



empower

Real People, Real Progress

a huge success: The Arc's convention celebrates 60th

Thanks to all of the self-advocates, families, chapters, members, staff and professionals who came to Orlando, Florida for The Arc's National Convention 2010 and celebrated 60 years; this year's event was a huge success.

Convention Highlights

Sprout Film Festival:

Convention activities kicked off on Wednesday for the Preconference from The Arc and NCE. The Sprout Film Festival featured a collection of short films created by or starring people with intellectual and developmental disabilities. Films were screened 'theatre style' with popcorn, soda and concession candy. This event kicks off The Arc's exciting partnership with Sprout for a National Film Festival highlighting people with intellectual and developmental disabilities in 2011. The Arc and Sprout have engaged chapters across the country to be one of 25 communities to join this remarkable signature event of The Arc. Look for The Arc/Sprout Film Festival in your community in 2011!

A Gleeeful Convention:

At the opening plenary, actors Lauren Potter and Robin Trocki from the hit TV show Glee were presented with The Arc's first ever Inclusion and Image Award. Emmy award-winning actor Jane Lynch, who plays coach Sue Sylvester on the show offered congratulations via video as we honored these two amazing women for their positive portrayals of people with intellectual and developmental disabilities. Lauren and Robin spent hours signing autographs in the Exhibit Hall, graciously talked to fans and had their pictures taken, then they joined in the evening festivities.



sneak peek: The Arc's new face!

There is so much more to launching a new brand than our logo and colors. Yet, it cannot be denied that when we revealed the future of The Arc with a sneak peek at The Arc's new brand identity and logo at Convention there was great excitement and many *oohs* and *aaahs*. Plus, many chapters of The Arc are busy getting their paperwork prepared so they can sign on to be early adopters when we launch the new visual identity in March 2011.

Our new look and feel is an innovative and dynamic image representing what The Arc stands for. Close your eyes and visualize The Arc in a whole new way. Imagine:

- The Arc provides a pathway
 - The Arc offers support
 - The Arc completes a circle
 - The Arc leads the way
 - The Arc is a network
 - The Arc offers protection
 - The Arc is a bridge to the future
- We are The Arc. We are not an acronym. Those who meet our organi-

“Every American who has an intellectual disability and their family have had their lives changed for the better by a friend that most have never met.”

— John Dickerson,
Executive Director,
The Arc of Indiana

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Mission Statement

The Arc promotes and protects the human rights of people with intellectual and developmental disabilities and actively supports their full inclusion and participation in the community throughout their lifetimes.

looking back at a distinguished career: paul marchand retires from the arc

After nearly 38 years of advocacy and action, Paul Marchand, longtime Director of The Arc's Governmental Affairs Office announced his retirement effective on January 2, 2011.

Paul played instrumental roles in most national disability policy, including the right to a free public education (known as IDEA), and supported employment, and played a significant role in numerous disability rights laws including the Americans with Disabilities Act, the Civil Rights for Institutionalized Persons Act and Baby Doe.

The Arc and UCP have appointed Marty Ford as Acting Staff Director of the Disability Policy Collaboration (DPC). Marty is taking over upon Paul's departure to ensure a seamless transition of leadership in our shared public policy office.

A strong believer in collaborations and coalitions, Paul served for twenty-five consecutive years as the Chairman of the Consortium for Citizens with Disabilities (CCD). CCD has grown from a handful of national disability organizations to over 110 organizations and is a powerful voice in our nation's capital.

He also helped create and has directed the Disability Policy Collaboration, a project of The Arc and United Cerebral Palsy since it was formed eight years ago. Paul is a cofounder of the American Association for People with Disabilities and has represented The Arc on several other boards of directors.

The lives of children and adults with intellectual and developmental disabilities and their families improved markedly during his tenure. A self described "lifer" in the national disability empowerment movement, Paul also served for five years as the Executive Director of The Arc of Northern Rhode Island.

