

USBLN[®] 2010 Annual Report



US Business Leadership Network[®]
1501 M Street NW
Seventh Floor
Washington, DC 20005
Phone: (800) 706-2710
Fax: (800) 706-1335
www.usbln.org
info@usbln.org

A large, light grey watermark of the USBLN logo is positioned at the bottom of the page. It consists of the letters "USBLN" in a bold, sans-serif font, with a thick grey horizontal bar underneath. The "U" and "S" are grey, and the "B", "L", and "N" are also grey.

The US Business Leadership Network (USBLN®) is pleased to present its 2010 Annual Report. This report is available to our corporate members, BLN affiliates, Organizational Allies, partners and stakeholders to demonstrate our commitment to promoting diversity in the workplace, marketplace and supply chain.

The USBLN®'s mission is to provide business driven national leadership to corporate America leading to the full inclusion of people with disabilities in the work force, marketplace, and supply chain. In doing so, the USBLN® will realize its vision of an economy where people with disabilities can realize their full potential and be respected for their talents, economic self-sufficiency and entrepreneurship. During 2010, The USBLN® advanced its mission through governance, programs and initiatives. It is with great humility that the USBLN® can share with you its many accomplishments, as well as our vision moving forward.

2010 SUMMARY:

2010 Board of Directors

The US Business Leadership Network (USBLN®) Board of Directors for 2010 included a diverse array of talented professionals. New representation on the USBLN® Board of Directors includes Deborah Dagit, Vice President and Chief Diversity Officer, Merck; Roy E. Flora, Group President of Microtel Inns and Suites and Baymont Inn & Suites; Lori Golden, Inclusiveness Consultant and Lead of Ernst & Young's firm-sponsored inclusiveness initiative AccessAbilities; and Susan Palmer Mazrui, Director, Global Public Policy, AT&T Services Inc. The full USBLN® Board of Directors then elected Beth Butler, Director of Diversity & Inclusion, Lowe's Companies Inc., as Chair and Deb Russell, Manager, Diversity and Inclusion, Walgreens, as Vice-Chair returning to the Board in their incumbent seats with Martha Artiles, Partner, C5 Consulting LLC, newly appointed to serve as Secretary/Treasurer.

2010 USBLN® Board Officers



Beth Butler, Chair



Deb Russell,
Vice-Chair



Martha Artiles,
Secretary/Treasurer

The 2010 USBLN® Board of Directors was comprised of several existing members, including Debra Ruh, Chief Marketing Officer, SSB BART Group Inc.; Frances West, Director, IBM's Human Ability & Accessibility Center; Kevin Bradley, Director, Inclusion & Diversity, McDonald's Corporation; Kevin Foster, Director of Motorola's Quality Master Black Belt; Marthalee Galeota, Program Manager of Starbuck's Accessibility; Michelle Maybaum, Director, Employee Relations, Qualcomm Incorporated; Michael Takemura, Director, Hewlett-Packard's Accessibility & Aging Program Office; and Scott Williams, Vice President of E-Commerce, Sam's Club.

During 2010, the BOD appointed a Strategic Planning Committee resulting in a BOD approved Strategic Plan that addressed business-to-business collaboration, metrics, on-going activities, integrity and accountability, and Affiliate Network Relations. The Strategic Planning Committee integrated our Mission, Vision and Values into the Strategic Plan. Additional major BOD achievements included the appointment of a new member to the Board and selection of the date and site for the 2011 Annual Conference & Expo.

The Strategic Plan provided a solid roadmap for the USBLN® to move forward in a focused and results-driven manner.

2010 Corporate Advisory Board (CAB)

During 2010, the USBLN®'s Corporate Advisory Board (CAB) was rejuvenated. Five new members were recruited with three year appointments effective September 1, 2010. Two meetings were held during 2010 during which the CAB initiated a revision of the Affiliate Toolkit and identified three important emerging corporate disability employment issues: returning military re-entering the civilian workforce; mental health issues in the workplace; and, the challenge of collecting metrics. Additionally, a non-voting ex-officio position on the USBLN®'s Board of Directors was approved to represent the CAB.

The CAB's diversity of industries creates an informal "think tank" of corporate executives with expertise in a wide range of disability employment issues enriched by their "corporate lens."

