



ndi | NATIONAL
DISABILITY
INSTITUTE

Building a Better Financial Future

Power Talks and Panel: Small Business Insights and Innovations

Moderated by: Nikki Powis, Director of Small Business
Programs, NDI

November 21, 2024

Disability Owned Convening

ndi | NATIONAL
DISABILITY
INSTITUTE

meet
your
speakers



- Matthew Shapiro, Founder, [6 Wheels Consulting LLC](#)
- Tiffani Martin, CEO, [JancynCo.](#)
- Kristina Hurlburt, [Realtor](#)
- Brent Anderson, Founder, [Pets Pizzazz](#)
- Tiffany Ruffa, Founder, [HRBloom Co.](#) and [Deaf HR Professionals \(DHRP\)](#)

Kristina Hurlburt

EASY MONEY MANAGEMENT FOR SMALL BUSINESS





RULES TO LIVE BY



#1

Keep your business and personal finances separate.



#2

Find a money management technique that works for you and supports your goals.



#3

Be consistent; stick to the plan.



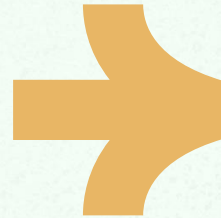
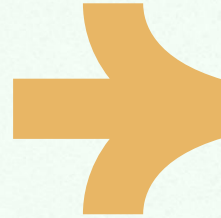
SET YOURSELF UP FOR SUCCESS

TRACK SPENDING

SET A BUDGET

CONTROL COSTS

PAY YOURSELF FIRST



PROFIT FIRST TECHNIQUE (BASIC ACCOUNTS)

INCOME

PROFIT

OWNER COMPENSATION

OPERATING EXPENSES

TAXES

5%

50%

20%

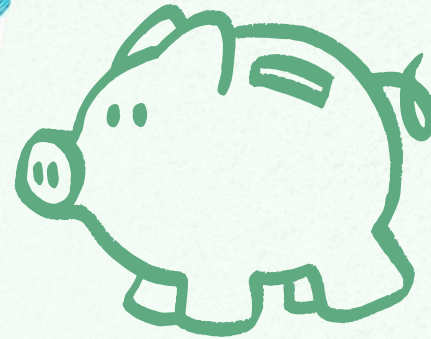
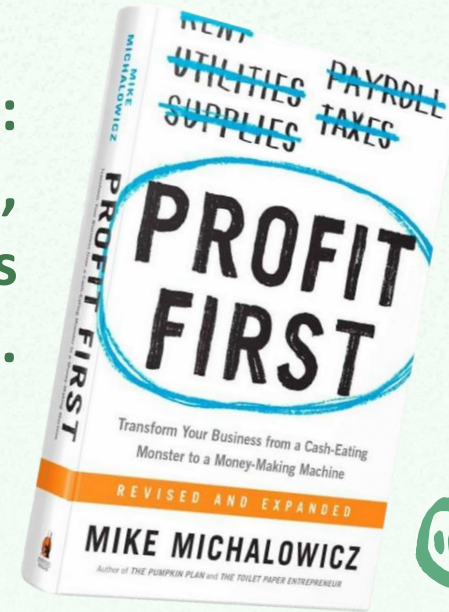
25%



SOME FINAL TIPS



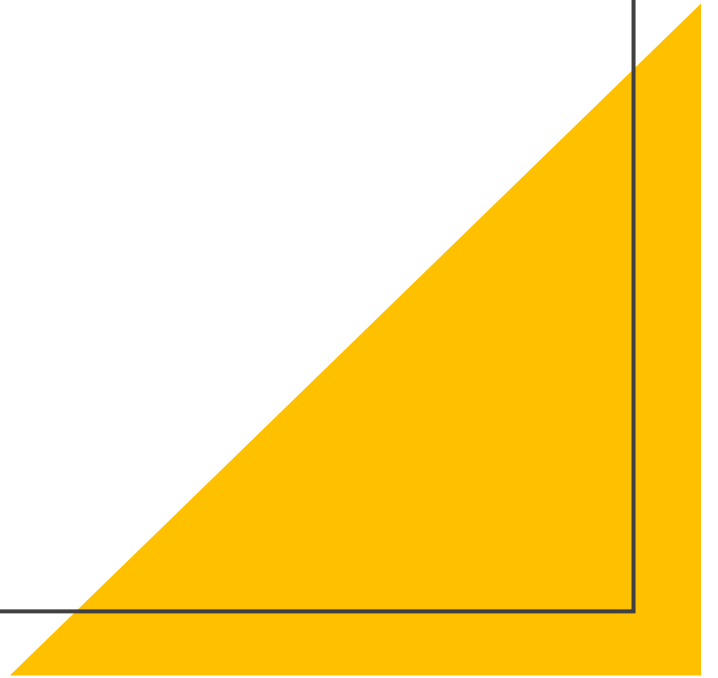
KEEP LEARNING:
Read books,
listen to podcasts
or take a course.



