



**Chapter Calendar**

**All chapter and board meetings** held at:  
Weingart Senior Center  
5220 Oliva Ave.  
Lakewood 90712

Every Monday - Lip reading practice: 10 a.m. to 12 noon –  
Craft Room

Every Wednesday - Lip reading restarts on August 21, 9:30  
a.m. – 11:30 a.m. – Craft Room

September 9 - HAT Committee meeting, 12:30 p.m. at Coco’s  
restaurant

September 12 - Chapter meeting – Maxine Barton-Bauman  
presiding – 6:30 p.m. Dr. Parker, “Dementia or Hearing Loss?”

**Refreshments at Chapter meeting will be provided by Mary  
Ann Narcisse, Helen Bologna, Stephen Fisher, Linda  
DeGuire. *Thank you!***

September 20 - Rocky Stone hearing device exhibit (by HAT  
Committee) Restarts

September 25 - Board meeting – Bill Busch presiding – 12:20  
p.m.

October 10 - Chapter Meeting – Founder’s Day – baskets - fund  
raiser

**Chapter Contact:**

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www.HLALongBeachLakewood.org

gaining access to mainstream American culture for people with hearing loss.

1. Support services for the more than 176 state organizations and chapters.
2. Development of information for people with hearing loss and others interested in issues that impact people with hearing loss.

The advocacy efforts of HLAA are noteworthy for our breadth and varied approaches for getting results. We progress through collaborations with other advocacy organizations, dialog and negotiate with important industry service and equipment providers, maintain a continued presence at key federal government agencies such as the FCC and work with legislators on new initiatives of interest to people with hearing loss.

HLAA promoted hearing aid compatibility for mobile telephones with key industry providers and manufacturers, e.g. T-Mobile, Motorola, Verizon, AT&T.

HLAA was a leader in the push to pass the 21<sup>st</sup> Century Communications and Video Accessibility Act which requires access to online programming that has previously been shown on television with captions.

Stopped a tax from being imposed on hearing aids in health care reform.

Supported the Federal Hearing Aid Tax Credit legislation (an effort important to senior citizens and families with children).

Successful effort to establish internet-enabled telephone services (Hamilton, Sorensen and Sprint have provided service). (Think of your captioned telephone!)

Worked with Telecommunications Industry Association to bring about new performance standards for cordless telephones that will curtail phone interference for hearing aid and cochlear implant users.

Founder Rocky Stone’s vision was for this organization to help individuals build happy and successful lives as well as be the organization that is seen as THE leader in eliminating the stigma associated with hearing loss. I am confident we can do that by having an aggressive advocacy agenda, promoting our demands for more affordable hearing health care access, and building our organization at the local, state and national levels.”

**Editor’s Note:** The work done at HLAA national would be impossible to accomplish at the local Chapter levels. But we should support national’s efforts to the best of our abilities by joining our parent organization. Applications for membership in National are available at our Chapter meetings, or by visiting <http://www.hearingloss.org/>.

**MESSAGE FROM HLAA – National**

On the retirement of Brenda Battat as Executive Director of HLAA National, Anna Gilmore Hall has been installed in her place. Anna sends us a report after her one-month anniversary at her new post, as follows.

“I am so impressed at the amount and scope of work done at the national office! We have an amazing organization full of smart and energetic people. The activities of the national office – a lean, mean advocacy and action machine – are centered in three areas.

1. Advocacy on behalf of people with hearing loss that focuses on



## HERB BALKIND'S BIOGRAPHY

At the time I was born in Charlotte, North Carolina, my dad was working for his uncles, who owned a winery and producing Tenner Brothers Wines. After a few years we moved to Tampa, Florida so my dad could expand their territory. However, in the early 50's the economy turned down and we turned up in Utica, New York, where my mother's family lived. My formative years were spent there. I attended Utica College of Syracuse University majoring in biology, but greener, snow less pastures called out to me and I ended up at the University of Southern California with a degree in Cinema. Not wanting to shovel or drive in snow again, I remained in sunny California.

A partner and I spent a few years trying to develop film projects, but neither one of us being a Lucas or Spielberg, we just ended up starving. Luckily another friend and I partnered up and went into the air conditioning cleaning business together. Yes...we actually crawled through ductwork, just like in the movies, only not as clean.

My partner went on to become a producer in television and I went on to a heart attack. After recovering, my wife and I decided our younger son, who had kidney disease, and eventually had a kidney transplant, needed a lot of medical attention and care, so I became a full time house husband. During brief childrearing breaks I was able to lean how to invest in the stock market, which still is my avocation today.

I met my wife, Frances McMillan, who was a psychiatric RN at Metropolitan State Hospital (the state mental hospital)...no, I wasn't a patient there, I was an outside contractor. She had three children from a previous marriage and we had one son together. So, I have four adult children, seven grandchildren, and an excitingly new great-grandchild this past March.

