

Philip D.: Hello, inclusion believers, and welcome to the Access Champions Podcast. I'm your host, Phil Dallmann, for this week's journey and for the galaxies of accessibility, diversity, and inclusion. Uh, we got a jam-packed episode for you this week, uh, really excited, uh, Sean Greenwood, uh, the director of PR for Ben and Jerry's joins us to discuss their newly launched flavor, PecanResist, a really cool movement, uh, from such a, uh, wonderfully, uh, socially minded, uh, organization. Uh, you know, uh, when you think of Ben and Jerry's you don't always think of, uh, anything beyond just delicious ice cream, uh, but they do so much more, and they are really taking a stand right now against, uh, this current administrations more discriminatory policies. Uh, so, really, really excited to share that with you guys.

Philip D.: Uh, and we also are joined, uh, once again for, I believe, this is our third, maybe it's our fourth, uh, points to ponder segment from Lew Michaels, uh, up in Connecticut, and Lew, uh, and you know, as it- as it is the fall, uh, Lew takes on, uh, fairs, uh, this week. Um, a- and some thoughts about that, uh, things that you may not have thought about.

Philip D.: Um, as this interview, uh, or this episode should drop the week of, uh, midterms, I do advocate for all of you to go out and vote. Uh, if, uh, you aren't planning on, or if you are, uh, make sure that your friends and family are voting. Uh, the only way we can work towards, uh, legislative inclusion and change is to exercise our, uh, democratic right to vote and, uh, in that same vein, um, last week's episode, you know, we heard from Michelle Bishop, there- you know, there are only 40% of, uh, polling places in America that are completely accessible to individuals with disabilities, so if you are voting and you see something that you- you know is not right, um, please do reach out, uh, to the National Disability Rights Network, um, and- and on their page, the- you're able to, uh, locate, uh, someone locally, uh, hopefully that can- that can fix that wrong.

Philip D.: So, um, as you're voting this week, you know, I- I do ask our listeners to pull double duty, uh, to show up, and exercise their right, uh, but also be allies and advocates for, uh, equality and accessibility in the voting process. Um, and with that, uh, I- I won't, we have, you know, we have a lot to get to, so I won't, uh, ramble on any longer. Uh, we will move on with, uh, Points to Ponder, with Lew Michaels.

Lew M.: I'm Lew Michaels, and this is a Point to Ponder. Well, we are winding down the fall season, which means fair and carnival season is also coming to an end. I love fairs and carnivals, I enjoyed a good baked potato or a deep fried something, and who doesn't



love spending \$20 to be able to win that giant stuffed animal that probably has a street value of about a dollar.

Lew M.: I'm one of the rides person, uh, there are certainly plenty of people out there who are, and that's fine if the Tilt-a- Tilt-a-Whirl of Death or upset stomach Teacups or everyone's favorite, Ferrous Wheel of Fear is your bag, then you should be able to enjoy them.

Lew M.: I couldn't help but notice when I was walking around a local fair the other day, just how inaccessible it actually was. There's all these cables and wires that run from food trucks to the power truck to the rides, to everything in between. And a lot of these wires are just sort of grouped together and laid on the ground. There is no accommodation for people who might have mobility issues in trying to navigate their way around a particular carnival or fair. Some are a little better than others.

Lew M.: Then I noticed that there is ramps at say the Ferrous Wheel of Fear, um, but there is a s-three-foot step from the ground up to the ramp that gets you up to the ferrous wheel. So while the attempt of a ramp is great, if I can't use my mobility device to get me from the ground to the ramp, it's not helpful.

Lew M.: I will say that I saw a lady using a mobility vi- device the other day, and she really wanted to go on the ferrous wheel with her family. And the gentleman who was running the ride, uh, talked to them, and the next thing I see, there are four guys who are helping this lady with her no- mobility device get up onto the ramp and get into the ferrous wheel car, so that she can go around. And let me tell you, five minutes after when she was done and she came back down, they got her back down to the ground level. The smile on her face was amazing.

Lew M.: But my fear is that this sort of four man group to get her into the ferrous wheel is probably not the norm. So I'm just asking all those folks out there who are on local towns and city boards who book fairs and carnivals for your area, to take a moment and stop, and ask the carnivals and fairs that are coming into your area, "What are you doing? How are you helping us make your fair, your carnival the most accessible fair or carnival it can be for all of our residents, and residents who are visiting our town?" Just a point to ponder. I'm Lew Michaels.

