

HLAA-NJ NEWS, VIEWS & DATES – JULY-AUGUST 2015

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CONTENTS – A Quick Look at this month’s issue:

Four HLAA-NJ Scholarship Winners Honored . . .	1
HLAA-NJ Chapter News	2
Walk4Hearing Date, Events	3
HOW to contribute to the Walk	4
News from National: Member benefit	
2015 National Award Recipients	
Outreach	
Advocacy	
Hearing Dog Goes the Distance	
Advocacy	
2015 White House Conference on Aging	
Telecoils Survey	
Public Awareness	
Uber	
Chapter Publicity	
Say Thanks	
Prize Nominations	

Four HLAA-NJ Scholarship Winners Honored at June 14 Ceremony & Social

This year’s four 2015 HLAA-NJ College Scholarship winners of \$1,500 individual awards were honored Sunday, June 14th at a special awards ceremony and social in Chatham, NJ. This year’s winners include:

- Matthew J. Cabrera, senior at Marist High School, Bayonne, who plans to attend Rensselaer Polytechnic Institute in Troy, NY.
- Charles M. Castillo, senior at Seneca High School, Tabernacle, NJ, who plans to attend American University, Washington, DC.
- Claire M. Fitzpatrick, senior at Verona High School, Verona, NJ, who plans to attend University of Scranton, Scranton, PA.
- Kayla I. Raquel, senior at Mountain Lakes High School, Mountain Lakes, NJ, who plans to attend Gallaudet University, Washington, DC.



Commenting on this year's winners, Scholarship chair Alice Glock said, "these young people are full of promise and potential, in spite of hearing loss. We both applaud and support their hard work and efforts so far, and want to share the message as far and wide as we can, to everyone here as well as the wider public through newspaper articles which will follow. Indeed, because of hearing loss, we are strong and determined people, who have much to contribute."

Linda Schaab, HLAA-NJ president, Mrs. Glock, and Wayne Roorda, chair of the Walk4Hearing, acknowledged and described the upcoming Walk4Hearing on October 18, and discussed its role in covering the financial costs in funding the annual HLAA-NJ scholarship program each year.

News of HLAA-NJ Local Chapters

HLAA-Essex County Chapter will hold its annual summer picnic event Sunday, August 16th from 12 to 5pm at Nomahegan Park in Cranford, NJ.

Other chapters in HLAA-NJ have not announced plans to meet during the summer months of July and August, 2015.

Walk4Hearing Important Dates, Events and How to Contribute

Sunday, August 30, 2015 – Walk4Hearing KickOff event will be held at Maggiano's Little Italy, located in "The Shops at Riverside," 70 Riverside Square Mall, Hackensack, NJ. If you plan to attend, **RSVP by: August 21, 2015 to:** Ann Marie Olsen, Newjerseywalk4hearing@hotmail.com or 347-731-1883.

The Kickoff event is intended to gather as many confirmed and likely potential supporters of the Walk together to motivate them to support it, to provide supporters with some basic training on how to use the materials distributed at the Kickoff to organize a team of walkers to participate and raise money for the Walk.

Sunday, October 18, 2015 – Walk4Hearing: Mercer County Park, Hughes Drive, West Windsor and Hamilton, NJ, 10 AM, Registration and Check-In; 11 AM, Walk begins.

Walk4Hearing events are fundraising 5K (3.1 miles) walks held across the United States. Since its formation in 2006, Walk4Hearing has raised over \$9 million dollars for programs and services for people with hearing loss, and has grown into the largest awareness and fundraising event for the [Hearing Loss Association of America® \(HLAA\)](#). Collaborating with local HLAA chapters, Walk4Hearing educates the general public about hearing loss while easing the associated stigma. Striving to make hearing loss a public health issue, thousands of people of all ages, races, and backgrounds have come together to display their compassion for the cause and to make hearing loss an issue of national concern. For further details about the HLAA-NJ Walk, contact Wayne Roorda at bigbearnj@gmail.com



HOW to Contribute:

Be Sure to Correctly Designate Your Intended Walk Beneficiary

If it's the donor's intention to benefit people with hearing loss *inside* the State of New Jersey, it's important to understand the importance of registering correctly. Donors first choice should be to designate "HLAA New Jersey State Association," as 50% is shared with HLAA National (which is what happens with any designation) - and 40% would go to HLAA-NJ. Also, as there are other alliance teams, those are listed for people who already know specifically whom they're designating their 40% proceeds for. All others, or just anyone wanting to participate in the NJ Walk4Hearing should be selecting HLAA New Jersey State Association if they are not specifically intending to donate to any other group. In prior years, some Walk funds did not go to donors intended beneficiaries because they were not correctly designated during the registration process.

