

Communication
for
Life



ROCHESTER
Hearing
& Speech
Center

2006 Annual Report





Peter K. Hixson, Ph.D.
President



James J. DeCaro
Board Chair

What must Rochester Hearing and Speech Center do to continue its track record of success?

We must run our business with all the opportunism and attention to detail that defines a successful for-profit business and the caring and attention to client benefits that characterizes a successful nonprofit. To achieve this balance requires managing costs and driving revenues in order to achieve the stable financial footing that will provide the surplus dollars needed to support clients who cannot afford to pay for services. Faced with the reality of a diminishing community-wide base of support for foundation gifts and individual donations, our ability to generate our own revenues to support mission programs will become an increasingly important part of our success.

Also critical to our future is effective marketing to define both our brand identity and our niche in the community. Marketing is the engine that convinces new customers to choose RHSC, a key element to maintaining our fiscal stability and our mission. In essence it is the roadmap to our front door.

Beyond marketing, we must be willing to utilize our unique status as a nonprofit to expand our circle of friends into a Sound Community—the totality of donors, staff, and volunteers that come together to support our mission. Our future depends on the support of individuals that believe passionately in our mission.

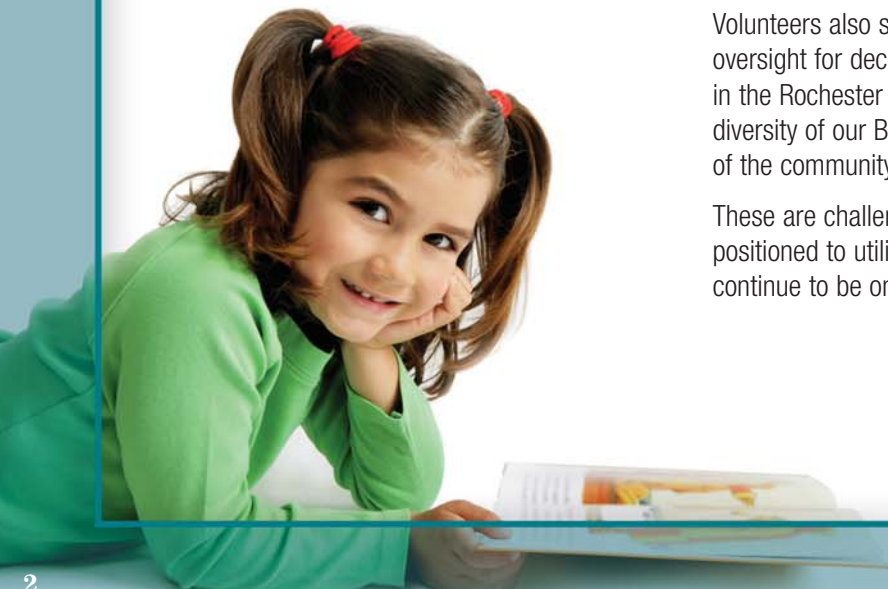
In turn, we must reward that passion with a commitment to become more efficient in our operations and thus preserve diminishing resources. This is what the AI Sigm Center Partnership of Agencies is about—a critical mass of quality agencies working together to benefit from economy-of-scale savings, the bargaining advantages obtained by 2,000 employees, and a brand name that is synonymous with quality and cutting edge services. It is the key to unlocking community resources that will sustain our programs and help us develop new ones.

But just as critical to our future are the people who serve our clients. To recruit the best audiologists and speech pathologists, we need to provide for their professional and personal needs: salary, benefits, incentives, and working conditions.

Volunteers also serve our clients by helping us to plan for the future, comply with critical regulations, and provide oversight for decision making. A strong board of directors requires people who believe in what we do, believe in the Rochester community, and believe they can make it a better place to live. By building the strength and diversity of our Board of Directors we insure that in our present and our future we are responsive to the needs of the community we serve.

These are challenging times, but if we can become more entrepreneurial, more marketing driven, better positioned to utilize our nonprofit assets, and committed to providing support for our staff and board, we'll continue to be one of Rochester's best nonprofit agencies for another 85 years.