USBLN® Mission, Vision and Values

Mission

The US Business Leadership Network (USBLN®) embraces the full inclusion of people with disabilities in the labor force and marketplace; assists in career preparation for and employment of people with disabilities, improves customer experiences for people with disabilities, and promotes the certification and growth of disability-owned business.

Vision

The USBLN® builds workplaces, marketplaces and supply chains where people with disabilities can realize their full potential and be respected for their talents, economic self-sufficiency and entrepreneurship.

Values

The following value statements are the foundational ideals under which the USBLN® operates. The USBLN® will consistently strive to achieve them, while encouraging all BLN Affiliates, corporate members, strategic partners, vendors and other key stakeholders to do the same.

Employer-to-Employer Collaboration

Principle: The USBLN® believes its mission should be driven by the needs of employers, working closely with other employers, to create disabilities inclusive cultures that increase their talent pools, attract and retain customers and enhance entrepreneurship and economic opportunities for people with disabilities.

Employers participating with BLN's locally and with the USBLN® nationally are dedicated to improving the

economic independence of people with disabilities and their families by sharing promising practices and creating new opportunities in the workplace, marketplace and supply chain.

Integrity and Accountability

Principle: The USBLN® lives its Mission with honesty and integrity, openness and accountability, and ethical behavior and responsible stewardship of all resources entrusted to it.

The USBLN® promotes these values in its interactions with the public and its BLN Affiliates, corporate members, vendors, and partners, and among the USBLN®'s Board of Directors, consultants and staff. The USBLN®'s finances are independently audited and it does not tolerate conflicts of interest. It adheres to its Mission while periodically reviewing it for relevance and accuracy.

Affiliate Network Relations

Principle: The USBLN® supports the BLN Affiliate Network with technical assistance, communication and sharing promising practices.

The USBLN® values and supports a sustainable BLN Affiliate Network through ongoing dialogue, cross-affiliate communications, technical assistance, fund development and national branding of the BLN Affiliate Network.

Maggie Roffee Joins the USBLN® as Senior Corporate Relations Manager

Maggie Roffee, a retired, long-term senior executive from the Office of Disability Employment Policy (ODEP) within the US Department of Labor (DOL), has joined the USBLN® as a consultant in April, 2010.

Maggie Roffee brings over 30 years of disability policy and program employment experience to the USBLN® team. She has a Master of Arts degree in Counseling from the University of Maryland College Park. She retired from the US Department of Labor on January 31, 2010, where she was a senior Business Development Specialist. In this position, she coordinated activities with large and small corporations and was the federal program manager for the Job Accommodation Network (JAN) service and the Campaign for Disability Employment. She also managed several formal alliances with corporations and non-profit organizations. Maggie initiated and coordinated the development and publication of *Diversifying Your Workforce*, and concluded her federal career with the development and implementation of the first federal model of Project SEARCH, an employment training program for high school students with intellectual disabilities.

Mrs. Roffee will work collaboratively with the USBLN® corporate members to enhance, expand, and disseminate the public education message of the Campaign for Disability Employment (CDE) and to support the mission of the Corporate Advisory Board (CAB).

Disability Supplier Diversity Program® (DSDP)



In January 2010, the USBLN® launched its signature program, the Disability Supplier Diversity Program® (DSDP). This certification program for disability owned businesses has a rigorous application and review process that includes an annual re-certification process. An article, "Obtaining Disability-Owned Business Enterprise Certification," written by the USBLN® Executive Director and DSDP Director was published in the May/June 2010 American Bar Association's *Business Law Today*. During this first year of the program, 23 disability-owned businesses were certified. In addition, 13 of the 15 founding corporate partner slots were filled.

Employers now have access to the first and only pool of certified disability-owned businesses that have met the same rigorous criteria that certified women-owned business enterprises (WBEs) and lesbian, gay, bi-sexual and transgender owned business enterprises (LGBT) businesses must meet for WBENC Women's Business Enterprise National Council (WBENC and the National Gay Lesbian Chamber of Commerce.(NGLCC).