He has actively participated in the last 43 national conventions of The Arc. Paul developed The Arc's Disability Policy



Seminar, a popular annual event which now has five additional national disability partner groups. He is the recipient of numerous national awards and was named by the National Historic Preservation Trust on Mental Retardation as one of thirty four individuals who made significant contributions in the 20th century.

"In his four decades of work with The Arc, Paul has had a major role in every policy development in this country that affects people with intellectual disabilities and their families. If you receive SSI or SSDI, use Medicaid for health care, or community-based supports, attend public school, utilize vocational rehabilitation to find employment, were able to move out of an institution for a life in the community, enjoy the same rights as every other American – Paul touched your life in these and so many other areas," said John Dickerson, Executive Director of The Arc of Indiana.

Paul often repeated that his greatest achievements included building and maintaining a highly respected policy staff and an ability to explain complicated federal laws and policies in simple terms readily understood by family members and self-advocates.

"On behalf of The Arc, we are grateful for his inestimable contributions to our movement. We wish him much success on his future endeavors; his talents and humor will



1. Robin Trocki and Lauren Potter, *Glee*, honored with the *Inclusion and Image Award*. 2. Dancing at the Fabulous Florida Sunset Party. 3. Civil Rights Music Session.

The Arc of Florida:

The Arc of Florida held their annual convention in conjunction with ours to make it a very special event. Approximately 250 self-advocates from Florida came in for the day on Thursday and kept things going well into the night at the Fabulous Florida Sunset Party. In honor of The Arc's 60th anniversary celebration, The Arc of Florida served towering "cakes" made of individual cupcakes.

Lasting Legacy: An Evening to Celebrate the Career of Paul Marchand

At the Closing Banquet we honored Paul Marchand for 38 years of service to The Arc. A surprise guest, mayor-elect of Washington, D.C. and former Executive Director of the D.C. chapter of The Arc Vincent Gray popped in to wish Paul well. The evening was filled with humorous stories and sentimental praise for Paul and all he has done for people with intellectual and developmental disabilities. When it was his turn at the microphone, Paul surprised everyone by presenting a gift to immediate past president of The Arc Lynne Cleveland and Peter Berns, CEO of The Arc. A framed copy of recently-

passed Rosa's Law and the pen used by President Obama to sign it will hang in The Arc's national office in Washington, D.C. thanks to Paul.

Special Guests:

We were honored to hear from Sharon Lewis, the Commissioner for the U.S. Administration on Developmental Disabilities, Melody Musgrove, the Director of the Office of Special Education Programs for the U.S. Department of Education and Kathy Greenlee, Assistant Secretary for the Administration on Aging. These three prominent members of the federal departments overseeing a large portion of services for people with intellectual and developmental disabilities shared information on our government's plans for the future and reassured us that they are very interested in listening to our concerns as we move forward with the implementation of new policy.

Autism Now Overview:

This year's Convention saw the launch of Autism NOW!, a national autism resource and information center to be funded by a \$1.87 million grant from the Administration on Developmental Disabilities. Ann Cameron Caldwell and Tonia Ferguson from The Arc laid out the plans for a four-year initiative which will provide new resources and opportunities for people with ASD and other developmental disabilities.

A Taste of the Rockies:

The Chapters of The Arc in Colorado cordially invited everyone connected with The Arc to join them in Denver in 2011 for the next national convention. We'll be "achieving new heights" a little earlier next year, so go ahead and make your plans to attend September 14-16, 2011. See you in Denver! ■

Thanks again to our Convention sponsors Mutual of America, MetLife, Hammer Travel, Essential Learning, Blackbaud, 501 (C) Agencies Trust, The HSC Foundation, Diversified Nonprofit Services, Orion Security, Social Solutions and AGS.

zation and those we serve will know what we stand for: we are the leading advocates for people with intellectual and developmental disabilities (I/DD).

The Arc is driven by opportunity – the opportunity for hope, for growth and for change. We strengthen individuals and their families and connect them across our national network of community based chapters. The Arc fosters

respect and access for people with I/DD.

