CSAVR

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10 am

General Session 7

>>JOE XAVIER: Come on in, folks. Let's get to our seats so we can get started. Greetings to everyone. I wanted to have a couple of reminders that I wanted to share with you. First of all, I need to remind you that we are the Golden State, and if you would please leave a little bit of your gold here before you go, and for those of you that have purchased one of the 229 million bottles of wine, if you haven't found anything to go with that wine we produce 2.4 billion pounds of cheese, so somewhere in California there is cheese that will go with the wine that you are taking back with you.

Let me start with acknowledgments. Certainly I always want to acknowledge the leadership of CSAVR, and we have Madam President, Lisa who is sitting up here. I have to practice saying that, "Madam President" and then of course our resource folks, and Sue from Michigan the work of your committee and Kathy, the work that she is doing in helping us get more connected with business. So for the work that we do assisting people with disabilities to maximize their full potential requires that we support them being competitive for the job opportunities that are out there, that they are prepared for those opportunities and that we know who are the needs of business, what are the business opportunities for individuals with disabilities as they move from being consumers to being individuals who are employed. To introduce today's panel, Kathy West‑Evans.

>>KATHY WEST‑EVANS: Thank you, Joe. Good morning everyone, and Chris I want to make it clear to your coworkers that you did not receive a gift of wine. That has not been run through the ethics attorneys.

>>CHRISTOPHER POPE: I understand.

>>KATHY WEST‑EVANS: We have to cover each other. Good morning! I'm excited to be here and what a beautiful place, Joe! What a beautiful place you live in!

>>JOE XAVIER: San Diego, yeah!

>>KATHY WEST‑EVANS: Fabulous. I'm excited as always. The first thing I just have to say, is let's take a moment to celebrate. I wanted to stand up here and say this is something we have been working on together for 14 years, and we need to celebrate, and it's in law. Let's celebrate that!
(Applause.)

So with the dual customer ‑‑ I just love this! I also want to recognize a couple of partners before I introduce our panel. Is Cindy here? I can't give you her last name. Cindy works for the CIA, and I'm not telling you that to scare you. Cindy is a partner in looking at the talent acquisition portal. We are partnering with the USBLN, so she is here today to meet you and particularly the net points of contact. Cindy is fabulous and building an initiative in her agency, and I think she is going to rock the house there, so let's help her do that. Thank you for being with us, Cindy.
(Applause.)

My partner in crime, Chris Corso, is he in the room? Chris is the young computer dude in the back because we all know that I don't manage my technology well enough to do that. Chris is here and available to talk to some of y'all. I wanted to point him out because I know a couple of you approached us, so thank you Chris and Mike for your ongoing partnership in making this happen.

Okay, the net points of contact you ‑‑ I always call you out, please stand up. Bill, Joan should stand with you, Jim, okay, these are the people on the ground that make this happen. We have new people with us, people that have been here for a while, we're helping people across‑state but these are the people that make it happen so thank you.
(Applause.)

Okay, as Joe said, one of the areas of relations and employment we are looking at is how we up our game around small business ownership. We know that we see a lot of opportunity out there for people who are maybe working from a home based situation and contracting who own their own small business and who are small business owners who are hiring people with disabilities but VR doesn't have to be the expert in this area we just need to know where to go, right? The best hallmark of a good VR counselor is how you find those resources. So we wanted to bring resources here today to get that conversation going across the country.

We are doing this with the support of our cochairs on the employment committee, Sue Howell stand up, Sue! Is she hiding? Okay, all right, Jenny can you work on her? And then Joe. I think this conversation is so exciting, Joe was a business owner, a small business owner and one of the reasons that he makes such a great employment committee chair.

Here today we've got two favorite partners. Brian Horn works with one of the organizations that we value nationally and at the state level and that's the U.S. Business Leadership Network, otherwise known as BLN. They blew it out of the ballpark recently. Their conference was 950 people and business was there. VR directors, your points of contact need to be in Orlando next August. We will get you all of the information.

This is a strategic alliance that has been so important, either getting referrals from the USBLN, because they do business‑to‑business connections, and we come right behind them with the resources and the talent, or we have business that wants to hear from other business, so we go back and forth, and this is a strategic alliance that is so valuable to VR. So thank you, Brian, and thank you for being here, and take our thanks back to Jill.

We have Dr. Deborah Osgood. I feel like a talk show host! Dr. Deborah Osgood is ‑‑ I met her through our President, Lisa Henson‑Hatz, and Dr. Osgood is the president and CEO of the Knowledge Institute for Small Business Development, and we have had a chance to talk to a couple of people she supported, and they sing your praises because you are there with them through every step of the process, so thank you for being with us.