Peter K. Hixson 



Audiology



Greg Litz is shown here on the border between Belgium and Holland on a recent biking trip through Europe.

Gregory Litz's hearing loss began at an early age, due mostly to an incidence of strep throat as a child. At the time doctors were experimenting with the drug Tetracycline, and Greg was one of the unlucky ones who experienced intense nerve damage as a result.

Later in his life, Greg became part of the Rochester Hearing and Speech Center (RHSC) community, first as a board member and then as a client. In 1992 he moved to Tennessee to take a position as vice president of human resources for Turnbull Bakeries. He lived there for eight years, returning to Rochester in 2000 and serving two terms on the RHSC Board of Directors. Throughout this time, Greg's hearing continued to deteriorate.

He was fitted at RHSC with a single-ear hearing aid. At the time he requested to be fit with only one. But soon after he found himself struggling while teaching a class for General Mills in Chicago. While standing at the front of the room, where questions were coming from. His hearing loss was not only a source of constant frustration, but affected his personal relationships, frustrating friends and loved ones as well.

In 2001 Greg returned to RHSC and met with Dr. Larry Medwetsky, RHSC's vice president of audiology. According to Dr. Medwetsky, in order to hear where a sound is coming from, a person needs both ears, which is why Greg was having difficulty with just one hearing aid. He was fitted with unique open ear molds by Dr. Medwetsky. A standard hearing aid is closed and plugs up the ear canal, whereas these have holes. At the time, there was nowhere else Greg could have been fitted with such technology. Since then he has been a loyal patron of RHSC and its causes.

"I have been blessed to be part of such a special place," said Greg. "I've been able to work with a fantastic and dedicated group of individuals."



Speech

Nearly three years ago, Madison “Madi” McMahon could barely open her mouth to speak. Instead of forming words, she made incomprehensible noises. Her parents Brian and Teri began to worry that something wasn’t right.

At age two and a half Madi was diagnosed with Developmental Verbal Dyspraxia by Dr. Susan Hyman, a developmental pediatrician at the Kirsch Center at Strong Memorial Hospital. With this condition one has difficulty with the motor planning for speech. The condition is not due to weakness or paralysis of the muscles for speech (i.e. tongue, lips or jaw), rather it is a neurological condition.

After diagnosing Madi’s condition, Dr. Hyman referred her to Rochester Hearing and Speech Center (RHSC) to begin Early Intervention. Madi received speech therapy at home from speech-language pathologist Lisa Hiley. That following fall Madi began attending RHSC’s Early Childhood Class for Expanding Language and Speech (ECCELS) at Care-A-Lot Child Care in Henrietta, where Lisa also teaches.

Now four years old, Madi is talking up a storm and will be starting Kindergarten in the fall. “Her progress has been remarkable,” says Lisa. “She speaks in full sentences and tells wonderful stories.”

Madi’s mom Teri is extremely pleased with the services her daughter has received over the past few years.

“Lisa has played an instrumental part throughout the whole process,” she says. “She and Madi work so well together. It’s been a perfect fit for her.”



Madi McMahon and teacher Lisa Hiley play a game during ECCELS class at Care-A-Lot Child Care in Henrietta.

Thank You

Rochester Hearing
and Speech Center



Bells of Distinction \$10,000 +

Al Sigi Center Partners' Foundation
Al Sigi Center Sports Committee
Ms. Sally S. Clapp
Daisy Marquis Jones Foundation
United Way of Greater Rochester

Liberty Bell \$5,000 +

Gathering of Hearts Partnership Campaign
Mr. and Mrs. Kenper Miller
Mr. and Mrs. Mark Hargrave

Platinum Bell \$2,500 +

Ames Amzalak Memorial Trust
in memory of Henry Ames, Semon Amzalak
and Dan Amzalak

Anonymous
Davenport-Hatch Foundation, Inc.
Preferred Care
Rochester Gas and Electric

