



September 2012, Volume 3, Issue 3

www.consultspringboard.com

Nadine's Message

Dear Friends:

With October just around the corner, Springboard looks once again to the month that the U.S. Department of Labor's Office of Disability Employment Policy celebrates as, National Disability Employment Awareness Month (NDEAM). This year's theme is, "A Strong Workforce is an Inclusive Workforce: What Can YOU Do?"

This year's theme reinforces the known fact that individuals with disabilities represent a highly skilled talent pool, a talent pool that as society ages, Corporate America needs more than ever. But it goes beyond accessing talent. It speaks to making the workplace accessible to talent and not just physically accessible although that is an important component. It means being organizationally ready to fully embrace workers with disabilities with inclusive workplace policies and practices that are seamlessly integrated into the corporate culture.

So what can YOU Do? A lot because although led by ODEP, NDEAM's true spirit lies in the many observances held at corporate offices held throughout the U.S. Activities can range from something as simple as placing posters around the building to acknowledge the celebration to offering disability related training and education programs to launching a comprehensive corporate disability strategy. If you have been considering starting a Disability Employee Resource or Affinity Group, October is a perfect time to announce and exe-

2013 Disability Matters

United States:
April 15-17, 2013
Hosted by:
Florida Blue
Jacksonville, FL

International:
Europe, June 2013
&
Asia-Pacific,
September 2013

Stay Tuned for more!

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Nadine's Message - Continued.

cute the launch. Or, if you have been considering launching a talent acquisition strategy, specifically with college students with disabilities, October is a great time to host your first Disability Mentor Day. What about rolling out a Disability Disclosure Tool to show your company's commitment to all its' employees to be able to bring their whole selves to work, including those with disabilities.

Do you have a company-wide newsletter? October is a great time to include disability related information and articles on a range of topics from a statement of the company's commitment to an inclusive workforce, one that specifically includes individuals with disabilities to a reminder about how to utilize your company's Reasonable Accommodation Process (RAC). On your intranet site, you may want to recognize the contributions and successes of employees who have disabilities and are comfortable with such public acknowledgement. Perhaps your CEO could issue an electronic message to all employees recognizing NDEAM. Whatever you do, make it public. Ask your external relations department to issue a press release or post information on your company website or social media outlets. Individuals with disabilities, especially those qualified individuals who are looking for employment will be looking to see what companies are truly supportive of this celebration and moreover, supportive of the employment of individuals with disabilities.

No matter how you decide to celebrate, keep in mind how this all began. In 1945, Congress designated the first week in October each year as "National Employ the Physically Handicapped Week." President Harry S. Truman designated the President's Committee on Employment of People with Disabilities to carry out the observance. Eighteen years later, in 1962, the word "physically" was removed from the week's name to acknowledge the employment needs of all Americans with disabilities. Then 26 years after that, in 1988, Congress expanded the week to a month and changed its name to "National Disability Awareness Month," which eventually evolved to its current name. The Labor Department's Office of Disability Employment Policy took over responsibility for National Disability Employment Awareness Month in 2001.

At the end of the day, what you do is not nearly as important as doing something. No matter how big or small the celebration, just be sure to make it relevant not only to individuals with disabilities but to your company, its' people and its' culture.

Contact Springboard Today at 973-813-7260 or info@consultspringboard.com to help you celebrate this most important event. It's not too late – you can still do something great!



Nadine

The ADA Inquirer:

by Shelley A. Kaplan, Manager ADA Services, Springboard Consulting, LLC

MITIGATE RISK BY BUILDING DISABILITY READINESS *A 3-Part Series*

PART 3 — BE PROACTIVE

This article is the third of a three-part series called, “**BE PROACTIVE**.” Part 1 (July issue) focused on “**BE**”, describing the importance of hiring and retaining qualified employees with disabilities and provided a valuable insight into how one may “**BE PROACTIVE**” in this challenging, but rewarding effort. Part 2 (August issue) focused on “**PRO**”, providing a unique perspective and described several best practices to attract and retain employees with disabilities. This Part 3 focuses on concepts related to “**ACTIVE**” and will hopefully coalesce many of the important issues related to meaningful inclusion and retention of employees with disabilities. Together, these articles address and provide real solutions for some of the common pitfalls employers face when seeking to include people with disabilities in the workforce and workplace and ways to avoid those pitfalls. Companies that take steps to “**BE PROACTIVE**” undeniably mitigate, reduce, and often eliminate potential risk of disability discrimination, and as a result, greatly increase the value of engaging a very large untapped labor pool in their workforce, workplace and marketplace.

