ROUGHLY EDITED TRANSCRIPT

APRIL

"ADA 25"

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>> ELISSA ELLIS: Hey, Mark, it's Elissa with APRIL.

>> MARK JOHNSON: I was on mute. So ‑‑

>> ELISSA ELLIS: Okay.

>> MARK JOHNSON: I will put you back on mute for one more second and then you can tell me when to jump in, okay?

>> ELISSA ELLIS: Okay. Hello, everyone, it’s 2:00. We will go ahead and get started. I'm Elissa Ellis and I would like to welcome everyone to the call.

This IL Conversation is presented by the IL Net, a national training and technical assistance program of Independent Living Research Utilization (ILRU), and was organized and facilitated by APRIL.

So we're happy you could join us and are looking forward to a lively discussion.

We have an hour and a half, so we'll start out with an introduction of our speaker and we will open it up at the end for Q&A.

This IL conversation is titled ADA 25. We want to keep it as conversational as possible. I know questions will come up as we go through the material and I will be monitoring the chat line for any questions submitted and I will try to sneak those in when I get a chance. Other than, that we will open it up at the very end for questions.

We definitely want to hear from you.

A little housekeeping before we start. Our website April‑rural.org, print documents, if there are any, will be available there, as well as the link for the CART and live stream. We are providing CART captioning services today and that can be accessed via the website. You will see today's IL Conversation right on the front page, and there should be a highlighted link for the CART.

I would like to ask everyone to put your phones on mute once we begin the presentation. Since this is a bridge line, it's pretty sensitive to any background noise and we'll even pick up page shuffling. So if you could please star six, you'll mute the call.

I also wanted to remind folks that cell phones and speaker phones tend to cause distortion on the line. So if you are using either and have access to a land line and can call back in from that land line, that would be great. I understand that this is an issue for some folks and I completely understand if you don't have access to a land line.

Once we get to the Q&A part, I will try to moderate the discussion but if we could all be just as curious as possible and not try to talk over each other, that would be great. We'll go one question at a time. And now I would like to welcome our presenter today. I will begin by telling you a little bit about him.

Mark Johnson, Presently, Director of Advocacy, Shepherd Center, Atlanta. M.Ed., Guidance and Counseling, University of North Carolina at Charlotte.

Graduate of the Leadership Denver Program and Atlanta Regional Commission (ARC's) Regional Leadership Institute.

He has an extensive background in independent living from North Carolina, Colorado, and Georgia.

He's also the Past President, Fund for Southern Communities, a progressive fund that supports social change in North Carolina, South Carolina and Georgia.

He's also a founder of American Disabled for Accessible Public Transportation and American Disabled for Attendant Programs Today (ADAPT).

Mark Johnson has chained himself to inaccessible buses, tirelessly phoned legislators and state agencies, been an encouraging voice to those seeking self‑advocacy and organized countless acts of civil disobedience.

A sought‑after speaker nationwide, Johnson recently spoke at the Missouri History Museum as part of the Max Starkloff Speaker's series anniversary of the ADA, and the Developmental Disabilities Assistance and Bill of Rights Act.

Johnson has been recognized for his ground floor work with the Americans Disabled for Accessible Public Transportation (ADAPT), for his visionary work planning the ADA Torch Relay which celebrated the 10th anniversary of the ADA and with multiple awards including the Betts Award in 2007, Georgia Council on Developmental Disabilities Advocate of the Year in 2003, New Mobility Person of the Year in 2001 and as a member of ADA Task Force on Rights and Empowerment of People with Disabilities in 1991.

So, again, he's here to talk about ADA 25 and I would like to turn it over to Mark to start the call.

>> MARK JOHNSON: Wow! Thanks for that introduction. Really all that means is I'm old.

(Laughter).

So I'm fortunate and blessed to learn from a lot of good people and been involved with a lot of good groups. So I appreciate this opportunity. Nobody predicted it this way, but there was actually a call today at 1:00, sponsored by the national disability leadership alliance. Some of you may have been on their monthly organizing calls before, but they always pick a topic, you know, each month. It's an hour call, similar to format to this call and usually have a variety of speakers and a little Q&A and a little interaction.

So today's topic was the same as the topic we're having here and I would encourage any of you and I can send a link, but just disabilityleadership.org and you click on forum and in about two or three days there will be an archive of that call and I would encourage you to listen to that call, because Robin Jones, the ADA networks on that call is talking about the ADA 25 toolkit and Betty Siegel from the Kennedy Center is talking about what the Kennedy Center, Smithsonian will be doing, and Paul ‑‑ some folks from the National Council on Disability were on the call because they are trying to coordinate some of the efforts in DC.

So it was a good hour call and it is being archived at disabilityleadership.org and so I know that I might miss some things, on this call, but I would encourage you to not only access that call, but share that call. So thanks for this opportunity and know that that call happened and there's a lot of content on that call. And there's a lot at the legacy website, but I will talk about that.

