

WORKLIFE
MATTERS

DISABILITY
MATTERS
AWARDS

2007





2007 DISABILITY MATTERS AWARDS

DISABILITY MATTERS AWARD: **WORK LIFE**



FORUM HOST

LEHMAN BROTHERS

Lehman Brothers, one of the leading global investment banks, has developed the Disability Working Forum (LBDWF) in the U.S. and Asia which is comprised of managers who are committed to raising awareness and providing educational information about disability issues, and issues of accommodation and recruitment. Partnering with external organizations to bring programs to Lehman Brothers employees to help raise awareness about disabilities in the workplace, notable speakers have included Ted Kennedy, Jr., cancer survivor and disability rights activist; Danny Heumann, vice president of the Danny Heumann Fund for Spinal Cord

was honored with a Special Award for Disability Excellence in the Best Workplaces U.K. 2006 survey, published in the Financial Times. Lehman Brothers also ranked in the Top 50 Best Workplaces in the U.K. for the second consecutive year, illustrating an ongoing commitment to creating a best practice working environment for its staff.

Lehman Brothers' commitment to promoting best practices for employees with disabilities was consolidated in March 2004 with the formation of a European Disability Working Forum which focuses on promoting change, raising awareness, building relationships with

ERNST & YOUNG LLP

Ernst & Young's Working with Disabilities initiative began in 2005 with a small project team, charged with exploring what E&Y could do to ensure that they were reaching and recruiting qualified people with disabilities while providing a supportive and respectful work environment enabling individuals to grow their careers and succeed within the firm.

Since then, membership has grown significantly and communications throughout the firm has increased. Through their infrastructure networks – Learning, Meeting Services, Branding, Information Technology, Recruiting, Knowledge Management, Creative Services, Administrative Services – E&Y has developed process-

tion, and children's rights. It also sponsors a password-protected, private, online message board on the firm's intranet to offer parents the chance to support one another and share knowledge on health care plans, finding resources and treatments, common problems, and other important issues.

Parents Family Network

In August, 2007, Ernst & Young is planning the first-ever Parents Network Family Forum, a national meeting for members to meet face-to-face. Parents, significant others, children with special needs and their

“It’s all about getting the word out.”
—Patricia Vivado, Lehman Brothers

Research; Dana Buchman, fashion designer and mother of a child with learning disabilities; Mark Zupan, quad rugby player and featured in the film, Murderball; representatives from the National Business and Disability Council; and others. The concept of a disability working forum originated in the U.K with the DWF, where it has achieved great success in bringing people with disabilities into the Firm for internships and full-time employment. The network has established professional relationships with organizations such as Scope (an organization that works on behalf of people with cerebral palsy), Mencap (an organization for people with learning disabilities), Prospects and Employment Opportunities.

It is no surprise, therefore, that Lehman Brothers

external bodies and increasing applications from disabled candidates. The initiatives and achievements led by the Forum have included:

- exceeding accessibility requirements in its European headquarters in London
- developing a successful Summer Intern Program for disabled students
- partnering with disability charities and websites to promote employment opportunities
- a variety of initiatives to educate their partner disability organizations about the wealth of opportunities in the banking industry
- front desk reception staff being trained in British Sign Language

“Our firm has opened its arms to individuals with disabilities.”
—Lori Golden, Ernst & Young

es, communications, and content that is specifically designed to address disabilities issues.

In addition to Working with Disabilities, E&Y created a Parents Network for Families of Children with Special Health Care Needs. The Network is open not only to parents and caregivers, but also to concerned individuals who are interested in children with a variety of behavioral, emotional, physical, or developmental needs.

The Network allows families to connect with one another about the unique experiences of raising a child with special needs. It conducts monthly conference calls, some of which are moderated by a parent or spouse, and feature expert speakers from health care institutions, academia, and social service organizations. The conference calls cover such topics as employee benefits, trusts and estates, special educa-

siblings are all encouraged to attend. Currently, the Parents Network has grown to over 80 families in just two years.