Now, how do these two relate and what are we going to hear? Brian is going to talk about a USBLN business certification program that's nationally recognized. We have had presentations on the NET and we will have another one, right, Brian, for our new points of contact. They certify disability‑owned businesses, and remember the utilization goal? It applies to subcontractor, so certified disability‑owned businesses are in demand and here is the certification. Okay?

How do we help them build their plan? Because we all know having a business plan in place and understanding the resources for marketing, financing, et cetera, are key. That's Dr. Osgood's piece; she is our resource there. Without further ado, Brian, can you come on up?

>>BRIAN HORN: I'm going to sit here if that's okay with everyone. Is this on? All good, great. I have a clicker. I'm good to go.

>>KATHY WEST‑EVANS: Joe, can do the slides ‑‑

>>BRIAN HORN: No, I'm here with my computer, I'm all good. Thank you so much for having me, I'm glad you picked San Diego one of my favorite places in the country to come and visit. Before I get started too deep in here I want to thank Kathy and the NET and CSAVR we value our partnership so, so, so much and just have so many incredible resources and Kathy is an incredible resource to us and a great partner in everything we do and I'm excited to be here today.

So I'm Brian Horn and I'm the director of policy at the U.S. Business Leadership Network and I work closely with the two people who lead our supplier diversity program on all aspects of diversity, and as you will learn later on a big piece of my policy work is related to our certification program. So a little bit about USBLN for those of you who might not know too much about us, like Kathy said we are a business‑to‑business organization we have over 150 corporations, mostly Fortune 1000 companies who want to increase people with disabilities in their company across the enterprise workplace, marketplace and the supply chain. So working with someone in talent acquisition, hiring, accommodations, diversity and procurement or working ‑‑ a lot of our technology companies are concerned about making sure their products and services are fully accessible and bringing them together so they can share best practices, challenges, learn from each other and that's the core of what we do. Our partnership with the NET we work on several different programs, one of which is "going for the gold" which is a cohort of nine companies, I believe eight of them are federal contract ores and looking to increase and get to that 7% goal and really looking beyond that. To really increase inclusion of people with disabilities across their enterprise and the NET team and the TAP help us to find great talent that these companies are looking for. Another program that I want to talk about real quick before I talk more about our certification program is our rising leaders program, which is made up of two components, our mentoring program which as you see is a ‑‑ sorry, you don't see, is a six‑month, one‑on‑one mentoring program for college students and recent grads with disabilities and we connect them to one of our corporate partners of similar career interest. Right now I will be honest with you we're really, really, really look for STEM, all of our corporate partners are coming to us and saying we're looking for the next engineers, for the next accountants, scientists, et cetera, a lot of pharmaceutical companies, defense contractors, et cetera, for this mentoring program. The mentoring program couple natures at our annual conference at the Rising Leadership Academy which brings together all of the mentors and mentees as well as other students and recent grads who we recruit to come to our conference many of which we got from VR this year and I will be mentioning those states in just a second.

But this is really an opportunity for many college students to have their first real professional conference or networking experience. So the academy is two days long and really gets them prepared. They learn a lot from our corporate partners about what it's like to be at a national conference and to network and to, you know, make connections and then they attend the conference with everyone else.

They get to go to sessions and plenaries and there is a ton of networking involved for sure. I in particular want to recognize some state VR directors who September us just amazing, amazing college students and recent grads this year. Texas, California, Pennsylvania, Florida, North Carolina, Nevada, Indiana, Tennessee, Arkansas, Colorado, Massachusetts and New York. Thank you, thank you, thank you, we are so appreciative that you sponsored these clients and got them to our conference. If I didn't mention your state, we would absolutely love to work with you on getting them to our conference next year and I'm going to be here after this session and would love to connect with you and talk with you about how we can do that. I also really, really want to thank Florida both general and blind VRs for providing us with a ton of great haves for our conference that really made it happen. We're appreciative of that.

So I just want to talk quickly about outcomes of this program. As you will see, this little chart here, in 2015, 78% of all meant teas got some kind of job or internship because of our program, 68% of VR clients that were in the program got some kind of job or internship and this is only so far in 2016. Our conference was only six weeks ago so these numbers are still coming in but you will see our VR mentees are ahead of the rest of the group as far as getting a job or internship which we are thankful for and Northrop Grumman, a great corporate partner of ours came in full force and made eight on the spot job offers and six of them were VR clients from Florida, Texas and California ask we are just so excited, Northrop Grumman is excited, the directors are excited, the students are excited it's a win‑win all around so the degree to which we can get more and more of your folks to our conference will be great. I want to tell a quick story. A young woman who was in Virginia, recently graduated from college this past May, is a VR client, had a lot of trouble finding a job, wanted to be a pharmacy technician and go back to school to become a pharmacist, get her graduate degree. Through connections she made at our conference with CVS she started a job two weeks ago in a store in Washington, D.C. as a pharmacy technician.
(Applause.)

