

A QUARTERLY PUBLICATION FOR SERTOMA MEMBERS

SERTOMAN

SUMMER2012



INTRODUCING CHRIS WESTON **2012 Sertoma President**

- HEAR NASHVILLE
- SERTOMA NATIONAL AWARDS
- NEW BRAND STANDARDS





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PRESIDENT'S MESSAGE

SERTOMA'S 100TH ANNIVERSARY



What a year we have completed celebrating the 100th anniversary of our beloved Sertoma! As I reflected on our organization's history, I realized that we are in great company with other entities that also have been in existence for a century. Let me share just one with you to inspire you to set lofty goals to keep pace.

In 1912 the National Biscuit Company debuted its best-selling product: the Oreo cookie. Taking two thin chocolate "discs" and sandwiching them with a white crême, the visionaries began production of a food item, 362 billion of which now have been sold. How about that for success?

And now our history: It was on April 11, 1912 that the first luncheon meeting of the "Stand Together Club" (later called the Co-Operative Club) of Kansas City Missouri was held. Since that humble beginning, consider what has happened: the establishment of the name, the mission, and the structure of Sertoma, Inc. that we enjoy today; a significant impact made in the area of communicative disorders, especially hearing health, through raising public awareness and providing funds for programs and scholarships; and as one of the original slogans accepted in 1926 expressed, Making Life Worthwhile for the members of our communities.

I challenge each one of us Sertomans to consider what these centurions have in common: a compelling vision to make a difference and the courage to build capacity focused on vision and purpose. This year, let us together look forward and challenge ourselves with the words of our Annual Convention keynote speaker, John O'Leary: "What More Can I Do?" Accept this challenge with me: We Can Do More!

Chris Weston
President

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Sertoma Mission Statement

Our mission is to improve the quality of life today, through education and support, for those at risk or impacted by hearing loss.

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Dr. Charlene Cohen-DeRoy working with a HEAR Nashville patient.

HEAR nashville

A SUCCESSFUL HEARING HEALTH PARTNERSHIP

In our first 18 months of operation, 225 low income people in 27 counties of middle Tennessee have received new hearing aids at little or no cost to them thanks to a unique partnership initiated by the Sertoma Club of Nashville. That's a record of success few, if any other nonprofit organizations could match, especially in this economy.

Written by
Les Hutchinson, Ph.D.,
Chairman of HEAR Nashville
and Member, Sertoma Club of Nashville

The key has been the special commitment of five separate organizations and agencies made two years ago to work together toward our common goal.

As with most Sertoma Clubs, our Nashville club could only assist a very small number of people with hearing loss each year because of the \$2,000+ per person cost. In early 2010, we began serious discussions about how the club could do more in addressing hearing aid needs in our area. We recognized that partnerships between organizations where resources could be shared could result in many more people being served at a much lower cost per person. And HEAR Nashville was born.

We first identified several “key” organizations in our community that provide important services to those with hearing loss. Next, we recruited several of these to become the “core” organizations to form this partnership based on the kinds of resources and experience each would bring to the table. Our initial five included:

- 1) The Sertoma Club of Nashville - mission and initial funding
- 2) Vanderbilt Bill Wilkerson Center (VBWC) - a world-renowned resource for hearing-related clinical training and services and an affiliate of our club
- 3) The audiology section of the Speech and Hearing Department at Tennessee State University (TSU) - a history of providing hearing evaluations in low income neighborhoods
- 4) Bridges (formerly League for the Deaf and Hard of Hearing) - an 80+ year history of community-based services for those with hearing loss and an affiliate of our Nashville club
- 5) Nashville Chapter of Hearing Loss Association of America (HLAA) - a consumer group with a very strong local chapter in Nashville

Our initial planning group consisted of representatives of each of these organizations, plus two graduate students in audiology affiliated with the Student Audiology Association at Vanderbilt University Medical Center. We developed a plan for sharing resources that would focus on providing three services: a Central Call Center operated by audiology graduate students with a toll-free number available to prospective applicants throughout middle Tennessee; Clinical Services, including evaluations and hearing aid fittings for low income people who met the criteria we developed, offered at the VBWC site or at the TSU clinic; and Hearing education for the general public via classes, health fairs, and presentations to community groups, churches, businesses and other interested organizations.



Bill Rogers of the Sertoma Club of Nashville and Patti Hergenreder, audiologist at VBWC with a very happy recipient of new hearing aids through *HEAR Nashville*

We determined that we could offer three options for qualified applicants to get new high quality hearing aids. These included:

- 1) The Hear Now® program that is linked with the Starkey Foundation for the lowest income group and targeted at the lowest income sector where only an application fee is required. If no other resource was available to pay this application fee, our Nashville Sertoma Club covered it.
- 2) The Audient® program connected to the Audient hearing aid manufacturing company and targeted at low income individuals with a slightly higher income/family-size ratio than the Hear Now® program. Applicants are expected to participate financially within a very modest range of \$300-\$900 per applicant.
- 3) The third option is a subsidy through HEAR Nashville and is targeted to those who meet the criteria for the Audient® program but lack the ability to participate financially in obtaining hearing aids. This subsidy is supported by donations and grant funds, currently from the James W. Pickle Foundation, a local family foundation.

To collect used hearing aids, we created partnerships with YMCA's of Middle Tennessee, the Fifty Forward senior centers, several large churches, and a number of area private audiologists. Through this network, we have canisters in over 50 locations throughout the region. These are serviced either by members of the Nashville Sertoma Club or by one of the other Sertoma Clubs in the Middle Tennessee District.

