

FEBRUARY 3, 2017

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

CHAPTER WEBINAR

Attracting and Keeping Younger Adults

February 17, 2017, 2 p.m. – 3 p.m.

Presenter: Valerie Stafford-Mallis, HLAA director of chapter development

Summary:

A recurring question HLAA chapter and state organization leaders ask is, "How can we get young people to come to our meetings? If we are able to get them in the door, they seem to come once or twice and then they don't come back."

It's reasonable to assume that people decide to come to HLAA meetings because they are looking for something of value. Believe it or not, even in the age of readily available information on hearing loss on the internet, not everything active young adults need in order to live well with their hearing loss can be found online.

In this webinar, Valerie will share insights learned from young adults with hearing loss about what they need. The webinar will offer suggestions about where to find other active young adults with hearing loss, how to help them, and program ideas to get them to keep coming back. While we can't guarantee that EVERY suggestion will work for EVERY chapter EVERY time, the odds are very good that at least some of them will help increase young adult participation in chapter activities. Please make plans to join us for a 40-45 minute presentation with 15-20 minutes of time allocated to discussion. The webinar will be captioned and it will be archived on the HLAA webinar portal for those unable to participate in real-time.

For more information and to register visit the [webinar schedule page](#) on the HLAA website.

WALK4HEARING

The 2017 Walk4Hearing is Underway!

Another exciting year for the Walk4Hearing has kicked off! It's time to register, rally your troops, and walk to make a difference in the lives of the 48 million people with hearing loss. With 21 walks across the country this year, the 2017 Walk4Hearing is ready to step it up so be ready for an adventure!





This Week in Bethesda

We've Got a New Look!

Check out our newly redesigned website, walk4hearing.org! And the site is now mobile-friendly, which means you can easily collect online donations right from your phone! What are you waiting for? [Register today!](#)

Backpacks are Back

We are also announcing the return of backpacks! Raise \$500 or more and you will earn yourself an official Walk4Hearing backpack. Of course, we cannot forget the t-shirts. When you raise \$100 or more, you will receive an official Walk4Hearing t-shirt. Remember, you must attend the Walk to pick up your backpack and t-shirt. Team totals and donors do not qualify.

HLAA2017 CONVENTION

Calling All HLAA Friends with a Special Talent!

Have a special talent that you'd like to show off? Well you can have your chance at HLAA2017 Convention! HLAA invites those who are interested in performing to send a short video (MP4) telling a joke, singing a song, doing a magic trick, or performing whatever special talent you have to Nancy Macklin at nmacklin@hearingloss.org by **March 15**. The top ten auditions will be invited to compete during the *HLAA Stars Come Out Awards Ceremony & Talent Show* on Friday, June 23 after the HLAA Awards presentations. The lucky winner will be the opening act for Gael Hannan's production of *Huh? Life with a Cranky Cochlea* the following evening. Visit the [Convention page](#) for more details.

A Gift for Your Valentine

Show your valentine some love with a prepaid [registration](#) to the HLAA2017 Convention in Utah's beautiful capital city! Get those early-bird rates and register by **March 31**.

And Speaking of Valentines...

Why Not Give a True Gift of Love! Still stuck on what to get that special someone for Valentine's Day? How about a gift membership to HLAA? For only \$35 per year you can give a gift that keeps on giving the whole year through! Membership includes a subscription to *Hearing Loss Magazine*, a discounted rate for the [HLAA Convention](#), and many other [member benefits](#). You can find more information and get your membership [here!](#)

