

the wave

A NEWSLETTER OF SPRINGBOARD CONSULTING

Disability Matters Special Edition



Dear friends:

Welcome to the special Disability Matters North America edition of The Wave.

Due to the circumstances surrounding the global pandemic of Covid-19 and its continued impact, we held this most important event via live-stream for a second year. We did so, to reinforce Springboard's commitment to the mainstreaming of people with disabilities in the workforce, workplace and marketplace, and to ensure everyone's safety.

Due to the circumstances however, we spent time addressing the unique issues and impact of Covid on candidates, employees and customers with disabilities and the companies that employ and serve them. This included issues and impact of Covid on mental health, reasonable adjustments, the built environment, special needs parents, and more. Other presentations led to discussions of neurodiversity and intersectionality.

This event was a huge success thanks to the dedication and commitment to this most important work by all of our sponsors, presenters, honorees and of course, everyone who attended.

A very special thank you to our 2021 Host Sponsor, Intuit. Without your support from initial planning to our opening and closing speakers, the conference would not have been possible. In addition to a thank you to all our participating sponsors, speakers, and anyone was in attendance.

We look forward to celebrating with you at our 2022 Disability Matters North America Conference & Awards, which will hopefully be in-person.

Wishing you all a year of health, happiness and all the success the year can bring in our new normal.

Nadine O. Vogel
Springboard's CEO and friend

**2021
DISABILITY CONNECT
FORUM
Tuesday, Sept. 14, 2021
Live-Stream**

**2022
DISABILITY MATTERS
N.A. Conference & Awards
Coming Soon!**

**2022
DISABILITY BRG
Summit Live-Stream
Coming Soon!**

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HOST



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MEDIA



2021 DISABILITY MATTERS North America Conference & Awards Live-Stream HONOREES



Presenting the Awards
NADINE O. VOGEL
Chief Executive Officer
Springboard Global Enterprises, LLC

MARKETPLACE



Accepting the award
EUGENE KELLY
Vice President, Global Diversity, Equity & Inclusion,
Colgate-Palmolive Company



SEPHORA

Accepting the award
**GEORGE-AXELLE BROUSSILLON
MATSCHINGA**
Vice President, Diversity & Inclusion,
Sephora



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North America Conference & Awards Live-Stream
HONOREES**

MARKETPLACE CON'T.



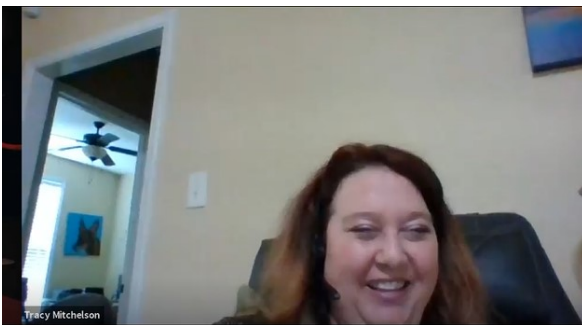
Accepting the award
DANA ZUMBO
*Business Development Manager,
Zappos*



WORKFORCE



Accepting the award
TRACY LEE MITCHELSON
*Training, Disability Inclusion Director,
GlaxoSmithKline (GSK)*



Accepting the award
SAMANTHA WARREN
*Manager, Inclusion & Diversity,
GlaxoSmithKline (GSK)*



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HONOREES**

WORKFORCE CON'T.

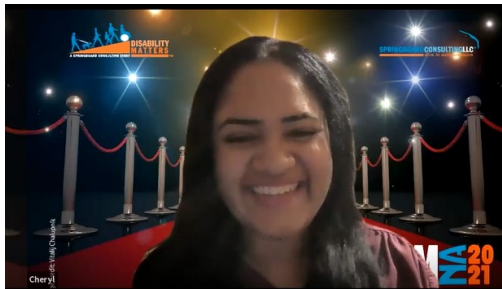
intuit.

 turbotax  quickbooks  mint

Accepting the award

CHERYL ARANHA

**Principal Software Engineer, Global
Co-Lead for the Intuit Abilities Network
Intuit**



Accepting the award

SAGAR BARBHAYA

**Staff Software Engineer,
Intuit**



WORKPLACE

Accepting the award

JENNIFER OLMSTEAD

**D & I Specialist
UBS**

TRAVELERS 



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HONOREES**

DISABILITY EVERYDAY HERO



Accepting the award
CAROL VAN DEN HENDE
*Author, Goodbye Orchid, and
Global Corporate Strategy,
Mars, Incorporated*

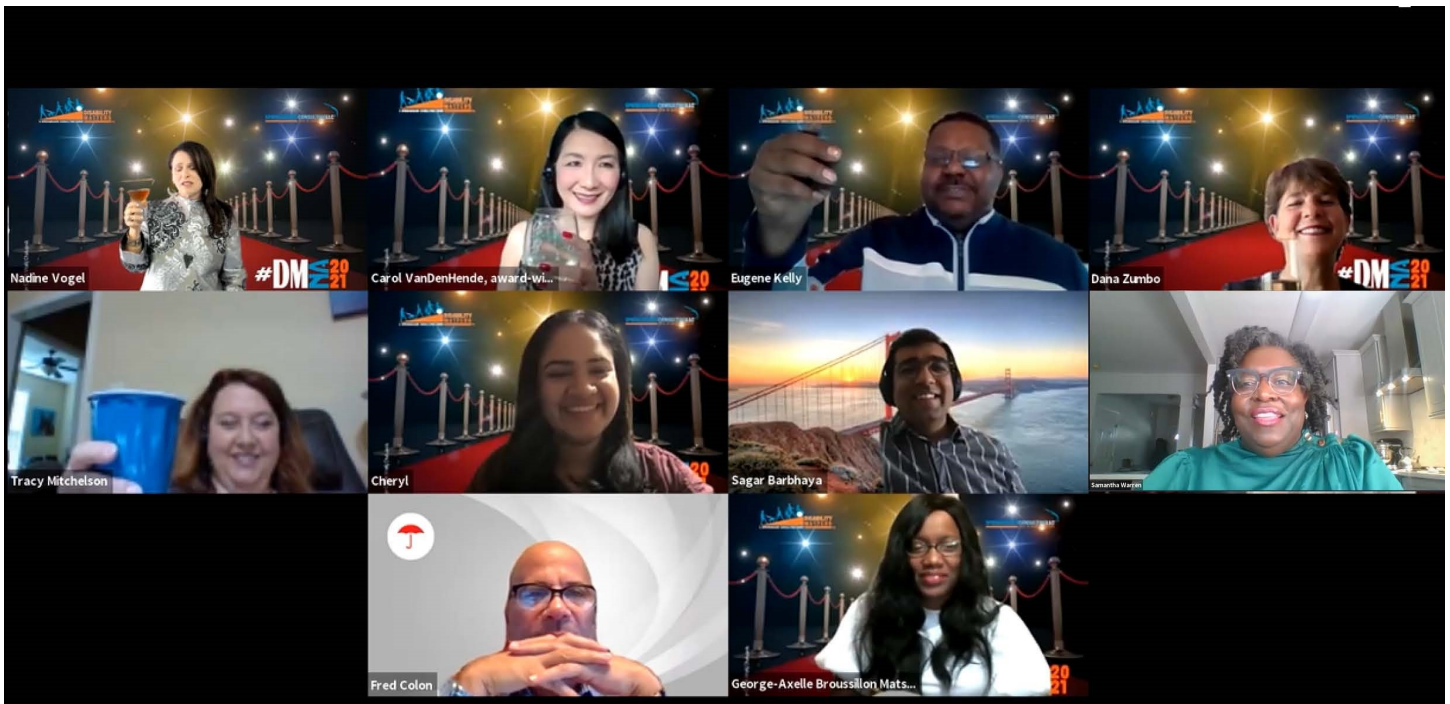


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<https://consultspringboard.com/disability-matters-2021-north-america/#videos>

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CONGRATULATIONS!

