



YOUR INTRODUCTION TO



W. C. Duke Associates, Inc.

and
Opening Doors®

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Your employees have first-hand experience in the handicaps your customers with disabilities face.



Your staff practices important disability etiquette skills such as orienting and escorting customers with visual disabilities.



Your personnel understand WHY procedures are important to your customers with disabilities, such as communication protocols for customers who are deaf or hard of hearing.



W. C. Duke Associates, Inc.

For twenty years our company has been showing businesses how being disability friendly can be profitable. Our Opening Doors® products and services address the human side of the Americans with Disabilities Act. W. C. Duke Associates, Inc. helps businesses comply with the Title III requirement to “modify policies, practices, and procedures to avoid discrimination.”

We offer industry-specific video training programs in disability etiquette for service industries, such as lodging, food service, entertainment, gaming, banking, retail sales, and grocery stores. W. C. Duke Associates is also noted for its customized programs, tailored for our customers' specific needs. These programs have the endorsement and recommendation of all the major disability organizations because they teach service personnel practical skills and go beyond sensitivity or awareness training.

W. C. Duke has grown from a family business to an international company considered to have the best customer service training programs concerning persons with disabilities. Not only do the majority of our employees have hearing, visual, or mobility disabilities, but they also have business and training experience, plus program development expertise.

Companies use our programs because they get results, not just in customer service solutions, but also in employing persons with disabilities. We are committed to excellence because our family name and personal reputation are on the line with our products and services.

Expertise + Solutions = Results

W. C. Duke Associates is known for its quality programs. Good training is cost effective. Let us show you how we can help open your doors even wider to customers with disabilities.

Our mission is the success of our clients – the 20,000 locations in the United States, Canada, and Israel using the Opening Doors® programs. By developing dynamic marketing strategies, we make sure our clients get a return on investment from the profitable consumer market of persons having hearing, visual, or mobility disabilities.

L-R, Cheryl Duke, Paul Duke, Caitlin Duke, and Bill Duke, founders and principals of W. C. Duke Associates.



Accessibility is not the same as hospitality. So often people with disabilities are treated as a problem to be dealt with, rather than a valued customer.

*Cyndi Jones,
Executive Director,
Center for an Accessible
Society*

OPENING DOORS® WORKS BECAUSE

THE NAME SAYS IT ALL

Communicates to your employees that their attitudes are opening the doors of your business to persons with disabilities.

IT'S PRACTICAL

Integrates into your company's existing customer service training as an on-going program for your current personnel and the newly hired.

IT'S EFFECTIVE

Maximizes program content retention by using TPR (Total Physical Response) in which your employees see, hear, and do.

IT GIVES YOUR EMPLOYEES THE SKILLS TO BE SUCCESSFUL

Provides your employees with direction, specific skills to create customer satisfaction, and confidence to handle uncertain situations.

Articles about Opening Doors® have appeared in the *New York Times*, *Wall Street Journal*, *USA Today*, *Lodging*, *Hotel Business*, *Hotel Interactive*, *AAHOA Hospitality*, *QSR: the Magazine of Quick Service Restaurant Success*, *Hotel & Motel Management*, *the Cornell Quarterly*, *Meeting News*, *Hotel/Motel Security and Safety Management*, *Lodging Hospitality*, as well as *Corporate and Incentive Travel*.

You have to ramp the human mind, or the rest of the ramps won't work.
George Covington
Former White House
Advisor on Disability
Issues

The Opening Doors® programs do “mind ramping” because they increase the comfort level of your employees.

You may not think your employees need training but they do.

A Harris Poll showed that 58% of all Americans are uneasy around persons with disabilities. 47% feel actual fear.

PROGRAM COMPONENTS

FAST-PACED, HUMOROUS, AND ENTERTAINING TRAINING VIDEOS AND INTERACTIVE MEDIA

- ◆ Help your employees conquer their discomfort in serving customers with disabilities.
- ◆ Begin with The Ten Commandments of Disability Etiquette®, practical and relevant rules for almost any situation.
- ◆ Continue with service skills covering customer relations, operational procedures, security and safety considerations, recruiting, interviewing, hiring, and supervising employees with disabilities, plus dealing with any co-worker issues that may arise.

INTERACTIVE TRAINING AND REINFORCEMENT MATERIALS

- ◆ Personnel perform on-the-job activities practicing skills learned in the training media, plus experience having a simulated hearing, visual, or mobility impairment.
- ◆ Receive industry or company-specific reinforcement materials having the most important information your personnel need to remember.

CUSTOMIZED TRAINING OPTIONS

- ◆ Develop company-specific training programs to meet your customer service needs. Services range from video scripts, video production, computer-based and internet-based training, customized training manuals and employee materials to on-site training, consulting and project management services.

I am convinced that the business and disability communities can build alliances and make the promise of the ADA a reality. Your work in this area is advancing the effort.

*Ralph F. Boyd, Jr.,
Assistant Attorney General
U. S. Department of Justice*

We believe the existence of this program has had the effect of discouraging numerous ADA claims.

*Whayne M. Hougland
Former Legal Counsel
Long John Silver's
Restaurants, Inc.*

SELECTED CLIENTS INCLUDE

American Airlines

American Express

AT&T

Denny's

Embassy Suites Hotels

Florida Department of Labor and Employee Security

Hampton Inns

Harrah's Casinos

Holiday Inns

Homewood Suites

InterContinental Hotels Group

John Q. Hammons Hotels & Resorts

Long John Silver's Restaurants

Microtel Inns and Suites

New Mexico Governor's Committee on the Concerns of the Disabled

Olive Garden

Red Lobster

TGI Friday's

Virginia Tourism Corporation

Walt Disney World



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