



*Blazing Trails
Since 1953*

QUARTERLY

Summer Edition

June 2019

Summer Santa



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IT'S TRICKY TO BALANCE ON THE TOP OF THAT MOUNTAIN

Businesses, even nonprofits, can't expect to always be at the top of the curve. There are several life cycle versions available for companies and nonprofits. Because Dale Rogers Training Center (DRTC) is entrepreneurial, we are a blend of business and nonprofit. Any subsidiary business of a nonprofit must be integrated within the mission. I've pulled from my history with DRTC and contrasted for-profit companies with nonprofits. If I use a bell curve and plot entry through exit stages of both, it makes a hybrid cycle that is more similar than different. Parents in the late 1940s and early 1950s had a passionate vision for a place their children could be safe, loved, and grow. They also had the courage to take a risk — Oklahoma County Council for Mentally Retarded Citizens, Inc. was born. We were incorporated in 1953, and founders of the "school" as it was called, jumped in head first. Bake sales and chili suppers were a primary source of income. There was lots of high energy, but low consistency. There were



Connie Thrash McGoodwin, M.Ed.

few processes or systems and lots of volunteers, but eventually it all came together.

THE BIG BOOM

Next is the big growth period, often referred to as Adolescence or Expansion. An agency starts pulling in dollars and donations (both cash and items like vans). The agency becomes more well known in the community. Funding from the community helps stabilize programs and allows the hiring of certified or licensed staff. The Founder(s) may be aging and power conflicts may occur between Boards and Founders. Processes and policies are developed and followed consistently. The industry or field changes rapidly, but you must keep up.

DANGER WILL ROBINSON

Don't be misled by the magic of the Prime phase, which deposits you at the top of the mountain/curve. Things are going so well it feels like magic. Stronger staff are more efficient. New possibilities abound; the agency is feeling strong. Ironically, believing your own hype, and BEING COMPLACENT AND SATISFIED, are your biggest enemies. Hints: there should always be a flow of new staff and all Boards should have term limits.

Going from Prime to Stability (which is being stagnant) is so insidious that, for a while, no one notices. There is less hunger and energy though new ideas are still welcome. Financial people often become very strong; a lot of focus is on new revenue. Top management are reluctant to change the success formula. The agency may feel the need to be nationally certified or recognized. Certain generational differences may become more apparent between staff and management. Sometimes Boards trust administration too much and need to shore up their oversight to make sure they know the good, the bad, and the ugly.

FOCUS HERE AT DRTC

Administration and Management at DRTC have watched the agency move from Prime to Stability to Aristocracy and back numerous times the last 15-20 years. Companies can start to degrade when key management staff turnover and take agency history with them. Sometimes it works for the best because fresh eyes and new processes are needed. But it is also crucial to protect your company's legacy. The phrase, "this is the way we've always done it" is banned at DRTC, but still occasionally sneaks into discussions. Upgraded electronics, computers, and good software are essential, as are the appropriate use and oversight of social media and which can also help your company become more efficient. Any stages of Recrimination and Bureaucracy have been held at bay and occasionally reversed

Dale Rogers TRAINING CENTER

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M.Ed., Executive Director

Deborah Copeland, M.Ed.
Deputy Director

Michael T. Jones
PR/Marketing Manager

James Helm
PR Coordinator

Brian Landreth
Senior Graphic Designer



UPWARD MOBILITY

"Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, ambition inspired, and success achieved."

Helen Keller, author

Success takes many forms for different people. Goals largely depend on the individual: advancing through the ranks at work; independence through home/car ownership; developing new friendships/contacts; accomplishing major tasks, etc.

At DRTC, "work, fun and choices" is more than the name of a brochure—it's an unofficial motto to promote new opportunities to those we serve every day, not only on our main campus, but also in our Work Projects locations. Contract managers developed two programs recognizing dedicated employees to continue their professional development: Janitor to Lead and Lead to Supervisor.

CAMP Tumbleweed

Camp Tumbleweed is underway at DRTC! Hear what our campers have to say about the annual day camp:

Because of Camp Tumbleweed, I . . .

- made new friends ✓
- had something fun to do all summer ✓
- learned new things (e.g. cooking) ✓
- can do more things for myself ✓
- feel good about myself ✓

"These programs allow rising stars in our custodial services to keep shining," said Carolyn Thompson, DRTC Director of Custodial Services. "We value their skills and want to help them reach their full potential."