Golden Bell \$1,000 +

Alesco Advisors LLC
Ms. Lois Benedict
Mr. Nick Costa
Mr. and Mrs. James DeCaro
Ms. Martha DeShong
Ms. Deborah Feehan
Mrs. Catherine Frangenberg
Gannett Foundation
Bob Zogas and Jane Hopfinger
Oticon
Phillips Lytle LLP
Rochester Press Radio Club
Mr. and Mrs. Ray Saucke
Wegmans

Silver Bell \$500 +

The Auditorium Center
Mr. Russell W. Bandemer
Bonadio Group LLP
Ms. Mary Lewis Conslor
Entre Computer Services
Crandall Fund
Mrs. Janet Bayer-Kukla
Mr. Andre Godfrey
Ms. Patricia Heffernan
Dr. Peter Hixson
Integrated Cabling
Konar Family Foundation
Mengel Metzger Barr & Co. LLP
Merkel Donohue
Ms. Monica Mattioli

Ms. Barbara Melnyk
MGM Associates Insurance
Paris-Kinwan Associates, Inc.
Dr. Bernadette Skobjak
and Dr. Fred Dowalby
Sonus
Toshiba Business Solutions New York
Towers Airport Business Park
Westport Fund
Mr. Dean Whitcher

Crystal Bell \$250 +

Mrs. Micki Abbatiello
Mr. Paul Accorso
Mr. Butch Beideck and family
Mr. and Mrs. Lou Camerlengo
Ms. Elizabeth Ciaccio
Mr. William Clifford
Mr. and Mrs. John Coughlin
Paul H. Davis
Ms. Suzan Esen
Mr. and Mrs. Gordon Greenfield
Mrs. Virginia Hammill
Mr. Charles Hannon
Mr. Brian Hendrick
Mr. Terrance Keys
M. Dana Klimm
Mr. and Mrs. Gregory Litz
B. Andrew Dutcher, Margaret A. Scott
Mrs. Jennifer McDonell
Mr. Ronald Meltsner
Mr. and Mrs. Vic Montagliano
Ms. Pamela Papke
Ms. Virginia Paris
Ms. Linda Prestegaard
Mr. Mark Reed
Ms. Judith Rodriguez
Ms. Kathleen Rooney
Mrs. Patricia Shaffer
Dr. James Sloand
Mr. and Mrs. Edward Stendardi
Mr. Andrew Taylor
Mr. James Wilkin
Dr. Mary Wilsch
Mr. Robert Zsedely

Brass Bell \$1 - 99

Ms. Susan Accorso
Ms. Julianna Aggas
Mr. Norman Allentoff
Ms. Susan Amico
Mr. and Mrs. Douglas Anderson
Mr. Milford Apetz
Mr. Ronald Aplin
Mr. Wim Baars
Ms. Denise Bailey
Mr. Dave Ball
Ms. Catherine Ballard
Ms. Pamela Barclay
Dr. and Mrs. Herman Berg
Mr. Michael Beyma
Ms. Honey Bloch
Ms. Barbara Bogner
Mr. Paul Bornemann
Ms. Lydia Bovenzi
Ms. Beverly Bowen
Mrs. James Brady
Ms. Renee Brown
Ms. Virginia Cadle
Mr. Joseph Cardinale
Mr. Ronald Charron
Ms. Kerry Church
Mr. and Mrs. Jim Clar
Ms. Helen Clark
Mr. William Ciune
Ms. Elizabeth Conderman
Ms. Annemarie Cook
Ms. Michelle Cowart
Ms. Susan Credden
Ms. Michelle Crye
Mr. and Mrs. Don Cushing
Mr. and Mrs. Marvin Davis
Mr. and Mrs. Anthony DePinto
Ms. Adola DeWolf
Ms. Peggy Duffy
Ms. Nancy Fairley
Ms. Traci-Lynn Farley
Mr. Robert Farrell