So let me start off with what is the ADA legacy project? I imagine most of you might be familiar with the documentary "Lives Worth Living" probably three or more years old. But it basically documents the movement from 1968, the architectural barriers act and the ADA. It's a well done documentary and ultimately was played on PBS a couple of times. Charlie Carr up there in Massachusetts actually provided some funds to make a middle school version with a curriculum related to the documentary. So the original documentary is available now, the middle school version with an actual curriculum is available now.

So pre the ADA legacy project, the Shepherd Center hosted the screening of "Lives Worth Living" in 2011, and a handful of us was sitting around with the producer and director of the documentary and we were talking about, you know, just how powerful our story is, and how inaccessible that story is and how many of the stories related to the narrative are getting lost when people pass away, what happens to that box full of this, or that basement full of that or that attic full of this or that desk drawer full of that and we were talking, about you know, that there were some parts of the country that were doing a really good job of preserving our history, but that in general there was no collective approach around the country to make sure that we not only preserve it, but ultimately that our stories be told.

And so what happened was I made this pledge, saying, hey if I get a grant, Shepherd will host a conversation about preserving history. So in August 2012, we had what we called the ADA Summit and talked about preserving history and the conversation evolved into the concept called the ADA Legacy Project. And that about us vision, mission, who some of the leadership is at the ADA Legacy Project, you can learn more about the vision, the mission, and some of the folks that were at that summit talking about it.

Well, preservation was fine, but, you know, we also wanted to talk about how do we begin to celebrate, you know, our accomplishments and how do we begin to educate the masses about what still needs to be done. So clearly, we developed kind of a past, present, future approach, or a preserve, celebrate, educate approach, and if you go to the website again, you know, you see those three buckets. You can see, you know, the preservation bucket, the celebrate bucket and the educate bucket.

And so what happens is the screening of the documentary turned into kind of a summit retreat that, you know, was a conversation that turned into the development of a concept. So in 2013, I made another pledge and said, hey, if I can find some money, why don't we try to formalize this project.

And so we began to recruit strategic partners. And so right now we have over 30 strategic partners, everything from the Kennedy Center to the Smithsonian and the heck the Minnesota DD Council. You know, it's our story. Scott Cooper has been going around the country, you know, getting people's stories.

What we realized, there were a whole lot of people out there doing really neat stuff but there was no portal, no gathering place for all of us to meet each other, talk to each other, you know, work together. So like I said, we spent 13 ‑‑ 2013 identifying these strategic partners and then we developed the website and then we said, well, we need an inaugural program. And we said, well, we've got this significant anniversary of our movement coming up, meaning July 26th of next year, the 25th anniversary of the ADA.

And what was borne out of that conversation was ADA 25. You know, we have a logo. We have a tag line, Disability Rights are Civil Rights. We have book markers. We have, you know, how are you going to celebrate card. We've got even T‑shirts that are going to be available a week from this Friday. We've got all of these things, including working with the ADA network toolkit for local communities.

So right after the 24th anniversary of ADA this year, there is a toolkit called ADAanniversary.org and there are tools in there for local communities to develop their own anniversaries, you know, like sample press release, or sample resolution, or proclamation or downloadable fact sheets to make it easier for local organizations to be involved in the celebration. The ADA 25 version of that toolkit will be available shortly. Now you can go to ADAlegacy.com and you can click on the toolkit and click on a website that some 7th graders out in Austin created.

You can click on a very good article on the Council of Disability did talking about the creation of the ADA. You can click on the legacy tour, and find out what phase one and phase two routes or. The legacy tour starts a week from this Friday in Houston at the Abilities expo in Houston. So literally, we will talk more about that tour, but those pieces coming together, it was a screening of the documentary that led to a conversation in 2012 that led to a formalized project with strategic partners and website and part‑time staff.

And the focus this year, meaning obviously 2014 is on increasing awareness, like today, about ADA 25. Some branding. There's actually a strategic partnership with a publication company in Florida to develop an ADA 25 commemorative publication. There's just a whole lot of neat stuff going on related to the 25th. So you are talking about a year long built up to the anniversary with events wherever you want them to be, meaning if you ‑‑ some of you I know already do ADA anniversary events and now you have the opportunity to tie into this national effort, ADA 25 with its own logo that you can use.

In fact, Chicago was on the call earlier today, and they are already calling them ADA 25 Chicago. And so any community that's on this call right now, that would like to start calling themselves ADA 25 Topeka or Montana or Wisconsin or smaller communities, feel free to start calling yourself ADA 25, whatever your city or state is and if you would like to start using the ADA 25 logo after the 24th, that would be available to you in a variety of formats.

So this year, it was very much about increase the awareness of ADA 25 kicking off the tour a week from Friday, and just engaging more and more communities.

So as you are all aware, the actual anniversary is not until next July but planning has already started and events are already starting, you know, one year out.

So that's kind of a brief intro of what is the project. The ideal scenario is that the project has a life after July 26th of next year. That project becomes kind of a place to come and share what you are doing as far as preservation celebration and education. I will give you an example of preservation. The Ed Roberts campus is working with the Paul K. Longmore Institute to create a 504 exhibit that would be housed at the Ed Roberts campus and if they are successful, a part of that exhibit will be able to travel to communities around the country.

