

Come to *Milwaukee* and Be Inspired



Hearing Loss
Association
of America

HLAA ANNUAL CONVENTION • JUNE 17 – 20, 2010 • HILTON MILWAUKEE CITY CENTER • MILWAUKEE, WISCONSIN



By Nancy Macklin

It is not only the fact that Milwaukee sits on the breathtaking shores of Lake Michigan that gives you an exhilarating feeling...you know, kind of like your first kiss!

It's the Milwaukee people! People whose ancestors emigrated from Germany, Poland, Ireland and many other countries, and have since created a fabulous city full of Old World charm. It boasts amazingly beautiful architecture, more than 130 parks, historic neighborhoods, world-class restaurants, shopping, museums, theaters, breweries, professional sport teams...the list is endless.

The City of Festivals and its people—what an awesome combination to welcome Convention 2010.

We are hearing friendly! All sessions and workshops are realtime captioned. Assistive listening devices are provided free of charge by request at the Registration Desk; however, if you have your own, please bring them with you. Sign language interpreting services are provided at all major events.

Events

Opening Session—Keynote Speaker

“I will be sharing a story—a story of a life journey that may help others get to a better place in their own lives. It is not about Bill Barkeley. It is about realizing that all of us with disabilities or not, can create a life vision for ourselves, families, friends and the communities we live in.” —Bill Barkeley

The excitement in the air is palpable! There's a buzz—people with hearing loss have traveled, some from faraway places to learn, share experiences and just be together, and the kickoff is here. Don't miss it!

This year there are several workshops prior to the Opening Session, but the Opening is the official start of three action-packed, fun, and educational days.

Many people think of Bill Barkeley and think inspiration. After all, he's climbed Mount Kilimanjaro, the highest peak in Africa at 19,341 feet. Even more amazing is that Bill has accomplished all this with Usher Syndrome which is characterized by hearing loss and progressive vision loss. He has worn hearing aids since he was five years old and is legally blind.

Bill is currently the director of marketing for Steelcase Inc., a Fortune 500 company, and is active in community service. He is an executive committee member for the HLAA Grand Rapids Chapter and is on the board of No Barriers USA.

In July 2010, Bill will lead an expedition of young adults (with and without hearing loss) to the Peruvian Amazon as part of the Global Explorers and Hear the World partnership.

No matter what obstacles we face in life, Bill Barkeley may just give us all the inspiration to persevere; come and be inspired.



Events

2010 Research Symposium

Hearing Aid Research and Development: What It Means for the Consumer

Key representatives from major hearing aid manufacturers (GNResound, Oticon, Phonak, Siemens, Sonic Innovations, Starkey, and Widex) will come together to provide an outstanding session focused on hearing aid research and development. The session will be moderated by Catherine Palmer, Ph.D., associate professor in the Department of Communication Science and Disorders at the University of Pittsburgh. Topics will include evidence-based design, wireless technology, coupling hearing aids to the world of sound around us, and new and exciting features and capabilities.

Exhibit Hall and Trade Show

Whether this is your first or twentieth convention, you will enjoy seeing all the latest cutting-edge technology and services for people with hearing loss in the Exhibit Hall. Manufacturers will give demonstrations of their products in the Demo Room, housed in the Exhibit Hall. Be sure to check the Convention Program for the Demo Room schedule.

Workshops

The high-caliber workshops conducted at HLAA conventions are among the top reasons attendees give for coming to the convention year after year. The five educational tracks for this year are:

- Advocacy and Access
- Hearing Technology
- Medical Issues
- Relationships and Communication
- Young Adults (with many for the "Young at Heart")

For a full schedule of workshops, please see the Convention page on www.hearingloss.org.

Workshops for Parents

Thursday, June 17

In response to the overwhelming number of parents who have participated in HLAA's Walk4Hearing™ program this past year, we are pleased to offer two special workshops on Thursday, June 17.

What Children with Cochlear Implants Need at School

Thursday, 8:30 a.m. – Noon

Presenters:

Donna L. Sorkin, M.A., vice president, Consumer Affairs, Cochlear Americas;
Jessica Melton, Au.D., CCC-A, clinical applications specialist, Cochlear Americas

Designed for school professionals and parents of children with hearing loss, the presenters will review key topics that can help achieve a favorable classroom environment and provide guidance for the regular classroom teacher. Although the focus will be on children with cochlear implants, some of the content is relevant to the needs of any child with hearing loss. Among the topics to be addressed are:

- FM systems
- Classroom acoustics
- Best practices for teachers in the classroom
- Roles of various team members including classmates

The workshop fee of \$50 includes entrance to the HLAA Exhibit Hall on the afternoon of the workshop as well as the Opening Session. This workshop is free to those registered for the full convention. The workshop will run from 8:30 a.m. – 12:15 p.m.; check-in and coffee at 8 a.m. Please see the Convention page on www.hearingloss.org for more details and information about registration.