2021
DISABILITY MATTERS
North America
Honorees



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TED DRAKE

Global Accessibility Leader, Intuit

INTUIT'S APPROACH TO ACCESSIBILITY: 3 WAYS TO ENGAGE EMPLOYEES, CUSTOMERS & COMMUNITIES

Intuit is a company that cares deeply about our customers.

Our mission is to power prosperity around the world by helping approximately 100M consumers, small businesses and self-employed individuals overcome their most important financial challenges with [TurboTax](#), [QuickBooks](#), [Mint](#) and [Credit Karma](#).

Accessibility is a natural fit for Intuit's mission of financial empowerment. Our products are more than web, desktop, and mobile applications—they're tools that enable people to lead independent financial lives. To that end, we're dedicated to making sure that our products reach everyone, regardless of their physical, sensory, or cognitive ability.

As Intuit's Global Accessibility Leader, I'm proud of how our company fosters a culture where everyone works to accommodate the needs of all customers by not only delivering accessible products, but engaging with customers, communities, and like-minded organizations committed to driving innovation for accessibility.

At Intuit, we've found three grassroots approaches that are making a difference in day-to-day lives by leveraging the unique perspectives of our employees, customers, and through partners like Springboard. These approaches can be replicated across industries, and I hope, inspire you to continue on your journey to accessibility.

Creating an Accessibility Champion Program



Historically, accessibility teams are small, centralized teams including subject matter experts. They provide a leadership role, testing, design reviews, and education. But their influence is limited by their size and resources. Accessibility Champion programs break this silo and embed leadership throughout the company.

Each company will take a unique approach to building a community of accessibility champions. Some will have subject matter experts embedded within business units and products. Some will focus on allyship, giving everyone an opportunity to learn about accessibility led by a centralized leadership team. At Intuit, we created an accessibility champion program that sits in the middle. Everyone can become a Level 1 Champion with basic accessibility and disability etiquette knowledge. There's also [a roadmap for people to become Level 2 champions](#) and lead their product teams and locations. Our subject matter experts are Level 3 Champions and they influence Intuit and the communities we serve.

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In just two years, Intuit has almost 900 Accessibility Champions and their impact has been inspiring. Accessibility is part of the daily conversation across the company. Our champions are taking on projects the centralized team could never have imagined. They have the confidence to drive changes and many product teams have moved to an accessibility-first development methodology. Our connection with communities has grown through volunteering, conference talks, customer interviews, open source contributions, and publications. This grassroots effort empowers employees to drive accessibility in their work, allowing Intuit to efficiently scale solutions across the organization.

Developing Employment Opportunities

The unemployment and underemployment rate for people with disabilities is tragically high. Unfortunately, people applying for a job not only have to prove they are qualified, they also have to prove they are capable. Many job seekers are over-qualified, but education and work experience don't match the narrow expectations of employers.

Intuit started our process by looking internally. We've re-evaluated our [job descriptions to remove unconscious bias](#). An example change was replacing "Must have excellent written and oral communication" with "Must have excellent written and/or oral communication." While not everyone is able to both write and speak, many are still excellent communicators. Our talent teams include training for disability etiquette and inclusive hiring.

Intuit's recruiting efforts now include university disabled student service departments. And, we're excited to start a partnership with the [United Spinal Association's Tech Access](#) initiative to support the pursuit of job opportunities for people with spinal cord injuries and disorders.

Like many technology companies, Intuit understands the strengths and needs of [neurodiverse](#) individuals. To that end, we've partnered with [Integrate](#), an organization for autism employment opportunities, to connect students with Intuit leaders for mock job interviews, coaching, and hiring. And, a few years ago, before it became more of a common industry practice, we extended [benefits coverage](#) for employees with neurodiverse family members to include applied behavioral analysis (ABA), physical, speech and occupational therapies.

Regardless of industry, people with varying abilities also bring unique perspectives and skill sets that not only benefit our companies internally, but better enable us to serve all of our customers.

Driving Education and Awareness from the Inside Out

There is a gap today in training the future workforce to account for and accommodate for equal access. For example, accessibility is not included in most computer science curriculum, which requires technology companies to fill the gap with bootcamps, workshops, and onboarding instructions. Intuit is a founding member of Teach Access, a collaboration between technology companies and universities. [Teach Access](#) provides university professors with high quality instruction material, grants, and students get direct access to accessibility leaders at Verizon, Google, Facebook, Intuit, and many more companies.

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Intuit was also a founding member of the [International Association of Accessibility Professionals \(IAAP\)](#) and encourages our Level 3 Champions to complete their IAAP Certifications. The IAAP provides professional development for the next generation of accessibility leaders.

Intuit's Accessibility Champions have developed creative opportunities for learning more about design and engineering. During the 2020 COVID shutdown, we launched a series of lunch and learn lectures, workshops, and online courses. More than 550 people attended accessibility sessions. We've also created more than 15 courses that focus on general and specific topics, such as ableism, inclusive design, and dyslexia. To further support individualized learning, we've curated a collection of videos for people to explore design, engineering, and accommodations in multiple languages.

By taking the lead to create resources in existing accessibility gaps, we're not only creating a pipeline of talent ready for this work, we're making it easier to build a future where accessibility is embedded in company operations from the start.

Taking a Grassroots Approach to Empowering Accessibility Champions

Every organization has the ability to create opportunities within our communities.

At Intuit, we've found success by building stronger relationships with our customers and empowering everyone in the company to make a difference. Every customer experience is unique, as is the perspective of our engineers and designers.

Whether in technology, food and beverage, healthcare and beyond, your approach to accessibility will open doors for your employees, customers and communities to better engage with your brand, advocate for your products and champion your culture. Getting started today means a future built for all.