The TOWER Initiative™ (Tools on Work and Employment Readiness)

During 2010, the USBLN®'s youth initiative, TOWER (Tools on Work and Employment Readiness), three toolkits were developed, "Guide to Business Branded Internships," "Guide to Business-Branded Mentoring," and "Guide to Creating Student Advisory Councils." Additionally, a National Student Advisory Council (SAC)l was formed and a non-voting ex-officio position on the USBLN®'s Board of Directors was approved to represent the SAC.

Employers and BLN Affiliates now have the tools to tap into energetic students with disabilities. These students, while still in school, are eager to work with employers to develop the skills needed to be competitive in the workplace once they graduate. Each of these toolkits provides different avenues for engaging with students with disabilities through high quality internship and mentoring programs, as well as, student advisory councils.

Affiliates

During 2010, two new BLN Affiliates were launched, one in Charlotte, North Carolina and one in Houston, Texas. Additionally, two meetings were held with the BLN Affiliates during the 2010 Annual Conference during which planning commenced for an Affiliate Survey and for the first BLN Affiliate Summit to be held in Spring 2011.

As a result of the in-person meetings and collaborative activities, the BLN Affiliates strengthened their resolve to work collaboratively together to advance the mission and vision of the USBLN® and its Affiliates.

USBLN® 13th Annual Conference & Expo

The USBLN® Annual Conference & Expo was held from September 19, 2010 through September 22, 2010 in Chicago, Illinois. The final attendance for the USBLN® 2010 Conference was 484 attendees and greatly exceeded the expected 400 participants. The types of entities represented were: 258 corporate, 77 non-profit organizations, 47 governmental organizations (federal, state, local and military,) 39 educational institutions, and the rest included individuals, state and local BLNs, and International visitors. The USBLN® Annual Conference provided general session and breakout session speakers who were primarily employers who are actively engaged in recruiting, advancing, marketing to, and buying from people with disabilities. Plenary speakers included three (3) Senior Vice Presidents of Fortune 100 Companies and Executive Vice Presidents, Vice Presidents, Directors and a President Emeritus of six (6) nationally known companies.

The USBLN® Conference provided general session speakers and breakout session presenters that employers, academics, and employment service providers do not hear in such depth and representation at other disability employment conference. Based on the verbal and written comments, the increased interest, despite the downturn in the labor market, is a result of an increasing awareness of the importance of including people with disabilities in the workplace, marketplace and supply chain. Forty-four (44) educational sessions were presented and rated by attendees resulting in the following: September 20th Sessions received 84% Good to Excellent; September 21st Sessions received 85% Good to Excellent; and, September 22nd Sessions received 93% Good to Excellent, with a majority of Excellent ratings for all three days.

INITIATIVES:

USBLN® - DOL/ODEP and Job Accommodation Network (JAN) Collaborative

The USBLN® partnered with JAN, to develop a four part webinar series, “What CAN You Do? Workplace Practices That Demonstrate the Value and Talent That People With Disabilities Bring to the Workplace.” Additionally, JAN served on the USBLN® Annual Conference planning committee and presented four breakout sessions at the September conference.

Employers learned of this no-cost national resource that for over 25 years has provided individualized guidance to employers on accommodating employees with disabilities.

USBLN®/ODEP Alliance

A 2-year plan was developed to increase the usage of the Workforce Recruitment Program (WRP) by private sector employers. The first deliverable listed in the plan, an article on the WRP for the January issue of the *Biz2Biz Report* newsletter was completed in December.

Employers in the private sector have access to a no-cost service that will do an individualized search of a database with over 2,000 college, university and professional school students and recent graduates with disabilities. The service will also verify student’s current availability and will provide the employer with resumes.

Campaign for Disability Employment (CDE)

The USBLN® is a founding partner of this collaborative effort and was the primary voice of the employer community during development of the “I Can” PSA. In honor of National Disability Employment Awareness Month (NDEAM), the CAB representative from AMC Theatres arranged to show “I Can” at all AMC movie theaters for the month of October. Additionally, “I Can” was selected as a finalist for a 2010 *PRWeek* Award in the category of “Best Use of Audio/Video.” Each year, *PRWeek* Awards are awarded to corporate, nonprofit, agency and educational institutions in recognition of excellence in public relations activities. “I Can” will be featured, along with the other award finalists, in the January 2011 issue of *PRWeek*, and winners will be announced on March 10, 2011 in New York City at the *PRWeek* Awards 2011 ceremony.

