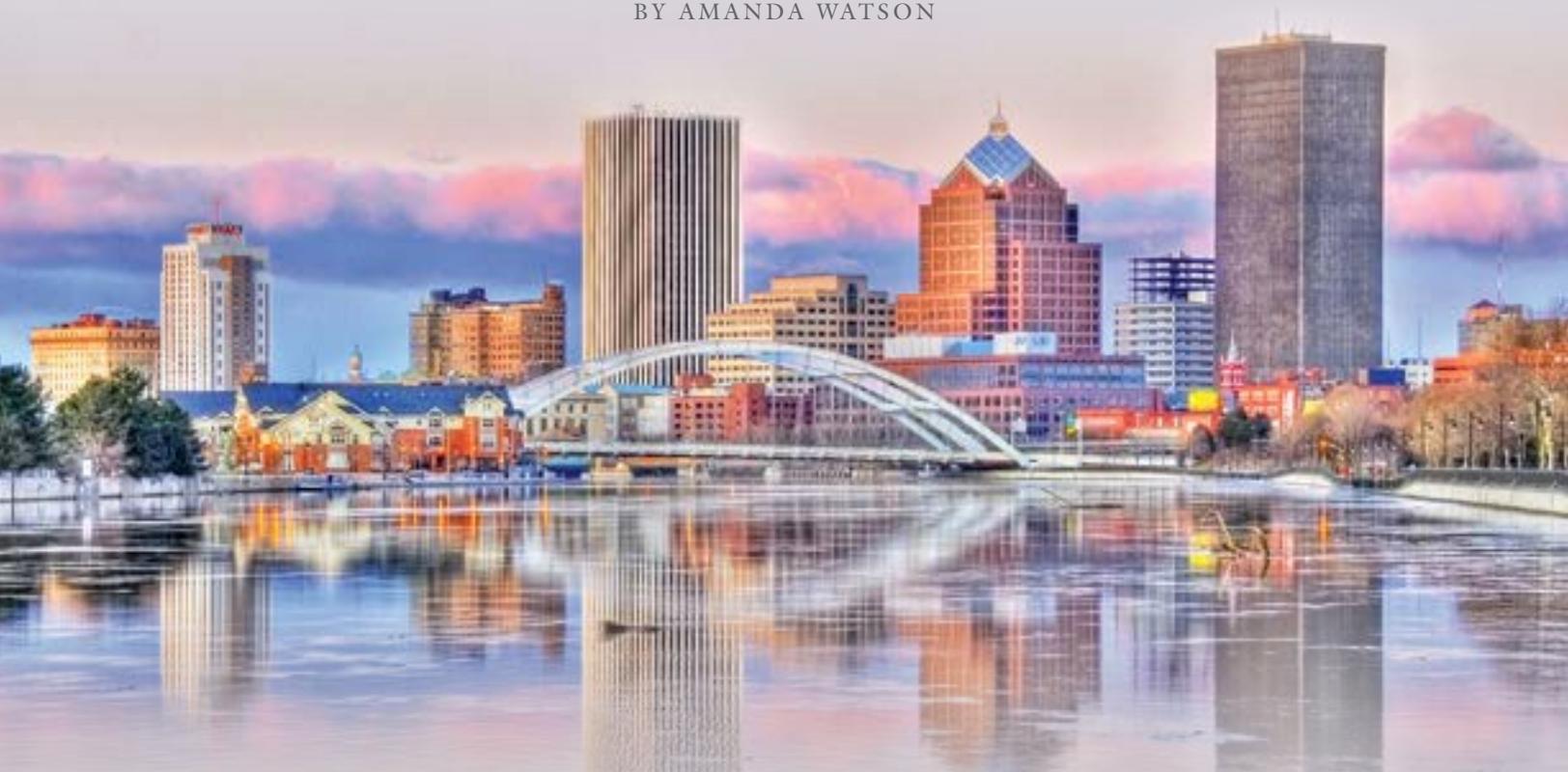


We're Roc-ing Rochester!

