

# DISABILITY MATTERS

## Is One Woman's Passion

Would it surprise you to learn that the disability community is the largest and fastest growing minority segment in the world and in the U.S., surpassing the Hispanic population by 5%? What about the fact that disabled adults represent approximately 15% of the workforce, approximately 11% of college freshman and spend nearly \$200 million every year on discretionary items such as travel, electronics, health and beauty products, and much more?

This large, loyal community is made up of adults who are born with or who have acquired disabilities, maturing workers with age-related disabilities, veterans with service-related disabilities and those like Nadine Vogel, who have dependents with disabilities.

In addition to having two daughters with special needs, Vogel is the Founder and President of Springboard Consulting LLC, located in Mendham, NJ. Springboard's mission is to mainstream disability in the workforce, workplace, and marketplace in the U.S. and abroad. The company is recognized as the global expert in working with multinational corporations and governments, delivering customized solutions on disability related issues that positively impact profitability and productivity.

In achieving this mission, Vogel and her team work with organizations on a variety of initiatives to recruit, support, and market to individuals who either have a disability or who have a child or other dependent with special needs. Springboard's most requested services include:

### Workforce/Workplace

- *Comprehensive corporate assessments and gap analysis for strategic blueprint development*
- *Recruiting/mentoring including a virtual employment center, Disability Mentor Days*
- *Training on disability etiquette and awareness, ADA*
- *Organizational readiness programs*
- *Guidance on accessibility (ADA), compliance (OFCCP) and benefits*
- *Employee resource group development and growth strategies*
- *Intranet site, resource development*
- *Topical webinars, lunch and learns*
- *Celebratory events and resource fairs*
- *Keynote presentations and book signings*

### Marketplace

- *Comprehensive corporate assessments and gap analysis for strategic blueprint development*
- *Ideation and strategy development*
- *Segmented communication and outreach*
- *High-touch, high-traffic consumer events*
- *Salesforce training*
- *Campaign design and management*
- *Media outreach*
- *Creative services and collateral development*

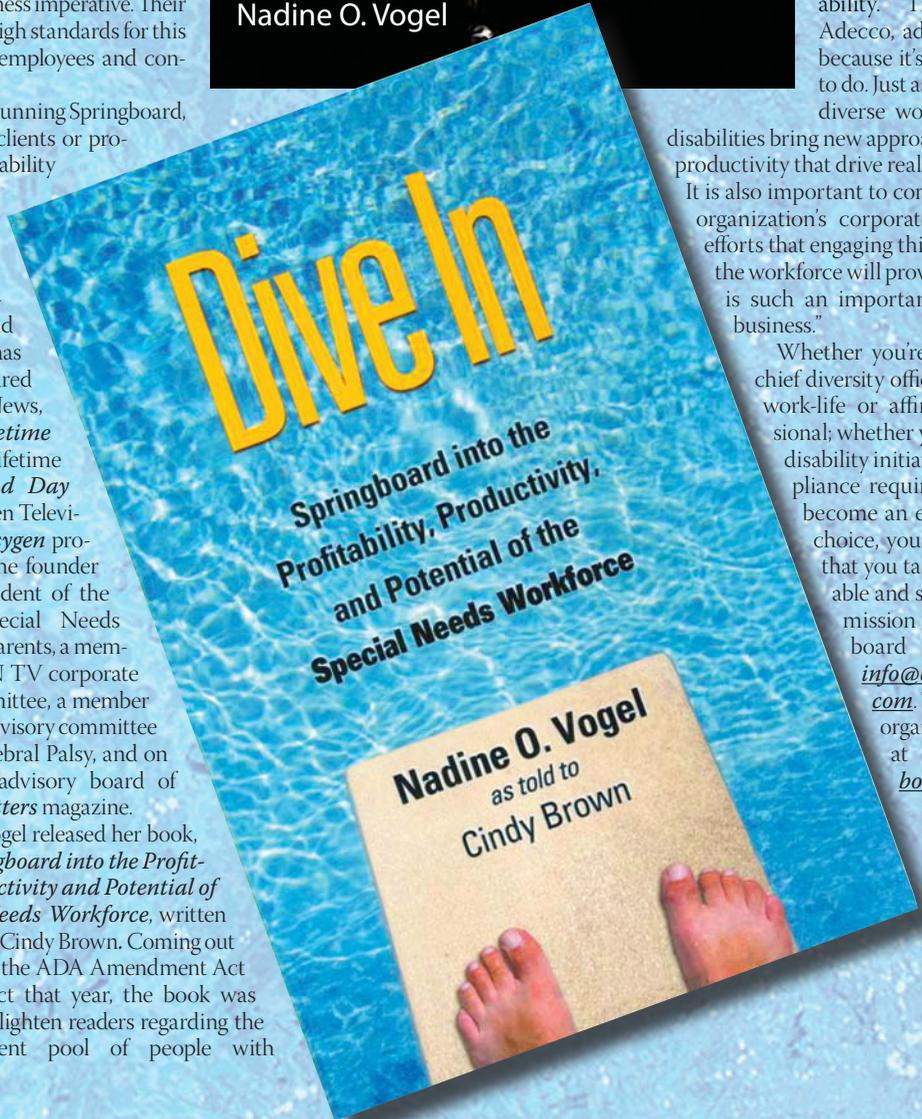
In addition to the above, Springboard produces an annual corporate awards banquet and conference known as Disability Matters. Now in its fifth year, the event is recognized as one of the most important corporate awards banquets and conferences in the U.S., delivering education, networking, and celebration of and for those companies that aim to become an employer and/or supplier of choice for people with disabilities and their families. Vogel's ultimate goal in creating Disability Matters was to guide companies to, and recognize them for, developing strategies and synergies between mission and achievement for including people with disabilities in all aspects of their business. The honorees are multinational corporations who are recognized for their dedication to changing their organizations' perspectives about people with disabilities and their families as employees and consumers and realizing that doing so is not just a strategic advantage, but a business imperative. Their dedication to high standards for this work inspires employees and consumers alike.

