



WOW! Expo Entices 650 to Attend!

The 3rd annual Hearing Tech Expo drew 30% more visitors than last year with 274 attending at least one seminar, an increase of over 400% from the 2013 Expo. The 650 visitors, plus all the exhibitors, speakers and volunteers on hand made for some 800 people at the event at Manatee Technical Institute on March 8. Perhaps most gratifying was that some 250 visitors got their first exposure to HLA and how the organization can help them to improve their listening and communication skills.

The exhibit hall featured 47 organizations covering the gamut of the leading hearing aid and cochlear implant manufacturers, assistive listening device suppliers, hearing care professionals plus a wide range of support groups. Many visitors talked about discovering a new technology or audiologist that they felt could make a difference for them while others were excited to find a specific support group that could help them address a nagging problem such as a balance disorder, tinnitus or a financial need.

One in ten attendees walked away with amplified or captioned phone at no cost. Many others signed-up for a smoke alarm specially designed for those with hearing loss that the Manatee Fire Department will install in homes for free as a public service. The 14 seminars covered all the same areas with a focus on educating everyone on how to open their world of communication and lead a more active life.

"So many people came up to us to tell how much they learned, how much they were encouraged and how the complexity of dealing with hearing loss was demystified" said HLA-Sarasota president Ed Ogiba. "Thanks to our very supportive exhibitors and our expert speakers, we know that we helped a lot of people this day".

Top: Eileen Bentley & Doug Schuler manned Regal Entertainment's booth to demonstrate Sony Caption Glasses.
Left: The Expo talk on communication strategies drew a great response.



Listen Up HLA-S 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. **Editor:** Richard Williams

Design: Christine Koch, boostDFM Design Lab **Columnist:** Ed Ogiba **Advertising:** Ed Ogiba



Meeting Update

UPCOMING MEETING PREVIEW, PRIOR MEETING RECAP

UPCOMING MEETING APRIL 9TH

Take Some Notes- How to Improve Your Enjoyment of Music.



Our guest presenter Dr. Susan Fulton, PhD., CCC-A will help us understand why music sounds different for people with hearing loss and explore ways to improve your music listening experiences. Bring your questions. Dr. Fulton is an Associate Professor at USF, an HLAA-S Board Member and runs the USF-HLAA joint Auditory Training course which will be offered this fall. Refreshments served following the program. CART supported. **April 9 at 1:30pm, N. Sarasota Library Meeting Rm., 2801 Newtown Blvd., Sarasota.**

UPCOMING MEETING

May "After Hours" Meeting

Effects of Untreated Hearing Loss On Physical, Cognitive & Social Well-Being, by Dr. Lyndsey Nalu, Adept Audiology
This is an encore presentation that got rave reviews at the Hearing Tech Expo. It provides a great deal of insight on how to proactively address hearing loss for yourself or a loved one. Complimentary Wine & Snack Bar.

May 27. 6pm. Center for Arts & Humanities 1226 N. Tamiami Trail Sarasota between 12th & 13th Streets



Dr. Lyndsey Nalu



More EXPO 2014!

A Special Thanks to Our Volunteers

The Expo was only possible due to an army of over thirty HLAA-Sarasota volunteers, We would like to thank all the volunteers with a free movie ticket which you can claim by contacting Joan Haber at mentorjoan@hlaa.org.

2nd Chance to Hear Expo Talks

Three super seminars were filmed and should be ready on DVD with captions by early summer. The new presentations on video will include:

- Tips on Communication Strategies – Joan Haber
- 9 Devices You Need Everyday Besides Your Hearing Aids - Dr. Brad Ingrao
- 10 Easy Ways to Improve Your Hearing- Ed Ogiba

What did you think of the Expo?

