

## **Family Support of Self-Employment**

Presented by: Melissa Clark & Sister Johnelle Howanach

Melissa Clark, who has fetal alcohol syndrome, was adopted in 1982 at the age six by Sister Johnelle Howanach. In this webcast, Lissie presents her story and how she overcomes the challenges and struggles in her life. Sister Johnelle shares the strategies she has used to teach Lissie. Lissie and Sister Johnelle, of Great Falls, MT have franchised a gourmet pet biscuit business called "Lissie's Luv Yums." Luv Yums was crafted around Lissie's interests, abilities, talents, and most importantly, her need to function as a businessperson. She works from home and is able to take breaks when needed, working on her own schedule. Lissie and Johnelle share their story of how they have used family support in Lissie's successful business.

## **A Self-Employment Success Story**

Presented by: Don Whittecar

Don Whittecar shares his journey in becoming a successful photographer and artist. Discover how he advocated for himself to receive training, obtain a grant to purchase photographic darkroom equipment, find assistance with developing a business plan, and develop a PASS that enabled him to establish his wildlife photography profession. Don discusses the importance of networking and tapping into the necessary supports to encourage and motivate you to achieve your business goals. In addition, he talks about the importance of engaging with others who share your passions and interests.

## **Help and Troubleshooting**

If the presentation doesn't launch on DVD insertion, double-click the "LaunchDVD" file to load the default page in Internet Explorer. For Technical Support: [doerickson@vcu.edu](mailto:doerickson@vcu.edu)

For additional information or to order this DVD-ROM, please contact:

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# **START-UP USA**

## **2007 DVD Archives**

## **Self-Employment Technical Assistance, Resources, & Training**

Funded by the Office of  
Disability Employment  
Policy (ODEP)



Virginia Commonwealth  
University

## Webcast Descriptions

### Facilitating Self-Employment for Disabled Veterans

Presented by: Urban Miyares

For veterans, and especially disabled veterans, self-employment is a workplace option many want to explore. Few know exactly where and how to begin. Urban Miyares, a disabled veteran, has been there. He has 40 years of entrepreneurial experience since returning from Vietnam as a disabled veteran. Urban has facilitated the challenges many disabled veterans have in re-entering the workplace through self-employment. He will share the unique options, opportunities, and benefits self-employment can offer disabled veterans in today's highly competitive and ever-changing world of business.

### Developing a Business Plan for Self-Employment

Presented by: Joe and Ray Steffy

In this webcast, you will find out how despair was replaced with hope when Ray Steffy learned about self-employment as an option for his son Joe. Joe has multiple complex developmental disabilities. Ray purchased used, kettle corn equipment and began working with Joe. In October 2000, they began producing and selling popcorn on weekends when Joe was 15. In April 2005, Joe became the owner of Poppin Joe's Kettle Korn. Joe is directly involved with the operation of the kettle corn business. He knows the popping process and has mastered all skills of the operation. Selling is the present task Joe is working on. Ray and Joe share how the family researched the business and developed a business plan. Ray talks about how they explored the idea of giving Joe the opportunity to own his own business while he learned to develop a good work ethic, despite "professionals" telling them that Joe could not work.

### Tapping into Self Employment and Entrepreneurship Resources and Services

Presented by: Kim Cordingly & Jason Wheeler

Kim Cordingly discusses the Job Accommodation Network's (JAN) Small Business and Self-Employment Service (SBSES) program and her experiences assisting entrepreneurs with disabilities. She provides an overview of the SBSES program, the type of information and assistance the service provides, and examples of the individualized process SBSES consultants do to support consumers. Kim highlights three

caller scenarios showing the challenges and opportunities presented by the choice of self-employment.

Jason Wheeler focuses on the benefits of teaching entrepreneurship to youth with disabilities. He shares an overview of the Young Entrepreneurs Project (YEP) model, curriculum standards and student outcomes as a result of the program. He also focuses on how organizations can become connected to the National Center for Mentoring Youth with Disabilities and harvest promising practices from the larger community of disability mentoring organizations.

### Self Employment: Vision, Partnerships, and Creative Funding

Presented by: Chris Coleman & Nancy Brooks-Lane

Christopher Coleman and Nancy Brooks-Lane discuss their partnership in supporting Chris' dream of owning his own business. This webcast focuses on a journey from devaluing disability to a point in life when disability became a force for economic development. Chris was labeled as "mentally retarded" needing institutional placement. Through Chris' determination and the support of people like Nancy, he is now a major player in his community. Today, Chris is a professional speaker reaching out to a variety of audiences, including corporations like Coca Cola and Lucent Technologies. He has a strong passion and courage to fight. Chris' vision is to become an entrepreneur who changes lives. In Chris' words, "Any possibility you may know of, I am all for it."

### A Personal Journey with Work Incentives -- Using PASS for Self-Employment

Presented by: Suzanne McKinley

Suzanne McKinley started multiple businesses for other people prior to acquiring a severe disability. In midlife, she found herself on SSDI, with two children, a divorce, and a 10-year-old Volvo. When she decided to try working, self-employment and business ownership seemed second nature for her. A natural student, she had collected multiple master's degrees and licenses, and learned self-accommodations for her disability. One thing she had not counted on was the resistance of bankers and business professionals to assist a woman with few resources and a disability. Suzanne persisted, forming Prism Group, LLC, a business in Iowa with support staff and subcontractors that eventually exceeded \$100,000 in gross revenues. In this webcast, learn the steps Suzanne took to develop over \$20,000 in needed operating capital funded through SSA's Plan for Achieving Self Support (PASS).