Each hearing aid is inspected at the VBWC to determine its condition and potential for reuse. About five percent meet the latter criteria and are kept at the VBWC for a HEAR Nashville hearing aid "loaner" bank for our clients who need a hearing aid on a temporary basis. The remaining 95% are sent by our club representative to the Starkey Foundation where a

credit is issued toward new aids associated with the Hear Now® program. In our first 18 months of operation, we collected enough used hearing aids to supply nine of our applicants with new hearing aids at no cost to our program.

This program has been presented at a number of national, regional, statewide and local conventions and conferences. Additionally, we participate in health fairs which may include brief hearing screenings. We are also working with YMCA's to provide some classes or special events at several of their sites in the region. Both HLAA and the audiologists are involved in these presentations along with members of our Sertoma club. Additionally, some of our graduate audiology students have written articles related to hearing loss and hearing aids for publication in the newsletters of senior centers and other area organizations.

With donated space, essentially an all-volunteer operation, and support costs used only for phones and office supplies, no money goes into "bricks and mortar" or staff. Costs in our first 18 months were approximately \$65,000, with

90% of that going directly to purchase hearing aids. HEAR Nashville is chartered as a nonprofit organization in the state of Tennessee and we have applied for 501c(3) status with the IRS so we can do more fundraising.

HEAR Nashville has proven to be a very successful collaboration and our visibility is quickly increasing. But this success would not have been achieved without the ongoing strong commitment of our core partner organizations. Each is committed to the notion that this is a very important service that significantly benefits our community and each plays a critical role in our success. We are convinced that other Sertoma clubs and associated organizations could also be successful in creating this type of collaborative model in their respective communities. Together, we make it happen!

For more information about HEAR Nashville, contact Dr. Les Hutchinson, Chairman, at les.hutchinson@comcast.net or by phone at (615) 202-3329. You can also find us on the web at www.hearnashville.org and on Facebook at HEAR Nashville.



The initial planning group for *HEAR Nashville*. Back row (L-R) Bill Rogers, Sertoma Club of Nashville; Dr. Les Hutchinson, Chairman and member of Sertoma Club of Nashville; Dr. Charlene Cohen-DeRoy, audiologist at VBWC; Jeffery Johnson, president of HLAA, Nashville chapter; Dr. Bill Dickenson, chairman of the Audiology Department at VBWC; Eric Workman, Vice President of Bridges and member of the Setoma Club of Nashville; (front L-R) Dr. Valeria Matlock, head of Audiology at TSU; Patti Hergenreder, audiologist at VBWC; and Sallie Hussey, CEO of Bridges.

SUPPORT SERTOMA'S MISSION

Our mission is to improve the quality of life today, through education and support, for those at risk or impacted by hearing loss.

Sertoma's purpose for existence, as a service organization, is our mission. The national mission shared by all Sertomans is hearing health. While not a life threatening health issue, hearing health has a profound impact on an individual's quality of life. It limits professional advancement, isolates people from their community, family and friends, and has negative impact on self-esteem and personal relationships.

Hearing health needs allies and advocates, educators and healers. Sertoma communities share the common belief that attention paid to hearing health adds quality to lives and communities.

Our mission focuses on hearing health as it cuts across all aspects of our community. From birth to old age, from the schoolroom to the boardroom, hearing impacts all our lives, and especially for

the 40 percent of the population directly touched by hearing loss. It is an area where we can improve the quality of life today, and into the future. It provides opportunities for those who want to advocate, educate, support and lead.

Sertoma advocates for hearing accessibility with our induction looping program A Sound Investment; educates communities about noise-induced hearing loss through **SAFE**Ears!; and serves professionals and patients in the hearing health field through Adopt-An-Agency and scholarships. We are making a difference in the lives of others by restoring quality of life. You can help by making your gift today in support of Sertoma and our hearing health mission.



SERTOMA ANNUAL FUND

1912 E. Meyer Blvd., Kansas City, MO 64132 Phone: (800) 593-5646

E-mail: infosertoma@sertomahq.org Web: www.sertoma.org

Support Today for more Service Tomorrow



Name _____ Club _____

Address _____ City _____ State _____ Zip _____

Phone (_____) _____ E-Mail _____

I want to support the Annual Fund:

\$10 \$25 \$50 \$100 \$500 \$1000 Other \$ _____

I have received my pin.

This gift is in: Memory of _____ or: Honor of _____

I would like to pay with:

Check/Cash enclosed. (Make checks payable to Sertoma.)

Visa MasterCard Discover American Express

Name on Card _____

Card Number _____ Exp. Date ____/____/____

Signature _____

I want to pledge (All pledges must be paid by June 30th.):

Please bill me: Monthly Once

Begin billing on: ____/____/____ Payment Amount \$ _____

Please send me information about including Sertoma in my will or estate plans.





We all know that walking is a great form of exercise. Nothing shakes off the cobwebs, gets the blood flowing, and reconnects us to the world outside our door like a walk.

When our walk involves family and friends, we get the dual benefits of exercise and fellowship. And when we walk for the cause of hearing health, we receive the added benefit of raising funds and awareness of Sertoma's national mission.

CELEBRATE SOUND



Don't Walk in Silence™

CELEBRATE SOUND *Don't Walk in Silence™* is Sertoma's first national fund- and awareness-raising event. This turn-key project

for Sertoma clubs and National Affiliates

offers a great way to raise funds. But equally important, it offers a high visibility opportunity to raise awareness in your community of the work done by Sertoma, its Affiliates and Sertoma's hearing health mission. Hearing health agencies, audiology and speech pathology professionals, deaf and hard-of-hearing students all know of the grants and scholarships Sertoma makes available to support its hearing health mission. Now, for the first time, Sertoma clubs and National Affiliates have all the tools they need to spread the word beyond these communities and generate funds for local community needs and Sertoma's national hearing health mission.

