



Summer Speech Programs Announced



Noreen Podyma, director of speech operations at Rochester Hearing and Speech Center, has announced the popular speech programs that will be held at the Center this summer. Programs will run from July 9th through August 24th and are designed for students aged 5-18. "I encourage parents to sign up early for these programs before they fill up," said Ms. Podyma. "The groups are small (2-5 children) and all of them are led by certified and licensed speech pathologists."

The summer lineup will include:

- **Back To Basics** focuses on the underlying language skills needed for reading. Two programs are available, one for children 4-5 years old and another for 6-11 year olds.
- **Spell-Bound** is designed to address spelling issues such as letter and sound omissions, letters out of order and difficulty with vowel sounds.
- **Write Now** is designed for students 8-18 who struggle with writing due to language and learning difficulties.
- **Auditory Processing** includes strategies for improving attention, listening and memory skills, as well as focusing on establishing and improving organization and language skills.

The "TAALKing Stars" programs have been developed for children between the ages of 2 1/2 and 5.

They include:

- **Sounds-To-Syllable "Orobics"** is aimed at preschoolers with Childhood Apraxia of Speech and/or oral motor delays.
- **TAALKing Express**, which focuses on language comprehension and expression
- **All Stars** focuses on pre-academic concept development, group participation and attention span.
- **Speech Stars** focuses on evidence-based practices to address speech sound (phonological) skills. Speech Stars groups are appropriate for children who:
 - will be transitioning from Early Intervention
 - will be eligible for summer services through their school district's Committee on Preschool Education (CPSE)
 - desire summer services but do not qualify through Early Intervention or CPSE

Programs will be available at all 3 RHSC locations with private speech-language therapy programs also available. RHSC will work with families to access services through insurance. Families may also pay privately for services. For more information call **Noreen Podyma, MA, CCC-SLP** Director of Speech Operations at **271.0680**



Now Forming: Summer Speech Programs Custom Designed for Children



Noreen Podyma, Director of Speech Operations, Rochester Hearing and Speech Center

Summer time is a great time to rest, enjoy the sunshine and create new memories. Summer experiences are especially important for children with delays or differences in speech, language or learning. Rochester Hearing and Speech Center is offering a variety of programs custom-designed for toddlers, preschool children and school aged students. In addition to providing private, individual therapy sessions upon request, small groups of two to four children are available. Small group learning allows for greater opportunities for peer modeling and support, as well as powerful individual learning. In all of our groups, the families are involved as our speech-language pathologists share strategies and ideas to help parents support growth and maintain skills in the home setting. All services are

provided by licensed speech-language pathologists or certified special education teachers.

If your young child struggles with understanding language, verbal expression or sound production, consider one of our “All Stars Groups”. We offer *Taalktime Express* for language needs: *Speech Stars* for speech production and *Sound to Syllable Orbits* for children who struggle with oral motor planning or have a diagnosis of Childhood Apraxia of Speech. *All Stars* is an educational program for young children who need support in pre-academic concept development, attention and group participation.

School aged children, ages five to eighteen, can work on strengthening underlying language skills needed for learning. Customized groups to address reading skills, writing skills, spelling and auditory processing are available to any child who struggles with these areas, whether or not they have a formal diagnosis. Available groups include *Spell-Bound* for spelling; *Write Now* for the content and structure of writing; *Auditory Processing* for higher level comprehension and memory, and *Back to Basics* for early reading skills. Let us work with you and your child in a partnership to build your child’s confidence, motivation to learn and to have fun while doing so!

Groups are forming NOW. Let’s work together! Call **Noreen Podyma**, Director of Speech Operations, at **271.0680** for more information.



Continuing to Serve Our Community’s Children in Need

Rochester Hearing and Speech Center has a strong reputation in the Rochester Community for providing high quality speech and language evaluations for children between the ages of 18 months and six years. Now, thanks to a gift from an anonymous donor, we are able to continue to offer these services at both Saint’s Place and Edgerton Child Care Services throughout 2007.

