



**HEAR THIS !  
(It's Personal)**

Send YOUR story to [csivertson@juno.com](mailto:csivertson@juno.com)

**PROGRAMS**



**President's Corner  
– Char Sivertson.**

We may be in for a long, hot summer. Hope none of you have been impacted by any of the San Diego fires.

One thing I appreciate about being a member of HLAA National is their wonderful magazine, which they send bi-monthly to my home. If you get this magazine and have finished reading, I encourage you to bring it in for our library as a check-out item.

**Barbara Kelley**, HLAA Deputy Executive Director and Editor-in-Chief of Hearing Loss Magazine, does a great job.

And on the HLAA website, she hosts a really nice video series on Learning about Hearing Loss, captioned of course!

Topics include:

- Hearing Loss Basic Facts
- Hearing Loss Symptoms
- Hearing Loss Diagnosis
- Hearing Loss Treatments
- Living with Hearing Loss
- Hearing Loss Causes and Prevention
- Hearing Aids, Cochlear Implants and Assistive Listening Devices

The url is:

<http://www.hearingloss.org/content/video-series-learn-about-hearing-loss>

On the back side of this newsletter, you can learn more from her about the HLAA Statement of Strategic Intent, which includes the **Three Ds:**

**direction, discovery , and destiny.**

All of HLAA activities are enhanced through funds raised during the Walk for Hearing. Team San Diego walkers include **Marilyn Weinhouse, Lee Argabright, Corinne Brown, Karen Miller, Joan Padilla, Graciela Quintana, and Don Weinhouse**, who collectively have pledged totaling almost **\$3,300** as of 5/15!

**Thanks** to **Marilyn** for all her efforts in organizing the **Team San Diego** for **Walk4Hearing**. See next page to see how **YOU** can help.



**Spotlight:**

**Meida Von Blum**

**1. Tell us about yourself**

I was born in Hawaii. My family moved to the San Francisco Bay Area in 1960. I got a free education from U.C. Berkeley during the tumultuous Free Speech era. I worked for the Federal government in computers for 6 years. I then quit to raise my two kids. After 12 years, I went back to work for a small software company in technical support. I retired in 2007. My son lives in Oakland. My husband and I moved to San Diego in 2012 to be near my daughter and our grandchildren. We enjoy picking up our 2 year old granddaughter from pre-school and stopping at a park. Early this March, we welcomed our daughter's healthy twins, a boy and a girl. We love helping them out! We also have a long term project to fix up our 1913 Bungalow cottage in Hillcrest.

**2. Tell us about your hearing loss.**

I started losing hearing in my left ear when I was 48 years old after a severe cold. Eight years later, I had lost all hearing in that ear. In 2004, I needed a hearing aid for my right ear to enable me to continue to work. By retiring in 2007, I left the stress of doing phone technical support. Late 2008, I was excited to hear better than ever with the Phonak wireless bi-cross hearing aids. Within a month, I suddenly lost most of my hearing in my right ear. I now needed a cochlear implant. I chose a Med-El CI for its lightweight size and its remote controller and its FDA approval for 1.5 Tesla MRI safety.

**3. How has your hearing loss affected your life?**

Intellectually, I know that my CI "hearing" capabilities are truly a miracle! But a CI isn't yet a super charged bionic ear. Emotionally, I feel a great loss for how I used to be able to hear perfectly at meetings, at lectures, at plays, at parties; fast speakers, children's voices, music, etc. I'm not so feisty when facing my hearing challenges, e.g. I don't use the phone.

**4. How did you become involved in HLAA?**

I have subscribed to the Hearing Loss magazine for many years. Because I've been going to the San Diego chapter meetings over the past year, I did get motivated to purchase an Oticon FM system.

**HLAA San Diego 2014 Meetings** (subject to change): Check for updates at [www.hearinglosssandiego.org](http://www.hearinglosssandiego.org)

**January 18** - Paul Steussy, Hamilton Relay Outreach Coordinator, Captioning for Smart Phones, Computers, and Captel Phones

**February 15** – Erika Zettner, Director of Audiology at UCSD – What to Expect after Receiving a Cochlear Implant.

**March 15** – Dawna Mills, Director, Adult Cochlear Implant Program, House Ear Clinic, Los Angeles – Single-sided Deafness

