



May 2013, Volume 4, Special Edition Issue

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DISABILITY MATTERS - SPECIAL EDITION!



Dear Friends:

Welcome to the Disability Matters U.S. special edition of The Wave. As you may know, Springboard Consulting produces this most important annual event, which focuses on the inspiration, education, celebration and networking of/for those companies that aim to become employers and suppliers of choice for individuals with disabilities and their families.

This year, our seventh in the U.S. was held in Jacksonville, Florida at our Host, Florida Blue's, headquarters. Having my older daughter serve as one of our keynotes was a personal highlight for me and from what I read on the conferences surveys, a highlight for the attendees as well.

We were incredibly honored to have celebrated this year's corporate award winners and Disability Champions, all of whom are dedicated to changing their organizations perspective about people with disabilities and their families as employees and consumers. Their stories will continue to be a source of inspiration for years to come.

Because events of this magnitude cannot happen without tremendous support, we want to thank our host, Florida Blue, all of our sponsors, esteemed presenters and especially, all of our honorees.

We hope you enjoy this special edition of the Wave, which highlights our 2013 U.S. honorees. Perhaps, you and/or your company will apply for one of these highly coveted awards in 2014.

Nadine

**Disability Matters
United States:
April, 2014
Hosted by:
Toyota**

**International
Europe:
Paris, France
June 12 -13, 2013
Hosted by: Accenture
&
Asia-Pacific:
Bangalore, India
September 18-19, 2013
Hosted by: Cisco**

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Disability Matters - 2013 Honorees

Florida Blue, Jacksonville, FL - April 15-16-17, 2013

Employer of Choice



Workforce



Workplace



The power to do more



Marketplace



Disability Champions

Kelli Hodges



The power to do more

Monica Bell



Stephen Pelletier



Valeriy Novokhatsky

Brian Wayer



**John Wagner
Joan Altavilla**



Disability Matters - United States

Florida Blue, Jacksonville, FL - April 15-16-17, 2013



*Keynote Speaker, Roger Crawford,
Roger Crawford & Associates*



*Keynote Speaker, Dave Clark,
Dave Clark Foundation*



*Nadine Vogel and Speaker, Gretchen Vogel,
Springboard Consulting*

Disability Matters - United States: Continued

Florida Blue, Jacksonville, FL - April 15-16-17, 2013



Nadine Vogel and Gregory Akers, accepting Workplace Award for Cisco

CISCO

CATEGORY: WORKPLACE

JO RANDO

Program Manager

Springboard Consulting, LLC has recognized Cisco's efforts to advance disability by presenting it with the Disability Matters 2013 award in the workplace category. Gregory N. Akers who is the executive sponsor for the Cisco Disability Awareness Network (CDAN) Employee Resource Organization at Cisco, accepted the award on behalf of Cisco in a recent

award ceremony on April 17, 2013 in Jacksonville, Florida.

Cisco's disability initiatives span from products, technologies, employee resource organizations, to support and help for our veterans with disabilities.

At the Cisco Accessibility Design and Evaluation Lab, located in San Jose, California, Cisco works with accessibility experts and people with disabilities to design and build products that are usable by all people.

Cisco IOS® Software, the foundation of Cisco routers, switches, and other types of networking devices has always been fully accessible to people with disabilities. Cisco Unified Communications technologies deliver innovation, including accessibility features and capabilities, through the convergence of voice and data networks. It is based on open interfaces and industry standards, allowing the easy integration of accessibility tools. In addition, Cisco works closely with vendors to improve accessibility and usability in products.

The Cisco Military Mentorship Program specific focus is to aid the transition of veterans, including those with disabilities into the civilian workforce and help them build a successful IT career. Cisco's Annual Veterans Corporate Technology Day (VCTD) was created for our military heroes to foster hope, offer encouragement, and provide inspiration to our transitioning military personnel and their spouses/caregivers. It is part of an ever-growing vision within Cisco to give back. It is also an opportunity to develop a talent pipeline for not only Cisco, but also our channel partners.

Disability Matters - United States: Continued

Florida Blue, Jacksonville, FL - April 15-16-17, 2013

The CDAN employee resource organization helps ensure Cisco has a workforce with a variety of experiences, backgrounds and perspectives needed to identify market opportunities, solve complex problems, and drive innovation. CDAN is aligned to Cisco's people strategy, which fosters a culture where everyone feels welcomed, valued, supported and heard, so they can come to work and be their best selves.

In 2011, Cisco launched a centralized and collaborative platform called "Cisco Special Children Network", to provide pertinent resources for those employees who have or know children with special needs. The Cisco Special Children Network seeks to enrich the lives of extraordinary children in the Cisco family and to help those who support and interact with them to realize the full potential of the blessings these children provide.

