ICBV Office Update

July 30, 2018

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

**August 10, 2018 4:00 pm**

IABM Summer Party

We would once again like to invite everyone to the IABM sponsored summer party. This year’s event will be held on Friday August 10th at the Vintage Lounge in their outdoor beer garden, located at 1449 W Taylor St. in Chicago. The time of the party is from 4-6:30 pm. The cost is $55.00 per person which includes food buffet and open bar. Please notify the IABM office at 312-663-0288 if you are planning to attend. Make checks payable to IABM and mail to IABM, 53 W Jackson Blvd., Suite 502, Chicago, IL 60604. Reservations and checks must be to the IABM office no later than August 6, 2018. We hope as many of you can attend as possible.

**November 13-16, 2018**

BLAST Conference in San Antonio, Texas

BLAST IS GOING FISHING!

The National Association of Blind Merchants is excited to announce that it will be bringing the world renowned FISH Philosophy to BLAST November 13-16 at the Hyatt Regency Hill Country in San Antonio. The FISH! Philosophy is the language of invigorated leadership. Take a virtual visit to Seattle's Pike Place Fish and explore the four practices that have made Pike Place Fish a destination place for people all over the world. Learn how you can apply the practices of Play! Make Their Day! Be There! and Choose Your Attitude! to your business. Attendees will open to the unlimited potential that exists within, and discover the synergies among personal and professional accountabilities. Learn how to be nimble in a crisis, lighthearted in the midst of serious business, and “in the moment” in rapidly-changing environments. Unleash the power of fresh ideas and active collaboration through this “laugh and learn” model.

International speaker and inspirational author Deena Ebbert, best known as Propeller Girl, will capture your heart, mind, and imagination with her hilarity and candor. She will put a new spin on how to create a winning workplace.

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 John Gordon, Bureau Chief BBS and Nicky Gacos, President NABM

**Rest Area Commercialization Update**

Looks like some good news out of DC, we still need to keep the pressure on.

Thanks Nicholas Gacos

President National Association Blind Merchants

From: Tiffany Wlazlowski Neuman

Date: July 25, 2018 at 1:27:11 PM EDT

Subject: Commercialization Update

Good afternoon coalition members,

As most of you I’m sure by now are aware, House Transportation and Infrastructure Committee Chairman Bill Shuster released draft legislation outlining his vision for infrastructure investment. In issuing his Discussion Draft, Congressman Shuster said the document is designed to reignite the infrastructure debate, which has fizzled since the Trump Administration’s proposal came out earlier this year.

Marking a positive change from the Trump Administration’s proposal, Chairman Shuster’s draft does not call for rest area commercialization or tolling. This is a key change from the Administration’s framework, which directly called for repealing these federal prohibitions as well as an increased reliance on public private partnerships. Chairman Shuster’s legislation will now serve as the new “benchmark” that forms future discussions around infrastructure.

This morning, NATSO delivered a detailed analysis to its members that can he found here. <https://www.natso.com/articles/articles/view/natso-analysis-chairman-shuster-infrastructure-proposal?_zs=eqGHR&_zl=pptJ1>

We continue to schedule meetings on Capitol Hill and would greatly appreciate if any of you can join us. Below is a list of upcoming meetings, and if you are able to join one or all of these meetings please let me, David Fialkov or LeeAnn Goheen know.

Finally, I want to remind everyone that NATSO has a team in place that can provide editorial support as it relates to the issues of commercial rest areas or tolling. If you need assistance writing articles and updates for your member newsletters, magazines, and websites, please do not hesitate to reach out to me.

Regards,

Tiffany

Meetings

Rest Area Commercialization Meeting with Andrew Giacini (Rep. Jason Lewis, R-Minn.)

Thursday July 26, 2 p.m.

418 Cannon House Office Building

Rest Area Commercialization Meeting with Jerome Murray (Stacey Plaskett, D-VI)

Fri Jul 27, 10:30am

331 Cannon House Office Building

Rest Area Commercialization Meeting with Stephanie Cuevas (Rep. Pete Aguilar, D-Calif.)

