

SEPTEMBER 9, 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.

DEVELOPMENT

You Can Help HLAA Win \$1 Million for Hearing Loss!

We're excited to let you know that HLAA is competing in the [Revlon LOVE IS ON 2016 Million Dollar Challenge](#)! The Challenge, which starts on **September 14 at noon EDT**, 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 during the six-week challenge 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!



We've named the campaign ***This Isn't Your Grandmother's Hearing Loss (Or is it?)*** to emphasize the fact that while hearing assistive technology has become very sophisticated, denial, stigma, lack of awareness, and cost still exist as barriers to seeking hearing help.

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 (active on September 14 at noon). In fact, throughout the Challenge, Revlon will be giving away prizes that you can win if you donate to HLAA; each \$25 donation becomes an entry for Revlon products, gift cards, and more.

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!

CHAPTERS

HLAA Welcomes New Northern California State Chapter Coordinators

It is with great pleasure that HLAA welcomes its newest state chapter coordinators, Raegene Castle and Robert "Bob" Zastrow. Raegene and Bob will be sharing duties as co-coordinators supporting the northern California chapters. They will be mentored during the transition by Don Senger, acting state coordinator for the northern California chapters. Raegene and Bob are both long-time members of HLAA.

Raegene joined HLAA in 2001 after meningitis left her with a hearing loss. After participating in HLAA's Hearing Assistive Technology (HAT) training a few years back she was inspired to launch the Rocky Stone Hearing Assisted Technology Demonstration through her home chapter, the HLAA Peninsula Chapter in Redwood City, California. The Demonstration, featured in the latest issue of [Hearing Loss Magazine](#), is a monthly event that allows people to try out devices and technologies for those with hearing loss. Raegene is also past president of the HLAA Peninsula Chapter and a former vice president of the HLAA California State Association. Helping other chapters grow and helping other people in their hearing loss journey is Raegene's passion. She looks forward to working with Bob and the rest of the northern California chapters. Raegene can be reached at raegeneandjack@gmail.com.

Bob is a retired United States Marine Corps veteran. He came to HLAA in the 1980s when an audiologist at his local Veterans Administration told him about the newly-formed Diablo Valley Chapter in Walnut Creek, California. Bob has been active in the Chapter ever since, including having served as immediate past president. In addition, he participates in the California State Association board meetings, which he attends as a guest and provides technical support by setting up the hearing loop for the meetings. Bob is also very knowledgeable about assistive listening devices. He has helped many new chapters during their startup, and knows what it takes for chapters to survive and grow. Bob can be reached at bzastrow@hearinglossdv.org.

Raegene and Bob will be building upon the strong northern California chapter coordinator foundation laid by Don Senger. Don graciously served as acting coordinator until a replacement was found. He is stepping down to spend more time with his family. HLAA thanks Don for his many years of dedicated service to the northern California chapters and for the tremendous difference he has made.

State chapter coordinators work in partnership with the HLAA director of chapter development, other chapter coordinators in the state, chapter leaders, and state associations. Raegene and Bob impressed me early on with their desire to serve, their willingness to work together as a team, their understanding of the issues chapters face, and their ability to support those needs.

Please join us in extending a warm welcome to Raegene and Bob, plus an enthusiastic thank you to Don. We look forward to the great things that are sure to come from the northern California chapters.

If you have any chapter-related questions please don't hesitate to reach me at vstafford-mallis@hearingloss.org.

HLAA Rochester Chapter to Host Executive Director Barbara Kelley

The HLAA Rochester (New York) Chapter is pleased to welcome HLAA Executive Director Barbara Kelley next Tuesday, September 13. Barbara will be speaking at chapter meetings being held at 11 a.m. and 7 p.m. If you plan on being in the Rochester area please stop by – she would love to meet as many HLAA members in upstate New York as she can! You can find more details [here](#).

ADVOCACY

HLAA Director of Public Policy Lise Hamlin provided the keynote address at the [Telecommunications Equipment Distribution Program Association](#) (TEDPA) Conference on September 8 in Annapolis, Maryland. TEDPA is made up of state equipment distribution programs who gather to exchange information about issues facing the states and to assist one another with the administration of specialized telecommunications equipment distribution programs for persons with disabilities. Approximately 100 state representatives, sponsors and exhibitors attended the conference. Many of the representatives have already connected with local HLAA chapters to provide information about their individual state programs. Many of those that do not have a local chapter noted that they would like to see HLAA grow in their state.

OUTREACH

HLAA Executive Director Barbara Kelley attended the [CTIA Super Mobility 2016 Expo](#), which was held September 7-9 in Las Vegas. She was a presenter on the CTIA Accessibility Outreach Forum's "Roundtable Policy Discussion: Current Policy and Regulations that Impact Accessibility." Barbara spoke on hearing aid compatibility (HAC) with cell phones and HLAA's experience on the Federal Communications Commission's Disability Advisory Committee.

On August 4, the [FCC adopted new rules](#) to ensure that people with hearing loss have full access to wireless phones. HLAA will work with industry and stakeholders on a task force for the adoption of new HAC rules. A recent [multi-organizational statement](#) that included CTIA, who represents the U.S. wireless communications industry, and HLAA, who represents consumers with hearing loss, said:

The wireless industry and the people who are deaf or hard of hearing have a long-standing history of working together so that America's world-class wireless products and



services are accessible to all, including those who use hearing aids or cochlear implants. We are pleased that today's Order on hearing aid compatibility adopts our joint proposal, which is yet another example of collaboration to achieve a shared goal. We look forward to continuing to work with the Commission and all stakeholders on these important issues.

[Read more about this important issue.](#)