

# Learn how to reach a \$200 billion market

## Disability-Awareness Training for Businesses



Join the ranks of Siemens Corporation, Northern Trust Bank, Whole Foods Market, Deerfield Public Library & other businesses to become leaders in disability-aware service.

Our **Disability Awareness Players** run trainings that are fun, lively and audience-inclusive.

Learn how to interact naturally and confidently with people with disabilities. We understand. When it's unfamiliar, it might feel uncomfortable, but we've got just the tools for you.

### Get the tools your business needs to help boost your bottom line.

- Build your employees' confidence levels
- Attract the fastest-growing customer base
- Learn easy disability-aware customer service practices that work
- Continue to meet your aging customers' long-term needs

Contact us at:

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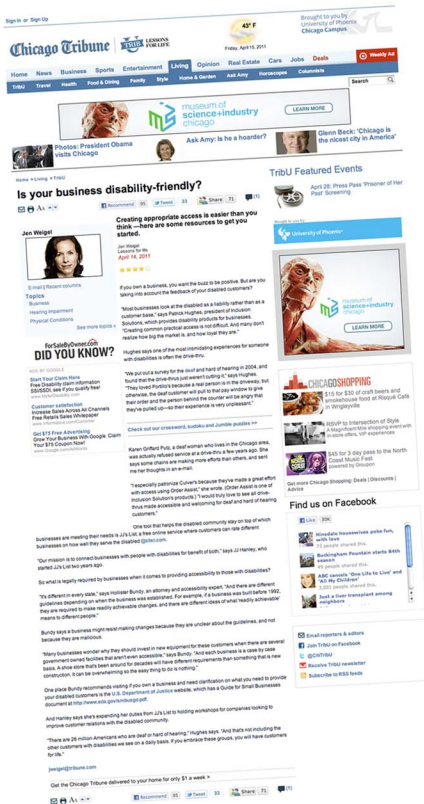
“ Thank you! I thought I knew it all, but I learned so much.

- Bridget Isaia  
Marketing and Community Relations Specialist  
Whole Foods Market Evanston South ”

“ It gave me a method to follow, so instead of avoiding, I can actually help. It gave me a comfort level and better understanding of people with disabilities.

- Siemens Corporation Employee ”

# From the Chicago Tribune



**Creating appropriate access is easier than you think —here are some resources to get you started.**

Jen Weigel  
Lessons for life  
*April 14, 2011*



If you own a business, you want the buzz to be positive. But are you taking into account the feedback of your disabled customers?

"Most businesses look at the disabled as a liability rather than as a customer base," says Patrick Hughes, president of Inclusion Solutions, which provides disability products for businesses.

"Creating common practical access is not difficult. And many don't realize how big the market is, and how loyal they are."

One tool that helps the disabled community stay on top of which businesses are meeting their needs is JJ's List; a free online service where customers can rate different businesses on how well they serve the disabled ([jjslist.com](http://jjslist.com))

"Our mission is to connect businesses with people with disabilities for benefit of both," says JJ Hanley, who started JJ's List two years ago.

And Hanley says she's expanding her duties from JJ's List to holding workshops for companies looking to improve customer relations with the disabled community.

"There are 28 million Americans who are deaf or hard of hearing," Hughes says. "And that's not including the other customers with disabilities we see on a daily basis. If you embrace these groups, you will have customers for life."

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