If you attended the Expo, we would be grateful for your feedback on what worked for you and what didn't. Please take our brief survey to help guide us on how to make next year's Expo even better. Click here for the survey:

<https://www.surveymonkey.com/s/BW8SYZX>

EVENT CALENDAR

APRIL EVENTS

Wednesday, April 9, 2014

1:30 PM to 3:00 PM – Chapter Meeting
Susan Fulton, USF

3:00 PM – Refreshments and Social Time
North Sarasota Library Meeting Room
2801 Newtown Blvd., Sarasota

Tuesday, April 15, 2014

7:30 PM – HLAA-Sarasota Theatre Club
"Urinetown" at The Player's Theatre
838 N. Tamiami Trail, Sarasota

Wednesday, April 23, 2014

"Around" 4 PM -- HLAA-Sarasota Private
Eyes Movie Club, Hollywood 20 Theatre
1993 Main St., Sarasota

Saturday, April 26, 2014

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

MAY EVENTS

Tuesday, May 6, 2013

5:00 PM to 6:30 PM – HLAA-Sarasota
Board Meeting
North Sarasota Library Meeting Room
2801 Newtown Blvd., Sarasota

Wednesday, May 14, 2014

1:30 PM to 3:00 PM – Chapter Meeting
TBA
3:00 PM – Refreshments and Social Time
North Sarasota Library Meeting Room
2801 Newtown Blvd., Sarasota

Saturday, May 24, 2014

7:00 AM -1:00 PM--Downtown Sarasota
Farmers Market
Free Hearing Screenings
1920 State Street, Sarasota

Tuesday, May 27, 2014

6:00 PM to 7:30 PM -- HLAA-Sarasota
"After Hours", Education, Social, Support
Center for Arts and Cultural Alliance
1226 N. Tamiami Trail, Sarasota

Wednesday, May 28, 2014

"Around" 4 PM -- HLAA-Sarasota Private
Eyes Movie Club, Hollywood 20 Theatre
1993 Main St., Sarasota

MARCH MEETING RECAP

New Universal FM System



Dr. Jana Rentz, AuD, of Phonak, presented an exciting new wireless technology called “Roger” to our members on March 12. Roger is the name of the next generation FM system marketed by Phonak and must be purchased through your audiologist, as fitting and programming is involved. Even if your

hearing aids are not Phonak, it is possible to connect Roger with a MyLink device. Roger is also available in a Bluetooth version, which enables you to wirelessly synchronize your TV, phones and any other devices that are Bluetooth enabled.

Using Roger significantly increases the functionality of your hearing aids by:

- Reducing the signal to noise ratio – in other words, the Roger Pen compensates for distance and loud noise and directs what you want to hear to your hearing aid and greatly reduces extraneous noise in the background
- Allows you to connect wirelessly and seamlessly with other devices
- Allows you to use Roger anywhere in the world

Ask your hearing health professional for a demonstration of Roger and hear for yourself how much better you can communicate in noisy situations.

MARCH AFTER HOURS MEETING RECAP

“Why We Need More Than Hearing Aids”

The March 25 meeting of the After Hours group featured Dr. Lyndsey Nalu of Adept Audiology discussing the many tools that can help us to improve our hearing and listening skills. She stressed that getting hearing aids is only the foundation and that is important to return to your audiologist for new programs or programming adjustments to help with problems like noisy situations or reception of music. She also detailed the invaluable role of auditory training, loops, movie captions and communication strategies to significantly improve hearing and understanding of voices. Lyndsey’s After Hours partner, Bob Leonard, then shared his script for a new three minute video which he is planning to produce to highlight the benefits of assistive listening devices. Bob is a graduate of the HLAA HAT (Hearing Assistive Technology) Program. All attendees of this program are required to do a community presentation. Bob, who runs Ascellerent Studios, a marketing company which specializes in videos, decided to use his skills to create a presentation that could be used again by our chapter and others. To bring the script to life, he nabbed five chapter leaders to play the roles of the various characters in his video script which tracks one person with hearing loss as they learn about various ALDs that can help address situations in which hearing aids are not enough.



Top: Dr. Lyndsey Nalu who co-runs the After Hours group talked about options when hearing aids are not enough.

Above: Chapter Leaders Joan Haber and Ed Ogiba are playing the roles of Laurin and Fred, a married couple in Bob Leonard’s new script for an ALD video.

24 Hours That Will Make a Difference!

From May 6 at noon through May 7 at noon, the Hearing Loss Association of America - Sarasota Chapter will have the unique opportunity to raise funds through our participation in the 24-hour Community Foundation - The Giving Challenge! Your donation to The Giving Challenge will ensure we continue to provide you and our chapter members with the education and support you need, as well as continue our efforts to reach the 135,000 people in Sarasota/Manatee Counties affected by hearing loss and who are not receiving the treatment, hearing aids or assistance they need.