With a commitment to increasing accessibility, accommodation, and opportunity, Cisco is dedicated to building a culture that empowers people with disabilities.

At Cisco, we strive to provide offerings that do more than conform to accessibility regulations. We foster creativity, innovation and collaboration to encourage the integration of accessibility at every stage of the Cisco product lifecycle.

We approach accessibility with a philosophy of openness, sharing our technological innovations with others through wide participation in industry groups and partners such as Springboard Consulting to ensure we stay on the forefront of best practices, training, and employee engagement. We are proud to have hosted Springboard's Disability Matters Awards Conference globally, hosting over 400 participants from several multinational companies.

We believe that every employee deserves a workplace and culture where they can bring their best self to work. Whether it's through leading accommodations technology or employee workplace flexibility, those with disabilities or who care for family members with disabilities can have the opportunity to build a better life for themselves, their families and Cisco. We are proud to collaborate with Springboard as we continue our journey.

Cisco designs and sells innovative networking solutions related to information and communications technology industry and provides services associated with these products and their use.

To learn more about Cisco, please visit: www.cisco.com

To learn more about workplace disability at Cisco, please contact Jo Rando at jol@cisco.com

For more information about Cisco's employee resource groups, visit:

http://www.cisco.com/web/about/ac49/ac55/diversity_inclusion_employee.html



Disability Matters - United States: Continued

Florida Blue, Jacksonville, FL - April 15-16-17, 2013



Nadine Vogel and Bob Feiner, accepting Workplace Award for Dell, Inc.

DELL, INC

CATEGORY: WORKPLACE

RUBIENA DUARTE

Senior Manager, Global Diversity & Inclusion Organization

Disability Matters focuses on corporations who *continually* demonstrate a commitment to recruiting and supporting talent within our disabled and special needs communities. Dell's commitment to workplace excellence supports Disability Matters and its vision of empowerment. We champion our communities with disabilities and spe-

cial needs by creating a diverse and inclusive workforce through authentic intent and action.

True Ability, one of Dell's nine global Employee Resource Groups, educates, drives awareness and serves as a resource for Dell team members affected by disabilities and/or special needs. Whether the impact is through a family member or at a personal level, Dell team members have the opportunity to excel through Dell's commitment to workplace excellence. True Ability first started on Dell's Brazil campus in 2007 and has now grown into 11 chapters worldwide with more than 1,000 team members.

True Ability has been successful in that it clearly links to the business while also ensuring the voice of team members are heard. For instance, True Ability leaders helped launch Dell's Assistive Technology Solution. Our products empower our customers to thrive; through the Dell Assistive Technology Team, Dell offers technology solutions that help individuals with disabilities achieve greater independence — which can open the door to employment opportunities, further educational goals and maintain a higher quality of life.. For example, Raudel Maderia, a U.S. Army veteran with Traumatic Brain Injury (TBI), is a client of Rocky Mountain Human Services (RMHS). Through Dell's work with RMHS, Raudel now has a solution that has enabled him to successfully re-enter the workforce.

True Ability reaches out to Dell team members through ongoing global update sessions and surveys on benefits. The group is a key stakeholder in disability assessments or related discussions at Dell and regularly engages with the Executive Leadership Team at Dell.

Disability Matters - United States: Continued

Florida Blue, Jacksonville, FL - April 15-16-17, 2013

Dell recognizes that we must create a welcoming workplace where differences are embraced and people of all backgrounds come together to do their best work. Our people inspire others to success and when team members join ERGs, they have opportunities to sharpen leadership skills, connect with their communities, build relationships across the organization and play a key role in advancing Dell's business initiatives.

Between 2011-12, ERG membership at Dell has increased by 80 percent, and True Ability has contributed to this jump. Since establishment, True Ability has made an impact on improving accessibility not just for team members in our buildings, but also for our visitors as they come to our Dell sites. This includes physical access to buildings, workstations that are compatible for people impacted with disabilities and/or special needs, and software or services that enable team members with disabilities to productively work with the systems and technology infrastructure at Dell.

Our communities have also been positively impacted by the efforts of True Ability members. Through events such as World Autism Day, U.S. Disability Awareness Day, and International Disability Awareness Day, we have made a difference in the communities where we live and work.

As Dell continues to champion team members, True Ability continues to play an integral role in carrying Dell's commitment for a Diverse and Inclusive workplace further.

For more information contact Rubiena Duarte
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Workplace Panel (left to right) Nikki Alphonse, Northrop Grumman, Bob Wall, Florida Blue, Rubiena Duarte, Dell, Inc., Gregory Akers, Cisco Systems, Inc., Cherie Terakura, Karasch & Associates.

