

# HLAA's New Executive Director's Vision for the Future

Anna Gilmore Hall became executive director of the Hearing Loss Association of America on July 8, 2013. HLAA Board of Trustees President Diana Bender said, "The HLAA Board of Trustees is excited to welcome Anna. She has the experience, skills, and above all, the passion needed to lead HLAA and to build on the successes of our recently-retired executive director. In Anna we have found a strong leader who will strive to implement the goals of our Statement of Strategic Intent. I am really looking forward to working with her."

Anna Gilmore Hall, RN, MS, CAE, brings more than 20 years of experience managing nonprofit organizations, helping them to achieve strategic and growth objectives. Her resume includes executive planning, administration, communications and marketing experience in the nonprofit sector. She holds a master's degree in leadership and organizational management from Capella University, a bachelor's degree in university studies from the University of Maine, and a diploma in nursing from Eastern Maine Medical Center. She has also earned a certification in Association Management from the American Society of Association Executives (ASAE).

Prior to coming to HLAA, Anna was the executive director of Practice Greenhealth, the nation's leading health care community that empowers its members to increase their efficiencies and environmental stewardship while improving patient safety and care. From 2004-2008, she was co-executive director of Health Care Without Harm, the international campaign for environmentally responsible health care. She also held executive leadership positions within the American Nurses Association and the Maine State Nurses Association.

The Board of Trustees, national office staff, state and chapter leaders, HLAA members and supporters, extend a warm welcome to Anna.

"HLAA saved my life" or "HLAA gave me back my life" are common messages I have been receiving since becoming HLAA's new executive director. This is an awesome commentary about our organization while at the same time, presents a huge responsibility for all of us at the national office and for the leaders in HLAA Chapters and state organizations (state associations and state offices). Shortly following these messages, people have said—I wish I had joined HLAA sooner, or why don't more people know about HLAA? Considering that 48 million or about 20 percent of Americans have some degree of hearing loss, there are a lot of people who need HLAA and don't know about us or the resources we can provide them.

HLAA's accomplishments for advocating on behalf of people of all ages with hearing loss are extraordinary. Our advocacy has focused on gaining access to mainstream American culture for people with hearing loss in such areas as technology, telecommunications, hearing health care, employment, education and leadership. We are working on eradicating the stigma associated with hearing loss and raising public awareness about the need for prevention, treatment and regular hearing screenings. We are working to make hearing assistive technology accessible and affordable for all Americans with hearing loss.

HLAA is well-positioned as:

- a strong and well-respected national organization for people with hearing loss
- a force to be reckoned with on Capitol Hill and before federal and state regulatory agencies
- the leading source for information on technology, regulations, employment, and support
- the leader in raising public awareness through our 22 HLAA Walk4Hearing events
- a grassroots organization with close to 200 local chapters and 9 state organizations
- a financially sound organization

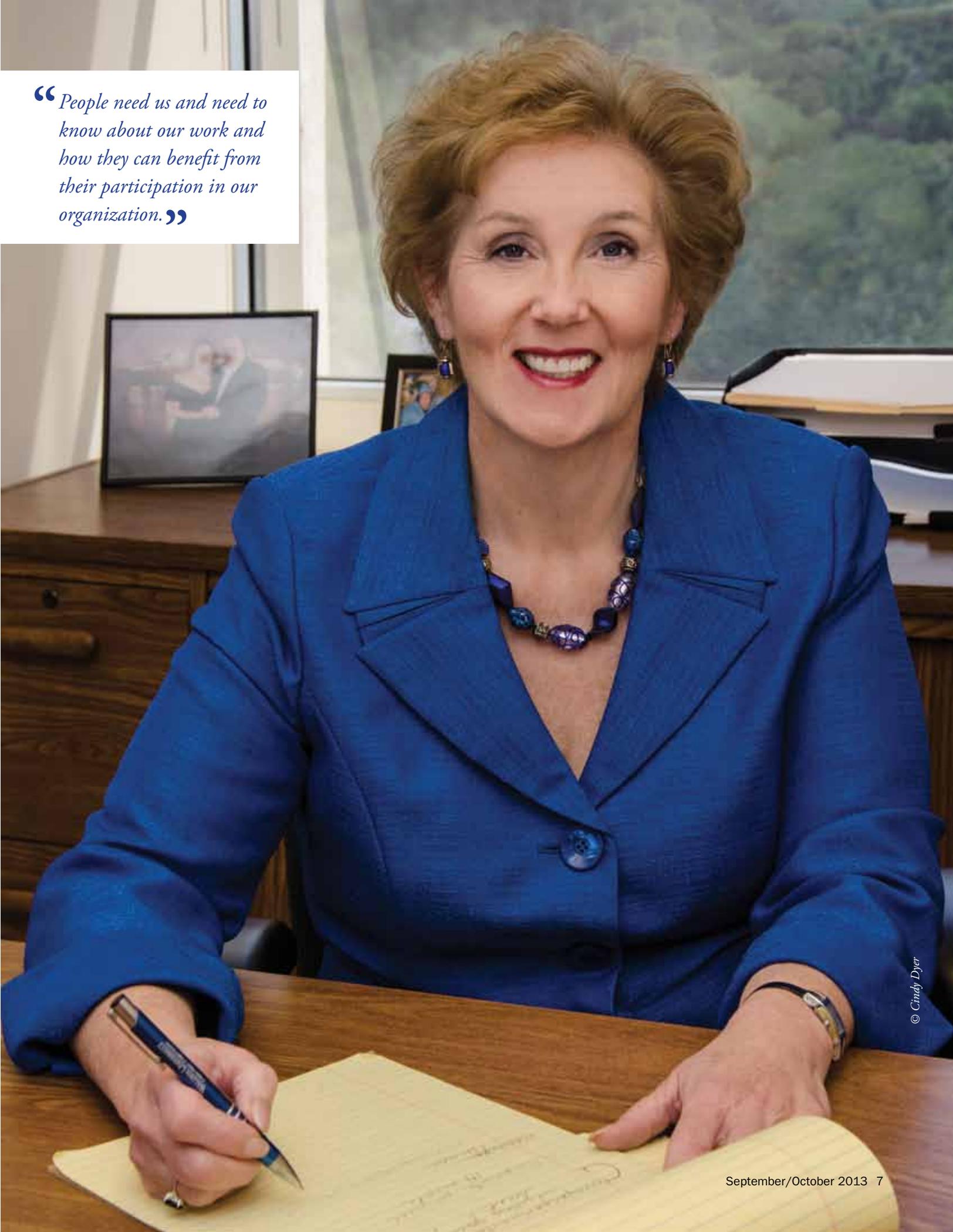
Founder Rocky Stone would be the first to tell us we need to do more. There are many strategies and opportunities we could possibly take to build upon his legacy when he established Self Help for Hard of Hearing People (SHHH) in 1979 which in 2006, was renamed the Hearing Loss Association of America (HLAA). The Statement of Strategic Intent document developed by the Board and leadership gives us clear direction on how we can grow HLAA into the dynamic organization he envisioned. See <http://www.hearingloss.org/content/hlaa-statement-strategic-intent> for the document.