**We need your help to make the difference!!
Share our message!**

Here's how!!

- Like the HLAA-SC page on FaceBook then share and ask your friends to share our FB page - <https://www.facebook.com/Hearing.Loss.Association.of.Sarasota>
- Inform yourself and your personal network of our Program Needs by logging on to <http://thegivingpartner.guidestar.org/NonprofitProfile.aspx?OrgId=1140282>
- Volunteer! Mailing/Phone Calls/Tech Support - contact JoAnne at jdv.devries8@gmail.com to get started!
- Attend our next Giving Challenge Committee meeting on Tues, April 1st at 5:30PM - 1350 Main Street - RSVP to jdv.devries8@gmail.com.
- Make a commitment and pledge your donation—today! You either can make your donation online at the time of the Giving Challenge or give us a check and we will enter your donation during the May 6 - May 7 campaign! Pledge cards will be available to download and at our meetings.
- Donate \$25, \$50, \$100 or choose the amount you can give to the Giving Challenge during the 24-hour period of noon May 6 through noon May 7! Donations may be matched by local foundations contributing \$660,000 in matching dollars and grant incentives, so ask your family and friends, as well, to donate at this time!

**We appreciate your generous support and for believing in us and our mission.
It doesn't take much, but it will take everyone!**



Above: Former Chapter President Flo Innes tells a heart-warming story about Paul Yoder (right) a chapter member for 18 years. Since he was 8 years old, his mother brought him to meetings to learn how to manage his hearing loss.



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Gayl Hardeman, B.A. English, RDR, CRR, CCP
Founder and President of HRI - CART Excellence
Fellow of the Academy of Professional Reporters
Member, Florida Coordinating Council for the Deaf and Hard of Hearing



contact@hricart.com www.HRICART.com
877-372-2278 (CART) or 813-404-2488, voice/ text

Our Movie Club Is Your Ticket to First Run Movies in Captions

The Chapter's Movie Club met this month to see the *Dallas Buyer's Club*, starring Matthew McConaughey who won the Academy Award for Best Actor in this film. This flick was one of the few Academy Award nominees for Best Picture that the club did not get to see before Oscar night.

If you miss seeing new films you owe it to yourself to try Sony Caption Glasses, offered on virtually all movies and showings at 6000 Regal Theatres nationwide, including Sarasota's Hollywood 20 and Bradenton's Oakmont 8. The best way to experience this system is by joining our Movie Club.

Each fourth Wednesday of the month, our Movie Club goes to a film around 4 pm, followed by dinner next door at Applebee's. It is a great way to enjoy first run movies and to meet other members. Members get a free ticket to their first flick with the club as a special welcome. To get on the e-mailing list to be notified of what movie we will be seeing each month, contact Joan Haber at mentorjoan@hlas.org.



Left: Chapter President Ed Ogiba, who is a very big Movie Club fan and attendee, showed how the Caption Glasses worked at the last month's chapter meeting.

Theater Club to See 'Urinetown' April 15

This Broadway smash musical satirizes the legal system, capitalism, social irresponsibility, populism, bureaucracy, corporate mismanagement, and municipal politics. The show also parodies musicals such as *The Cradle Will Rock* and *Les Misérables*, and the Broadway musical itself. In reverse pantomime style, the unconventional plotline shatters audience expectations of a somewhat pleasant ending.

Twenty complimentary tickets to the Players Theatre performances are distributed on a first come-first served basis. To learn more, contact TheatreClub@hlas.org.



Above: Theatre Club Chair, Eva Burnell (Red Hat) organizes an optional dinner at 5pm before each performance.

Welcome HLAA-Sarasota New Members



Leanne Browning is one of our newest members and is an audiology student at Florida State University. Leanne will be working as a summer intern on a range of projects with professional members and chapter members. Please give her a warm greeting.

New members:

Leanne Browning, Bradenton
Janet Hauser, Sarasota
Carol Weinberger, Bradenton
Versile Fraleigh, Sarasota
Jim Hafling, Bradenton
Thomas Williams, Sarasota

Who is going to Austin? And the winner is . . . Kathy Combs!



