



Lime President and CEO Susan Lang and founder and Board Member Rich Donovan are excited to bring their company to Canada and want every student with a disability to know that anything's possible.

Photo by Daniel Perry

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[Lime's website](#)

Everyone is encouraged to check out Lime's website.

Lime recruitment event says "ready, fire, aim"

By Daniel Perry

A small group of Sheridan staff and students stayed away from the beaches on reading week and were part of the 131 people who attended Lime's campus recruitment event at Toronto's Marriott hotel on Wednesday, Feb. 27.

"[Lime Connect Inc.](#) was established in March 2006," said the company's founder and board chairman Rich Donovan. "Lime is a non-for-profit partnership that connects global corporations with the untapped talent source of people with disabilities. There are 1.1 billion people with disabilities on the planet... Companies need people with disabilities if they're going to tap into this upside potential."

The students in attendance were given the chance to network with billion dollar companies, including PepsiCo, Frito Lay, IBM, Merrill Lynch, Citibank, Scotiabank and TD bank, and learn tips that will help them secure their dream jobs.

"This was a great opportunity for students with disabilities," said Sheridan Human Resources student Mudasir Kahn. "I had the chance to talk to real employers from the types of companies that I'll be applying to one day. I'll now know what they will be looking for in interviews, so I'll be more prepared and less anxious."

The event gave hope to many students with disabilities from all over the GTA.

"I find it really hard to find and keep a job, because I have an acquired brain injury," said University of Toronto Business student Prisca Sebartnam. "I'm surprised to hear that employers are actually interested in recruiting people like me. I thought I would get my fancy diploma, but I would be searching for work my entire life because of my disability. Seeing today's presentation changed the way I think. It's very exciting."

Donovan understands what it takes for people with disabilities to be successful in today's competitive world. He has battled cerebral palsy his whole life and he has encountered many people who told him that he would fail.

"I know that most people with a disability want to compete on their strengths while putting disability in the background," said Donovan. "Having worked through the recruitment process as both a student and a recruiter, I know the landscape enough that I can work disability into it such that it is not a grenade about to explode. I understand the corporate side, the student side and the disability side and I'm in a unique position that can bring value to everyone involved."

Donovan stresses that "disabled" people are definitely abled and can produce results. His accomplishments speak for themselves.

He is currently a portfolio manager for Merrill Lynch & Co. in New York, where he is also a member of their proprietary trading team. In March 2004, Donovan was a panelist on the Equal Employment Opportunity Commission's "Freedom to Compete Initiative: Realities and Opportunities in the 21st Century Workplace." He holds a B.B.A. in finance from Schulich School of Business at York University and an M.B.A. in finance from Columbia Business School.

Students weren't the only ones who benefited from the reading week meet-and-greet. Many national companies have already hopped on board with what Lime is attempting to do. Representatives were also on hand and were eager to talk to interested students.

"In one hour, I met five or six potential employees, instead of sorting through a huge pile of resumes and finding maybe one, if I'm lucky," said Scotiabank senior personal banking officer Erin Hunking.

Lime is just getting its feet wet in the business world. The company plans to be around for a while. Lime's long-term goals include, "stepping up to the next level and focusing on the development of tools and processes that will help companies effectively source, hire, develop and market to people with disabilities," according to Donovan

Lime's founder believes that he can't just sit back and marvel at how successful his company has been so far.

"Satisfaction only works if you're the Rolling Stones," he joked.

Everyone is encouraged to check out Lime's website at www.limeconnect.com.

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