Philip D.: Thanks, Lew. Uh, lots to think about there. Um, you know, fairs are- are something that I think many of us take for granted and- and getting around and ride, and this could

probably even be related, you know, transitioned over to- to some theme parks. Um, you know, I grew up in Jersey. The Jersey shore has a whole lot of rides. I, you know, I- I can't say for sure how accessible all of them are. Um, but it- it's something to think about. Um, for sure.

Philip D.: Uh, and keeping this ball rolling, uh, we're gonna move right on into, uh, our interview with Sean Greenwood, and access champion, Ben and Jerry's.

Philip D.: All right, and we are here with, uh, Sean Greenwood, who is, uh, well, on his business card is the Grand Poobah of P, uh, PR for Ben and Jerry's. Uh, thanks for taking the time to join us today, Sean.

Sean G.: Very nice to be here. Love that, uh, love that you're interested in the campaign.

Philip D.: Uh, so, I, uh, I'll say I have to give credit to our ... the ... our podcast intern for alerting me about this. Uh, she has a personal love of Ben and Jerry's, uh, a- as do I, but, uh, she happened to catch the announcement today. If you could give us a little bit of a back [inaudible 00:08:34], you know, where this- where this whole ca- where this whole thing came from.

Sean G.: Yeah, well, you know, part of that, we just had this event so I'm- I'm ... the interesting ... I'm standing right now at a farmer's market- farmer's market park in, uh, in Washington, D.C., in southwest D.C., because this morning at the National Press Club here, we launched a campaign and a flavor called PecanResist. So, right? It's a play on- on the term We Can Resist, and basically saying, "We're just not happy with the way that our- our country has been going, that the leadership in our- our government has been, uh, kind of trampling all of these issues that- that Ben and Jerry's has stood up and worked really hard for over the last 40 years, an- and, uh, you know, as an activist organization, we tend to get involved with things that we care about, and so today we're working on unveiling this- this as a big deal.

Philip D.: That's fantastic. Uh, I- I love everything about that. Uh-

Sean G.: (Laughs).

Philip D.: ... so, I mean, people don't ... and, uh, I- I don't want to generalize I guess, uh, myself (laughs) would not have thought of Ben and Jerry's, uh, primarily an ice cream organization, uh, a- as an a- activist organization. Um-

Sean G.: Yeah, and that's fair, right? People-

Philip D.: Yeah.

Sean G.: ... people think of them ... even a lot of our fans are like, uh, I think of the measurement thrush shows that about a third of our fans, uh, uh, say, "We just know, because you make great ice cream." About a third go, "Yeah, we know you do some cool stuff like good for people, but we can't really, uh, tell you exactly what that is." And then about a third go, "Yeah, we follow you, we know exactly what you guys are doing, right?" So part of the deal was when- when the company started out, Jerry and Ben had this theory of that business should be part of community in a positive way. And so the- the way they've traced it was business has a responsibility to give back to the community, from which it draws its support.

Sean G.: And so that idea of- of kind of instilling this, you know, notion into business, was evident right from the very beginning, and so that was 19, you know, from- from 1978 to 1979, the guys were in business for the first year, and that's kind of the- the saying that they came up with. So, uh, they knew right from the beginning that it was gonna be a unique kind of business, and- and, uh, we try to- to then take a stance on issues that are important and- and historically for us, that's been around the environment, it's been around marginalized people, how do we use our kind of that voice as a business, and- and the truth is we feel like business is the most powerful force in society today. It influences our- our governments. It influences the way decisions are made in our communities. And so we try and just use that- that power for good.

Sean G.: So we definitely encourage people to- to check it out. We, you know, in terms of what we do, and about 10 years in the company's history, in 1988, we put together a mission statement that says, "We have three areas that are product, social, and economic," right? Every business has economic, because they want to be able to ... you hear the music check app behind me, by the way.

Philip D.: (Laughs).



Sean G.: But they're get- we're getting ready to have a- a party here. But, you know, every business wants ... needs to make money-

Philip D.: Mm-hmm (affirmative).

Sean G.: ... but we also said, you know, we want to have a social measurement for our business, to go and say, "We should be able to help out the community." And so that's really the distinguishing one that's- that's different from Ben and Jerry's.