And so they are a strategic partner but they are also the kind of thing that will continue to go beyond next year's anniversary. It's thanks for the opportunity. There's a lot more information that will be archived from the earlier call today. There's the history of the project. And so what are some of the opportunities? You can right now go to ADAlegacy.com/ADA 25 and hit the link for the legacy tour and you can see a phase one and phase two route developing, where literally the tour will be in, like, St. Paul, Minnesota.

It will be in Millersville, Pa. It will be in Denver and Topeka and on some of the Indian reservations out in New Mexico. So the route is evolving and kind of a logistical fashion but also in a strategic theme fashion and when I say that the tour ‑‑ what I mean is some of y'all on the call might remember the Road to Freedom RV that went across the country over a year. That RV was in storage in Sacramento for like five years, and so Tom Olin who has been taking pictures of our movement for years and a guy named Dave Fulton are out there in Sacramento right now, you know, testing the vehicle, putting new tires on the vehicle, because Tom and some other folks will literally live on that RV for a whole year.

In fact, they are not calling it the Road to Freedom RV, they are calling it the ADA bus. And that RV will go around the country for a year, building towards the anniversary of potentially spending two days on Times Square right before the anniversary and then winding up in DC during the anniversary. So, you know, all of that stuff is on the website, and there are opportunities to get involved and there's opportunities for you to create some of your local stuff.

So why don't I take a breather and just say that's what the project is and that's what some of the opportunities are, and that's a little bit about the tour.

>> ELISSA ELLIS: Okay. Does anybody have any questions at this point? Comments? Anybody familiar with the tour or the route?

>> PARTICIPANT: I have a question.

>> ELISSA ELLIS: Go ahead.

>> PARTICIPANT: Can you hear me okay?

>> MARK JOHNSON: Yes, if you could identify yourself, that would be real helpful.

>> PARTICIPANT: This is Julie Espinoza and I'm with Reach in Plano and we want the bus to stop in Plano but I was wondering if you have the bus stop, what kind of expenses would you need to be able to cover for that bus to make a stop?

>> MARK JOHNSON: That's a great question. Well, first of all, if you go ‑‑ do some of you have access to the computer while you are on the call?

>> PARTICIPANT: Yes.

>> MARK JOHNSON: Okay. It would be real helpful, since we have time, to take ‑‑ go ahead and open up the website, you know, those who can, the ADA 25 ‑‑ I mean, ADAlegacy.com website. And once you open it, on the right over there, on the menu section, it says ADA 25. And I know you have done this before.

Click that on and then you will see like a time clock, meaning counting down to the anniversary. You see part of the ADA 25 logo there and then you scroll down and you see ADA legacy tour route. Well, if you look at the route, obviously there's the kickoff in Houston. It just turned out that the expo was during the 24th anniversary. We know where President Bush is from. We know that Lex Frieden was the executive director and the National Council of Disability when the ADA was signed into law. So he organized a press conference on the 25th at 11:30 in the exhibit hall with the RV and the other exhibit items.

And so as we flow down the phase one, you know, there may be some opportunities on the way to Albuquerque to drop off there in Texas or there may be an opportunity in phase two. If you just kind of look at the route and go, hey, what's up there right now are primary stops. Meaning, folks that have come to us and said, we'll support you logistically. We'll support you financially. We have a lot of people here, you know, like some of these national conferences that the tour is going to.

And then we have pit stops where literally we have to go through some states anyway. The drivers have to take a break. They have to fill up a tank of gas. They have to have a meal. There could be some photo‑ops. So what I would encourage you to go is look at the existing route and go, this is where we might fit, and then to answer your question, it all depends. You know, if it's a primary stop, where you are literally asking people to raise anywhere from $2,500 to $5,000, because it takes 50 cents per mile just in gas.

You know, to get ‑‑ you know to get, you know ‑‑ so there's that cost, you know, with the ‑‑ with that. So some people are raising $2,500 to $5,000 for a primary stop. Some people are saying, hey, I don't have that. This is what we can do and we are just ‑‑ it's customized. It's one individual. So it may not be where ‑‑ I mean, clearly there needs to be some real gas in the tank. Maybe you have a local gas station there that wants to be a sponsor and they will fill up the tank when they come through. They will provide a meal for the drivers while they are in town. So look at it creatively from the standpoint of, one, logistically, where might ‑‑ when we come through your town or your state, how it might stop there and then, two, look at, if not a primary stop, a pit stop and a pit stop would be shorter and more economical.

Does that answer your question?

>> PARTICIPANT: Yes, it does.

>> MARK JOHNSON: Okay. And I know you have been in contact with me over the months and just say, hey, Mark, what about this date, blah, blah, blah.