BY AMANDA WATSON



Join us for an experience you will never forget where you will meet other people with hearing loss, learn about new products, services, and innovations in a completely communication accessible environment. At the end of the day relax and take in the sights of Rochester, a world of art, theater, music, photography, history, nature and play!



Registration deadline—May 31

Avoid the lines and register early! You can quickly and easily register online or download the registration form at hearingloss.org/programs-events/convention/registration. After May 31, registration will be available on-site only.

State & Chapter Leadership Workshop

Wednesday, June 19 • 1 p.m. – 4:45 p.m.

Ida Institute Resources for Local Chapter Activities

Presented by Bert Meijers, project manager,
Ida Institute

The Ida Institute has developed resources for local HLAA Chapters to use as a tool for opening up discussion, exploration and reflection on everyday communication. This session will explore various resources and how they can be used to run meetings in a new and engaging way. Bert will also be presenting another workshop on Friday, June 21, 3:15 p.m. – 4:15 p.m. on person-centered care.

Fundraising, Branding and Other Business Tools for Nonprofits

Presented by Ann Thomas, president,
HLAA Diablo Valley Chapter

It's probably safe to say that most HLAA Chapters and State Organizations would like to step up their fundraising efforts. If your chapter or state organization is looking for some fundraising help you won't want to miss this presentation by Ann Thomas, a dynamic and award-winning hearing loss advocate, president of the HLAA Diablo Valley Chapter, a volunteer advisor to the HLAA Get in the Hearing Loop program, and an HLAA hearing assistive technology specialist.

Open Board of Trustees Meeting

Wednesday, June 19 • 4:30 p.m. – 6 p.m.

Attend an open meeting of the HLAA Board of Trustees on Wednesday, June 19 for the inside scoop on our organizational goals and priorities for the upcoming year.

State and Chapter Awards Reception & Ceremony

Wednesday, June 19 • 7 p.m. – 9 p.m.

This evening event will honor state and chapter leaders from across the country for their tireless dedication to HLAA and their local communities. Refreshments and light fare will be provided.

Opening Session

Thursday, June 20 • 9 a.m. – 10:30 a.m.

Sponsored by Advanced Bionics



Breathe in Peace, Breathe out Fear: A Mantra for Self-Acceptance

Presented by Rebecca Alexander

As a teenager, Rebecca learned she would be completely blind and deaf by the age of 30 due to a rare genetic disorder called Usher syndrome (type III). How did a diagnosis like this motivate her not simply to survive, but to thrive in the face of unimaginable loss? Rebecca shares her deeply moving and personal journey of loss, resilience, perseverance, and hope that has led her to an illuminated life filled with tremendous meaning, hard work, intimacy, fulfillment, and self-acceptance.



Exhibit Hall Grand Opening

Thursday, June 20 • 11 a.m. – 1 p.m.

The HLAA2019 Convention will officially commence at 11 a.m. on Thursday, June 20. Hear from Executive Director Barbara Kelley as you make your way into the Exhibit Hall to visit exhibitors and explore all of the newest technology for people with hearing loss. The Exhibit Hall will be open until 5 p.m. so feel free to spend the afternoon there, or if you want to take a break from all the walking you could also attend one of the afternoon workshops. A complete list of exhibitors and sponsors will be available in the *Program & Exhibit Guide*, the mobile Convention app and on the Convention web page.

Newcomers Session

Thursday, June 20 • Noon – 1 p.m.

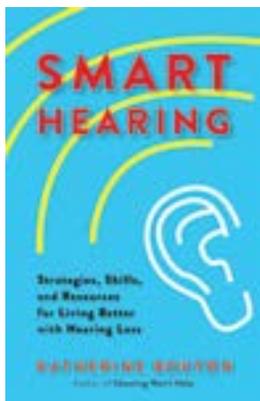
Is this your first time attending an HLAA Convention? If so this is one session you won't want to miss. Spend a valuable afternoon learning how to make the most of your convention experience. Who knows, next year you might be the one providing the tips and tricks to a first-timer!

Book Signing

“Smart Hearing: Strategies, Skills and Resources for Living Better with Hearing Loss”

By Katherine Bouton

Thursday, June 20 • 2:30 p.m. – 3:30 p.m.



