



# Business Matters

Encouraging Diversity in the Workplace • Promoting a Positive Environment for Business Growth

Summer 2002

## Manpower - Doing the Right Thing

In Virginia, a state with a high concentration of people with disabilities, Manpower, Inc. and SunTrust Bank share a commitment to including more of the disabled population in the workforce. Manpower, which has provided staffing services to SunTrust in the Richmond area for two decades, views the employment of workers with disabilities as good business sense. "Manpower has always looked at workers in terms of abilities, not disabilities," says Millie Hewett, sales manager for Manpower's Richmond operations. "We like to say that we find the best in everyone and put it to work."

Having the right attitude and common business sense deemed Manpower community recognition, as they were honored in May with the Richmond Chamber of Commerce's Workforce One All Star "Diversity Award".

"We're always looking for applicants who can meet our customers' skill needs, and we draw an increasing number of them from the disabled population, which we find to be an underutilized recruiting source," says Hewett. "Our entire worker intake process – from our interview to our skills testing and training – is designed to identify what people can do or can be trained to do, not what they can't do."

The company also takes extra steps to ensure the comfort of applicants with obvious disabilities. "When we know applicants have disabilities, we make sure we interview them before they go through any skills assessments," says Hewett. "This lets our staffing specialists establish a rapport so that the applicants can communicate any concerns or work limitations."

In terms of accessibility and accommodations, Manpower's Richmond-area offices use zoom-screen technology to evaluate and train applicants with impaired vision; use sign language translators from the Virginia Department of Rehabilitative Services to communicate with applicants who have impaired hearing; provide a telecommunications device for the deaf, and phone number for applicants with speech and hearing impairments. "All of these accommodations are free or very low cost," says Hewett.

Earlier this year, Manpower was formally recognized as a disability-friendly business. The awards, presented by the Honorable John Hager, launched Virginia's new Disability Friendly Business Program. It is designed to recognize businesses for outstanding success and commitment to employing, accommodating and providing products and services to individuals with disabilities. This program is a joint venture of Virginia's Business Leadership Network (BLN), the Disability Services Board and the Department of Rehabilitative Services.

*\*Source: The Human Capital Magazine, Profiles in Excellence 2002, "SunTrust, Manpower Enable the Capable Disabled."*

## Disability Friendly Business Seal: "A Mark of Excellence"



*'Disability Friendly' businesses understand that people with disabilities make valuable employees and customers in their communities. Providing equal opportunity is a mark of business excellence... and it shows! Congratulations to the following businesses who have thus far been awarded the DFB Recognition Seal:*

Big Lots (Fredericksburg), Big Lots (Stafford), Booz Allen & Hamilton, Busch Gardens, Chick-fil-A (Fredericksburg), Circuit City (Charlottesville), Coleman Eye Associates (Fredericksburg), Faith Baptist Church and School (Fredericksburg), Fort Belvoir, Fluor Daniel, Greenville Tech, Holtzman Corp./Little Apple Properties, Manpower, Navy Federal Credit Union, Old Country Buffet (Fredericksburg), Prudential Cleanroom Services, RGI (Fredericksburg), Rockbridge Area Community Services Board, Rugged Warehouse (Fredericksburg), Sammy Snacks, Service Source (Quantico), Sinsabaugh Consulting Services, SunTrust Bank, Target (Christiansburg), Tetra Second Nature, Ukrop's (Fredericksburg), Virginia Trusses, Wal-Mart (Ferry Farm Branch, Fredericksburg), Wal-Mart (Rte. 3, Fredericksburg), Wal-Mart (Stafford)



*Show your commitment to excellence and become a part of Virginia's best in business. Call 804/662-7069 to receive a Nomination Kit to apply or recommend a business for the Disability Friendly Business Recognition Seal!*



Be on the lookout for the new "Put Ability to Work" billboards which will be going up statewide this summer!!



## Are Your Eyes Made in the Shade?

Long term exposure to ultraviolet (UV) rays damages the eyes and can even lead to vision loss or blindness. People who work or play outside on a regular basis are at the greatest risk. Remember to:

- ◆ Wear UV absorbing sunglasses. Lens color, darkness and price are not always good indicators of the filtering effect. Look for lenses that claim to absorb 99% to 100% of the sun's rays. Glasses that don't specify a percentage are probably not effective.
- ◆ Use a wide-brimmed hat to block about 50% of the additional UV radiation, thus reducing the sunlight that leaks in, above or around sunglasses.

## Making Computer Sense

You may be aware of ways to reduce carpal tunnel syndrome or back pain while using a computer, but what about eye strain? Long term use of a computer can in fact strain the eyes, cause headaches and even damage vision. Evaluate the following at your computer:

- ◆ Reduce or eliminate glare by using window shades, light fixture diffusers, or anti-glare filters.
- ◆ When possible, turn off overhead lights and use a desk lamp to light your documents. Or, adjust the position of your desk so that the computer is parallel to overhead bulbs.
- ◆ Clean your screen regularly.
- ◆ Every half an hour, rest your eyes by focusing on an object that is at least 20 feet away. Close your eyes and blink repeatedly to moisten them.

*\*Source: Information taken from CommonHealth Compass, Summer 2002 issue*

### NEW RESOURCES

*Accessible Technology in Today's Business: Case Studies for Success* is a new book from Microsoft Press, in conjunction with Microsoft's Accessible Technology Group. The publication demonstrates to business organizations that not only are accessible solutions available today that provide people with disabilities the essential tools they need to work, but that it makes good business sense to do so. For ordering information and to read excerpts from the book visit [www.microsoft.com/enable/news/book.htm](http://www.microsoft.com/enable/news/book.htm).



## Mark Your Calendars!

### ✓ *VA Collaborations Conference 2002: A "Capitol" Investment* August 4-6, 2002

#### **Sheraton Hotel West, Richmond, VA**

Focusing on the employment for persons with disabilities. Sessions on topics of interest to employment specialists, employers, disability advocates and individuals with disabilities. For registration package, sponsorship brochure, or conference information, contact Marilyn Morrison at (703) 461-6000.

### ✓ *National Disability Mentoring Day* October 16, 2002

Designed to bring students and job seekers with disabilities into the workplace where they can learn firsthand about career opportunities. Be a community leader and sign up your company to be a "mentor". Call Dana Rosanelli at (804) 662-7069 for more details. For an overview of National Disability Mentoring Day, please visit [www.aapd.com](http://www.aapd.com).

### ✓ *2002 National Business Leadership Network Summit* November 18-19, 2002

#### **U.S. Chamber of Commerce Washington, D.C.**

"Human Capital - Turning Investment to Profit": Business Engaging Business on Best Disability Employment Practices