



Expo to Feature ALDs, CIs & More – 40 Exhibitors Expected

The 3rd Annual Hearing Tech Expo on March 8 promises to be the biggest and best yet with 34 exhibitors already committed as we went to press with a final count of 40 or more expected.

The speakers for the 14 seminar slots were also all in place and two sessions will run from 9 am to 4 pm. The newest additions to the exhibit hall this year feature the top two assistive listening device suppliers, Harris Communications and Silent Call plus Widex, a leading hearing aid manufacturer. Also among the returnees are all three leading cochlear implant manufacturers, the two leading caption phone providers and the four best local sources for financial support.



Above: Cantrell Hall on ribbon cutting day. Over 40 Exhibitors will fill it with CART and a Loop supported seminars in the auditorium and a classroom.

Top: The Expo will take place at the new Manatee Technical Institute (MTI).

For a list of all the Exhibitors, click: <http://hlas.org/wp-content/uploads/2013/11/Expo-Exhibitors.pdf>

We need many volunteers for the Expo. If your organization is interested in exhibiting at the Expo, or you interested in volunteering, contact expo@hlas.org.

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Listen Up HLAS monthly newsletter offers Education, Advocacy and Support for the 135,000 people with hearing loss in Sarasota and Manatee Counties. For more information visit www.HLAS.org or call 941-706-4312. For comments or suggestions, contact editor, Richard N. Williams at RNW1976@aol.com. Opinions expressed in "Listen Up" are those of the Editor or Author. Mention of goods and services in articles or advertisements does not mean the Hearing Loss Association of America or the Hearing Loss Association of America-Sarasota Chapter endorses same nor should exclusion suggest disapproval.

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"Best Cause"



Meeting Update

UPCOMING MEETING PREVIEW, PRIOR MEETING RECAP

UPCOMING MEETING

March "After Hours": We need more than hearing aids!

The next meeting will be at HLAA-Sarasota's new permanent location for "After Hours", The Center for Arts and Cultural Alliance, 1226 N. Tamiami Trail, Sarasota. The date and time is March 25 at 6:00 PM.



Dr. Lyndsey Nalu

Topic: "We need more than hearing aids!"

- How to extend the performance of hearing aids
- Communication strategies for you and your family
- Enjoy theatre and meetings with loops
- New captioning systems at the movies
- Exercises to retrain your brain
- Assistive devices for sounds hearing aids miss.

Presented by our co-leaders,
Dr. Lindsey Nalu and Bob Leonard



Bob Leonard



MEETING RECAP

January "After Hours": "Improving our Relationship With Music"

HLAA "After Hours" met in its new home, the Center for Arts and Cultural Alliance, on January 28. 26.

Dr. Brad Ingrao, A Board member and musician livened the evening in his presentation of "Improving our Relationship With Music".

He explained why music such a challenge for people with hearing loss and how hearing technology addresses speech but not music.



Dr. Brad Ingrao

EVENT CALENDAR

FEBRUARY EVENTS

Tuesday, February 11

7:30pm – HLAA-S, Theatre Club
"Sordid Lives" at The Player's Theatre
838 N. Tamiami Trail, Sarasota

Wednesday, February 12

1:30 to 3:00pm – Chapter Meeting
Valerie Stafford-Mallis, "What a Hard of Hearing Person Needs to Know Before Going to the Hospital", N. Sarasota Library Meeting Rm, 2801 Newtown Blvd.

Tuesday, February 18

5:30pm – HLAA-S Book Club, 1350 Main St., Sarasota

Saturday, February 22

7:00 -12:00 Noon – Sarasota Farmers Market, Free Hearing Screenings, 1920 State Street, Sarasota

Wednesday, February 26

"Around" 4pm – HLAA-S Movie Club, Hollywood 20, 1993 Main St., Sarasota

MARCH EVENTS

Saturday, March 8

9- 4pm HLAA-S' Third Annual Hearing Tech Expo Manatee Technical Institute, 6305 SR 70 East, Bradenton, FL

Wednesday, March 12

No Chapter meeting, Expo instead!