Panel Discussion for Parents of Children with Hearing Loss

Thursday, 1:30 p.m. – 3:00 p.m.

Moderator: Marcia Finisdore

This session is an interactive presentation bringing together parents of children with hearing loss to discuss and share experiences with hearing

aids, cochlear implants, services in the school system in their respective communities, and suggestions on how to work with school officials to obtain an appropriate education for their children of all ages. Learning how others have worked with their children to develop good communication skills and how to cope with the effects of a child's hearing loss on the entire family will be discussed. Laws that impact on the child's education and their right to appropriate access will be presented.

All parents, grandparents, and older-aged children are welcome to attend. **There is no additional fee for this workshop.**



Rumble at the Harley-Davidson Museum®

Friday, June 18

I must admit that when I first visited the museum just after it opened in July 2008, I was a little apprehensive. After all, I've never even ridden a motorcycle! With all the spectacular museums and theaters in Milwaukee, finding just the right venue for an off-site event for Convention 2010 attendees seemed a challenge. Yet it became clear very quickly that this is no ordinary place, and it is the perfect place for our group. No matter what your age, you will have an unforgettable experience.

The industrial-styled museum sits on twenty acres in downtown Milwaukee, surrounded on three sides by the Menomonee River, and you'll experience floor-to-ceiling river views. Instilled in Harley-Davidson is the spirit of celebration and camaraderie that is evident as you stroll through the museum. The exhibits tell the story of the legendary culture of Harley-Davidson through videos, photographs, interactive exhibits, artifacts,

continued on page 10

Milwaukee *continued from page 9*

and more than 450 motorcycles, including ten you can actually sit on.

Rumble at the Harley-Davidson Museum® will take place Friday evening, June 18, 2010. Your \$25 ticket includes transportation to and from the Hilton Milwaukee City Center, admission to the museum and light fare. **Add a ticket to your registration—you'll be glad you did!**

Oktoberfest in June

Saturday Night Banquet – June 19

The German influence is so prevalent in Milwaukee it seems only logical for the Saturday night banquet to have a German flair. So don your lederhosen and come for a relaxing, enjoyable time along with some great food and friends. If you are really serious about dressing for the evening, check out www.buyoktoberfestcostumes.com/

Note: we don't endorse this website, but we sure recommend it for inspiration!



Blaskapelle Milwaukee is one of the newest and youngest performing groups in Milwaukee and consists of 18 of the finest young musicians from around the Midwest. Blaskapelle Milwaukee looks forward to playing for attendees at *Oktoberfest in June*. They play in the European Blasmusik style, modeling after the finest bands across Europe and the United States.

Tickets to *Oktoberfest in June* are included in the price of the Full Activity Package. They are \$65 per ticket if purchased separately in advance, \$70 at the convention.

Convention Registration

For quick and secure registration, go to the Convention page on our website at www.hearingloss.org/convention and click on Registration. Once registration is completed, a confirmation will be e-mailed to you. Or, complete the registration form within this issue

and fax along with credit card information or mail it with your payment. You will receive a confirmation by mail in advance of the convention.

Convention Hotel

The **Hilton Milwaukee City Center** is a classic downtown Milwaukee hotel recognized as the city's finest with a tradition of excellence going back more than 75 years. Combining its 1920s grandeur and elegance with today's modern conveniences, the Hilton Milwaukee City Center hotel features:

- Beautifully-appointed guest rooms featuring plush furnishing and the latest in room amenities;
- Distinguished Milwaukee Chop-House™ featuring savory steaks and fresh seafood, and Miller Time Pub perfect for unwinding with friends;
- Paradise Landing™—an elaborate 20,000 square foot indoor water park; tickets to Paradise Landing are sold separately, or you may add them to your hotel registration package;
- Convenient indoor skywalk connects to **Midwest Airlines Center** convention facility.

The hotel is just steps from the Milwaukee lakefront and Henry Maier Festival Grounds, Bradley Center Sports Complex, the Theatre District, and the famous Shops at Grand Avenue with its collection of 170 shops in historic Wisconsin buildings. Additional attractions near the hotel include the Betty Brinn Children's Museum, Milwaukee Public Museum, and the Harley-Davidson Museum® which will host Convention 2010 attendees on Friday night, June 18 (ticket required).