The chief diversity offer of CVS has personally followed up with her and everyone is excited and she is someone that well‑being staying in touch with and that's our rising star program and I will be happy to talk more about that later with anyone who wants to. As you can see on the screen here people with disabilities are twice as likely to be self‑employed as people without disabilities according to the census bureau, that was data that came out a couple of years ago. This is an important topic for people with disabilities and I know Deborah is going to talk more about self‑employment but I want to put this in the back of your mind as I talk through your certification program.

What is supplier diversity and what is the disability supplier diversity program or DSDP as you will hear me refer to it. Businesses opened by women and minutes in their supply chains were looked at and they started to look at LGBTQ communities and then to the disability world. Wal‑Mart came to us and said we need a certification for disability, why isn't there one, we think you are the right place to do that. We agreed and got the program off the ground very much in thanks to our partners at the women's business enterprise national council who certifies women‑owned businesses and the national gay and lesbian council of commerce both who are incredible partners and we work together in many ways one of which is policy and I will talk about that in a few minutes. So DSDP has two functions the first is to certify and I will talk about that in a second. But we are really there not only for the information certification process put we're there to support folks. Once they are in our family we support them as much as we support any of our corporate partners and members. The second piece of our program is really to help our corporate partners, our large companies understand the value of these disability‑owned businesses and how to bring them into their supply chain and make those connections. We spend a lot of time doing individual connections where a corporate partner picks up a phone and says I'm looking for a packaging company, for example, Boeing did this recently and we were able to connect them with off our DOBs, so they are now partnering with Boeing. What is certification? It's a tool for DOBs to help grow their businesses. This is not the answer, does not guarantee contracts. What this does is gives DOBs a leg‑up in the process because supplier professionals are coming to us and saying we want to find more diverse suppliers who can you send us? So this really helps get your foot in the door but at the end of the day these companies are competing with everyone else bidding for the same contracts but a lot of times it's just getting that foot in the door that really makes a difference and I think that that's a huge benefit of our program and of supplier diversity certifications through the country that exist.

We offer three certifications, DOB, 51% owned, controlled, operated and managed by a person with a disability. A VDOB is a veteran‑owned disability business and this is a veteran who has a disability but that is not connected to their time in the service we have a separate certification, service disabled veteran and their business is directly connected to their time in the armed services.

I would say the vast majority of partners have supplier diversity and are involved in our program. We have a national certification committee who reviews every single application that we get tore a DOB under strict standards as well as a procurement council which is made up of a few DOBs and others. We have a whole track at our conference that helped to provide a ton of networking time for these DOBs to make connections to our corporate partners.

One of the really exciting things that we've done in the past really only two months is we've got online our certification and sourcing hub so when a company is lacking to get certified they're able to do it 100% online and it is fully accessible for those of you who know the company Audio I we partnered with them to make sure our platform was built the correct way at the start and DOBs can go in apply for certification, our certification committee reviews everything online in the portal and our partners go into the portal to find companies that they are looking to do business with so that's an exciting development and you can see some of the things that we work on.

I talked a little bit about our organizational partnerships and alliances but I do want to touch on this again because it's important. We have reciprocal agreements with WE Bank and other partners so if you're certified by any of us, you can go through the three, so whatever your unique piece of disability status is, it's a great way for we find to have our DOBs to have even more points of contact so if you're a woman with a disability why not get both certifications, it's only going to help you. We work with the institute for veterans and military families at Syracuse University I don't know if anyone is familiar with them but they run a boot camp about small business ownership and they work to try and send people our way to get them certified if that's a good fit for their business. So what do you need to be certified? You have to be 51% owned operated managed and controlled by a person with a disability or a service‑disabled veteran, exercise independence, be based here in the United States and formed as a legal entity. We only certify "for profit" businesses and you will note all of the other diverse certification bodies are the same way.

It usually takes 90 days. Your certification is valid for a year, you have to recertify every year so you're still 51% owned, operated and managed and all of your financials are in order. The definition of disability that we use is based on the first prong of the ADA and then for service‑disabled veterans, there is specific discharge paperwork that you get that proves your service‑connected disability and we use that. So what is the process? It takes about 90 days, you come in put all your information into the portal, we look at it, make sure everything is there, our national certification committee reviews it. An important piece is the site visit. We think it's important to make sure that these businesses are who they say they are and doing what they say they're doing because our corporations are looking to us to make sure these companies are up to snuff and ready to do business so a site visit is very important. Then there is the final review and then you get your determination which is good for a year. So once you're in our family as I like to say, what do we do to support our DOBs? We have monthly tell conferences, which brings together all of our DOBs and one of our corporate partners who will come on and give them the road map of how it works in their company to get a contract. They answer questions and spend time with them. We have a business scholarship program with Tuck University out of Dartmouth and it's a small business growth ‑‑ executive program, I guess you could say and they look for DOBs to be part of their program. We have all sorts of different newsletters and information so that we can get information out to our DOBs from our corporate partners. We try to serve as that intersectional point and there are other things there that you can look at.