Tuesday, March 18

7:30pm – HLAA-S Theatre Club
"Dirty Rotten Scandals" at The Player's Theatre, 838 N. Tamiami Trail, Sarasota

Saturday, March 22

7:00am -1:00pm, Farmers Market
Free Hearing Screenings, 1920 State Street, Sarasota

Tuesday, March 25

6:00pm to 7:30pm, "After Hours",
"We Need More Than Hearing Aids",
Center for Arts & Cultural Alliance,
1226 N. Tamiami Trail, Sarasota

Wednesday, March 26

"Around" 4pm, Movie Club
Hollywood 20, 1993 Main St., Sarasota

MEETING RECAP

January Chapter Meeting

Virgi Mills, Outreach Manager of Med El spoke about evolution of cochlear implants since the 1970's and MedEl's product innovations in the US since the 1990's. An interesting advancement is the Rondo system.

It is an all in one processor of one piece and fits away from the ear. It has had great success with children and teens playing sports.

Virgi handled a steady stream of member questions about criteria for cochlear implants (CI), Medicare requirements, use of CI in rain, CI and hearing aid compatibility, importance of practicing listening in noise, stress on spouse when severe loss-relieved by CI, and much more.

Members paid great attention to the t-coil microphone system that can be adapted to any hearing aid or CI equipped with at t-coil. It is the Clearsound device Quattro, 4.0.

Right: Virgi Mills speaks about cochlear implants to an attentive HLAA-Sarasota audience



Left: Virgi Mills and Mary Milne display a "Therapy Quilt" to chronicle Mary's journey back into the world of sound.



UPCOMING FEBRUARY MEETING

Are You Ready For Any Hospital Visit, Emergency or Otherwise?



Are you going to the hospital or to an appointment with a healthcare provider? Are you apprehensive about being able to communicate with your health care providers? What about an emergency room event?

The secret is to be prepared ahead of time for your stay in the hospital or your visit with your

health-care provider. If you are hard-of-hearing, you can make things much easier for yourself if everyone you come in contact with knows two things: 1) that you have hearing loss, and 2) how best to communicate with you.

Valerie is Business Development Manager for Alternative Communication Services, a full-service captioning and sign language interpreting company and is on the HLAA-Sarasota

Board of Trustees and the national HLAA Board of Trustees.

Valerie served as a subject-matter expert on Florida's Department of Emergency Management's Functional Needs Support Services workgroups, Rehabilitation Council for Vocational Rehabilitation, Preparedness and Response Disability Task Force, Department of Children and Families-Health and Human Services Advisory Committee, and the Disaster Response Interpreter Training Project.

February 12 at 1:30 PM

North Sarasota Library Meeting Room

2801 Newtown Blvd. Sarasota

Meeting supported by hearing loop and CART
Refreshments will be served following the program.

HLAA-SARASOTA'S THIRD ANNUAL EXPO

HLAA-Sarasota's HEARING TECH EXPO — MARCH 8

HLAA-Sarasota has partnered with the Manatee Technical Institute to provide space to nearly double the exhibitors and the seminars – with plenty of room for everyone.

The new MTI campus is just west of I-75 and east of Route 301 at 6305 State Route 70 East.

This year's seminars will be held in a 160 seat auditorium and a 40 seat classroom which allows HLAA-Sarasota to increase the hearing loss related seminars from 10 to 16 and to allow more exhibitors than the 33 last year in Lakewood Ranch.

The event will be free to members and the public. Many exhibitors are signed up already and 50 are expected.

The name change "Tech" reflects the partnership with MTI and the sharpened focus on advanced technologies in hearing aids, cochlear implants, assistive listening devices and



much more.

The Hearing Tech Expo is scheduled from 9 AM to 4 PM on Saturday, March 8

Volunteer Opportunities



Above: Volunteer Judith Kessler sells a 50/50 ticket to Herman Wissenberg

The Hearing Loss Association of America - Sarasota (HLAA-Sarasota) is an integral part of Sarasota and Manatee County. HLAA-Sarasota hosts monthly meetings, organizes social events and participates in community outreach. In the past few years, the Chapter has grown to over 200 members and the Board is committed to continuing that growth. In order to accomplish this, your support is necessary.

