

May 2019



# Hearing Loss Association of America

## North Shore of Long Island Chapter

### 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.

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

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 Wednesday of the month.*

### Wednesday, May 15, 2019

6:30pm – 8pm

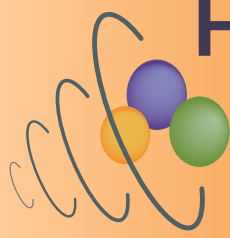
**Important Note:** We are meeting back in our old location at the Speech and Hearing Center, and are back to our old dates on the third Wednesday of every month.

### Topic: Life Without Limits – No Barriers

We will view the webinar and discuss how to overcome barriers caused by our hearing loss and how to live our lives without limits.

### Speaker: Bill Barkeley

Join Bill Barkeley, a deaf-blind adventurer, advocate and storyteller for a conversation on his most recent adventures to Spain and Nepal. Bill will share insights on his journeys that have led to his co-authoring the No Barriers Life Elements that anyone can use to build a richer and more fulfilling life—regardless if you have any physical challenges or not. Life without limits” is not just a saying or part of a title; it is how Bill lives his life. Challenges inherent to vision and hearing loss have not impeded Bill’s love for adventure—Bill has climbed Mount Kilimanjaro and sailed a 50-foot catamaran using GPS. Bill serves on the board of directors of No Barriers USA and is a community ambassador for Hear the World.



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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 18, 2019
- November 20, 2019
- January 15, 2020
- March 18, 2020
- May 20, 2020

Voice: 516-331-0231  
<http://hearingloss-longisland.org>  
[hlaalongisland@gmail.com](mailto:hlaalongisland@gmail.com)

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

## Closed Captioning Becomes Seattle City Law

Closed captioning will be the law in Seattle for TVs in bars, restaurants and other places starting tomorrow (May 1). The City Council voted unanimously for the new city ordinance earlier this month and the mayor signed it into law last week. Councilmember Lisa Herbold sponsored the law and says in a press release:

"It's important to shift the onus from having to request closed captions as a public accommodation to instead create the expectation that folks have it in advance. I especially want to thank Seattle Commission for People with DisAbilities for bringing this issue to my attention, and for making this a top priority in their workplan to support development of this ordinance."

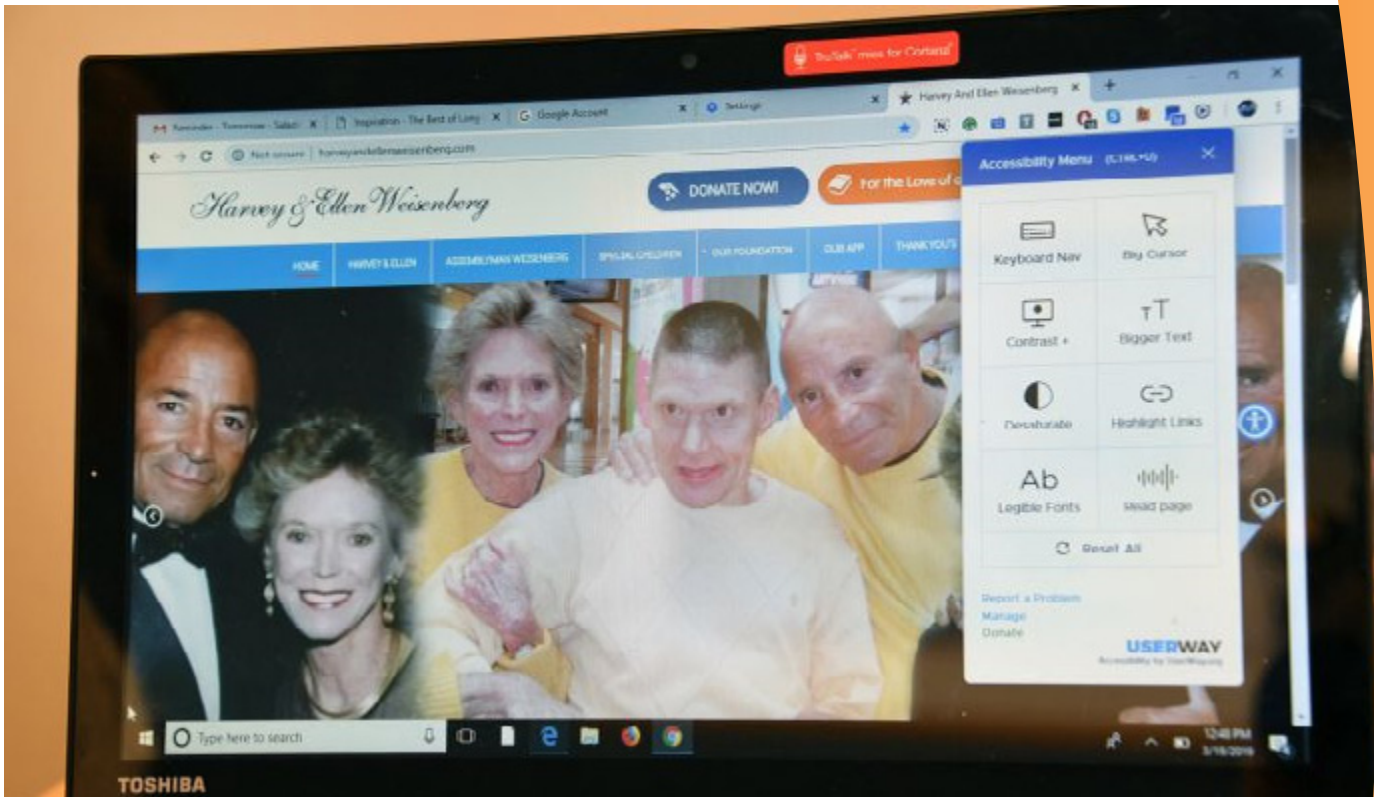
While the law goes into effect on May 1, enforcement won't begin until November. The city will send an advisory letter to businesses not in compliance. After that, businesses face a possible \$125 fine, rising to \$300 if violations continue.

