

HLA-NJ News and Views

A Monthly Column from The Hearing Loss Association of NJ

By Joel Strasser, APR, Fellow PRSA, Trustee, HLA - NJ, Public Information Officer

Happy New Year from HLA-New Jersey as Unit Invites New Members, Elects Officers, Trustees

New Year's greetings and best wishes to all our readers. Once again, we'd like to extend our open invitation to join the Hearing Loss Association so that you can meet others like yourself who are coping with hearing loss. Take advantage of our many meetings and events locally, regionally and nationally, while learning about emerging new hearing aid features, advances in cochlear implants, the latest in assistive listening technologies, enlightening new strategies and the endless array of available resources.

Wherever you are in New Jersey, call, write or plan to attend one of our many chapter groups closest to you. The best way to start is to reach out to one of our nearby chapter or state association leaders, to learn what we offer and plan to attend a timely and nearby group meeting, or to ask for a descriptive membership brochure to be mailed to you. Here are HLA-NJ's local contact people, and the next move would be up to you:

- Bergen County Chapter: Contact – Carol Rivera-Kron; Carol.Rivera-Kron@hearingloss-NJ.org
- Middlesex County Chapter: Contact – Marie Nordling;

MarieC.Nordling@hearingloss-NJ.org , or 732-721-4183, or 732-491-3878.

- Morris County Chapter: Contact – Pat Dobbs; Pat.Dobbs@hearingloss-NJ.org, = or 973-479-8083.
- Ocean-Monmouth Chapter: Contact – Nancy Silberman; Nancy.Silberman@hearingloss-NJ.org or 732-778-3218 (text please).
- South Jersey Shore Chapter: Contact – Carolyn Richards; Carolyn.Richards@hearingloss-NJ@org , or 609-886-3678.
- LA-NJ President: Contact – Linda Schaab; Info@hearingloss-NJ.org, or 609-655-0090

Annual Meeting Held November 16

HLA-NJ's Annual Meeting and MiniFair was held November 16, 2013 at the East Brunswick Public Library. In addition to the election of officers for their succeeding terms, the day's event also featured stimulating speakers and exhibits from many of New Jersey's outstanding hearing help and assistive listening groups and organizations. Welcoming remarks were offered by Dr. David Alexander, director of the New Jersey Division of the Deaf and Hard of Hearing.

The day's featured speaker was Jody Prysock, describing "How to Manage Communication in Healthcare Settings." Ms. Prysock, an adjunct professor at the CUNY Disabilities Studies program, was formerly director of Language, Culture & Disability Services at the NYU Langone Medical Center. The event also was the site of a MiniFair featuring agencies and organizations that HLA-NJ works with on an ongoing basis.

Also, at the annual meeting, HLA-NJ members voted to elect and re-elect eight new or standing leaders, including:

- Linda Schaab, President
- David Cooper, Vice President
- Wayne Roorda, Recording Secretary
- Joleen Marsillo, Corresponding Secretary
- Jeff Liebman, Treasurer
- Alyse Betso, Trustee
- Ken Keuhlen, Trustee
- Joel Strasser, Trustee (Public Information Officer)

In addition, a by-laws change was voted on and accepted that allowed for the extension of the number of terms served by the group's Treasurer.

Scholarship Publicity Campaign Wins MarCom Awards

The Hearing Loss Association of New Jersey (HLA-NJ) has been awarded two gold MarCom awards by the Association of Marketing and Communications Professionals (AMCP).

The awards were in recognition of the results of the HLA-NJ publicity campaign, one for the highly successful publicity program that has consistently brought recognition and press coverage for all of the winners of college scholarships presented to hearing-challenged high school seniors who have won the scholarships presented by HLA-NJ during both 2012 and 2013 in newspapers throughout the State of New Jersey. The second gold MarCom award was presented to HLA-NJ for their singular newspaper placement in which the feature story about one scholarship winner, Eric Fink of Hamilton, N.J., was the newspaper's main story positioned as the publication's lead feature on page one of the Hamilton Post's issue of August 2013.

According to AMCP, the awards recognize outstanding creative achievement by marketing and communications professionals. In this year's annual competition, there were over 6,500 entries from throughout the United States, Canada and several other countries.

MarCom entries come from corporate marketing and communications departments, advertising agencies, PR firms, design shops, production companies and freelancers. The competition has grown to perhaps the largest of its kind in the world. A look at the winners shows a range in size from individual communicators to media conglomerates and Fortune 500 companies. The competition is so well respected in the industry that national public relations organizations, local ad clubs, and local business communicator chapters are entrants.

For additional information on HLA-NJ, write to: Joel.Strasser@hearingloss-NJ.org.