

**TOPEKA EVENING SERTOMA CLUB****CLUB NUMBER: 10456** [www.TopekaSertomaClubs.org](http://www.TopekaSertomaClubs.org)**INSIDE THIS ISSUE:**

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SERTOMA. A curious word until three very important words come together in unison: SERvice TO MAnkind. You belong to a group dedicated to helping those in need in our community - You are in Sertoma!

**ABOUT SERTOMA - A REFRESHER**

- Sertoma International was originally founded in Kansas City in, 1912. Sertoma is a 501(c)4 not-for-profit international organization dedicated to "SERvice TO MAnkind".
- The Sertoma Mission; Sertoma exists for the high and noble purpose of SERVICE TO MANKIND by communication of thoughts, ideas and concepts to accelerate human progress in health, education, freedom and democracy.
- Sertoma's primary service project is assisting the more than 50 million people with speech, hearing and language disorders.
- There are 15,000-plus Sertoma members in more than 500 clubs across Canada, Mexico, Puerto Rico and the United States.

**SPECIAL POINTS OF INTEREST:**

- Check out the awards celebration winners on page 5.
- Wamego Charter Event coming soon!!! Check it out, Page 10 May 3, 2012

Every year, Sertoma clubs raise more than \$20 million for local community service projects. Through these projects, as well as grants and scholarships, Sertoma clubs return those funds to their respective communities - and they have lots of fun doing it while building life-long friendships.

(<http://www.sertomakansas.org/>)

# TOPEKA EVENING SERTOMA CLUB

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## Winner—SERVICE TO MANKIND AWARDS

Capital Journal Article

THE TOPEKA CAPITAL-JOURNAL

.com

[News / Local](#)

### Volunteer spotlight

Posted: April 7, 2012 - 1:31pm

By [The Capital-Journal](#)



Kathleen Dechand recently was honored with the Service to Mankind Award, the highest award Sertoma Clubs present each year to a nonmember volunteer in the community, in the Heart of America Region, which covers Kansas, Missouri, Arkansas, Oklahoma, Louisiana and Texas. The regional award was preceded by both the local and district award.

“Kathleen Dechand is an outstanding volunteer in our community,” Terry Cuthbertson said in an e-mail.

The Topeka Evening Sertoma Club chose Dechand for its Service to Mankind Award. Her nomination was then submitted to the Sertoma Kansas District, which includes all 13 clubs in Kansas. The Kansas district governor then submitted her as his nomination for the Sertoma Heart of America Regional Award.

Nominated by: The Topeka Evening Sertoma Club

# TOPEKA EVENING SERTOMA CLUB

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## Harnessing the Human Factor in Hearing Assistance by David G. Myers

**A**s a person with hearing loss, I often find lectures, plays and PA system announcements indecipherable. But who else notices? Unlike someone visibly left outside because of wheelchair inaccessibility – which would leave others appalled – inaccessibility due to hearing loss is invisible and thus often unremedied. The Americans with Disabilities Act does, however, mandate hearing assistance in public settings with 50 or more fixed seats. Such assistance typically takes the form of a checkout FM or infrared receiver with earphones. Alas, because well-meaning sound engineers fail to consider the human factor - how real people interact with technology – most such units sit unused in storage closets. To empathize, imagine yourself struggling to carve meaning out of sound as you watch a movie, attend worship, listen to a lecture, strain to hear an airport announcement, or stand at a ticket window. Which of these hearing solutions would you prefer?

- Taking the initiative to go locate, check out, wear and return special equipment (typically a conspicuous headset that delivers generic sounds)?
- Pushing a button that transforms your hearing aids or cochlear implant into wireless loudspeakers that deliver sound customized to your own needs?

Solution 1 – the hearing-aid-incompatible solution – has been America's prevalent assistive listening tech-

nology. Solution 2 – the hearing-aid-compatible solution – has spread to Scandinavian countries and across the United Kingdom where it now exists in most cathedrals and churches, in the back seats of all London taxis, and at 11,500 post offices and countless train and ticket windows.

Twelve years ago, I first experienced this hearing technology at Scotland's Iona Abbey. As the spoken word reverberated off the 800-year-old stone walls, it was, for me, an unintelligible verbal fog. My wife then noticed a sign indicating a "hearing loop" – a magnetic communication system that transmits PA system output via a room-surrounding wire loop to a hearing instrument "telecoil" sensor. (Telecoils now come, cost-free, with most new hearing aids and all new cochlear implants.) Push a button to activate the telecoil and, *voilà!*, the hearing instrument becomes a wireless in-the-ear loudspeaker for magnetic signals sent from hearing loops, as well as from many modern telephones.