There are so many ways you can make a difference. Please contact JoAnne DeVries if you can give of your time but cannot attend membership@hlas.org.

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HLAA-S GOES TO THE THEATRE

HLAA-S Theatre Club to See "Sordid Lives" February 11.

Each month during season, HLAA- Sarasota members in good standing can request two free tickets to each Broadway production at The Players Theatre from club head Eva Burnell. Twenty complimentary tickets are distributed on a first come-first served basis. You can also join Eva and other members for dinner beforehand. To learn more about the theatre club, contact TheatreClub@hlas.org. Sordid Lives comes with a warning – "Caution, R-Rated for language".



Above: Pre-theater group met at Carigiulo's prior to "Carousel" last month

The Van Wezel Performing Arts Hall

Each year, Van Wezel makes an allotment of tickets for local not-for-profits for one selected performance.

This year's event is the Moscow Festival Ballet and the performance is February 27 at 8:00 PM. This is an advantage of membership and membership chairperson JoAnne DeVries will distribute the tickets to members who arrange for payment on a first come first serve basis. High interest was shown and Van Wezel increased the allotment to the highest number ever offered to a not for profit group, 100 tickets! This is a Members Only event but will include any new member (hint-one year membership is less than a regular ticket). Please contact JoAnne at membership@hlas.org if interested.



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Book Club Tuesday, Feb 18th at 5:30pm at 1350 Main Street, 6th Floor

Our new HLAA-Sarasota "Between the Covers Book Club" will give members an opportunity to enjoy discussing a good book and socialize with fellow members. The chapter has three books in the HLAA-Sarasota lending library which you can check out for a maximum of one month or order from Amazon: Hardcover New - \$18.09, Paperback New - \$13.98, Kindle Version - \$11.04

The first book is: *"Shouting Won't Help: 'Why I -- and 50 Million Other Americans -- Can't Hear You'"* by Katherine Bouton. Ms Bouton was appointed to the HLAA Board last year.

"Bouton examines the problem personally, psychologically, and physiologically. Her interviews with other

hearing-impaired people offer fascinating insights into the degree that hearing loss affects individuals, and she unsparingly examines why many of her subjects dealt with their deafness better than she did, even in the cases of a psychoanalyst and a composer whose livelihoods depended on their hearing. Bouton delves into new research including gene and molecular therapies and stem-cell-based sensory cell regeneration that are 'advancing at a breathtaking rate.' Practical tips on living and conversing with the hearing-impaired round out the book. The result is a surprisingly engaging account of what it's like to live with an invisible disability—and a robust prescription for our na-



Above: Katherine Bouton, author of *"Shouting Won't Help"*

tion's increasing problem with deafness'. New York Times

The Book Club is an open, free event and will meet Tuesday, February 18 at 5:30 pm at the Club at 1350 Main Street. Complimentary wine and cheese will be served. To RSVP, contact JoAnne DeVries at: membership@hlas.org.

Can't Hear Movies? Try Our Movie Club

For our January outing, our Private Eyes Movie Club saw *The Lone Survivor*, the gripping true story of Navy Seal's mission that turned bad in Afghanistan. While at times difficult to watch, the heart-breaking story got two thumbs from all attendees.

For so many of us the movies are so enjoyable again, because the new Sony Caption Glasses provide such an easy way to access captions and not miss the dialogue. These wonderful glasses are available at no charge at all 6000 plus Regal Theatres nationwide, including Sarasota's Hollywood 20 and Bradenton's Oakmont 8.

Every month on the fourth Wednesday, we see a newly released movie around 4 pm followed by a libel discussion in our private club room next door at Appleby's. Everyone is welcomed to join us and members coming for the first time get a free movie ticket. To learn which movie we will be seeing and to join the fun, get on the mailing list by contacting Joan Haber at mentorjoan@hlas.org.



HLAA WEBINAR

Each month, HLAA presents an online Webinar. Take advantage of your membership and "tune in". To go online live, you must be a member and use your password, the direct link is <http://www.hearingloss.org/content/webinars>.