If you would like to know more about The Arc's new, exciting visual identity, contact Trudy Jacobson, Chief Development and Marketing Officer at Jacobson@thearc.org. And stay tuned for March 1, 2011, when the whole new brand will be launched.

heavy hitters come on board for 2010: lynne cleveland paves the way for future success

In November, The Arc welcomed new members to the national board and thanked outgoing members for their dedication and service. This dynamism of the new members is reflected in their personal and professional background as leaders in their communities and as parents. The new board includes: a vice president of one of the world's leading investment groups, a former Policy Director in the U.S. Senate, a corporate attorney, a Special Needs Executive with MetLife, a coach with the Washington Redskins football team and other notable new members.



The Arc owes special gratitude to Lynne A. Cleveland who has served as the President of the national board of The Arc since October, 2008 and has served on the Board of Directors of The Arc since 2000. She has long been dedicated to advancing the rights of people with I/DD.

In summing up her service and her hopes for The Arc, Lynne said, "We have the potential to change lives – we have the power to change history. The Arc is a leading force that will lead us

to a day when abuse, institutionalization and segregation have ended."

"Through Lynne's inspired leadership, The Arc has paved a clear course for the future. During her tenure, we have devised a Strategic Framework for the Future of The Arc 2010-2019. Moreover, The Arc is on its firmest financial footing in years and we are poised to launch a new powerful brand identity. The Arc is on the upswing with our Chapters and we are on the move," said Peter V. Berns, CEO of The Arc.

The Arc announced incoming Officers to the Board.

President: Mohan Mehra served as Secretary of The Arc and has been a member of the Board of Directors since 2004.

Vice President: Nancy Webster, who has served on the Board since 2002.

Treasurer: Ron Brown has served on the Board since 2006.

Secretary for the Board: Michael Mack, who previously served as Vice President and as Treasurer.

The Arc is also grateful our outgoing Board members: Kim Brown, Shirley Dove, Bill Dusold, Chester Finn, Janet Albert-Herman, Cindy Johnson, Mary V. Jordan and Deb Seman, NCE Representative to the Board.

Members of the national board of The Arc share a deep commitment to people with intellectual and developmental disabilities (I/DD). This diverse group of volunteer leaders brings their expertise, vision and passion to guide the organization toward achieving new heights.

Welcome incoming Board members of The Arc for joining us in charting a course for the future!

M.J. Bartelmay, Hermitage, PA. Immediate Past President of The Arc of Pennsylvania. Elected to a second term on the Board.

Barbara Coppens, Cherry Hill, NJ, Self-Advocate, Advocate Assistant with Disability Rights New Jersey.

Hugh M. Evans, CFA, Baltimore, MD. Vice President of T. Rowe Price Group, Inc.

Connie Garner, Ph.D., Burke, VA. Policy Director with the law firm of Foley Hoag LLP. Former Policy Director, Special Populations for the Senate Committee on Health, Education, Labor and Pensions (HELP) where she worked closely with the late Sen. Edward M. Kennedy.

Thomas A. Judd, Minneapolis, Minnesota. Attorney, Fredrikson & Byron P.A.

Joe Meadours, Sacramento, CA. Self-Advocate and Executive Director of People First of California. Elected to a second term on the Board.

Pat Napoliello, San Francisco. Founder of the California Alliance for Inclusive Communities and former President of The Arc of San Francisco. Elected to a second term on the Board.

Kurt Rutzen, Minneapolis, MN. Self-Advocate. Program Specialist for the University of Minnesota Institute on Community Integration's Research and Training Center on Community Living.

Lou Spanos, Pittsburgh, PA. Linebackers coach for the Washington Redskins. Previously spent 16 seasons as a defensive assistant with the Pittsburgh Steelers.

Directors-At-Large

Doug Church, Oak Hill, VA. Chairman of Virginia Heritage Bank.

Kelly Piacenti, Chester, NJ. Director of the MetLife Center for Special Needs Planning.

Stacy Taylor, San Diego, CA. Partner in the international law firm DLA Piper.

taking care of getting there

Getting from here to there – most of us take it for granted. We book a flight, jump behind the wheel of a car, or catch the next train to anywhere we would like to go. The world can suddenly become very small when we are free to travel to see new places, meet new people and experience new things.