Our chapter is proud to announce that the recipient of the 2014 Scholarship to the National Convention in Austin, Texas this June is Kathy Combs. Kathy has been a very active member in our community outreach program and been a frequent Movie and Theatre Club participant to

learn more about how to access the loop and caption systems both of which are becoming so prevalent in our community. Kathy had school nursing career and more recently worked in home care after she and her husband Steve moved from Massachusetts to Florida. She plans to use the educational breath of the convention to help her focus at which chapter committees she would like to serve.

Kathy will join 10 other chapter members signed up for this convention. There is still time to learn more and register by going to: <http://www.hearingloss.org/con-tent/convention>

Each year, our chapter awards a deserving member who has never been to the convention a \$1000 scholarship which usually covers all convention fees and travel costs. HLAA-Florida awards two similar scholarships under the same terms. To learn about how to position yourself to win this scholarship for the 2015 convention in St. Louis next year, contact Joan Haber at mentor-joan@hlaa.org.

HLAA-Sarasota at the Downtown Farmers Market




Saturday, April 26th

7am to 1pm


1920 State Street (between Lemon & Pineapple)




Above: The March Chapter meeting featured three special guests: our featured speaker Jana Rentz, HLAA Board Chair Diana Bender, who provided a state-of-the-union overview and Leanne Browning, an audiology student at FSU, who intern with the chapter this summer.




Dr. Vicki L. Moore,
Ph.D., M.S., B.A.
Doctor of Audiology/Ph.D.
Audiologist of the Year




Noel C. Moore,
Ph.D., M.S., B.A.
Licensed Audiologist
Ph.D.



M. Brenda Moore
General Manager/Owner
Hearing & Vision



McDon L. Blankenship
Hearing & Vision
Audiologist/Owner
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PRESIDENT'S MESSAGE

Thank you. Godspeed. Catch You Later.

This is to extend my gratitude to all of you for your constant support and guidance. You made my run as your president very gratifying and a lot of fun

I am very excited about being appointed the HLAA Director of Chapter Development as it offers a new opportunity for me to serve an organization which I love. I am however saddened that new job will require to miss most of the activities at the Sarasota Chapter, which has such a wonderful haven for education and support for our community and for me personally.

Five years ago this month, I accepted the president's role for this chapter and it has been a most rewarding task. I thoroughly enjoyed my careers in new product development, marketing and working with Fortune 500 companies and other non-profits, but none of these were a match for HLAA's abilities to change people's lives, including how it saved me from a life of isolation. I am in constant awe of the self-empowering help that HLAA delivers and I am so thankful that so many of you in this chapter are committed to providing it for so many others in our community.

I know bigger and better things are ahead for the Sarasota Chapter as it is in such great hands with JoAnne, Joan and Eileen at the helm in addition to so many talented professionals on our Board plus such a vibrant core of passionate volunteers. As I tackle my new job, please know that I will be constantly looking to the Sarasota Chapter first and foremost for new, fresh ideas. I am confident that the Sarasota will show HLAA the way.

Godspeed and Happy Hearing,



Editor's Note: If you missed the HLAA announcement on Ed's new job [click here](#).



Chapter Outreach Goes to the Big League

Between meetings, presentations in the community and support booths at community events, our chapter reaches out to local folks six to eight times a month. On March 15, our chapter tried its hand at a Major League Baseball game by providing an information and support booth at McKechnie Field in Bradenton, the spring training home of the Pittsburgh Pirates. We added folks to our mailing list, recruited one veteran for a free membership and told nearly a dozen fans with hearing loss who visiting from Pennsylvania about the twelve HLAA chapters in their home state. When you do outreach at public events like the Farmer's Market, many of the people you meet will be visitors to our area and it is important to tell them HLAA probably has a chapter near their home. Every member, whether you are a volunteer, snow bird or a traveller heading North, should be aware of and take advantage of 175 HLAA chapters around the country, listed under "Find a Chapter" at www.hearingloss.org.

Above: Outreach volunteers Bob Ripley and Ed Ogiba take a break with Marty the Marauder, the Pirates' mascot.