Disability Matters - United States: Continued

Florida Blue, Jacksonville, FL - April 15-16-17, 2013



*Nadine Vogel and Donald Potter, Sr. Director
Human Resources, receiving
Employer of Choice Award for EMC Corp.*

EMC² CORPORATION

CATEGORY: EMPLOYER OF CHOICE

DAVID FORD

*Director of Marketing & Public Relations,
EMC Disability Employee Resource Group
(DERG)*

EMC is dedicated to providing its employees with a disability-friendly workplace. According to EMC's Chief Diversity Office, Jackie Glenn, *"Many of our employees have personal experience dealing with a disability or special needs issue, and we've partnered with them in providing resources to help face these challenges."*

In every aspect of our operations, EMC reinforces the value of inclusion and encourages all employees to uphold a fully inclusive environment. The company's strategy to maintain this vision is three-pronged, encompassing *executive accountability, talent management, and global expansion of its inclusion initiative.*

This is reflected in the work of EMC's Disability Employee Resource Group. DERG provides a support network and knowledge base for EMC employees with disabilities or family members with special needs. Officially launched on November 3, 2009, the group's mission is to advance EMC as a leader in this field and to continue its role as the employer of choice by promoting awareness and understanding of disabilities.

Since its inception, DERG has prided itself on learning and implementing best practices, as well as creating award-winning initiatives surrounding disability matters. As just one example, we successfully negotiated an outstanding autism benefit that has been credited convincing top candidates to select EMC over competitors.

Readers of *Careers & the disABLED* magazine were asked to name the employers, in both the private and public sectors, for whom they would most like to work or that they believe would provide a progressive environment for people with disabilities. EMC ranked fifth out of 50 on that list.

In 2013, EMC was selected for the coveted Disability Matters Conference "Employer of Choice" award, an honor that inspires us to accomplish more! As soon as DERG members returned from this year's Disability Matters Conference, we rolled out, in collaboration with HR Benefits Communications, a new initiative to assist our colleagues who have children with special needs—an electronic online tool to assist parents with the Individual Education

Disability Matters - United States: Continued

Florida Blue, Jacksonville, FL - April 15-16-17, 2013

Plan (IEP) process. We look forward to sharing the results at the 2014 Disability Matters Conference.

But we didn't stop there. Addressing the marketing challenges discussed at this year's conference, we created a DERG LinkedIn Group, collaborating with individuals and other disability resource groups for the betterment of "the three Cs"—colleagues, companies, and corporations surrounding disabilities matters.

Our bi-monthly DERG newsletter keeps our membership engaged, providing a forum for addressing disability topics, fielding accommodation inquiries, and transferring knowledge of best practices across EMC. Our partnership with *National Braille Press* is an opportunity to work closely with HR and our Training Teams to provide all our materials in Braille for colleagues and customers who require such accommodations as well as utilizing Braille business cards proudly displaying Disability Employee Resource Group officer's titles.

Our next big undertakings to conduct a disability audit to strategically prioritize disability opportunities and then implement additional disability initiatives such as a disability jobs program and ensure our corporate website is disability assessable for the betterment of EMC. Next, taking lessons learned at this year's Disability Matters Conference, we're planning to participate in EMC World in 2014, our company's largest annual event for customers and partners showcasing our latest technology solutions, where we will have a tremendous forum to promote DERG's accomplishments on behalf of EMC.

We envision our booth will highlight EMC assistive technologies solutions and best disability practices building bridges with large numbers of attendees who are sensitive to disability issues and concerns. We firmly believe this will expand our brand, providing quantitative numbers so we can better accomplish our mission and improve our goals. Please look for us at the next EMC World conference, where we will proudly exhibit all the disability awards we've won over the years, including front and center our coveted Disability Matters Conference "Employer of Choice" award.

We believe these initiatives, accolades, and awards stem from our core belief that ones abilities are the focal point to succeed at EMC. Every department at EMC—including the Inclusion & Diversity Office, Human Resources, Global Facilities, HR Communication Benefits, Global Marketing and Investor Relations—works hand in hand to achieve this World-Class standard.

For more information contact David J. Ford
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Disability Matters - United States: Continued

Florida Blue, Jacksonville, FL - April 15-16-17, 2013



*Mitch Morgan, accepting the Workforce Award
for Fifth Third Bank,
and Nadine Vogel*

FIFTH THIRD BANK

CATEGORY: WORKFORCE

MITCH MORGAN

Assistant Vice President,

Leadership Development

Program Manager, Project SEARCH

Fifth Third Bank could not be prouder of its recognition from Springboard Consulting LLC for the 2013 Disability Matters award. The Bank was recognized in the "Workforce" category.

Fifth Third Bank is intentional about creating a principled culture that reflects our Core Values. Our work on diversity and in-

clusion builds on other initiatives to nurture an engaged workforce. These cultural characteristics directly impact individual job satisfaction, team effectiveness and the Bank's ability to be a top-performing bank.