Organizing a CELEBRATE SOUND *Don't Walk in Silence™* event is as easy as 1-2-3.

1. Request Walk information from Sertoma Headquarters. You will receive an informational packet and an agreement that sets out the expectations of Sertoma and the club.
2. Once Sertoma Headquarters receives the signed agreement, you will be sent the manual with instructions on how to proceed. For your CELEBRATE SOUND *Don't Walk in Silence™* event, you'll receive:
 - Step-by-step event instructions
 - Event t-shirts

- Event webpage set-up, design and support
- Online event registration and donations
- Online tracking of event participants, donors and sponsors
- Electronic delivery of receipts for donors
- Printable copies of event forms
- Sample participant, sponsor and donor letters and emails
- Insurance through a national provider

3. Then all you need to do is gather friends, family and co-workers together and take a walk!

As your event partner, Sertoma provides all the tools and supplies needed for the event, from t-shirts and posters to complete administration of walkers and donations. As the walk organizer, you provide for your local needs such as permits, facilities, event day activities and recruitment of local sponsors and walkers. All event expenses are paid off the top from revenues generated by the event. Remaining proceeds are divided equally between Sertoma and the walk organizer (Sertoma club or National affiliate). Sertoma's share of net revenues goes to support its national hearing health mission activities. The walk organizer's share may be used for local hearing health projects or to support other local community needs.

What are you waiting for? Contact Sertoma Headquarters at CelebrateSound@sertomahq.org today to request your CELEBRATE SOUND *Don't Walk in Silence™* information packet.

CELEBRATE SOUND *Don't Walk in Silence™* is a registered service mark of Hearing Charities of America.



MEET CHRIS WESTON SERTOMA PRESIDENT 2012-13

Sertoma President, Christian T. Weston III, has a long and distinguished history with Sertoma. The first legacy president in Sertoma's history, Chris follows in the footsteps of his father, C. Tucker Weston, who served as International President in 1959-60. An orthopedic surgeon, Dr. Weston was dedicated to Sertoma and very involved in the Columbia, SC community where Chris and his four siblings were born and raised and where Chris and his wife continue to reside today.

And the Weston family Sertoma tradition wasn't limited just to Chris' father.

When she wasn't busy keeping up with five active children (Chris is the middle child in the family of three girls and two boys), his mother also made time to be an active member of La Sertoma.

A self-proclaimed "cradle Sertoman" Chris recalls attending Sertoma conventions as a child with his parents and siblings. The call to service and Sertoma tradition instilled in him by his parents made joining a Sertoma club a natural rite of passage when Chris reached adulthood, although the club he chose to join was not the club to which his father belonged. According to Chris, "My father was one of my greatest inspirations who taught me the value of service, hard work and dedication. I admired and respected his work ethic but wanted to establish my own identity in Sertoma". And, in fact, over the years, he has established his own Sertoma identity in not one, but three clubs: his home club (Columbia Sertoma Club), Camp Sertoma Club of South Carolina and Camp Sertoma Club of North Carolina, Virginia & Maryland. He is also part of a group of Sertomans currently working to rebuild the Wade Hampton Sertoma Club in Columbia, SC.

Chris graduated from The Citadel with a bachelor's degree in education. After a brief stint

as a manufacturer's representative, he launched a successful career as an insurance representative. While in college, Chris competed as a member of The Citadel's sailing team. In fact, it was a mutual love of sailing that

brought Chris together with his wife of 34 years, Anne, a graduate of Duke University. Anne is an educator who currently serves as Provost and Upper School Head of Heathwood Hall Episcopal School in Columbia. She is also a member of the YaYa Sertoma Club.

Chris and Anne are the proud parents of two daughters. Oldest daughter Sarah now works and resides in the Los Angeles, California area while younger daughter Drayton lives a bit closer to home in Greenville, South Carolina. When their daughters were ages eight and four, the Westons became a true international family, welcoming into their home Amit and Sumit, two brothers from India, ages 14 and 17. Initially, the Westons were to host the boys for just one school year. One year turned into ten while the boys completed their high school and college educations. Now married and with children, both young men run successful businesses, one in Mumbai, India and the other in Dubai in the United Arab Emirates.

The experience of growing up with two Indian brothers gave the Weston daughters a wonderful view of the world outside their own community, a view that was further enhanced by overseas family vacations and studies abroad during college. When they weren't



traveling with the family to faraway places, Chris and Anne could be found cheering at their daughters' soccer matches and enjoying a variety of outdoor family activities that included backpacking, hiking, kayaking and sailing. Both remain avid sailors and continue to relish the time they spend out on the water.

Besides his father, Chris cites his family as the other great inspiration in his life. "Our youth are our future leaders," he says. "Over the years, I've been constantly inspired by the impact Anne has had on the young people she encounters in her career as an educator, not to mention her accomplishments with our own children. They too have inspired me with their generous hearts and helping hands. For the past 34 years, I have been given the kind of unconditional support that has enabled me to achieve things that might never have been possible without my family at my side." One of those achievements was organizing a girls' soccer league in Columbia. "I knew the rules of soccer from watching the girls play but didn't have a clue how to put together a league and then run it. With the help of some very dedicated volunteers and my daughters, we created a successful league that in just ten years went from 25 girls to over 300 girls participating across the city."