Bronze Bell \$100 +

Joanne Bernardi and Dale Burali
Mr. Paul DeCarolis
Ms. Kathy Eldredge and Zanna Tennant
Dr. Robert Frisina
Mr. John Gilly
Mr. and Mrs. Martin Graen
Mr. Gordon Greenfield
Ms. Mary Herman
Dr. and Mrs. Jack Howitt
Mr. Randall Hughes
Mrs. Anne Kukura
Mr. and Mrs. Leo Landhuis
in memory of Donald A. Geiser
Ms. Jane LeBlanc
Dr. and Mrs. Sal Mauro
Mr. and Mrs. David McLellan
Mr. Edwin Melendez
Mrs. Myrna Melendez

Ms. Mary Lou Meng
Mr. and Mrs. Scott Miller
Mr. Mark Millner
Mr. John Pace
Ms. Mary Pace
Ms. Sandy Paxton
Mrs. Karen Peppers
Mr. and Mrs. Steven Podyma
Mr. John Ponticello
Ms. Lillian Price
Mr. and Mrs. Jay Quinn
Mr. Blaise Ragusa
Dr. Mark Redfield
Ms. Melody Reynolds
Ms. Sarah Romashko
Mr. and Mrs. David Rusin
Mr. Ronald Sadler
Mr. Hermine Suhr
Jennifer Swain Memorial Fund
Mr. Jay Thompson
Mr. and Mrs. Peter Webster
Mr. and Mrs. Joseph Willard
Ms. Elaine Wilson-Morris
Mrs. Kristi Wing
Mrs. Marcy Wing

Ms. Tawn Feeney
Mr. Harold S. Feinbloom
Ms. Genevieve Ferre
Ms. Michelle Flagg
Mr. and Mrs. Sylvester Foy
Mr. John Fulreader
Mr. and Mrs. Donald Geiser, Jr.
Mr. Joe Genier
Mr. and Mrs. Raymond Gibb
Ms. Kathleen Gilman
Mr. Eric Gordon
Ms. B.J. Granite
Ms. Patricia Grassi
Dr. Michael Grassi
Mr. and Mrs. Michael Grassi
Ms. Sheila Greer
Ms. Kelly Gregory
Ms. Rhonda Gurell
Ms. Lee Hamilton
Mr. Joseph Hammill
Ms. Karen Hanley
Mrs. Kristine Harris
Mr. Bill Hartung
Ms. Vivian Heffernan
Ms. Lisa Hiley
Ms. Christyn Hirschler
Mrs. Lois Houlihan
Mr. and Mrs. F.L. Howe
Ms. Elizabeth Howe
Ms. Lauren Hrncciek
Ms. Margaret Ihrig
Miss Virginia Ihrig
Mr. and Mrs. Juri Ilissoo
Mr. Andrew Iserson
Ms. Amy Iserson
Mr. and Mrs. Tom Johncox
Ms. Stephanie Johnson
Ms. Donna Kawczynski
Mrs. Deborah Keller
Mr. and Mrs. Frank Kelsey
Mr. and Mrs. Leo Landhuis
in honor of Stephen H. Waite
Ms. Wilma Lewis
Mr. and Mrs. Ronald MacDonald, Jr.
Mr. and Mrs. James Mangan
Mr. and Mrs. C.H. McLaughlin
Ms. Sarah McLean
Ms. Karen McNamee
Mr. and Mrs. Larry Medwetsky
Mr. Roger Mercury
Mr. Victor Merkel
Ms. Rebecca Mervine
Mr. Daniel Meyers
Mr. Jeffrey Mitchell
Ms. Kathy Murphy
Ms. Sharon Myers
Mr. Joseph Nicholas
Ms. Cynthia Nohe
Ms. Kasey Noonan
Ms. Hanna Norman
Mrs. Barbara Ottenschot
Ms. Carol Palmer
Mr. and Mrs. James Pappas
Mrs. Tiffany Passmore
Ms. Helen Perkins
Mr. and Mrs. Richard Phillips
Ms. Jennifer Popovich
Mr. Angela Poskus