Respect for All Individuals

Today, our employees and customers are a mosaic of different ethnicities, genders, generations, sexual orientations and physical abilities. Fifth Third Bank is dedicated to demonstrating our commitment to employee engagement and inclusion.

Our commitment is not only the right thing to do it's also good for business. Maintaining a diverse workforce enhances our ability to attract and retain the best people and enables us to authentically market our products and services to the various demographics that make up our customer base. That is why Fifth Third Bank is proud to sponsor People with Disabilities community events, recruiting initiatives, career development and business networking opportunities.

Respect and inclusion for all individuals is a Core Value of Fifth Third Bank. As part of this value, we:

- Treat everyone, both internally and externally, with dignity and respect
- Actively encourage collaboration and the contribution of each individual
- Foster an inclusive environment to achieve superior business results

Disability Matters - United States: Continued

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Most recently, the Bank has developed a People with Disabilities Business Resource Group named DART (Disability Advocacy Resource Team.) The BRG is comprised of Fifth Third Bank employees who are members and/or friends of the disability community. The BRG also organizes social networking events with professional groups and organizations.

For more information contact Mitch Morgan

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Workforce Panel (left to right) Kristine Weist Webb, University of North Florida, Mitch Morgan, Fifth Third Bank, Lauren Lloyd, UPMC, Lisa Lodyga-Uhl, Dell



*Employer of Choice Panel
David J. Ford, EMC
Bernita Thigpen, KPMG*

Disability Matters - United States: Continued

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Mike Ellis, receiving Marketplace Award for Sprint, and Nadine Vogel

SPRINT

CATEGORY: MARKETPLACE

MIKE ELLIS

National Director, Sprint Relay

It was an honor to have participated in the Seventh Annual Disability Matters Conference last month. In addition to participating in important conversations during the panel discussions, it was my privilege to accept the Disability Matters Marketplace Award on behalf of Sprint.

The gathering of attendees at this year's conference represented a wide

variety of industries which I believe is a testament to growing awareness across businesses of the importance of accessibility solutions. The industry I come from – wireless telecommunications – is in a unique position to make a difference through the wireless accessibility solutions we bring to market for customers.

Here's a stat that may surprise you. Did you know that there are 10 cell phones produced in the world each day for every baby born? And, this year, the number of mobile-connected devices is expected to exceed the world's population.

Beyond the numbers, wireless has become a powerful tool in driving global social change. The innovative ways wireless is making a difference in healthcare, education, politics, the environment, distracted driving and countless other areas are unprecedented. Mobile devices have become the world's eyes, ears and voice. They connect people to resources, information, entertainment, friends and family.

The pervasive nature of wireless makes it all the more important that we create innovative technology that makes it possible for everyone – regardless of age and ability – to access wireless applications that make life better.

According to data from the Wireless Rehabilitation Engineering Research Center, more than 80 percent of people with disabilities own or have access to a wireless communications device. We want to make sure those customers are able to use their devices fully and to perhaps use them in ways that weren't previously possible.

Disability Matters - United States: Continued

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Sprint has provided Relay Services for people who are Deaf, have a hearing loss, or are speech disabled for more than 22 years. We continue to provide service to 32 states and the federal government. We recently announced the first Relay Call Center outside of the United States, in New Zealand. Since 1990, we have processed over 2 billion Relay minutes.

Like Relay Services, Sprint Accessibility ID packs – the innovation for which Sprint earned the Disability Matters Marketplace Award – make that possible.

There are half a million apps just for Android phones. Some might say there's too much choice in the vast world of applications. Sprint ID makes it easy to select the best apps for various customer segments. Instead of having to find and make all of these choices, customers can download one "pack" that delivers a complete, rich, tailored experience.

The barrier for our customers with disabilities has been trying to access accessibility tools and knowing what tools to download. We removed the barrier by the packaging accessibility applications into a single downloadable "ID Pack." It's a solution that makes the wireless world so much easier to navigate.

When Sprint launched our Sprint Relay ID pack, we became the first carrier to develop multiple applications in a single package that meets the needs of the deaf and hard-of-hearing communities. This includes voice mail transcripts and visual and vibrating alerts. Sprint also launched an Accessibility ID Pack in partnership with Apps4Android and the US Department of Education, a Sprint ID pack to accommodate the needs of Sprint subscribers who are blind or visually impaired, and those who cannot read print on smartphones.

Touch navigation lets users simply move their finger around the screen and voice synthesis will read the text located under their finger. They can swipe up/down/right or left, and tap on the screen to navigate and enable sound and vibration feedback. Users can also enter text via a special keyboard or use speech recognition to write text quickly and easily. So, it's possible now to send texts or emails using voice only. And, like all of Sprint's ID packs, the Accessibility pack is free.