Chris also remembers well the wonderful support from his Sertoma friends when he was making the decision to serve Sertoma at the national level. He says that although he is proud to be following in his father's footsteps as Sertoma President, he never aspired to serve at the national level. "Before I decided to run for Director, I visited a number of Sertoma clubs in the region. The openness and excitement of the Sertomans I met helped me reach the conclusion that this was something I could – and should – do." And when fellow Sertomans began encouraging him to run for national office, it was again his family's support that helped him through the soul-searching process and brought him to his decision. "I am humbled by the confidence placed in me by so many wonderful people who themselves have accomplished so much within Sertoma."

As Sertoma marches into its 2nd Century of Service, Chris sees two key challenges ahead. One is to continue to grow, adding more new members and clubs – and more dollars and willing hands - that will generate more programs, serving more hearing health and local community needs. The second challenge is to create greater awareness of Sertoma and educate more of the public on Sertoma's national hearing health mission. He is enthusiastic and optimistic that the new CELEBRATE SOUND *Don't Walk in Silence*™ national fund-and awareness-raising event is an excellent start to meeting both challenges.

When asked what legacy he would like to leave when his term in office ends, Chris quickly responded, "I would like to find ways to get more young people involved and build awareness of Sertoma so we can do much more to help with hearing health issues". He would like to see more members of the "Facebook and Twitter generation" involved in Sertoma's mission and greater participation by the hearing health community in Sertoma's activities.

Chris would also like Sertomans to know that he and the national board are here for all Sertomans. "We have an open door that swings

both ways," he said. I encourage every Sertoma club to support our national mission of hearing health. And I also encourage every Sertoman to help build a stronger and better organization by sharing his or her thoughts, ideas and information with us."

One change as Sertoma moves into its next 100 years has been elimination of the Sertoma President's theme for his/her year in office. Chris says being the first Sertoma President without a theme is no problem because he has a mantra. And it's one he plans to repeat many, many times during the upcoming year.

We can do more!



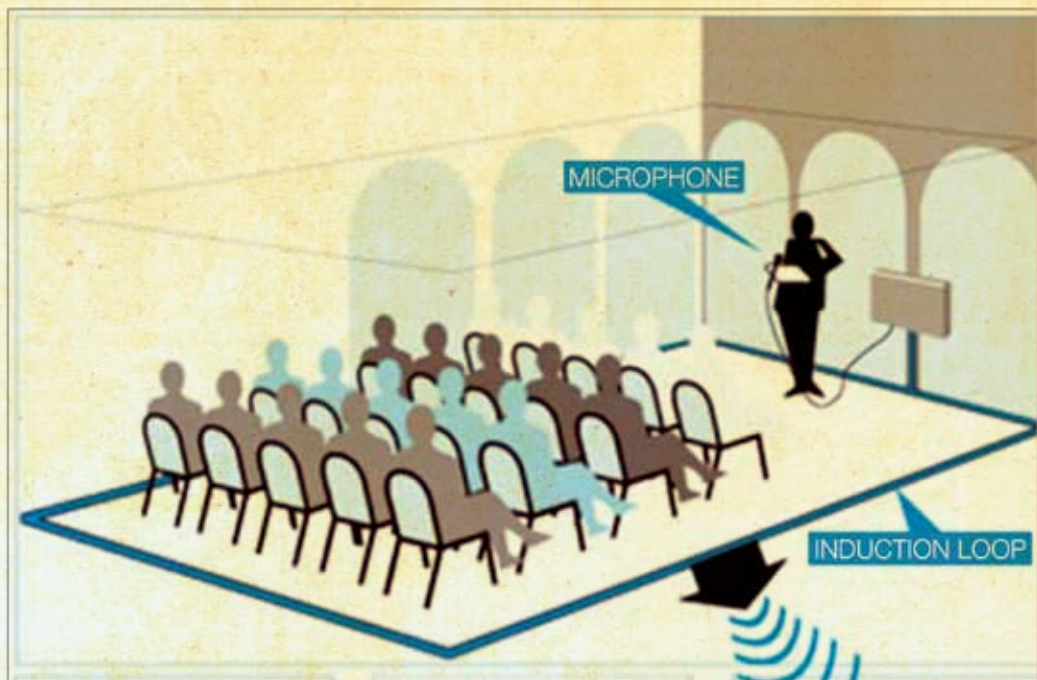


Fig. 1

WHEN IT COMES TO HEARING LOOPS, WHAT'S OLD IS NEW AGAIN

Samuel Lybarger invented the telecoil in 1947 so hearing aid users could use the telephone. Up until then, using a phone would cause feedback, that annoying, high-pitched squealing sound. Lybarger's invention was a tiny coil of wire that picked up the magnetic field of the phone and sent the signal through a person's hearing aid. Because the microphone could be turned off, there was no feedback.

Written by

Tom Thunder, AuD, Audiologist and
Steve Thunder, BSE – Acoustical Engineer



Fig. 2

The telecoil helped people use the phone for three decades.

But then it disappeared. Why? First, hearing aids were being made smaller. So the telecoil had to go. Secondly, when AT&T divested, telephones were made by a variety of manufacturers, few of which were compatible with telecoils. Finally, the industry developed anti-feedback circuitry that allowed people to use their hearing aid without a telecoil.

Even in the early years, it was recognized that if the signal from a PA system was sent through a wire placed around the perimeter of a room, as shown in Figure 1, a telecoil could pick up this weak signal and amplify it through the person's own hearing aid. This worked well in classrooms for the hearing impaired because the teacher's voice was delivered directly to the student's ear – without the reverberation that smears speech, without the distance that weakens speech, and without the background noise that interferes with speech.