“Smart Hearing” is an up-to-date, fact-filled guide for veterans of hearing loss as well as newcomers, a roadmap to new technology, and a primer for living better every day with hearing loss from HLAA Board of Trustees Member Katherine Bouton, who also authored “Shouting Won’t Help: Why I and 50 Million Other Americans Can’t Hear You.”

Get Acquainted Party

Thursday, June 20 • 7 p.m. – 10 p.m.

Calling all divas! Don’t miss this year’s Get Acquainted Party, where you can be part of the glitz, glamour, style, heels and champagne we know as Roaring Hollywood! Mix the buzz of the roaring twenties with unequivocal Hollywood flare and come dressed with a star-studded look. Who will wear it best on the red carpet? Who are your must-see favorite icons? This is an event to see and be seen at! You never know who might make an appearance!

Open Mic Night

Thursday, June 20 • 9 p.m.

Do you have a passion for strings, chords, or a good downbeat? Do you sing (even in the shower) or play a musical instrument? If you answered yes to any of these come enjoy this musical open mic night hosted by the Association of Adult Musicians with Hearing Loss (AAMHL).

This event is open to all passionate performers and will be held June 20, at 9 p.m. after the State and Chapter Awards Reception & Ceremony. If you are interested in sharing your talent with fellow musicians with hearing loss and an appreciative audience, please join us. You can submit an entry form online at bit.ly/hlaa2019openmic. Too shy to perform, or just prefer to take in the music? No problem! The Open Mic Night is open for all to attend and is the perfect way to round out your evening.

Research Symposium: The Latest on Genetics and Hearing Loss

Friday, June 21 • 8:30 a.m. – 11 a.m.

- **Thomas Friedman, Ph.D.**, chief of the Laboratory of Molecular Genetics, National Institute on Deafness and Other Communication Disorders (NIDCD), National Institutes of Health, will serve as the moderator of the Symposium and present *Introduction to the Genetics of Hearing Loss*.
- **Zheng-Yi Chen, Ph.D.**, of Mass. Eye and Ear/Harvard Medical School will present *From Mouse to Man*. Dr. Chen’s other areas of research include functional genomics of hearing, inner ear hair cell regeneration, mechanisms and treatment for age-related hearing loss and noise-induced hearing loss (ARHL and NIHL) and gene therapy for hereditary deafness.
- **Richard Smith, M.D.**, is the director of the Molecular Otolaryngology and Renal Research Laboratories (MORL) at the University of Iowa. A world leader in the human genetics of hearing loss, Dr. Smith will be presenting *The Complexities of Genetic Hearing Loss*.
- **Patricia M. White, Ph.D.**, is a research associate professor at the Ernest J. Del Monte Institute for Neuroscience, University of Rochester School of Medicine and Dentistry. She will present *Focus on Function: Can Supporting Cells Become Hair Cells?*



Mobile Convention App

Sponsored by CTIA

Download the mobile Convention app from your app store and hold the entire Convention in the palm of your hand! Create your own schedule, view presenter bios, read about exhibitors and sponsors, and more, all at your fingertips.



Night at the Museum

Friday, June 21 • 7 p.m. – 10 p.m.

George Eastman Museum

Unwind from the day's Convention activities while you enjoy and explore the amazing George Eastman Museum, located on the estate of George Eastman, the pioneer of popular photography and motion picture film. Founded in 1947 as an independent nonprofit institution, it is the world's oldest photography museum and one of the oldest film archives. The museum holds unparalleled collections—encompassing several million objects—in the fields of photography, cinema, and photographic and cinematographic technology, and photographically illustrated books. The institution is also a longtime leader in film preservation and photographic conservation. There is always something new and different to engage, educate, or entertain you at the Eastman Museum. You don't want to miss the opportunity to visit this beautiful National Historic Landmark!

Workshops

This year we are offering five educational workshop tracks:

- Advocacy
- Genetics and Hearing Loss—**NEW THIS YEAR!**
- Hearing Assistive Technology
- Lifestyle—**NEW THIS YEAR!**
- State/Chapter Development

In addition to these, an exciting lineup of workshops will take place in the State/Chapter Development Room. While these sessions will cover a wide variety of valuable topics for state and chapter leaders they are also open to all attendees. The full workshop schedule can be found on the Convention page.