The “**ACTIVE**” in “**BE PROACTIVE**”

Theory and concepts are not only passive in nature, they are worthless unless translated into action, conduct or behavior. To “**BE PROACTIVE**”, we must breathe life into our theory and concepts transforming them into actions that are practical and responsive to overall business objectives.

The following definition of “**ACTIVE**” accurately describes what must take place in order to accomplish the goal of equality and meaningful inclusion of people with disabilities in your workforce:

*"Engaging in energetic activity characterized by action
rather than by contemplation or speculation,
having the practical operation or result of producing profit and growth."*

The ADA Inquirer - continued

It is often better to understand a concept by examining its opposite. For example, the opposite of "**ACTIVE**" is **broken, dead, inactive, inoperative, nonfunctional**. It is therefore clear that employers, whom for whatever reason, choose to be inactive in reviewing and modifying, as necessary, standard operating procedures, may very well invite these "opposites of active" into their workforce.

The following activities, while certainly not exhaustive, are examples of "**ACTIVE**" best practices companies undertake in their daily routines and standard operating procedures:

1. Engage in annual networking and informational events, especially in recognition of the Anniversary of the ADA (July), National Disability Employment Month (October) and International Day of Persons with Disabilities (December) by sponsoring a company reception so co-workers, who either have a disability or are caring for a dependent with special needs, can get to know one another. Consider making this a virtual web meeting to open participation to other office locations.
2. Conduct topical "Lunch and Learns" or Webinars that focus on disability issues such as
 - Disability Etiquette & Awareness
 - Universal Workplace Supports & Reasonable Accommodation
 - Guided Case Study Analysis & Discussion
 - Service-related Disabilities and
 - Communicating Effectively with Everyone
 - Encourage and recognize personnel who engage in volunteer opportunities with disability organizations.
3. Participate in the annual Disability Mentoring Day (October) which allows hiring managers to increase their comfort level and more easily move past attitudinal barriers. These students with disabilities may be a perfect fit for inclusion in your existing or planned internship program.
4. Schedule ongoing and appropriate training for all personnel regarding the rights of people with disabilities and employer responsibilities in the workplace. Uninformed employees can easily and unintentionally increase a company's risk of disability discrimination by saying or doing the wrong thing.

The ADA Inquirer - Continued

5. Designate a committee of trained personnel that regularly reviews all policies and procedures to make sure each one reflects the company's vision and does not unintentionally discriminate against people with disabilities. For example, employers should carefully examine their leave policies or practices to determine whether there is a rigid maximum limit to the leave that requires or results in the employee being terminated if unable to return to full duty. An inflexible period of disability leave, even if substantial, is not sufficient to satisfy an employer's reasonable accommodation obligation. As a best practice, fixed leave policies should be amended to make clear that the leave period can be extended or adjusted as a reasonable accommodation where such extension or adjustment would not result in undue hardship to the employer.
6. Develop "effective communication" practices companywide including outreach and recruitment, company collateral, meetings, etc. Whatever is written or spoken must be as clear and understandable to people with disabilities as it is for people who do not have disabilities. Communication with most individuals with disabilities is not different, but people who have disabilities that affect hearing, seeing, speaking, reading, writing, or understanding may use different ways to communicate than people who do not.

In conclusion, many people with disabilities have the skills and qualifications for a diverse range of jobs, coupled with a strong desire to work; however, far too few are active participants in the workforce. Similarly, many employers want to include people with disabilities in their robust diversity programs; yet far too few are active participants in creating a workplace culture that truly values the skills and talents of all people. Perhaps that is because far too few employers are willing to combine the letter and the spirit of the law by making compliance equally important to inclusion. Inclusion certainly has something to do with the acquisition of knowledge and skills. But, the goal of inclusion in the workforce and workplace goes beyond the acquisition of knowledge and skills--it is about entering into a culture and cultivating a deep connection to that culture. The way employers come to care about employees with disabilities is either through personal experience or by actively seeking opportunities to engage with people with disabilities to find cost-effective, usable solutions that not only bring the employment experience into compliance with the ADA, but also develops creative, innovative policies and practices as well as product and facility designs that are extremely valuable in a competitive market. The core of workforce/workplace inclusion is the relationship between employer and employee.

The ADA Inquirer - Continued

As we so often say at Springboard: **Legal requirements are important but practical applications are critical.**

Stay informed about current ADA-related issues and join the conversation by accessing Shelley's blog on the Springboard website at <http://www.consultspringboard.com/category/blog/ada-blog/>.

