



To: Representative Sean Tarwater and Members of the 2022 Special Committee on Workforce Development

From: Lindsay Krumbholz, Co-Founder, The Golden Scoop and Andy Traub, Founder/Owner of Traub & Associates.

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Chairman Tarwater and Members of the Committee, thank you for the opportunity to appear before you today to talk about disability employment. I am Lindsay Krumbholz, Co-Founder of The Golden Scoop, and with me is Andy Traub, Founder of Traub & Associates, he is an International Disability Employment Consultant as well as our Human Resources Advisor.

The Golden Scoop Story

The story begins in 2018 when I approached my sister, Amber Schreiber, with the idea of opening an ice cream and coffee shop that employs people with disabilities. I have worked with special needs youth and adults for almost 20 years, and it was during my time doing in-home therapy for families of special needs children did I learn about their challenges after “aging out”. The conversations centered around their child’s future. Will they be able to live on their own? Will they be provided with meaningful employment? Will they be financially secure? While creating the business plan for the Golden Scoop, it became very apparent why families had concerns. The latest data from the US Bureau of Labor Statistics published February 24, 2022 indicates:

- In 2021, 19.1 percent of persons with a disability were employed, up from 17.9 percent in 2020.
- For persons without a disability, 63.7 percent were employed in 2021, up from 61.8 percent in the prior year.
- The unemployment rates for persons with and without a disability both declined from 2020 to 2021, to 10.1 percent and 5.1 percent, respectively. Data for both groups reflect the impact of the coronavirus (COVID-19) pandemic on the labor market.

Fast forward to January 2020, the Golden Scoop is incorporated, and now its time to submit paperwork to the IRS to obtain our 501c3 tax status. Pandemic hits and we were told it would take six months to receive our tax determination letter. We contacted Rep. Sharice David’s office and they were able to get

our tax determination letter in 1.5 months! Political affiliations aside, our congressperson did their job for the people she represents. We are extremely grateful! In June of 2020, we were able to launch our fundraising/awareness campaign to raise the funds necessary to buildout our first location in Overland Park, Kansas; the #1 place for people with special needs to live (*WalletHub, September 28, 2021*).

Fast forward again to April 14, 2021. We open our doors to Kansas City, and oh my goodness, did the people of Kansas City (and beyond) come out to support. Lines were wrapped around the strip center. We were running out of ice cream, our milk steamer on the espresso machine couldn't keep up with the demand for lattes, we had to downsize our menu in the middle of the day to run more efficiently. Our employees started to become overwhelmed by the crowds and tasks needed to be completed. It was the first Friday we opened, we told our customers/followers that we needed to shut down the shop from 12pm-3pm to replenish product but to also give our employees the opportunity to decompress. We ordered in pizza, turned on Disney music, had a dance party, and made more ice cream. We were concerned customers would not return, but by the time 3pm hit, the line was wrapped around the strip center again! We were supposed to close at 7pm but never made it. We had to close at 5:30pm because we had no more product left to sell. The lines continued for two weeks, and after those two weeks, the Super Scoopers received their first paycheck...

Andy Traub

For more than 25 years, Andy Traub has been invested in the recruiting, retention, and employee development industry. He founded Traub & Associates 10 years ago in 2012. As President, he prepares and then connects businesses with the disabled and veteran communities so they can find, hire, and retain people who want to do real jobs and produce real results.

Andy is a certified senior professional in Human Resources and an internationally recognized leader in both disability and diversity employment.

Throughout his career, which began as the Director of Recruitment for AMC Entertainment, Traub has developed and implemented disability talent acquisition, management, and retention strategies for national and international employers including Google, Best Buy, Walgreens, Amazon, Starbucks and more.

His expertise and knowledge on the subject have been recognized by two White House administrations in which he was invited to present about autism employment and disability employment best practices. The latter invitation from the U.S. Embassy involved Andy presenting the U.S. best practices to organizations and countries in Europe.

He also is the co-author of curriculum on global best practices in disability employment for the Society for Human Resource Management Foundation (SHRM).

Challenge #1- The Pay/ Earnings Cap

Our Super Scoopers were really looking forward to receiving their first paycheck. Many of them had already made plans on what they would do with their money. Some wanted to take their family out to dinner, others wanted to buy something special for their mom and dad. When they opened the envelope, the Super Scoopers were elated because they received \$500 each in tips plus their above minimum wage, which calculated to them making about \$30-40/hour! Unfortunately, the parents knew that because their child was receiving federal benefits, money would have to be paid back to the federal government because they would have more than \$2,000 in their bank account. Parents were contacting Lindsay and I to tell us they had made too much and we needed to make adjustments. We contacted our accountant and lowered the cap on tips and any overage would go back into the organization. As founders, we were extremely disappointed, and couldn't believe this was a problem. In order for them to attain their goals of being financially secure and independent, they should be paid well and treated like anyone else working in the same capacity.

Traub & Associates is actively working with the University of Kansas Health System to educate and empower them to become a disability employer of choice. A similar scenario as brought to our attention early in our work with the Health System- where a parent asked that her daughter be EXCLUDED from the 401k because it would mean she would most likely lose her state benefits. The Health System has it in their policies that all employees are enrolled in the 401k. The thought that individuals are prohibited from saving for the future seems counter intuitive to the spirit of a state policy.

