

# 10 ADA BUSINESS MYTHS

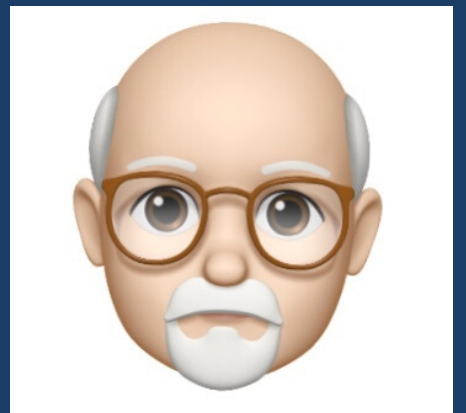
## I DON'T HAVE CUSTOMERS WITH DISABILITIES.

According to the U.S. Census Bureau more than half the people over 65 have some type of disability



## MY SMALL BUSINESS HAS BEEN GRANDFATHERED IN

There is no grandfathered provision in the ADA.



## THIS BUSINESS IS IN A NEW BUILDING THAT IS COMPLIANT WITH THE LAW

There are other considerations to think about, a blocked aisle is a barrier. Do you have policies to communicate effectively with people with visual or hearing disabilities?

## WE CANNOT AFFORD TO COMPLY WITH THE PROVISIONS STATED IN THE ADA

All you have to do is to remove barriers that are readily achievable. You don't have to make all the changes at once. There are tax incentives and tax deductions for improving your business.



# NO

## MY LANDLORD SAYS **NO** TO MAKING ANY CHANGES

Both you and your landlord have responsibilities under title three of the ADA. Take positive action in your own space by making readily available changes.

YOU CAN CALL THE ADA OFFICE AT 1-800-514-0301 OR CALL ARISE AT 315-472-3171. YOU CAN GO ONLINE AT [WWW.ADA.GOV](http://WWW.ADA.GOV).

# 10 ADA MYTHS

## PEOPLE WITH DISABILITIES MAKE ME UNCOMFORTABLE!

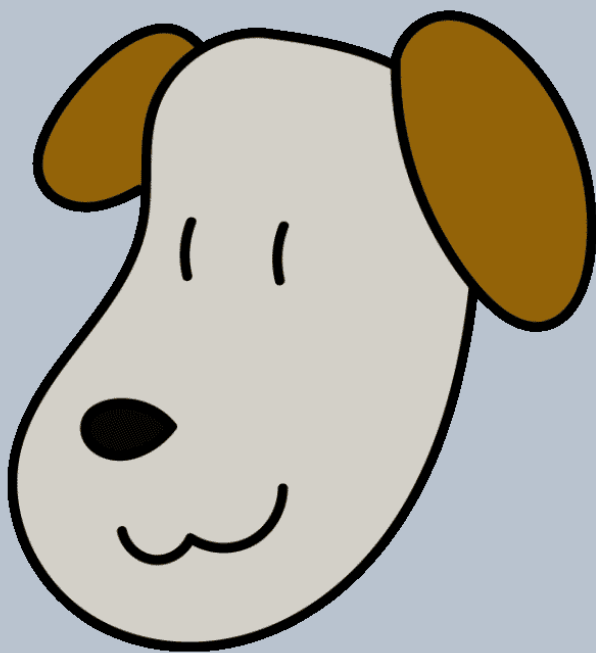


Treat people with disabilities like you treat other customers. Don't be afraid to offer assistance if asked.

## I don't know where to get information about the ADA



You can call the ADA office at 1-800-514-0301 or call ARISE at 315-472-3171. You can go online at [www.ada.gov](http://www.ada.gov).



## THE HEALTH DEPARTMENT DOES NOT ALLOW ANIMALS INTO MY SMALL BUSINESS

Service animals are allowed to assist the disabled anywhere a typical customer can go.

## COMPLIANCE NEVER ENDS...

Small business owners can find ways to comply with the ADA by eliminating barriers without causing significant expense or complexity.



## NOBODY ELSE COMPLIES

The ADA is the law. If you don't make an effort to comply you could face lawsuits and complaints of discrimination against your business. Not to mention the potential loss of revenue from the disabled community.



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