Our Active Senior ID pack installs 20 senior-friendly applications and services. Together, our Relay, Accessibility and Active Senior ID packs have been downloaded more than 100,000 times across Sprint brands!

Much of the work of bringing innovation like this to market happens in the development stage. It is important to include people with disabilities in the product design phase. Without that review and feedback, it isn't possible to continuously improve products and services.

For more information, contact Mike Ellis at:

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Disability Matters - United States: Continued

Florida Blue, Jacksonville, FL - April 15-16-17, 2013



*Nadine Vogel and Shannon Williams,
accepting award for UPMC*

UPMC

**CATEGORY: WORKFORCE
SHANNON WILLIAMS**

Program Director, Inclusion Initiatives and
Community Workforce Development

Giving Back: UPMC's Young Leaders Academy

By: Shannon Williams

Pittsburgh is home to UPMC, one of the leading health systems in the country and one of the largest employers in Pennsylvania. As part of its commitment to Pittsburgh and western Pennsylvania, UPMC in partnership with educators and members of the community to prepare individuals for careers in healthcare.

UPMC and local transition coordinators created the Young Leaders Academy to help prepare and mentor high school students with disabilities for careers in healthcare. Whether continuing their education or obtaining a job immediately after graduation, the Young Leaders Academy assists students in making decisions through a series of career activities facilitated by UPMC professionals.

Simple, thought provoking activities over four sessions lead the students to create their post-graduation work plans. Initially, students meet with UPMC's healthcare professionals from UPMC to learn about potential career paths. The students then take a series of personality and careers interest surveys and are advised to do more research on the careers they are interested to prepare for the next three academy sessions.

Students tour UPMC's state of the art facilities and begin to connect the dots between their current interests and hobbies and a potential career in healthcare.

Many students report "Aha" moments during the tours, such as "I like cooking, so I could work in dietary services." or, "I like working with people, so I could work in patient transport upon graduation." The students truly begin to see a future at UPMC.

Once a student has determined that he or she wants to pursue a career in healthcare; subsequent sessions focus on getting the job, including resume building. Students also learn about benefit packages, including the opportunity to obtain additional formal education through UPMC's tuition reimbursement benefit.

Disability Matters - United States: Continued

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They learn interviewing skills, appropriate workplace dress and behavior and shadow a UPMC employee in the line of work that is most appealing to the student. The students are advised to use this experience as a first step in the interview process. Host managers are advised to do the same. For the first time, students see their potential career in action. With this, all of the dots are connected.

Ultimately, each student prepares a PowerPoint presentation depicting their job shadowing experience and then actually applies for open positions at UPMC. A graduation ceremony attended by family and friends marks the successful exploration of a career in health care.

In its inaugural year, UPMC saw 10 students, most of whom are exploring entry level careers at UPMC. And, most importantly, all of the students found an opportunity after high school through this career mentoring and exploration program.

The Young Leaders Academy created a pipe line of entry level candidates with disabilities for UPMC to successfully recruit into our system making us the proud recipient of the Disability Matters Workforce Award in 2013.

For more information on the UPMC Young Leaders Academy and how to get one started at your company, contact Shannon Williams, Program Director, Workforce Development at willsm@upmc.edu.

UPMC—a \$10 billion integrated global health enterprise headquartered in Pittsburgh, Pennsylvania—is committed to developing and delivering Life Changing Medicine and is one of the leading health systems in the United States. As Pennsylvania’s largest employer, UPMC is committed to giving back to the community that we live and serve in.

For more information contact Shannon Williams

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2013 Disability Matters Conference and Awards

EUROPE



June 12 - 13, 2013
Paris, France

Host: **accenture**
High performance. Delivered.

In Partnership : **Afmd**
Association Française des Managers de la Diversité

Gold Sponsor(s)



Twitter: #DMEU2013

ASIA-PACIFIC



September 18 - 19, 2013
Bangalore, India

Host: **CISCO**

Platinum Sponsor(s)

ABB

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Twitter: #DMAP2013



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2013 ASIA-PACIFIC DISABILITY MATTERS CONFERENCE

EDUCATE, INSPIRE, NETWORK

September 18-19, 2013, Bangalore, India

Hosted By:



HEAR from award-winning companies and their best practices relative to mainstreaming disability in the workforce, workplace and the marketplace.

NETWORK with professionals who are responsible for making disability initiatives a business imperative.

LEARN practical disability-related practices, strategies and tools that you'll be able to easily implement in your own organizations.

DIFFERENT WAYS YOU CAN GET INVOLVED

NOMINATE A/YOUR COMPANY - *Applications due June 28, 2013*

The Disability Matters Awards annually honors organizations in the areas of Workforce, Workplace, and Marketplace.