I wanted to mention our founding corporate partners, these might be companies that you have connections with, anthem, he knows and young, Marriott, IBM, Merck, Microsoft, Qualcomm, Sodexo, southwest airlines, Sun Trust, Wal‑Mart and Wells Fargo. They believe strongly in our program and in DOBs. Why is this important to corporations? A lot of companies in today's day and age social responsibility is very important. I think companies recognize supplier diversity is one way they can show that they are good members of the community and as you will see, this comes from a survey done in 2015 of supplier diversity professionals from large corporations so improving the corporate image in the marketplace, supporting corporate culture around diversity and inclusion and social responsibility. So it's interesting that the supply chain piece of USBLN's mission touches on the other two pieces around marketplace and work force. It's all connected. We try to connect all of our programs at USBLN. For example at our 2017 conference we're going to have some of our DOBs do a presentation to our rising leaders about entrepreneurship and small business ownership and what that looks like and that's something we try to do.

So as I mentioned earlier, my work in public policy is very much fueled by our supplier diversity work and the first picture that you see there on the left is of our President and CEO Jill Houton and right behind her is Massachusetts Governor Charlie Baker. In November of 2015 Governor Baker signed an executive order that for the first time in the country accepted disability‑owned businesses and accepted certification for DOBs for the next 20 years. Laws applause what does all of that mean? At the end of the day that means that any of our DOBs, no matter where in the country you are, it does not have to only be Massachusetts can now be entered into the supplier diversity portal for the Commonwealth of Massachusetts and when they are looking for suppliers they are going to include DOBs in addition to women and minorities and LGTB‑owned businesses. This is an incredibly positive step and I think the best part of it is that it starts to break down barriers and what I mean by that is that a DOB can come to us and get certified and they can do business with our corporate members and with a state government. Massachusetts was only the first. Later in 2015, Governor Tom Wolf signed an executive order ask we signed our MOU with the Commonwealth of Pennsylvania and they now accept our certification and, again, you don't have to be in Pennsylvania to bid on their contracts. So this is a positive step forward in opening up opportunity for disability‑owned businesses in the private and the public sector. The picture there in the front, the judge next to the sign there is New York State Senator Brad Hoilman from the Manhattan area and in May of this year he introduced a bill in the Senate that would include DOBs in the supplier diversity program and would accept the certification of DOBs which is fabulous and we are going to looking ‑‑ session is over now but we are going to look to reamp up our efforts to get that bill through.

I also just want to mention that our colleagues at the national gay and lesbian Chamber of Commerce work closely with us in the policy space and both of our organizations believe that when we work together we do better and we are allies with each other and we like to go at these things together there are a lot of intersections in the communities and we both recognize that and like to work together as much as we can. As I mentioned, our 2017 conference, we're going to be in Orlando this year, August 21‑24th the information is on our web site, registration will be opening by the end of the year we would love to have any of you who want to be there, I hope you will talk to me or Kathy knows how to get ahold of us, about sending college students or recent grads. Let's continue to work together. We can do a lot of great things whether it's with DOB or our rising leaders. Thank you for having us today.
(Applause.)

There is my email address and I have cards so feel free to shoot me an email.