###

Ted Drake is Global Accessibility and Inclusive Design Leader at Intuit. Prior to Intuit, Ted co-founded Yahoo's Accessibility Lab and was a developer evangelist. Ted speaks regularly at technology conferences and is co-chair of the 2020 and 2021 [Web4All Conference](#) for accessibility research. To learn more about Ted and his work, you can visit [Last-Child - Engineering Blog](#), [Ted Drake · GitHub](#), [Archived presentations \(Slideshare\)](#) and [Ted Drake Photography \(Flickr\)](#). You'll also find Ted on LinkedIn at <https://linkedin.com/in/draket> and Twitter [@ted_drake](#).

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Carol Van Den Hende

*Author, Goodbye Orchid,
and Global Corporate Strategy, Mars, Incorporated*

In 2020, I attended my first Disability Matters conference, and cheered the heroes being celebrated at the event.

This year, I'm still pinching myself. It's been incredible to join esteemed honorees and be named Springboard Consulting's 2021 Disability Hero of the Year!

I'm honored to be recognized as an entrepreneurial, inspiring author, who unlocks the optimism and opportunity of the future, and deepens empathy for people with disabilities, through my award-winning novel *Goodbye, Orchid*.

Merriam-Webster Dictionary defines a hero as “a person admired for achievements and noble qualities.”

This definition certainly fits the combat-wounded veterans who inspired the story in *Goodbye, Orchid*. One of my sensitivity readers was Purple Heart-decorated disability advocate Sgt Bryan Anderson, who lost both his legs and his left hand in an IED explosion in Iraq.

Bryan read *Goodbye, Orchid* in order to provide perspective on the novel's hero, successful entrepreneur Phoenix Walker, who suffers traumatic injuries, and subsequently questions his self-worth and relationships. In the aftermath of his accident, Phoenix is faced with the hardest decision of his life. Does he burden the women he loves, Orchid Paige, when her traumatic childhood makes him feel protective of her? Or does true love mean having to say...Goodbye, Orchid?

For both Bryan and Phoenix, the period following their accidents makes them question their ability to be a whole man. After being “blown up,” Bryan writes “...I hoped that if [my girlfriend] never saw me again, she would always remember me the way I was...I didn't want to see her seeing me like this, in my hospital bed after being blown to pieces... I'd thought that she would see me the way I was seeing myself, seeing only what was missing. ...For the longest time, I thought I was only half a person – half a body.” For both men, healing comes in the form of a new realization. “...when she looked at me, she didn't see my missing limbs or scars or burns. She saw me, the real person...[she] made me feel whole again, like a real person, not just half of one,” Bryan writes in his memoir.

Bryan says of *Goodbye, Orchid*. “I like the way Carol writes. She keeps the intrigue to the last line. She gets who I am. She gets my experience.”

From the time I conceived of this story, I aimed for the work to be authentic, pay homage to the experience of those who've suffered traumatic injuries like Bryan and Phoenix's, and to inspire hope and empathy.

So it's incredibly gratifying to hear from military veterans that “*Goodbye, Orchid* captures the mindset, roller-coaster and daily heroics of my experience after being injured,” “*Goodbye, Orchid* touches on the very real yet ignored psychological



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challenges from traumatic injuries; including the impact on self-image, and the prospect of sacrificing love,” and “*Goodbye, Orchid* is a tale of sacrifice and rebirth; heroism is in the details.” Thanks to Bronze Star with Valor and Purple Heart-decorated Navy Corpsman Doc Jacobs, Retired Command Sergeant Major Dennis Woods and SSGT Aaron Michael Grant for these heartfelt sentiments.

When Koehler Books offered me a contract to publish *Goodbye, Orchid*, the publisher said “this book will do good in the world.”

I’m proud that *Goodbye, Orchid* has accomplished this by shining a light on a character with a disability, and has been recognized widely for the work.

Goodbye, Orchid has been featured in BuzzFeed, Parade, Travel+Leisure, Glamour, Popsugar, Bookstr, Frolic, LA Times, Chicago Tribune, WABC Radio and more. *Goodbye, Orchid* won the 2020 American Fiction Award for urban fiction, Pinnacle Achievement Award for multicultural fiction, IAN Outstanding Fiction Award for Best New Novel, Royal Dragonfly Awards for Disability Awareness and Cover Design, two Best Book Finalist Awards, Audiobook Reviewer New Author of the Year, 2021 Book Excellence Award, 2021 Authorshout Recommended Read Award, 2021 Kops-Fetherling International Award Multicultural Fiction Gold, Chanticleer International’s Chatelaine Finalist Award, and was named a Top Book of 2020 by The Write Review.

Thanks to all the disability heroes who’ve supported this and many other important works. Especially to Springboard Consulting’s inspiring leader and lifelong disability advocate Nadine Vogel who says “*Goodbye, Orchid* is a story of love, adversity, family and sacrifice. This amazing book explores how we see ourselves versus the bias of others. I loved it five stars high!”

You’d certainly honor the work by reading and reviewing *Goodbye, Orchid*. When you do, please let me know what you think. Wonderful disability advocate Laura Barbaro, who interviewed me at Disability Matters, summarizes it well when she says “We are all facing challenging times and many are facing disability and accessibility journeys. This story of patience, love, empathy, vulnerability, strength and the realization that your life is what you make it will keep you on the edge of your seat.”

ABOUT THE AUTHOR

CAROL VAN DEN HENDE is the award-winning author of *Goodbye, Orchid*. She’s also a speaker, strategist, and serves on nonprofit boards. One secret to her good fortune? Her humorous husband and teenaged twins, who prove that love really does conquer all.

Please sign up for Carol’s newsletter at <https://carolvandenhende.com/contact> and pick up your ebook, hardcopy or audiobook of *Goodbye, Orchid* at <https://linktr.ee/cvdh>



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**Tracy Lee Mitchelson**

Training, Disability Inclusion Director, GlaxoSmithKline (GSK)

GSK is honored to be recognized by Disability Matters as a 2021 North America Honoree in the disability workforce category. We received multiple nominations for the award this year in recognition of our disability initiatives that touch on all aspects of our workforce practices and policies which includes talent acquisition and management, learning and development, human resources and technology.

Our Disability Confidence Network Employee Resource Group (DCN ERG) was founded by Tracy Lee Mitchelson, our Training, Disability Inclusion Director, six years ago with the vision to be a dynamic and trusted business resource helping to shape disability inclusion and drive business performance across GSK globally. Since the launch of the ERG, our partnership with the businesses across GSK has been fully valued and integral in the journey towards being a disability confident employer of choice.

Our DCN ERG has been instrumental in shaping our disability confidence to include amplifying the employee voice and advocating for a culture of inclusivity. The impact has been significant, and some accomplishments include: Centralized accommodations, captioning services and enhanced accessible technology; policy and process changes to support people with disabilities; education and training, mentoring both internally and externally and highlighting available resources for disability and mental health.

The ERG supports GSK in raising awareness of the importance of self ID. DCN has supported our executives and other globally recognized organizations through thought leadership and best practice resources to enhance their disability confidence journeys. Tracy Lee Mitchelson and Andy Garret, the co-leads of the DCN ERG have a seat at the table on our Global Disability Council and provide a voice for the network to inform GSK's disability inclusion strategy.