SPONSOR - Demonstrate your organization's commitment to the advancement of disability initiatives by becoming a sponsor. Build your brand, reputation and bring your delegations utilizing this conference as a training opportunity for your colleagues!

REGISTER - For more information on how to participate as an individual, or as a group to learn best practices, practical tools and applications.

To obtain application forms, register and sponsorship opportunities, please email Sigrid Senamaud at sigrid@consultspringboard.com



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Disability Matters - United States: Continued

Florida Blue, Jacksonville, FL - April 15-16-17, 2013



*Nadine Vogel, Springboard's CEO,
at the Awards Dinner*



*(left to right) Doug Waite, General Motors, Topher Hermann,
American Airlines, Bob Nowak, General Motors, at Welcome Reception*

Disability Matters - United States: Continued

Florida Blue, Jacksonville, FL - April 15-16-17, 2013



River City All-Stars Cheer and Dance group performing at the Disability Matters Awards Dinner



Florida School for The Deaf and The Blind group performing at the Welcome Reception

Disability Matters - United States: Continued

Florida Blue, Jacksonville, FL - April 15-16-17, 2013



*Nadine Vogel and Monica Bell
accepting her award*

MONICA BELL

CATEGORY: DISABILITY CHAMPION
HSBC

Assistant Vice President,
Commercial Loan Processing

I have served as the National Chair for the HSBC USA People with disAbilities Employee Resource Group (PwD ERG) for six years, and it's been my pleasure to lead the evolution from an event-driven focus team to truly being an advocate of education and cultural awareness. This has been done through the following programs and activities:

- Quarterly PwD newsletters highlighting success stories, tips for manager, upcoming events and useful links for people with disAbilities and caregivers.
- Collaboration with the HR Learning and Development to create on-line learning tools that address unconscious biases and emphasize the contributions, capabilities and potential of employees, rather than the disability.
- Timely distribution to hiring managers of HSBC resources that raise awareness of best practices and shared knowledge related to accommodation.
- Global broadcast to HSBC locations in six cities in the Unites States and Canada of the internally produced video "A Day in the Life," which featured employees who volunteered to experience a work day with specific disabilities. The production was supported by the CEOs of HSBC USA and HSBC Canada, who provided opening and closing remarks. The video premiered in simultaneous "red-carpet" style events at HSBC sites in Buffalo, Toronto, and the Chicago suburb of Mettawa, Ill, each including a question-and-answer discussion session focusing on the importance of workplace diversity and PwD inclusion. The video has since been made available to HSBC employees globally on the intranet.
- Internal training webinars on diversity and inclusion awareness, public speaking, and how to handle emergencies.
- Partnership with colleagues in Canada and the UK to join up PwD ERGs in those Countries, and to share best practices.

Disability Matters - United States: Continued

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- Support and encouragement for employees who self-identify as part of the PwD ERG, to advocate for themselves and others. Many have since taken leadership roles by sitting on various committees across the Bank to ensure that the PwD community is accurately represented both from in internal and external perspective.

The PwD ERG has grown in membership numbers as well as confidence, with employees seeing the positive impact of their efforts and taking pride in successful execution of programs and events. This has empowered many to take the lead in new and innovative ways to keep the topic of PwD relevant and engaging.

For more information, contact Monica Bell

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Marketplace Panel (left to right) Peter McNally and Marsha Gewirtzman, Springboard Consulting, Mike Ellis, Sprint and Gail Herring, Toyota

Disability Matters - United States: Continued

Florida Blue, Jacksonville, FL - April 15-16-17, 2013



Kelli Hodges accepting her Disability Champion Award

KELLI HODGES

CATEGORY: DISABILITY CHAMPION
 Manager, Global Education
DELL, INC.

Defining a Champion... To be named a disability champion is the greatest honors I have ever received with the exception of the gift of my family. A champion is one who defends, advocates and never gives up achieving the goals that impact those around them. My champion is one of my former students. The student who I will call Randy was entering his last year in a transition's program for students with multiple disabilities who would be graduating from high school that year. When he entered his last year of high school he had a brand

new teacher. The main goal for the year was to have Randy become as independent as possible but his teacher wondered how that was going to happen with 3 personal aids assigned to him. With the help of friends, colleagues and Randy's never give up attitude, Randy fast became independent with the use of technology he was now able to communicate, locate where he needed to go and today is employed at Taco Bell and lives in a group home. Randy was my student- he is my champion as he taught me that no barrier should keep us from doing what we want and love to do. Fast-forward to working at Dell today this drive and passion that Randy bestowed on me has driven me to become the lead of our Employee Resource Group True Ability and the program founder of Dell's Assistive Technology Service. As a new employee Dell's True Ability ERG is gave me a since of community in a very large organization because I had the opportunity to be with individuals who had the same like minded passion of empowering employees, advocating for the rights of parents of children with disabilities and community outreach to promote the independence and voice for people with disabilities. This since of community and passion began to impact my daily role of driving the strategy for education solutions at Dell. In looking at the mission of the ERG and my passion it became imperative that we reflect on our business practices to leverage the power of technology to truly impact the lives of all by providing them technology that enables them to grow and thrive. Dell provided the avenue for the development of the Dell Assistive Technology Service that provides seamless access, implementation and support for accessible technologies.

