

Hearing Loss Association of Sarasota

# Hearing Loss Affects Everyone

## ...Including Businesses

Business Education Reception  
Saturday, March 24 6 to 7:30 PM

*It's no secret why so many theaters, churches & businesses  
have added a "loop"*



Van Wezel  
+ 10 other major local theaters






First United Methodist  
& other local churches



Whole Foods Market  
& other businesses

*Loops help organizations communicate with 16% more customers*

*110,000+ with hearing loss – 16% of population - in Sarasota & Manatee County*

-  Loop is the only system to send clear, clean sound directly to hearing aids
-  Loops have proven payback in increasing trial, repeat and overall business
-  System is the lowest cost, only maintenance-free solution to reach this audience

*Two national leaders of the "Get in the Loop" program will speak on:*

**Learn How Loops Are Building Businesses Across Europe & the U.S.**

**Brenda Battat**, Executive Director, Hearing Loss Association of America

**Pat Kricos**, Past President of the American Academy of Audiology

**Let's Loop SRQ!**

*Where:* 6th Floor Club @ 1350 Main Street (Corner of Palm Avenue)

*Tickets:* \$10 by mail. \$12 at door. Covers entrance, plus wine, beer and cheese

*Send check* payable to "HLAS" c/o HLAS, P.O. Box 48643, Sarasota FL 34230.

*Must mail before Mar 15.*



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of Sarasota

For more information or sponsorships, contact Ed Ogiba at 941-706-4312

[www.HLAS.org](http://www.HLAS.org)