For the most part, all classrooms are similar in size. So a simple perimeter loop happens to work well in most cases. However, the same wire placed around the perimeter of a church, theater, or lecture hall leads to unpredictable and usually disappointing results. In these cases, the magnetic signal loses strength, especially if the floor contains reinforcement bars. The presence of this metal zaps the energy of the signal. But with the innovation of better drivers, an array of overlapping smaller loops,

and phase shifters, the large area and metal loss can be overcome making the system very useable with a t-coil.

The "Let's Loop America" initiative begun by the American Academy of Audiology and the Hearing Loss

Association of America came largely as a result of the efforts of Dr. David Meyers, a hearing-impaired sociology professor. In Europe, he could go to churches and theaters and hear perfectly well – something he never experienced back home in Michigan.

For this initiative to continue here in America, hearing aid users need to have a consistent experience from one looped venue to the next. This is where the International Standard, IEC 60118-4, is critical. It designates a specific field strength, frequency response, and maximum electrical interference for induction loops. While some venues will sound fine (by accident), unless designers and installers are knowledgeable and skilled enough to understand and adhere to this standard, installations will sound distorted, too soft, too loud, or too variable.

The IEC standard makes possible the use of induction loops for other applications. Homes are being looped because users need only press a button to activate their t-coil. But the use of loops is rapidly increasing in larger, public areas because of their effectiveness in overcoming reverberation and background noise. Despite the fact that churches and theaters have used FM and infrared technology for many years, they are installing loops because they are compatible with hearing aids and

bring the user the loudness and clarity they need to easily understand. The facility benefits because they no longer need to maintain a large supply of head-worn receivers.

More hotel and library meeting rooms will install loops as the growing number of Baby Boomers with hearing loss will want them to hear lectures and talks. Tour buses and boats, ticket and help counters, airport and bus terminals are also candidates for induction loops as all of these locations present challenging listening environments for the hearing impaired. The newest taxi cabs are already including loop systems to help riders overcome the difficulties of noise, poor acoustics, and driver accents.

In summary, while induction loops and t-coils are old technology, what is new is the equipment and the design innovations. Together, these developments will promote the growth and use of this technology into applications beyond the hearing impaired classrooms of yesterday. However, for the growth of loops in America to continue, adherence to the IEC standard is critical. When this is done, hearing aid users and venue operators will all benefit. If you encounter a facility with noise and reverberation, look for the international symbol for the induction loop as shown in Figure 2. If you don't see it, talk to the facility manager about "getting in the loop."

For more info go to: www.loopit8.com

ABOUT THE AUTHORS

Steve Thunder has a bachelor's degree in acoustical engineering from Purdue University and currently manages Assistive Hearing Systems, a company that designs, engineers, and installs induction loop systems.

Dr. Tom Thunder is an audiologist and acoustical engineer based outside Chicago. As a faculty member at Northern Illinois University and Rush University, he teaches courses in audiology, acoustics, psychoacoustics, and noise. His current field of interest is the use of induction loop technology in overcoming adverse acoustics.



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NEWEST HEARING SOLUTIONS HELP CHILDREN WITH HEARING LOSS ACHIEVE THEIR PERSONAL BEST

Hearing loss affects children throughout the course of their development. Because children learn and progress differently over time, their needs must be considered continuously and on an individual basis. Advanced technology hearing devices and FM solutions developed specifically for children ensure that children with hearing loss have the opportunity to develop to the greatest degree possible intellectually, educationally and socially - without hearing loss standing in their way.

Written by
Maureen Doty Tomasula, AuD, FAAA, CCC-A
Senior Product & Marketing Manager, Oticon Pediatrics

Today's child-friendly hearing solutions are easy to use and free of technical complications such as feedback to ensure that children receive the best possible auditory experiences right from the start.

As a child grows, new technologies and advanced features equip children and teens to better meet the challenges, opportunities and adventures of everyday life.

The developing brain of the newborn child is impressive in its ability to learn and adapt. The newest pediatric hearing solutions are designed to make more sensory information available to the developing auditory system. For infants, hearing instruments that provide access to the broadest and most natural acoustic inputs are key to allowing the auditory and cognitive system to develop as rapidly and as fully as possible.

Absence of hearing during this sensitive period of the child's life can have serious consequences for the functionality of the auditory neuronal network. Now programs like Oticon's National Loaner Bank help to prevent delays in the fitting of infants. The free-of-cost program

provides hearing instruments for a three-month period to children under the age of three years while arrangements for third-party reimbursement are secured or while cochlear implant evaluation is underway.

During the pre-school years, a child's auditory world becomes more complex. New emphasis is placed on amplification that stimulates the child's auditory system in a natural and complete manner to foster an appreciation of the natural relationships between sources of sound. This can be achieved through hearing solutions that combine broad

bandwidth and wide dynamic range amplification with processing that maintains as much of the natural dynamics of the sound signal as possible.

Pre-schoolers tend to be the roughest on technology. The most child-friendly solutions focus on reliability and durability and include practical features such as built-in LED status indicators to let parents, teachers and coaches know that the instrument is on and set to the correct program.

During the school years, assistive listening or FM systems support learning by improving access to speech in noisy and reverberant classroom settings. The newest FM solutions integrate easily with hearing devices and are flexible and simple to use for the teachers and other professionals. For activities in noisy environments in or outside of the classroom,

such as the gym or lunchroom, children benefit from hearing devices that adjust automatically to changing sound environments and offer advanced features, such as directionality and noise reduction.

