

## (2) Rebranding

### 2012 PossAbilities rebranding is a go!

We embarked on an exciting path this winter when our PossAbilities Inc. Board of Directors voted to adopt a rebranding campaign in 2012. During its Dec. 7 meeting the Inc. Board approved a new logo, tagline and mission statement for PossAbilities as shown here. Our goal with rebranding is to make PossAbilities look as impressive as we are. Our staff provides incredible services everyday. Now it's time to make sure we show in public the way we already behave! We also want to spread the news that we serve people with disabilities of all ages; hence the focus on 'children' within the new tagline.

Our marketing development staff has been on the rebranding job since fall. **Renee Berg** and **Annie Skogen** have been interviewing vendors for a website redesign, new site signage and new vehicle signage. Also yet to come will be updated marketing materials for our individual PossAbilities programs. We're collaborating on other rebranding ideas too, including a public announcement, social media and possibly a new Agency video.

For all their rebranding work to date, we thank members from our PossAbilities Marketing Committee, who locked themselves in a room for the most productive 45-minute brainstorming session ever. Included among our committee gurus are **Kim Adams, Renee Berg, Elaine Case, Michael Cleary, Karen Herman, Steve Lange, Katie Netzel, Peggy O'Toole-Martin, Betsy Singer, Annie Skogen, Jackie Strain, Brandon Threinen, Laurie Trost**. We also thank the PossAbilities Inc. Board members for approving our 2012 grand rebranding scheme, which is shown here!

# POSSABILITIES

*Serving children and adults with disabilities*

*PossAbilities creates opportunities for children and adults with disabilities to contribute to and connect with the community.*

## Spotlight on....Retirement Specialist Tom Booth

**Renee Berg:** How long have you worked for PossAbilities?  
**Tom Booth:** 13 years, 8 months

**RB:** What do you like best about your job?  
**TB:** Working closely with individuals to impact their quality of life on a daily basis.

**RB:** Who is one of your favorite coworkers?  
**TB:** Cristi Lyke cause she is the BOSS! In truth I enjoy working with all of my coworkers. They all have different and unique things to add to my work experience.

**RB:** Are you a Rochester native?  
**TB:** I moved to Rochester in 1978, just after the big flood. I attended Sunset Terrace, John Adams and graduated from John Marshall. I enlisted in the Army and served from 1989-1992 and was involved in Operation Desert Shield/Desert Storm. I then returned to Rochester and have lived here ever since.

**RB:** Tell us about your family.  
**TB:** I recently married in 2009 and enjoy family time with my wife Tara and my two kids Andrea and Alex.

**RB:** Which NFL team do you root for?  
**TB:** Green Bay Packers of course! I have been a fan since 1992. I will always be a Packers fan despite any ups or downs that may occur over the season or years.

**RB:** What's your favorite food?  
**TB:** That's my problem - I love it all. But if I had to pick pizza would be my answer.

**RB:** If you could meet anyone who would it be?  
**TB:** Jesus.

**RB:** Is there anything else you want to include?  
**TB:** That is all, would not want to bore anybody any further (chuckle).

Spotlight features a randomly selected PossAbilities staff person to help us learn more about the folks we see and talk to everyday.

## Upcoming Event (3)

At PossAbilities we're excitedly gearing up for our important spring fundraiser Wine & Roses. Last year this pivotal event helped raise \$43,000 for PossAbilities. Might you be able to help us with this year's fundraiser?

Welcome donations toward Wine & Roses are:

- Baskets (larger than 14 inches) to use within our silent auction
- Silent auction theme baskets with a retail value of \$100
- Gift cards for hotels, restaurants, retailers, movies, theaters - anything!
- Monetary donations to use toward purchase of gift cards

If you're able to, please donate items through these avenues:

- Contacting Marketing & Development Associate Annie Skogen by email at [askogen@possabilities.org](mailto:askogen@possabilities.org) or by phone at 281-6116
- Mailing or dropping items off to the PossAbilities Administration office at 1808 3rd Ave. SE, Rochester, MN 55904

Deadline for submissions is March 30

And of course do consider attending Wine & Roses! It's April 27 at Somerby Golf Community with a 6 p.m. start. We'll feature live and silent auction items and are thrilled to have 'The Voice of the Minnesota Timberwolves' Rod Johnson as part of our night. To reserve a seat or table, contact Annie at 281-6116!

Again, thanks for being a supporter of PossAbilities.

Like us on Facebook



AN EVENING OF  
**WINE & ROSES**  
*april 27, 2012*  
TO BENEFIT  
**POSSABILITIES**  
*Serving children and adults with disabilities*

## Mayor Medal of Honor



**Donna Garratt** did it again! She was honored Dec. 14 during the Mayoral Luncheon and received one of 18 prestigious Medals of Honor for her volunteerism with PossAbilities. Donna received the medal designated for someone who helps people with disabilities.

