spammer about how he and a community of blind individuals connected with Tom Wolf from the Magix development team and worked together to make this possible.

The audio and show notes can be found at:

[www.EyesOnSuccess.net](http://www.EyesOnSuccess.net) and the podcast can be found on iTunes, TuneIn radio, and iHeart radio. You can now listen to Eyes On Success on your Amazon or Google smart home device by saying ?play Eyes On Success podcast?.

Check out Eyes On Success (formerly ViewPoints) A weekly, half hour audio program for people living with vision loss. Find out more about the show and get links to past episodes at: [www.EyesOnSuccess.net](http://www.EyesOnSuccess.net)

Find the podcast on iTunes or use the URL: [www.EyesOnSuccess.net/eos\_podcast](http://www.EyesOnSuccess.net/eos_podcast)

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**\*\*11** From AppleVis Unlimited: What's New and Noteworthy for July 2018

Seeing AI (iOS, Free)

**Seeing AI is a free app that narrates the world around you**. Designed for the blind and low vision community, this ongoing research project harnesses the power of AI to open up the visual world and describe nearby people, text and objects.

Optimized for use with VoiceOver, the app enables you to recognize:

Short Text - Speaks text as soon as it appears in front of the camera.

Documents - Provides audio guidance to capture a printed page, and recognizes the text, along with its original formatting.

Products - Scans barcodes, using audio beeps to guide you; hear the name, and package information when available. (works with iPhone 6 and later)

People - Saves people’s faces so you can recognize them, and get an estimate of their age, gender, and emotions.

Scenes (early preview) - Hear an overall description of the scene captured.

Currency - Recognizes currency notes. (Requires iOS 11)

Color - Identifies color.

Handwriting - Reads handwritten text like in greeting cards

Light - Generates an audible tone corresponding to the brightness in the surroundings.

Images in other apps - Just tap “Share” and “Recognize with Seeing AI” to describe images from Mail, Photos, Twitter, and more.

Photo browsing experience - Describes photos on your phone

Current Version: 2.3 (July 21, 2018)

Changes in Version 2.3

Seeing AI now lets you browse photos on your phone, including hearing descriptions of the objects, people, text, and location. We appreciate your early feedback as we continue to develop this feature. Select "Browse Photos" from the menu.

Optimized performance when recognizing photos shared from other apps.

Now available in 18 new countries, bringing availability to 70 countries: Albania, Ghana, Iceland, Israel, Jordan, Kenya, Liberia, Madagascar, Macedonia, Nigeria, Norway, Papua New Guinea, Russia, Sierra Leone, South Africa, Switzerland, Tanzania, Zimbabwe.

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**\*\*12** **NAMA Advocacy Roundup: July 2018**

Dear Members,

NAMA’s fourth annual Fly-In cemented the event’s status as a must-attend for members across the country. Building on the successes of previous years, the 2018 event included nearly 300 registered attendees from more than 35 states.

The Fly-In featured a meeting with EPA leadership and industry cold vending machine manufacturers on the topic of the refrigerant transition, and a discussion with an FDA senior advisor on the agency’s strategic plan related to food labeling and content, all culminating in a full day of Congressional meetings.

On Capitol Hill, NAMA members met with more than 230 Congressional offices. Attendees briefed Congressional offices on the Economic Impact of the Convenience Services Industry, discussed an FDA Calorie Disclosure proposal, and outlined opposition to the Commercialization of Rest Stops. Specific to Calorie Disclosure, attendees sought signatures from legislators on a bipartisan – bicameral letter to the FDA supporting the agency’s recent proposed regulation finalizing Front-of-Pack Calorie font size. To date, several senators and representatives have agreed to sign on to the letter – a huge win for the industry!

Below is a wrap-up of the hot-button issues confronting the industry at both the state and federal levels.