Tue Jul 31, 10:30am

1223 Longworth House Office Building

Tiffany Wlazlowski Neuman

Vice President, Public Affairs

NATSO, Representing America's Travel Plazas and Truckstops

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**\*\*3** Shared by John Gordon, Bureau Chief BBS

**Rest Area Commercialization Update**

From: Catriona Macdonald [mailto:cmacdonald@linchpinstrategies.com]

Sent: Thursday, July 26, 2018 3:25 PM

Subject: [External] Quick Rest Area Commercialization Update

Happy Thursday! I wanted to provide a quick update regarding rest area commercialization:

This week, House Transportation Committee Chairman Shuster (PA) introduced a new infrastructure proposal in the House of Representatives, in an effort to jump-start conversations about infrastructure investments. It contained some good news for Randolph-Sheppard: after almost a year of education and outreach to Congress, explaining the concerns about rest area commercialization, the Chairman’s bill did NOT include any provisions to reverse the Kennelly Amendment. Hooray! This is particularly significant because it became clear over time that the Chairman personally has no particular concerns about commercialization of rest areas. His decision to leave it out of the bill reflects his calculation that it does not currently have the votes to pass, and would slow down his bill rather than garner support.

This is a small - a very small - step forward, but significant nonetheless. Chairman Shuster is a leader in the House on transportation issues, and his lack of support for commercialization is meaningful. This represents a huge amount of work, done in Washington and across the country, by blind entrepreneurs, small businesses, and the groups that represent them.

We don’t expect to see a lot of movement on the infrastructure legislation, but will keep you posted as we hear more.

Catriona Macdonald

President

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**\*\*4** Shared by Patti Chang, Treasurer NFBI

From: Melissa Bangle

Subject: **Looking for Assistance Recruiting for a Research Study on Adjustment to Vision Loss**

My name is Melissa Bangle and I am a doctoral student in clinical psychology at the Illinois Institute of Technology. I'm reaching out to you because I am looking to get into contact with the NFBI for assistance recruiting participants for a research study I am conducting as part of my doctoral dissertation work. Dr. Janet Szlyk, under whom I worked for several years conducting research at The Chicago Lighthouse, suggested that you would be a good person to contact for this.

The purpose of my study is to explore the potential for the experience of vision loss to lead to a phenomenon called positive growth. This refers to positive changes (i.e., identification of personal strengths, deeper relationships with others, etc) that a person may experience as the result of experiencing a highly stressful event or adversity in their life. Previous research has determined that the experience of the onset of chronic illness or disability can lead to this phenomenon, but no study has explored it as a potential outcome of vision loss. I am looking to recruit individuals who were previously sighted, have vision that is equivalent to legal blindness or worse, and would identify themselves as being well adjusted to vision loss, to participate in a focus group about their experiences adjusting to vision loss and positive growth.

I have attached a copy of the flyer so that you can see more specifically the material I would like to distribute. Please let me know if you would be willing and/or able to assist me with getting into contact with the NFBI. I am happy to discuss the study further with you if you have any questions or concerns. You can reach me at this email address or on my cell at 847-997-1489.

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**\*\*5** Shared by David Meyer via Tl-Talk

**Freedom Scientific partners with Computers for the Blind**

Nothing pleases us more than to learn how our technology has assisted our customers to realize their potential on the job, at school or in the community. We also regularly give back to the community by partnering with organizations serving the blind community who make a difference. So, when we had the opportunity to partner with an organization that makes a difference by putting empowering technology in the hands of people who may otherwise not be able to obtain it, we thought it was the perfect fit. That's why we're pleased to tell you about our partnership with

Computers for the Blind.

Read more information here: <http://blog.freedomscientific.com/cftb/>

Also from Colleen Wonderlich, Hadley Institute for the Blind and Visually Impaired

PRESS RELEASE: computers w/licensed copies of JAWS, Fusion, or ZoomText $60 off for persons on SSI/SSDI - Nationwide

Computers for the Blind (CFTB) has access to additional grant funds to again offer computers for $60 off regular price. Here are the details: Eligible persons include persons on SSI or SSDI due to blindness. Copy of Social Security reward letter required. Grant also includes parents of legally blind children or youth. Required documentation is an e-mail from the TVI or caseworker stating that the child needs a computer, would benefit from it, and purchasing a new computer with the expensive software would create a hardship on the family. No eye reports or income verification needed.

These are desktop computers w/larger screens, and a home edition license of JAWS, Fusion, or ZoomText of the client’s choice. Price includes JAWS training bundle. Cost for grant covered desktops is $70. The only persons eligible for a grant covered laptop is a college student that is currently taking classes on campus. Proof required. Cost for laptop under the grant is $125. See article in AccessWorld for more details: <http://www.afb.org/afbpress/pubnew.asp?DocID=aw190703>

Customer Service: 214-340-6328

Now offering customer service & tech support in English & Spanish. Computers now ship within 2 weeks.