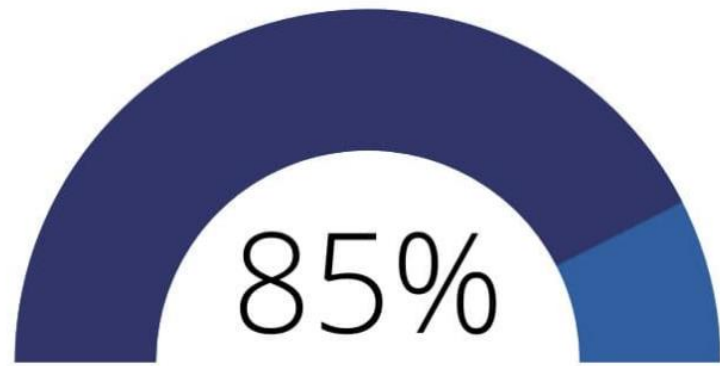
LEVERAGE:
Work with a CPA, tax
professional, or other
financial planner.

Brent Anderson

Importance of Knowing When
and How to Pivot



AUTISM UNEMPLOYMENT RATE



MyDisabilityJobs.com

INDIVIDUALS WITH DISABILITIES ARE

2X MORE LIKELY TO BE

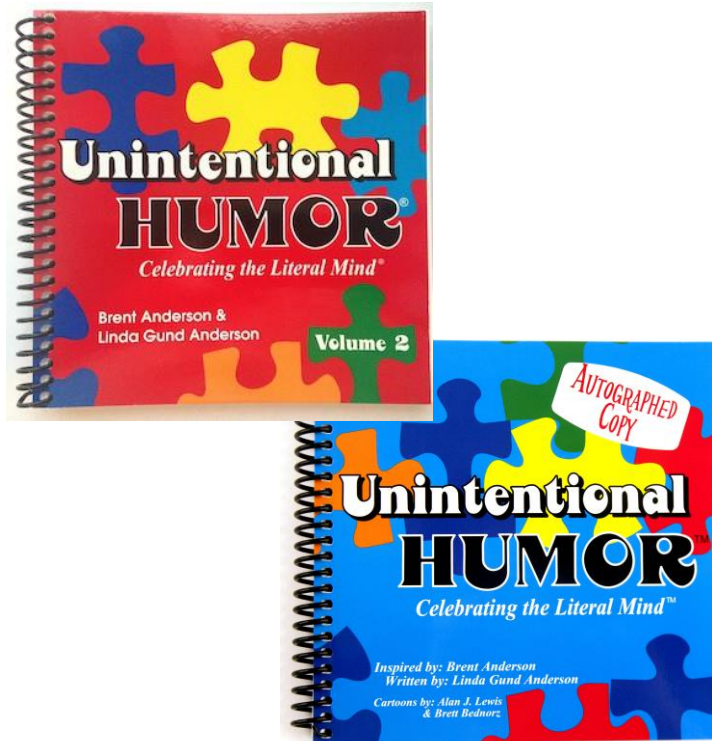
SELF EMPLOYED

THAN THE GENERAL POPULATION

TACQE.com

Unintentional HUMOR™

2010 – 2021



UnintentionalHumor.com

PIVOT

A strategic change in a business's direction or focus in response to market conditions or external factors