E&Y also co-founded and leads the Employers Disabilities Forum, a networking group to share leading practices in addressing disabilities issues with other professional services firms. For the second year, E&Y will be participating in the National Business and Disabilities Council's Emerging Leaders internship program for students with disabilities. In addition, E&Y is conducting a pilot recruiting program with EARN, a disabled veteran-owned non-profit under contract to the U.S. Office of Disability Employment Policy. EARN will communicate E&Y job openings to 6,000 disabilities employment organizations and campus offices of disabilities services.



2007 DISABILITY MATTERS AWARDS

DISABILITY MATTERS AWARD: **MARKETING**



Every two years, E&Y asks its employees, "How are we doing?" In the Global People Survey, which queries every member of the firm about firm communications, work culture, and specifically, how effectively they are building an inclusive and enabling environment, E&Y has received the following responses to their Working with Disabilities program:

"I am proud to work at a place that is focused on this."
"I am very interested in learning more about supporting inclusiveness. I'm sure I can be an inspiration

abilities who otherwise might have been uncomfortable speaking up, and people with partial disabilities like hearing impairment, who are learning that E&Y is already employing quick and easy technology solutions to meet everyday office needs.

Future Involvement

One of E&Y's short-term priorities is to expand the people resource network's database into a robust

FORD MOTOR COMPANY

Targeting all people with special transportation needs, the Ford Motor Company recognizes the need for transportation that people with disabilities have, as well as their need to obtain the freedom to drive and be transported in a vehicle just like anyone else. The Ford Mobility Monitoring Program therefore provides consumers with special transportation needs up to \$1,000 towards the cost of adaptive equipment, or up

diences including the aging, professional caregivers, military, public transportation, families and children with disabilities.

*Trade Shows

Adapted vehicles are displayed at various consumer, professional and industry shows to illustrate the adaptability of Ford vehicles.

**"We want to serve as a model for other companies and firms."
—Christine Young, Ernst & Young**

**"We recognize their need to obtain the freedom to drive just like anyone else."
—Kathy LaPointe, Ford Motor Company**

to others and others can inspire me."
"Great initiative! I would love to be involved."
It is also important to note that a majority of disabilities network members do not have disabilities, but are people of all levels from administrative assistant through partner who feel so strongly about the importance of building a disabilities-friendly culture that they are willing to dedicate their time and energy.

Practically Measured

E&Y also measures the practical impact of disabilities-focused efforts by tracking the accommodations that are requested and granted. These requests have grown in number – especially from people with hidden dis-

Web site which is accessible firm-wide and linked to other E&Y inclusiveness sites. The objective is to make messaging, programs, tools, and materials have a more consistent look and feel, thereby developing a common platform for reach of their intranet sites. E&Y also plans to expand its efforts within their local geographic regional offices as well as on the national level.

As awareness grows, E&Y also expects accommodation requests to increase. This will serve to enrich their database of accommodation information and success stories. Disabilities education will therefore broaden, particularly as disabilities awareness messages are embedded into an increasing number of venues.

to \$200 for an alert hearing device, after-market lumber support, or running boards, with the purchase or lease of a new Ford, Lincoln or Mercury vehicle.
In 2006, 14,000 individuals were assisted, and a total of over 136,000 received assistance since the program's launch in 1992.

The program communicates to the consumer in need of special transportation in the following ways:

*Internet

Through a Web site devoted to information about Ford vehicles, the modification process, and where and how to initiate the process (www.fordmobilitymotoring.com).

*Ford Dealers

Point of purchase materials are provided as well as brochures for consumer distribution.

*Advertising

Ads are placed in publications with varying target au-

*Customer Care Center

Consumers, medical professionals, driver education specialists and dealers may call for information. Information kits containing a brochure, video and state directory are mailed out upon request.

*State Directory

A comprehensive listing of Medical Assessment Centers, Driver Rehabilitation Specialists, Mobility Equipment Dealers, Mobility Modifiers, State Agencies and Organizations for driving information are available online by state or specified search criteria.

***Video Entitled "I'll See You On The Road"**, with Christopher Reeve as the moderator, is distributed free-of-charge to customers seeking further information about vehicle modifications.