Sean G.: And then the third part is product. Like we say, "We got to make a great ice cream."

Philip D.: That's- you know, that's absolutely wonderful. Uh, the- the PecanResist specifically, from my understanding, it's gonna benefit, uh, a couple of specific organizations that are doing great work?

Sean G.: That's right, we're- we partner with four folks, and- and really, uh, to do justice, you should check out the- the Ben and Jerry's Facebook page right now, and they're also ... the link will be up on YouTube for the video. It's gonna have ac- the actual press conference from today, so it has the speakers, because these are some, you know, uh, uh, international, you know, well-known speakers.

Sean G.: So- so people like Linda Sarsour, who is part of the Women's March Movement, right? And so, uh, really, y- you know, kind of coordinating the largest protest of people to be able to come together peacefully, and say, "We don't like what's going on with our country right now." I mean, these are- these are people who are incredible civic leaders, who have been peacefully protesting, and have been involved in and speaking, you know, about values.

Sean G.: And so please go find that on the Ben and Jerry Facebook page or on YouTube, that video will be posted, so you can see the actual press conference. But, you know, in a- in a nutshell, those- those groups like Women's March, Neta, Honor the Earth, uh, uh, ar- the artist, uh, has ... is, uh, Favianna Rodriguez, who is an- an activist and artist woman whose, uh, phenomenal. We'll get to spend a good chunk of the day with her.

Sean G.: Uh, and so those groups plus the- the final one's called Color of Change, so all of those four groups, uh, we're- we're gonna donate money to. That's kind of about the same money that we'd make off the flavor, we're just writing a check to start off with but, to



us, you know, there's nothing that- that Ben and Jerry's does that's just about money. We ... the- the bigger part of support is us using our corporate voice and- and our, you know, social media space to be able to highlight these organizations.

Sean G.: And what we want to try to do is to say ... we don't ... we could've gone the route of saying, "Let's just make Smear Trump Campaign in flavor, and we didn't want it to be a negative focus. We wanted to say ... well, we want to be on record, identifying that we're not happy with the direction, uh, the way things are going. We want to use that energy to do something positive. And so that's why we're- we're highlighting these groups that do good works for LGBTQ co- community, good works for the environment, good works for people of color, and- and, you know, use their effort to try to say, "How do we provide equality and- and good opportunities ins- instead of doing something negative.

Philip D.: I absolutely love that, and I absolutely support that. I- I believe, uh, positivity will create- create the change, and frankly, I would hate to, uh, imagine what a- a smear campaign influenced ice cream would taste like. Uh-

Sean G.: (Laughs). It's going to be bitter.

Philip D.: Yeah. And nobody wants that (laughs) at the end of the day.

Sean G.: No, not in your ice cream.

Philip D.: No, uh, so real- that leads me to, uh, a- a pretty important question. If you had to describe PecanResist as a flavor, how would you describe it?

Sean G.: Well, you know, it's- it's an incredible flavor, because it's actually a flavor we've had out before, uh, which people may have tried, called New York Super Fudge Chunk.

Philip D.: Oh.

Sean G.: So it's a chocolate ice cream with white chocolate chunks, dark chocolate chunks, walnuts, pecans, and chocolate covered almonds. And so it's a great chocolatey, over the top nutty, kind of experience. And what we've done is in our past, we've used the opportunity to have some of these flavors that we've brought out, and then used them to be able to leverage for- for an opportunity to take a stance on an issue.

Sean G.: So, uh, uh, back a few years ago, you may have heard of our flavor, Chubby Hubby-

Philip D.: Mm-hmm (affirmative).

Sean G.: ... that we did, that- that is a, uh, malt ice cream with fudge, uh, peanut butter filled pretzels covered in chocolate, and so when same-sex marriage was legalized in Vermont, we renamed Chubby Hubby, Hubby Hubby, and brought it out in the streets to try to tell, you know, folks we really a- approve of the fact that Vermont legalized same-sex marriage, and, uh, and then we've worked to try to campaign towards getting same-sex marriage legalized in the U.S.

Sean G.: So, you know, that's the kind of thing that we try to do, and this allowed us to take this New York Super Fudge Chunk flavor, uh, and use it for something, uh, you know, as positive, to get involved with this, and- and because it had a flavor with pecans in it, of course, it worked with the ... when- when you're singing we can resist, and it rhymed with pecan resist, we were like, "All right, we got to do a pecan flavor."