93%

of all successful businesses have undergone pivots from their initial ideas

75%

of founders report success on the other side of their business pivot

BRENT'S
PETs · PIZZAZZ

Started 2022



PetsPizzazz.com



The Hidden Obstacles

Why Disabled Talent Isn't Applying
and How to Change That

Population

340,161,441

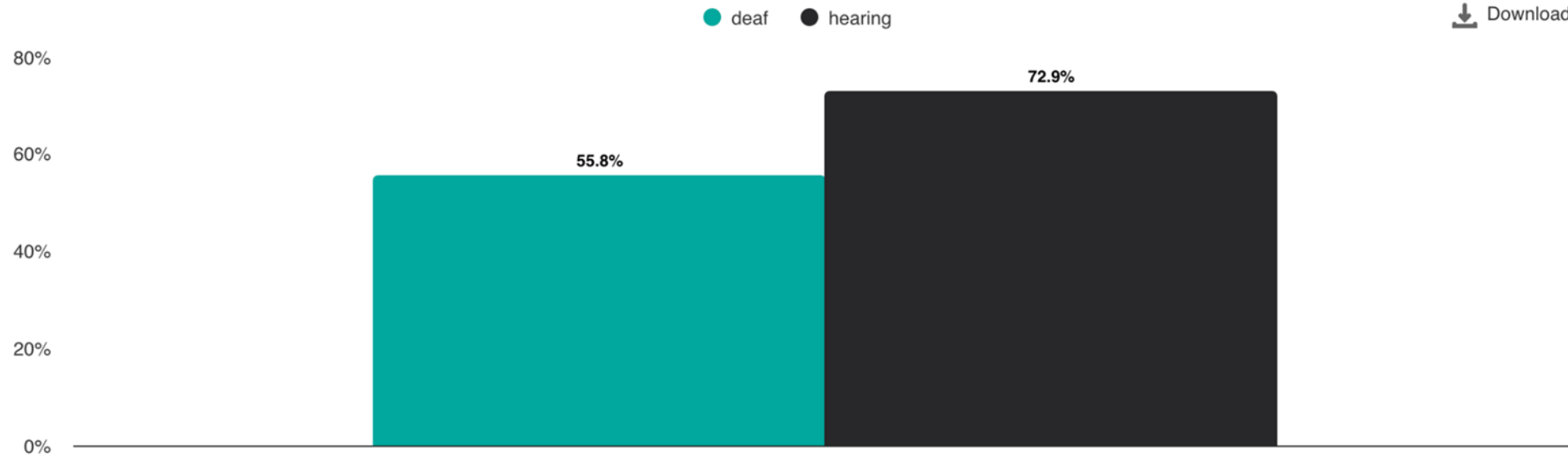
70,000,000

11,000,000

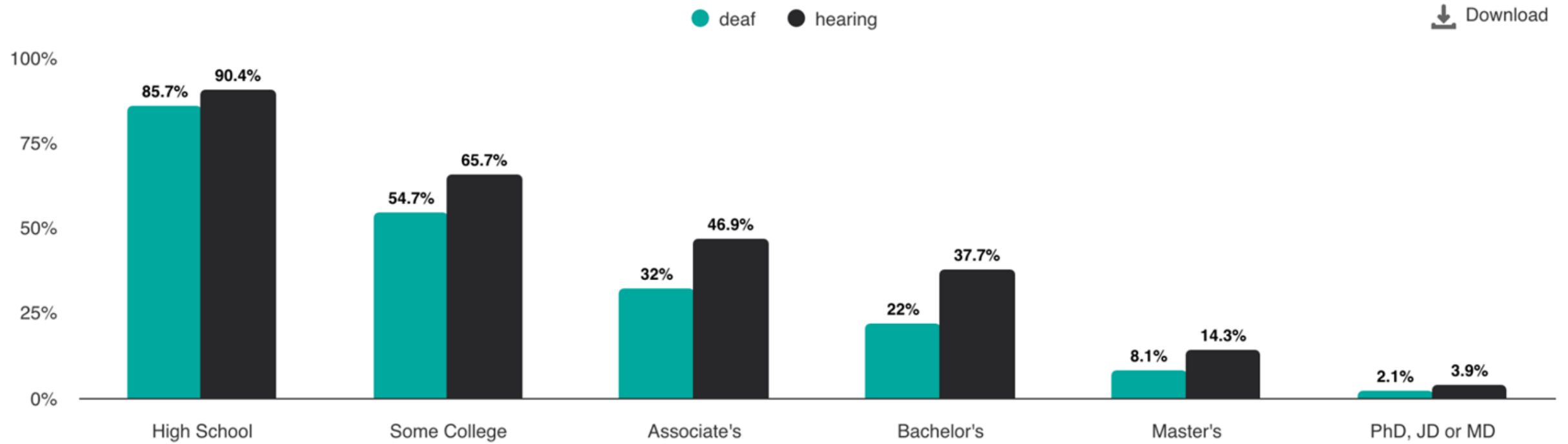


Employment Rate

EMPLOYMENT RATE: UNITED STATES



EDUCATION ATTAINMENT - HIGH SCHOOL, SOME COLLEGE, AA, BA, MA, PHD: UNITED STATES



Job Title: Community Social Engagement Coordinator

Location: Remote or Hybrid (based in New York City area preferred)

Status: Full-Time

Position Summary:

We are seeking a **competitive, high-energy, and dynamic** Community Social Engagement Coordinator to join our team. The ideal candidate will **take charge** of outreach efforts, **dominate** events management, and **drive results** in building relationships with community partners. This role demands **endurance, clear verbal communication**, and a passion for **winning** in community engagement efforts.

Key Responsibilities:

- Lead the planning and execution of community engagement events and initiatives, often requiring **lifting** chairs & oversized banners up to 10 lbs and **standing for long periods during events.**
- Build and maintain **strategic** relationships with community organizations and stakeholders, often needing **strong verbal** communication skills.
- **Direct** volunteer programs, which may require **working long hours** and **quick decision-making.**
- Develop and distribute podcasts using **microphones and speakers.**
- Maintain accurate records of outreach efforts, which may involve **extended use of hands for typing.**



Required:

- **Bachelor's degree** in communications, public relations, or a related field.
- **Strong** communication, leadership, and organizational skills are essential. Proficiency in Microsoft Office and social media platforms.
- **Driven** in community work, **resilience**, and the ability to work both independently and as part of an **active** team.

Preferred:

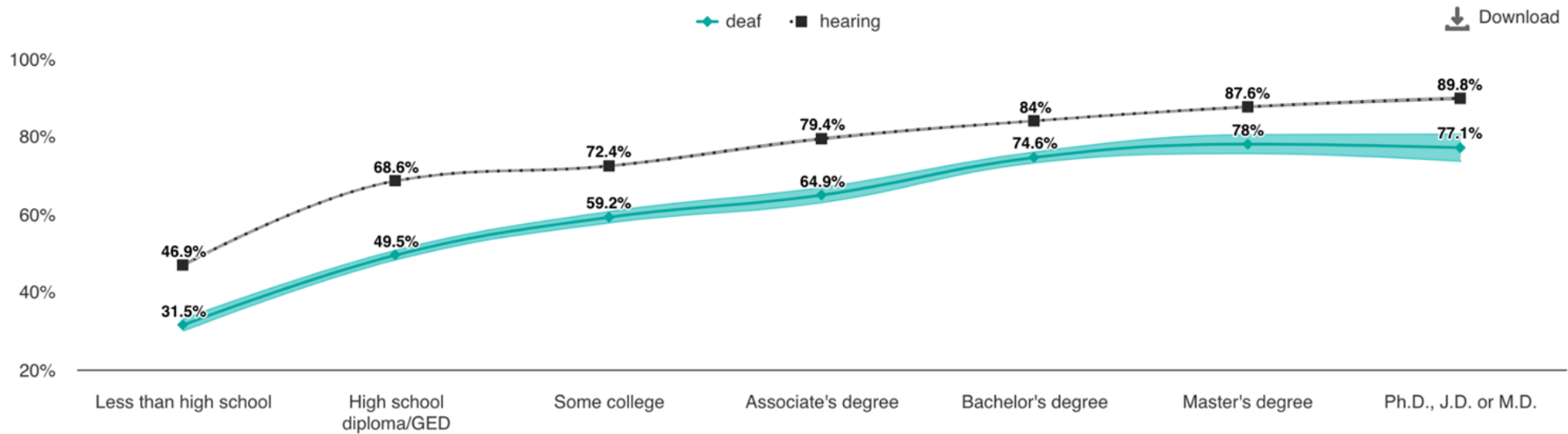
- At least 2 years of **strong** experience in community outreach, events coordination, or a related field.
- Expert communication skills and being able to **talk** to different **walks of life** in New York City.