The wide-spread showing of the PSA that featured individuals with disabilities in their actual jobs has presented a positive image of people with diverse disabilities in a wide range of jobs.

Cornell University National Technical Assistance, Policy and Research Center for Employers on Employment of People with Disabilities

During 2010, the USBLN® collaborated with Cornell to plan and implement four industry focus groups. The first one was held in D.C. for Financial Services. The last three were held during the USBLN® Annual Conference for the Healthcare, Government Contractors, and Retail industries. Additionally, the USBLN® partnered with Cornell, the Job Accommodation Network (JAN), the Campaign for Disability Employment, the Council of State Administrators of Vocational Rehabilitation – National Employment Team (CSAVR-NET), and the National Gay and Lesbian Chamber of Commerce (NGLCC) to develop a four part webinar series titled, “What CAN You Do? Workplace Practices That Demonstrate the Value and Talent That People With Disabilities Bring to the Workplace.” The webinar topics included:

- “Workforce: Americans with Disabilities Amendments Act (ADAAA) – What I need to do now to ensure I’m ready for the change?”
- “Workforce/Veterans – What Can I do to Welcome Our Veterans Back into the Workforce”;

- "Workforce/Youth – How to develop your talent pipeline"; and,
- "Supplier Diversity: Beyond Minority & Women: How to Broaden Corporate Supplier Diversity Programs to Fully Align with Diversity & Inclusion Objectives."

The information received from the focus groups enables the Technical Assistance Center to develop educational materials that employers need and will use. The no-cost webinars focus on currently hot topics and are easily accessible to a large number of businesses.

Institute for Community Inclusion (ICI) Corporation for National and Community Service Project (CNCS)

During 2010 the USBLN[®] identified promising practices of affiliates and/or employers who are involved with national service. For example, the USBLN[®] convened a small discussion with some employers to discuss employer practices related to utilizing National Service at the annual conference. Additionally, the USBLN[®] worked with ICI to develop a presentation for the 2010 USBLN[®] conference. The presentation, **Utilizing National Service as a Vehicle to Identify Talent**, provided an in-depth look into programs cultivating talent and creating career opportunities for people with disabilities through national and community service as the new avenue to skill building and career development.

Information developed through this collaboration provides employers with a new tool for developing their talent pool.

New York State Medicaid Infrastructure Grant – Burton Blatt Institute (BBI), Syracuse University

The USBLN[®] partnered with the Burton Blatt Institute to develop two new tools. One of the tools is an on-line tool for tracking workplace supports and the other tool is an on-line peer mentoring network.

These on-line tools are easily usable by diverse industries yielding metrics that show results.

USBLN[®] Social Networking, Marketing & PR

During 2010, the USBLN[®] utilized multiple marketing methods to increase the distribution of information. In addition to the USBLN[®] e-newsletter, 'Biz2Biz Report,' Facebook and Linked-In Social Networks were utilized for distribution of Press Releases and Announcements.

During 2010, the USBLN[®] had 282 connections on Linked-In and 193 friends in its Facebook group.

USBLN[®] Annual Leadership Awards

The winners of the USBLN[®] **2010 Annual Leadership Awards**, which were presented to the recipients during the USBLN[®] 2010 Annual Conference & Expo. The awards recognized leaders in seven categories - including Partner of the Year, Affiliate of the Year, Lead Employer of the Year, Volunteer of the Year, Supplier Diversity Corporation of the Year, Employee Resource Group (ERG) of the Year and Market Share Corporation of the Year.

Additionally, **Linda J. Denny**, President & CEO, Women's Business Enterprise National Council (WBENC), and **Justin Nelson** and **Chance Mitchell**, Co-Founders and Co-CEOs, National Gay & Lesbian Chamber of Commerce[®] (NGLCC) were awarded with the USBLN[®] Outstanding Collaborative Partner Award for their continued alliance. **Randy Lewis**, Senior Vice President – Distribution, Walgreens was also recognized for his leadership in inclusive employment policy and practice and his service as the 2010 USBLN[®] Annual Conference Chair.