Read the full story from the Seattle Times here:  
<https://bit.ly/2J7sru5>



# Trial by Fire Led Web Design CEO into Lucrative Niche

By Jamie Herzlich, *Newsday.com*



It was “trial by fire,” so to speak, that led Juan Vides, CEO of TechACS Corp., a web design and SEO firm in Garden City, into a niche that could potentially represent half his revenues by year-end.

Last year a former TechACS client was being sued for \$100,000 by a plaintiff alleging the client’s website wasn’t accessible for people with disabilities.

He came to Vides to help him upgrade his site.

TechACS in Garden City designs websites like this one, seen on March 19, that ensure accessibility by people with disabilities. Photo Credit: Danielle Silverman

“This was brand-new to me,” said Vides, 42, who had to quickly familiarize himself with web accessibility standards.

*Continued on Page 4*

Within a short period of time, two more clients came to him for similar help after also being sued, and since then Vides has gotten referrals from attorneys whose clients needed to upgrade their sites following lawsuits.

Now “60 percent of my clients are attorneys,” says Vides.

This makes sense considering web accessibility lawsuits nearly tripled in number from 2017 to 2018, from 814 to 2,258, according to Seyfarth Shaw.

Last year was “definitely not an anomaly,” says Minh Vu, a Seyfarth Shaw partner in Washington, D.C. “There were a number of pro-plaintiff court rulings in accessibility cases in 2018 and 2019, which have further fueled the lawsuit craze.”

The main issue is whether the plaintiff is able to access the goods and services that are offered on a website, she says.

Suits have claimed that, for instance, a blind or deaf person could not access information on a website because the sites aren’t compatible with assistive technology such as software that reads text aloud. The lawsuits are based on an interpretation of the Americans with Disabilities Act, which requires that the goods and services of public accommodations be accessible to disabled people, says Vu.

Long-awaited Department of Justice regulations governing website accessibility have been tabled, leaving companies with no clear legal guidance about what’s required of them, she says. There are voluntary guidelines issued by the World Wide Web Consortium (W3C) that companies can follow, and that’s what Vides references when upgrading client sites.

He charges on average generally between \$5,000 and \$10,000 to upgrade a site to conform with web accessibility standards, depending on the site’s size and complexity.

Some of the features added to make a site more accessible include adding alternate text in images, which will help assistive screen-reader technologies to read aloud the image description; adding text inside links; and changing text and background colors in order to make it visible to those with colorblindness.

“It is recommended that companies get ahead of the issue before they’re sued,” says Doug Rowe, a law partner at Certilman Balin Adler & Hyman in East Meadow. “Compliance can typically be achieved by website upgrades and testing software...so it makes sense for companies to have their websites reviewed before it’s too late.”

Rowe has referred clients to Vides.