Walk checks should be made payable to "NJ Walk4Hearing." It is important for each donor to carefully select what gets checked off when registering to participate in the Walk. On the first online page, there's a dropdown list of "alliance teams". HLAA New Jersey State Association is listed first - and unless people are walking for specific other causes (like AGBell, or Summit Speech School), then they should choose HLAA-NJ. There is also a category, "HLAA National," which may have misled donors in prior years. When a donor checks off HLAA National, 90% goes to HLAA National and nothing goes to benefit people with hearing loss inside the state of New Jersey, or HLAA-NJ at the state level. So, it becomes critically important, both prior to the Walk, and definitely

on the day of the Walk, for donors to make the correct designation. It's only after all the money is collected, either by check or credit card, that it is divided up according to the category specifically designated by each respective donor.

NEWS from HLAA-NATIONAL:

MEMBERSHIP BENEFIT

A new member benefit was introduced this week on hearingloss.org. Neurotone, Inc. is offering a 30 percent discount on the **LACE** – Listening and Communication Enhancement. [Find out more and see a brief video clip.](#)

2015 HLAA NATIONAL AWARD RECIPIENTS

Congratulations to all those selected this year. Some highlights include:

- **Advocacy Hall of Fame Award** given to Senator Tom Harkin (photo below) at the Opening Session of the 2015 HLAA Convention in St. Louis, on June 25th.
- **National Access Award** given to Regal Entertainment Group at the Opening Session
- **Howard E. "Rocky" Stone Humanitarian Award** given to Jolie Stone Frank and Melanie Stone Hogan at the Banquet (photos below)
- **Outstanding Employer Award** given to Microsoft at the Awards Breakfast and Ceremony



The HLAA Board of Trustees and national staff congratulate all the award recipients and send our heartfelt thanks. If it weren't for outstanding volunteers across the country who devote their time to HLAA and on behalf of people with hearing loss, we couldn't accomplish the formidable work we do.

OUTREACH

Do you know that one in three soldiers will be affected by hearing loss? Learn more about it with an infographic from [Guard Your Health](#). HLAA staff is working with the Army National Guard's publication *Guard Your Health* on an upcoming article about hearing loss. Stay tuned.

ADVOCACY

Lise Hamlin, director of public policy, represented HLAA at a two-day session of the Access Board's Rail Vehicle Access Advisory Committee (RVAAC) meeting. The RVAAC will provide a report to the Access Board that will outline recommendations for accessible newly-built or renovated rail cars of the future. The RVAAC plans to submit the final report to the Access Board at their next open meeting, July 27, 2015. The meetings are accessible and open to the public.

HEARING DOG goes the distance, even on first birthday

HLAA Florida Board of Trustee Jennifer Tozzo is a paramedic and fire instructor who leads a very active advocacy mission in the community. The energetic Navy vet is always dependent on her hearing dog, and her latest companion, Freedom, who has to help keep her going with her hectic schedule teaching Fire Safety, CPR and ACLS to everyone from professionals to school children. Here's a photo of Freedom at the end of a busy day at work and after the black lab's first birthday celebration that evening. Happy Birthday, Freedom.



ADVOCACY

HLAA filed comments in the Access Board's Notice of Proposed Rulemaking (NPRM) on information technology (IT) under Section 255 of the Communications Act of 1934 and Section 508 of the Rehabilitation Act of 1973. Our comments were filed with Telecommunications for the Deaf and Hard of Hearing (TDI), National Association of the Deaf (NAD), UITA-RERC AND RERC-TA at Trace R&D Center, and RERC-TA at Gallaudet University. Our comments covered IT as it impacts to people with hearing loss, including Real Time Text, magnetic coupling, minimizing interference between hearing devices and other technologies, user controls for

captions, and other related issues. Many thanks are due to Gregg Vanderheiden at Trace for his drafting skills on the filed comments. Our comments were posted to the HLAA website on June 3.

