

July 4, 2007

More than meets the GM hopes pron placement in m COMING THURSDAY

# BUSINESS

DOW JONES ▲ 41.87 13,577.30

NASDAQ ▲ 12.65 2,644.95

S&P 500 ▲

## DIGEST

### BIOTECHNOLOGY

#### NimbleGen receives \$415,000 grant

NimbleGen Systems has received a \$415,000, two-year grant to participate in a national pilot project hoping to find new and improved ways to detect, treat and prevent cancer.

Thomas Albert, NimbleGen's director of advanced research, will lead the Madison biotech company's team in the effort to find a large-scale system that will identify genetic changes in cancer cells. Cancerous brain, ovarian and lung tumors are being studied in the Cancer Genome Atlas project, funded by the National Institutes of Health.

NimbleGen announced in June that it will be purchased by Roche, a Swiss pharmaceutical company, for \$272.5 million.

### PHILANTHROPY

#### St. Vincent de Paul gets \$100,000 grant

The Madison Community Foundation has approved a \$100,000 grant to the Society of St. Vincent de Paul for its "Help Build Hope" building campaign.

The gift "puts us over the halfway mark toward our \$4 million goal," said Ralph Middlecamp, executive director of the Society of St. Vincent de Paul in Madison.

The new St. Vincent de Paul Food Pantry & Service Center at 2033 Fish Hatchery Road is expected to be completed in 2008.

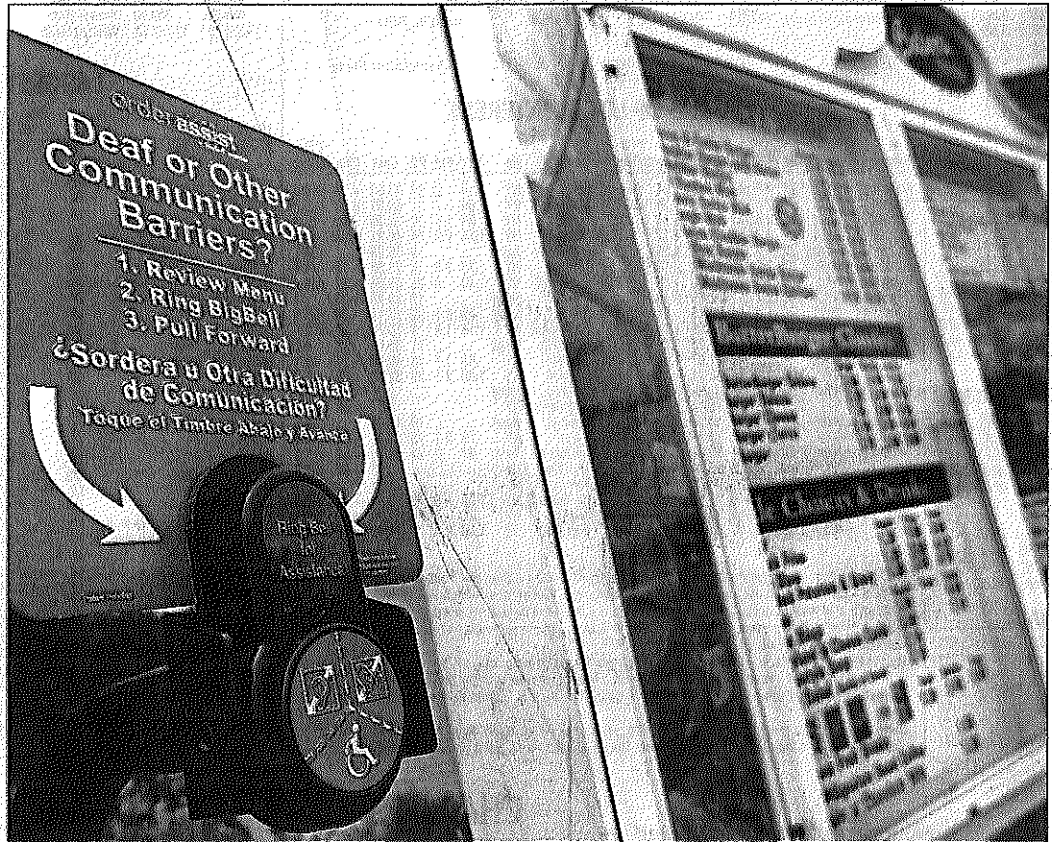
The nonprofit organization operates a food pantry, offers housing programs, provides emergency rent and utility assistance, and distributes vouchers for bedding, furniture, clothing, prescription medicines and other items to people in need.

### RETAIL

#### Apple Store to open Saturday in Madison

Just over a week after the launch of the iPhone, Madison area Apple lovers will have another reason to celebrate.

The Apple Store will open at 10 a.m. Saturday at West Towne Mall. The 4,800-square-foot store is next to Williams-Sonoma and near the J.C. Penney store on the north side of the mall. The electronics store is the third for Apple in Wisconsin, joining others at Mayfair Mall in the Milwaukee suburb of Wauwatosa and at Bayshore



CRAIG SCHREINER — State Journal

Customers with hearing or speech disabilities at the Culver's restaurant at 2102 W. Beltline can now use the drive-thru thanks to a new system called OrderAssist. Instead of placing the order at the speaker, customers can press the large, blue doorbell button, which signals to workers that an order will be placed at the window, using an order form.

## Culver's takes the disabled into account

### With OrderAssist, deaf customers can drive thru, too.

By BARRY ADAMS  
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The newest customer service tool at Culver's isn't flashy or packed with computerized technology.

Instead, a doorbell, order form and a pencil are helping the Prairie du Sac-based custard and burger restaurant chain better serve its customers who are deaf, hard-of-hearing or who have trouble speaking.