**April 19** - Camille Jenkins and Rico, Sam Simon Foundation - Hearing Dog Program

**May 17** -Larry Sivertson – Speech Reading

**June 21** - Joe Pelatt, Awareness Network Manager, Cochlear Americas

**July 19** - Dr. Alison Freeman, Clinical Psychologist – Navigating a Successful Relationship

**August 16** - Open Forum – Hearing Assistive Technology

**September 20** - Anabel Kuykendall, Aging and Independence Services (AIS)

**October 18** - Jacque Georgeson, AuD, SDSU Audiology Clinic Director - What's New in Hearing Aids and How to Select an Audiologist

**November 15.** Thanksgiving Potluck

**December 20.** White Elephant Gift Exchange and Holiday Songs

**Join HLAA! New Members** – Please [download this membership form](#) (also available on our website), fill it out, and mail it along with your check to: HLAA-SD, 3284 E. Fox Run Way, San Diego, CA 92111. By passing your **first** application through us, you ensure our chapter receives \$10 of your membership cost! But as always, membership is NOT required to attend our meetings.

**HLAA-SD Steering Committee**

*President:* Char Sivertson  
*Vice President:* Corinne Brown  
*Treasurer:* Dianne Laviolette  
*Secretary:* Larry Sivertson

*Steering Committee:*  
 Marilyn Weinhouse, Dolli Cutler, Joan Padilla, Iris Platnik, Duke Argabright, Charlotte Zaino, Karen Miller

*Steering Committee Meetings: (held after meeting, open to all and subject to change)*  
 Feb, 15, June, 21, Oct 18

**This newsletter is available online at**  
[www.hearinginglosssandiego.org](http://www.hearinginglosssandiego.org)

## You're Part of the Three D Picture of HLAA

Barbara Kelley, Deputy Executive Director  
Editor-in-Chief, Hearing Loss Magazine



Last year the HLAA Board of Trustees, along with input from staff and HLAA leaders, developed a [Statement of Strategic Intent](#).

In a nutshell, a strategic intent is a compelling statement about where an organization is going that succinctly conveys a sense of what that organization wants to achieve in the long term. Strategic intent answers the question: "What exactly are we trying to accomplish?"

### The Three Ds:

A strategic intent can provide a:

- Sense of **direction** for the organization
- Sense of **discovery** that it holds out to members as a promise to learn about other organizations and operate in the marketplace with best practices
- Sense of **destiny** that we have a worthwhile goal that can be embraced across the organization; i.e., the Board, staff, members, chapters and state organizations

I just read this document again this morning. It's a good thing to do to remind myself that all my tasks and thinking for HLAA and its members should go hand in hand with this document.

Chapter development is key in this strategic intent along with branding ourselves as one organization all working together. There is power and influence in a strong brand. There is crucial peer support and community awareness in chapters.

I could go on, but read it yourself and draw your own conclusions. Let this be your guide as you look ahead.

## UPcoming Events and News (share with friends and families!)

*Note from Marilyn:* Dear HLAA Members and Friends,

We have made it even easier to make a donation to the Walk4Hearing. We added a link on our website:

[www.hearinglosssandiego.org](http://www.hearinglosssandiego.org)

- Scroll down on the home page and you will see "Walk4Hearing" on the left side.
- In yellow text it says: "Click here to donate to Team San Diego."
- That will take you to our Team Page.
- You will see all our walkers there.
- Click on a name to donate to that person's efforts.
- You can also join the team here: Click on "Join Team" (right above my name in the small gray box) to register to walk with us.

We need help with carpooling! If you would like to go up just to watch, we have a few people that still need a ride. You don't have to do the walk or raise money. You can just come for fun. **There are tables set up with cochlear implant information, hearing loop information, assistive technology information, hats for sell, entertainment, members from different HLAA Chapters, food, kids, dogs, and more!** Thank you, Marilyn



Long Beach, California  
June 1.

Registration starts at 9:00, the Walk is at 10:00.

Want to donate now? Just click here!!! Donate or Join Team San Diego

<http://tinyurl.com/Walk4Hearing-TeamSanDiego>

### HLAA Convention 2014 Registration Now Open !



**June 26 – 29.** If you have never gone, it is an experience you will never forget. If you are returning, it will be a reunion with friends!

Register now: <http://www.hearingloss.org/content/registration>

**Host Hotel - book your stay now.**

**Renaissance Austin Hotel**

9721 Arboretum Boulevard  
Austin, TX 78759-6316

Single/Double - \$154 + tax

Double/Triple - \$169 + tax

HLAA San Diego:

<http://hearinglosssandiego.org>

HLAA National:

<http://www.hearingloss.org>

Facebook:

<http://tinyurl.com/34x87dg>

The mission of Hearing Loss Association of America is to open the world of communication to people with hearing loss by providing information, education, advocacy and support.