- **Partner of the Year**

The **State of Wyoming Department of Workforce Services (DWF) – Division of Vocational Rehabilitation (DVR)** is the Partner of the Year award recipient. The DWS/DVR has been the primary leader in identifying and supporting the development of new Business Leadership Networks (BLNs) in communities throughout the State of Wyoming. Over past 11 years WBLN has grown to now have 8 active local BLN communities – one of the largest, most active state-wide BLN initiatives in America.

- **Affiliate of the Year**

The **New Jersey Business Leadership Network (NJBLN)** is the Affiliate of the Year award recipient. The NJBLN is a valuable partner for many non-profit, government, and business organizations in New Jersey that are working to advance disability employment equity. Through the BLN and other initiatives, the New Jersey Chamber of Commerce Foundation has provided leadership, innovation, and crucial support to New Jersey's workforce development efforts, especially in the area of disability employment.

- **Lead Employer of the Year**

Manpower is the Lead Employer of the Year award recipient. Manpower demonstrates leadership in not just one BLN affiliate, but many across the US. Over the years, Manpower has gained a well-deserved national and international reputation for disability leadership, is a New Freedom Initiative winner (USDOL), member of the USDOL Circle of Champions and its Global Chief Diversity Officer sits on the USBLN® Board of Directors. Manpower also provides support to the BLN affiliates beyond its leadership role.

- **Volunteer of the Year**

Mary Jane Chiacchio, Senior Manager, Advisory Services, Ernst & Young, is the Volunteer of the Year award recipient. Mary Jane is currently the longest-serving member of the USBLN® Disability Supplier Diversity Program (DSDP) National Certification Committee, and has been with them since the Committee's inception in August 2009. Mary Jane provides strong support of the DSDP by advocating on behalf of the major corporations and their procurement needs, as well as the entrepreneurs with disabilities seeking certification.

- **Supplier Diversity Corporation of the Year**

KPMG LLP is the Supplier Diversity Corporation of the Year award recipient. In 2008, KPMG appointed its first full-time Supplier Diversity Program Manager, with the aim of improving, and providing structure to, the firm's long-standing efforts to include diverse-owned businesses in their supply chain. To date, their achievements have been impressive: In 2009, their spend with small and diverse-owned businesses reached 9.9%, within reach of their initial 10% three-year goal.

- **Employee Resource Group (ERG) of the Year**

IBM Human Resources – Diversity & Workforce Programs is the Employee Resource Group (ERG) of the Year award recipient. IBM is one of the world's leading globally-integrated enterprises. Their corporate history and experience have consistently demonstrated that diversity drives innovation. They believe that a broad array of cultures, people, thoughts and ideas are integral to their company's success in the development of superior technology solutions that make a difference to their employees, their clients and the world.

- **Market Share Corporation of the Year**

GettingHired.com is the Market Share Corporation of the Year award recipient. GettingHired.com is a private sector initiative helping to lead the effort to close the employment participation gap for people with disabilities while helping employers meet the challenge of finding qualified workers. They have grown to become the largest national employment and networking portal connecting talented job seekers who happen to have disabilities, employers and jobs, agencies

providing services to the community of people with disabilities, college and university disability and career services departments, veterans groups and disability advocacy organizations.

ACKNOWLEDGEMENTS:

In 2010, the US Business Leadership Network could not have completed such a successful year without the financial support of its corporate members, partners, exhibitors, individual donors and the meaningful events hosted by the organization throughout the year. Their support, in part, helped us further our mission and make the business case for hiring workers with disabilities; marketing to customers with disabilities; and contracting with vendors with disabilities through the development and certification of disability-owned businesses.

Revenue was generated from affiliate dues, corporate memberships, corporate partnerships, government partnerships, grants, special events, in-kind donations, programmatic initiatives and other miscellaneous sources.

The USBLN® made available corporate memberships for employers interested in further supporting the organization's mission. Employers across America joined the USBLN® because they recognized the value their corporate membership brings to their company. Unlike many other national organizations, corporate membership in the USBLN® is extremely affordable and offers multiple valuable benefits.