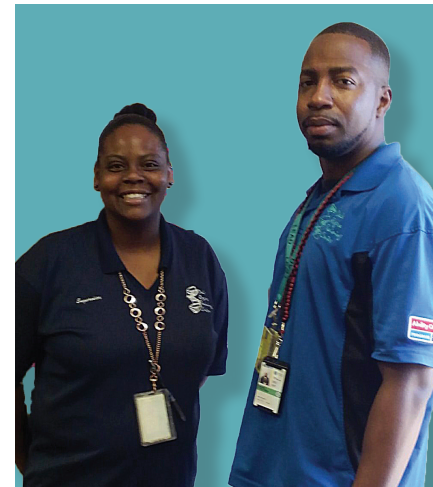
Four people have participated in the programs, allowing employees to climb the promotion ladder. Ivory was the first DRTC employee at Tinker Air Force Base to complete the Janitor to Lead program.

"The program gave me the opportunity to move up in the company," said Ivory, "so I can make a good example for my co-workers and leading them into doing a great job in cleaning up to contract standards."

Other employees, like Sharon, have completed both programs. Her hard work has paid off in the form of not one, but two promotions. "I thank (my Contract Manager) for believing in me," Sharon said. "I tell my janitors that anything is possible if you just believe in yourself, be

positive and never give up."

"Jobs at DRTC's federal contract locations have some of the best pay and benefits in the state," added Thompson. "We're both excited and humbled to help our employees grow not only professionally in these careers, but also personally so they can reach their goals."



Sharon and Ivory at Tinker Air Force Base



Like DRTC's Facebook page for more Camp T updates!



Dotting the "i's" & crossing the Tees

Start the presses

DRTC's Board of Directors confidently approved the purchase of a new eight-station screen printing press, allowing the nonprofit agency to continue its entrepreneurial push into the 21st century. "We've been providing apparel to schools, churches, businesses and others through our Promotional Items division, but the new equipment means we are moving screen printing in-house," said Mark Claunch, Sales and Business Manager. "This provides more jobs for people with disabilities while passing on additional savings to DRTC's valued customers!"

What they're saying:

"Screen printing allows more work opportunities for individuals at DRTC to earn a paycheck."
Joey Niles,
Production Coordinator

Expanded Custom Apparel

- T-shirts, hoodies & more
- Multiple colors available
- Perfect for events
- Spirit wear, groups, business apparel
- Quantities start at 24
- Email promosales@drtc.org



"I can't wait to work on the t-shirts."
- Shon



UNITED WAY STANDS



2017-2018

... *divided we fall*

Individuals participating in on-campus activities at DRTC reap the benefits of our decades-long partnership with United Way. United Way budget officers recently spent time at Dale Rogers Training Center, learning about the agency and how their dollars are put to work.

View the full impact of United Way on DRTC at drtc.wordpress.com.

ACCESS THIS OU BIG EVENT



Production Building with new ramps and walkway, 2019. Come see our growth at 2501 N. Utah Ave. in OKC



DRTC once again welcomed students from the University of Oklahoma for the annual Big Event. The 20th year of the program was also one of the wettest in recent memory—heavy rains forced students inside to clean various buildings, including the work floor of our awards and trophies division. DRTC has served as a volunteer site since the beginning in 1999 and is looking forward to the continued partnership with OU. Want to volunteer? Contact us at dalerogers@drtc.org.



HAPPY BIRTHDAY HAPPY TRAILS!

Now two years old, Happy Trails Civitan Club (HTCC) is the first Civitan club in the world comprised of officers with disabilities.

HTCC is busy raising money through various fundraisers at local restaurants so they can give back to the community, so keep your eyes peeled for more opportunities to support them! Civitans recently participated in a LitterBlitz to pick up trash in the neighborhood around DRTC.

Meetings are the first and third Thursday of the month at 6:00pm, at 2502 N. Utah Ave. in OKC.

Ask about joining! Find them on Facebook: @HappyTrailsCivitanClub



It's tricky - from page 2

at DRTC. Protecting our turf and jealousy aren't part of our culture here due to our team concept and mission. We never allow customers or clients to become irritations; they are the reason we exist. Any problems are blamed on systems as they should be, not on individuals. Key management are taught to be professional, but to tell the truth – not what they think their Supervisor or CEO wants to hear. And no, I'm not always happy to hear some of the input. But it's not about me; it's about the people we serve. A strong but respectful Board, good leadership, creativity, and a little luck have allowed us to enhance our financial status. DRTC has never had to cut staff or programs (except for Papa Murphy's, but that's another story)! Staff work hard because of our flexibility and willingness to develop new expertise (as in federal contracts) and take some calculated risks.