Mr. and Mrs. Sheldon Potter
Ms. Sara Potter
Ms. Susan Powers
Ms. Melissa Rice
Ms. Rebecca Rice
Ms. Mary Kay Riola
Senator Joseph Robach
Mrs. Debbie Roberts
Ms. Chaya Roness
Ms. Carol Rousseau
Ms. BJ Rung
Mr. James Runyon
Ms. Katie Ryan
Ms. Deb Sanderson
Ms. June Schirmer
Mrs. Michele Sciortino
Ms. Cheryl Shanahan
Mr. and Mrs. Jalil Shojaie
Ms. Bethany Shute
Mr. Charles Sisson
Mr. and Mrs. Donald Snyder
Ms. Janet Spencer
Mr. and Mrs. Norman Spindelma
Ms. Mary Staie
Mr. Charles Stanley
Ms. Ramona Stein
Mr. David Stewart
Mr. William Stoddart
Mr. Richard Strassman
Ms. Tracy Strutz
Mr. Peter Sullivan
Dr. Elizabeth Supra-Johnson
Ms. Mary Sweeney
Ms. Lisa Taliento
Ms. Wendy Tanski
Ms. Mary Teter
Mr. and Mrs. Vern Thayer
Ms. Margaret Thomsen
Mrs. Yvonne Thorne
Ms. Evelyn Tomkin
Ms. Lena Tornabene
Ms. Amy Tousley
Ms. Mary Towne
Mr. John Tripp, Jr.

Ms. Sandra Vanderwege
Ms. Edith Vento
Ms. Ingeborg Vogelstein
Ms. Aimee Wade
Ms. Rene Wasowicz
Ms. Laura Watts
Mrs. Caroline Webster
Ms. Dee Whitcher
Mr. and Mrs. Dalton Wilke
Ms. Katie Wilkin
Ms. Nancy Wilkin
Ms. Kelly Wilkin
Ms. Laura Wixom
Ms. Barb Wooden
Ms. Barbara Wyffels Mack
Ms. Patty Yarmel
Mr. Richard Young
Mr. and Mrs. Julian Yudelson
Ms. Lynn Zarpentine
Ms. Gayla Zuber

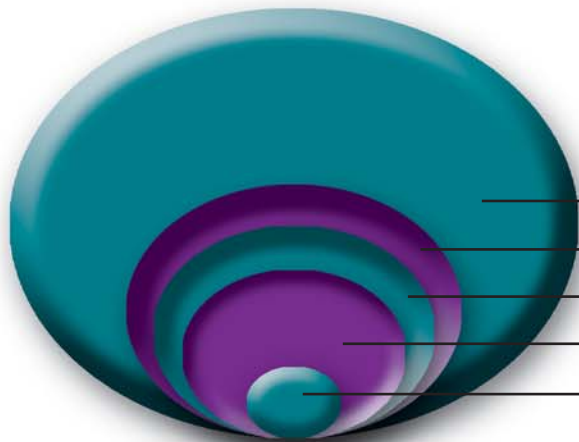
Inkind Donations

2 Vine Restaurant
Buffalo Bills
Ms. Debbie Cinquegrana
Delmonico's Italian Steakhouse
Downstairs Cabaret Theatre
George Eastman House
Heluva Good Cheese
Ms. Sandra Leboeuf
Mr. Harry Rab
Red Osier Landmark Restaurant
Rochester Museum & Science Center
Rochester Raging Rhinos
Rochester Rattlers
Rochester Razorsharks
SeaBreeze Amusement Park
Sticky Lips Pit BBQ Restaurant
TGI Fridays
TGI Fridays - Greece
Ms. Allison Thomas
Mr. and Mrs. Joseph Willard



Financials

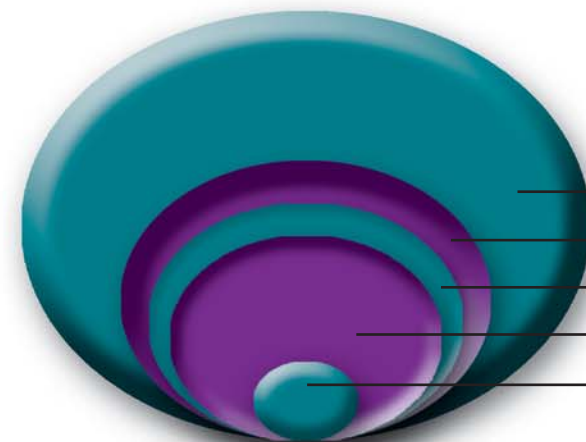
Audited Financials for Year Ended
December 31, 2006