Apply: email your resume and cover letter to info@hiring.com



Education vs Equitable Pay?

EMPLOYMENT RATE BY LEVEL OF EDUCATION: UNITED STATES



In the United States, among deaf people ages 16-64, the employment rate of deaf people increases with level of education, from for those who did not complete a high school education, to for those with a master's degree.



Ableism and Audism

Ableism is a set of beliefs or practices that devalue and discriminate against people with physical, intellectual, or psychiatric disabilities.

Audism is the belief that people who can hear are superior to those who are deaf or hard of hearing.





Job Title: Community Social Engagement Coordinator

Location: Remote or Hybrid (based in New York City area preferred)

Department: Community Relations

Reports To: Director of Community Programs

FLSA: Non-Exempt, Full Time

Salary Range: \$55,000 - \$65,000 per year (based on experience and qualifications)

Position Summary:

We are seeking a **motivated, enthusiastic, and adaptable** Community Social Engagement Coordinator to join our team. The ideal candidate will lead outreach efforts, effectively manage events, and build **long lasting** relationships with community partners.

Key Responsibilities:

- **Coordinate** the planning and execution of community engagement events and initiatives, often requiring moving chairs & oversized banners up to 10 lbs and **staying stationary for long periods during events.**
- Build and maintain **long lasting** relationships with community organizations and stakeholders, emphasizing **effective** communication.
- **Manage** volunteer programs, which may require **flexibility and adaptability** in work hours and decision-making processes
- Develop and distribute podcasts **reaching additional viewers** in targeted areas.
- Maintain accurate records of outreach efforts, which may involve **various technologies.**





Required Education & Experience

Note: A bachelor's degree is NOT required for this position. We value experience, skills, and a commitment to community engagement over formal education.

- At least 2 years of work or volunteer experience in community outreach, events coordination, or a related field.
- **Effective** communication, organizational skills, and the ability to guide projects.
- **Commitment** to community work, adaptability, and the ability to work both independently and **collaboratively** within a team.

Desired Education & Experience

- Experience in managing or coordinating volunteer programs, virtual events, including knowledge of online event platforms and tools.
- **Experience working with diverse communities** in New York City

Equal Employment Opportunity:

We are committed to fostering an inclusive, accessible environment where all employees and applicants feel valued and respected. We do not discriminate based on race, color, ethnicity, national origin, gender, gender identity or expression, sexual orientation, disability, age, religion, veteran status, or any other legally protected status. We welcome applications from individuals of all backgrounds, experiences, abilities, and perspectives. We strive to create a diverse and inclusive workplace that reflects the communities we serve. Reasonable accommodations are available upon request to support participation in all aspects of the hiring process.

Apply here (provide link for efficient and equitable application process) or QR Code



References

[US Population 2021 and 2022](#)

[Disability Population in the US](#)

[Deaf Population in the US & Deaf Employment in the US](#)

[Disabled Employment in the US](#)

[Writing an ADA Compliant Job Description](#)

[Ableism](#)

[Audism](#)



<https://www.hrbloomco.com/>



Questions?



Contact Our Panelists

- **Matthew Shapiro**

- Matthew.Shapiro@6wheelsconsulting.com
- [6 Wheels Consulting LLC](#)
- [LinkedIn](#)

- **Tiffani Martin**

- Tiffani@Jancynco.com
- [JancynCo.](#)
- [LinkedIn](#)

- **Kristina Hurlburt**

- Kristinashurlburt@gmail.com
- [LinkedIn](#)

- **Brent Anderson**

- [Pets Pizzazz](#)
- [Unintentional Humor](#)
- [Instagram](#)

- **Tiffany Ruffa**

- info@hrbloomco.com
- [HRBloom Co.](#)
- [Deaf HR Professionals \(DHRP\)](#)