>>DEBORAH OSGOOD: All right, I want to also thank Kathy for having us here and also Madam President, Lisa, that term is going to stick, for accepting the work that we have been doing for decades in the area of small business development and self‑employment. So you know how people get up here and they say I just have 50 pages of notes and we're going to spend our time sharing them with you, unfortunately I do, so I'm going to try to talk slowly but get through this because it is a few decades worth of work and it pioneers break throughs from different disciplines, so the talk is about small business ownership, options and resources. What we want to cover is why small business ownership, why individuals with disabilities then we will get to the option and resources and the performance outcomes. We think it's important to put the content in the a context so why small business ownership? Many of you have been working with individuals helping them to create their own job, we want to end that process, challenge the things that you have been doing to rethink why we're doing them in a certain way and introduce an opportunity to do them differently. Pretty much everyone knows small business is the backbone of the economy, they create new jobs. As of June of 2016 over 85% came from small businesses, microbusinesses, 1‑19 workers employ 69% more Americans than all large corporations. The last point here is the fact that large corporations are moving to hiring contingent workers and this is driving the self‑employment trends. So what it means for VR is that small business is getting smaller and, again, the point is this is where the jobs come from. So with large businesses hiring temps and self‑employed workers and this trend increasing over the past few years, self‑employment is becoming the normal way for us to get individuals with disabilities work. 35% today of America's work force is supporting 65% of the other work force. If we have time during the Q and A I will talk about that data in more detail. In 2000 the Department of Labor predicted that the primary employer would be self and a lot of you started to take this on as a service we provide to our individuals. As of the fourth quarter of last year over 40% are already working for themselves and they predict this number will go up to 50% by 2020. According to a study called jobanomics, they don't believe many of our policy makers are recognizing this self‑employment trend and you're seeing it in the elections where they talked about job creation. We believe it really is about creating our own job that's the trend that's coming down the pike here. So let's visit what do we know about self‑employment? What's an entrepreneur? A person working for themselves, self‑employed, a person, they leverage their gifts, interests, values and goals to satisfy an opportunity which is a market want or need in a way that generates value, satisfaction, and income. So that's in essence what the business model is. So what's an employee? It's a person, who leverages their gifts, their interested values and goals to satisfy an opportunity. The employer provides that opportunity but it has to be an opportunity that provides a value and that satisfies an employment model. So we have thought mostly last generation what is starting your own business, we use the characteristics high risk, hard work, long hours, self‑discipline, uncertain future, let's compare that to traditional employment.
(Laughter.)

How many people have been losing their jobs without much notice? Working long hours, taking home your cell phones being called on the weekends? So personally it's nicer when you make the rules and it's your own company than having to do it for someone else. So what we believe really is self‑employment is becoming the new normal. So we've talked about the context here, why self‑employment? Why people with disabilities? Let's chat about what is an individual with disabilities? A person who has according to the ADA a person who has a physical or mental impairment, a history or record of such impairment, the third one scares me, a person who is perceived by others as having such an impairment, who is doing the perceiving here?
(Chuckles.)

How many individuals in America have an impairment? 60% of Americans, the highest every, this is 2015 data, I actual found an earlier source from 2015 that said it was over 70%, taking prescription drugs including antidepressants, that he is are all impairment issues, approximately 1 in 5 adults, 18.5% experiences mental illness in a given year. Children, the new statistics talk about youth. 6 million children in America are viewed as disabled which is up 16% from the prior decade, 10 million school age children are diagnosed with autism, ADHD and other developmental disabilities and one in five youth experiences a severe mental disorder at some point during their life. For children 8‑15 the estimate is 15% the cover of "Time" Magazine had a picture of youth on it. So it's not about what we can't do, it's about what we can do. I am so pleased to be working with this group because you believe this. You have had to do this, it's going to be 100 years in 2020, you've been doing this for 100 years focusing on what's possible not what isn't possible. We believe that a paradigm shift in the processes that we have been using, many organizations who develop self‑employment programs went to academia and they talk about the business plan, and we challenge that. We first start when it comes to self‑employment we start with the self first then the science of employment. So here is what we emphasize when we are working with the self. If the individual can think it, and they truly not it, they can learn it and live it. Innovation comes from win. We believe this has to do with reawakening the human spirit which has been repressed for decades now.

When you can get someone who thinks it, wants it, I listed people here I have had fun researching these statistics, individuals with disability, ALS, Stephen Hawking is on a commercial now. Ralph Braun, a business owner and founder of Braun Corporation, he developed wheelchair accessible vehicles because he couldn't get to work.

Helen Keller, my favorite. When I work with high school, the toughest audience ever, they don't know who Frank Sinatra is, but they know who Helen Keller is. So if they can do it, we can too it. Again, this is not just for our own benefit.

Job creation is the number one issue facing us going forward for economic and social vitality in this country. We need to do this for all of us. So we've talked about self‑employment, why individuals with disabilities now let's get to the options and resources for vocational rehabilitation. This is fascinating. It's about a process and mastering both self and the science of employment with innovation, STEM is great but STEAM is better when you put in the arts, when it comes to innovation the arts help to inspire individuals to be creative so STEM programs are turn to go STEAM and I believe that's a great thing. Engaging the communities, so the knowledge and development system encompasses these three parts, vocational rehabilitation using this process. Now, what started this whole motivation is you can learn to ski, you take a lesson, cook a meal you get a recipe, you want to master yourself, where is the process? This is over 20 years of expense shall and on the groundwork to develop the process and that is the six‑step process for mastering the self. We start with that, then go into the science of employment and whether traditional or self‑employment this first six steps will inspire any individual to take the leadership role so the VR counselor does less heavy lifting. Then after you leverage this curriculum it's about leveraging the village and the community and we have catalogued resources that not only Brian has here but every procurement technical assistance center in the country, over 30,000 other programs that you can use and engage not just for helping your customers with self‑employment but also meeting these other requirements that you have for engaging the business community. So let's talk about briefly the six steps of mastering the self. If you notice in the triangle everything is about "I" it starts from the client's perspective. So these are the six steps. I am, the client defiance their view of vocational success in writing. It's a fabulous beginning. We say as you wonder through life whatever may be your goal keep your eye upon the doughnut and not upon the hole.
(Laughter.)