Sincerely,

The NAMA Government Affairs Team

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**\*\*13** From Vending Market Watch

**Washington State Voters Determine Whether To Ban Soda Tax**

AUG 7, 2018

This November the people of Washington state will vote on whether local governments should be allowed to place new taxes on soda and other items, according to local KOMO News. The Secretary of State’s Office certified initiative 1634, which would appear on the ballot. Supporters of the initiative submitted over 380,000 signatures last month, which was far more than needed to qualify the measure for the November ballot.

The measure would not prevent the state from imposing taxes on sodas or other sweetened beverages but would prevent cities and counties from imposing bans.

Supporters of the ban say it would hurt low-income and working class families the most. The opponents say cutting down on sugary drinks will help lower diseases such as obesity and diabetes. This ban, if put into effect, would not affect the ban in Seattle imposed earlier this year. The Seattle ban raised $4,446,000 in its first three months, which was nearly a million dollars more than predicted.

Those supporting I-1634 raised more than $6 million combined. Companies that contributed include The Coca-Cola Co., giving nearly $3 million, PepsiCo, Inc. contributing more than $2 million and Dr. Pepper Snapple Group, Inc. giving nearly $1 million.

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**\*\*14** From Vending Market Watch

**Fresh, Healthy Vending Machines Are A Hit In Chicago** AUG 17, 2018

The windy city has a new favorite fad: vending machines carrying healthy items, specifically salad, according to Fox 32. One of these companies, Farmer’s Fridge, has found that Chicago has been a great location for its salad vending machines. As more and more consumers are looking for healthy options, salad vending machines are becoming a popular choice for airports, universities, offices, and other locations.

The idea of salad coming from a vending machine has been concerning to some consumers, with things like contamination in mind, but the success of this vending machine has outweighed consumer concerns.

Salad vending machines, as well as vending machines offering healthy options have given consumers the opportunity to purchase food that they believe is better-for-you. The rise of vending machines offering more and different option offers consumers what they are demanding, while creating a new segment of its own.

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**\*\*15** From Vending Market Watch

**Close the Deal! Selling A Micro Market In 2018**

BY FIXTURELITE - SPONSORED CONTENT ON AUG 8, 2018

What is the first question to ask any qualified micro-market prospect? Should it be about the beverages, the food, or the pricing? “None of the these,” said Steve Orlando, an experienced operator of ten years who co-founded Fixturelite, a leading supplier of micro- market retail displays, seating and design features.

According to Orlando, the first question to a decision maker is simple: “What is your vision for the break room and the micro-market?”

“Allow the client to set the table for you – to tell you exactly what is important to them and confirm that design and function is a top priority in the workplace of today,” said Orlando. “More often than not, you will be able to help the prospect define their vision with a clear follow up question: “Do you agree then, as most of our clients do today, that the breakroom needs to be something beyond a place to go to a snack or lunch – that it needs to be a comfortable extension of the workplace that allows for collaboration and creativity?”

Once the vision is established, the operator has an opportunity to take control of the situation and focus on creating the environment that will wow the prospect” said Orlando.

Today’s most favored design elements include:

Dramatic LED lighting, using proven retail strategies.

Displays that showcase the products.

Comfortable seating and environments that promote interaction.

Our automatic facing system, for coolers, freezers and retail displays – giving the impression of an attended market in an unattended environment.

“This is how Micro-Markets are being sold today, said Orlando. “While your competition is focusing on the price of their products, you will have the knowledge that food and beverage is the last issue to address, once the deal is already closed. Facility Managers and especially HR Managers are truly driven to give their employees a refreshment area that is not only attractive, but also a place to relax, collaborate and refuel. Show them the experience that their employees will enjoy, and the account will be yours for the taking.”

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**\*\*16** From Business.com

How to Send Better Professional Emails and Texts

BY STACEY HANKE Business.com / Marketing Strategy / Last Modified: August 14, 2018

With the amount of emails and texts businesses send, it's critical to stand out from your peers.

Consider the sheer volume of emails and text messages you send each day. Have you ever considered the impact electronic messages have on your credibility and ability to influence others?