The rate per night is \$145 for single/double occupancy (\$155 for triple, \$165 for quad). Reserve your room today at the Hilton Milwaukee City Center—either call the hotel, or register online by going to the Convention page and clicking on the registration link. Room block cut-off date is **May 23**. Attendees who drive to the hotel will receive 50% off parking rates.

Hilton Milwaukee City Center
509 West Wisconsin Avenue
Milwaukee, WI 53203
414.271.7250

Midwest Airlines Center

We are thrilled to conduct Convention 2010 at the state-of-the-art Midwest Airlines Center, one of the world's most architecturally robust convention facilities, located in the heart of downtown Milwaukee. All workshops and the Exhibit Hall will be held here. Throughout the building there is \$1.2 million in public art, including several elements which are integrated into the building itself. The diverse artwork represents Wisconsin's fascinating history, geography and culture. The Center is located just a short skywalk away from the Hilton Milwaukee City Center.

Air Travel

We have partnered with **Midwest Airlines** and you can take up to 10% off your airfare if you are traveling to the HLAA Convention 2010 between June 12 and June 24, 2010.

There are three easy ways to save when booking your flight:

- Visit <http://www.midwestairlines.com/> and enter promo code **CMZ1710**
- Call Midwest at 800.452.2022 and provide agent with **CMZ1710**
- Purchase ticket through a travel agent and mention **CMZ1710**
- 10% discount valid for tickets purchased at least 60 days in advance and a 6% discount for tickets purchased within 60 days of travel
- Discount is valid from any city served by Midwest Airlines to the event city
- Reciprocal frequent flyer program with Northwest, however, discount does not apply to code share itineraries

Passenger traffic at Milwaukee's General Mitchell International Airport (GMIA) is up nearly 40% since 2008, with the addition of Southwest Airlines and AirTran to Milwaukee. With 12 airlines and nearly 220 daily departures, GMIA has become one of the most price-competitive airports in the nation.

Go Airport Connection

To get to and from the Airport, book your ground transportation in advance and save the hassle later. Receive the \$21 round trip fare to/from the

Milwaukee Airport by booking at least 24 hours in advance.

Go to www.goairportconnection.com and type in the code HLAOA which will take you to the custom reservations page.


Other Transportation

Amtrak

Amtrak can be a very affordable method of transportation and the train station is just .31 miles from the convention hotel—a nice walk or short cab ride. It is located at 433 W. Saint Paul Avenue in downtown Milwaukee. Call 800.872.7245 for more information, or visit www.amtrak.com for schedules and fares.

Lake Express

The Lake Express high-speed auto ferry service links Muskegon, Michigan and Milwaukee, Wisconsin, taking just two and one-half hours, saving passengers a lengthy drive through heavily congested Chicago. Lake Express is a fun, fast and easy transportation solution. Save time, avoid traffic hassles, and enjoy your time during the voyage however you like—spacious, comfortable seating allows you to read a book, chat with friends and family, or sit back and enjoy the views of Lake Michigan. Visit www.lake-express.com for more information and rates.

Whether you come by plane, train, car, or ferry, you are in for a treat. Milwaukee is truly a wonderful city and Convention 2010 promises to be everything you hoped for and more—educational, fun, and inspirational, all in a hearing-friendly environment. I look forward to seeing you there! 



Nancy Macklin is director of marketing and events. You can get even more inspired by reading her original "Blog with Me Baby" at <http://hlaaconvention.blogspot.com/>.

So Much to See, So Much to Do...

The convention tote bag that you will receive at registration will contain, among other things, the Official Visitors Guide, a downtown Milwaukee map, and a *2010 Experience Milwaukee Card*, which will give you one-half off the price of admission at fifteen various attractions, museums, and performing arts venues. A complete list is available on the Convention page but a few highlights on the list are:

The **Betty Brinn Children's Museum** is Milwaukee's only interactive hands-on museum just for kids ten and under and their parents and caregivers. It encourages hands-on learning and the development of fundamental skills, self-esteem, and the ability to work with others. Visit www.bbcmkids.org for more information.



The **Boerner Botanical Gardens** is an internationally renowned horticultural showplace in the Milwaukee County Parks, offering gardeners and plant lovers the opportunity to take in the colors and scents of a variety of collections. See www.boernerbotanicalgardens.org for more information.

Discovery World is unlike any museum you've ever seen—it includes interactive science, technology and freshwater exhibits, learning labs, theaters, television and audio studios, and fresh and saltwater aquariums. Located along the shores of Lake Michigan, it is home to the S/V Denis Sullivan, a 137-foot replica of a 19th century Great Lakes schooner and a floating classroom for water education and conservation programs, and day and night sails. The grounds provide plenty of space for strolling, picnicking or just enjoying the view. For more information, go to www.discoveryworld.org.