At GSK, we're proud of our disability confidence journey, and the recognition by the Disability Matters organization serves as another example of the progress we have made over the years. Our disability confidence journey continues, and our work is not done until there is equity and access for all, and everyone feels comfortable asking for the accommodations they need.

Click to [learn more about Tracy and our DCN ERG](#), as well as our commitments to [creating an inclusive workplace at GSK](#).

For more information you can contact [Tracy Lee Mitchelson](#) and [Samantha Warren](#) through LinkedIn.



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Letitia "Letty" Tomaszewski
Medical Student

ARTICLE 1

THE TIME IS NOW: PREPARE FOR TOMORROW

As we all know by now, COVID-19 has turned our world upside down. While it is easy to speculate the fallout from the tragedy, it is hard to say for sure what our future has in store for us. As someone with chronic illnesses leading to disability, I am keenly prepared for this type of situation. My plans always include multiple contingencies so I can be prepared for anything, and nothing comes as a surprise. This makes my life a little more smooth sailing, and I can weather the storm without the worse for wear. I like to call this 'strategic disaster preparedness'. It can take extra energy estimating likelihood ratios and severity indexes, but is certainly worth it in the end, when I have avoided a complete meltdown in my life and health. And I am not alone in this endeavor, as many folks with disabilities do the same in their lives.

Now, this may seem a little extreme of an exercise for the average person, prior to the pandemic. But, fast forward to 2020 and most of Americans did not know what to do when they experienced job loss, extreme illness, home schooling, passing of loved ones, and homelessness in rapid succession. Businesses closed down and turned away their employees. These folks and enterprises had one way of functioning and were not able to be flexible enough and quickly pivot to address these new challenges. What if, all along, individuals and companies had been preparing for this event? What if they had been able to think like someone with disabilities, be quick on their feet, and come up with alternative plans of action that they can quickly set in motion? Or what if they had someone with that experience as a knowledgeable advisor? The answers we will never know.

Moving forward into post-pandemic life and beyond, it is essential for us to change our mindset to meet new challenges. One of which will likely be increasing rates of chronic illness, death, and disability stemming from the COVID pandemic among all ages, including those who are working. If you or your business do not have a plan to address this, now is the time to start drafting one up! Don't wait for the next pandemic. Find a disability advisor to strategically guide you through the storm! This can be someone inside or outside of your organization. They also can be simply an ally with personal knowledge of the lived experience of someone with disabilities. Either way, get the conversation started, you won't be disappointed!

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Letitia “Letty” Tomaszewski
Medical Student

ARTICLE 2

For as long as I could remember, I have walked a fine line between being “abled” and “disabled”. I have multiple chronic autoimmune disorders, which makes my disability invisible, and only obviously apparent to others during a severe infectious disease event, like the current once-in-a-lifetime COVID-19 pandemic. This meant I could work and live a relatively “normal” life, aside from annoyances such as more doctors’ appointments, more medications, and more time out of work due to illnesses. I avoided telling anyone too much about my health for fear that I would be judged as lazy, not capable, or inappropriate. The fear of discrimination and losing my income and benefits was terrifying.

Fast forward to 2020, and as I am finishing up my third year of medical school, the pandemic hits. Without a well-functioning immune system, I was not able to return to in-person classes safely and so asked for virtual accommodations, which were denied. It was then that I realized how marginalized folks with disabilities are in healthcare. And this makes sense when looking at data about patient care, patient satisfaction, and trust of doctors all of which have seen decreasing numbers recently. Although my progress becoming a doctor was stopped, I was determined to intensely advocate for others, and try to prevent this happening ever again to another medical student with disabilities.

And so, I decided to come out of the closet as a person with disabilities. I started to tell my story to everyone, which was a little difficult at first. I joined a group of physicians and students with disabilities and chronic illnesses. I presented data to groups of students and leaders at my medical school. And I shared a small part of my story at the Disability Matters 2021 Conference. This has helped me to open the discussion of ableism and discrimination in healthcare and live up to my goals and values firsthand. And I met amazing and inspiring colleagues along the way. This pandemic has exposed the raw inequalities faced by people with disabilities, ripe for increased awareness and advocacy. And I hope it radically changes healthcare for the better, for all patients.

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Dr. Nichole Taylor, DO

*Clinical Associate Professor of Anesthesiology and
Assistant Dean of Student Affairs, Wake Forest School of Medicine*

THE VALUE OF A PHYSICIAN WHO IDENTIFIES AS DISABLED

It was truly an honor to be part of the 2021 N.A. Disability Matters Conference as a panelist representing healthcare providers who live with a disability. Twelve years ago when I was diagnosed with Multiple Sclerosis, I desperately sought a mentor that could help me navigate a novel career path. Multiple sclerosis significantly impacted my ability to perform necessary procedures required of an anesthesiologist. I desired to contribute in meaningful ways within the realm of medical education. In 2010, there were no physicians or groups that were outwardly public about physicians with disabilities. I found myself blazing a new trail, as I shifted from clinical anesthesiology to education. For the past 12 years, as the Anesthesiology Associate Residency Program Director, I have supervised and trained over 150 anesthesiology residents. In 2017, I expanded my role to include medical students as the Assistant Dean of Student Affairs at Wake Forest School of Medicine.

As I came to terms with my new disability identity, I became the mentor to others that I desperately sought. It was uncomfortable in the beginning sharing my story with the learners during orientation and other speaking opportunities. What I discovered is this was the most effective way to challenge the notion that physicians were “superhuman” and a professional identity could include a physician with a disability. It has allowed learners with disabilities to be comfortable disclosing a disability, which opened up the opportunity to provide career mentorship and assist in implementation of accommodations that are needed for their success. Given that the average accommodation is \$500¹, it is a worthy investment in the continued success of a learner. Providers with disabilities have unique insight into the barriers regarding access to healthcare that those in the community with disabilities face. The voices of healthcare providers with disabilities can help identify and solve the obstacles, which led to poorer healthcare outcomes for patients with disabilities. The perspective of a healthcare provider with a disability is critical in helping address the needs of the patient population that the U.S. census states is 1 in 4 Americans².

In a recent published study that I co-authored, 4.5% of medical students identify as being a learner with a disability and 97% of these received accommodations during medical school training³. In other publications, I discuss the importance of welcoming messaging specific to disability as diversity for residency programs to recruit and retain health care providers with disabilities into various residency training programs and future employment. I am often the voice at the board meetings that remind the working groups that disability needs to be included in the larger inclusion and diversity work of the institution, as it often is overlooked in the messaging and action plans. During the 2021 N.A. Disability Matters Conference it was wonderful to virtually sit aside others, who are passionate about this work, and to discuss with the audience the impact and value healthcare providers with disabilities can contribute to the overall mission of healthcare systems.