Disability Matters - United States: Continued

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Through this service students have the ability to communicate with the power of technology and specialty software, rehabilitation service agencies can better serve their clients and grow their business, veterans are getting tools and resources to empower them to build back up in the community and employees and colleagues around us become more productive in the workplace. Technology has the power to be the access point to do this. Randy's passion and the community built through employee resource groups are truly giving way to business success. All members of the Disability Matters Community are truly champions. The passion, motivation and great works gives us all the motivation and drive to continue to do more. I look forward to many more opportunities to learn from all of you. Thank you to everyone who gives to impact all of those impacted with a disability. As Gretchen taught us this year- turning a disability from a challenge to an opportunity opens our world to possibilities. Thank you so much!

For more information contact Kelli Hodges

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*(left to right) Trevor Hutchinson and Mike Gartner,
Procter & Gamble, at Welcome Reception*

Disability Matters - United States: Continued

Florida Blue, Jacksonville, FL - April 15-16-17, 2013



*Nadine Vogel and John Wagner
accepting his Award*

JOHN WAGNER

CATEGORY: DISABILITY CHAMPION
Senior Director, Product & Marketing,
Medicare Solutions
FLORIDA BLUE

When John Wagner's aunt was born with Down syndrome, her life expectancy was only 18 years and institutionalization was the norm.

"But my grandfather wouldn't allow that," says Wagner, senior director, Medicare. "He loved her like his other three children. All three went on to careers in special education working with people with disabilities. My aunt turned 56 this year and remains the angel of our family. That's how working for people with disabilities has become a passion of mine."

Wagner has demonstrated his commitment in a number of ways. In 2006, he, along with Ang Pracher, diversity consultant, and Kathy Haskins, Human Resources vice president, established the First Coast Business Leadership Network (FCBLN), a group that shares disability employment best practices among 50 leading companies in the Jacksonville area.

The kickoff meeting was held at Florida Blue, and then-Florida Governor Jeb Bush was one of the 600 people who attended. FCBLN has been recognized as affiliate of the year by the United States' BLN (USBLN) and was named affiliate of the month in March.

"Millions of dollars are spent preparing job seekers with disabilities to work, but there is little investment in preparing the workplace for a diverse workforce that includes people with disabilities," Wagner says. "This is one of the final frontiers on the diversity landscape."

Wagner holds leadership positions with both FCBLN and USBLN. He is also the current community and regional representative of possAbilities. On April 11 Wagner is receiving a 2013 Florida Multicultural Leadership Award from the Florida Diversity Council.

Disability Matters - United States: Continued

Florida Blue, Jacksonville, FL - April 15-16-17, 2013

In recognition of his advocacy and commitment to people with disabilities at Florida Blue and in the community, Wagner will be honored with the Disability Champion Award at the national U.S. Disability Matters Conference & Awards April 17. The two-day conference is being hosted by Florida Blue, which is also a Diversity Matters Workplace Award recipient, along with Cisco and Dell. The conference will feature presentations by leading disability experts from corporate America, academia, national non-profits and government.

Wagner's passion drives him to help those with disabilities

“John is a true leader in the effort to share successful practices among businesses in hiring talented people who happen to have a disability,” says Chris Oakley, FCBLN board chair and vice president and regional executive at the Jacksonville branch of the Federal Reserve Bank of Atlanta.

“He and many other dedicated Florida Blue employees have set a great example for other employers locally as well as throughout Florida and the nation as they walk the talk with regard to the BLN's objectives. It has been both a privilege and a wonderful education to serve on the Board of the FCBLN with John.”

Leslie Wilson, CEO of Wilson Resources, Inc. of Palmetto, Fla. shared similar sentiments. “John has spent hundreds of hours with corporate decision-makers at the local, state and national level explaining how a diverse workforce that includes people with disabilities is profitable to business,” she states. “Because of John and the example Florida Blue has set, many Jacksonville companies are now recruiting and hiring people with disabilities. John is a corporate America hero.”

Beyond his work with employers, Wagner also uses every opportunity to help educate people on basic disability etiquette.

To learn more about this topic, you can attend one of the disability etiquette classes Wagner and other employees will be leading this October as part of National Disability Employment Awareness Month. Watch BlueNET for registration details.