“Juan is extremely knowledgeable in the area of ADA website compliance,” he says, adding Vides is “passionate about his work and takes pride in his website design services.”

*Continued on Page 5*

Vides started out in computer repair but soon realized he liked building websites more. He started consulting in 2003 and started his business formally in 2009. He started with web design and eventually expanded into search engine optimization and online reputation management.

"I've grown by becoming adaptable," says Vides, who has had to do that in his own life. He emigrated to the United States with his parents at the age of 4 to escape war in El Salvador.

The Vides family was granted amnesty by President Ronald Reagan in 1986 with the passage of the Immigration Reform and Control Act, and at age 16 Juan became a U.S. citizen.

"I wanted to be prepared to vote when I turned 18," says Vides, who ran unsuccessfully for the State Assembly last year but still got close to 46 percent of the vote.

"He's a family man, a businessman, and his priority is people not politics," says former Assemb. Harvey Weisenberg, a mentor to Vides.

Vides recently upgraded the Harvey and Ellen Weisenberg Foundation website so it conformed to web accessibility standards. The foundation advocates for people with special needs.

Moving forward, Vides hopes to educate companies on website accessibility, and he has launched a web portal to do that: [adarules.com](http://adarules.com).

He said pivoting to this niche—which now represents 15 percent of his business—wasn't a stretch with his tech background.

For companies looking to pursue new markets it helps if you can leverage off your existing strengths or skill sets, says Liz Bentley of Liz Bentley Associates, a leadership development and executive consulting firm in Cold Spring Harbor. "You need to leverage the knowledge you already have," she says, noting this might mean learning new skills.

Listening to your clients and hearing what their needs are can help you pivot in the right direction, she says.

Vides says that's what he's done and will continue to do. "With technology you have to stay ahead," he says. "If you don't, you become a dinosaur."

Read more: <https://nwsdy.li/2V7dorv>

## JOKES

Doctor, I think I'm going deaf!  
What are the symptoms?  
It's a show about a little yellow family, but what has that got to do with my problem?

Two deaf men are signing to each other.

The first man asks, "What did your wife say when you got home late last night?"

The second man replies, "She swore like crazy!"

And the first man asks, "What did you do then?"

And the second man replies, "I turned out the light."

What does Santa Claus say when he loses his hearing aid?  
Huh? Huh? Huh?





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Bethesda, MD 20814-7022  
Phone: 301.657.2248 • Fax: 301.913.9413  
Email: [membership@hearingloss.org](mailto:membership@hearingloss.org)  
Website: [www.hearingloss.org](http://www.hearingloss.org)



**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](http://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](http://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.

*Trudie Katz Walker*

*Attorney at Law*

225 Old Country Rd.  
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# Deaf Man Adopts Rescue Puppy Who Also Cannot Hear and Teaches Him Sign Language

*By Joelle Goldstein , People.com*

A Maine man who was born deaf has found the ultimate companion in a dog who, like him, also cannot hear.

Since Nick Abbott adopted Emerson last month, the pair have formed an unbreakable bond — in part due to the fact that they both are deaf.

Despite their respective disabilities, Abbott, 31, and Emerson have learned to communicate in their own special way, with the owner now teaching his pooch sign language, as they embark on this “journey through life together.”

Abbott first expressed interest in adopting the young black lab mix from NFR Maine in March, after the nonprofit animal organization rescued the pooch and put him up for adoption, Good Morning America reports.

Emerson had a particularly tough past, as NFR Maine explained that after he was found on the streets with his siblings, he began to have seizures.

Once hospitalized, Emerson contracted a case of parvo, a highly contagious viral illness that can come as an intestinal or cardiac form, according to Pet MD.

Though Emerson had recovered and was healthy and adorable at the time of his listing, NFR Maine feared that people wouldn't be interested in the 12-week-old pup as he was now deaf and visually impaired — that is until Abbott came into the picture.

Abbott found Emerson's disabilities to be the most appealing thing about the little pooch and reached out to the foster-based rescue, explaining how he was also deaf.

“Nick said he was interested in meeting Emerson because they would understand each other, being that they both share the same hearing difficulties,” a rep from NFR Maine recalled to their followers on Facebook.

Speaking to CBS News, Nick echoed those sentiments. “I was drawn to him right away because we had similarities. I felt I could understand him,” he said.

It was a match made in heaven, the organization explained, as the duo immediately hit it off on their first interaction.

Read more: <https://bit.ly/2DLzkhb>