SUSTAINABILITY

While DRTC has managed to stay sustainable for a long time, we painfully remember those days of not having enough cash

flow for payroll. New ideas, brainstorming, and focus groups are weekly occurrences even during sustainability. DRTC is not even coughing or ill yet. Thanks to making good strategic decisions, we are nowhere near the end or bottom of the mountain. In fact, it's quite the opposite! January 1, 2020, Deputy Director Deborah Copeland will take over leadership and strategic planning. She will be taking DRTC to another level; it will be different, but a new kind of magic. It will be exciting! Staying at the top of the mountain is not easy. I have certainly slipped occasionally over the last 39 years. It takes unrelenting focus and new blood to stay on the top. It is indeed, as they say, a slippery slope. Board, leadership, and key staff must be a change agent and able to adapt quickly when necessary.

WHERE IS YOUR COMPANY OR AGENCY TODAY?

WHERE DO YOU NEED TO FOCUS TO STAY AGILE AND SUSTAINABLE? NEVER EVER LOSE SIGHT OF YOUR MISSION!!



Goodwill Job Hunting

DRTC and OKC Goodwill are teaming up to make employment goals a reality. The nonprofit agencies found themselves in a unique position at the end of 2018: Goodwill had workers, but not enough work; DRTC had work but not enough workers. Both sides are now partnering to put qualified candidates in competitive, well-paying jobs.

Employees start as temporary workers, participating in orientation and a custodial training program. After a 90-day introductory period, temps are assessed for job performance, conduct and job fit. From there, they may be offered a full time position or additional training.

To date, Goodwill has referred 21 temporary workers to our federal work projects at Tinker Air Force Base.

Advocates in Action



*Chris and Majority Leader
Jon Echols at #PWDAD2019*

Some of DRTC's greatest advocates took to the Oklahoma Capitol during March's People With Disabilities Awareness Day.

A team of nine individuals participating in various DRTC programs were among more than 830 people with disabilities and advocates who visited with lawmakers and their staff during the annual event.

Chris again made new friends, even Majority Leader Jon Echols, and re-connected with others with his famous, "Hey buddy" greeting.

See more pictures of our Capitol visit at drtc.wordpress.com!

Up next:
National Disability Employment Awareness Month in October.





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Blazing Trails Promoting Abilities

Find Us! Like Us! Follow Us!



Oklahoma nonprofit since 1953

Our Mission
 To provide training and
 employment
 opportunities for people
 with disabilities.



United Way
 Partner Agency



ORDER NOW FOR THE HOLIDAYS!

TOTE BAG

Price: \$13.00

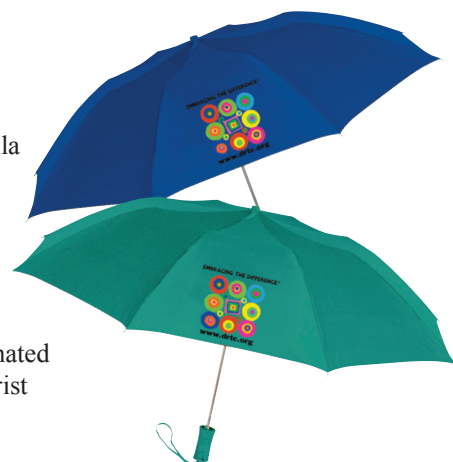
- Zippered main compartment
- Front slip pocket, pen and business card pockets
- Side mesh water bottle pocket and slip pocket



UMBRELLA

Price: \$13.00

- Quality, automatic umbrella
- 42-inch coverage
- Folds to 16 inches
- Strong, automatic open shaft
- Comfortable color-coordinated finger-grip handle with wrist strap



WATER BOTTLE

Price: \$12.00

- 17 oz. water bottle
- Double wall
- Seamless structure on side and bottom of inner wall
- Keeps liquids hot for 8 hours



CUSTOM TUMBLER

Price: \$18.00

- 20 oz. custom tumbler
- Seamless structure on side and bottom of inner wall
- Keeps liquids hot for 8 hours
- Keeps liquids cold for 16 hours



See more
 products for
 sale at
DRTC.org