Among the folks in attendance were **John Flanders, Roxanne Hellickson, Lynn Bockenbauer, Brad Becker, Bill Kleis, Trina Urban, Terry Sorenson, Vicki Allen, Annie Skogen, Renee Berg, Joel Pralle, Cristi Lyke** and of course Donna and her personal fans, including **Jim Kells** and **Don and Val Koster**. PossAbilities staff **Katie Shea** had Donna's son **Ryan** make a congratulatory card for his teary mom. Donna and all of the Medal of Honor winners were surprised by their awards - they'd been duped into coming under false pretenses. **Val Koster** and **Bob and Bunny Yanish** are other PossAbilities supporters who have received this Mayor Medal of Honor. Wow, are we fortunate to be affiliated with such community powerhouses!

Donna's award was given in recognition of the hard work she does helping raise important funds for PossAbilities. **Mayor Ardeil Brede** introduced her as the woman who "gives and gives and gives and gives and gives and gives!" Too true. Thanks Donna!

# PossAbilities

The Psst! PossAbilities Newsletter is published quarterly for friends of PossAbilities, a nonprofit organization serving children and adults with disabilities.

**Peggy O'Toole-Martin**  
President,  
Board of Directors

**Trina Urban**  
President,  
Foundation Board

**John Flanders**  
Executive Director

**Renee Berg**  
Psst! Editor

**Annie Skogen**  
Psst! Designer

Submit items for future newsletters to  
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# Psst!

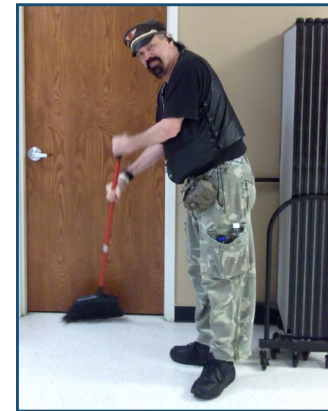
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### NAME DROP: A SLICE OF WHO IS DOING WHAT, WHERE AND WHEN

We are celebrating the addition of new employer **Work Out World** where **Matt** started a job in February. Being the athletic guy that he is, **Work Out World** is a great environment for him, reports Job Coach **Brian Ward**. "It's right up his alley!" Go **Matt** and thanks to **Work Out World** for believing in him and us!



Our awesome worker Brad

**Jessica** has been a **Hy-Vee** Courtesy employee for a long time and Job Coach **Kris Henning** says she continues to succeed. **Jessica** works at **Hy-Vee's** 37th Street Rochester location along with two other **PossAbilities** workers. "She loves talking to the people," **Kris** says.



Incredible Jessica at Hy-Vee

Known affectionately as a 'biker dude' **Brad** is a trustworthy guy at the **PossAbilities Life Enrichment Building** on North Broadway. He cleans there and when he removes his **PossAbilities** worker's hat he keeps right on working in the kitchen at the **DoubleTree**. Way to go **Brad**! Keep on trucking. Or should we say bikering?

## Boards

### PossAbilities, Inc.

Peggy O'Toole-Martin - President  
Roxanne Hellickson - President Elect  
Mark Cairns - Treasurer  
Joan Stiller - Secretary  
Nicky Espinosa  
Bill Kleis  
Katie Netzel  
Tessa Olive  
Larry Riess  
Hilary Stonelake-Curtis  
Lynn Waggle

### The Foundation Board

Trina Urban - President  
Bob Yanish - President Elect  
Kathy Vogelsang - Secretary/Treasurer  
Kim Adams  
Brad Becker  
Lynn Bockenbauer  
Mark Ellingson  
Nicky Espinosa  
Donna Garratt  
Tracy Gilbertson  
Roxanne Hellickson  
Katie Netzel  
Terry Sorenson

On the volunteerism end of **PossAbilities** we have a crew who goes monthly to serve meals to senior citizens at **Homestead United Methodist Church**. It's pretty cool what this gang does.

Among the regulars who set the tables, help in the kitchen and dine with the seniors are **Alli, Karen, Anthony, Ryan and Janelle**. They serve up to 30 folks each month, keeping up a **PossAbilities** tradition that dates back, goodness, more than 10 years. In fact, the relationships that have started over lunch extend beyond those walls. **Janelle** has connected with one couple and enjoys recognizing birthdays and holidays with them. Talk about our mission at work - true fellowship between community members and our folks.

### BUSINESS DEVELOPER PAUL PEDERSEN HAS EXCITING NEWS TO REPORT ABOUT A NEW BUSINESS VENTURE

**PossAbilities** has new residential drop-off locations for the secure disposal of your unwanted documents. Our new service is secure, convenient and low cost.

**Secure:** Your paper is immediately put into a locked bin and kept secure until it is shredded by our professional partner, **First-Shred**.

**Convenient:** We have three locations in Rochester with trained staff available to help unload your vehicle. Drop-off locations are:

- \* NW Rochester: 3139 41st St. NW (**PossAbilities Senior Services**)
- \* NE Rochester: 2530 North Broadway (**PossAbilities Life Enrichment Services**)
- \* SE Rochester: 1808 3rd Ave. SE (**PossAbilities Employment Services**)

**Low cost:** Only \$10 per box (based on a standard sized banker's box)

By using this valuable service you also help support **PossAbilities**. About \$7.50 of every \$10 will be used for programs serving children and adults with disabilities. Call **Paul Pedersen** at (507) 424-3793 for more information.

Nice job everyone. We couldn't live without ya.



The devoted Homestead volunteer gang!