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Disability Matters - United States: Continued

Florida Blue, Jacksonville, FL - April 15-16-17, 2013



*Brian Wayer, receiving his Award,
and Nadine Vogel*

BRIAN WAYER

CATEGORY: DISABILITY CHAMPION

Director of Operations
OfficeMax, Inc.

In the OfficeMax Chicago Distribution Center we wanted to do more than just dip in our toes when it came to hiring individuals with disabilities. After the first year of the initiative, that is all we were able to accomplish so we needed to adjust our strategy. In the first year we had a partnership with a local non-profit organization that helped staff individuals with cognitive disabilities, but we were not getting enough candidates to fill our positions and we were experiencing high turnover. We needed a larger funnel of candidates that was not just inclusive of

cognitive disabilities, and we needed assistance in building natural supports in our workplace to ensure retention was the highest priority.

After partnering with Walgreens, the leader in this space, we saw what could be possible. We began building a strategic partnership with the state of Illinois. They had the candidates, the funding and the expertise to assist with natural supports. In collaboration with the state and our local non-profit, Aspire of Illinois, we began our journey of aggressively hiring and retaining individuals with disabilities. We created a 3-lane approach that would support individuals of varying degrees of competencies. Lane 1 was the standard direct hire for individuals that did not need much of an accommodation or support structure to transition into our work environment and be successful. Lane 2 was titled the Transitional Work Group that allowed individuals accommodations such as a full time, on-site job coach and a longer transitional time beyond the standard 90 days at OfficeMax. Finally, Lane 3 was a pre-training environment that was built at a local non-profit Autism facility called Turning Pointe Autism Foundation. In lane 3, individuals have the opportunity to work in a mock distribution center set-up exactly like an OfficeMax distribution center. This allowed the students to learn at their own pace in a comfortable environment. It also allowed the students to work in classrooms to work on the soft skills necessary for the work environment such as communicating successfully with your supervisor and how to handle conflict and interviewing skills.

Disability Matters - United States: Continued

Florida Blue, Jacksonville, FL - April 15-16-17, 2013

After implementing this 3-lane approach, the Chicago Distribution Center did much more than dip in its toes. In 2012, the distribution center hired ten associates with disabilities. Each came from one of the three lanes. Retention was at 90%. 50% of all new hires in 2012 were individuals with disabilities. All of these associates are held to the exact same standards as everyone else in the facility, and they are doing the same jobs. Once in the distribution center, it is an inclusive and fair environment regardless of disability. The results can be seen everywhere you look. Safety is improving, attendance across the facility is improving, turnover has been reduced, productivity is up and our inclusive culture has evolved more than we could have ever imagined.

Today, we have a simple goal going forward to ensure we continue along this path. For every open position in the facility, we will interview at least one individual with a disability. With this commitment, we are already seeing an increase from 50% of our associates being hired through this three-lane approach. This is mostly due to the fact that our funnel of qualified individuals is full; recruiting becomes simple and fast when you have that. The future is even more exciting than the past. It is more than a “feel good” story, it is a good business story.

For more information contact Brian Wayer

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(left to right) Lois Cooper, Adecco NA, Barbara Wankoff, KPMG and Lori Golden, Ernst & Young, at Welcome Reception

Disability Matters - 2013 Sponsors

Florida Blue, Jacksonville, FL - April 15-16-17, 2013

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Disability Matters - United States: Continued

Florida Blue, Jacksonville, FL - April 15-16-17, 2013

From everyone at Springboard Consulting, a heartfelt congratulations to our 2013 Disability Matters Honorees!
Without you and your dedication to the disability community, there would be no reason to celebrate.



Disability Champions (left to right) Nadine Vogel, Stephen Pelletier, Prudential, Kelli Hodges, DELL, Valeriy Novokhatskyy, OfficeMax, Monica Bell, USBC, Joan Altavilla, Florida Blue, John Wagner, Florida Blue, Brian Wayer, OfficeMax



Corporate Honorees (left to right) Nadine Vogel, Mike Ellis, Sprint, Mitch Morgan, Fifth Third Bankcorp, Pat Geraghty, Florida Blue, Shannon Williams, UPMC, Bob Feiner, DELL, Gregory Akers, Cisco, Donald Potter, EMC

Disability Matters Awards Banquet & Conference:



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Disability Matters - United States: Continued

Florida Blue, Jacksonville, FL - April 15-16-17, 2013



*Sigrid Senamaud,
Springboard Consulting, presenting
information on Disability Matters
European Union and ASIA Pacific
conferences*



Springboard Team (left to right) Layne Montesino, Elizabeth Ladu, Nadine Vogel, Jill Frankel, Ivette Lopez and Belinda Moore