

September 2018

The logo features three overlapping circles in purple, orange, and green, with a stylized ear shape to the left.

Hearing Loss Association of America

North Shore of Long Island Chapter

Meeting Location

Our meetings are now being held at the Katz Women's Hospital at Long Island Jewish Medical Center: 270-05 76th Avenue, Queens, NY 11040. It's the new building you see when you drive into the main gate at LIJ.

There will be free VALET parking for attendees. Look for an HLAA member giving out the free passes when you drive up. Please arrive between 6:30pm-7pm for a free valet parking pass.

As you enter the building, look to your left for signage to our conference room #132 on the main floor.

If you are in doubt as to whether there is a meeting, or if you'd like further information, please call Sal: 516-331-0231.

Meeting News

Our meetings are held bi-monthly, on the third Friday of the month.

Friday, September 21, 2018

6:30pm – 8:30pm

Please arrive between 6pm – 6:30pm for a free valet parking pass.

Topic: Communicating in the Hearing World

Our first meeting in our new location is going to be an interesting one. We will deal with the challenges people with hearing loss face daily in the hearing world. Of course most of us have a computer. We have cell phones. We have captioned phones at home. We have captioned TV. Then there are the things we know nothing or very little of. This meeting will bring you up to date on useful options we can use for better communications. Most are available at no cost or very little cost to you.

Come join us at our new home at LIJ Katz Hospital. It's the new building you see when you drive into the main gate at LIJ. There will be FREE valet parking for attendees. Look for a HLAA member giving out the free passes when you drive up. Or you can still park at our old site and walk over. As you enter the building look to your left for signage to our conference room #132 which is off to the left of the lobby on the main floor. There will be time before and after the meeting for some One on One chatting. There is a large light food court if you come early and would like a meal or just coffee before the meeting.

Join us and learn how HLAA can make a positive impact on your life as a hard of hearing person.



Hearing Loss Association of America

North Shore of Long Island Chapter

Chapter Planning Committee

HLAA North Shore Chapter of L.I.

Sal Sturiale

Cliff Aronson

Charlie Kantor

Dan Morris

Len Urban

Trudie Walker

MaryAnn Weeks

Meeting Dates

Our upcoming meeting dates are:

- September 21, 2018
- November 16, 2018
- January 18, 2019
- March 15, 2019
- May 17, 2019

Voice: 516-331-0231

<http://hearingloss-longisland.org>
hlaalongisland@gmail.com

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

Netflix May Have to Provide Captions Online

By Bob Egelko, SFGate.com – Read more here: <https://bit.ly/2NQCMu4>

A federal judge has taken a step toward requiring Netflix to provide closed-captioning for the deaf on its video-streaming website, ruling that federal disability laws cover businesses that serve their customers online.

Netflix, headquartered in Los Gatos, is the dominant provider of movies and TV programs on the Internet, with more than 20 million subscribers. The National Association for the Deaf accused the company of violating the law by withholding closed-captioning from most of the videos on its “Watch Instantly” on-demand website.

Netflix sought to dismiss the suit, arguing that the Americans with Disabilities Act requires accommodations for the disabled only in stores and other physical structures—an argument accepted in the past by some courts, including the Ninth U.S. Circuit Court of Appeals in San Francisco.

On Tuesday, however, U.S. District Judge Michael Ponsor of Springfield, Mass., said the law prohibits discrimination in any venue, including the Internet.

The legislative history of the 1990 law “makes clear that Congress intended the ADA to adapt to changes in technology,” Ponsor said. “In a society in which business is increasingly conducted online,” he said, the law’s goal of equal access would be frustrated by “excluding businesses that sell services through the Internet.”

The ruling allows the suit to proceed on behalf of groups representing the deaf and hard-of-hearing, who still must prove that the ADA requires Netflix to provide closed-captioning. Their advocates nonetheless called it a significant victory.

“By recognizing that websites are covered by the ADA, the court has ensured that the ADA stays relevant as much of our society moves from Main Street

Continued on Page 5

Starbucks to Open First 'Signing Store' in the U.S. to Serve Deaf Customers

By NPR – Read more here: <https://n.pr/2Nz3GpR>



Ordering a “grande four-pump, nonfat, no-whip, extra-hot mocha” is a mouthful for any hot beverage nerd, but for deaf people, it can be hard to order just a simple cup of black coffee. Global coffee behemoth Starbucks’ “Signing Store Project,” launching in Washington, D.C. in October, aims to change that.