Ford also partners with the following non-profit organizations to enhance its disability outreach:



DISABILITY MATTERS AWARD: **MARKETING**



GENERAL MOTORS CORPORATION

The General Motors Mobility program is dedicated to making automotive transportation easier and more accessible for the millions of persons with disabilities. Its products and services are focused on the elderly, people with disabilities and their caregivers toward improving people's lives by making their vehicles accessible and attractive to customers adaptive equipment is installed on a new, eligible GM vehicle. With OnStar, people can travel with increased confidence and control by providing emergency assistance and helpful services like hands-free calling and remote door unlock. OnStar was available on more than 50 GM models for 2005. By the end of 2007, OnStar will be a standard feature

Michigan Athletes with Disabilities Hall of Fame
 Ford Mobility Monitoring has been a sponsor of this organization for ten years, which recognizes ten outstanding athletes annually who have demonstrated achievement in sports and are positive role models in the community, as well as to educate the public about sports for the disabled.

Disabled American Veterans
 Since 1922, Ford has partnered with the DAV by contributing funds and passenger vans. The Mobility Motoring Program has participated at the annual convention for the past six years providing members with information about the program.

Christopher & Dana Reeve Foundation
 For seven years Ford Mobility Motoring has sponsored this National Foundation which promotes research activities

Challenged Athletes Foundation
 In 2006, Ford co-sponsored Major David Rozelle at the Ironman World Championship Race in Kona, Hawaii. Ma-

Ford Mobility Monitoring has been a sponsor of Michigan Athletes with Disabilities Hall of Fame for ten years, which recognizes ten outstanding athletes annually who have demonstrated achievement in sports and are positive role models in the community, as well as to educate the public about sports for the disabled.

“We recognize we have a responsibility to do the right thing for our customers.”
 —Jay Gaydash, General Motors

that are dedicated to curing spinal cord injury, and improving the quality of life for people living with paralysis through grants, information and advocacy.
 Michigan Chapter of the National Multiple Sclerosis Society Corporate sponsor of the Michigan Chapter, Ford has participated in Detroit Metro Area MS Walks demonstrating its support of research for individual within the community.

Major Rozelle became an amputee while serving in Iraq and, after recovery, he was chosen to command a troop, making him the first troop commander to redeploy to the same battlefield as an amputee.

Ms. Wheelchair America Program
 For fifteen years, Ford has sponsored this national organization that recognizes the achievements of outstanding women with physical disabilities.

O&P Extremity Games
 Ford is launching its sponsorship of these national games offering an opportunity for athletes with disabilities to compete. Ford will specifically supply accessible shuttle buses to transport athletes to various venues.

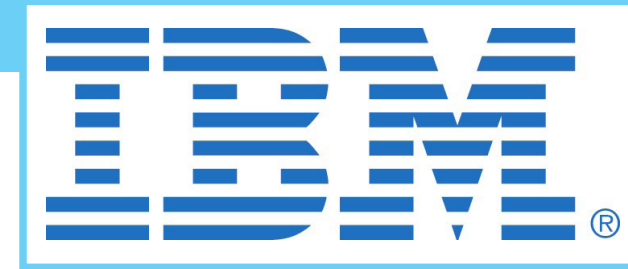
with special needs.
 Since its inception, the GM Mobility Program has helped over 125,000 customers equip their new GM vehicles with the adaptive equipment they need. The Sit-N-Lift power seat, specifically engineered for persons with disabilities, has answered the unique challenges some families face. The only U.S. automotive manufacturer to sell and service such a product, it is a fully-motorized, rotating lift-and-lower passenger seat that makes getting in and out of a vehicle easier.
 The GM Mobility Reimbursement Program now offers customers up to \$1,000 reimbursement plus two extra years on OnStar service at no cost when

in GM's retail customers in the United States and Canada, covering all segments and prices except for some commercial vehicles. OnStar safety and security services include automatic notification of air bag deployment, stolen vehicle location assistance, emergency services, roadside assistance, remote door unlock, and GM Goodwrench remote vehicle diagnostics. Its Hands-Free Calling allows drivers to make and receive hands-free, voice-activated calls from their vehicle. This program has proven so successful that it also received the coveted 21st Century Achievement Award by the Computerworld Honors Program for visionary use of information technology



2007 DISABILITY MATTERS AWARDS

DISABILITY MATTERS AWARD: DIVERSITY



in the Transportation category.

