

W News from THE WALLACE GROUP

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**Minnesota Organization for Habilitation
and Rehabilitation - MOHR**

FOR IMMEDIATE RELEASE

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CUB FOODS IN BAXTER NAMED OUTSTANDING DISABILITY EMPLOYER BY MAJOR STATE DISABILITY ORGANIZATION

Valuable partnership with Productive Alternatives in Brainerd recognized by Minnesota Organization for Habilitation and Rehabilitation as model for other employers to emulate; award presentation set for 11 a.m. on October 13 at Cub Foods, 14133 Edgewood Drive North, Baxter

Nominated by Productive Alternatives (PAI) in Brainerd, the Cub Foods store in Baxter was named an Outstanding Disability Employer by the Minnesota Organization for Habilitation and Rehabilitation, MOHR, in conjunction with National Disability Employment Awareness Month in October.

“We cannot overemphasize the importance of employers in our efforts to provide meaningful services to people with disabilities in Minnesota,” said Mike Burke, president of MOHR. The organization represents more than 110 disability service providers across the state.

Productive Alternatives placement specialist Heidi Lefebvre said Cub Foods in Baxter treats each employee placed by PAI with patience and compassion. “They reach out to us if something needs to be addressed, so we can help problem solve together.”

At the grocery, Cub Foods General Manager Jeff Marchand said the store has hired nearly a dozen individuals through PAI in the last three to four years, and all have been very reliable. “I love working with them. We tease them and they tease us back and have a lot of fun,” he said.

Lefebvre said Cub Foods utilizes people with disabilities in all areas and allows individuals room to grow within the store. “They provide opportunities, not judgments,” said Lefebvre. “There’s great communication and they take time out of their day to share updates.” The placement specialist helps with applications, new hire paperwork, job coaching and transitioning into PAI’s extended employment support program.

An award presentation is set for 11 a.m on Friday, October 13 at Cub Foods, 14133 Edgewood Drive North, Baxter, Minn.

Productive Alternatives’ state association, [MOHR](#), has a mission to advocate and support its nonprofit members in providing meaningful services to persons with disabilities and communities served. Members are committed to respect for each individual, a person-centered approach and expanding work opportunities.

Celebrated every October, this year’s theme for [National Disability Employment Awareness Month](#) is “Inclusion Drives Innovation.” It celebrates the contributions of workers with disabilities and educates about the value of a workforce inclusive of their skills and talents. The national observance began under a different name in 1945.

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