

*"The focus on hiring qualified employees with disabilities is, in fact, good for business."*

*C.T. Hill, Chairman, President and CEO,  
SunTrust Bank Mid-Atlantic,  
Lead Company of the VABLN*

## Increasing Workforce and Marketplace Diversity by Including Individuals with Disabilities



## Workforce Diversity: Expanding Opportunities for People with Disabilities

*According to a Harris Poll of over 900 managers, 19 out of 20 managers give employees with disabilities a "good" or "excellent" rating on their job performance. They say that employees with disabilities work as hard or harder than their employees who do not have any disabilities.*

*According to 75% of the employers surveyed, the average cost of hiring people with disabilities is the same as hiring a person without a disability.*



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BUSINESS  
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### Virginia Business Leadership Network

#### SunTrust Bank

919 East Main Street • HDQ 6418

Richmond, Virginia 23219

Telephone (Toll Free) 866-624-3502

E-mail: [bln@suntrust.com](mailto:bln@suntrust.com)

<http://www.vabl.org>



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## Maintain A Competitive Edge

In Virginia, organizations are constantly being challenged to recruit and retain a diverse workforce in order to stay competitive in the marketplace. By employing people with disabilities, an organization can effectively position itself to develop products and services that are more likely to sell to a diverse customer base, resulting in a significant increase to their bottom line.

The Virginia Business Leadership Network (VABL N) is part of a national, employer-led non-profit organization, the United States Business Leadership Network (USBLN), which is focused on providing opportunities and resources for businesses to increase workforce and marketplace diversity to include individuals with disabilities.

Representing organizations across Virginia, the VABL N serves the needs of business professionals by providing the most essential and comprehensive set of resources available. SunTrust Bank and Booz Allen Hamilton, leaders in the VABL N, have recognized that it makes good business sense to expand opportunities for people with disabilities.

## *The VABL N Provides Solutions for Increasing Workforce and Marketplace Diversity in Your Business by Including Individuals with Disabilities*

Today, no business doubts the bottom line benefits of a diverse customer base and the best way to do that is by recruiting a diverse workforce which includes people with disabilities. The Virginia Business Leadership Network offers many benefits and services for your business at no cost.

## Membership Benefits

- Diversify recruiting efforts
- Increase knowledge of best employment practices
- Improve customer service and market penetration
- Maintain a competitive edge through accredited training programs
- Receive recognition as a "Disability Friendly" business
- Gain access to community resources

Regardless of the size of your business, membership in the VABL N can help your business grow by meeting the needs of more customers and employees.

## Make The Connection Now

*We encourage all employers to join the Virginia Business Leadership Network and begin enjoying the benefits that will keep your organization competitive in the marketplace.*

## Join Today!

*There is no cost for membership and it's easy to join by visiting our website.*

*Visit <http://www.vabln.org>  
or call toll free 866-624-3502.*

*For more information, please contact us at:*

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