When not running Springboard, meeting with clients or producing Disability Matters, Vogel is frequently a keynote presenter at conferences around the world. She has also been featured on NBC News, CNNfn, *Lifetime Live* on the Lifetime Channel, *Good Day NY*, and Oxygen Television's *Pure Oxygen* program. She is the founder and past president of the board of Special Needs Advocate for Parents, a member of the NJN TV corporate advisory committee, a member of the expert advisory committee of United Cerebral Palsy, and on the editorial advisory board of *WorkLife Matters* magazine.

In 2009, Vogel released her book, *Dive In: Springboard into the Profitability, Productivity and Potential of the Special Needs Workforce*, written with co-author Cindy Brown. Coming out on the heels of the ADA Amendment Act that took effect that year, the book was intended to enlighten readers regarding the untapped talent pool of people with



Nadine O. Vogel



disabilities, parents of children with special needs, and older workers with age-related impairments. It offered guidance for recruiting, training and supporting people with disabilities, making corporate culture more inclusive, and evaluating facilities to accommodate all workers, with sidebars on examples of innovation and guidance on etiquette in potentially awkward situations.

The book is informed not only by Vogel's expertise, but by statistics, and interviews that illuminate the best practices of today's global business leaders. It has since become a top-selling business book, endorsed by several leading CEOs. "*Dive In* provides the information and tools to better understand how to remove the barriers to employing this segment of the population," says John Chambers, chairman/CEO of Cisco. "Employing the disability community can improve productivity and profitability." Tig Gilliam, CEO of Adecco, adds, "This is not simply because it's the right or nice thing to do. Just as with other members of

diverse work forces, people with disabilities bring new approaches to innovation and productivity that drive real business improvement. It is also important to consider the benefits to an organization's corporate social responsibility efforts that engaging this important segment of the workforce will provide. This is why *Dive In* is such an important book for anyone in business."

Whether you're a chief marketing or chief diversity officer, a human resources, work-life or affirmative action professional; whether your company is new to disability initiatives, dealing with compliance requirements or desiring to become an employer or supplier of choice, you can likely help ensure that you take appropriate, sustainable and successful steps on your mission by contacting Springboard at (973) 813-7260 or [info@consultspringboard.com](mailto:info@consultspringboard.com).

To learn more about the organization, visit its website at [www.consultspringboard.com](http://www.consultspringboard.com). [dMBA]