Possible Solution: Review current pay cap and benefits qualifications. Allow for greater income and opportunities- vs. Restricting income/ employment hours, etc. The current strategy is creating a ceiling of success vs a floor in which to empower employment.

Challenge #2- Transportation.

Many of our Super Scoopers are transported to and from work by their parents for a variety of reasons. They don't trust public transportation and private transportation is too expensive. A good chunk of a parent's day is spent coordinating their loved one's transportation or in the car driving their child to appointments, work, school, events, etc. A solution Andy Traub has verbalized is employing veterans and service disabled veterans to transport those with special needs to where they need to go, giving parents a break.

Possible solution: Work with employers to determine best routes and times for employees to get to and from work. Some situations have been raised where public transportation can possibly get people to work- however they cannot get home.

Challenge #3- a lack of basic work training.

As a society, we have to shift our mindset and have the goal in special education to become employable by the time they graduate high school. It begins with teaching the basics of personal hygiene, dressing for success, communicating with others both written and verbal, counting back change, knowing numbers and letters, just to name a few. This is successful when there is consistency between home and

school. If everyone is on the same page and enforcing the same principles, then the special needs student has a very bright future ahead.

Possible Solution: Providing the valuable tools and resources necessary at an early age to become job ready. We are actively exploring an innovative partnership with a large school district to engage their transition program and evaluate how to provide 'work' skill development from the moment all students (especially those with IEPs) start school or receive an IEP. We are working to make employment the ultimate goal- not just a diploma.

Challenge #4- Employers' unprepared for a workforce with disabilities

Through the work we have been doing locally, nationally and internationally- a common theme is there is a shortage of workforce for all of the open positions. Employers are needing to tap into an untapped workforce. Recently, we have been exposing other employer's policies and procedures that prevent people with disabilities from becoming employed with them. This is a problem, however, we see this as a beneficial exercise to make some adjustments and open doors for people with disabilities, and also, allow the employer to reform existing protocols.

Possible Solution: The Golden Scoop along with Traub and Associates are actively working with more and more employers to engage them where they are on the disability inclusion journey, educate their staffs and empowering their employees to be inclusive with knowledge and tools to engage people with disabilities- including veterans, service-disabled veterans, people with developmental disabilities, physical disabilities and those justice impacted.

Challenge #5- Recruitment lens only

Employers are already employing people with disabilities. Only 17% of people with disabilities are born with them- 83% acquire them later in life. So, if we are ONLY looking to recruit populations- it will be unsuccessful. Yet recognizing that ~26% of the US population are individuals with disabilities then employers are already employing people with disabilities. Therefore, employers need to review their RETENTION strategies first. Are there policies, procedures and culture are such that people feel comfortable bringing their full-selves to the job? Or IF they acquire a disability will then need to find a new employer who would be able to accommodate their needs.

Possible Solution #1: Help employers not go through mandated programs or programs with lots of 'red tape' associated with them, but to really meet the strong need of employers for a qualified workforce. Anything that appears to be baked in complexity that initiative will be dismissed by employers.

Possible Solution #2: Enforce Employment First mandate. Lots of work has gone into the work of Employment First legislation- however the outcomes of the mandate are incremental at best. Based upon my own previous work with the State of Kansas under the directive of then Governor Collier- the single largest employer in the state mirrors the same challenges, needs and barriers of all other employers. The single largest employer is the State of Kansas! Unless the state starts to walk the walk and talk the talk- how can it be a leader for other employers? Yet an ice cream and coffee shop at 9540

Nall, in Overland Park is making a greater impact for people with disabilities and the mission of allowing people with barriers to employment see what is possible for themselves and their loved ones.

Challenge #6: Future state for employers

Employers are currently faced with an avalanche of openings. Until we are able to help employers look at talent through different lenses- recognizing that the “What” needs to continue to be done- but the “How” is going to require innovation vs tradition. Employers need to recruit from new pools of talent- but also need to recognize the unique gifts and abilities of those impacted by diagnosed and undiagnosed disabilities. Having a culture of true inclusion will allow employers to not focus on a diagnosis but the abilities of individuals to perform the essential functions of the jobs the employer needs filled.

A significant portion of funding is provided to the more severely impacted individuals with disabilities with Vocational Rehab- which equates to 10% of the disabled population. The ‘system’ is overwhelmed and is focused not on those who might be the higher functioning population of people with disabilities. The higher functioning individuals are more readily employable- but they are not served by the very organization(s) designated to assist them because of resources/ staffing etc.

Example: Panasonic’s future facility- 4000 employees paying on an advertised \$30/hr. Where are the employees going to come from? They will come from current employers who will not be able to compete with compensation. The fall out will be even more employers will have vacancies and no new employees to fill their roles.

Possible Solution: We are excited for the amazing opportunity ahead for the state with Panasonic coming- but what will be the ultimate fallout for employers in the region? We have to find new talent- meaning we need to change the lenses in which we look at talent and how to engage that talent.

Ironically a population of employees who traditionally have demonstrated lower turnover, better attendance, increased productivity, an ability to adapt to new processes and procedures quicker, are more adaptable, safer in nature and have such an impact on employers that engagement within the organization is increased.