Sincerely,

David Jeppson

Executive Director

Computers for the Blind

Also from Second Sense: Computers for the Blind

You may already be aware of Computers for the Blind, the Texas organization providing refurbished computers with assistive technology installed at an extremely affordable price. Recently, Computers for the Blind has partnered with VFO, whose brands include Freedom Scientific and Ai Squared, developers of JAWS and ZoomText. These affordable, refurbished computers are now equipped with a full home-use license for ZoomText Fusion – the combination of JAWS and ZoomText — for one year. Desktop computers with monitors and laptops are available and include Windows 10, dual-core processor with a minimum of 2GHz, four GB of RAM and 125 GB hard drive. Extra hardware and upgrades are also available for purchase. Please read the “What We Provide” page on their website for some limitations on software licensing.

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**\*\*6** **This week on Eyes On Success**:

1824 Your Amazing Eyes (Jun. 13, 2018)

Dan Roberts maintains the MD Support group, a resource for people with

Macular Degeneration and similar retinal diseases. This week we hear a presentation Dan gave about the astounding design and abilities of our eyes. Lots of interesting and fun facts about the eyes are presented, including an explanation of how baseball players are able to hit fastballs.

1825 Enabling Disabled to do STEM Careers (Jun. 20, 2018)

There are common challenges and obstacles that people encounter whether they have a visual impairment or some other disability. Hosts Nancy and Peter Torpey talk with Gabriela Serrato Marks, a geology graduate student at MIT about her experiences and thoughts about receiving an education and having a career in a STEM field as a person with a disability.

1826 WeWALK Smart Cane (Jun. 27, 2018)

WeWALK transforms the white cane into an innovative smart cane for visually impaired travelers. In addition to detecting obstacles above chest level, WeWALK seamlessly integrates with smart phones and third-party apps. Hosts Peter and Nancy Torpey speak with Kursat Ceylan, a visually impaired social entrepreneur, about WeWALK and its development.

1827 Working at Disney and Marriott (Jul. 4, 2018)

Blind since birth, twin brothers John and Larry Gassman became proficient with computers and now both have similar jobs that entail making sure the software used by each of their employers is accessible to other blind employees using screen readers. Join hosts Nancy and Peter Torpey as they talk with the Gassman brothers about their work and other experiences.

1829 WayAround Tag-and-Scan System (Jul. 18, 2018)

WayAround is a smart phone app that provides on-demand details about everyday things. This tag-and-scan system enables the user to easily identify objects and also provides extra details, like how something works or when it expires. Hosts Nancy and Peter Torpey talk with Darwin Belt and

Jessica Hipp about the WayAround system and how it works.

1830 Encore of 1718 The Helen Keller Archive (Jul. 25, 2018)

The American Foundation for the Blind just announced the launch of the Helen Keller Archive. In honor of that, hosts Nancy and Peter Torpey reprise an interview with Helen Selsdon, the AFB archivist, about her work and about this rich source of information on the history of visual impairment, women's history, literary history, and American culture.

Find the audio and show notes at: [www.EyesOnSuccess.net](http://www.EyesOnSuccess.net)

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**\*\*7** Shared by Joe Urbanek

**Game-Changing Technology: A Review of the Horizon Smart Glasses from Aira**; Deborah Kendrick

Product Reviews and Guides

What do ant hills, printer jams, and new neighbors have in common? They represent moments when Aira agents helped me with an otherwise impossible task or, at the very least, reduced to a mere fraction the time required to get where I wanted to go.

Three years ago, Aira was introduced to consumers with visual impairments, debuting initially at the CSUN conference in San Diego. I did what I usually do when a new technology comes to town. I read releases, observed quietly in audiences, lurked on a few email lists. The first thing that caught my attention was Michael Hingson, well-known advocate and a personal friend, writing that an Aira agent had guided him from jetway to luggage carousel at LAX, the Los Angeles International Airport. I have an almost visceral reaction (rejection) to all the hands that get into my life in the business of airport navigation. Well-meaning people grab my arm, touch my back, want to seat me in a wheelchair. The notion of being able to flee from this well-intentioned octopus-like band of helpers sounded pretty blissful. But… I delayed.

I attended more demonstrations, lurked on more phone calls and email lists, and, finally, signed up a full two years after Aira's debut.

