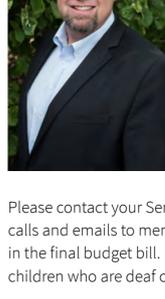


Words from CEO Brett Bachmann



As we usher in March, we have many exciting events coming up that I'm happy to share with you in this newsletter. Take a look below to learn about the Sound Beginnings Breakfast, a Hearing Aid Connectivity Demonstration, and an AARP Safe Driver Course.

Also, as many of you are already aware, we received news that Governor Bevin's proposed budget eliminated Heuser Hearing and Language Academy (HHLA) from the State budget. Thank you for all of your calls and emails to your legislators.

However, on Thursday, March 1, the Kentucky House of Representatives passed a budget bill that does not include HHLA in the state budget, which will amount to a \$100,000 loss in funding. While this is devastating news, we have not given up yet.

Please contact your Senator to advocate for HHLA's inclusion in the state budget. We are still hopeful that with your calls and emails to members of the Kentucky Senate, our impact on the state will be heard, and we will be included in the final budget bill. It is time to raise our voices for the children who need it the most! Thank you for helping give children who are deaf or hard of hearing in our community the gift of sound and language!

You can help make a difference by contacting your Senator via phone or email and by sharing the HHLA Facebook post that is pinned to the top of our Facebook page (facebook.com/thehearinginstitute/).

To find your Senator, visit lrc.ky.gov and click on "Who's my Legislator."

TEMPLATE:

"I'm writing to voice my objection to the elimination of state funds for Heuser Hearing & Language Academy. HHLA has been dedicated to serving some of our most vulnerable children in the Commonwealth of Kentucky since 1948. I fully support fair and necessary cuts, but Governor Bevin's proposed budget eliminates all funds for HHLA. Many of these children are from impoverished communities and lack the local resources needed. This elimination of funds will directly impact children from your districts."

Thank you for helping us ensure that we can continue to give children who are deaf or hard of hearing in our community the gift of sound and language.

-Brett

Brett Bachmann, CEO
Heuser Hearing Institute



Save the Date: Sound Beginnings Breakfast

Join Heuser Hearing & Language Academy and special guest Teddy Abrams for the Sound Beginnings Breakfast, sponsored by Delta Dental. The support raised at this event helps give children who are deaf or hard of hearing in our community the gift of sound and language. This event is free, but registration is required.

To register or for more information on how to become a sponsor or table host, contact Shannon Kisselbaugh, Director of Philanthropy, at (502) 515-3320 or shannonk@thehearinginstitute.org.

When: Thursday, May 10, 2018, 8:00 – 9:30 a.m.

Where: Heuser Hearing & Language Academy, 111 E. Kentucky Street, Louisville



February Fun at Heuser Hearing & Language Academy

In February, the children enjoyed a Valentine's Day party hosted by the Woman's Club of Louisville and a fieldtrip to the Kosair Shrine Circus, thanks to Kosair Charities!



March Madness "How Deaf Basketball Players Communicate on the Court" by Kirsten Brackett

Written by Kirsten Brackett on March 28, 2017 for HearingLikeMe.com

"March is the most exciting time of the year," says my sports fanatic brother. It is true though, March is one of the most thrilling times in the United States for college basketball.

Specifically, March is the month of the big tournament where the four best college basketball teams compete. Now is the time college basketball fans in the US fill out their brackets and place bets on who they think is going to win the overall tournament. According to David Pardum of ESPN.com, the American Gaming Association estimates that 70 million brackets be filled out for this month's tournaments.

With all this basketball talk around me, I started thinking more about my experiences with basketball, as someone with hearing loss. With my hearing aids I can hear a lot of sounds, such as the referee whistle and the buzzing of the buzzer, but I had more difficulty hearing others talk on the court. I then became more curious about how other deaf and hard of hearing athletes communicate in the midst of playing a team sport such as basketball.

How do those deaf basketball players communicate on the court?

Nonverbal Communication

I stumbled upon an article about the Gallaudet University basketball team. Gallaudet is the only deaf university with a basketball team in the world, making them truly one-of-a-kind. The article mentions how the basketball team has a strong defense, and that basketball defense is all about communication.

The players are constantly looking at their coaches and each other. Nonverbal communication is strong on the court. The players will keep eye contact with one another, relying on facial expressions, body language and hand signals.

Other well-known hard of hearing basketball players such as Lance Allred and Tamika Catchings have mentioned ways in which they use nonverbal behaviors to succeed in basketball. Lance was the first legally deaf NBA player and played for the Cleveland Cavaliers. "The beauty of basketball is that it's a universal language," he told the Utah Desert News.

Visual Cues

His advice to other deaf and hard of hearing basketball athletes is that they should play visually. They should read the body language of other players and use their strengths when out on the court.

Tamika Catchings is a retired basketball player who played for the WNBA team the Indiana Fever and also on the US Olympic team. She is a three-time Olympic gold medal winner and a WNBA championship holder. Having a hearing loss since she was a child gave her a strong work ethic and helped shape her into the basketball player she is today, she told the Hearing Health Foundation. Like Lance, she too is extra observant on the basketball court, constantly looking at her coach and teammates.