The **Milwaukee Art Museum's** extensive collection includes nearly 20,000 works from antiquity to the present. The Museum's permanent holdings include important collections of Old Masters and 19th- and 20th-century art. Important artists represented include Winslow Homer, Auguste Rodin, Edgar Degas, Claude Monet, Henri de Toulouse-Lautrec, Pablo Picasso, Georgia O'Keeffe, and Andy Warhol.

The 341,000-square-foot Museum is an architectural landmark, comprised of three buildings designed by three legendary architects: Eero Saarinen, David Kahler, and Santiago Calatrava. Most fascinating is the Burke Brise Soleil, a moveable sunscreen with a 217-foot wingspan that unfolds and folds twice daily. See www.milwaukeeartmuseum.org for more information.

Schedule-at-a-Glance

Here's a brief look at what we are planning. See www.hearingloss.org for the complete workshop schedule and news about the convention.

Wednesday, June 16, 2010

Noon – 6 p.m. Convention Registration Open

Thursday, June 17, 2010

8 a.m. – 4 p.m. Convention Registration and ALD Distribution
8:30 – Noon *What Children with Cochlear Implants Need at School*
8:30 – Noon Annual Business and Board Meeting
11 a.m. – 4 p.m. Exhibit Hall Open
1 p.m. – 3:45 p.m. Workshops (two 1-¼ hour workshops with 15-minute break)
1:30 p.m. – 3 p.m. *Panel Discussion for Parents*
4:00 p.m. – 6 p.m. Exhibit Hall Grand Opening
6:15 p.m. – 7:30 p.m. Opening Session
8:30 p.m. – 11 p.m. Get Acquainted Party

Friday, June 18, 2010

8 a.m. – 4 p.m. Convention Registration and ALD Distribution
9 a.m. – Noon Research Symposium, *Hearing Aid Research and Development: What It Means to the Consumer*
11 a.m. – 5 p.m. Exhibit Hall Open
1 p.m. – 3:45 p.m. Workshops (two 1-¼ hour workshops with 15-minute break)
4 p.m. – 5 p.m. Exhibit Hall Social—*Say Cheese*
6 p.m. Harley-Davidson Museum®

Saturday, June 19, 2010

8 a.m. – 4 p.m. Convention Registration and ALD Distribution
8:30 a.m. Workshops begin
10 a.m. – 5 p.m. Exhibit Hall Open
4 p.m. – 5 p.m. Exhibit Hall Social—*No Ordinary Sundae*
7 p.m. – 11 p.m. *Oktoberfest in June*

Sunday, June 20, 2010

7:30 a.m. – 8:30 a.m. Worship Service
9 a.m. – 11 a.m. Awards Breakfast

Come to *Milwaukee*
and Be Inspired

CONVENTION REGISTRATION FORM

Hearing Loss Association of America® Convention 2010

Hilton Milwaukee City Center and Midwest Airlines Center
June 17-20 • Milwaukee, Wisconsin

Please complete and return registration form by May 26, 2010.

Primary Registrant (name as it will appear on badge)

HLAA Member ID#

Second Registrant

HLAA Member ID#

Company / Organization

Providing your e-mail address helps us in our effort to "Go Green" and allows us to e-mail convention updates as they occur.

Address

City

State

Zip

Daytime Phone

E-mail

For quick and secure registration, visit us online: www.hearingloss.org

What Children with Cochlear Implants Need at School

By 5.26.10 Onsite

Half Day Workshop for Parents and School Professionals

Registration also includes:

- Unlimited Entry to the Exhibit Hall During Expo Hours on Thursday, June 17
- Opening Session

\$ 50

N/A

VALUE PACKAGES

Full Activity Package (Best Value)

By 5.26.10 Onsite

Hearing Loss Association Convention Full Activity Package includes:

- Unlimited Entry to the Exhibit Hall During Expo & Session Hours
- All Workshops, Demonstrations & Featured Speakers
- Research Symposium
- Opening Session & Exhibit Grand Hall Opening
- Get Acquainted Party (GAP)
- Awards Breakfast
- Exhibit Hall Socials on Friday and Saturday
- **Workshop—What Children with Cochlear Implants Need at School**
- **Oktoberfest in June Ticket(s)** (Saturday Evening Banquet)

Member \$ 319 N/A

Member Couple \$ 558 N/A

First-Timer* \$ 289 N/A

First-Timer Couple* \$ 528 N/A

*** Must be an HLAA member who has never attended an HLAA convention in the past to qualify for First-Timer discount.**

Special Dietary Requests Vegetarian Kosher Diabetic

More packages on reverse side.

