

Hearing Loss Association of America

March 2014

North Shore Chapter of Long Island

Meeting Location

Long Island Jewish Hearing & Speech Center is located on the grounds of the Long Island Jewish Medical Center.

Enter the grounds from LAKEVILLE ROAD and it is the first building on your left. Free parking is available behind the hearing and speech building; first entrance to parking lot after building. DO NOT go into the main parking building. Go to the Conference room on the Lower Level 270-05 76th Avenue New Hyde Park, NY 11040.

If you are in doubt as to whether there is a meeting, or if you'd like further information, please call Sal: 718-479-1098.

FYI

Assistive Listening Devices (ALD) are provided at our meetings. Headphones are available in the back. This room is Looped, so those who have hearing aids/cochlear implants can put on their T-coil switch.

Meeting News

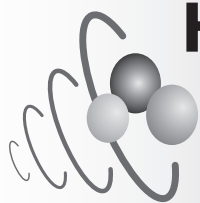
March 19, 2014

Refreshments and Social Time begins 6:30pm

Meeting begins 7:00pm

Topic: "NOW HEAR THIS! Hearing Loss, Communication and Treatment Options"

Bio: Danette Baker is a Doctor of Audiology at Long Island Jewish Medical Center and is also the Manager of the Hearing Aid Dispensary. Ms. Baker previously worked in a Private Practice dispensing office in Palm Springs, CA. She has been with LIJ since late June of 2013. She received her Bachelor of Science and her Master of Science degree in Audiology from the University of Arizona in Tucson. She received her Doctor of Audiology degree at Salus University in Philadelphia, PA. She has presented to many senior groups in communities throughout the Palm Springs area discussing Hearing Loss and providing information regarding treatments available for hearing loss. She is passionate about hearing and enjoys sharing her passion with others.



Hearing Loss Association of America

North Shore Chapter of Long Island

Chapter Planning Committee

HLAA North Shore Chapter
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Ruth Dunitz

Claire Fox

Hilda Polonet

Helmuth Mooreman

*HLAA of North Shore Long
Island does not necessarily
endorse the opinions of our
speakers, goods & services.*

Our Chapter

First things first: I would like to wish you all a Happy St. Patrick's Day.

Our February meeting was very informative. Trudy Walker, a chapter member and longtime Cochlear Implant user, shared with us her personal experiences on her journey from hearing loss to Cochlear Implant. We have had many speakers throughout the year, but very few can give us as personal a presentation as she did. There were many questions and sharing of information with Trudy and others in the audience with a CI. These are the meetings you don't want to miss. In fact, all of the meetings are the ones you don't want to miss.

The weather is getting better and if that was an issue to joining us, it's not any more. We need you, the membership, to attend meetings and participate in what HLAA is doing to make the world a better place for people with hearing loss.

You are not alone in your hearing loss. Come to meetings and share your experiences both positive and negative with us. All information is of value. We can build on the positive and try to repair the negative. Let's work together so hearing loss acceptance is as common as people who wear eyeglasses.

See you at the next meeting,

Sal Sturiale

HLAA Annual Convention

CONVENTION



**Hearing Loss
Association
of America**

2014

Austin, Texas
June 26 - 29, 2014

Go to: www.hearingloss.org and click on "EVENTS" for more info

HLAA's national office is asking members to write personal letters to Senator Kirsten Gillibrand (via Lise Hamlin, HLAA's Director of Public Policy), urging her to co-sponsor the "Hearing Aid Tax Assistance Act." See <http://www.hearingaidtaxcredit.org> for more on this bill.

Address your personal letter to:

The Hon. Kirsten Gillibrand
United State Senator
478 Russell
Washington, DC 20510

A sample text is below. If possible, choose your own words:

Please support S. 1694 to provide a modest \$500 tax credit once every five years for the purchase of up to two hearing aids.

There is little or no health insurance coverage for hearing aids. They are not covered by Medicare. Over 60% of hearing aid purchases involve no third-party payment. And because a single hearing aid today can cost as much as \$3,000, and 80% of people with hearing loss require two devices, most people cannot afford them, either for themselves or for their children. This cost burden prevents our poorest citizens and a disproportionate number of senior citizens from getting help and forces them to become increasingly cut off from communication and further and further into a world of silence.

48 million Americans—one in every five—have lost some hearing in at least one ear; this includes 1.2 million children under 18, one in three people over 65 and one of every two over 75.

Please co-sponsor this vital legislation.

Members: Please send your letter via email to:

Lise Hamlin (lhamlin@hearingloss.org), and she will forward to Senator Gillibrand.

From Ronald Reagan's Hearing Aid to Cyborg Ears for Baby Boomers

Bloomberg Businessweek

By Caroline Winter September 30, 2013

This September marked a peculiar anniversary: It's now been 30 years since Ronald Reagan got fitted for a hearing aid in the Oval Office. Not unlike Katie Couric's live colonoscopy 17 years later, Reagan's fitting was a watershed moment for hearing loss—and for the aural device market. "The industry in the U.S. doubled over the following year," says Jerry Ruzicka, president of Starkey Hearing Technologies, the company that manufactured Reagan's device. "I've been in the business for 36 years, and nothing has had that impact."