1. <https://askjan.org/topics/costs.cfm>
2. <https://www.cdc.gov/ncbddd/disabilityandhealth/features/disability-prevalence-rural-urban.html#:~:text=Approximately%20one%20in%20four%20adults,likely%20to%20have%20a%20disability>

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3. <https://journals.sagepub.com/doi/10.1177/2382120520965249#:~:text=Our%20data%20suggests%20a%20comprehensive,%2Dgranting%20programs%20at%204.53%25>
4. <https://meridian.allenpress.com/jgme/article/11/5/498/421201/Realizing-a-Diverse-and-Inclusive-Workforce-Equal>

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Norma Stanley

Founder and Chief Executive Officer, E.E.E. Marketing Group

2021 DMNA CONFERENCE WAS INSIGHTFUL, INFORMATIVE AND INSPIRING!

I had the opportunity to attend and participate in the 2021 Disability Matters North America Conference for the first time, as an invitation from Nadine Vogel, my co-host on the Disabled Lives Matter Podcast to speak and share a little about the recently launched podcast. I must say the Conference was even more of an extremely well-done and impactful event than I thought it would be!

But how could it be anything else! Nadine Vogel, CEO of Springboard Consulting and her small, but mighty and talented team of professionals are steeped in their mission to identify, counsel and celebrate the organizations and companies, committed to making a real difference in the critically important area of disability diversity, equity and inclusion in the workplace and marketplace.

The training and information provided by leading corporate executives and DEI experts during the two-day conference was invaluable and the awards component also helped to further my resolve to continue serving as an agent of change in my capacity as a marketing communications and media professional on behalf of people with disabilities. I learned so much from the speakers and topics covered which included Digital Usability; Disability Research Findings from a recent Accenture study and representatives from the Springboard Foundation; Universal Design and Accessibility from Chris Downey, president of Architecture for the Blind and the push and growing realization of inclusion in the television and music industries, by entertainment industry influencers like David Renaud, a television writer and producer; and Terry Moorer and L.A. Williams music industry publicists and producers respectively.

I have been an admirer of the work Springboard Consulting has been doing for over 10 years, as a new small business that also wanted to build a business consulting companies about the revenue-building opportunities involved in targeting, connecting with and marketing to the disability community! I have always wanted to attend the Disability Matters Conference, but up until recently, have not had the opportunity to do so!

Springboard Consulting has been an unknowing mentor to me for years and I could certainly relate to the critical work Nadine and her team were doing with companies, because I too was the mother of an adult daughter with disabilities, and I wanted to see her maximize her full potential as a contributing member of society's workforce also.

As it turns out, about 10 years later, in the spring of 2020 after releasing my first music CD, I received a Twitter message from Nadine saying we needed to talk, as we had so much in common. Now, in 2021, I am co-hosting the Disabled Lives Matter Podcast with Nadine and helping to grow the podcast into a global movement, as we interview individuals each week, who have disabilities and hear how they are positively contributing to and impacting society.

Kudos to the Springboard Consulting production team on an exceptional 15th anniversary of the Disability Matters North America Conference, I am very much looking forward to the next one!

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Terry Moorer

The Hottest Disabled Entrepreneur in America

My disAbility is My Superpower by Terry Moorer

My name is Terry Moorer and I was born with cerebral palsy. When I was born, the doctors in 1964, told my parents to put me in a nursing home “he will never amount to anything’. They were told. I’m thankful my parents didn’t listen.

Fifty six years and several gold and platinum awards later for my career in music. I am honored to say I am still here. A few weeks ago, I had an amazing opportunity to share my story to participants around the world at the Disability Matters conference. The main focus of this year’s event was the inclusion, in the workplace, to bridge the gap between employer and the disability worker.

As an invited speaker, I was honored to talk about my music career along with co panelist, producer LA Williams. We were able to share our experience working with celebrity artists, various musical projects and changing the perception of being disabled in a predominantly able bodied industry. But more importantly, we discussed disability in the music industry. Sadly, this area is often overlooked and many people that are disabled are often shut out or intimidated to pursue their dreams.

When I first started my music career in 1986. Along with myself, there was only one other person that was disabled in the industry at the time. Dave Funken Klien. Although, was dealing with an 8 year battle with cancer and had to use a wheelchair or crutches for mobility. He never let that discouraged him as he became one of the top music executives at Hollywood records, a Walt Disney subsidiary. Dave passed away in 1995.

As a person born with CP. I am often asked how I am able to overcome many obstacles especially when it comes to the music industry. I attribute my success to three things. Faith, persistence and organization. Having a strong faith allowed me to continue to press forward on days that weren't the best days when I dreamed of getting into the industry. Persistence taught me how to follow up with key players in the industry despite the times that I was discouraged to call them. And being organized was critical in tracking follow up and contact list.

I applaud the Disability Matters conference and it’s staff for raising the bar this year and bringing such a diverse group of speakers to the forefront in addressing issues within the workplace on inclusion. I was very excited to see so many companies that were interested in not only the disability community but also how they could attract a more diverse talent base. We have so much road to cover. But I am so excited about the possibilities for the new generations of “dis”able superstars that will be entering into the workplace. The younger generation that are fearless and bold as well as the seasoned generations that are filled with wisdom. Both groups will represent us well and be an incredible asset to any company willing to look past the physical and embrace the “I’m Possible”!!!

Terry Moorer
678.732.4499 - text
t_moorer@yahoo.com

###

2021 DISABILITY MATTERS
North America Conference & Awards Live-Stream
SPEAKERS (In order of appearance)



NADINE VOGEL
Chief Executive Officer,
Springboard Global Enterprises, LLC



SHELDON CUMMINGS
Chief Diversity, Equity & Inclusion Officer,
Intuit



PAM MCELVANE , MBA, MA, PCC
Chief Engagement Officer,
Diversity MBA Media, A P&L Group Co.



EUGENE KELLY
Vice President, Global Diversity, Equity & Inclusion,
Colgate-Palmolive Company

2021 DISABILITY MATTERS
North America Conference & Awards Live-Stream
SPEAKERS (In order of appearance)

FRED COLON
*Chief Diversity & Inclusion Officer and Vice President
Enterprise Organization Effectiveness,
Travelers*



LEDDI FRASER, PH.D.
*Clinical Psychologist,
Comprehensive Medpsych Systems*



BRANDI KENT, RPR-CRC-CRR-RSA
*Founder & Chief Executive Officer,
Kaptions4U, LLC*



TERRANCE IRIZARRY
*Chief Inclusive Diversity Officer,
Danone North America*



2021 DISABILITY MATTERS
North America Conference & Awards Live-Stream
SPEAKERS (In order of appearance)



DAVID RENAUD
Writer / Producer, Flying Renaud Productions, Inc.
[*\(Biography\)*](#)