Springboard Canada:

by *Connie Putterman, Manager Canada, Springboard Consulting, LLC*

DID YOU KNOW?

Federally Regulated Businesses and Industries in Canada

The labour rights and responsibilities of about 12,000 enterprises and 820,000 of their employees are defined by the Canada Labour Code. These employees account for six percent of all Canadian workers.

If you are employed by one of the following businesses and industries, you are more than likely working in a federally regulated sector:

- banks
- marine shipping, ferry and port services
- air transportation, including airports, aerodromes and airlines
- railway and road transportation that involves crossing provincial or international borders
- canals, pipelines, tunnels and bridges (crossing provincial borders)
- telephone, telegraph and cable systems
- radio and television broadcasting
- grain elevators, feed and seed mills
- uranium mining and processing
- businesses dealing with the protection of fisheries as a natural resource
- many First Nation activities
- most federal Crown corporations
- private businesses necessary to the operation of a federal act

If you do not work for one of the above, the employment standards that regulate your conditions of work are defined by your provincial or territorial ministry of labour. In other words, all other employers are regulated at the provincial level through provincial laws which differ from province to province.

Springboard Canada – Continued

Facts about disability in the Province of Ontario in Canada:

- there are 1.8 million Ontarians with disabilities, or 15% of population
- according to the Beer report on disability in Ontario, public education around issues of disability in Ontario is the key to moving forward
- issue of training for employers on the current standards (AODA) needs to be more readily available to employers
- need for a fundamental attitude shift in how accessibility is understood and perceived

**Based on a report by Charles Beer on the AODA, or Access for Ontarians with Disability Act done in 2010- to access more information about the report, see link below

http://www.mcass.gov.on.ca/en/mcass/publications/accessibility/charles_beer/reviewer_perspective.aspx

Contact me, Connie Putterman, via E: connie@consultspringboard.com or via telephone at 1-416-800-0479; Springboard can help you navigate through the AODA details.

The Disability ERG Strategy Summit 2012 - Canada



THE DISABILITY ERG STRATEGY SUMMIT 2012 - CANADA

HOSTED BY:



DATE & LOCATION:

Tuesday, October 9, 2012
8:30 AM - 4:45 PM EST

TIFF Bell Lightbox

Reitman Square
350 King Street West
Toronto, Ontario
M5V 3X5

PRICING*

\$299 (CAD) per person: General Admission
\$199 (CAD) per person: Disability ERG Leadership Networking Forum Subscribers
**Includes light breakfast and lunch*

RSVP:

Purchase a ticket and register no later than Monday, September 24, 2012 or until capacity is reached - [CLICK HERE](#).

Should you have any questions, please contact Connie Putterman, at Springboard's Toronto office at connie@consultspringboard.com or via telephone: 1-416 800-0479 x 2.

HOTELS:

The Fairmont Royal York: 100 Front Street West, Toronto, Ontario, M5J 1E3, Canada; T: 1-416-368-2511. To view hotel, please visit - <http://www.fairmont.com/royal-york-toronto/>

The InterContinental Toronto Centre: 225 Front Street West, Toronto, Ontario, M5V 2X3, Canada; T: 1-416-596-1400. To view hotel, please visit - <http://www.ichotelsgroup.com/intercontinental/en/gb/locations/overview/yyztc>



The Disability ERG Strategy Summit 2012 - Canada

The Hilton Toronto: 145 Richmond Street West, Toronto, Ontario, M5H 2L2, Canada; T: 1-416-869-3456. To view hotel, please visit - <http://www3.hilton.com/en/hotels/ontario/hilton-toronto-TORHIIHH/index.html>

PARKING:

Parking is available at Bell Lightbox. The cost is \$12/Day and access to the parking garage is located off of Widmer Street.

TRANSPORTATION:

By Bus

TIFF Bell Lightbox is located at Reitman Square on the north-west corner of King and John Streets (350 King Street West), TIFF Bell Lightbox occupies an entire city block in the heart of Toronto's media and entertainment district. All spaces, including the cinemas, are wheelchair accessible to the public.

By Car

From The Gardner Expressway

- Take the Spadina Ave. Exit
- Turn Left onto Lower Spadina Ave
- Turn right onto King Street W

By TTC

The closest Subway stop is St Andrew. Bell Lightbox is a 5 minute walk West of St Andrew subway station on the north-west corner of King Street and John Street. Alternatively, the King Street Car stops at John Street in front of Bell Lightbox.