Children today live in a high tech world where access to the internet, music players, television, video games and smart phones is a rite of passage. Hearing technology should seamlessly support and motivate access to these media for both educational and entertainment reasons. The latest pediatric hearing solutions open a world of connectivity to children with hearing loss with effortless wireless connection to a range of popular communication devices including cell phones, PCs and music players.

Hearing devices such as the Oticon Safari family use the small and discreet Oticon Streamer and the ConnectLine system to stream audio directly to the child's hearing instruments. Children and teens can chat effortlessly on cell and landline phones with friends and grandparents, enjoy TV with the family without requiring high increases in volume and get more enjoyment from today's audio-rich gaming.

During the teenage years, it is not uncommon for teens to reject or limit use of hear-



ing devices. New teen-friendly options that feature a combination of discreet, nontraditional design along with effective connectivity can help support and motivate consistent use of amplification. Advanced features such as high-speed sound processing, environmentally-adaptive automatic systems and wireless connectivity can enable teens to function in a broader range of communication environments than ever before.

No advances in pediatric hearing technology can compare to the value that a caring and dedicated audiologist brings to a child's life. Supported by advanced, reliable products, the combined efforts of a knowledgeable and skilled hearing care professional, dedicated parents and a motivated child can positively affect the totality of a child's success and independence.



SERTOMA SAFEARS!

... to hear the future.



NEW! ORDER FORM

Fax to: (816) 333-4320

or mail to:
Sertoma Headquarters
1912 E. Meyer Blvd.
Kansas City, MO 64132



Club Packet

Includes: Club Banner, 5' x 2'
(If you would like your club's name printed on the banner, there is a \$9 charge.)
 2 Table Top Displays
 Manual with Media Kit* and Resources
 *Media Kit includes radio PSA.
 TV PSA available upon request. No PSA: _____ DVD: _____ VHS: _____ Beta: _____
 Price: \$75 Quantity _____ x \$75 = _____
 Name Printed: \$9 Quantity _____ x \$ 9 = _____
 Please print name as it is to appear: _____

Club Name: _____ Club #: _____

Name of person placing order: _____ Daytime Phone: _____

Shipping Address: _____ City: _____ State: _____ Zip: _____

Note: For a club to participate in the project for the first time, the above Club Packet must be purchased; i.e., you must purchase the Club Packet prior to ordering Individual Giveaway Kits.

Individual Giveaway Kits

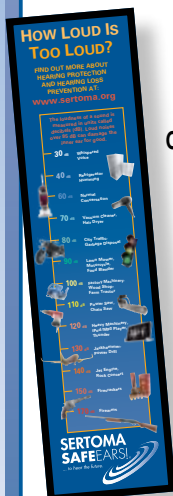
For any clubs doing **SAFEARS!** for the first time, they will receive 150 of the giveaway kits for free.

Giveaway Kits Include: Quantity _____ x \$.25 = _____

- "How Loud is Too Loud" Bookmark
- Set of disposable Earplugs
- Bag to hold all handouts

Or, each piece can be ordered individually:

- "How Loud is Too Loud" Bookmark Quantity _____ x \$.05 = _____
- Set of disposable Earplugs Quantity _____ x \$.10 = _____
- Set of disposable corded Earplugs Quantity _____ x \$.20 = _____
- Set of reusable Earplugs w/cord Quantity _____ x \$.40 = _____
- Bag to hold promotional items Quantity _____ x \$.10 = _____
- Crayons Quantity _____ x \$.60 = _____
- Hand Sanitizer Quantity _____ x \$1.00 = _____



"How Loud is Too Loud" Bookmark

Shipping will be charged at cost from Headquarters. (Clubs will be billed. Questions please call Headquarters)

TOTAL OF ORDER _____

As a service project, your club sponsorship fund may be used to purchase these materials in order to provide this service to your community. Most items in this program are sold at cost or below cost to help clubs promote the program. If you would like more information, please contact Holly Walls at (877) 737-8662 or (800) 593-5646, or email hwalls@sertomahq.org.

Revised 10/10



SERTOMA PRESENTS NATIONAL AWARDS

At its 100th anniversary convention held in April, Sertoma recognized outstanding achievements of eight individuals with presentation of the following national awards:



Service to Mankind Award

Michael B. Bauguess was the recipient of the 2011-2012 Service to Mankind Award for his tireless dedication to raising money in memory of his lifelong friend to benefit children attending Camp Susquehanna, a camp for juvenile burn survivors. Michael was nominated by the M. Elvin Byler Memorial Sertoma Club of the West Central Pennsylvania District.



Sertoman of the Year Award

The 2011-12 Sertoman of the Year award was presented to Susan Love, of the HOLA Sertoma Club and Queen City Sertoma Club. Susan's dedication and commitment in her six years of Sertoma membership helped Charter the HOLA (Helping Others in Latin America) Sertoma Club which has served residents of an impoverished Mayan community in Guatemala. Among the club's activities have been reconstruction of the community's hospital after a deadly mudslide and sponsorships of local schools to provide meals and teacher salaries. As a dual member of the Queen City Sertoma Club, Susan has supported the club's efforts in her local community with primary emphasis on raising funds for the local Boys & Girls Club.

President's Lifetime Service Award

Five distinguished Sertomans were honored with the President's Lifetime Service Award. They are:

Jesse Brown, a member of Sertoma since 1969 who serves his community through dual membership in the Hillsborough Sertoma Club and the Tampa East Sertoma Club. Jesse is co-founder of the Sertoma Youth Ranch and the Florida SHARP program and has twice achieved Distinguished District Governor.