Adam Novsam, a deaf utility analyst at Starbucks headquarters in Seattle, knows firsthand how frustrating it can be to accomplish even the most basic transactions in the hearing world.

“Before I go into any store, I’m anticipating and figuring out how I’m going to order and communicate. Typically, it is not an easy or smooth experience,” Novsam says. “Sometimes I’ll try to lipread, and that often results in misunderstanding my order, especially if they have a question. Sometimes I will gesture for paper and pen and the person will appear

annoyed with me or seem exasperated that it is taking extra time.”

Novsam’s personal experience led him to become active in the Starbucks Deaf Leadership group and an advocate for the Signing Store Project’s launch in the United States. The new store will be modeled after the first—and only—Starbucks deaf-friendly location in Kuala Lumpur, Malaysia, where ergonomic design, customized order forms and a new queue management system were among the changes that helped create an environment to better serve deaf customers and employees.

“Starbucks has always hired the deaf at our stores even before we were planning the signing store,” says Rina Siew, Starbucks corporate social responsibility manager for Malaysia. “However, we could only give them very simple and menial tasks. After a while, we realized that we needed to give them a platform where they could actually thrive, and where we as employers can provide a better partner experience for them.”

The Malaysian store’s employees, both deaf and hearing, were enrolled in a 10-week sign language course that also highlighted deaf culture; the Washington, D.C. store will actually focus on hiring staff who are already fluent in American Sign Language (ASL). Deaf employees

Continued on Page 5

Deaf-Owned Eateries Forge Path to Fight Joblessness Among Those With Hearing Loss

By NPR – Read more here: <https://bit.ly/2Hyi1Rv>

I can feel the warmth from the wood-burning oven just over my shoulder and catch myself intermittently gazing off into a heat-induced trance from the blaze.

Despite the place feeling crowded (probably another reason for the heat), it's eerily quiet inside: My table of five occasionally lowers our voices as if we were in the library. But a library this is not: Mozzarella is one of the most talked-about pizzerias in the heart of a vibrant San Francisco neighborhood, where wait times on Saturday nights can extend as long as two hours.

The reason for the unnaturally reserved ambiance might be because every staff member employed at Mozzarella identifies as deaf or partially deaf. For the roughly 95 percent of hearing guests who aren't fluent in American Sign Language (ASL), putting in an order means either pointing to the pizza of choice from the menu or writing it down on a piece of paper.



Melody and Russ Stein, owners and founders of the 50-seat restaurant, have done more than open an authentic, Neapolitan-style pizza joint (it's one of only two Neapolitan pizzerias in San Francisco that's a member of the international organization Associazione Vera Pizza Napoletana.) They also are only two of a few restaurateurs in the country using innovative technology that allows them to entirely employ deaf and hard-of-hearing individuals—like the deaf-owned video relay system Convo, which allows hearing guests to call and speak to a staff member over the phone via an interpreter.

Mozzeria isn't the first restaurant in the nation to be entirely owned and operated by a deaf and hard-of-hearing staff—that title might go to Crepe Crazy in Austin, Texas, which was opened as a stall in 2007 by Vladimir and Inna Giterman—but it's one of the most successful. Not only does the 7-year-old Mozzarella have a brick-and-mortar storefront, food truck and catering business, but in December it was selected as the first business partner of the Communication Service for the Deaf (CSD) Social Venture Fund (SVF).

There are few employment opportunities for individuals who identify as deaf. According to a study by the National Deaf Center (NDC) in partnership with the University of Texas at Austin, only about 48 percent of the deaf community is employed in the United States (compared with 72 percent of hearing individuals). Mozzarella's partnership with the CSD has the potential to change that.

The social-impact fund, which was created to address unemployment rates among the deaf and those with partial hearing loss, will create ASL-centered training programs, resources and mentoring support for the roughly 48 million people living in the United States who identify as having severe hearing loss.

Continued on Page 8

to the Internet,” said Arlene Mayerson of the Disability Rights Education and Defense Fund in Berkeley, a lawyer for the plaintiffs.

Netflix could appeal the ruling to a federal appeals court in Boston. Spokesman Joris Evers said the company had no comment.

A 1996 federal law required closed-captioning for television programs but did not address online videos. Federal Communication Commission regulations will require captioning on Internet videos of all U.S.-produced, post-1996 programs by March 2014.