Once a live broadcast is presented, the presentation is placed in the HLAA online archives. Members can access the archives at the "online community" link at: <http://www.hearingloss.org/>

This month's presentation will be at 8:00 PM on Wednesday, February 12 at 1:00 PM, "Building Coalitions & Tapping Member Talents" Presenter: Arlene Romoff, HLAA New Jersey State Association Immediate Past President and Author Ms. Romoff is a past president of the HLAA New Jersey State Association, current chapter leader and author of two books about her hearing loss journey and cochlear implants. One of the books is *Listening Closely: A Journey to Bilateral Hearing and Hear Again - Back to Life with a Cochlear Implant*.

HLAA-Sarasota At the Downtown Farmers Market

Saturday February 22
7am to 1pm



Our monthly information and support booth offers an opportunity for people to learn how to address their hearing loss.

HLAS has a permanently assigned site, 1920 State Street between Lemon and Pineapple.

There will be free hearing screening each month by one of HLAA-Sarasota's Pro Partners. If you have a friend who needs hearing help and cannot make one of our meetings, please suggest they visit us here.

Members are encouraged to volunteer a two hour shift. Let Dave Donnelly know if you can help HLAA-Sarasota out by contacting hlaa.sarasota@gmail.com



Find us on
Facebook

HLAA-Sarasota Facebook Reaches 330 Fans

Our Chapter's Facebook page offers lots of fun photos, stories and news you will not find in *Listen Up!* or anywhere else. Facebook is one of the most effective ways we have to let the community know about our services. We hope to inform the 135,000 local people with hearing loss of ways we can help them, so they need not face hearing loss alone.

Our goal is to reach 500 facebook fans by early 2014 and a 1000 before year end. If you are not a fan as yet, please check us out and hit the "Like Us" button while you are there: <https://www.facebook.com/HLAAFlorida>

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HLAA National Convention in Austin Texas in 2014

The HLAA Convention will take place on June 26-29 in Austin.

As always, an Exhibit Hall with over 60 Exhibitors and Educational Workshops over three days divided into the following tracks:

- Advocacy
- Assistive & Other Technology
- Hearing Aids & Cochlear Implants
- Relationships & Communication

The host hotel is reasonably priced. The Renaissance Austin Hotel convention rate is Single/Double - \$154 + tax; Double/Triple - \$169 + tax. Rate includes high-speed Internet and self-parking.

Austin is called the Live Music Capital of the World, BatCity, Silicon Hills, Heart of Texas, CapCity, City of the Violet Crown among others. It's a city that offers something for everyone – more live music venues than you can imagine (over 250), shopping, world-class restaurants, museums, live theater, and outdoor recreation, to name a few. To plan your trip to Convention 2014, see <http://www.hearingloss.org/content/about-destination>.



HLAA-SARASOTA National Convention Scholarship Award

The Hearing Loss Association of America, Sarasota awards a HLAA National Convention Scholarship to an individual who demonstrates in writing sincere educational interest in and commitment to sharing the mission of the Hearing Loss Association with others affected by hearing loss.

SCHOLARSHIP DESCRIPTION: The scholarship will entitle the winner to a registration to the Hearing Loss Association of America convention in Austin, TX from June 26-29, 2013. The scholarship will also include a room at the convention hotel for three nights and round trip airfare or automobile travel expense between Florida and Austin, TX. The maximum value of the scholarship is \$1,000.00.

ELIGIBILITY: The applicant must be a current and active member in good standing of the Hearing Loss Association of Sarasota chapter. This award is for a first-time attendee at a national HLAA convention. Attendees of previous conventions need not apply.

The deadline for receipt by HLAA-Sarasota of the completed application is March 14, 2014. For more information and/or to receive an application, please contact Joan Haber, Scholarship Committee Chair, at mentor-joan@hlaas.org.

LEGAL UPDATE

Hearing Aid Tax Credit Bill

Senate Hearing Champions reintroduced the Hearing Aid Tax Credit. Senators Tom Harkin (D-IA) and Dean Heller (R-NV) reintroduced the Hearing Aid Tax Credit on November 13 as S1694 and they plan to work to ensure that the legislation is considered when Congress addresses tax reform.