Company Involvement

Supported by GM's senior management, the GM Mobility program houses four full-time staff members including a Mobility Marketing Manager, Mobility Product Manager, and two Mobility Engineering Program Managers. There are also numerous part-time individuals involved in the program.

Partnering

GM Mobility has been involved with the National Mobility Equipment Dealer Association since the launch of its Mobility program. A non-profit trade association of Mobility Equipment Dealers, NMEDA is committed to ensuring quality and professionalism in the manufacturing and installation of safe and reliable mobility equipment. Input from NMEDA and its members have helped GM improve the products and service it offers to the special needs community.

IBM

IBM has and continues to make significant strides for people with disabilities through a number of diverse and comprehensive initiatives.

The firm believes that there are four things that distinguish them in the area of diversity:

Their 100-year heritage of commitment to people with disabilities; their recruiting and hiring programs; their support programs for people with disabilities; their global linguistic analysis software to assist people with visual, mobility or cognitive impairments.

Accessibility resources include:

- [Accessibility of information technology for people who have disabilities.](#)
- [IBM Human Ability & Accessibility Center Intranet Web Site](#)
- [IBM Human Ability & Accessibility Center Internet Web Site](#)
- [IBM Accessibility Center University](#)
- [IBM Accessibility Checklists and Techniques](#)
- [Quarterly Accessibility Update Webcasts](#)
- [IBM Accessibility Technical Newsletter](#)

OnStar safety and security services include automatic notification of air bag deployment, stolen vehicle location assistance, emergency services, roadside assistance, remote door unlock, and GM Goodwrench remote vehicle diagnostics. Its Hands-Free Calling allows drivers to make and receive hands-free, voice-activated calls from their vehicle. The program has proven so successful that it also received the coveted 21st Century Achievement Award by the Computerworld Honors Program for visionary use of information technology in the Transportation category.

“We’re all different—
we all need accommodations.”
-Millie DesBiens, IBM

Examples of IBM's innovative programs include the IBM Human Ability and Accessibility Center, which has been committed to leveraging IBM research to help solve technology challenges experienced by people with disabilities since 2000. Their Accessibility Project Office (APO) was launched in 2002 to focus on enabling ease of information access for everyone to ensure a productive environment. Located in Austin, TX, New York, Sao Paulo, Paris, London, Stuttgart, Tokyo, Beijing and Sydney, with industry partnerships in Italy and England, the Accessibility Center was renamed the Human Ability and Accessibility Center to reflect the evolution of the organization's mission to enable human capability through innovation so that everyone can maximize their potential, regardless of age or ability.

Marketplace

IBM showcased its research technologies at the California State University Northridge's 18th Annual Technology for People with Disabilities in March, '03. Some of the technologies presented included innovative ways for people to access information. For example, since 1999, all employee broadcasts from its CEO and Chairman have been real-time captioned using Lotus' SameTime software. In 2002, these broadcasts were offered using close-captioning at locations where they have deaf and hard-of-hearing employees.

IBM has also developed a team that is looking at building accommodations around the world. Through its Global Building Accessibility Assessment Checklist created for its real estate team, this tool measures three basic requirements associated with building accessibility: New construction, Renovation of



2007 DISABILITY MATTERS AWARDS

DISABILITY MATTERS AWARD: WORK LIFE



WALT DISNEY WORLD RESORT

In 2001, Walt Disney World Resort launched CastABLE, which directs the firm's efforts toward personal development through speakers, resources and information that provides inspiration, motivation and enrichment to benefit people with disabilities. In addition, the group provides opportunities for professional development through guest speakers and other resources focusing on career growth and opportunity.

Through these and other efforts, the group increases awareness of accessibility issues and provides unique perspectives on accommodation, communication, product development and engineering-related matters, including Disney's award winning ac-

bers, Crew Members and Imagineers.