Saint’s Place serves children of refugees, primarily from Somalia, while Edgerton Child Care Services provides daycare services for some of the most needy children in the Greater Rochester area. Our comprehensive speech-language therapy program will benefit over 50 preschool children at these locations who have severe speech and/or language delays. Since many of their families are uninsured or underinsured, these children would not otherwise receive these services.

All screenings and evaluations are provided on-site by highly trained and educated RHSC speech-language therapists. They identify and offer services to children who are most at risk for reading failure in the early grades as well as those who are most at risk for school failure as they enter kindergarten.

According to Noreen Podyma, director of speech operations, “Our goal at RHSC is to ensure age-appropriate language skills for all children as they enter school—which can help lead to future success in reading and school. Gifts from donors continue to help make this possible.”



Top photo: Cara Fisher, the head teacher at Saint’s Place, gets a big hug from Brahim, one of her students. Bottom photo: Asha, a student at Saint’s Place enjoys the playground.

It Was a Great Day for a \$23,000 WalkAbout

Over 100 walkers representing Rochester Hearing and Speech Center participated in the 2006 Al Sigl Center Partnership WalkAbout, which took place on Sunday, October 29th at Marketplace Mall.

RHSC participants—30 more than last year—joined almost 2,000 people from our community who walked to raise funds to help over 70,000 children and adults with disabilities—20,000 of whom are served right here at RHSC. This record number of walkers and rollers, with the help of generous sponsors and volunteers, helped raise \$130,000. A record-breaking \$23,000 was raised by RHSC alone, doubling our 2005 total.

Not even the windy, cold weather put a damper on spirits as walkers enjoyed the balloons, bands and giveaways, as well as the participants in Halloween costumes seen throughout the Mall. The “Best Costume” awards went to “Dorothy & Toto,” a.k.a. Lee Hamilton and her dog and to David McLellan who made a scary ghoul. Our friends from Entre Computer Services, Bonadio Group LLP and Toshiba Business Solutions New York had fun decorating scarecrows, too!



A great time was had by all—and we’re already making plans for the fall 2007 WalkAbout. Can we double our total again? We’ll definitely try!

Best Costume Winner Lee “Dorothy” Hamilton, managing audiologist of the Webster location and her little dog “Toto Too” at the Al Sigl Center Partnership WalkAbout.

RHSC thanks our staff, families, friends and volunteers for helping to make the 2006 WalkAbout a huge success. Our gratitude also goes out to the following corporations, firms and foundations that together raised \$9,000 for this year’s WalkAbout:

- Alesco Advisors LLC
- Auditorium Center
- Bonadio Group LLP
- Entre Computer Services
- Konar Family Foundation
- Mengel Metzger Barr & Co. LLP
- Merkel Donohue
- MGM Associates Insurance
- Paris-Kirwan Associates, Inc.
- Phillips Lytle LLP
- Toshiba Business Solutions New York
- Towers Airport Business Park
- Wegmans

New Webster Location Off To A Fast Start

Rochester Hearing and Speech Center’s newest location on Ridge Road in Webster opened its doors in early March and is already a big hit with customers. “We are ahead of plan already,” said Lee Hamilton, managing audiologist at the new location, “People in Webster have greeted us with open arms and put out the welcome mat for us.”

In just 3 weeks in March, scheduled appointments, hearing examinations and hearing aids sold were all well ahead of forecasts for the full month. Some of the excitement was due to a special appearance by WHAM radio personality Jim Salmon at the Grand Opening Celebration on March 24th. Prior to his appearance Jim promoted the Webster location for weeks on his home improvement radio program, and on the day of his appearance 17 fans showed up for a hearing screening.



From left, David McLellan, Bobbi Hargrave, Sally Clapp, Mark Hargrave and RHSC Director of Development Mary Consler at the new RHSC Webster location. David was the architect and interior designer of the office and both the Hargraves and Sally Clapp are donors whose generosity helped make the new office a reality.