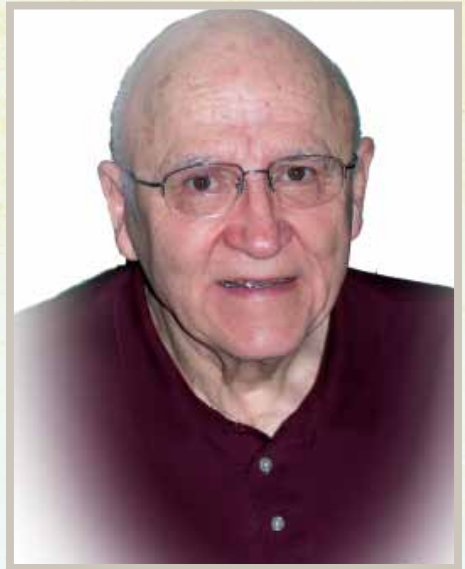




Woodrow "Woody" Hudson

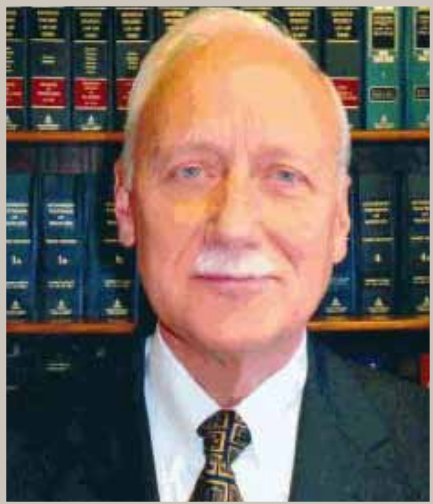
joined the Carroll County Sertoma Club in 1989 and became a Life Member in 1993. A two-time recipient of the Ambassador award, Woody served as District Governor, Regional Director and was Sertoma National President in 2007.

Paul Rosenberger, a Sertoman since 1977, is an active and involved member of the Decatur Breakfast Sertoma Club. For over 10 years, he has served as the club's secretary and publishes a weekly newsletter. He served as Governor of the Illinois/Wisconsin District and generously support Sertoma's national mission through annual gifts.





Connie Sloan has been a dedicated member of the Sertoma staff since 1997, where she is the “go to” person for all District Governors and very involved in the club building process at Sertoma Headquarters. Connie has been a member of the Lenexa Sertoma Club since 2000, currently serving as Club Secretary. In addition to her staff and volunteer work for Sertoma, Connie also helps grant wishes for the Make-A-Wish Foundation and is an American Red Cross Disaster Action Team volunteer.



Larry C. Vaughan joined the Sertoma Family in 1976 as a member of the Greater Knoxville Sertoma Club. After serving his fellow Sertomans as club president, Larry joined the Knoxville Past Presidents Sertoma Club, serving the community in a greater capacity. He was elected Governor of the East Tennessee District in 1998 and achieved the Distinguished District Governor Award. Larry continues to serve Sertoma as the District Secretary/Treasurer.

Ambassador Award

Gerald Stonger was recognized with the Ambassador Award for his support of members of the newly Chartered Platte County Sertoma Club. Jerry is a Life Member of the Liberty Sertoma Club of Liberty, Missouri.

Read more about these national award recipients in the Spring 2012 Digital issue of Sertoman. Go to www.sertoma.org/sslpage.aspx?pid=357.





SERTOMA IMPLEMENTS NEW BRAND STANDARDS

As Sertoma marches into its 2nd Century of Service, new brand standards have been adopted that support Sertoma's purpose, vision and national hearing health mission. The purpose of these new brand standards is to convey a consistent and unified voice that builds a solid relationship with Sertoma's audience. The Sertoma brand is what differentiates it from other service organizations and begins with Sertoma's Purpose, Vision and Mission.

Sertoma's purpose is to meet the needs of communities through volunteer service.

Sertoma's vision is to create communities of change under common leadership and with a common voice that will serve the many in need.

Sertoma's mission is to improve the quality of life today, through education and support, for those at risk or impacted by hearing loss.

The Sertoma brand is further conveyed by the voice with which Sertoma speaks to its target audience in all written and verbal communications.

Our voice speaks to our proud history and strong future of service to mankind.

Our voice is heard in harmony, the harmony of individuals coming together to create communities.

Our voice is one of conviction and strength, the attributes of leaders.

Our voice is one of empathy and compassion, in support of those with needs.

Our voice is one of determination and focus, for those who wish to serve.

Our voice cannot always be heard. For those who cannot hear, there is Sertoma.

The Sertoma brand is supported by consistent use of Sertoma's official logo and color palette. Below, you see the three official logos approved by the Board of Directors for use by Sertoma clubs and affiliates.