Hearing aid makers are on the verge of another heyday. It's estimated that 40 percent to 50 percent of adults older than 75

need hearing aids, and Americans are rapidly getting older and deafer: According to AARP, baby boomers will be turning 65 at a rate of 8,000 per day for the next 16 years. On top of that, 32 million uninsured Americans expect to gain health coverage through 2019 due to Obamacare, and federal funding for Medicaid is expected to rise, which will help people pay for medically necessary hearing aids. According to analysts at IBIS World, the industry's revenue will increase at an estimated average annual rate of 2.8 percent to \$2.2 billion through 2018.

In 1983, when Reagan got his hearing aid, the technology had already come a long way. Some early prototypes weighed as much as seven pounds; others required people to wear vest-like devices with vacuum tubes. When Reagan, then 72, sought treatment it, "let the public know that there was something out there that was very small and comfortable to wear," says Ruzicka.

Hearing aids these days are, of course, far more advanced. While Reagan's was a simple electronic device with a few transistors, we now have "smart" digital hearing aids with millions of transistors that differentiate between various types of sound. Some new models



Photograph by Diana Walker/Liaison

President Ronald Reagan at Ellis Island on May 3, 1987

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SUNDAY, MARCH 9

THE JCC IN MANHATTAN

334 Amsterdam Ave, at 76th Street

The Sixth Annual ReelAbilities: NY Disabilities Film Festival (March 6-11) presented by The JCC in Manhattan is dedicated to promoting awareness and appreciation of the lives, stories, and artistic expressions of people with different abilities.

FULL FESTIVAL INFORMATION, SCHEDULE & TICKETS: NY.REELABILITIES.ORG

All movies in the Film Festival are captioned.

Lauren Schechter of TotalCaption which will provide real time captioning for the discussion following "Lost and Sound"

ORDER DISCOUNT TICKETS HERE: <http://bit.ly/1c7h4x9>

Click button on left "add to cart" and enter discount code: EFDHHLA for \$3 off ticket price.

Continued from Page 4

can be set up to connect wirelessly to appliances, such as televisions and stereos. Some are so small that they fit into the ear canal, entirely hidden from site. Scientists are even developing 3D-printed bionic ears that can hear better than human ears. With technology rapidly improving, Ruzicka says we can look forward to a day when "hearing impaired people will do better in difficult listening situations than people who don't wear hearing aids."

Reagan's hearing problems dated back to the 1930s, when a .38-caliber pistol was fired near his right ear on a movie set. When Starkey first received the president's hearing evaluation and physical impressions of the president's ear, the company didn't realize who they were dealing with and initially lost track of the order.

These days, Ruzicka keeps the impression of Reagan's right ear—arguably the most important artifact of the hearing aid industry—hidden in his office, so it doesn't get misplaced. Starkey plans to display the model once it opens an internal museum later this year. Says Ruzicka: "We've been saving it for 30 years."

<http://www.businessweek.com/articles/2013-09-30/from-ronald-reagans-hearing-aid-to-cyborg-ears-for-baby-boomers>

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Research Request

David Baldridge is a HLAA member and professor at Oregon State University. His research was featured in the January/February 2014 issue of *Hearing Loss Magazine*. He is currently working on a research project titled *Work Place Experiences of People who are Deaf/Hard-of-Hearing* (Deaf/HOH) that collects interview and survey data from hearing loss experts, people with hearing loss, their supervisors and coworkers. Please contact him at david.baldridge@bus.oregonstate.edu if you would like to participate.

In Memory

Fred Wiener, a treasured chapter member and a champion of people with hearing loss, passed away on February 11, 2014.

He will be missed but not forgotten.



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We Welcome All Donations

Please make checks payable to: HLAA North Shore of L.I.

Mail to: Sal Sturiale
8038 212 Street
Queens Village, N.Y. 11427

Be sure to designate who to acknowledge for your donation. For example: "this donation is: In Memory of; or In Honor of; or Happy Birthday; or Congratulations to..."

And please let us know who to send the acknowledgment to.

Thank you!

Stay Connected

Make sure you're on our chapter email list, so we can quickly notify you of important and time-sensitive information, such as meeting changes, etc. Send us a note at: hlaalongisland@gmail.com.

Support Group for Parents of Hearing Impaired Children

Meets at the Hearing and Speech Center of LIJ Hospital

For more information: Contact Dr. Linda Glazer at (718) 470-8631 or e-mail lglaizer@nshs.edu



HLAA of North Shore Long Island

Sal Sturiale
80-38 212 Street
Hollis Hills, NY 11427

RETURN SERVICE REQUESTED

Membership Dues

Stay abreast of pertinent news and information. Send in your dues today.

Dues include Newsletter.

Make check to:

HLAA of North Shore Long Island

Dues: \$15.00 (for the year)

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