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Verizon Receives the 2010 Excellence in Marketing Award at Disability Matters Conference

by [Jeff_Kramer](#) on 04-12-2010 10:07 AM - last edited on 04-12-2010 10:10 AM



On April 8th in an event held in New York City, Verizon was presented with the Disability Matters 2010 Excellence in Marketing Award. I was honored to be able to accept the award on behalf of Verizon and the multitudes of employees who work tirelessly to ensure that we practice Universal Design Principles and introduce accessible products and services into the marketplace.

This was the second such honor for Verizon after having received the award in 2008 as well. As Disability Matters CEO Nadine Vogel expressed when presenting us with the award, "it means that not only does Verizon do great work in this area, but they are getting better at it." Verizon, which was the only telecommunications company cited for its work, was joined on the dais by companies like Prudential, Toys'R Us, Northrop Grumman and Blue Cross/Blue Shield of Florida.

Additionally, I participated in a panel discussion where I was fortunate enough to have the opportunity to outline the wonderful work the company is doing both internally and externally to provide support, introduce solutions and increase awareness of Verizon's commitment to accessibility.

We have such passionate people dedicated to improving the experience for all our customers that I relish any chance I get to tell others about it and being able to accept an award on behalf of these folks is even more humbling. Being the recipient of the Disability Matters Excellence in Marketing Award will just add fuel to the motivational fire as we strive to be the undisputed leader of telecommunications accessible products and services.

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Making a Difference for Our Customers & Communities

The Responsibility Blog is the place for you — our customers and neighbors — to learn about our efforts to be a responsible corporate citizen and foster improvements in education, the environment, health care, accessibility and Internet safety. We hope you will share your views with us.

About the Authors

Kathy Brown

S.V.P., Public Policy Development and Corporate Responsibility



Kathy leads Verizon's corporate responsibility initiatives, policy development and issues management, public policy messaging, strategic alliances and the Verizon Foundation.

Susan Butta

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Susan blogs on education, the environment, health care, accessibility and Internet safety.

Jennifer Fritschi

Director, Verizon Thinkfinity



Jennifer oversees Thinkfinity's national Professional Development Program and State Education Partnerships. She has experience as a special education teacher and administrator.

Patrick Gaston

President, Verizon Foundation



Patrick Gaston is president of the Verizon Foundation, one of the 15 largest corporate foundations in America.

James Gowen

Chief Sustainability Officer/
V.P. of Services Operations



James oversees Verizon's supply chain, vehicle fleet, investment recovery, purchasing and materials management and sustainability initiatives.

Jeff Kramer

Executive Director, Public Policy and Strategic Alliances



Jeff blogs on disability and accessibility issues.



He works with a range of consumer and disability interest groups.

Chris Loyd

Executive Director, Public Policy and Strategic Alliances



Chris champions environmental programs and helped develop the GeSI study on carbon emissions. He is currently working on smart grid issues.

Mike McKeehan

Executive Director, Public Policy



Mike blogs on online safety issues as part of his work technology public policy. He serves on the NTIA's Online Safety & Technology Working Group.

Lupita Reyes

National Program Director, Verizon Foundation



Lupita blogs on domestic violence prevention issues and Verizon's Hopeline program. She administers grants on safety and health issues and organizes the annual Domestic Violence Prevention Summit.


Magda Yrizarry

Vice President of Workplace Culture, Diversity and Compliance.



Magda Yrizarry is responsible for strategic human resources issues and policies relating to diversity, ethics and workplace programs. Magda represents Verizon on LULAC's National Education Service Centers Board and the Corporate Advisory Board of the Hispanic Association on Corporate Responsibility.

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@jen_hatton Glad you're liking the BlackBerry Curve!
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@TheStoryLady Great - so glad to hear it Ronda! We're happy to help and here for any further questions/assistance.
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@Smilestone Hey there - have you tried reaching out to our wireless CS handle, [@VZWSupport](#)? They're here to help!
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