WHAM Radio personality Jim Salmon and Lee Hamilton, managing audiologist of the Webster location, at the recent grand opening celebration of the Webster office. Mr. Salmon greeted customers, had a hearing evaluation and did live call-ins throughout the day to WHAM.

Letter From The President



Peter K. Hixson

Peter K. Hixson, Ph.D., President

Spring has arrived just in time to help us celebrate a most successful month of speech and hearing services at our new Webster office at 1170 Ridge Road. Customers tell us they feel at home as soon as they walk in, a great tribute to our designer, David McLellan, who wanted to create a warm and friendly environment. Comfortable furniture, indirect lighting, artwork and a fireplace let you relax while you wait. Even better, we've designed our audiology testing booth so that you'll feel like you're sitting in a comfortable office. Our clients love it and tell us it puts them at ease. On the speech side, thanks to a generous donor, we have a brand new classroom designed to make the children we serve feel right at home too. Stop by and see what our customers say is 'the best looking and most comfortable speech and hearing center' they've ever seen!

Protect Yourself Against the Dangers of Loud Noise



Carol Rousseau
Audiologist
Rochester Hearing and Speech Center

This month we celebrate Better Hearing and Speech month, which serves as an annual reminder to think not only about the dangers of excessive loud noise, but also about overall hearing health. Hearing loss affects approximately 28 million people in the US (10% of the population). And approximately 10 million of those with hearing loss can be attributed to damage from loud noise.

Loud noise can come from many places. People who work in factories with loud machinery or in construction are the most obvious at risk. But other professions at risk for noise exposure are truck drivers, bartenders, restaurant workers, dentists, dental hygienists, pilots, musicians, band directors, and DJs.

Recreational activities including lawn mowing, working with power tools, snowmobiling, motorcycling, concert going, and hunting and shooting also put people at risk of hearing loss. Many personal listening devices, including the popular MP3 players and iPods, exceed safe levels. The threshold for safe hearing is 85 dB with normal conversation registering between 50 and 60 dB. Listening devices can be as loud as 120 dB, the same level as a jet plane taking off!

Hearing loss related to noise generally occurs in the high frequencies with the most pronounced outcome being a decrease in speech understanding, especially in the presence of background noise. Hearing loss also affects one's ability to tolerate loud sounds and can also lead to problems with tinnitus (ringing in the ears) and loss of equilibrium.

Hearing protection is the key to preventing unnecessary hearing loss. Limiting one's exposure to loud noises and using hearing protection devices such as protective ear muffs or ear plugs is sound health advice.

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Upcoming Events

President's Reception — May 23rd
Annual Meeting — May 23rd



This Year's Annual Appeal Is on Target for Success!

Rochester Hearing and Speech Center is pleased to report that our 2006-2007 Annual Friends Appeal, which ends June 30, is on target to reach our goal of \$25,000. This total represents nearly a 14% increase over last year. Yet we still need to hear from some of you!

Each year, RHSC's staff of 30 speech language pathologists and 11 audiologists provide speech, language and hearing services to more than 20,000 children and adults in Rochester and surrounding communities. Many of these individuals are unable to afford these services—and this is why your financial support is so important.

This past fall, we introduced the RHSC "Bell Society" and its various levels of giving. Like speech, bells send a special message which, in turn, is heard in our community. It is our hope that you'll keep our Bell Society giving levels in mind when making your contribution to our annual appeal.

All of us at RHSC thank our past as well as first-time donors for your generous support. We also extend our appreciation to Jim DeCaro, board chair and Catherine Frangenberg, development chair for their challenge gifts, which have greatly contributed to the success of this year's campaign.