"I read lips [and am] very observant, so I'm always looking around to see if there's anybody talking to me, or I look at the bench to see if the coach is calling a play. Basketball is a game of sign language," she says, according to Hearing Health Foundation.

Not only is body language important in basketball, but it is also important in other sports. Having a hearing loss often makes a person more aware of body language. Nonverbal cues are used in American football, baseball and between athletes and coaches. By being hard of hearing, you are automatically attuned to body language and nonverbal cues to help you hear.

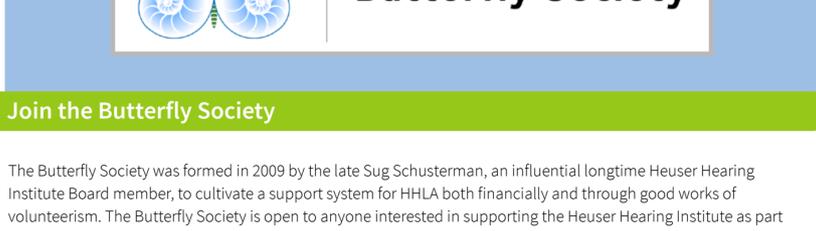
After learning more about how athletes learn and adapt to body language on the court and field, it made me realize that these amazing attributes aren't always highlighted, but are so important.

Support Us While You Shop!



Support Heuser Hearing & Language Academy with Nanz and Kraft Helping Hands.

When placing your order on the Nanz and Kraft website, NanzandKraft.com, simply check the box that reads "Helping Hands" at the bottom of the payment screen on the order form and select Heuser Hearing & Language Academy. Nanz and Kraft will make a \$2.00 donation for each Helping Hands order you place. Help give children in our community the gift of sound and language when ordering floral arrangements!



Join the Butterfly Society

The Butterfly Society was formed in 2009 by the late Sug Schusterman, an influential longtime Heuser Hearing Institute Board member, to cultivate a support system for HHLA both financially and through good works of volunteerism. The Butterfly Society is open to anyone interested in supporting the Heuser Hearing Institute as part of a close-knit volunteer community.

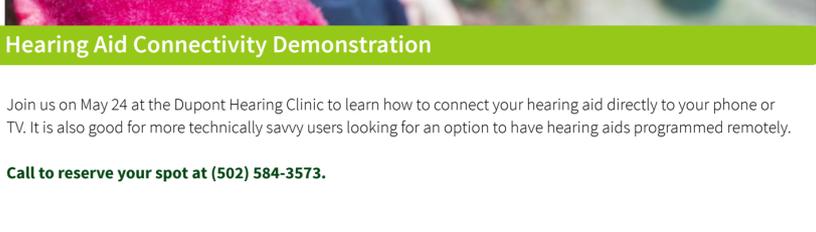
To learn more and join, visit thehearinginstitute.org/about-heuser/butterfly-society/.



AARP Smart Driver Course

On March 13 from 9:45 am – 2:00 pm on the 2nd Floor of Heuser Hearing & Language Academy, Heuser Hearing Institute will host the AARP Smart Driver Course. This course, offered by AARP Driver Safety, is the nation's first and largest refresher course designed specifically for drivers aged 50 and older. Join our upcoming course that will cover the current rules of the road, defensive driving techniques and how to operate your vehicle more safely. \$15 for AARP members, \$20 for nonmembers.

RSVP to Maryland Davis, District Coordinator of AARP Driver Safety at (502) 775-6184 or Maryland.davis@att.net.



Hearing Aid Connectivity Demonstration

Join us on May 24 at the Dupont Hearing Clinic to learn how to connect your hearing aid directly to your phone or TV. It is also good for more technically savvy users looking for an option to have hearing aids programmed remotely.

Call to reserve your spot at (502) 584-3573.

2017 Calendar of Events

For more information on the calendar of events, call (502) 515-3320 or visit thehearinginstitute.org and click on Event Calendar.

March 13 9:45 am–2:00 pm | AARP Smart Driver Course

2nd Floor Conference Room Heuser Hearing & Language Academy

RSVP to Maryland Davis, District Coordinator of AARP Driver Safety at (502) 775-6184 or Maryland.davis@att.net.

March 15 9:30-11:30 am | Butterfly Society Event

March 30 | HHLA Easter Egg Hunt

May 10 | Sound Beginnings Breakfast

RSVP to Shannon Kisselbaugh at shannonk@thehearinginstitute.org or (502) 515-3320.

May 24 9:00 am–4:00 pm | Connectivity Demonstration

Dupont Hearing Clinic. Call to reserve your spot at (502) 584-3573.

July 28 8:00 am–11:00 am | The Dr. Ed Morgan 4 Mile Kiwanis Grand Slam Run/Walk at Louisville Slugger Field

Proceeds from this event benefit Heuser Hearing & Language Academy and Big Brothers Big Sisters.

Sign up at Runsignup.com.

Lyndon Location
417 Benjamin Lane
Louisville, KY 40222

Dupont Location
3900 Dupont Square South, Suite D
Louisville, KY 40207

Downtown Campus
111-117 East Kentucky St.
Louisville, KY 40203