2015 WHITE HOUSE CONFERENCE on AGING

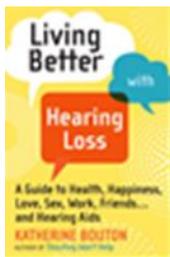
Secretary Burwell announced that the [2015 White House Conference on Aging](#) will be held on **July 13th**. The first baby boomers reached retirement age in 2011, accelerating a population surge in the number of Americans over the age of 65. Each day for the next 15 years, thousands more will reach retirement age, creating new opportunities for how we define what it means to be an older American. The conference will bring together government officials, members of the public, caregivers, older Americans, business leaders, and community leaders to discuss a vision for aging in the next decade. We all know that hearing loss is a major issue that needs to be addressed. For more information, visit <http://www.whitehouseconferenceonaging.gov> or follow this link: [2015 White House Conference on Aging](#) (includes video announcement) [will be held on July 13, 2015.](#)

TELECOILS SURVEY

A new survey on telecoils and hearing loop use by Phonak is currently being conducted. Please encourage people to respond to the survey at:

<http://usability4all.poll daddy.com/s/hearing-loop-usage>

PUBLIC AWARENESS



Katherine Bouton is doing a lot of public appearances talking about living better with hearing loss and promoting her new book which was published on June 9. She will be doing book signings, and readers can follow the link below to hear one of her interviews.

<http://www.blogtalkradio.com/cyruswebbpresents/2015/05/25/blogger-and-author-katherine-bouton-stops-by-conversationslive>

UBER

Lise Hamlin represented HLAA at an event hosted by Uber to announce the rollout of their new app that will provide greater access for Uber drivers who are deaf or hard of hearing. The new app allows the driver to have visual prompts and alerts the passenger to the fact that the driver is deaf or hard of hearing, and will need the location entered in text. Uber emphasized their commitment to find tech

solutions to real world problems facing their partners with disabilities. After the rollout of this app, they say they will work on other access issues to reduce barriers for passengers with disabilities as well as the drivers. It will initially roll out in Chicago, Los Angeles, San Francisco and Washington, D.C. as the company tests the changes, and will eventually launch across Uber's entire network. For more information follow this link:

<http://techcrunch.com/2015/05/28/uber-adds-new-features-to-driver-side-app-for-hearing-impaired-drivers/>

CHAPTER PUBLICITY

Want some publicity for your chapter? Get a dog.

The newly formed Central Coast Chapter in California has a celebrity model, who is helping the chapter to gain national awareness. Glitter, the good looking yellow Lab whose Mom is chapter leader Noni Smyth, was featured on the cover of the Spring Edition for *The Canine Listener*, a hearing dog magazine. There was also a photo sidebar inside the magazine, which announced the new chapter to their readership with their star member showing other chapter members how to pose for the camera. Glitter is making the rounds in marking her territory in recent months, as she can also be found in the May/June 2015 edition of *Hearing Loss Magazine* on page 42 attracting one's attention to an ad message for *Dogs for the Deaf*.



Glitter

Hearing Dog Glitter: Glitter attends the first meeting of the new Hearing Loss Association of America - Central Coast Chapter with her mom, Noni S. of California

Want some publicity for your chapter? Nurture a media contact and seize on any opportunity for news.

The Asheville (NC) Chapter only opened its doors in February, but has already had several featured stories in the local papers. Their latest media marvel is an article

that chapter president, Ann Karson placed to capitalize on the interest and news value of Better Hearing & Speech Month. Link to the whole article to read about all the valuable education Ann deftly provides in setting up the chapter as the community source for hearing loss. Whether it's HLAA's 35th Anniversary, the Chapter's 5th anniversary, helping to get the first theater, bank or library looped or an award that your chapter or a member wins, they all offer the chapter a springboard for media coverage. Ann Karson was one of the panelists in a Saturday convention workshop in the Leader's Track on *How to start, revitalize or energize a chapter*.