PETER MCNALLY
Senior Consultant,
Bentley University User Experience Center



STUART SEABORN
Managing Director, Litigation,
Disability Rights Advocates



LAURIE HENNEBORN
Managing Director,
Accenture

2021 DISABILITY MATTERS
North America Conference & Awards Live-Stream
SPEAKERS (In order of appearance)

LAUREN GUTHRIE

*Vice President, Global Inclusion, Diversity, Equity & Action,
VF Corporation*



GEORGE-AXELLE BROUSSILLON MATSCHINGA

*Vice President, Diversity & Inclusion,
Sephora*



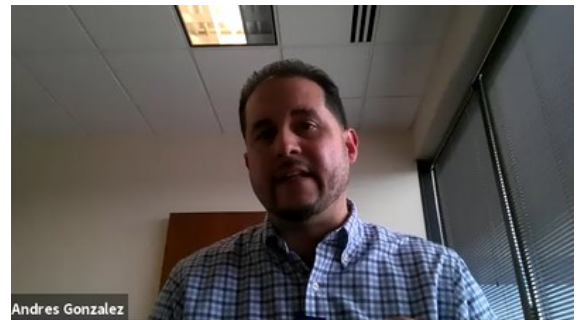
DANA ZUMBO

*Business Development Manager,
Zappos*



ANDRES E. GONZALEZ

*Vice President, Chief Diversity Officer,
Froedtert & Medical College of Wisconsin*



2021 DISABILITY MATTERS
North America Conference & Awards Live-Stream
SPEAKERS (In order of appearance)



DR. SARAH DIEKMAN, MD, JD, MS
*Occupational and Environmental Medicine
Resident Physician,
Johns Hopkins*



MARLEY DOYLE, M.D.
*Director of the Adult Outpatient Division, Director of the
Behavioral Health Education Center of Nebraska (BHECN), and
Associate Director of the Women's Reproductive Program,
University of Nebraska Medical Center*



LEORA HEIFETZ, RNC-OB, MSN ED.
*Nurse,
Chicago Public Schools*



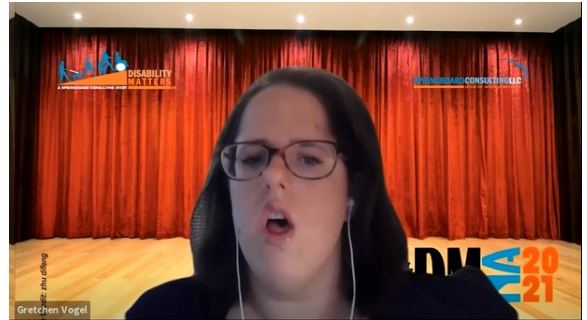
DR. NICHOLE TAYLOR, DO
*Associate Professor of Anesthesiology,
Assistant Dean of Student Affairs,
Wake Forest School of Medicine*

2021 DISABILITY MATTERS
North America Conference & Awards Live-Stream
SPEAKERS (In order of appearance)

LETITIA “LETTY” TOMASZEWSKI
Medical Student



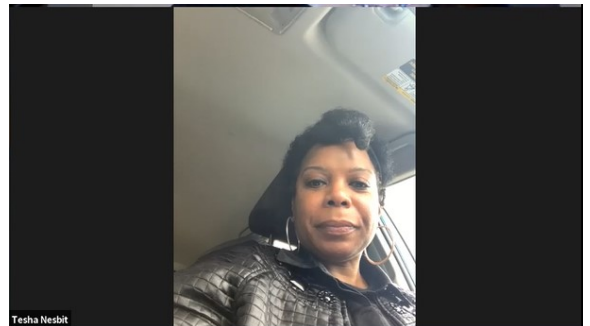
GRETCHEN VOGEL
Public Speaker, TV Show Host, and Executive Assistant
Springboard Global Enterprises, LLC



NORMA STANLEY
Founder and Chief Executive Officer,
E.E.E. Marketing Group



TESHA L. NESBIT
Director, Diversity & Inclusion,
Erie Insurance



2021 DISABILITY MATTERS
North America Conference & Awards Live-Stream
SPEAKERS (In order of appearance)



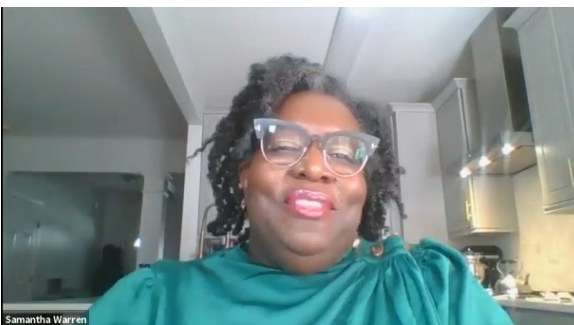
SAGAR BARBHAYA
Staff Software Engineer,
Intuit, Inc.



JOHN D. KEMP
President & Chief Executive Officer,
The Viscardi Center



TRACY LEE MITCHELSON
Training, Disability Inclusion Director,
GlaxoSmithKline (GSK)



SAMANTHA WARREN
Manager, Inclusion & Diversity,
GlaxoSmithKline (GSK)

2021 DISABILITY MATTERS
North America Conference & Awards Live-Stream
SPEAKERS (In order of appearance)

CHRIS DOWNEY, AIA
President,
Architecture for the Blind
([Biography](#))



ELAINE E. KATZ, MS, CCC/SLP
Senior Vice President, Grants and Communications,
Kessler Foundation



JOHN O'NEILL, PH.D.
Director, Employment and Disability Research,
Kessler Foundation



TYNISHA HENDERSON
Executive Director,
The Springboard Foundation



2021 DISABILITY MATTERS
North America Conference & Awards Live-Stream
SPEAKERS (In order of appearance)



ELIZABETH "LIBBY" LADU
*Finance Director,
The Springboard Foundation*



LAURA BARBARO
*Vice President, Sales and Marketing,
General Manager Customer Advocacy,
Intel*



CAROL VAN DEN HENDE
*Author, Goodbye Orchid,
and Global Corporate Strategy,
Mars, Incorporated*



TERRY MOORER
The Hottest Disabled Entrepreneur in America

2021 DISABILITY MATTERS
North America Conference & Awards Live-Stream
SPEAKERS (In order of appearance)

L.A. WILLIAMS III
*Vice President,
Synergy Records*



SHERI WYATT
*Partner,
PricewaterhouseCoopers LLP*



TED DRAKE
*Global Accessibility Leader,
Intuit*



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<https://consultspringboard.com/disability-matters-2021-north-america/#videos>



CHIEF DIVERSITY OFFICERS FOR DISABILITY INCLUSION™

Chief Diversity Officers (CDOs) for Disability Inclusion™ intends to assemble the business community to progress the mainstreaming of people with disabilities in the workforce, workplace and marketplace. It creates a blueprint for a set of actions the undersigned companies will take to foster an accessible and safe environment for individuals with disabilities; whether visible or not, and to ensure individuals with disabilities feel welcomed, are treated fairly and equitably, and feel comfortable disclosing their disabilities with or without a need for an accommodation.

The signatories serve as the diversity leaders of their companies and are dedicated to working with other company leaders and colleagues to execute the following pledge at their workplaces.