Every message you send provides the chance to separate yourself from others and ultimately grow your influence. Unfortunately, most professionals don’t stop to consider the impact these messages have on their reputation. They assume only verbal interactions have consequences. As a result, they carelessly communicate electronic messages that are easily misinterpreted, thus damaging their influence. Our new world of business requires us to be on top of our game in every interaction, regardless of whether it's face-to-face, over the phone or within every electronic form of communication.

Every professional is overwhelmed in areas of electronic communications. If you want to be heard above the noise, you must consider how your messages will impact the receiver and your influence on their decision making.

Did you know 89 billion business emails are sent each day throughout the world? The average corporate professional sends and receives between 105 and 125 email messages daily. That is an astonishing number of electronic conversations, which surprisingly don’t even include text messages.

When you start to consider the number of business-related text messages sent as well, the number grows exponentially. A survey found that about 80 percent of people use texting for business. Other data suggests that than 33 percent of sales professionals admit to closing a business deal via text. These studies illustrate how electronic communication methods have replaced a tremendous amount of our verbal interactions in the workplace.

Your ability to influence others to respond to your messages is based solely on their past experiences in dealing with your electronic exchanges. Have you stopped to consider if your emails are confusing? Perhaps your text messages are long-winded or written in indecipherable acronyms. Worse still, are you copying people on these messages who don't need to be a part of the electronic dialogue? When you're guilty of these electronic sins, you condition others to ignore your messages or postpone responding until they have time to decipher what you're saying. Poorly written email and text messages put your influence at risk. If your messages aren’t read, you can’t expect others to act upon what you have to say.

It’s natural for people to:

Assume messages are read, even when a response isn’t received.

USE ALL CAPS to try to catch readers' attention.

Repeatedly follow up to ensure the reader received their first message.

Unfortunately, these responses further call your credibility into question and irritate those you're trying to communicate with. To succeed in business, we need influence, which requires our daily commitment, Monday to Monday, to earn it.

Rise above the noise

Before pressing “send,” consider how many emails and texts your reader has received today. Then, begin to craft a message that rises above the noise generated by others.

Send your message only to those who need to see it. Consider how many times you've received an email that copies you, along with dozens of other people. It’s unprofessional and a waste of time. Do your homework to identify those who really need to receive your message.

Specify why you’re sending the message and the value your reader will receive.

Less is more. Keep your message short and clear of filler words. Keep everything within context and on topic. If your receiver is like most professionals, they will appreciate your brief-and-concise messaging.

Use bullet points to express key points.

Provide enough white space to avoid overwhelming your reader.

Only include an attachment when it is necessary and don't repeat the information in the email if the attachment already explains.

Be clear and concise

Respect your reader’s time. Use only bullet points to communicate key ideas, recommendations and action steps. If in doubt, ask a trusted peer to proofread the message and provide feedback on necessary edits.

Create a compelling subject line

Make your subject line the last piece you create before hitting “send.” It needs to grab your receiver's attention and create curiosity that compels your reader to open the message. Consider how effective billboards grab your attention; consider using this same concept.

Refrain from forwarding

Every professional has received emails with so many forwards that they are unable to find the original message. Avoid being someone who takes the easy road by simply hitting “reply to all.” Pinpoint those who really need to see the messages before you reply or forward. When you do respond, consider whether the subject line still applies or if a new one is needed.

Pick up the phone

Few things beat the impact of a face-to-face or voice conversation. Instead of emailing everyone, consider picking up the phone. Even if you must leave a message, you reduce the risk of miscommunication. You can follow up with an email or text for clarification when necessary. If there is any doubt about how your electronic message may be received, refrain from sending it. Pick up the phone instead.

Always proofread

As soon as your message lands in your receiver’s inbox, your reputation is on the line. Take a moment to proofread your messages for grammatical and spelling errors before hitting “send.” If you’re concerned about your message’s tone or possible perception, get someone else to proofread it first.

Accountability Challenge

This week, before you hit "send," ask yourself, "Would I open this message if I received it?" If the answer is “no,” take time to make edits and clarify your message. If you still struggle to compose a message that is clear and concise, pick up the phone instead. These extra steps will increase the likelihood that your reader will respond and act upon what you say.

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