The USBLN® is pleased to recognize its Corporate Members and Partners for their collaboration and generous support:

Lead Members

Lead Media Member



Gold Members



Silver Members





Bronze Members



Organizational Allies

Featured Federal Allies



Featured Media Allies



Featured Non-Profit Allies



Disability Supplier Diversity Program Partners

Founding Partners



DSDP Corporate Partners



Annual Conference Partners



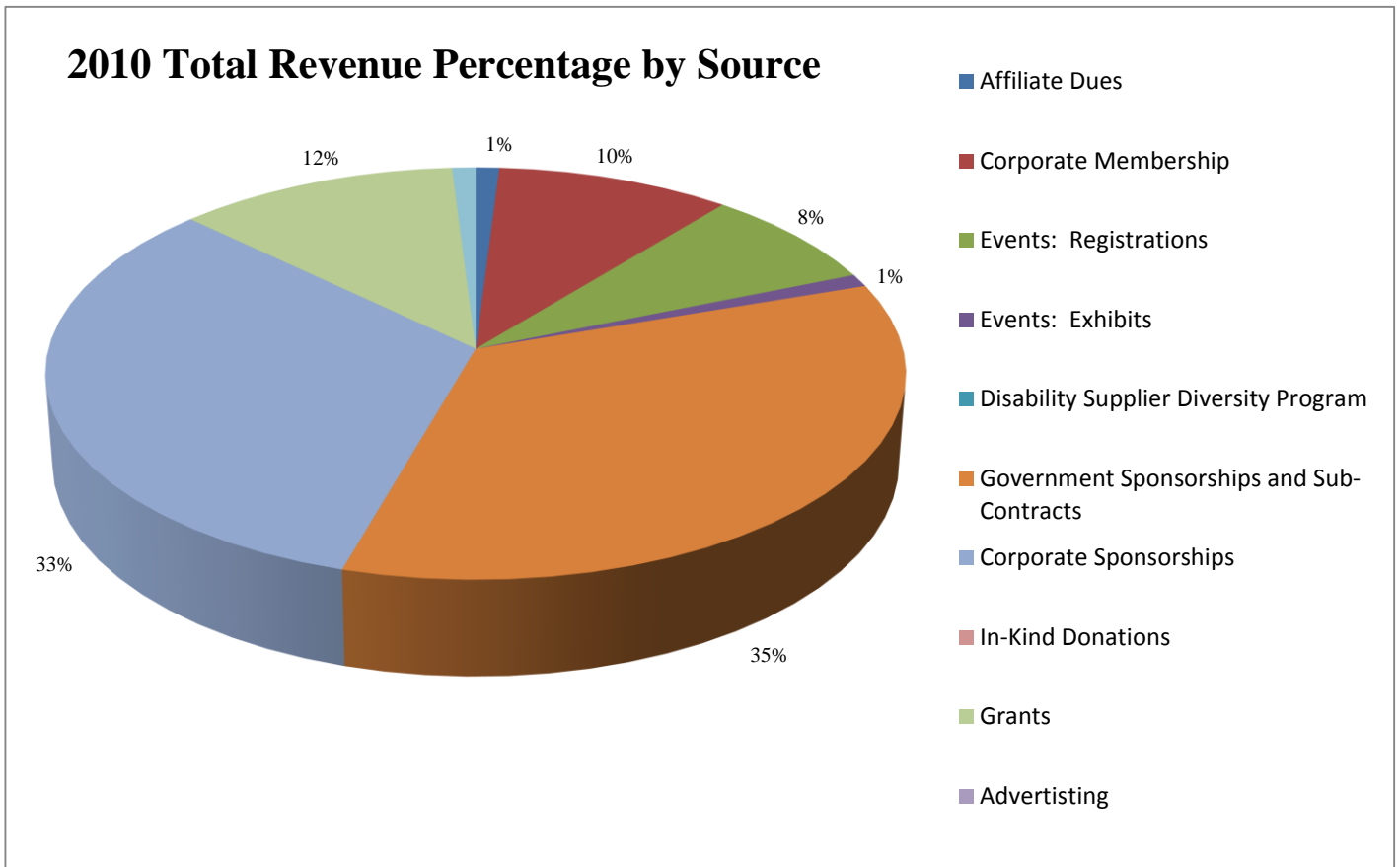


TOWER Initiative Partners

Tools on Work & Employment Readiness



The following chart demonstrates the diversity of the organization's funding in 2010:



CONCLUSION:

We continued to grow in every way with new programs and initiatives in 2010. Whether it was record attendance at our annual conference in Chicago, Illinois, or building momentum with our innovative Disability Supplier Diversity Program[®] (DSDP) designed to unleash the entrepreneurial spirit of people with disabilities owning a business, last year demonstrated what can be accomplished when businesses partner with other businesses. The business-to-business strategy of engaging employers and Affiliates nationwide was further strengthened by enhancing our significant strategic partnerships.