<http://www.citizen-times.com/story/opinion/contributors/2015/05/25/tackling-hearing-loss-asheville/27912183/>



Communication tools are the foundation for self-advocacy

The Asheville Chapter featured Dr. Tracie Rice from Western Carolina University providing *Tips on Communication* at their last monthly meeting to a standing room only crowd. Communication strategies offer the best basic tools for members to learn how to advocate for themselves, as well as for their families to understand how to support them. Given it is one of the most important things a chapter can teach its members, *Communication Strategies* will be featured in the Leader's Track at the HLAA Convention on Thursday, June 25 at 3 p.m. The workshop will be led by former HLAA Board of Trustee, Joan Haber, a certified peer mentor and long-term Florida leader, who has provided her highly rated presentation at many chapter and community events.



SAY THANKS for hearing access every chance you get!

The Sarasota and Manatee Chapter's photographer, Robert Schuler, added a new twist to the photos that he takes at every monthly chapter Movie Club outing. He invited the Regal Theatre customer service rep, Rich Goddard, to join some members so they could express their gratitude for the Sony Caption Glasses which all Regal Entertainment Group theaters in the country offer. It is simple but powerful to say thanks to any venue that offers a hearing access system to support us. Sharing the photo with the rest of the membership on Facebook or in the newsletter is a great way to remind other members that thanking the staff for their loop, captions or CART can go a long way in promoting more hearing access in the community. September is HLAA's 35th Anniversary Movie Month during which HLAA will be encouraging every chapter to organize a movie night for their members and the community. Every chapter leader should make sure they have tried the Sony Caption Glasses or the CaptiView system at their local theaters well in advance so you can guide your chapter members. To learn what captioned movie houses are near you and what their weekly showing schedule is, go to www.captionfish.com.



Friends in the community help build chapters

Some chapters have found an easy to use, no-cost away to build awareness and interest in their community. It's called Facebook and it can make more people aware of your chapter mission, programs and meetings than most chapter newsletters and emailing campaigns combined. One reason that the Lakeland (FL) Chapter has become such a very strong chapter in such a relatively short time is because it is #1 on the HLAA Top Ten Chapter list this year with more than 900 friends despite being a relatively new chapter formed some four years ago. The Essex County (NJ) Chapter is another case in point, as it is one of the fastest growing new chapters in the nation and is attracting a lot of young people. It was only formed in February, but has had meteoric rise on Facebook, as it now ranks #5 on the HLAA Chapter Top 10 list. Fifty-five chapters or state organizations have a Facebook page and 21 more host one for their WALK. If your chapter is not

getting the most out of your current Facebook page, or you would like to start one, check with leaders of the Essex County (NJ) Chapter.

PRIZE NOMINATIONS

Nominate your outstanding members for national recognition and prizes

Oticon is now accepting nominations for the **2015 Focus on People Awards**. This national awards program, now in its 17th year, celebrates the accomplishments of people with hearing loss who demonstrate that hearing loss does not limit a person's ability to achieve, contribute and excel. People with any degree of hearing loss – from mild to more severe – are eligible. Winners in four categories earn cash prizes, donations to their favorite charities and Oticon hearing solutions with BrainHearing™ technology. The four categories include:

Student – full-time students, ages 6-25 with hearing loss;

Adult – people age 21 and older with hearing loss;

Advocacy – volunteers ages 21 and older with hearing loss who support the hard-of-hearing and deaf community; and

Practitioner – hearing care professionals in general practice, school and clinical settings who go “above and beyond.”

Nominees in the Practitioner category are not required to have a hearing loss to qualify. First place winners in the Student, Adult and Advocacy categories receive a \$1,000 prize, a \$1,000 gift to the charity of their choice and a set of Oticon BrainHearing™ technology hearing solutions. The first place winner in the Hearing Care Practitioner category receives a \$1,000 cash prize and \$1,000 to a charity of his or her choice. Second place winners in each category receive a \$500 award and third-place winners receive \$250. Anyone may nominate using a simple online form available at www.oticonusa.com/FOP. Deadline for nominations is July 15, 2015.



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