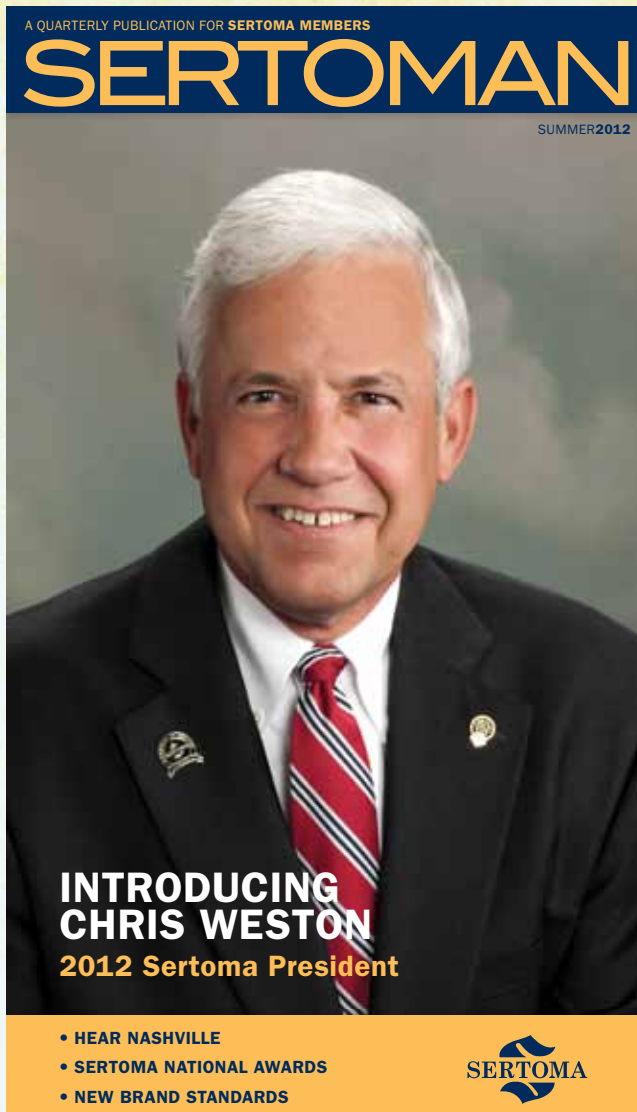
Color carries strong emotional messages. For example, UPS brown conveys the message of a solid and reliable company. Sertoma's color palette also conveys the Sertoma message. The primary logo color (Sertoma Blue or PMS 289) speaks to the loyalty, strength, wisdom, trust and harmony of Sertoma. The secondary color (Gold PMS 142) conveys the optimism, idealism, imagination and strength found in Sertoma.

The new brand standards are also accompanied by some new editorial policies related to Sertoman magazine. They are:

Print Sertoman

The hard copy print issues of Sertoman magazine (Winter and Summer) will focus primarily on Sertoma's national hearing health mission with feature articles speaking to issues and developments in the field of hearing health and showcasing club projects that support Sertoma's national hearing health mission. Clubs (and our National Affiliates)

are encouraged to submit articles and information related to hearing health projects and issues for the print Sertoman. These include but are not limited to **SAFE**Ears!™ programs; A Sound Investment™ (looping) projects; CELEBRATE SOUND *Don't Walk in Silence*™ events; and news related to national scholarship recipients and agencies adopted by Sertoma clubs (Adopt-An-Agency).




A QUARTERLY PUBLICATION FOR **SERTOMA MEMBERS**

SERTOMAN

SUMMER 2012

**INTRODUCING
CHRIS WESTON**
2012 Sertoma President

- HEAR NASHVILLE
- SERTOMA NATIONAL AWARDS
- NEW BRAND STANDARDS



DIGITAL ISSUE
SPRING/SUMMER
2012
SERTOMAN
UPDATE

[Home](#) - [Club News](#) - [Sertoma Store](#) - [Contact](#) - [Previous Issues & Articles](#)

President's Message - Moving Forward

In the winter edition of Sertoman magazine, I titled my comments, Looking Back, Standing Firm, and Looking Forward. After attending the National Convention this past week in Kansas City, I can definitely say I am Looking Forward to the next century and the wonderful things we can do as Sertomans. For those of us who were able to attend this year's event, all I can say is WOW! From the comments I received at the meeting, it is evident that we are moving in the right direction. I want to thank all of the volunteers and the paid staff who worked tirelessly to put on what some called the best convention in years. The new Sertoma Training Institute introduced at Kansas City will be the basis for all of the training that goes forward and will be used at Regional, PAC's and webinars that will be offered throughout the year.

[Read the Full Story](#)





Sertoma 2012 Convention and 100th Anniversary



SERTOMA CELEBRATES A CENTURY OF SERVICE TO MANKIND! Over 200 Sertomans and guests gathered at the recent Sertoma Annual Convention held in Kansas City, Missouri the last weekend of April. This very special...

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- [President's Lif...](#)
- [Ambassador Awa...](#)
- [Service To Mem...](#)

Sertoma News



Sertoma Launches Plans for 2nd Century of Service

At the 100th Anniversary convention, the board of Sertoma presented a new brand strategy as the platform for growth in our 2nd Century of Service. The goal is to build a...

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Fund Development



ANNUAL FUND

Our mission is to improve the quality of life today, through education and support, for those at risk or impacted by hearing loss. Read more...

Honorariums Memorials, Obituaries, Donors Jan. 1-March 31, 2012

Digital Sertoman

Recognizing that Sertoma clubs contribute much to their communities beyond support of Sertoma's national hearing health mission, the digital issues of Sertoman magazine (Spring and Fall) will be the showcase for publicizing club projects and accomplishments in meeting the wide variety of community needs Sertomans have long supported. Clubs are encouraged to submit articles, videos and photos (a limit of four photos per article will be used) to publicize successful fundraiser events, membership drives, holiday and community events and other local service projects

in the digital Sertoman. Please note that media sources (such as videos of television interviews or newspaper photos) cannot be published in the digital Sertoman unless the video or third party photo is accompanied by a written release from the media source.

Send your hearing health related article for a future print Sertoman or article, photos and videos related to your local service project or club accomplishment for publication in the digital Sertoman to Carole Damon, Sertoman Editor, at cadamon@att.net.



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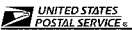
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PS Form 3526, September 2007 (Page 1 of 3) (Publication Page 2) PSN 7530-01-000-9031 PRIVACY NOTICE: See our privacy policy at www.usps.com

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