

Subject: EIN SOF Communications: Dawn of a New Era – Disability Power & Pride



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The historic inauguration of President Barack Obama signals an exciting time for America's 54.4 million citizens with disabilities. Disability issues are top-of-mind with this new Administration www.whitehouse.gov/agenda/disabilities/ EIN SOF Communications is honored to collaborate on dynamic initiatives during this dawn of a new era, including the first-ever DISABILITY POWER & PRIDE Inaugural Ball and programs below.

UCLA Anderson's Disability-Inclusive Leadership Institute

On December 9, 2008, UCLA Anderson School of Management, Executive Education signed a historic Alliance with the U.S. Department of Labor's Office of Disability Employment Policy (ODEP). Founding Organizations of UCLA Anderson's groundbreaking Leadership Institute for Managers with Disabilities witnessed in person and on the phone and included AT&T's IBM, Microsoft, PepsiCo and USBLN. Other guests included California State University (CSU), Northridge and CSU's Accessible Technology Initiative. The Leadership Institute for Managers with Disabilities is fashioned after UCLA Anderson's week-long Institutes for managers of color, LGBT and women.

Founding Organizations of UCLA's Leadership Institute for Managers with Disabilities, scheduled for Fall 2009 include AT&T, Google, Microsoft, Motorola, PepsiCo, Society for Human Resource Management and USBLN. Sustaining Organizations include Avis Budget and McDonald's. Visit www.anderson.ucla.edu/EEPlimd.xml



*(Photo Left-Right: **Judy D. Olian**, Dean, UCLA Anderson School of Management, **The Honorable Neil Romano**, DOL's ODEP Assistant Secretary, and **Kelly D. Bean**, Assistant Dean, UCLA Anderson School of Management) Photo Credit: UCLA Anderson*

Your World Delivered

AT&T Advisory Panel on Access & Aging (AAPAA) composed of disability, aging and accessibility leaders and subject matter experts, provides input to the company on accessible and useable telecommunications products and services. The Breeze phone introduced by AT&T was developed using Universal Design principles that address functional limitations associated with age-related disabilities. Oprah picked this phone as one of the top 2008 holiday gifts under \$100. Check it out.

www.wireless.att.com/disabilityresources

The Future Starts with the Present

In terms of recruiting, Career Opportunities for Students with Disabilities (COSD) is planning its 10th Annual Conference and FULL ACCESS: Student Summit in Dallas for Fall 2009. Sponsors include AT&T, Dow and Wal-Mart. COSD Career Gateway™ is a premiere online resume and job posting service. www.cosdonline.org

Meanwhile, CSU Chancellor's dynamic Accessible Technology Initiative focuses on making information technology resources and services accessible to all CSU students, faculty, staff and the general public on all 23 campuses.

www.calstate.edu/Accessibility/webaccessibility/evaluation/index.shtml

Quality Qualitative Market Research

EIN SOF and partner Nielsen National Research independent conduct 90-minute focus groups in collaboration with national disability organizations targeting those who are blind, deaf, hard of hearing, and wheelchair users in different regions and are valuable for companies in sectors such as telecommunications, restaurants, banking, travel, information technology, and pharmaceuticals.

Economic Independence & Sustainability

National Disability Institute's Real Economic Impact Tour (REI Tour) is expanded to 84 cities thanks to hundreds of community-based partners and sponsors AT&T, Bank of America, Darden, and Acorda Therapeutics. REI Tour is developing a roadmap out of poverty to help change thinking and behavior to move toward economic independence, sustainability, and build a better economic future for millions of low-income individuals with disabilities and their families. Visit www.reitour.org

About EIN SOF Communications

EIN SOF is the leading strategic marketing, PR, market research firm specializing in disability, diversity and public policy. **Please contact Tari Hartman Squire at 310-650-0595 or Tari@EINSOFCOMMUNICATIONS.COM about any of these initiatives.**