Netflix argued that the FCC rules took precedence over the more generally worded Americans with Disabilities Act. But Ponsor said that the FCC’s timeline “reflects only minimum compliance standards” and that a court could invoke the ADA to order closed captioning at an earlier date on all videos.

Starbucks To Open First ‘Signing Store’ In The U.S. To Serve Deaf Customers, Continued from Page 3

will don a special apron embroidered with ASL symbols, while hearing employees will sport a pin that identifies their proficiency in sign language. But fluency in ASL is only one piece of the puzzle: The physical space is equally important.

“Our built environment, largely constructed by and for hearing individuals, presents a variety of surprising challenges to which deaf people have responded with a particular way of altering their surroundings to fit their unique ways of being,” says Ryan Maliszewski, director of the Gallaudet Innovation and Entrepreneurship Institute at Gallaudet University, a four-year college for the deaf and hard of hearing in Washington, D.C., located just a few blocks from the planned signing store.

Having to rely on their hands for communication, for instance, means that deaf people require more room to simply converse with their friends. Eye strain and what is known as “concentration fatigue” are also common problems, so low-glare surfaces can help create a more comfortable experience. “In addition to spatial and lighting design,” says Maliszewski, “mobility, color and acoustics are major elements to consider when identifying opportunities to reduce eye fatigue that can lead to loss of concentration and even physical exhaustion. This not only applies to deaf patrons, but to everyone—including the employees themselves.”

Alisha Damodaran, senior manager of global corporate communications for Starbucks, notes that existing Starbucks stores already offer several accommodations for the hearing-impaired, including a coffee timer that flashes and vibrates, interpreter services, video remote interpreting and tech pads for writing and visual ordering. Still, she sees the signing stores as part of an ongoing journey, saying, “We plan to leverage these opportunities to gather insights that can apply to the rest of our operations, and over time may look to continued expansion.”

For Starbucks’ employee Novsam, it’s also an opportunity to create an experience that is uniquely focused on the deaf community.

“We deaf people are often handed Braille menus in restaurants. It doesn’t make any sense and you may laugh, but it is a consistent experience for many of us,” Novsam says. “I think it will be an awesome experience for hearing people to have a unique experience—having the tables turned a bit—and having the opportunity to be exposed to a new language and culture. I look forward to this store bringing people together.”

HLAA opens the world of communication to people with hearing loss through information, education, support, and advocacy. HLAA is a 501(c)(3) organization.

MEMBERSHIP FORM

I'd like to: ☐ Become a member of HLAA ☐ Renew my membership ☐ Give a gift membership

My Membership/Renewal

Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Email: _____ Phone: _____ - _____ - _____

Chapter I belong to: _____

How did you learn about HLAA? _____

Gift Membership

Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Email: _____ Phone: _____ - _____ - _____

| | Annual USA Membership Fees | Annual Non-USA Membership Fees |
|-------------------|---|---|
| Individual | <input type="checkbox"/> \$35 (1 year) <input type="checkbox"/> \$95 (3 years) <input type="checkbox"/> \$140 (5 years) | <input type="checkbox"/> \$45 (1 year) |
| Couple/Family | <input type="checkbox"/> \$45 (1 year) | <input type="checkbox"/> \$55 (1 year) |
| Professional | <input type="checkbox"/> \$60 (1 year) | <input type="checkbox"/> \$75 (1 year) |
| Library/Nonprofit | <input type="checkbox"/> \$50 (1 year) | <input type="checkbox"/> \$75 (1 year) |
| Student | <input type="checkbox"/> \$20 (1 year) | N/A |
| Corporate | <input type="checkbox"/> \$300 (1 year) | <input type="checkbox"/> \$325 (1 year) |

My membership fee is \$ _____

Plus I'm adding a tax
deductible donation of \$ _____

My total is \$ _____

3 Ways to Join, Renew or Give a Gift Membership

1. Return this form to your chapter with your check made payable to HLAA.
2. Mail or fax this form to the HLAA office at the address above with your credit card information.
3. Visit www.hearingloss.org/content/join and use your credit card online. (this is a secure website)

Credit Card Payment Information: ☐ American Express ☐ Discover ☐ MasterCard ☐ VISA

Card Number: _____ Expiration Date _____ Security Code _____

Name: _____ (as it appears on card)

Signature: _____ (Include your billing address if different than membership address above.)

If You're New, This is for You!