As diversity leaders of some of the largest corporations in the United States, we are role-models; it is important that we ensure candidates, employees, and customers with disabilities, as well as those caring for dependents with disabilities, are fully and appropriately included in everything we do from the workplace to the marketplace. Understanding that this segment is the largest and fastest growing minority in the world, making this commitment a business imperative.

Beyond compliance, there are a myriad of issues that must be addressed to successfully engage, employ and retain this large, loyal segment of the world's population. What this requires is commitment, conversation and collaboration, which will lead to action. Although we are passionate about this work, passion without action will not yield the desired results. Therefore, we will:

1. Create and maintain a culture of trust where employees feel comfortable to disclose their disability and request accommodations as needed.
2. Implement and expand education on disability etiquette and awareness to help our employees become comfortable communicating, engaging, and working side-by-side individuals with all types of disabilities; providing them with the tools to do so in an appropriate manner.
3. Help other companies start, grow, and/or enhance their current disability inclusion strategies by sharing successes and learnings at a special closed-door, invitation-only, CDO session held annually following Springboard's Disability Matters North America Conference.
4. Be accountable to our peers by tracking our company-specific progress and sharing regular updates on invitation only quarterly conference calls.
5. Call on our CDO colleagues across Corporate America to join us on this most important journey.

For our companies, this commitment means good, productive and profitable business; for our employees and customers with disabilities, this commitment means the world.

To take the pledge, contact us at info@consultspringboard.com and in the subject-line state, "**I AM TAKING THE PLEDGE!**"

**WE HAVE TAKEN THE PLEDGE
WILL YOU?**

To hear what our members have to say, please visit >> <https://vimeo.com/363611093>



THE SPRINGBOARD CONSULTING LEARNING INSTITUTE

The Springboard Consulting Learning Institute trains Corporate America's cross-functional, cross-industry leaders to develop their skills in the mainstreaming of individuals with disabilities in the global workforce, workplace and marketplace.

Depending on the topic, classes are taught utilizing a variety of learning modalities including lecture, facilitated dialogue, small group exercises, role-play, and hands-on experience. SCLI courses are not based on theory, but rather practical applications.

Competence breeds confidence. The SCLI delivers disability-related programming that new and experienced leaders alike need in today's ever-changing business environment. SCLI courses provide personal and professional development while ensuring business success and sustainability for your team, your department and your company; why, because Our instructors are themselves experienced professionals who understand your unique corporate challenges. And, SCLI offers custom, company-specific training programs to meet individual needs.



WeLOVE
UNITY ~ SUPPORT ~ LOVE

WeLOVE™ is a new online platform built on unity, support and love for anyone impacted by disability of any type and impacted in any way. **WeLOVE™** is for those who have a disability, are a family member, ally, friend, and can be for anyone who either has something to say, or seeks information and guidance.

Unlike other online platforms, **WeLOVE™** addresses any and every topic one can imagine. There are over 70 pre-populated categories, but anyone can add any topic at any time.

Also, **WeLOVE™** is a safe environment for sharing; it is completely private, members only. Members are rewarded with gifts for referring others to join the community.

All this for less than **\$12 USD/per year** (\$1 per month).

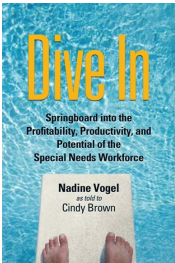
We need to show the world that we have a voice and an important one at that. And yes, **WeLOVE™** is global. Join today and help us grow our Community.

Join by visiting >> https://welove.mn.co/share/N6uqhmJZT61GUX6U?utm_source>manual

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DIVE IN

Springboard into the Profitability, Productivity, and Potential of the Special Needs Workforce

Pub. Date: TBD

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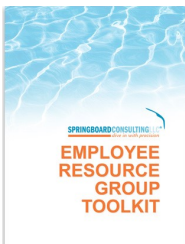


DISABILITY AWARENESS TOOLKIT

Format: Electronic (PDF)

Pages: 56

Cost: \$5,000 USD *(Includes a royalty-free, paid-up, non-exclusive worldwide license to use the Deliverables internally for direct employees (subsidiaries, affiliates, etc. excluded).*

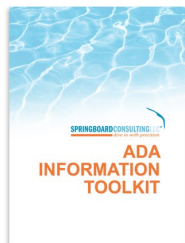


EMPLOYEE RESOURCE GROUP TOOLKIT

Format: Electronic (PDF)

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ADA INFORMATION TOOLKIT

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Pages: 59

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TALENT ACQUISITION / RECRUITER TOOLKIT

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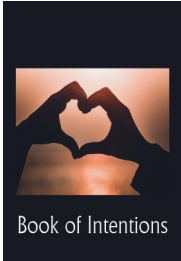
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BOOK OF INTENTIONS

Format: Electronic (PDF)

Pages: 188

Cost: \$60.00 USD (Financial Services Professionals: Minimum of 5 book per order.)
Includes a royalty-free, paid-up, non-exclusive worldwide license to use the Deliverables internally for direct employees (subsidiaries, affiliates, etc. excluded).

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SPRINGBOARD PRODUCTIONS

Springboard Productions™

A division of Springboard Global Enterprises,
information, guidance, and storytelling relative to individuals with disabilities,
their colleagues, friends, and families.



TELEVISION

Inclusion at Work: This show will explore the practices of companies and professionals who are successfully building an inclusive culture for persons with disabilities. The shows' Host, Nadine Vogel, will ask important and probing questions learning about today's best and next practices and how to make inclusion work for individuals with disabilities. The show will be filmed, edited and produced by individuals with disabilities. Hosted by Springboard's CEO, Nadine Vogel, Inclusion at Work will be distributed through Bloomberg TV, the leading business channel viewed in more than 310 million homes worldwide. The series will air on Saturdays along with the David Rubenstein Show, Bloomberg Daybreak in America, Bloomberg Big Decisions, Bloomberg Studio 1.0, and Bloomberg Technology, among others. In addition, content from the shows will be distributed through a variety of other media forms to maximize impact. These include podcasts which will air on Apple iTunes; Google; Soundcloud and the No Limits' podcast channel; a dedicated You Tube channel and a variety of other social media.

The Nosh: Hosted by Nadine Vogel, an expert in mainstreaming disability and related issues in the global workforce, workplace, and marketplace will address important issues impacting the world of disability, intersectionality, and overall diversity. Persons interviewed are company executives and subject matter experts sharing their insights, experiences, perspectives, and best practices on helping employers, suppliers, and others realize that this work is not only a profitable and productive strategic advantage, but a business imperative. The show aims to disrupt the way we think about disability and inclusion; clearly showing the



SPRINGBOARD PRODUCTIONS

difference between interest, intention, and impact.