MESSAGE:

The difference between success and greatness or in a worst case scenario, mediocrity or even failure of a Disability Employee Resource Group is the organizers' and leaders' understanding of the unique issues and applicable best practices. This Inaugural Canadian Summit will address everything from Benchmarking, Perspective and Communications to the group's mission, vision and overall value proposition. Key priorities and well as leadership and structure will also be addressed. The Summit will also provide a forum for cross-company/industry learning, experience sharing and of course, networking.

Whether you have already launched your Disability ERG or you're just introducing it to your organization, the Disability ERG Strategy Summit will be invaluable in helping you successfully take your group to the starting block or to that next level, whatever that level may be.

The Disability ERG Professional Development Leadership Summit - U.S. 2013



SPONSORED BY:



DATE & LOCATION:

Monday, April 15th, 2013
8:30 AM-4:30 PM EST

CSX Headquarters
500 Water Street
Jacksonville, FL 32202

PRICING*:

\$299 per person: General Admission (regardless of registration, in order to gain entry to the event, you must show proof of being a corporate disability ERG leader at the registration desk on the day of the event.)

\$229 per person: Disability ERG Leadership Networking Forum Subscribers

*Includes light breakfast and lunch

RSVP:

Purchase a ticket and register no later than Friday, March 5, 2013 or until capacity is reached - [CLICK HERE >>](#)

Should you have any questions, please contact Jill Frankel at jill@consultspringboard.com or via telephone: 1-973-813-7260 x. 106.

REMINDER:

The 2013 U.S. Disability Matters Awards Banquet & Conference will be taking place the following two days, Tuesday and Wednesday, April, 16 & 19. If you are interested in attending please visit - <http://www.consultspringboard.com/2011/about-disability-matters-united-states/> or contact Jill Frankel at jill@consultspringboard.com or via telephone: 1-973-813-7260 x. 106 for more information.

HOTELS:

Sawgrass Marriott – this is the host hotel for the Disability Matters event. To view hotel's website, visit - <http://www.sawgrassmarriott.com/>

Disability Matters Awards Banquet & Conference:



DISABILITY MATTERS U.S. 2013

April 16-17, 2013
Jacksonville, Florida

Our Host: *Florida Blue*

Welcome Reception Host:

Platinum Sponsor(s):



Gold Sponsor(s): **COLGATE-PALMOLIVE COMPANY**



**MARSH & MCLENNAN
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PSEG



Disability Matters Awards Banquet & Conference:

DISABILITY MATTERS EUROPE 2013

June 2013 - Paris, France

&

DISABILITY MATTERS ASIA-PACIFIC 2013

September 2013 - Bangalore, India

Stay Tuned....

Come See Nadine!



11th Annual Diversity Solutions Best Practices Conference, Tuesday, September 18, 2012 at the Crystal City Marriott, Arlington, VA.



THOUGHT LEADERSHIP CONFERENCE
Executive Think Tank Series™

2012 Diversity Council Conference Enhancing Performance-Increasing Value . Thursday, October 4, 2012 at the Hyatt Regency Crystal City, Arlington, VA..



Thought Leadership Executive TLC Think Tank Forum, September 19-21 2012 at The Hubert H. Humphrey Building, Washington, DC



CMO CLUB Innovation Summit, San Francisco, Thursday/Friday; October 25-26, 2012, at the Ritz-Carlton, San Francisco, CA.



Out & Equal Conference 2012 ; Monday-Thursday, October 29-November 1, 2012 at the Biltmore Convention Center, Baltimore, MD.



5th - Diversity & Inclusion in Asia 2012 Conference, Tuesday & Wednesday, November 6-7, 2012 at the Cyberport Convention & Exhibition Centre, Hong Kong.

A Note from the Springboard Team:

As always, we hope everyone has enjoyed this edition of “[The WAVE](#)”.

Depending on where you live... the temperature will start to cool-down and the foliage will start to change colors as Fall approaches... and you'll have “[The WAVE](#)” handy and by your side. Be sure to take your copy of “[The WAVE](#)” on those weekend trips to the Apple Orchard or to the Pumpkin patch. “[The WAVE](#)” is also perfect reading material on those chilly nights as you snuggle into a comfy chair, in your favorite sweater with a cup of warm cider.

As always, please help us spread the word... tell everyone you know to visit our website and sign-up for the newsletter - <http://www.consultspringboard.com/newsletter/> .

Again, we thank you for your support and for subscribing to ...

“The WAVE”

Until Next Time...



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