When my wife retired in 2003, she became interested in starting up an alpaca ranch after seeing the television commercial "I Love Alpacas". The plan was to move out of state and set up a ranch. Unfortunately her health deteriorated very rapidly and she passed away in 2006. Unfortunately the economic collapse of 2008 saw my 25 alpacas head off to another ranch so I am no longer shearing them once year any more. Instead, I got more involved with my model train hobby (I collect and operated American Flyer "S" Gauge trains) and currently developing a large layout in my garage.

I'm not sure how long I've had hearing loss, but I know I made my wife suffer with loud television, and annoying her with my lack of hearing until I overcame my denial and vanity, and purchased my first pair of hearing aids in 2002. I'm now on my third pair. It has just taken me a long time to realize that I will never have 100% good hearing. But I'm working on improving that with a special telephone and other technologies.

I'm so thankful to discover HLA and the wonderful and interesting people involved with it. It has become a breath of fresh air in my life, allowing me to crawl out of my "cave" of feeling so isolated because of my hearing loss cutting me off from so much of life. But I have learned so much from our meetings and exposure to new ideas and technology I feel I have been given a new sense of purpose and direction in life. I want to be very involved with HLA and hopefully help other people out of their "caves".

Remember, I'm your one stop American Flyer trainman in Lakewood. So come on by and watch and play with trains. Yes, that is why my T-shirt says, "I Still Play With Trains".

## HLAA - Long Beach / Lakewood Board Chapter Officers

**President** - Bill Busch  
**Vice - President** - Herb Balkind  
**Treasurer** - Walt Lowrie  
**Recording Secretary** - Craig Bowlby  
**Corresponding Secretary** - Ken Saw

**Programs** - Gail Morrison  
**Ways and Means** - Stephen Fisher  
**Professional Adviser** - Dr. David DeKriek

**Newsletter**  
**Layout** - Lisa Rettino  
**Editor** - Louise Allen

**Committees**  
**Educating Parents** - Maxine Barton-Bauman  
**Hearing Assistive Technology** - Herb Balkind / Bill Busch  
**Refreshments** - Joan Schlegel  
**Lip Reading** - Linda DeGuire  
**Looping** - Ram Kakkar  
**Membership** - Flo McDavid

**Newsletter Subscription is \$10/year; send to Treasurer.**  
**(Attend meetings and get a free subscription)**

## HLA Websites

**Long Beach/Lakewood:** [www.HLALongBeachLakewood.org](http://www.HLALongBeachLakewood.org)  
**California:** [www.hearinglossCA.org](http://www.hearinglossCA.org)  
**National:** [www.hearingloss.org](http://www.hearingloss.org)

**CTAP** California Telephone Access Program  
Information, Repair & Exchange  
**English Voice** 1-800-806-1191 **Spanish Voice** 1-800-949-5650

## HLAA

To join send \$35/\$45 for individual / family membership to:

Hearing Loss Association of America  
7910 Woodman Avenue, Suite 1200,  
Bethesda, MD 20814.  
phone: (301) 657-2248 Voice;  
(301) 657-2249 TTY

Membership brochures are available at our chapter meetings.

## CHAPTER SUMMARY



### PRESIDENT'S CORNER

By Dr. Bill Busch

Our parent organization, the Hearing Loss Association of America (HLAA) does amazing things for all people with hearing loss. I recently received a message from the new executive director, Anna Gilmore Hall outlining some of what they are doing for all of us and was struck by the breadth of their activities. I have asked Louise Allen, our editor to put an excerpt in the Informer for you (see page 1). I am thankful that we have such talented people working for all of us and pleased with their progress.

You, too, will be pleased when you read it.

I encourage all of you to become members of HLAA if you are not already. In addition to their advocacy efforts they also put out a first class magazine every other month called Hearing Loss Magazine with page after page of useful information. There are some very interesting stories by people with hearing loss who describe how it has affected their lives and what they are doing to cope with it. There are also helpful features about various hearing issues as well as tips about hearing aids, cochlear implants and Hearing Assistive Technology. I guarantee you will learn some useful information in every issue.

Membership for one person is only \$35 per year or \$45 for a family. Once you are a member of the national organization it also makes you a member of the Hearing Loss Association of California (HLA-CA). That organization publishes a great newsletter, The Hearing Loss Californian, four times a year with more helpful features and a list of resources in California. It also sponsors a state conference, performs community outreach on hearing loss related issues, and supports local chapters throughout California.

At our September meeting you will hear about HLAA requiring all its chapters to adopt a common naming convention by the end of the year. We will now be called Hearing Loss Association of America Long Beach/Lakewood Chapter. This requires a change to our Bylaws since in our Bylaws we have Long Beach/Lakewood Chapter before Hearing Loss Association. It seems like a trivial matter but I understand the desire for consistency among the chapters. Surely there are others that have various other differences. Please forgive us if it takes a few minutes of your time at the meeting. This is an important issue for us since we get our IRS 501 (c) (3) nonprofit status from HLAA. The name in their documentation must match the name in our Bylaws or else we are at risk of losing our tax-exempt status.

Our speaker at the August Chapter meeting came to us on a DVD which was recorded at the HLAA National Convention in Portland last June. Howard Weinstein was the keynote speaker at the Convention and so impressed our attending members Gail Morrison and Maxine Barton-Bauman that they wanted to share his story with all of us.