Watch **The Nosh Show** currently on RVN Television >> <https://rvntelevision.com/tv-show/the-nosh/>

Talk & Tea with G and Me: Fun, candid, informative and engaging conversations between a mom and her adult daughter who has disabilities. Practical tips, life lessons, challenges, and celebrations; Nadine and Gretchen will address their individual and interconnected journey. They will touch-upon topics such as: education, employment, dining out, fashion, travel, dating, medical, and more. On occasion you will also hear from guest-speakers and their journeys as either someone with a disability, a parent, grandparent or sibling, a professional subject matter expert, or as an ally. This show will represent different experiences and perspectives, always leaving the viewer educated, empowered, and inspired.

Watch **Talk & Tea with G and Me** currently on RVN Television >> <https://rvntelevision.com/tv-show/tea-with-g-me/>

PODCAST

The Reboot Genie: In fiction, a Reboot signifies a new start to an established fictional world, re-creating characters, plotlines, etc. In business, it's been described as a way to rebrand a product or service. In the digital space, a reboot allows a computer to restart and get back to working normally or improved, if an upgrade was involved. A human's reboot is not as simple. It is hard. It is complex. But it can be incredibly rewarding, almost magical. Nadine Vogel is The Reboot Genie. In this podcast she will reflect on life events, hers, and yours, to help you reimagine and reset your mind, body or spirit, turning impossible into possible, resignation into results.

The Reboot Genie will be launching soon on PodBean and other podcast platforms.

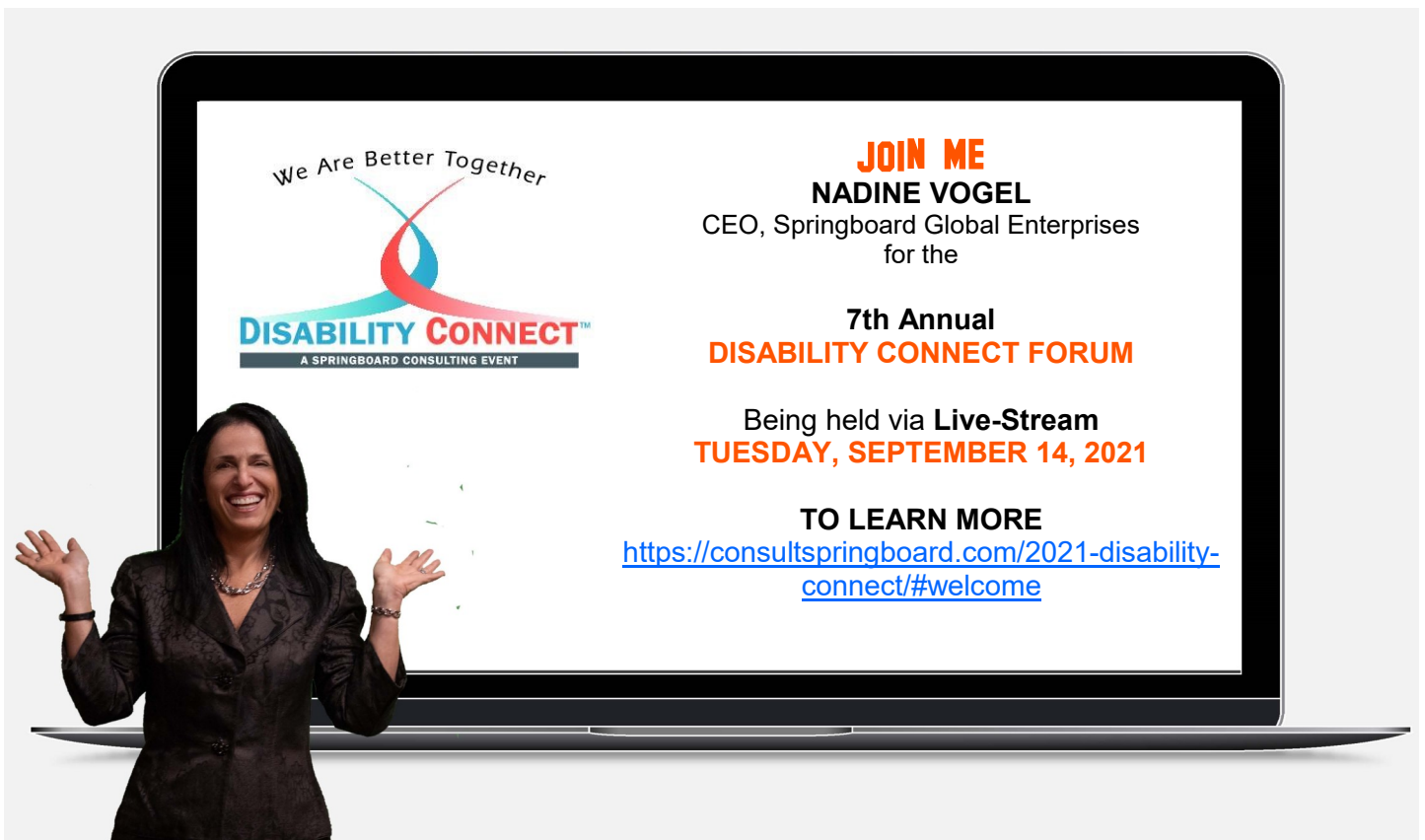
Disabled Lives Matter: Disabled Lives Matter is more than just a Podcast, it's a global movement. Each week we will interview individuals who have disabilities to hear how they positively contribute to, and impact society. We will also learn about their experiences... the good, the bad, and the ugly, in terms of business, government, and society at large. Issues such as bias, discrimination, inequality, governmental impact, and more will be explored. As a movement, Disabled Lives Matter wants to not only provide information, but correct rampant disinformation and bias. As this podcast and subsequent movement grows, so will its impact on process, practice, and more importantly, outcomes. We want our listeners to step-up and step-out to be a force for change when it comes to how people with disabilities are treated, portrayed, and valued.

Listen to **Disabled Lives Matter** currently on PodBean >> <https://disabledlivesmatter.podbean.com/>. Look for **Disabled Lives Matter** on Google Podcasts, and on iHeart Radio Podcasts >> <https://www.iheart.com/podcast/269-disabled-lives-matter-76598853/>

To be interviewed, recommend someone to be interviewed, and/or to sponsor, support, or for more information please email us >> sbdproductionsllc@gmail.com.

It's a wrap!

UPCOMING 2021 LIVE-STREAM EVENT



We Are Better Together



JOIN ME
NADINE VOGEL
CEO, Springboard Global Enterprises
for the

7th Annual
DISABILITY CONNECT FORUM

Being held via **Live-Stream**
TUESDAY, SEPTEMBER 14, 2021

TO LEARN MORE
<https://consultspringboard.com/2021-disability-connect/#welcome>

CATCH THE 2021 DISABILITY MATTERS NORTH AMERICA PLAYBACK
<https://consultspringboard.com/disability-matters-2021-north-america/#videos>

THANK YOU FOR YOUR CONTINUED SUPPORT

A note of thanks to all who have contributed to “The Wave” Newsletter.
And to those who have subscribed and continue to read and support the newsletter
and Springboard throughout the last 15-years.
We could not have come this far without you.

THANK YOU!



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