Okay. So just be real direct with me, because I can tell you right now, the project has one halftime staff, one quarter‑time staff, and another quarter‑time staff, and just more and more volunteers ‑‑ I mean, my time is volunteer. I'm the director. I have my day‑to‑day stuff but I stepped out and said, hey, I will be happy to chair this thing and I will be happy to push it forward because I really think ‑‑ personally, I have been involved, like I say, a long time, since the '70s and I think this is ‑‑ this may be the biggest ‑‑ I know it's the biggest thing I have ever tried to get my arms around and I feel like I have been involved in some really big things. You know ‑‑ you know, obviously being one of the founders of ADAPT and ADAPT has been around a little while and we keep doing what we do, but this is huge. This is opportunity is absolutely huge for our community, especially if we work together, you know? Especially if we kind of embraced the ‑‑ you know, our collective power here.

So once again, look at a city ‑‑ I mean, look at the route and just propose something and we will go from there. We can customize it, you know, and then we can figure out ‑‑ you said how much it will cost and how much you can contribute to make it move to the next city.

>> PARTICIPANT: Mark, this is Denise Figueroa.

>> MARK JOHNSON: Hi.

>> PARTICIPANT: Hi. How are you?

>> MARK JOHNSON: Good.

>> PARTICIPANT: So just email or phone call or how do we do that?

>> MARK JOHNSON: Email is the best way for me.

>> PARTICIPANT: Okay.

>> MARK JOHNSON: I guess since we have time, it's mark\_Johnson@shepherd.org. So mark\_Johnson@shepherd.org. And based on what you said, you notice it's coming through New York twice?

>> PARTICIPANT: Yep.

>> MARK JOHNSON: And one is in May of next year, as part of the expo. We do want to take a trip over to buffalo to be at the museum on this history.

And then you know John Kemp.

>> PARTICIPANT: Oh, yes.

>> MARK JOHNSON: They are working on the ‑‑ with the city on like maybe the Times Square scenario, meaning July 13th and 14th of next year is kind of the tentative dates for the city, but literally, it would come to Rochester as well, and then New York City. And then it looks like Chicago during the Pride parade on the 18th and then boom, it's in DC.

And the New York stops would also ‑‑ you probably remember the torch relay.

>> PARTICIPANT: Yes.

>> MARK JOHNSON: And you know, we took the torch relay for y'all that don't know, was 24 cities, two months and after the torch went through DC, we did a thing with the Clintons at the FDR memorial. We had a ball at the union station. There was a series of events that week in DC during the tenth anniversary. Then the torch went up to New York and we did something with the United Nations.

And so there's already conversations with USID and beginning to reach out and make that last New York stop July of next year also more ‑‑ with a little bit of international flavor.

Sore email me directly is the best way.

>> PARTICIPANT: Okay. Great. Thank you.

>> PARTICIPANT: Do you know when you are going to be ‑‑ I see in February you are looking at Phoenix, Arizona. Coming from Florida.

>> MARK JOHNSON: I'm sorry, what now in.

>> PARTICIPANT: Do you know ‑‑ I'm looking at the tribute to Wade Blank around February 15th, do you know what the time period is to be in Phoenix in February?

>> MARK JOHNSON: Wow, that's a great question!

>> PARTICIPANT: Because I want to know if I'm looking at early February or late, but it would be nice if ‑‑ if it was in Plano, if it could be close to that tribute time period.

>> MARK JOHNSON: Yeah, you know what, just propose ‑‑ if you ‑‑ I mean, I'm not the logistical, you know, wizard here, but if you look at Orlando, okay, and leaving Orlando heading back west to go through Phoenix and go through LA, you are right, that might be really neat.

Propose a date, okay?

>> PARTICIPANT: Okay.

>> MARK JOHNSON: The only reason I have ‑‑ I need to talk to Phil ‑‑ oh, God, I can't pronounce his last name.

(Overlapping speakers).

>> MARK JOHNSON: Is that who is on the phone?

>> PARTICIPANT: No, it's Bill Henning.

>> MARK JOHNSON: Well, Phil has agreed to host a primary stop in February. I haven't talked to him about the specifics but I think he has like a national, like, quad Rugby tournament or something going on. They have a big fitness center out there and part of the idea was to make some of the theme for that Phoenix stop that. So let's get him on the phone and figure out what he's doing and try to figure out, stop off in Texas on your way to Phoenix.

Okay?

>> PARTICIPANT: Okay.

>> MARK JOHNSON: I heard Bill. Do you want to talk about what you are doing?

>> PARTICIPANT: Yes, I'm with the Boston Center for Independent Living in Massachusetts. We have an event scheduled for the Boston commons which is in some ways the heart of Massachusetts and I wouldn't dare say New England because I would ‑‑

>> THE CALL WAS INTERRUPTED BY A GLITCH IN A PARTICIPANTS PHONE SYSTEM. CALL RESUMED AFTER SEVERAL MINUTES. SOME PORTIONS OF THE DISCUSSION WERE LOST. WE APPOLOGIZE FOR THIS INCONVENIENCE.

>> Colleen in St. Paul.

>> MARK JOHNSON: Did you say St. Paul?

>> Yes, St. Paul, Minnesota.