At home in Canada, Howard Weinstein made a pile of money in the plumbing business and was living the kind of life most of us fantasize about. Then in 1995 his ten-year-old daughter suffered an aneurism and died in her sleep. He was lost; he says, fell into a depression, lost his company and went bankrupt. Then in 2001, he heard about a \$1,000 a month job helping poor Africans and jumped at it. His employer, World University Service of Canada gave him the mission of setting up a company that would provide affordable hearing aids to partially deaf Africans. Just one problem: there is no such thing as an affordable hearing aid.

The World Health Organization says there are about 250 million hearing-impaired people around the world, two-thirds of them in developing nations. And yet fewer than 10 million hearing aids are manufactured. Why? Batteries, says Weinstein. They cost a dollar each and last about a week. That's a prohibitive price in countries where a dollar a day is often the going wage. So even if you gave away standard hearing aids, many users couldn't afford to keep them running.

He knew what he had to do: change the business model. Drawing on his years in corporate business, he started working the phones, chatting up financiers, consulting with electronics wizards and conferring with manufacturers. He landed a small grant from the U.S. government-run African Development Foundation, and with help from some of dedicated electronics people and industry executives willing to forgo their usual profits, came up with something new: a cheap hearing aid powered by rechargeable solar batteries, costing less than \$100. The rechargeable battery costs \$1 and lasts two to three years.

Weinstein has tapped into another source of unused energy: deaf people. Because mastery of sign language takes acute hand-eye coordination, deaf people are well-suited to the fine soldering and microelectronics that go into making hearing aids. Today, the once empty room in the African semi-desert where he first started has become the hub of a thriving non-profit business. Some 20,000 people in 30 countries are using solar aid brand hearing aids.

He is now working with engineers in the University of Sao Paulo Brazil on a second generation hearing aid. He plans to set up another non-profit company in Jordan to reach the entire Middle East, and then he'll take on China and India. All told, he hopes to employ 1,000 deaf people over the next 3 to 5 years.

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## AUGUST MEETING VISITORS

We welcomed the following guests: Del Dohe, Zade Michaels, Helen Hampton, Admiral Brawley, Lixliz Edmons, Anne Proffit, Bill Younglove, Stacey B. Myers, Bob and Peggy Hill. Please come again! We look forward to seeing you again. Current members: bring a guest to our next meeting.

Hearing Loss Association  
Long Beach/Lakewood Chapter  
c/o Louise Allen  
3033 Chatwin Avenue  
Long Beach CA 90808-3704

Address Service Requested

## SCOREBOARD

	Members	Guests	Total
August	33	10	43
July	30	5	35
June	30	1	31
May	35	0	35
April	39	7	45
March	32	7	39

## ARE YOU A RALPH'S CUSTOMER?

If you are a Ralph's customer from this Chapter, you probably know that every time you buy your groceries at Ralphs, they contribute a small percentage of your dollars to the Long Beach/Lakewood Chapter of the Hearing Loss Association of America. This happens because you enrolled in the program.

Every year at this time (August 31), Ralph's purges all their files, and everyone must re-register after September 1, to continue the arrangement.

To quote from their letter, "Our new program year begins on September 1, 2013. To ensure your organization continues to receive the benefits of the program, your members will need to register and/or re-register as quickly as possible after that date."

There are two ways to register

1. Obtain a scan bar letter, available from Stephen Fisher, Ways & Means Chairman, at our Chapter meeting.
2. Step-by-step website registration instructions can be found at [www.ralphs.com](http://www.ralphs.com). Click on Community, click on Community Contributions, click on 'For participant questions, click here'.

If you choose to use the scan-bar letter, take it to your Ralph's on September 1 or after, have the checker scan the bar code shown on the letter, and then proceed with check-out. You must show your Ralph's Club Card.

## AARP MEMBERSHIP

If you are a member of HLAA (National), you are being offered a new benefit: membership in AARP at no extra cost, compliments of HLAA.

You can do ONE of the following options:

- Join AARP and add a spouse for free.
- Pass the offer along to someone who is 50+.
- Extend your current AARP membership by another year.

You can get this special offer through the HLAA Portal for a limited time. All you need to do is find the "Login" link on the right-hand side of the HLAA homepage [www.hearingloss.org](http://www.hearingloss.org). If you haven't already done so, register and choose a username and password. Note: Please allow two business days for your HLAA Portal registration to process before you are able to take advantage of this member benefit. When you log in to the HLAA Portal, look for the "AARP Gift" link on the left-hand menu.

About AARP: AARP has designed its membership to help people age 50+ live their best life. Visit [www.aarp.org](http://www.aarp.org) for more information.

This special offer is available only to HLAA members through the online HLAA Portal at [www.hearingloss.org](http://www.hearingloss.org). It cannot be processed over the phone.

## REMINDER – Donate Your Old Hearing Aids

Bring your old hearing aids to Chapter meeting, and they will be put to good use helping young families to obtain new ones for their little ones. We will give them to the John Tracy Clinic who will receive money to buy new hearing aids for those who cannot afford them for their little children.