For some, however, all the world has to offer can seem tantalizingly out of reach. For people with intellectual and developmental disabilities, who sometimes have accompanying physical disabilities, travel is not nearly as simple as just packing up and heading out.

For people with I/DD, it can be a complex and frustrating process. Airplanes, trains and buses can be only marginally accommodating.

Communication with reservation agents can be trying. Assistance can be difficult to come by and schedules can seem unworkable for those who need more time to get from point A to point B.

On a daily basis The Arc advocates for the full inclusion of people with I/DD, fighting for the kind of access which gives them the power to achieve full and satisfying lives. The ability to travel independently, without restriction goes a long way toward accomplishing that mission. Travel gives people a certain freedom which allows for more self-determination in what activities they pursue.

Thankfully, there are companies who specialize in making travel easier. They

are knowledgeable about and sensitive to the challenges their patrons face in situations that are taken for granted by the average traveling public. Earlier this year, The Arc partnered with Hammer Travel LLC to provide such services for people with I/DD who wanted to attend The Arc's National Convention in Orlando, FL.

From this year's Convention came the perfect example of how the ability to travel freely can impact the life of someone with a disability. Sybil, a 70-year-old advocate from Massachusetts, asked her local chapter, The Arc of Northern Bristol County to help her get to Florida for the Convention. They quickly pointed her to Hammer Travel, a nonprofit providing services to individuals with

disabilities for more than 85 years. Hammer Travel worked with Sybil to make the trip as hassle-free and enjoyable as possible by assuring her a safe flight to and from the Convention, arranging for a wheelchair-accessible van, accessible hotel room once she got on the ground in Florida and providing staff support during her trip.

With travel obstacles overcome, Sybil was able to attend the Convention, network and be inspired by her peers. She even fit in a mini-vacation exploring Sea World and Disney's Animal Kingdom. Sybil was able to take advantage of a unique opportunity to join in with other disability advocates on a national level and fully participate in an event that was important to her. ■

“We believe that travel should be available to everyone. New friends, new challenges and new experiences are just part of what travel has to offer,” said Josh Senso, Co-Director of Hammer Travel, the official travel partner of The Arc's National Convention. For information on Hammer Travel, please visit: www.HammerTravel.org or call 1-877-345-8599.

Your Donation Counts — Support The Arc

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- ☐ Yes! I want to become a monthly sustainer.
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The Arc #11296



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The Arc of the United States is a non-profit organization located at 1660 L Street, NW, Suite 301, Washington DC 20036. The information enclosed describes one or more of The Arc's activities. Your gift is very much appreciated and is tax-deductible as a charitable organization to the fullest extent allowed by law. A copy of The Arc's current audited financial statement may be obtained by writing to The Arc at the above address, by calling 1-800-433-5255, or via email at donorsupport@thearc.org. If you are a resident of the following states, you may obtain information directly by contacting: *Florida—a copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll free within the state 1-800-HELP-FLA. Florida registration #CH1140. Maryland—for the cost of copies and postage, documents and information submitted by the organization are available from the Secretary of State. *Mississippi—the official registration and financial information of the organization may be obtained from the Mississippi Secretary of State's office by calling (888) 236-6167. *New Jersey—information filed with the Attorney General concerning this charitable solicitation and the percentage of contributions received by the charity during the last reporting period that was dedicated to the charitable purpose may be obtained from the Attorney General of the state of New Jersey by calling (201) 504-6215 and is available on the Internet at www.state.nj.us/lps/ca/. New York—a copy of the latest annual report may be obtained from the organization or from the Charities Bureau, Department of Law, 120 Broadway, New York, NY 10271. *North Carolina—financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at (898) 830-4989. *Pennsylvania—the official registration and financial information of The Arc of the United States may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, (800) 732-0999. Virginia—a financial statement is available from the State Division of Consumer Affairs. Washington—additional financial disclosure information may be obtained with the Secretary of State at (800) 332-4483. *West Virginia—residents may obtain a summary of the registration and financial documents may be obtained from the Secretary of State, State Capitol, Charleston, West Virginia 25305.