More than 48 million people in the US have a hearing loss, which can hinder daily communication. By age 65, one in three Americans has a hearing loss. This invisible condition affects the quality of life of the individuals with hear loss, as well as family, friends, co-workers and everyone with whom they interact. HLAA believes people with hearing loss can participate successfully in today's world.



Information - Education - Support - Advocacy

Founded in 1979, the mission of HLAA is to open the world of communication to people with hearing loss through information, education, support and advocacy.

HLAA is the nation's foremost membership and advocacy organization for people with hearing loss. HLAA publishes the bimonthly *Hearing Loss Magazine*, holds annual conventions, a Walk4Hearing, and more. Check out: www.HearingLoss.org

The North Shore Chapter is a dynamic group of individuals working together as a team. To join, please fill out the Membership Form in this newsletter. Welcome!



Donating Hearing Aids to the Lions Club

By Michelle Gross

If you have used hearing aids to donate, please address the package to:

John McNamara, Au.D., Ontario Hearing
2210 Monroe Ave., Rochester, NY 14618

Put on the lower left corner of the package:
"Finger Lakes Region Lions Club"

(Cleaning tools, cases, most accessories, etc. have virtually no value and are discarded.) Aids that are usable are cleaned and checked and made ready for sending to the Lions Club for qualified recipients.

You can obtain a receipt for your donation (for tax purposes) but **you must request it**. And, thanks for considering donating your used aids.

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The partnership will also allow Mozzarella to franchise. The Steins are currently set to expand their West Coast empire, with an Austin location in the works for later this year. “We envision that each Mozzarella location will be looked at as a source of both local and national pride,” Melody Stein wrote in February for *Upserve*.

For many deaf and hard-of-hearing entrepreneurs, like Melissa Greenlee, CEO and founder of *deaffriendly.com*, and Crepe Crazy CEO Sergei Giterman (who took over from his parents), unemployment is an issue in their community that has long needed to be addressed.

Greenlee explains that her growing frustration with people’s lack of understanding of how to serve her, and her own inability to find meaningful work, lead to *deaffriendly.com*, a consumer review site for the deaf and hard-of-hearing community. “There were times when people refused to serve me at all,” she wrote to me in an email. “No one should be turned away in a place of business due to their disability.”

Giterman, who four years ago had just six employees and now operates two locations and two food trucks with 30 employees, adds: “Finding employment as a deaf individual can be difficult. Out there, [employers] are less inclined to hire [deaf individuals], which sends all of us flocking to deaf-focused establishments. We started [Crepe Crazy] to provide a working opportunity where others wouldn’t.”

But deaf-focused restaurants are few and far between. While there’s no way of knowing the exact numbers, *Deafdigest* lists just eight restaurants currently operating in the U.S.

Perhaps the case for hiring and serving deaf individuals might no longer seem like such an issue, thanks in part to Starbucks. In July, the global coffee chain announced plans to launch its first ever deaf-friendly store in the United States. Set to open in Washington, D.C., in October, the “Signing Store Project” will be the company’s second, modeled after their first in Kuala Lumpur, Malaysia.

Unlike the Malaysian store, which puts partners—or employees—through a 10-week sign language course, the D.C. location will hire individuals who identify as deaf, hard of hearing, or hearing but fluent in ASL. Starbucks also plans to hire an additional 20 to 25 deaf, hard of hearing, or hearing partners proficient in ASL in other stores across the country later this year.

But of the more than 350,000 Starbucks employees who wear the green apron globally, only about 200 currently self-identify as deaf or with partial hearing loss.

Still, it’s a step in the right direction, says Nick Buchanan, who co-owns Austin’s Pepperbox Coffee, a deaf-owned and operated business. “It is so nice seeing other businesses showing how communication is possible,” he says about Starbucks’ plans. Like Mozzarella, Buchanan has tried a variety of methods for ease of communication with the hearing community, including a generic point-of-sale touchscreen system.

“This Signing [Store Project] is a great exercise in forcing people to think outside the box in how they will communicate effectively with someone who doesn’t hear,” says Greenlee.

With Mozzarella’s franchise plans and Starbucks’ “Signing Store Project,” the hope is that the deaf and those with partial hearing loss will soon be served just like the hearing population.

And as anyone lucky enough to have tried the pizza at Mozzarella knows, sometimes simply producing a great product is all one needs to attract an audience. My recommendation would be Mozzarella’s Peking Duck pizza—you’ll forget about the paper-and-pad ordering system with your first bite.