Revenue

Net Client Service	4,254,588
Grants	427,360
United Way	379,000
Contributions	307,455
Other	150,167

TOTAL REVENUE 5,518,570



Expenses

Depreciation	151,694
Contract Services	277,331
Occupancy	292,407
Employee Benefits	446,578
Other Expenses	1,417,131
Professional and Support Salaries	2,778,496

TOTAL 5,363,637

Change in net assets
before additional minimum
pension expense 154,933

Additional minimum
pension expense 352,088

Change in net assets 507,021



Audited Financials for Year Ended
December 31, 2005

Revenue

Net Client Service	4,166,868
Grants	563,450
United Way	379,000
Contributions	376,498
Other	106,406
TOTAL REVENUE	5,592,221

Expenses

Depreciation	124,133
Contract Services	228,739
Professional and Support Salaries	2,676,662
Employee Benefits	428,604
Occupancy	312,302
Other Expenses	1,180,004

TOTAL 4,950,444

Change in net assets before additional minimum pension expense	641,777
Additional minimum pension expense	98,390
Change in net assets	543,387

Administration

Peter K. Hixson, Ph.D.
President

William J. Clifford, M.B.A.
Executive Vice President

Larry Medwetsky, Ph.D.
Vice President, Audiology

Ramona Stein, Ph.D.
Director of Audiology Operations

Noreen S. Podyma, M.A.
Director of Speech Operations

Mary Lewis Consler, B.A.
Director of Development

Medical Directors

John Norante, M.D.
Tammie Tullio, M.D.

Board Members

Butch Beideck
James DeCaro
Martha DeShong
Catherine Frangenberg
Andre Godfrey
Patricia Heffernan
Brian Hendrick
Monica Mattioli
Barbara Melnyk
Lisa Miller
Vic Montaglione
Linda Prestegaard
Thomas Rusling
Ray Saucke
Bernadette Skobjak, Ph.D.
Deborah Stendardi
Carolyn Stern, M.D.
Margaret Thomsen

Committee Members

Micki Abbatiello
Annemarie Cook
Ken Diller
Jane LeBlanc
Karen Lombard-Bryce
Doug MacKenzie
David McLellan
Frank Nowak
John Pennell
Blaise Ragusa
Tom Rogers
Shirley Szekeres, Ph.D.
Robert Zogas





A new reception desk and waiting room welcome clients at Rochester Hearing and Speech Center's Elmwood location at Al Sigi Center.



RHSC's new retail location on Ridge Road in Webster.

Communication
for
Life

Highlights of 2006

- The Elmwood Avenue clinic renovations were officially completed, featuring a new audiology testing booth, four new dispensing rooms, a self-service assistive listening device store, and a welcoming reception area.
- Ground was broken at the new Ridge Road site in Webster as RHSC prepared to add its third location.
- In October, the first annual Board Alumni Reunion was held. Former board members attended, catching up with old friends and learning about current RHSC happenings.
- \$70,000 was raised in various funding efforts for the new Webster office.
- Funds raised for the Al Sigi Center Partnership WalkAbout doubled for RHSC from those raised in 2005.
- Noreen Podyma was appointed as the new Director of Speech Operations.
- Once again, RHSC exceeded the United Way program outcomes for speech and audiology services.
- RHSC was invited to participate on the Mayor's Literacy Taskforce, a collaboration of progressive community activists and scholars working to improve literacy rates in the Greater Rochester area.
- For the second year in a row, the Continuing Education Program reached all of its given objectives.
- A new comprehensive marketing campaign was implemented and launched in early fall. The campaign focused mainly on audiology services.
- The first annual President's Reception was held to thank donors, volunteers and friends.

