



## Introduction Ideas for Denise Páne and Access Design Studio

Because we know it is hard to explain website accessibility/ADA compliance, we have crafted a few intros that you can use or modify as you wish. We hope there is one here that fits your style.

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Let me introduce you to a passionate firebrand, Denise Páne. She's the Founder and CEO of Access Design Studio, a web design agency that helps hospitality businesses to increase bookings and boost SEO while shielding themselves against the growing onslaught of predatory ADA lawsuits against website that are not ADA compliant. Her agency makes hospitality websites ADA compliant/accessible.

Denise shared that 25% of the world's population has a disability: 1 billion people worldwide and 61 million in the United States. Another interesting fact is that in the U.S., people with disabilities have \$654 BILLION in disposable income. They are an untapped market eager to spend on businesses that show they care about their experience.

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Allow me to introduce you to my colleague, Denise Páne. She and her agency, Access Design Studio, specialize in helping hospitality businesses avoid getting sued over ADA compliance for their websites. She and her agency make hospitality websites accessible/ADA compliant. Best of all, Denise is an absolute pistol. You've got to chat with her; she's smart and fun and passionate. I'm happy to make the connection!

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Please meet Denise Páne. She and her agency, Access Design Studio, specialize in making hospitality websites accessible/ADA compliant.

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Allow me to introduce you Denise Páne. She's the secret weapon for hospitality businesses that want to increase website traffic, bookings, SEO and guest loyalty, while avoiding the growing onslaught of predatory ADA-compliance lawsuits *against their websites*.

Her firm, Access Design Studio, specializes in solving these problems by making hospitality websites accessible/ADA compliant. More importantly, Denise is a passionate professional and a great networker; I guarantee you'll have a fantastic conversation with her!

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Let me connect you with Denise Páne, Founder and CEO of Access Design Studio. Simply put: She helps hospitality businesses increase website traffic, bookings, SEO and guest loyalty, while shielding them against ADA/accessibility lawsuits by making their websites accessible/ADA compliant. Denise is a firebrand; you'll love chatting with her!

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