The Society's giving levels are as follows:

- Bells of Distinction \$10,000
- Liberty Bell \$5,000
- Platinum Bell \$2,500
- Golden Bell \$1,000
- Silver Bell \$500
- Crystal Bell \$250
- Bronze Bell \$100
- Brass Bell \$1 to \$99

**Rochester Hearing
and Speech Center**



For more information on the Bell Society, please contact **Mary Consler** at 271.0680 ext 286 or mconsler@rhsc.org

Yes, I would like to support the RHSC 2006-2007 Appeal

Please accept my donation in the amount of \$ _____

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Method of Payment: Check enclosed
(please make payable to: Rochester Hearing & Speech Center)

Credit Card: Visa MasterCard

Card number _____

Exp. Date _____

Signature _____

Please cut out and mail back to:

Annual Friends Appeal
Rochester Hearing & Speech Center
1000 Elmwood Avenue, Suite 400
Rochester, NY 14620-3098

Hearing Health Campaign Slated for May Kickoff

A multi-media advertising campaign will hit the airwaves in May asking Rochesterians to get their hearing checked. The campaign is a Community Impact/Public Service Campaign from the Ad Council of Rochester. The sponsor of the campaign is the Reaching Out for Better Hearing Coalition, a 23 year old organization comprised of: Lifespan, Monroe County's Office for the Aging, The Hearing Loss Association of America, and Rochester Hearing and Speech Center.

The effort will consist of a 30-second television commercial, a 30-second radio spot, and print ads. All will focus on the frustration of not being able to hear clearly in a crowded setting, in this case, a large table at a crowded restaurant. The creative forces behind the campaign were local communications agency Catalyst Direct and director Nicholas DiBella from Summerville Entertainment. Mr. DiBella just completed directing his first feature length film, "Cherry Crush."

The "urge to action" in all advertising is for consumers to either call a helpline number or visit the website at www.hearinghealthrochester.org. The website will have information about hearing loss as well as information regarding where to get their hearing checked.

"This campaign is designed to do important work," said Dr. Larry Medwetsky, vice president of audiology at Rochester Hearing and Speech Center. "It is designed to help those with hearing loss take positive steps in discovering ways to hear better."

"Would you bike to ear on shells?"

("Oh, you're asking if I'd like to hear your specials.")

Does it sound like people are mumbling or that you're missing parts of words? If you're feeling more and more frustrated with everyday conversations, the solution could be as simple as having your hearing checked.

Call to schedule a full evaluation today. Find out why Hearing Health just makes good sense.

HEARING HEALTH 

*211 or 1-877-356-9211
www.HearBetterRochester.org



One of the new print ads in the Ad Council's Campaign for the Hearing Health Coalition

Harris Interactive: Our “Uncle” in the Furniture Business

The crowning touch on our recent million dollar renovation of our Elmwood Ave. facility at Al Sigl Center was the donation of wonderful office furniture from our good friends at Harris Interactive. Harris Interactive is a major international market research firm headquartered here in Rochester with operations all over the world. Best known for its “Harris Poll,” Harris Interactive helps its clients make better decisions by providing them with accurate information.

“Their gift of good looking modular furniture is now being used by our Finance Department, Support Group, Audiologists and Speech Pathologists and is a perfect fit both size-wise and décor-wise in our new space,” said Bill Clifford, executive vice president.

Recently, Harris Interactive President and CEO Greg Novak and Senior Vice President Dan Hucko visited the center for lunch and a tour and received a beautiful plaque expressing our appreciation for their generous gift. Mr. Novak was so delighted at how well the furniture looked that he offered funding for more furniture for the children’s waiting room.

RHSC President Peter Hixson remarked, “Harris Interactive is a terrific, new friend to our center. It’s just like the commercial about having an uncle in the furniture business. They are our generous uncle!”



From left, RHSC Director of Development Mary Consler, Harris Interactive Senior VP Dan Hucko, President and CEO Greg Novak, and RHSC President Peter Hixson during a recent tour of the Elmwood Ave. facility.



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