

Make Your Products Accessible to the *55 Million* Americans with Disabilities

STC Presents Nationally Recognized Expert in Accessible Technology

Dallas, Texas—January 24, 2007—Co-founder and Executive Director of Knowbility, Sharron Rush, will address the February meeting of the Society for Technical Communication (STC) Lone Star Community (LSC). The dinner meeting is scheduled for 6:15 p.m. Thursday, February 8, 2007 at the Crowne Plaza North Dallas/Addison Hotel, 14315 Midway Road, Addison, Texas.

Does the Americans with Disabilities Act (ADA) ADA apply to the Internet? How does technology impact the lives of Americans with disabilities? Will the current law suit by the National Federation of the Blind vs. [Target.com](http://www.target.com) affect every business that operates online? Ms. Rush explores these issues of technology access in her presentation titled, "*Equal Access to Technology for People with Disabilities*." Specifically, this presentation will look at Search Engine Optimization benefits, usability improvements, increased download speeds and other reasons that "Good Design is Accessible Design."

"People with disabilities want what everyone does—the chance to learn, to work, and to live independently," states Ms. Rush. "Technology makes this more possible than ever before. Accessible technology design is the key to realizing this potential. While accessible technology allows people with disabilities to participate as producers and consumers in the information marketplace, it is also becoming the standard because of the many other usability benefits that are realized." She further noted, "Accessibility is good business. Nearly 70% of all users utilize accessibility features in tech applications—you can't afford to leave them out."

"In today's technologically-advanced workplace, we're expected to accommodate broad audiences. Sometimes, however, we may not have the right tools or knowledge to make our online deliverables completely accessible," says LSC President Mel Haughton. "It's wonderful to see that people like Ms. Rush are developing techniques and teaching the rest of to create products and services that are useful and beneficial to everyone."

Ms. Rush has led her nonprofit organization, Knowbility, to national recognition, including appearances on the Oprah Winfrey TV show, a "Best Practice" feature at the National Labor Skills Summit, and recognition for excellence and innovation by the Peter F. Drucker Foundation.

In April of 2001, she was named one of the Top 25 Women of the Web, and she is a ComputerWorld Laureate, an advisor to the SXSW Interactive Media Conference, and was named a Community Tech Champion by the Congressional Black Caucus. Additionally, she is the co-author of the book "*Maximum Accessibility*".