Specifically, CastABLE offers the following:

- Monthly meetings with discussion topics and presentations from internal and external speakers focusing on accessibility. An internal web site is maintained to keep employees updated on meetings, events, and key accessibility, diversity and inclusion messages. Membership provides the opportunity to volunteer in community service organization events including the Cure Autism Now Walk in 2006 and 2007.
- CastABLE has supported internal initiatives in-

Through these and other efforts, the group increases awareness of accessibility issues and provides unique perspectives on accommodation, communication, product development and engineering-related matters.

cessibility designs--Accessible ride vehicles and Hand-held captioning technology. Membership in this group provides an opportunity for leadership development as well as exposure to senior leaders through participation in the leadership team.

Leadership

The CastABLE leadership team consists of five Cast Members, an Executive Champion, and a representative from Global Strategies for Diversity and Inclusion. In total, the membership includes over 350 Cast Mem-

cluding The Dream to Achieve and Succeed event which debuted in 2003. This event included booths, presentations, materials and featured a nationally known keynote speaker focusing on accessibility which provided employees with tools and resources for use in their roles and everyday lives.

- The CastABLE team has conducted over 200 information sessions across the Walt Disney World Resort providing information and resources to Cast Members and Leadership fostering an inclusive workplace.
- CastABLE has developed resources that are used

existing owned and leased facilities, and case by case situations. As a result, this team has accomplished the following:

- Developed worldwide online training tools to assist the building assessment teams.
- Created a worldwide integrated building accessibility improvement process to proactively manage and accelerate improvements.
- All 272 high-priority buildings have undergone a review and were modified as needed.
- All new buildings include barrier free design.
- Many existing buildings have had barriers removed.

by IBM.

In November, 1999, IBM partnered with the Mexican government and Telmex, a major telecommunications company, to create Integra, a technology assistance program designed to integrate both disabled students and adults into the education and workplace environments.

It is IBM's hope that through these initiatives, as well as a vast number of others including Mentoring, Summer Camps, and Forums that social attitudes toward people with disabilities will change. IBM's goal is to build a pipeline of people with disabilities interested in technology, and for schools and organizations to encourage people to reach their potential.

“My dream for the future is that we wouldn't have to talk about if a person is disabled or not... because it will no longer be an issue.”

—Millie DesBiens

Partnerships

For the fourth straight year, IBM held a five-day camp in partnership with the Pacer Center enabling 15-30 girls to participate along with IBM volunteers and two special education teachers to discuss careers, self-advocacy, and accessibility.

In Mumbai, India, IBM has developed a partnership with The Victoria Memorial School for the Blind, a charitable institution dedicated to improving the learning environment of its students. The partnership will enable the School to start a computer center, thanks to software provided





2007 DISABILITY MATTERS AWARDS



throughout the operating areas including a calendar which featured both Cast Memers with disabilities as well as advocates of CastABLE.

- Involvement in the Leadership team with CastABLE has provided statewide recognition for Cast member, Jeannie Amendola, through her appointment by Governor Jeb Bush to the Board of Directors of The Able Trust, which promotes employment for Florida

ties and encourages open dialogue about both working with people with disabilities and servicing their guests with disabilities.

Strategy Growth

Walt Disney World Resort will continue to recognize and

Walt Disney World Resort will continue to recognize and utilize CastABLE as a valuable resource for obtaining subject matter expertise on accessibility and services for people with disabilities, providing its employees with a forum to share ideas and best practices, working with other Diversity Resource Groups to continue to spread the message of fostering an inclusive environment where everybody matters.

citizens with disabilities.

- CastABLE was recently represented at the HR Professionals in Florida conference where Jeannie spoke about CastABLE and how diversity resource groups are a positive business resource for The Walt Disney World Resort.
- A CastABLE video was developed and distributed throughout the organization for use in town hall meetings and other team meetings. The video shares a message that features Cast Members with disabili-

utilize CastABLE as a valuable resource for obtaining subject matter expertise on accessibility and services for people with disabilities, providing its employees with a forum to share ideas and best practices, and working with other Diversity Resource Groups to continue to spread the message of fostering an inclusive environment where everybody matters. The West coast will be launching a CastABLE Diversity Resource Group this year, and its leadership team will mirror the model of the East coast team.