So when the client or customer defines where they want to be at the end of the process working with you, you've got a freight advantage because their goal is in writing for them and you can see it and you can both work toward it. Step 2, the client discovers their inherent strengths, steps 1 and 2 we do in a two‑hour process and it's transformative. They go from believing that you're going to help them get a job to instead that you're going to help them create their career and their quality of life. It's subtle but it's profound. My values, how many of us have asked what are our values? They know what they are and integrate them in the goals. Now 5 my plan, they map it out in a creative process of expression, not a written document, they use visual texts, words, to see themselves succeeding, creative visualization has been used for centuries. Last but not least, my team. We don't have to do this alone. We introduce them to other resources that are unique and specific to what they need to succeed with their goals. Now we have mastered the self the individual has now fought it, they know they have value and skills and they want it now we're ready for the science piece, let's jump into the curriculum and at this phase it might be that the client goes into traditional employment but for this process it's self‑employment so we take them through the five steps which is about self‑employment typically focused on part‑time and in New Hampshire there are potential fund for an individual up to $3,000 to fund this initiative or they can take it ten steps which is more complex and focuses on full‑time, no supplemental income and that's up to $10,000 to help the individual acquire any equipment, marketing, other resources they might need to succeed.

So this is the five steps we will give them briefly like the sick steps, one step at a time. Once they finish one step we have them celebrate progress and build upon their momentum. It's like the six steps all about them. Self‑assessment, not the counselor having to do the assessment. Business idea, what is my idea? What am I going to do? The fine print up here, playing business, this is a critical part of why this program works. These individuals have an idea of what they're going to sell and do for business so instead of the counselor having to decide whether their business is going to succeed or not, we can't do that if it's a traditional employment we don't know if they're going to suck in their traditional John so how can we have a process where we're supposed to be in a role to tell them whether they can succeed at their own business, we can't. We ask them to play business. We played house when we were kids we play business here, who are you going to sell? Who is going to buy it? Even someone's mother is a legitimate person to walk through the reality of having the customer experience, having a customer, what they will pay for it why they will pay for it how they found that person, why they bought it, what they felt after they bought it and the whole process in between. What does that translate into? Target market, profitability margin, but we don't have to put it in that context which is like another language for these people. And everyone here is afraid of the rejection of selling, selling is about getting a used car, selling here is about sharing, it's a part of their life, their career is part of their quality of life. Do you think anybody he will on the face of the earth would be interested in what they're doing and selling? Yes, let's go out and share what you have to offer this then when they share it and take it out of rejection they're successful. Now in the first two steps of this business plan science they have proven to themselves they can do this, they have made at least one sale, many two and we haven't gotten to the business plan yet. Number three, income expenses we don't want to talk about deviation gap analysis and a 12‑month profit and loss forecast. We talk about how can you make more money than you spend? Anybody can understand that. We have a template, what am I going to sell? How much? What's it going to cost me? What are my on going costs? Hit a button and it makes the whole 12‑month forecast. I had a customer who was autistic who said that woman doesn't understand we don't know the numbers, she hugged me afterwards, they don't hug, either. She used this tool and understood how she could achieve her objectives and it's a simple tool. It's powerful, takes it out of the MBA jargon and helps to make it real for these customers. Finally we get to the plan. They have done this, it's real to them now, so it isn't just a theory, it's capturing what they have done. Last but not least just like the six steps let's put them into a network and that brings us to the community. This is what's important here, planning about real world experience doing the business plan as the first step is not useful. Socrates says unless you do you don't know. We have covered the six steps and the science now let's talk about the village, the community. This is a network of 30,000 programs that our collective tax dollars pay for that we have ago gated into a community. You can click on your state, put in terms like business marketing and find things like C dB G, SBFA, PITAQ, all of these programs but you find them by business marketing, business counselling, business funding, you don't have to know that an RDC, thanks to the global recession packages all kind of different funding tools, all you have to know is you found them on the business funding tool and you know you're going to get help in that area. This shows you the categories and you can find free templates, access to forums, all kinds of support networks specific to the individuals' needs so our role as counselors goes away from having to do everything to just saying check this out, check this out and leverage score, we do a great job in New Hampshire of leveraging score and they use this process for tree and it helps to leverage the counselor's time. This is the leveraging of 30,000 places across the country, this is what a home page looks like, you can navigate by multiple things, terms I just talked about, I'm starting a business, I want training, I want to grow my business, certified business enterprises, these resources are here. This is what it looks like for a state, how you navigate by the terms. You can't read that back there but, this is the list. Great person to put people in and you can also navigate this by economic development agency, Chamber of Commerce, trade association they're all listed in here. This is a listing. It's interactive, this is CSAVR this would be a membership‑based organization that can help people with disabilities. As an interactive listing you can update this record if you're the agency, you can share this record. One of my favorites was Johnny you need to check out this agency, love mom, because he was growing a business so you can use this page to do those things and share through social media and as a flavor for New Hampshire vocational rehabilitation a different back end database and all the same data but targeted to a specific market. We've got the curriculum, the science of employment and the community and this flow chart shows that on one page through boxes the top is what vocational rehabilitation supervisors and managers do, threw forms. The middle is the counselor and the customer going through the process together at April staged one‑step process and the bottom line is the community. We've built it and engineered it so that this process is plug and play and easy to follow. In fact, this next slide, that book to the left is a counselor's guide it's 20 pages and a checklist approach for any counselor to use to help them go through the tools in a step‑by‑step process. The middle part, online and offline learning. There are both options for these programs and the last on the right is the community.