Philip D.: Fantastic, and uh, to speak for most New Yorkers that I know as the podcast is based in New York, we're fine giving up the name for this cause (laughs).

Sean G.: And that is very nice and generous. I'll tell you, I was sitting in the room today, uh, Favianna Rodriguez is the artist who- who designed this, and you can see if you get on Ben and Jerry's social media spaces right now, and I've been sitting in a room with her for half the day today, and hearing how many people she's been talking about in New York, that she's connecting. So I know there's a lot of supporters for her work. And she's just, you know, she is a woman who started as a designer, who was using her skills of design to, uh, do like political protest posters, and her look has become very synonymous with activism and civic engagement.

Sean G.: And so we know there's a lot of folks in- in New York that are already fans of Favianna, so please, we encourage your New York listeners to go check her out.

Philip D.: Absolutely. Well, I won't keep you, uh, any longer, Sean. I know you guys got a big block party to get to, but I want to say thank you again for taking the time, and thank you to Ben and Jerry's, uh, for truly being access champions.



Sean G.: Yeah, it's great. You know, one of the speakers, say Linda Sarsour, from the Women's March said, "You know, what's the take away, what's the aim?" And she's like, "Listen to what we're saying and now go out and- and learn about these groups, support these groups." And she ended with saying, "You got to vote." And- and she's like, "You need a plan." Don't- don't just go, "I think I'll go vote," but come up with a plan to vote and bring somebody with you and- and let's put people out there that can lead our- our communities and- and our country that are people that are consistent with our values.

Sean G.: So I- I would end with that and say, that- that was my take away today from learning from- from these really powerful women that were there leading these four different groups.

Philip D.: Perfect. And we will link to all of these organizations, uh, in the social media with this episode, so, uh, listeners, you can just scroll down and you'll be able to click links and learn more about all of these organizations, uh, that PecanResist is supporting. So-

Sean G.: Beautiful.

Philip D.: And- and everyone here knows I- I support you all voting.

Sean G.: (Laughs). That is so awesome.

Philip D.: All right. Thanks again, Sean.

Sean G.: All right, guys, take care. Thanks, bye, bye.

Philip D.: Bye. Thank you to Sean again, uh, for taking the time out of what I'm sure is a very, very busy launch day, and what sounds like a tremendous block party down in the D.C. area, uh, to chat with us and- and tell us more about this. Uh, to all of our listeners out there, I encourage you to go (laughs) grab yourself a pint of PecanResist, if you aren't allergic to nuts. Uh, and, uh, and- and support change through sugary goodness.

Philip D.: Uh, is there a better way to support change? I- I'm not sure. I- I would love to just eat chocolate and know that it was making a difference. And, in fact, since eating chocolate does make a difference, but what also helps make a difference, is voting, and I know, uh, my social media i- is filled with it, but a- and- I don't mean to be redundant, but again, uh, this episode drops the week of midterms, uh, I- I really, uh, encourage everyone to





exercise their- their right to vote, and again I- I am calling on all Access Champion Podcast listeners to pull double duty, and pay attention and make sure that where you're voting and everyone that's entering, uh, your polling place has, uh, the tools needed and if- and if there isn't, let's call it out. Let's be advocates for change, okay?

Philip D.: Uh, you know, Michelle Bishop told us, you know, last week, 40%- only 40% of our polling places in this country are completely accessible to individuals with disabilities. So we need to make sure that that demographic, individuals who identify as having disabilities are able to vote. Um, their voice should be equally as counted as anyone else's. All right?

Philip D.: Um, thank you again to Lew Michaels, uh, for, uh, Points to Ponder this week. I'm sure he'll be back again very, very soon. Uh, thank you to our producer, Matt Kerstetter, for making us sound great each and every week. Thank you to Eric [Wall 00:19:41] for that tremendous theme song, and thank you to our champion intern, Miss Kelsie Rose Brown, who not only, uh, is tremendous every week, but is the one that, uh, saw the launch of the PecanResist. So we have her to thank for the guests this week.

Philip D.: Uh, we will be back again next week with another great episode, and remember, inclusion believers, vote. And then run through that brick wall.

Philip D.: (Silence).

