

The SOURCE

SPRING 2010

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CDS Launches Compliance Blog and Podcast Series

By: Dean Rosingana, Custom Disability Solutions

As a child of the 70's, I have fond memories of watching School House Rock on Saturday mornings. Each history, grammar, math or science lesson would end with the tagline – Knowledge is Power! When we first began internal discussions about expanding the ways we share information about the disability industry with you, I kept coming back to the School House Rock tagline, and the belief that sharing our knowledge with you will help make your position in the industry stronger.

Once we decided that we had more information and knowledge to share with you, we needed to find the right vehicles for getting the information to you. The result is our first foray into the social media realm. Our blog and podcast series allow us to comment on industry trends and events without clogging your inbox every time something newsworthy happens in our industry. You will be able to access the blog posts and podcasts on your own timeline. We will archive every post and each episode so you can revisit those that you find most helpful and informative.

What are the benefits?

- You'll learn from industry experts on real-world topics that affect your business.
- It's a free tool! Enhance your product and industry knowledge and stay competitive in your target market.
- You won't miss out! Instant access to archived posts and podcasts available on our website!
- It's easy and user friendly! No complicated downloads, firewalls or IT support.

CDS Compliance Blog – The Murphy Files

The blog, **The Murphy Files**, is written by our Director of Compliance, Mark Murphy. It will be a forum for the exchange of ideas and information regarding regulatory and legal matters that are of interest to disability professionals. Mark will be posting weekly or as news happens.

To read the latest Murphy Files posts please visit: <http://cdscompliance.blogspot.com>

CDS Podcast Series – CDS To Go!

Starting in March and hosted by CDS' Director of Marketing and Communications, Dean Rosingana, industry guests will explore, analyze and discuss various industry topics and market trends. Scheduled monthly, podcasts will be available on our website and at <http://cdstogo.mypodcast.com>.

Upcoming Shows:

March

Title: The Aging Workforce and Medical Costs – Busting a Myth

Guest : John Collins, Distribution Development, Custom Disability Solutions

April

Title: Disability Insurance Awareness Month

Guest: Maggie Leyes, DIAM Campaign Manager, LIFE Foundation

Got a topic you want to learn more about? Send suggestions to me at: drosingana@customdisability.com or +1.207.400.3553 ■