>> MARK JOHNSON: That's great! The second tour stop is in St. Paul.

>> I see that. I work with the Minnesota state council on disability as part of our legacy project. So you are coming early! So we are going to have celebrations in July of 2015.

>> MARK JOHNSON: Right. It's a small stop. It's a stop with Colleen Wick.

>> PARTICIPANT: Yeah, yeah.

>> MARK JOHNSON: Her council is meeting in St. Paul during that time.

>> PARTICIPANT: Sure, no, it's exciting.

>> MARK JOHNSON: Yeah, that's great. That's great! And the moments in history that she's doing is really good.

The idea is obviously when ‑‑ I guess it's already to keep going, right?

>> PARTICIPANT: Yeah, keep rocking.

>> MARK JOHNSON: Obviously when the kickoff is in Houston, when Tom heads back up to Milwaukee, because he has to finish packing over there, he will run over with the RV and some of the banners and stuff, over to the St. Paul because at that time, as you are probably aware, Colleen is kicking off the moments in history that would ‑‑ well, she's already done like 19 or 20, but the ones she will do for the last 12 months is everything that was done leading up to the actual signings. So hearings and the capitol call. And it would feature things that led to the passage and so that August 6th is kind of a kickoff for those moments in history and we'll do that in St. Paul.

>> PARTICIPANT: Yeah, that's exciting.

>> MARK JOHNSON: Is Bill back on?

Should I talk more about the features of the website?

>> PARTICIPANT: Absolutely, Mark. This is Billy. Just carry on.

>> MARK JOHNSON: One thing, with Billy talking, if you look at the route again, I know this is a heavy April audience is obviously the tours coming to the April conference in October, in Albuquerque. I think that's stop six meaning primary stop six. So I know we haven't talked a lot about details of what that stop looks like but obviously the tour is headed to Albuquerque twice in October, once for the Southwest Conference on disability and then it's scheduled to make some stops at some of the Indian reservations as pit stops and then it would be back in Albuquerque October 17th to the 20th. Is that right, Billy.

>> PARTICIPANT: Yes.

>> MARK JOHNSON: If you go back to the website, if you go to the right side and it says get involved and what you have is the opportunity, so that it can be added one to the calendar or on the right side, there's actually a United States map you click on. And the idea if you take somewhere like a Wisconsin and click on a Wisconsin, you begin to get information about who is already planning something.

So back to that Minnesota conversation, you know, we are only posting what people tell us.

>> PARTICIPANT: Okay. Great.

>> MARK JOHNSON: For example, in Minnesota, the last post we had was, you know, Minneapolis hosted the society on disability studies back in June. If you are in a city or a state, you click on anything on, there it's not because we don't care, it's because you haven't sent us anything to post.

What we hope is over the next six months that that ‑‑ the post on that map becomes much more robust so that you can click on and actually see or promote what you are doing, promote what you are doing or see what someone else is doing. You know, like we here in Georgia, if you clicked on Georgia, you would see, one, we just cooperated with the national center for human rights and their grand opening which also included disability rights. We have a great picture of Bob Kafka and it has a great picture of the deaf president now campaign, and so that was one of the events that the folks here in Georgia worked with.

Of course, right now, we are one of the tour stops and we'll ‑‑ Atlanta will be hosting both the national ADA symposium, and the society for disabilities studies conferences next year. So the idea is you send us something, and we will post it up there under your state so people will know what you are doing.

>> PARTICIPANT: Thank you.

>> PARTICIPANT: My name is Calvin and I'm with the Independent Living Center here in central Missouri. And the question I would have for you, number one, have you received any kind of calls from the independent living centers, any interest in trying to coordinate something with this bus route? And secondly, it seems to me there should be some sort of advertising or partnership with local media as the bus comes through any given state for that matter but I'm thinking for Missouri, I have contacts myself with some of the news media in St. Louis that would be, you know, great to have as the bus comes through, I would envision there being some sort of at least radio and maybe TV advertisement to let the communities throughout the state know what ‑‑ you know what the bus is, and, you know, what ADA 25 is all about.

>> MARK JOHNSON: Yeah, those are all great questions. Let me ‑‑ let me start a couple ways. Okay? One answer to your question specifically. The only conversations that we've had so far with anybody from Missouri is ‑‑ is Colleen Starkloff over there at the Starkloff institute but nothing is firm. Nothing is firm. So we have not heard from Paraquad or some of the other centers this. Now we have ‑‑ obviously we are talking some with Jim de Young and Chuck Graham and some of the folks involved with the ADA network and the ADA symposium, but in some ways, that's separate from Missouri specific. Right?

>> PARTICIPANT: Okay.

>> MARK JOHNSON: You know that.

>> PARTICIPANT: Sure.

>> MARK JOHNSON: Sean Pence early on, I think he's out of Columbia was helpful in developing a database where we can do some blasting of news and he was just helpful in developing, you know, some of that database and being supportive in general of the whole idea. So nothing specific yet. So that's number one, all right?

>> PARTICIPANT: Okay.

