



# Insight

Lighthouse for the Blind of Fort Worth

Fall 2007

## The Lighthouse Hosts “Scanathon” Open House

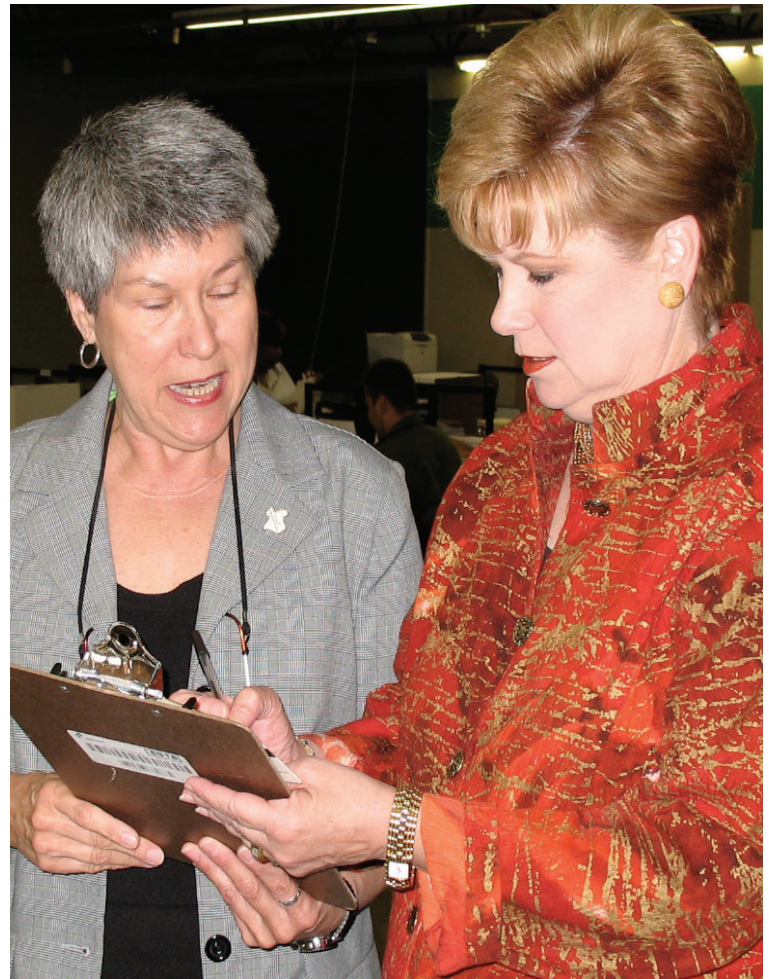
In September, the Lighthouse hosted an exciting event to showcase the organization’s newest service: digital scanning. The “Scanathon” took place from 10 a.m. to noon Tuesday, September 25. Guests from the medical, corporate and general community brought documents to be digitally scanned free of charge. This new service lowers clients’ operating costs and provides convenience by enabling companies to have

instant access to their documents. “We are excited to say that we’re already seeing a lot of interest in this new service that provides even more employment opportunities for people who are blind,” said Bob Mosteller, Lighthouse president. Spread the word! If you know an organization that would benefit from Lighthouse’s digital scanning service, please contact Karl Kiene at (817) 529-1666.



*(pictured above, from left to right) Bob Mosteller, Lighthouse president; Michele Hahnfeld, chair, Lighthouse Board of Directors; Steve Krotonsky, director of the Digital Data Scan program for National Industries for the Blind.*

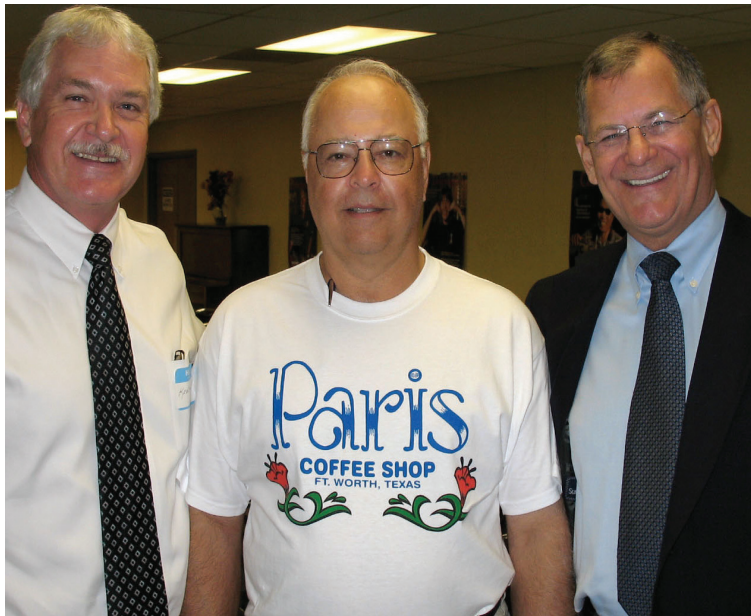
*(pictured on the right) Josie Gordon, an employee in Lighthouse’s Digital Data Scan division and Ruth Ann Kearley, a member of the Lighthouse Board of Directors.*