Here again you have the process and the curriculum and the community. What do you have now? A customer who I, I, I, they're doing heavy lifting, engaged, it's about their life, they're going to live it now. Last but not least what are the performance outcomes we have seen? Youth. They're the toughest audience. I will be doing a lot of this in New England for high school youth. We did a study in 2010, 2011 giving these materials to individuals in lock down centers, high‑risk youth, drug addiction, some disabilities, all 100% who went through this six‑step process demonstrated meaningful goal setting, 96.6 were committed to attaining high school and creating that map out of their values they want to make sure whoever the woman was doing this study wouldn't take their stuff and they made part of their graduation so a whole population who graduated and made it an important part of their life and wanting to go on to higher education. Adults with disabilities in New Hampshire 136 cases over two years, over 58%, that's 80 individuals generating income via self‑employment. When I put here in red is very important. 70% of these people who are generating income never needed the funding in the tier 1 and 2. As soon as they proved to themselves they could sell and they could do it, they didn't need anything else from VR they were well on their way.

13.2% are still in progress. Out of the 27.9% that aren't, half of them it was a medical issue, the other half chose traditional employment. The benefits to this in terms of cost and savings, vocational rehabilitation saved over 500,000 just in individuals want accessing the tier 1 or 2 funding. The VR counselors don't have to become business counselors, they can leverage folks in their communities that can do this. The client assumes the leadership role. To watch that he is individuals light up and believe in themselves, like Helen Keller obviously did and no one told her she couldn't or had to check her off, yesterday's presentation, section 36 of whatever she had to fit into, my goodness! Tangible performance outcomes, this system provides trackable documentation for a lot of the issues you do have to comply with and it's objective and efficient. I know some states who have taken the business plan route you have committees that have to look at this and decide is this going to work? It's tough to put someone in that role and putting it on the customer is more effective so overall improved client outcomes. These are the characteristics I've talked about, these slides will be available on our web site but these are built into this process and they meet the requirements that you need.

This process was customized for vocational rehabilitation it can be customized for other things and it has been used over the past 15 years with other government agencies, economic development agencies, youth programs, high schools, graduate level academia and it's been tested. This slide is to show you the importance of we've coached this, researched this, tested this, done this, counselled this, written books about it. We wrote the very first business planning guide in the country. We helped to create the first small business development center. We've been doing this for years and doing it in the real world ask that's what this is pointing out. We've also done it with other countries. IBM had me work with them as a women in minorities spokesperson we have worked with the country of Nigeria, to help their youth. Youth employment is an issue there. We have covered it all in 25 minutes, thank you very much.
(Applause.)

>>KATHY WEST‑EVANS: All right, take a deep breath. Our interpreters are over here doing calisthenics! We will have both these available to you. Just so you know that. Thank you Brian and Deborah, what great energy and great partners, thank you.
(Applause.)

Okay. We're open for questions. Please come up to the microphone if you have a question. Here comes Jim

>> AUDIENCE MEMBER: This is a question for Brian. I had an opportunity to talk with several of the students at the USBLN this year. Could you tell us the requirements that you're looking pour when we are going out to select students to recommend for this type of rising star leadership program?

>>BRIAN HORN: I would say the requirements are ‑‑ there aren't many. We're looking for current college students, as early as if their freshmen or sophomore year. Our corporate partners now have internship programs that they look to get these students in early, get them in for a year or two and hire them after that. I would say college students as early as freshmen or sophomores, juniors, seniors, and then I would say recent grads. We are definitely also looking for students or recent grads with veteran status. We try to have a good cohort of veterans in the program as well in particular a lot of our defense contract ores are look to go hire veterans. Aside from that I would say there aren't a ton of requirements. We are looking for motivated, driven college students.

