

SEPTEMBER 30, 2016

This is a weekly report from the HLAA national office in Bethesda, Maryland. Please also sign up for the [HLAA e-News](#) where even more news is published.

AWARENESS

HLAA Proudly Joins Hidden Heroes Campaign

HLAA is honored to be a resource for military and veteran caregivers as part of [Hidden Heroes](#), an initiative of the [Elizabeth Dole Foundation](#). Senator Dole, Campaign Chairman Tom Hanks and many other notables were on hand for the launch, which took place Tuesday, September 27 at the U.S. Capitol in Washington, D.C. Nancy Macklin, director of business development and events, was there to represent HLAA. The event featured an impressive lineup of speakers, including:

- Senator Elizabeth Dole
- Tom Hanks, Hidden Heroes chairperson
- Yousef Al Otaiba, United Arab Emirates Ambassador to the US
- Jessica Allen, Dole Caregiver Fellow
- Tom Brokaw, NBC News Special Correspondent
- Harriet Dominique, senior vice president, Corporate Responsibility and Community Affairs, USAA
- Kristi Dumas, Dole Caregiver Fellow
- Brig. Gen. Carol Eggert, US Army (Ret.), vice president of Military Affairs, Comcast
- Mayor Kevin Faulconer, City of San Diego
- Richard Lui, anchor, MSNBC
- Nancy Pelosi, U.S. House of Representatives
- Col. Jennifer N. Pritzker, Hidden Heroes vice chairperson
- Staff Sgt. Tommy Reiman, executive director, Independence Fund

On Wednesday, September 28, Nancy attended *Empowering Hidden Heroes: Pathways to InnoVAtion*, presented by the Elizabeth Dole Foundation, Veterans Administration Health Care, and the Mayo Clinic. It was a full day of presentations and discussions related to caregivers and how we can all work to support them. We look forward to continuing our outreach to veterans with hearing loss and their caregivers.

DEVELOPMENT

Revlon LOVE IS ON Million Dollar Challenge – We’re Gaining Momentum!

What? You still haven’t heard about the [Revlon LOVE IS ON Million Dollar Challenge](#)? The Challenge, which started on September 14 and ends October 26 (at 2 p.m. Eastern), is a fundraising competition where organizations that support women's health causes compete for cash prize donations from Revlon. The charity that raises the most money will win an additional \$1 million donation from Revlon. Think about how far \$1 million would go toward awareness, education, support and advocacy for hearing loss!

The Challenge is in full-swing and we're gaining momentum, but still have a long way to go. The good news is you still have plenty of time to help HLAA win big!

How you can help

Join our HLAA team as a fundraiser. By reaching out to your network of supporters via email and social media, you can help us make an even bigger impact. It takes less than five minutes to set up a fundraiser. All you have to do is go to [HLAA LOVE IS ON Challenge](#) and click on button: Fundraise for This Campaign.

Every donation makes a difference, no matter how big or small – just go to [HLAA LOVE IS ON Challenge](#) and click the DONATE button It's that simple.

For more information contact Nancy Macklin, director of business development and events, at nmacklin@hearingloss.org or by phone at 301.657.2248 ext. 106.

Thank you in advance for your support! Go HLAA!

WALK4HEARING

The Fall Walks Are Underway!

You know its fall when the weather starts to cool down and walking shoes are laced up. It also means the fall Walks have begun. Last weekend, we had three successful Walks in Minneapolis, Chicago, and New York City, raising a combined total of more than \$200,000. Over 2,500 walkers rallied together to raise awareness about hearing loss! This Sunday, October 2, we will be in Rochester, New York. We're expecting a great turnout to help the Walk hit its fundraising goal!

HLAA2017 CONVENTION

Salt Lake City, June 22 – 25, 2017

HLAA2017 Convention **Call for Papers** is now open! If you are interested in being a presenter in Salt Lake City see the submission form and instructions on the [Call for Papers](#) page.

CHAPTERS

HLAA Welcomes New Chapters to the Unified Membership Program

HLAA extends a warm welcome to the following chapters who have recently joined the Unified Membership Program (UMP):

Broward County, Florida
Greater Baltimore, Maryland
AZ Working Adults

City of Orange, California
Plymouth, Massachusetts
Fox Valley, Wisconsin
Macomb County, Michigan

The UMP is a program that combines the benefits of membership in the national organization with the benefits of membership in a local HLAA chapter. It was rolled out to the entire HLAA membership at Convention 2016. Any chapter in good standing is eligible to join if it so desires. Please consult the [Unified Membership Program tab](#) on the Leader Support page of the HLAA website for details and enrollment forms.

HLAA AWARDS

If you know of any outstanding individuals, HLAA Chapters and State Organizations, companies, or organizations be sure to nominate them for a 2017 HLAA Award! The [2017 Awards Nomination Packet](#) is now available on our website. HLAA will honor award recipients at the HLAA2017 Convention. The deadline for submissions is Friday, December 2, 2016. Chosen nominees will be notified in January 2017.

IN THE NEWS

HLAA Director of Chapter Development Valerie Stafford-Mallis was recently interviewed by [Brandman University](#) to talk about the academic challenges created by hearing loss, the prevalence of hearing loss and more. Valerie was providing insight at the urging of Assistant Vice Chancellor Loren O'Connor, and had previously talked with faculty and staff members. You can read the interview [here](#).