



The Disability Etiquette Training Company: Media Kit

COMPANY OWNERSHIP	1
ABOUT THE PRINCIPAL	1
MEDIA APPEARANCES	2
FAQS	3
Why should anyone pay attention to Disability Etiquette, isn't it just "common sense"?	3
I hardly every see anyone in a wheelchair, there aren't so many people with Disabilities around -- are there?	3
Who would benefit by taking Disability Etiquette Training?	3
Why has the company developed programs for children?	4

COMPANY OWNERSHIP



The Disability Etiquette Training Company is a certified Woman Business Enterprise wholly owned by Linda Fitzpatrick. It is a New York Corporation located in West Nyack, New York, originally established in 1985 as Linda Fitzpatrick Research Services Corporation, serving Fortune 100 Companies as a business research enterprise.

ABOUT THE PRINCIPAL

Linda Fitzpatrick founded The Disability Etiquette Training Company to meet the emerging need for

knowledge and skills to serve people regardless of their abilities...a natural extension of the powerful Diversity movement. Previously, Linda was CEO of an award winning market research firm whose emphasis on both qualitative and quantitative methodologies formed the basis of Brand strategies at major corporations across many industries. Linda's research firm won the coveted AT&T Partner Recognition Award, presented to a select few of the thousands of vendor companies who support AT&T. Her thorough understanding of research and business sets the professional tone that marks all her endeavors.

Linda is a widely respected teacher, mentor and role model for women in business. She founded the Rockland Business Association's Women's Forum which draws women from across the New York Tri-State area for its winning combination of expertise and camaraderie.

Her life represents a legacy of community service. Linda devoted more than ten years as a Counselor at VCS, a not-for-profit which is renowned for serving all segments of the community. She has been awarded the prestigious Chairman's Award from the Association for the Visually Impaired, and has been cited by numerous legislative and governmental organizations for her community leadership. Linda also serves on numerous not-for-profit Boards including Big Brothers Big Sisters. Her work has been featured in national and local press.

Linda's business career started at prestigious advertising agencies including McCann Erickson, followed by management positions at Chesebrough Ponds (now Unilever) and General Foods (now Kraft Foods).

Contact Linda.Fitzpatrick@disabilityetiquettetraining.com

MEDIA APPEARANCES

coachng corner 10_30_07.mp3

COMCAST DEC 13 07

FAQS

Why should anyone pay attention to Disability Etiquette, isn't it just "common sense"?

As we know, common sense isn't so common and our friends with Disabilities tell us again and again how well meaning people create communication bumbles because they don't understand what life is like for the person with a Disability. Able bodied people shout at a person who is Blind or Hard of Hearing, for example and that doesn't help at all! Able bodied people may inadvertently be rough with someone as they guide the person in a desired direction. Our training teaches people to be helpful without being inadvertently harmful.

I hardly every see anyone in a wheelchair, there aren't so many people with Disabilities around -- are there?

First it's important to realize that most Disabilities would not be obvious to the casual observer but nonetheless would have the potential to interfere with communication and good manners. For example, 1 in 7 adults have a learning disability which may interfere with understanding the written or spoken word. While there are 2 million Deaf Americans there are twelve times that many people who have some hearing impairment - that's 24 million people with a hearing impairment.

Altogether 18% of Americans have a Disability according to the US Census and that percentage is growing at the rate of 25% per year due to aging Boomers, increased longevity, returning veterans with Disabilities and other reasons.

Who would benefit by taking Disability Etiquette Training?

Anyone who serves the public will come into regular contact with people who have Disabilities. When it's important to convey graciousness and good customer service (as in the hospitality industry), this training will provide important skills. When it's important to convey instructions (is in the health

care industry), this training will teach specific know-how. When there are complicated decisions to be made (as in the financial services sector), this training will facilitate communication. Disability Etiquette Training teaches us how to hone our service skills for ALL people, not just for people with Disabilities.

Why has the company developed programs for children?

People who work with children - whether teachers, or health care providers, or museum educators - know that among any group, there will be children who are challenging to work with. Our "Sensational Children" program teaches staff to understand children from the point of view of their Sensory Processing and this knowledge and skill helps adults working with children across many diagnoses - children who have been diagnosed with ADD (Attention Deficit Disorder) or ADHD (Attention Deficit Hyperactivity Disorder) or children on the Autism spectrum or those who have been diagnosed with Sensory Processing Disorder...or children who have not been diagnosed with anything but whose sensory processing hasn't yet matured. Once we understand more about what triggers a child's disruptive behavior, or his confusion or lethargy, we are far better able to adjust to make the child more comfortable. Even children who are normally able to keep themselves calm have trouble when they're stressed physically (being cold or being tired) or stressed emotionally (with a newborn sibling, for example). Our sensory processing toolkit helps adults know how to soothe and calm children making interactions and learning easier on everyone.