>> MARK JOHNSON: Number two, the sooner the communities convene people, the better. Meaning we all have our turf. We all have our egos. We all have our issues but if we can't come together over ADA and the anniversary of the ADA, then we really need to look at ourselves pretty hard. So I think someone, whether it's yourself or somebody ‑‑ you take the lead and say, hey, I'm going to convene a conversation. We're going to have lunch or something, and we will sit down and talk about what are we doing to commemorate the 25th anniversary.

And you just sit down and talk about it first.

>> PARTICIPANT: Okay.

>> MARK JOHNSON: And then if it the group wants to call it ADA 25 St. Louis. Great. You want to use our logo, great. You want to use our bookmarkers, great. Great! You want to buy T‑shirts, great! You know what I mean?

>> PARTICIPANT: Sure.

>> MARK JOHNSON: I think first answer is no, nothing specific. Two is host a conversation. Three is, you know, if you want to come out there calling yourself something, go ahead and then let's talk about your point, which is very well taken, is okay, right now if you notice there's not even a pit stop planned for Missouri.

>> PARTICIPANT: Right.

>> MARK JOHNSON: There are some opportunities, if you look on the route, meaning when we come up through Nashville and go up through Louisville, then you go up through ‑‑

>> PARTICIPANT: Well, I was seeing where you were going over to Kansas even.

>> MARK JOHNSON: Yeah, you are right.

>> PARTICIPANT: Oh, yes!

>> MARK JOHNSON: So there's a couple of areas there, you see us going up to Bloomington, potentially Minneapolis on the way up to Milwaukee. So take ‑‑ y'all are smart. You know, back to the question from my colleague this in Texas. You know, look at the existing one and say, hey, we'll take responsibility for this day to do X, Y, Z. Let's go for it. Let's start talking about it.

That's why you see some question marks still. They are all active conversations. We haven't nailed down dates, but they are all active conversations. We thought it was important just to post all of that up there so people kind of see ‑‑ watch it evolve and then be part of that. And then you get into the mode that you are talking about. For example, when it kicks off in Houston, this should be some content available for you to spin, post on your Facebook page and tweet out to your universe, you know? Start alerting your media, but your media is going to turn around and do at least two things. They will say, well, what are we doing in St. Louis?

And then they are going to say, well, what difference has the law made? And then they will do the next thing? Well, what still needs to be done? Well, folks in Chicago ‑‑ okay, if you look at the website, one more time, look at ‑‑ go to the very bottom. And it says, educate. If you click on our partners, under educate, one of the partners is 6 by 15. Now, I don't know how many of you heard about 6 by 15. Anybody on the call heard about 6 by 15 yet?

>> PARTICIPANT: No.

>> PARTICIPANT: Yep.

>> MARK JOHNSON: Okay. If you click on 6 by 15, it's a coalition of ‑‑ well, actually about 100 or more groups have signed up to it now but some groups initially created it and what they have done is they have created specific goals that they would like to see accomplish by the end of 2015.

You know, some employment‑related goals, community living related goals, education‑related goals, healthy living goals, childhood goals, to say, hey, we are not going to wait until July of next year so we can see what will be done. We will create an expectation that, for example, living gold. One of the community living goals is at least six states implement the community first choice option or like unemployment, at least 6 million working age adults with disabilities will be part of the American workforce in the next year.

So, you know, the project has teamed up with the 6 by 6 folks, the 6 by 6 folks have established these goals they would like to see accomplished. In fact, every one of those goals is also state based. So it's not like DC coming down. It's the states working up.

>> PARTICIPANT: Mm‑hmm. Very good.

>> MARK JOHNSON: It's already there. They have a logo. The website is named ‑‑ you know, some of you know Andy M Perado and they team up, they created the site and his staff is helping to maintain it. So you can actually click on the different endorsers from each state. They are listed alphabetically and God, there's 100 or more of them signed up already.

And so that gives you ‑‑ does that answer all of your questions? I hope.

>> PARTICIPANT: Yes. That does. It's just a matter of a grass roots effort then, really that has to be started within each and every state and as you say, somebody has to take the lead for that.

>> MARK JOHNSON: And that's the power. You don't want a top down thing.

>> PARTICIPANT: No.

>> MARK JOHNSON: I mean, that gets boring. So the bottom up, bottom up, and then all of a sudden, yes, NCIL, its annual meeting is next year during the anniversary. The Kennedy Center right now is planning a cultural event, which will be beamed around the country on the 26th, from millennium stage at the Kennedy Center.

The next night, the 27th, NCIL is looking at teaming up with leadership alliance and with 6 by 6, and other folks to have like an ADA 25 gala on the 27th. You know, they are at the Grand Hyatt now, but they are already talking to the brand new Marriott there, which has a huge area. So they are looking at, you know, teaming up with other people to have that gala that Monday night.

