**Keynote - Rachael Stafford, Project Director and**

 **Director of Business Development**

 **Rocky Mountain ADA Centre, Colorado**



Rachael Stafford is the Project Director and Director of Business Development at the Rocky Mountain ADA Center. The center supports implementation of the Americans with Disabilities Act (ADA) by providing information, informal guidance, and technical assistance to individuals and organizations with rights and responsibilities under the national law. The Rocky Mountain ADA Center is one of 10 ADA centers located around the country.

Ms. Stafford will share the business case for accessibility legislation in her presentation on “Creating a Universal Experience of Great Customer Service.” Ms. Stafford explains that the main motivation that drives American business to create accessibility is not the law, but the market place. Increasingly, customers expect the same level of accessible service as they travel from one hotel to another, dine in one restaurant or another, or go on a shopping spree. For persons with disabilities, aging customers and others who face barriers, this means more than accessible spaces, bar seats or washrooms. It also affects communication and especially attitude. Ms. Stafford will address how an industry-wide approach to the “universal experience” accessibility can improve everyone’s bottom line.

Since joining the Rocky Mountain ADA Center, Rachel has excelled in cultivating new clients and new business opportunities. She learned first-hand the need for improved accessibility when she was private council to Tony Curtis, Hollywood actor and wheelchair user. Rachael lives in Black Forest, Colorado, with her husband Greg and their 5 year-old son Monty.