This year we will once again be using 1Fuzion by 1CapApp for captioning in each workshop. 1Fuzion eliminates the “tennis game” effect of looking from one screen to the other, allowing you to focus fully on the presentation at hand.

Need to request a sign language interpreter for a workshop? Please send requests to convention@hearingloss.org no later than June 1.



Convention Walk4Hearing

Saturday, June 22 • 8 a.m. – 9:30 a.m.

Start your Saturday with a little exercise and a scenic walk through Rochester by accompanying us



on our third annual Convention Walk4Hearing. We will kick things off at 8 a.m. from the Convention Center and walk along the Genesee Riverway Trail to Ford Street and back, a total of about 2.3 miles. Attendees will receive bottled water for the walk and a complimentary official Convention Walk4Hearing t-shirt to take home. Be sure to meet us bright and early inside the Lilac Room North of the Convention Center. Hope to see you there!!

HLAA is 40 and fabulous! Come in your best cocktail attire and revel in delicious food, spirits, and entertainment. **Cheers to 40 years!**

Cheers to 40 Years! HLA A Anniversary Celebration and Awards Gala

Saturday, June 22 • 7 p.m. – 10 p.m.

Sponsored by CapTel Captioned Telephone

HLAA is 40 and fabulous! Join us as we honor those HLA A Members who will receive national awards, as well as celebrate our birthday milestone. Come in your best cocktail attire and revel in delicious food, spirits, and entertainment. Cheers to 40 years!



Thank You to Our Veterans

We appreciate your service, and HLA A is giving back! Complimentary registration will be offered for veterans and their caregivers attending their first HLA A Convention as a small token of our gratitude. If eligible, please complete the Veterans Registration form located on the Convention page.

Host Hotel: Hyatt Regency Rochester

125 East Main Street
Rochester, New York 14604

The Hyatt Regency Rochester is located in the heart of the city along the Genesee River. Be sure to reserve your room at http://bit.ly/HLAA2019_HyattRochester or call 585.546.1234 and tell them you are with the HLA A2019 Convention group. Deadline for reservations is May 28, 2019.

Joseph A. Floreano Rochester Riverside Convention Center

123 East Main Street
Rochester, NY 14604

Connected via a skywalk to the both the Hyatt Regency Rochester and the Rochester Riverside Hotel, the convention center will host all plenary sessions, workshops, and many events.

Transportation

The Greater Rochester International Airport (ROC) is only a 10-minute drive to the Hyatt Regency Rochester and Rochester Riverside Hotel. Other methods of transportation are available for a wide variety of travel arrangements and budgets.

- **Airport Shuttles:** Free shuttle service is available upon request between Rochester International Airport and Hyatt Regency Rochester. To make a reservation call 585.546.1234. You can sign up at the hotel front desk for return service to the airport.
- **Uber and Lyft:** Uber and Lyft are other convenient ways to get from and to the airport and around the city. All you have to do is download the Uber or Lyft app, enter your destination, confirm the number of seats you need, and confirm your pickup location. Visit uber.com or lyft.com for more information.
- **Parking:** Valet parking at the hotel costs \$17 per car, per night with in/out privileges. The hotel is connected to the South Avenue Parking Garage and hotel guests receive a discounted rate of \$12 per car, per night with in/out privileges.

Follow us for Convention Updates

- Like HLA A on Facebook at [facebook.com/HearingLossAssociation](https://www.facebook.com/HearingLossAssociation)
- Follow us on Twitter: [@HLAA](https://twitter.com/HLAA) and use [#HLAA2019](https://twitter.com/HLAA2019)
- Follow us on Instagram: [@hearinglossassociation](https://www.instagram.com/hearinglossassociation)
- Subscribe to our *Hearing Life e-News* (you can find the link on hearingloss.org).

Be sure to keep checking the Convention page at hearingloss.org/programs-events/convention/ for the latest updates and Convention news. **HL**



Amanda Watson is the HLA A meeting planner. She can be reached at awatson@hearingloss.org.