*Registration with any state agency does not imply endorsement, approval or recommendation by the state.

the arc celebrates the signing of rosa's law

It started with a 9-year-old girl and her teenage brother from Edgewater, Maryland who said “what you call people is how you treat them. If we change the words, maybe it will be the start of a new attitude toward people with disabilities.”

On October 8, Rosa Marcellino and her family joined 150 people at the White House including staff from The Arc, disability rights activists, government officials and singer-songwriter Stevie Wonder to witness President Obama sign the Twenty-First Century Communications and Video Accessibility Act of 2010 and celebrate Rosa's Law which was signed into law on October 5.

Rosa Marcellino, who has Down syndrome is the inspiration for this new law to remove the words “mentally retarded” from most federal health, education and labor statutes. The phrase “intellectual disability” will replace the existing terminology. The legislation does not cover entitlement programs, such as SSI, Medicare, Medicaid and Social Security.

Senator Barbara Mikulski (D-MD) was the lead sponsor of Rosa's Law in



the Senate. The law is modeled after a similar one enacted in the state of Maryland in 2009 with her support.

A delegation from The Arc attended the White House event to celebrate Rosa's Law, including The Arc of Maryland board member Michael McLaughlin and his daughter Erin,

who has Down syndrome, self-advocates William Washington (The Arc's national office receptionist), Jill Egle (Co-Executive Director, The Arc of Northern Virginia) and Jeremy Jacobson (son of The Arc's Chief Development and Marketing Officer Trudy Jacobson) all of whom joined Paul Marchand, Staff Director of the Disability Policy Collaboration, a partnership of The Arc and UCP.

“This is a huge victory for self-advocates and an important stepping stone for shaping future legislation,” Marchand said. The Arc was instrumental in the passage of Rosa's Law by galvanizing support across the nation and through vigorous advocacy.

Self-advocates and The Arc have led the effort to get the bill enacted as part of a nationwide effort to remove the stigma of the “r-word.” The majority of states have altered their terminology in state laws and in the names of state agencies that serve this population.

Jill Egle lobbied on behalf of The Arc of Northern Virginia to change terminology in that state's laws. “As a self-advocate, passing Rosa's Law sends a powerful message that people with intellectual and developmental disabilities deserve respect. We want the same things everyone wants and deserve to live full lives in the community just like everyone else,” Egle said. ■

marchand continued from page 2

be greatly missed. As Paul's deputy, Marty has been mentored for over the last 26 years; we are very pleased that Marty will assume this critical position. As one of the nation's leading advocates on issues that impact our constituency, she will ensure that our voices are heard,” said Peter V. Berns, The Arc's CEO.

Paul will still be involved in DPC initiatives over the next few months including the upcoming Disability Policy Seminar in Washington, D.C. February 14-16, where he will again be honored by his peers at a special event. Paul will then join wife Cristy in New Mexico, supporting her career move from long time Executive Director of The Arc of Maryland to Executive Director with the New Mexico Developmental Disabilities Planning Council in Santa Fe. The Arc wishes the two of them much happiness in their new surroundings as they embark on a new and exciting adventure. ■

Save the Date

2011 Disability Policy Seminar

February 14 – 16, 2011



Grand Hyatt
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*Please note this is a
new location.

Tuesday evening
includes a celebration
of Paul Marchand's
lasting legacy upon his
retirement.

Go to www.disabilitypolicyseminar.org for more
information.

the ambassador's council: powering the arc with experience

The passion is still there. As strong as when they each accepted the biggest volunteer mantle The Arc could bestow upon them — President of the National Board of Directors of The Arc of the United States. For the first time, four past presidents along with the current sitting President of The Arc and the President about to occupy the office, joined at The Arc's 2010 National Convention. This most exclusive club gathered to share ideas and concepts about how their years of experience could continue to be an asset and enable The Arc to become stronger and more sustainable.