Well, that Tuesday, July 28th, of next year, you know, NCIL always ‑‑ Billy knows this. He sang at it before. They always have an annual march and rally. They have one in a couple of weeks for the 2014 conference. So for the '15 conference, you know, it would be like an ADA 25 March and Rally. So DC will be doing its things. Folks that are in NCIL will be doing their thing. So we hope for the entire month of July, in particular, the last couple weeks of July, that people will be doing local events because then we can turn around and say, okay. Maybe they are not a half a million people in DC for a couple of days but there are a million plus people involved in events around the country.

That's a much more powerful statement. Plus, you get a lot ‑‑ what you are talking about, a lot more local media coverage.

So that's the concept, you know, the screening led to a conversation that led to a concept, that led to a project, that has led now to a tour and ADA 25 and hopefully what turns out to be a successful grass roots effort to commemorate the anniversary, but not just commemorate its accomplishments but also talk about what still needs to be done.

And what we are trying to do is make it as easy for local communities, rural and urban, you know, local and statewide, you know to make it easier for them to say, hey, ADA 25 this, here's my logo. You know, I'm wearing my T‑shirt. This is ‑‑ as early as this July 27th.

>> PARTICIPANT: And we can email you if we have any further questions, if we have something coordinated on a grander scale, then, as it gains momentum, are there additional resources that we need that we may not find on the website?

>> MARK JOHNSON: Exactly. Because the website is evolving, and it's as robust as people make it, meaning, you know, like someone came up with a really good suggestion during the organizer's forum's call and it was like, okay, is the possibility that when I click on the state, I will get a customized state page? You know, that's something obviously for the project to consider, so that when you clicked on Missouri, it wouldn't just be this random listing of stuff. Maybe there would be a state page there, you know?

>> PARTICIPANT: Excellent.

>> MARK JOHNSON: Look at ADA 25 as kind of your hub and then let's put more spokes on it.

>> PARTICIPANT: Since the video has been released to the public broadcast stations has there been any partnership continuing with them in light of the new developments with this?

>> MARK JOHNSON: Great question.

Yes. If you go ‑‑ I'm typing here right now ‑‑ Storyline Motion Pictures is who did the documentary, okay? I'm sorry if my phone calls run together but they tend to. But, you know, the "Lives Worth Living." Or sorry, Story line Motion Pictures, if you type them in.com, and you see we are proud to launch a proud fight. It's designed for grade school educators.

So you can literally buy that thing, that DVD. You know, divide it into two 15‑minute parts and a curriculum. So, yeah, our relationship with Eric Nadal, that relationship continues and so the documentary is obviously still available and still being shown. They teamed up with the United Nations and they have been showing it, and showing it in different parts of the world but Charlie Carr who is the commissioner of ‑‑ you know, he's an old IO person, and I mean old. You know, he's the commissioner of the Massachusetts rehab, and he came up with some dollars to help them take more or less what you might call the adult version and break it down into this next mixed media version with the curriculum.

So what obviously you can encourage your schools that you may work with, or school systems you may work with to say, hey, why don't we show this documentary, you know, leading up to the anniversary because I know July is usually not much school going on. There's things going on at park and rec centers and community centers and camps and stuff like that. And maybe there's ways to get your local community to show this and have a panel and all kinds of stuff.

Maybe they can survey the town, you know. Who knows what. I mean, it's ‑‑ it's only limited by the time you put into it. So, you know, we're more than a year out and it's a great time to start planning.

>> PARTICIPANT: Absolutely. Very good. Thank you.

>> MARK JOHNSON: Sure. Any other thoughts?

So host a conversation, and if you want to claim the identity, grab it. If you want to use the tools, they are available to you. I literally encourage people, I know it's a lot of time, but if you spend a couple of hours on the website, you will get it even quicker.

And then ultimately what you are going to see shortly after the 24th, is there's actually an ADA 25 shirt, you know, it was designed by Dan Wilkins would works for an Independent Living Center in Toledo. Dan used to run a website called the Nth Degree screening business. Even though he's working at the center, his boss ‑‑ they have been big supporters of the project and ADA 25 and Dan is ‑‑ there will ultimately be a website that you can go to, to order t‑shirts for your community.

Right now, if you would, I would be ‑‑ I need to encourage you to become part of the network. If you go to ADA 25 or ADA legacy.com again and you go way to the right and hit donate and then you come down and hit where it says 25 for 25 network learn more, what we're trying to encourage is at least 1,000 people to donate $25 ‑‑ if they want to do it $5, do $5 and what we are doing is we are posting their name and their state on the bottom. If you look down there, we started this a couple of weeks ago formally, I guess, and there's 60 people so far from Massachusetts to Alaska, California, Washington, West Virginia, Maryland, you know, people that are, you know, becoming part of that network.

You know, because one of the things that people will do when they come to the website who is supporting this or how many people are supporting this? So if we can really get more ‑‑ a lot of people to sign up for the network, then, you know, that sends a message right there.

Steve Brown from Hawaii, you know, Helen Burger from Virginia. A number of people have already become, you know, members of the network.

>> PARTICIPANT: I have a question.

>> MARK JOHNSON: Sure.