Education Package (Does **not** include *Oktoberfest in June* ticket)

Hearing Loss Association Convention Education Package includes:

- Unlimited Entry to the Exhibit Hall During Expo & Session Hours
- All Workshops, Demonstrations, & Featured Speakers
- Research Symposium
- Opening Session & Exhibit Grand Hall Opening
- Get Acquainted Party (GAP)
- Awards Breakfast
- Exhibit Hall Socials on Friday and Saturday
- **Workshop**—*What Children with Cochlear Implants Need at School*

By 5.26.10

Onsite

Member	<input type="checkbox"/> \$ 259	<input type="checkbox"/> \$ 319
Member Couple	<input type="checkbox"/> \$ 439	<input type="checkbox"/> \$ 499
First-Timer*	<input type="checkbox"/> \$ 229	<input type="checkbox"/> \$ 289
First-Timer Couple*	<input type="checkbox"/> \$ 409	<input type="checkbox"/> \$ 469
Non-Member	<input type="checkbox"/> \$ 309	<input type="checkbox"/> \$ 369
Student	<input type="checkbox"/> \$ 200	<input type="checkbox"/> \$ 225

* **Must be an HLAA member who has never attended an HLAA convention in the past to qualify for First-Timer discount.**

INDIVIDUAL ONE DAY PACKAGES (Does **not** include *Oktoberfest in June* ticket)

June 17 – Thursday Package

- Unlimited Entry to the Exhibit Hall during Expo Hours
- Demonstrations & Featured Speakers & Book Signings
- Opening Session & Exhibit Hall Grand Opening
- Get Acquainted Party (GAP)
- **Workshop**—*What Children with Cochlear Implants Need at School*

By 5.26.10

Onsite

<input type="checkbox"/> \$ 150	<input type="checkbox"/> \$ 175
---------------------------------	---------------------------------

June 18 – Friday Package

- Unlimited Entry to the Exhibit Hall & Session Hours
- All Workshops, including Research Symposium, Demonstrations, Featured Speakers & Book Signings
- Exhibit Hall Social—"Say Cheese"

<input type="checkbox"/> \$ 150	<input type="checkbox"/> \$ 175
---------------------------------	---------------------------------

June 19 – Saturday Package

- Unlimited Entry to the Exhibit Hall & Session Hours
- All Workshops, Demonstrations, Featured Speakers & Book Signings
- Exhibit Hall Social—"No Ordinary Sundae"

<input type="checkbox"/> \$ 150	<input type="checkbox"/> \$ 175
---------------------------------	---------------------------------

June 20 – Sunday Package

- Awards Breakfast R.S.V.P. (Space is limited; first-come, first-served) Yes No

FREE

Package Total \$ _____

Additional Individual Tickets

Rumble at the Harley-Davidson Museum[®], Friday evening, June 18

\$ 25 x _____

Oktoberfest in June Saturday evening banquet, June 19

\$ 65 x _____

Special Dietary Requests Vegetarian Kosher Diabetic

Individual Tickets Total \$ _____

Membership

Individual \$35 Couple/Family \$45 Professional \$60 Student* \$20

* Please enclose photocopy of current student identification card.

Membership Total \$ _____

Contribution

Contributions help support the education, advocacy, and support efforts of the Hearing Loss Association of America throughout the year. Donors will be listed in the Convention Program if received by April 18, 2010.

Contribution \$ _____

Payment Information

- Check enclosed (payable to Hearing Loss Association of America[®]).
- Please charge my VISA MasterCard AMEX Discover

Payment Total \$ _____

Cardholder's Name _____

Card Number _____

Exp. Date _____

Cardholder's Signature _____

Please return your completed form with payment to:

Hearing Loss Association of America
7910 Woodmont Avenue, Suite 1200
Bethesda, MD 20814
www.hearingloss.org/convention
Phone: 301.657.2248
FAX: 301.913.9413

Cancellation Policy *The following policy applies to refunds of registration fees:*

If a registrant cancels between January 16 and March 31, 2010, they will be refunded 75% of their registration fees and event tickets.

If a registrant cancels between April 1 and May 24, 2010, they will be refunded 50% of their registration fees and event tickets.

Cancellations made after May 24, 2010 will not be refunded.

Cancellations must be received in writing. Cancellation dates will be determined by USPS postmark or e-mail receipt date.