HLAA National Convention in Austin Texas in 2014

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

The Convention is all about education and advocacy but there is a grand social schedule:

- **Thursday night:** Get Acquainted Party, Glass Oaks Room Sponsored by CaptionCall
- **Friday Noon:** HLAA-FL Lunch Meeting (Friday @ Noon (All Florida members invited)
- **Friday night:** Scholz Bier Garten – enjoy Texas BBQ and Beer, line-dancing lessons and more! Sponsored by Sprint CapTel
- **Saturday night:** Fiesta, Saturday evening Banquet featuring Gael Hannan, writer, performer, hearing loss advocate, and comedienne

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.

<http://www.hearingloss.org/content/about-destination>.



We Need You to Reach 500

We have 451 fans now but still need 49 more to reach our Giving Challenge goal. If you like all the news in Listen Up!, you will love Facebook because we can offer a lot more information and stories there that is so easy to scroll through to find something to suit your interest. Check it out at: <https://www.facebook.com/Hearing.Loss.Association.of.Sarasota>

HLAA WEBINAR APRIL 9th: Attracting and Keeping Volunteers



Wednesday, April 9, 2014, 1pm -2 pm

Presenter: Kate Scherr-Adams,
KS Solutions

We all want volunteers to help with the mission of our organization, but how do we recruit the right volunteers and keep them engaged? Learn practical tips, techniques and support sources that you can assist your chapter.



MEDICAL UPDATE

Better Hearing Takes Practice

Studies validate Dr. Frank Lin's findings that, with practice, a hard of hearing person can hear above the din in place like restaurants and receptions. Dr. Lin of Johns Hopkins first presented his findings to the HLAA Convention in 2012.

In a study reported in *Science Magazine*, Dr. Nina Kraus of Northwestern University concluded, "After training, participants' neural timing did not become equivalent to that of a young adult but they were, however, able to successfully hear, remember, and understand sentences in noisy background listening ... and showed a 50% increase in neural timing".

The full article on the study can be found at:
<http://news.sciencemag.org/2013/02/say-what-better-hearing-takes-practice>.

HLAA-FL Board Refocuses Mission to Helping Chapters

The HLAA Florida State Association is changing its mission from one that was focused at legislation to one that will provide more direct support for the chapters in the state. Six chapter members (JoAnne DeVries, Flo Innes, Anne Taylor, Brad Ingrao, Richard Williams and Ed Ogiba) serve the board which has openings. To learn more, contact JoAnne DeVries at membership@hlaa.org.



HLAA Serves on FCCDHH to Provide Statewide Hearing Help

The Florida Coordinating Council for the Deaf & Hard of Hearing serves as a resource for Floridians with hearing loss who need some assistance with employment, education, and access to services. By law, two HLAA members serve on the Council, which currently includes Judy Martin of the Jacksonville Chapter and Richard Williams of the Sarasota Chapter.

LEGAL UPDATE

Brighter Outlook for TV and Online Captioning

Almost 10 years after consumer groups including HLAA filed a petition with the FCC requesting standards for caption quality, the FCC has acted. On February 20, at their Open Meeting the FCC voted unanimously to upgrade TV closed captioning quality.



Above: FCC Chairman Tom Wheeler "signs" his support of deaf and hard of hearing

FCC Chairman Tom Wheeler, in sign language, signed "This is just the beginning".

FCC Chairman Tom Wheeler "signs" his support of deaf and hard of hearing

He commented that "'Five wins and a very light power reese know' sounds more like gibberish than a weather forecast". He said that was the closed caption that hearing-impaired people got during a report from the WeatherNation channel last month. What the caption was supposed to say was, 'high winds and a very light, powdery snow.'"

Captions have often been garbled or unreadable and the FCC has had no enforcement power to correct this. New rules will put an end to this sloppiness.

The FCC will require that captions match spoken words in dialogue and convey background noises and other sounds to the fullest extent possible, according to agency officials familiar with the order. The order will also mandate that captions not block other content on the screen, overlap one another, run off the edge of the video screen or be blocked by other information. That also would apply to online video of shows that originated on TV, though not yet on video clips, which don't have to be captioned. Wheeler noted at the meeting that he appeared to have two votes for extending the captioning requirement to clips, which the FCC last year decided, at least for the time being, not to do.

In depth story at: <http://www.broadcastingcable.com/news/washington/fcc-votes-improve-closed-captions/129290>