Since May, the Culver's on the Beltline just west of Fish Hatchery Road has been equipped with OrderAssist, a \$700 system developed by a Chicago company that helps solve accessibility problems for businesses.

The system is designed for use in a restaurant's drive-thru lane. Fast-food industry estimates show that 65 percent of a restaurant's business comes from the drive-thru, but it's an area the country's 2 million deaf and 26 million hard-of-hearing customers have difficulty using.

"The unique thing about this particular system is that it makes the drive-thru accessible," said Mike Bachhuber, executive director of Access to Independence, a resource center in Madison for people with disabilities. "I think it's great that Culver's is going out of its way to better service folks that are deaf or hard-of-hearing."

OrderAssist gives a customer two options. Those with hearing aids equipped with telecoils can activate their hearing aid to receive sound directly from the speaker. In the second option, the customer pushes a large doorbell, which alerts the drive-thru staff. The customer then pulls up to the drive-thru window and fills out a menu order form.

"This is something I should have done a long time ago but wasn't aware of it," said Susan Bulgrin, who opened the Beltline Culver's in



CRAIG SCHREINER — State Journal

Tim Harwood, an assistant manager at Culver's, is shown in the window after handing out an order form as part of the new OrderAssist system. Frequent customers can also request several forms and have them filled out before they arrive at the restaurant.

Please see CULVER'S, Page C7

# Culver's

Continued from Page C8

1996 and discovered OrderAssist at the Culver's corporate convention in March. "I think it's very important and I'm very excited to be able to offer it. This is a whole new avenue for those individuals."

Since first hitting the market in late 2005, the system has been installed in 20 of Culver's 359 restaurants, including those in Portage and Johnson Creek. Culver's has restaurants in 17 states including 128 in Wisconsin. The Culver's company doesn't require its franchisees to use the system but does make it an option, said Connie Sadler, the company's training coordinator.

"Once they see the success, I'm sure we'll have more," Sadler said.

"It's attracting new guests that

we may not have had before."

The challenge now is getting those that could use the system to understand that it's available. Other than a hotdog stand in Chicago, Culver's restaurants are the only place to find the patent-pending system, developed by Pat Hughes, owner of Inclusion Solutions.

His 6-year-old company also markets similar devices to help those with disabilities pump gas, enter buildings and vote. He's also trying to market the OrderAssist system to other restaurants. OrderAssist not only helps customers but also helps restaurant employees better serve those with disabilities, he said.

"It's as much an operational issue as it is a customer issue," Hughes said. "It's just a matter of time before this becomes part of normal culture."

Roger Claussen, 60, activities director at the Wisconsin School for the Deaf in Delavan, south-east of Madison in Walworth

County, said Culver's actions are being noticed by the deaf community. He's one of 175 members of the South Lakes Association of the Deaf, and the group has discussed Culver's initiative.

"I think that many businesses think they're doing just fine, but deaf people would like to order their food through the drive-thru, too," Claussen said.

He added that while the OrderAssist idea is relatively new to businesses, ways to help those who are deaf are part of ongoing discussions in the deaf community.

And for Bachhuber at Access to Independence, he sees that even 17 years after the passage of the Americans with Disabilities Act, there is still much work to be done to assist those with disabilities.

"It's all over the board," Bachhuber said. "Some places are very good and other places are not as good at accommodating people with disabilities."

## CHANGES



Uhrig



Mueller



Stancer



Lisak



Schauf



Martin

**Jeff Uhrig** has joined Durrant, an architecture and engineering firm at 4600 American Parkway, as manager of mechanical engineering.

**Emma Mueller** has joined M&I Bank, 1 W. Main St., as a personal banker.

**Amber Stancer** has joined Erickson Publishing, 2801 W. Beltline, as an account executive for Brava magazine and the Madison Women's Expo.

**Jenny Lisak** has been promoted to leasing manager at Sara Investment Real Estate, Middleton.

**Kelly Schauf** has joined Bio-Vet, a researcher and manufac-

# Sales

Continued from Page C8

"If we have to make some changes in our incentive play, we will, because we are not going to cede ground in a category that we feel we're best in class in," he said.

GM's top-selling pickups, the Chevrolet Silverado and GMC Sierra, saw declines of more than 20 percent, while the Toyota Tundra jumped 146.3 percent.

Toyota said it sold 245,739 Toyota and Lexus vehicles in June, compared with 223,018 a year ago. For the first half of the year, it sold 725,219 vehicles.

Toyota-brand passenger cars recorded best-ever June sales of 128,239, an 8.9 percent increase

over the same period last year. It was led by the Camry, with June sales of 46,630, up 12.5 percent over the same period last year.

Industrywide U.S. sales in June fell 3 percent to 1.4 million from 1.5 million in June 2006, according to Autodata. For the first half of the year, sales dropped 1.5 percent to 8.2 million from 8.4 million during the same period last year.

Honda said it sold 140,935 vehicles in June, up from 126,449 during the same month last year. Sales were led by the Civic and Fit small cars and the CR-V small sport utility vehicle.

Ford, including its U.S. and European brands, sold 246,415 vehicles in the U.S. last month, compared with 268,179 during the same period last year.

The company said sales of its

F-Series pickup slipped 0.5 percent. But its Focus small car rose 20 percent. Overall, Ford saw its car sales drop 24.6 percent, while truck sales rose 2.9 percent.

Ford reported daily rental sales were down 39 percent compared with a year ago. In the first half of the year, rental sales dropped 30 percent.

DaimlerChrysler sold a total of 202,936 vehicles in the United States last month, compared with 206,748 during the same period last year.

Jeep brand sales were up 19 percent, led by the new Wrangler, the company said.

The Associated Press reports unadjusted figures, calculating the percentage change in the total number of vehicles sold in one month compared with the same month a year earlier.