Read the full story here: <http://www.afb.org/afbpress/pubnew.asp?DocID=aw190603>

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**\*\*8** Shared by Second Sense

**Free Typing Tutorial**

Rocky’s Audio Typing Tutor is a free download to help anyone with vision loss learn to touch type. The program includes finger, word and whole sentence exercises. As you advance, you receive feedback on accuracy and speed. Audio speed, voice, volume and fonts can also be adjusted. You can even choose what music to listen to as you type. The program comes with a self-installer, and full instructions are located within the program. To learn more and to download the program visit [www.rockywaters.co.uk/softwarePage.php](http://www.rockywaters.co.uk/softwarePage.php) .

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**\*\*9** Shared by Parlevel Systems - **10 Ways to Find & Close Successful Accounts**

Did you miss parts one and two of 10 Ways to Find & Close Successful Accounts? No worries! We put them in one handy place for you to watch.

Come visit Egan Little of LC Vending, a family-owned vending company located in San Antonio, TX and hear his advice on the best way to close great accounts and run a successful company.

Egan's Top 10 Tips are:

Build a good rapport with customers.

Be fanatical about customer service.

Focus on highly populated areas.

Listen to Part 1 Video and find more info here: <https://www.youtube.com/watch?time_continue=139&v=RCKFa_lp0a8>

Listen to Part 2 Video here: <https://www.youtube.com/watch?time_continue=5&v=jRqpYY9xIMo>

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**\*\*10** From Vending Times

**FDA Proposes Revision To Front-Of-Pack Calorie Labeling Rules For Vending Machines, Extends Compliance Date**

WASHINGTON, DC -- In response to industry concerns, the Food and Drug Administration published a proposed rule today to revise the type size requirements for front-of-pack calorie labeling for products sold through vending machines. The proposed rule would require such calorie declarations to be at least 150% the size of the net weight statement on the package. FDA is accepting comments on the proposed rule until Aug. 13, 2018.

FDA previously issued a rule requiring vending operators to provide front-of-pack calorie disclosure using a font size that is at least 50% the size of the largest printed matter on the label by July 26, 2018.

The proposed change was prompted by industry concerns that the current front-of-pack labeling rule is impractical and burdensome.

FDA also announced that it is extending enforcement discretion regarding type size of the front-of-pack calorie declaration until the rulemaking is complete. FDA will also delay enforcement of calorie declaration for gum, mints and roll candy products in packages too small for front-of-pack labeling until at least Jan. 1, 2020 while it considers this issue.

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**\*\*11** From Vending Market Watch

**How To Use Frozen Food To Increase Sales And Profits**

BY GARY JOYNER ON JUN 25, 2018

Several months ago I received an email from a human resource manager. The company was a small manufacturer of electric motors in Sarasota, FL where they have a total of 142 employees and they are open 24/7, six days per week. The basic premise of the email was that the company was looking for a vending company who could offer food choices for their employees. The next line in the email said that if we were like two other vending providers they had dealt with in the last ninety days who had sandwiches with brown lettuce, products that were out of date and mold on a number of food items, please do not respond to the email.

My email answer to the HR manager was that our company had an employee refreshment program that is 100 percent guaranteed NOT to have any of the types of headaches she was experiencing with the other vendors. We made an appointment to meet the next day.

First impressions were good

As I drove into the parking lot the next afternoon I noticed that this factory had all of its overhead doors open and large fans going full speed. I knew right then that if serviced properly this could be a very good vending location. Even though I have lived in Florida since 1973, I am still amazed at the number of manufacturing plants that are not air conditioned.

When I met with the HR manager, we went into her office and I told her why we would have the solution she needed. I then proceeded to tell her that we do not install cold food machines that typically maintain a temperature of 40 degrees and the reason they were having the problems described in her email was the fact that refrigerated food products have a very limited shelf life.

We then proceeded to their employee breakroom to take a look at the vending machines they currently had. There were a total of four vending machines in the breakroom. Two cold drink venders that were bottler supplied, a four wide snack machine and a carousel style Rowe 548 cold food machine. I started in vending in 1994 and the cold food machine they had was from the early 90’s.

The cold food machine was stocked with Ramen Noodles, Gatorade, Yoo Hoo and some fresh sandwiches from a local purveyor I had never heard of along with some oranges. I told the HR manager that this was normal because most vending companies absolutely abhor cold food machines and they only put in items that have as long a shelf life as possible in a 40 degree cold food machine.

I then shared information with her about our frozen food program and all of the benefits that their employees would enjoy. Some of the benefits were that we only offer name brand products, frozen food items like Jimmy Dean, Red Baron, White Castle, El Monterrey, Hot Pockets, Michelina microwaveable entrees, Nathans Hot Dogs, Nestle Ice Cream, etc. When I saw the smile on her face I knew this was going to be our newest location.