The bi-partisan bill is nearly identical to legislation introduced in the past and it is similar to H.R.1317 that was introduced in the House of



Representatives in February by Representatives Tom Latham (R-IA) and Carolyn McCarthy (D-NY).

Both bills would provide a tax credit of \$500 per device once every five years to people of all ages who need a hearing aid.

PRESIDENT'S MESSAGE

Do You Believe There Are 135,000 Local People With Hearing Loss?



When I joined HLAA five years ago, I was told there were 110,000 local people with hearing loss. I simply did NOT believe it. There was no way that one in every six people I met had hearing loss. I rarely ever met one.

Then I learned about communication strategies and eventually got my courage up to start using them in public. When I admitted to people that I had hearing loss and told them how they could help me to hear them, two extraordinary things started to happen.

The first pleasant surprise was that almost everyone I knew or just met was eager to help me hear better. But the bigger astonishment was I suddenly found I was meeting so many more people with hearing loss. A lot more.

As I told more people with more and more confidence that I had a loss and suggested ways they might help me to hear them better, it seemed to be just the permission that some needed to open up about their own loss. It is also amazing that some are quite eager to talk about their loss and find a way to deal with it.

Today there are 135,000 – 1 out of every 5 – in the two counties with hearing loss. Let's face it, some may never be ready to acknowledge their loss. Nonetheless, I meet so many people now who admit their loss and quite a few want to talk about it. If you are not meeting your fair share, try using communication strategies more often.



Happy Hearing,

Ed Ogiba

P.S. Not familiar with Communication Strategies? Send an e-mail to info@hlaa.org requesting our guide.

HLAA-S Board Retreat

The Board had full attendance for a visioning retreat on January 14.

Led by Facilitation Tutor, Ingrid Bens, the Board envisioned where HLAA-Sarasota would be in 2019 and spent the evening capturing ideas on how to get there.



Above: Board Trustees interact with facilitator Ingrid Bens in strategies to reach five years goals

"I have been deaf since I was 3. So I didn't listen."



Derrick Coleman was told his whole life to give up football because he was deaf. He not only did not listen, but he is in the February 2 Super Bowl (#40, special teams and backup fullback). Here's a 30 second recap of this heart-warming super star's story guaranteed to bring a tear or two.

<http://www.youtube.com/watch?v=u2HD57z4F8E&feature=youtu>

HLAA-S New Members

We encourage all members to come to our HLAA-Sarasota chapter meetings a little early and to stay for refreshments after the speaker to share your hearing experiences and to get to know other members over social time. Our Peer Mentors will be available to answer questions a half hour before and after meetings, as well as by appointment. For more information on our support programs, contact Joan Haber at vp@hlas.org. To become a member, contact JoAnne DeVries at membership@hlas.org or access a membership application on our website: www.HLAS.org.

Welcome new members:

Ravi Ghai	Sarasota
Marc Schweitzer	Bradenton
Robert Smith	Bradenton

2014 BRINGS A MEMBERSHIP BONUS: New Dual Membership - 2 Memberships for the Price of 1!!



Starting this new year of 2014, all of our membership applications will be converted to dual HLAA / Sara-

sota memberships. The cost is \$35 for an Individual membership, \$45 for a Couple. HLAA-Sarasota membership dues come up for renewal on your membership anniversary throughout the year. As your membership is renewed, you will also become an HLAA national membership.

If you have any questions on Membership please feel free to contact JoAnne DeVries at 941-320-8825 or e-mail at membership@hlas.org.

Community Outreach Goes to the Ear Research Foundation (ERF)

Ed Ogiba and JoAnne DeVries presented 10 Easy Ways to Improve Your Hearing to an appreciative audience at ERF. This short, helpful presentation is available to any community organization upon request and will be featured at the Hearing Tech Expo on March 8. To learn more, contact info@hlas.org.



Featured HLAA Convention Speaker Visits Sarasota

Gael Hannan (3rd left), the acclaimed writer, actor and public speaker who is a Board Member of the Canadian Hard of Hearing Association came down from Toronto with her hubby Doug (1st left) to warm up in Sarasota. She will be the featured speaker at the HLAA National Convention banquet in Austin Texas in June.