

JANUARY 13, 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.

ADVOCACY

"Now Hear This: Competition, Innovation, and Consumer Protection Issues in Hearing Health Care" Workshop to be held in April by the FTC

The Federal Trade Commission (FTC) announced that it is hosting a workshop in Washington, DC on April 18, 2017 to examine several crucial issues raised by hearing health and technology, particularly hearing aids and devices with similar functions and features. The workshop will bring together researchers, health care providers, industry representatives, consumer representatives, policymakers, and others to examine ways in which enhanced competition and innovation might increase the availability and adoption of hearing aids by those consumers who need them. [\[Read more\]](#)

CHAPTERS/HLAA2017 CONVENTION

Attention All State and Chapter Leaders – Call for Presentations Deadline Extended

It's not too late! HLAA is looking for presentation proposals to share your chapter expertise with the rest of the HLAA network.

Don't miss a chance to submit a proposal to present a one-hour workshop at [HLAA2017 Convention](#) in beautiful Salt Lake City.

Here's a list of possible topics to get you started:

- Develop a more involved and diverse membership
- Increase meeting attendance
- Improve the effectiveness of a chapter's educational efforts
- Offer compelling social activities that attract young professionals
- Change your community through more productive advocacy
- Create a stronger base of volunteers and leaders
- Increase community awareness and interest
- Offer more effective information and support programs
- Conceive and implement outreach plans that build membership
- Develop fundraising plans to support chapter activities and mission
- Anything else you are burning to share with Convention attendees

You can find the presentation form [here](#) and the instructions [here](#).

Email completed form to [Valerie Stafford-Mallis](#) with a copy to Convention@hearingloss.org.

Please contact Valerie if you have any questions.





This Week in Bethesda

CHAPTER WEBINAR

ARE YOU A LONELY LEADER? The Role of Volunteers in Running Strong Chapters

January 20, 2017, 2 p.m. – 3 p.m.

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

Summary:

As chapter and state organization leaders, we realize that our greatest need is for members to actively participate in the responsibilities of running a chapter or state organization. One person cannot run a strong HLAA chapter or state organization – at least not for long! Many chapter and state leaders have shared great ideas and success stories for recruiting volunteers to keep the organization going through their newsletters, emails, and updates.

In this webinar Valerie will share some of those tips, ideas, and suggestions with you. You might even recognize some of them as your own! 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 member engagement in chapters. Please make your 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.

EVENTS

Barbara Kelley Attends CES 2017

Executive Director Barbara Kelley attended the 2017 [Consumer Electronics Show](#) (CES) in Las Vegas, January 3-9. CES, owned and produced by the [Consumer Technology Association](#) (CTA), is the largest consumer technology exhibition in the world, attracting more than 175,000 attendees and 3,800 exhibitors.

Barbara was part of the Hearing Accessibility Group, which also included Brenda Battat, former HLAA executive director; Richard Einhorn, HLAA Board of Trustees member and independent consultant; and Linda Kozma-Spytek, HLAA technology advisor and research audiologist at Gallaudet University. Their participation was funded by the [CTA Foundation](#), which brings leaders from the disability and accessibility community to CES to build relationships and highlight opportunities for technology to enhance the lives of people with all abilities. CES exhibitors use their interactions to engage with this group to learn about the market of people with disabilities. Concurrently, the CTA Foundation also sponsored a Vision Accessibility Group to attend CES 2017.

HLAA Exhibits at Health & Fitness Expo

This past weekend, HLAA exhibited at the [NBC4 Washington, DC Health & Fitness Expo](#), which is the largest consumer wellness expo in the country, attracting more than 85,000 attendees every year! HLAA staff along with volunteers from the HLAA DC Chapter had the opportunity to speak





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with and educate the public about HLAA during this two-day event. The expo was a great way for those who have a hearing loss or know someone with one to get acquainted with HLAA and let them know we are *the* consumer resource for information, education and support.

WALK4HEARING

Registration for the 2017 Walk4Hearing season will soon be open! Check back on our website, walk4hearing.org, by the end of January to register for a Walk4Hearing near you! We are gearing up for an exciting season!

New Walk4Hearing Locations!

We are thrilled to announce that we will be adding two new Walks: the Kentucky Walk4Hearing, being held in Louisville, and the Buffalo Walk4Hearing in Buffalo, New York. We hope you are ready to lace up your shoes, step up for hearing loss, and fundraise for a great cause!