## Vision for the Future

HLAA is the only organization that is solely focused on addressing the issues of consumers. We are the best organization to provide resources and information on technology options for our members and the public. Our chapters are one of our great-

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*“People need us and need to know about our work and how they can benefit from their participation in our organization.”*



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## Executive Director

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est strengths. None of this is news to anyone receiving this publication, but in order for us to become the organization Rocky envisioned, we have to be more in the public eye. We can't be content to talk only to ourselves! People need us and need to know about our work and how they can benefit from our work and their participation in our organization.

My vision for HLAA is that we become as well known to the public as AARP or the American Diabetes Association are. Our membership roster should represent the vast majority of people impacted by hearing loss. And, hopefully, industry leaders and policy makers acknowledge HLAA as the organization leading the efforts to open the world of communication to people with hearing loss.

### Addressing Key Challenges

We must grow the grassroots support base for the organization and significantly increase the number of active HLAA members. I want to continue to build more robust relationships, greater collaboration and better integration and alignment among the national office, state organizations, and local chapters. Achieving a better-integrated, more aligned nationwide HLAA will enable our entire organization to operate more effectively and efficiently as we meet the challenges of the future. Among many of the benefits this will provide will be the ability to facilitate best practice sharing and learning from successes taking place across our organization.

We must grow and diversify the current revenue base, positioning the organization to successfully bring to reality the vision articulated in the Statement of Strategic Intent and leverage future opportunities.

We must expand our advocacy on behalf of consumers for more options to hearing health care, promote affordability of hearing technologies, and encourage access to mainstream consumer technologies in the marketplace.

We must enhance HLAA's name recognition and visibility in the marketplace and across the country through aggressive outreach and use of social media.

As the new executive director, I look forward to partnering with the Board, staff, chapters and members to:

- increase the public's awareness of HLAA as the go-to organization that is solely focused on addressing the issues of consumers
- position HLAA in a rapidly-changing world of social media and networking to drive brand awareness, friend raising and fundraising
- build a robust network of HLAA chapters to provide peer mentoring
- lead the public and policy makers in taking action to take hearing loss more seriously as a health condition
- collaborate with other consumer groups, hearing health care professionals and manufacturers to bring the benefits of hearing technology to all those who need and want it

- enhance resources and tools to assist people with hearing loss who seek to improve their ability to communicate
- expand resources and tools to assist family members of people with hearing loss to better understand hearing loss and how to enhance communication within the entire family
- expand financial resources to support the HLAA mission and program activities

I also look forward to talking with chapter leaders and members as together we become the organization envisioned by Rocky Stone where the stigma of hearing loss is eradicated and people with hearing loss and their families have all the resources they need to lead happy and successful lives. ■■■

*Read Anna's blog at <http://hlaaexecutive-director.blogspot.com/>. She can be reached at [agilmorehall@hearingloss.org](mailto:agilmorehall@hearingloss.org).*



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For a free brochure or for more information about making a planned gift, call Joy Braun at 301.657.2248 or email her at [jbrown@hearingloss.org](mailto:jbrown@hearingloss.org).