Armed with decades of deep institutional knowledge, this group comprises a brain trust for the organization. They recognized that it was time to officially create a leadership council composed of past presidents of The Arc in order to assure that the

strength of leadership will remain intact now and for the future. This distinguished group brings a depth of commitment and appreciation for what has been accomplished and all that still remains in order for The Arc to be successful in its mission.

Jim Gardner (1990-1992), Quincy Abbott (1996-1998), Leo Bergreen (2004-2006), Mary V. Jordan (2006-2008), Lynne A. Cleveland (2008-2010) and Mohan Mehra (2010-2012) met, aptly enough in the Presidential Suite. As one of Cleveland's last official duties she officially launched the Ambassador's Council as an advisory group to the Board. Their talents, experience and institutional knowledge will be enlisted by The Arc in order to focus on our many new initiatives, especially as it relates to growing our donor base, and aligned with that our volunteer leadership.

The Council provides an opportunity for these leaders to collectively build their legacy in chapters, in leadership as well as in solidifying our financial footing. Those gathered were most appreciative of the opportunity to be asked to be a part of the workings of this incredible organization and to again put their passion into purpose. ■

boycott of a haunted house

The Arc, The Arc of Pennsylvania, The Arc of Chester County, and hundreds of advocates for people with intellectual and developmental disabilities (I/DD) in neighboring states banded together to call for a boycott of a haunted house attraction on the former site of the Pennhurst State School that opened in late September.

Pennhurst, situated on a 110-acre site in suburban Philadelphia, was forced to close in 1987 in the wake of allegations that residents had been abused, neglected, beaten, and sexually assaulted. The Arc of Pennsylvania was a key plaintiff in the litigation that resulted in Pennhurst's closure to stop overcrowding and abuse.

The closing sparked the process of deinstitutionalization and the remaining 460 patients from Pennhurst were discharged to live in the community, transferred to other facilities or provided with treatment

plans guided by family members.

Recently, the site was transformed by two developers into a commercial horror house attraction called "Pennhurst Asylum" to coincide with Halloween. Advocates from The Arc of Pennsylvania, The Arc of Chester County and other disability rights activists joined to condemn the attraction for glorifying one of our nation's most notorious state institutions.

In a public statement, The Arc of Pennsylvania said, "With respect to the vacant Pennhurst lot and buildings, we believe only tasteful and appro-

priate uses of the property should be considered, such as the placement of a university, health care facility, or community park, for example. Any so-called haunted attraction, especially one that profits from negative stereotypes of people with intellectual and developmental disabilities, is simply not acceptable to The Arc of Pennsylvania."

Developer Richard Chakejian and his partner Randy Bates targeted customers between 12 and 20 years old. Plans included an electro-shock therapy scene with a Frankenstein-like monster and an autopsy room containing some artifacts found on the property.

"Pennhurst Asylum" exploits the suffering that took place there and undermines meaningful efforts to eradicate stereotypes and negative perceptions that persist in society against people with disabilities," said Peter V. Berns, CEO of The Arc. ■



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CFC season is here: support The Arc!



#11296

The Arc helps families and people with intellectual disabilities every single day. Your contribution means a great deal to us, but even more to those we serve in the community and at the state and federal levels.

With your ongoing support we are creating real opportunities for people with disabilities that lead to living full lives.

The Arc is not a government agency, we must rely on the generosity of the American public. With your ongoing support, we will continue our work today and tomorrow.

The charities you support through your CFC focus on people who really need help.

Please elect to support The Arc #11296, with your financial gift to the Combined Federal Campaign this year.

Together, we are changing lives.

Thank you!

inside:

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bbb.org/charity

The BBB Wise Giving Alliance National Charity Seal carries a lot of meaning for both donors and charities. It is a clear and concise sign that the charity meets the Alliance's Standards for Charity Accountability. Before national charities can even apply to use the seal, they must undergo evaluation by the BBB Wise Giving Alliance, the nation's most experienced charity evaluator. And the evaluation process is anything but superficial. It involves rigorous scrutiny of a charity's governance, effectiveness, finances, and solicitations and informational materials. The standards go beyond what government regulators require. We are proud to meet their standards!

meeting high standards!