# EssilorUSA gets Fort Worth to “Eyethink” about Healthy Vision

Essilor, the leading manufacturer and wholesale distributor of optical lenses in the United States, collaborated with the Lighthouse Thursday, August 16 on a campaign to promote healthy vision. Essilor erected the world’s largest eye chart on Lighthouse property near I-30. The 5,000-square-foot eye chart reached ten stories high and could be seen from five miles away. The unveiling was covered by most of the local media, including the Fort Worth *Star-Telegram* and local TV stations. Unfortunately, strong winds brought down the chart before its time. Nevertheless, it was exciting for Lighthouse to be affiliated with Essilor’s “Think About Your Eyes Week” to stress the importance of receiving regular eye exams.



(from left to right) Karl Kiene, sales manager for Lighthouse’s Digital Data Scan; Mike Smith, owner of Paris Coffee Shop, the first customer for the new Digital Scan Service; and Bob Mosteller, Lighthouse president.



The world’s largest eye chart went up on Lighthouse property August 16th as part of Essilor USA’s “Eyethink” campaign.



# The Lighthouse Commends its 25-year Employees



**Alex Rosales**, a machine operator, began his employment in December of 1981 after working for Bruce Alford Door Company. In 1986, he became "Employee of the Year." A single parent with two sons, Rosales said, "I wasn't sure as a person with a vision problem how I would support myself and my family, but the Lighthouse has given me an opportunity to do that. I am proud to tell people I work at the Lighthouse."



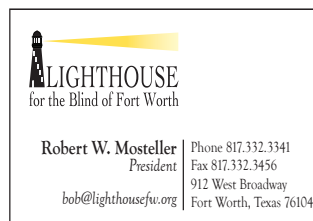
**Teresa Dodd** began working at the Lighthouse, her very first employer, in January 1980. Her husband, Mark, is a former Lighthouse employee. Teresa has enjoyed her work, particularly the variety of jobs she has been able to do over the past 27 years. "It has been a wonderful experience," she said. "I plan on working here as long as I am able to get to work every day."



**Sharon Young** has worked in the Lighthouse's Box Department since joining the organization in September 1981. She was honored as "Employee of the Year" in 1998 and retired in September. "I really enjoyed the years I spent working here," she said. "What I will miss the most about retiring is all my friends at the Lighthouse."

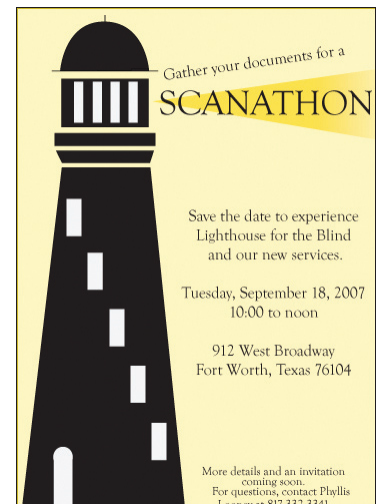
## A New Look for the Lighthouse

In May, the Lighthouse hired RealWorld IMC, a student-managed agency affiliated with the TCU Schieffer School of Journalism, to revamp its image. The students transformed the 25-year-old logo to a more contemporary and colorful design and developed new brochures, newsletters and business cards. A new Web site is also in the works. RealWorld aims to modernize and enliven the organization's image. For more information on RealWorld, please visit [www.realworld.tcu.edu](http://www.realworld.tcu.edu). Let us know what you think!



*(Above) New business cards for Lighthouse.*

*(Right) Recent "Scanathon" invitation.*



# The Servmart celebrates its 5<sup>th</sup> birthday

Lighthouse's Servmart at the Naval Air Station celebrated its fifth anniversary August 15, 2007. Many long-time customers from the base attended the event. Commander Layne Araki, base executive officer, helped Jim Walker, Servmart's manager, to cut the anniversary cake. Commander Araki commented that the store is a vital part of the base and is staffed by a professional and customer- oriented staff.



The store motto is, "If we don't have it, we will get it for you," and the staff takes very good care of all the tenants on the base. Araki also commented on Servmart's extensive offering of 800 AbilityOne products, which include ballpoint pens and copy paper manufactured by the Lighthouse. Fifteen Lighthouse and commercial vendors displayed their products at the event.



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