>> PARTICIPANT: I'm Jennifer from Wichita, Kansas, and we have a group called disability group for action. Would consumer groups be allowed to be part of that legacy network?

>> MARK JOHNSON: Oh, yeah.

>> PARTICIPANT: Thank you.

>> MARK JOHNSON: You mean the group as a whole?

>> PARTICIPANT: Yes, that the group could be part of the legacy network?

>> MARK JOHNSON: Great idea.

>> PARTICIPANT: Okay.

>> MARK JOHNSON: Anything else, or did we lose Bill forever? Boston is doing some neat stuff. Actually if you go to the legacy or go to the ADAlegacy.com website. You begin to see what some of the folks in Boston are doing.

Not only do they stop for the tour, but the expo is there for the fall in September, but they will be doing their events next July. And that's what's starting to happen. I mean, it's just ‑‑ there's clearly ‑‑ what I learned in the last couple of weeks, there's a lot more going on than what's on the web. There's Pride parades and the historical Pride parade in Chicago. The one on the West Coast is going to be more geographically even broader next year than this year and one of the local centers out there in Silicon Valley is going to be one of the leaders of that pride parade out there.

And so you know, if you have never done a Pride parade, there are examples out there of what a Pride parade looks like, what it took to plan it. There are some really good Pride parade websites out already, for like New Jersey and Chicago and California.

I think it's just limited ‑‑ just host that conversation and get people talking because once you do, it ‑‑ it all starts happening. Any other questions?

>> MARK JOHNSON: All right. Is there anything else then? Should we call it a ‑‑

>> ELISSA ELLIS: It's up to you. If you are done, we can certainly call it complete and ‑‑

>> MARK JOHNSON: I'm happy to talk more but I don't want to ‑‑ I mean, I could go through some of the partners and talk about what they are doing, but, you know, that's really up to y'all.

>> ELISSA ELLIS: Okay. Does anybody have any more questions?

>> PARTICIPANT: No. Thank you.

>> MARK JOHNSON: Well, I appreciate the opportunity again.

>> ELISSA ELLIS: Oh, you bet. You bet. Thank you so much.

>> MARK JOHNSON: And I'm excited ‑‑

>> ELISSA ELLIS: Thanks for hanging in there with all the phone issues.

>> MARK JOHNSON: I hope you hold us to account in rural America and that y'all's voices are loud. One of the ways of doing it ‑‑ I know Billy has been a good advocate of it. Hey, I want that tour to come to the APRIL conference. If you notice, it's up there. Now what you want to make that, that's up to y'all. Now who within APRIL now and with some of the centers would want to start shaping what the program looks like, that's ‑‑ don't wait for us to do that, please.

>> ELISSA ELLIS: Okay. All right. Well, I think we'll probably get with you and figure out logistically what we need to do to get the most out of the stop, definitely.

>> MARK JOHNSON: Yeah, yeah. For sure. Think of the visuals.

If there's a big fountain, or a good gathering spots do some vehicles want to go out and follow it in or do some vehicles want to follow it out, you know, and just think about all of that kind of ‑‑ I mean, obviously, the expos literally, the vehicle is going to be in the exhibit hall. Well, if it's not in the exhibit hall where does it park during the time? I mean, if the banners that are in it, why might you place the banners inside?

I know, it's a lot to think about, but we really want you to customize it, where it works for you and your audience the best.

>> ELISSA ELLIS: Okay.

>> PARTICIPANT: This is Billy. We are working with Jeanine Bertram Kemp on a lot of this too. We are excited about her coming out.

>> MARK JOHNSON: Exactly. Well, Jeanine and Tom and then right now we are working on some other drivers. There's actually a couple of calendars being done, meaning Robin Stevens out of Colorado has developed a 12‑month calendar and the folks in Silicon Valley have developed ADA 25 calendar. So there will be some a calendar for your local community too.

Where you can look at each month and see at least some of the things that people have come up with, where the route is, stuff like that. Yeah, the tour, clearly the partnership with DRC or Jeanine up there in Oregon.

>> PARTICIPANT: All right, that sounds great.

>> MARK JOHNSON: All right, folks, thanks. Talk to you later.

>> ELISSA ELLIS: Before we wrap it up…I want to say thanks to everybody for being here and thanks to our CART folks and our friends at SKIL for recording the call and hanging in there through the odd, phone answering loop.

Again, I'd like to invite you to visit the APRIL website where you will find the documents discussed today and an archive copy plus a transcript of the presentations.

Just go to www.april‑rural.org and look for IL Conversations.

If you have questions about today's discussion, you can reach me at april‑elissa@sbcglobal.net.

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No official endorsement of the Department of Education should be inferred. Thanks! Bye‑bye!

>> MARK JOHNSON: Is that the small print, by the way?

(Laughter).

All right, y'all, thanks a lot. Keep up the good work.

>> ELISSA ELLIS: Thank you, Mark.

>> MARK JOHNSON: And continue to celebrate y'all's major victory on WEA.

>> PARTICIPANT: Thank you.

>> Bye, Mark.

(End of session)