Frozen beats refrigerated

There can be no doubt the reason the overwhelming number of vend operators are basically against cold food machines -- spoilage, low profit margin percentages, high vend prices and low sales volume, as well as the number of times the machine has to be serviced. We have found installing frozen food machines will solve all four of these issues. Here’s how frozen foods will help you land new locations and also have increased sales and profits over cold food machines.

Reduce or eliminate spoilage. Frozen food products have a much, much longer shelf life shelf life than refrigerated. Spoilage is something that almost never occurs as some frozen products have up to six months shelf life.

Change how you view profit margin to raise profits. One thing I have a hard time understanding is the issue of low profit margins. I realize that a general rule of thumb in vending is that whatever the cost of the item, you at least double the price to get your selling price. Bearing that in mind if a bag of large single serve (LSS) size chips cost the vendor 40 cents, then the selling price should be at least 80 to 90 cents. The actual cash gross profit is 40 to 50 cents. My next observation is if the vendor is satisfied with a 50 cent cash gross profit on a bag of chips or a can of soda, why would you not be happy with 50 cents cash profit on a frozen food product. Have you ever gone to your bank and tried to deposit a percentage of your sales instead of actual cash? The banker would no doubt ask 'are you nuts, you cannot deposit a percentage in any bank account anywhere.'

Also, my experience shows that there are two main reasons people are hesitant to buy food products from a vending machine. Price and that they don’t know if they will like the taste. If you are willing to make 50 to 75 cents on a food item just like you do on a snack item, you will sell thousands of frozen food products. Another benefit is if you can get the employees at your location to buy a food item they almost always will buy a beverage and a snack of some kind to go along with their food purchase thereby resulting in three products sold. If they bring their lunch from home, you may get them to purchase a beverage. Maybe.

You are probably going to think I'm crazy with my next statement. Here it it. The first day or two after you install a frozen food machine, set the machine on free vend. That’s right I said FREE VEND. Why? Because we know that one thing preventing your customers from buying your food products is they have never tasted most of them. When you go to the grocery store how many items do you purchase that you have never tasted. The reason that supermarkets offer free samples is they know if you taste it and like it, you will probably buy it. New state of the art electronic frozen food machines also give you the option of having sale prices on products at different times of the day or week, which will increase sales.

Panera Bread Company, who has approximately 2,040 stores in North America with sales of approximately $2,060,000,000 in 2016, gave away a free cup of coffee or a free bagel everyday to every customer who had a Panera card during the month of February. I am pretty sure the reason is not because they just wanted to give away millions of cups of coffee or bagels. They are doing it, because they know it will increase sales and profits. I will guarantee you that their research shows that by giving away a cup of coffee or a bagel, many of their customers will purchase something else.

Enjoy more time between services. Frozen food machines will reduce your labor cost because you will not have to be concerned about spoilage or out of date products. It will reduce trips to your locations who have refrigerated cold food machines. Fewer service calls will increase productivity and reduce costs.

It matters to employees

Three surveys in 2016 conducted by Employee Benefits Adviser Magazine, Food Management Magazine and EZ Cater, Inc reveals the following:

Millennials, 62 percent, stated having something more than traditional chips, cookies, candies, when they go on break and lunch is very important

3,000 employees were surveyed and 80 percent responded 'yes' when asked if having a workplace café would make their workday more pleasant

68.5 percent of respondents answered 'yes' when responding to the question, 'would having meals, sandwiches, microwaveable foods available increase morale and productivity?'

If you are not providing the employees and staff of the locations you currently have with food items, someone else will. Frozen food products can be the answer to increasing sales and profits at your current and new prospective locations. It comes down to the fact that if you change the way you look at offering your locations frozen food choices, the way you look at offering frozen food choices also changes.

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**\*\*12** Shared by NAMA

**Legislation to Prohibit Beverage Taxes Signed by California Governor**

Last Thursday the Governor of California signed Assembly Bill 1838, which prohibits new local taxes on "groceries" through 2030. The bill prevents local entities from imposing any grocery taxes, including taxes on sugar-sweetened beverages, through 2030. AB 1838 is retroactive to the beginning of 2018, meaning any new beverage taxes that local governments may have planned to pursue this year would be voided. This bill will not affect beverage taxes in San Francisco, Berkeley and Oakland which were approved previously but does impact any taxes currently being proposed.

Read more: <https://www.sacbee.com/news/politics-government/capitol-alert/article213963039.html>

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