>> AUDIENCE MEMBER: Good morning, I'm Vito with the institute for community inclusion and I have a question to Brian concerning the disability‑owned business do you consider Randolph Shepard owns as DOBs and do you give them certification?

>>BRIAN HORN: We don't currently have any of them certificate fade. I would have to look at ‑‑ I'm not 100% sure of the structure. I would need to look at the structure of those to better understand if they would be eligible for our certification but I could definitely get back to you on that.

>> AUDIENCE MEMBER: Thank you.

>>KATHY WEST‑EVANS: Dan?

>> AUDIENCE MEMBER: Good morning I'm Dan, executive director at the New Jersey commission for the blind and visually impaired and I would like to congratulate these presenters on demonstrating some practical, real world solutions for helping people feigned employment. I have been a long champion of self‑employment, particularly through the federal Randolph Shepard program but also to get folks to exercise creativity in finding their own self‑employment objectives. That being said I was taken aback by the statistic that so many people who are disabled are disproportionately self‑employed and I wonder if you think that that reflect a reluctance of the general employment ‑‑ the general job market to accept people who aren't interested in being their own boss who want to be part of the broader labor market. Is this a reflection on the work we still have to do to change social attitudes about including us in the labor community?

>>BRIAN HORN: That's a great question and I definitely think that it could be interpreted that way. I think the way I've interpreted it and some of my colleagues have is really that self‑employment is a great option sometimes for people with disabilities because it gives a lot of time, more flexibility, their work environment can be their home if that's easier for them, and the accommodations piece that might be done in a traditional workplace, you know, it might not be the best environment for them. I like to think of it as a positive but I certainly take your point, absolutely, that it could be viewed as, you know, companies not necessarily making their workplaces as accessible as they could be.

>>DEBORAH OSGOOD: And just to add to that communication. In each situation communication as to why if an individual wants to work ‑‑ I agree the flexibility is a huge point but does the employer understand this is an option and if so what is the option? Does the individual understand what their options are so often there is misunderstanding about who understands what they can achieve.

>> AUDIENCE MEMBER: Just to comment on that, of course this was fifteen years ago but when I had a disability event that left me without eyesight for a while and still leaves me with limited sight I found out that many employers didn't understand what accommodations and I as an individual didn't understand that either but I was a CFO, I could not get a job as another CFO even though Enron's CFO was obviously blind since he went under
(Chuckles.)

Regardless of that, I entered the self‑employment field and I found it was very rewarding, but I do believe there maybe some truth in that self‑employment is a pathway because there are limited other options at times, and I just want to share that as part of my story and self‑experience as well.

>>BRIAN HORN: I think a lot of it has to do with the individual. For some individuals self‑employment might be exactly what they want. They just need to understand it better and once they do they say, oh yeah that's exactly what I want, I don't wanting to an office every day but we obviously need to make sure that those who do want to go to a normal job in an office have every accommodation opportunity.

>> AUDIENCE MEMBER: If I could make a couple other comments on self‑employment, it's a great option, it takes a lot of dedication, a lot of work. When you are building a business you just don't go from zero to 200,000 or whatever you're shooting for in terms of sales or compensation over night, it's a build, a pathway, so there's a lot more to it than just grabbing a job with a set salary. Then I want to point out with four small children, working at home was not an option.
(Laughter.)

>>DEBORAH OSGOOD: The capacity to succeed in self‑employment today versus last century is huge, outsource the virtual assistant, the marketing, Amazon, you could be selling your stuff online and in New Hampshire we have other ways that you can specialize in what you're doing and have options to use and leverage other resources, particularly in government contracting there are companies who do the payroll and the accounting because there are dual requirements once you sell for the government.

>>KATHY WEST‑EVANS: Other questions or comments? They're shy or they're writing down information to set up their own businesses. Starting their plan process. Okay. Well, Joe, can you wrap this up and then Steve do you have announcements to make? Did you want to talk about this? Okay. Before you close. There are copies of the veterans magazine out there. This is our new media partner, diversity.com. This is one of the magazines they produce. They have a new magazine they're producing on disability and we're work with them on that our partners at the USBLN but this magazine is so appropriate this week, thank you to veterans and their families also includes veterans with disabilities so changing the attitude of this country these are powerful tools. They're available to you online. Let us know if you want that as well but please take the free copies out there.

>>JOE XAVIER: Thank you again, for the group presentation and the great information. A round of applause, please?
(Applause.)

And with that I think we are breaking for lunch, Steve mentioned at the outset, or Mark did, where the lunch options are. Committee meetings are following lunch, and I think they start around 1:15. All of that is listed in your program, so see you at the committee meetings and back here after that.

(End of presentation.)

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