The USBLN[®] is committed to helping businesses expand their diversity recruiting efforts to include people with disabilities – not as a social model, but as a business imperative to recruit and retain talent, better serve their customers, and engage disability owned businesses in the supply chain.

USBLN[®] MEMBERSHIP & PARTNERSHIP OPPORTUNITIES:

Corporate Membership of the USBLN[®] is available to any corporation seeking to expand its recognition as a leader within the disability community. Corporate Members receive numerous benefits which enhance the company's placement in front of this important diverse segment.

Membership benefits include:

- National recognition as a leader in supporting in disability inclusion in business
- Maximized exposure to the entrepreneurial and professional community of individuals with disabilities and their networks
- Branding as a Corporate Member of the USBLN[®] on www.usbln.org with company logo and link to company website
- Recognition in USBLN[®] Annual Report
- Unlimited subscriptions to *Biz2Biz Report* monthly e-newsletter
- Opportunity to insert up to four (4) company advertisements in *Biz2Biz Report* monthly e-newsletter
- Opportunities for outreach to targeted local communities through the affiliate network of the USBLN[®]
- Corporate members are added to and provided with access to the Annual Corporate Membership roster
- VIP Access to Members-Only area of www.usbln.org

Corporate Membership of the USBLN[®] is \$5,000, and includes the benefits listed above. Discounted annual membership rates are available for small businesses and range from \$1,500-2,500.

Corporate Partnership Opportunities

The USBLN[®] has several opportunities available for partnership beyond corporate membership. These partnerships are a great way for corporations to indicate their commitment to the disability community throughout their enterprise and support USBLN[®] Projects and Programs. To learn more about these opportunities, please contact the USBLN[®].

USBLN[®] Disability Supplier Diversity Program[®]

The Disability Supplier Diversity Program[®] (DSDP) is the flagship program of the USBLN[®]. In just a few years, The DSDP has quickly become the gold standard for the certification of disability-owned business enterprises, including businesses owned by service-disabled veterans. In addition to certification, the DSDP provides education, training, information on disability entrepreneurship and matchmaker meetings to directly link your corporation/government agency

to a growing pool of qualified suppliers nationwide. Founding Partners of the USBLN[®] DSDP are: Ernst & Young, LLP; Fannie Mae; Freddie Mac; IBM; KPMG,LLP; Marriott International; Merck; Microsoft Corporation; Qualcomm; Sodexo; Southwest Airlines; SunTrust Bank; Walmart, WellPoint, Inc. and Wells Fargo.

We invite you to join a growing list of corporate and government members who embrace the value proposition for the inclusion of disability-owned business enterprises (DOBE[®]s), in the supply chain by becoming a DSDP member. DSDP membership dues are assessed annually, based on the revenues of your organization, and range from \$6,000-\$10,000. Basic USBLN[®] Corporate Membership and benefits are included.

USBLN[®] Annual Conference

The USBLN[®] Annual Conference is the preeminent national event that taps into the vast economic potential of the full inclusion of people with disabilities. In addition to participating in educational and networking opportunities that advance the inclusion of individuals with disabilities, conference partners receive recognition and benefits which further solidify their standing as leaders.

Several levels of Partnership opportunities are available, and range from \$10,000-\$100,000. Customized partnership opportunities are also available for government agencies, non-profit organizations, and small businesses.

USBLN[®] Employment Project

The USBLN[®] Employment Project includes initiatives that advance the workplace opportunities for individuals with a disability. The USBLN[®] TOWER Initiative disseminates toolkits that assist the development of mentorship and internship programs for students and youth with disabilities and operates the National Student Advisory Council for the USBLN[®]. Customized partnerships are available to support this project.

Learn More

You may visit the USBLN[®] website at www.usbln.org for more information on how your corporation can join as a member or partner of the USBLN[®].