



People to Watch **BIZ941 Magazine**

From Alzheimer's breakthroughs to aquaculture advances, these 20 dynamos are changing our world. September 2011

“Businesses are not communicating with one out of six customers.”

Edward F. Ogiba

Edward F. Ogiba, 64, president both of Group EFO, a Sarasota marketing company, and the Hearing Loss Association of Sarasota, was almost deaf before he had a cochlear implant. Now he's campaigning to get local businesses to incorporate a hearing loop system (a permanent thin cable along the periphery of a room or a portable device that “talks” directly to hearing aids) and make Sarasota a national showcase for how to accommodate the hearing impaired. Ogiba recently convinced restaurants Caragiulos and Owen's Fish Camp and Whole Foods in Sarasota to incorporate portable loop systems—which have been used in Europe for 40 years—and he's applied for a grant to have the system installed in 11 theaters in Sarasota.

Manatee and Sarasota have 110,000 people with hearing loss. “That's 16 percent of our population,” he says. “Businesses are not communicating with one out of six customers.”