The result was stunning. Suddenly I was hearing a clear voice speaking from the center of my head. The delicious sound (*is this what others hear?*) put me on the verge of tears. On returning home, I installed a \$250 hearing loop in my home TV room. If someone watches TV with me, they hear sound from the TV while I hear it broadcast by my hearing aids which also simultaneously pick up room conversation. My office phone likewise connects to a hearing loop which transmits amplified phone conversation to

both my ears with greatly increased clarity.

Given how well this simple technology works in other countries (and in my own home and office), why not loop my community? So, with support from some local companies, foundations and media, I introduced hearing loops to West Michigan. Nearly a decade later, we now have them in hundreds of locations, including most places of worship, many school and senior citizen center auditoriums, the convention center and airport in Grand Rapids, and even Michigan State University's basketball and special events arena.

The response has been gratifying. The use of hearing assistance has multiplied and words of appreciation have come from audiologists (*never in my audiology career has something so simple helped so many people at so little cost.*), audio professionals (*After installing our first loop system and seeing the reaction from the individuals with hearing loss, we immediately shifted our sales focus to loop systems.*), and consumers (*The experience of actually hearing such clear sounds was thrilling and hard to describe.*).

A California audiologist, Bill Diles, has installed hearing loops in the TV rooms of more than 1,800 patients. His patient surveys reveal markedly increased satisfaction after installation of the hearing loop with both their TV listening and hearing aids.

(Continued page 5)

# TOPEKA EVENING SERTOMA CLUB

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## Harnessing the Human Factor in Hearing Assistance by David G. Myers (Continued from page 4)

Given the appreciative response to this user-friendlier technology, I wondered why not “loop America”? Why not effectively double the functionality of hearing instruments?

That ambition – my avocational passion of the last decade – presents a grand challenge in applied social psychology. How, given the cultural inertia supporting America’s existing hearing-aid-incompatible assistive listening, does one effectively persuade hearing and audio professionals to consider the human factor – the practical benefits of simplicity and no-fuss ease of use?

On behalf of Americans with hearing loss, my answer has been a persuasive message that shares the vision and tells the story to every audience I can reach – via an informational Web site ([www.hearingloop.org](http://www.hearingloop.org)), through 30 articles for hearing and audio professionals and the general public, and by invited talks and nearly 9,000 emails to whomever will listen. Thanks partly to message repetition, and with the collaboration of energetic kindred spirits in other states, a grassroots movement is gaining momentum. New companies have formed to produce and market hearing loop products. Effective hearing loop advocates in Wisconsin, Arizona, New Mexico, Rochester (NY), Silicon Valley, and New York City (where hearing loops are being installed at 488 subway information booths) have undertaken initiatives in their locales and are networking through a national listserv. Various national media – from *Scientific*

*American to the AARP Bulletin to NPR Science Friday and the New York Times* have featured our collective social entrepreneurship. And to my delight, the Hearing Loss Association of America (“the nation’s voice for people with hearing loss”) and the American Academy of Audiology have undertaken a joint campaign to “enlighten and excite hearing-aid and cochlear-implant users, as well as audiologists and other hearing health care professionals, about telecoils and hearing loops and their unique benefits”.

Is this the ultimate wireless hearing solution? The cost, limited range and power demands of alternative wireless technologies, such as Bluetooth, make hearing loops today’s technology of choice for public access. But if some future wireless technology is similarly affordable – miniaturized for most hearing instruments, simple to use, inconspicuous and able to cover a wide area with a universally accessible signal – then bring it on. Our advocacy is less for hearing loops per se than for hearing technology that appreciates the human factor, by enabling hearing instruments to serve an important second function as simple, affordable, wireless loudspeakers. Happily, we are now approaching a cultural tipping point where that dream looks like an achievable reality.

*David G. Myers is a professor of psychology at Hope College, the author of 17 books, including “A Quiet World: Living with Hearing Loss”, and the creator of [www.hearingloop.org](http://www.hearingloop.org). In recognition of his collaborative efforts*

*to transform American assistive listening, he received a 2011 Presidential Award from the American Academy of Audiology. Sertoma is delighted to welcome Dr. Myers as a guest speaker at its 100th anniversary convention.*



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MAY 15 CLUB MEETING AT A BISON RANCH  
BUFFALO BURGERS AND FUN IN WESTMORELAND

## Lazy Heart D Bison Ranch



17455 Pauling Run Rd  
Westmoreland, KS 66549

### Tour of the Lazy Heart D Bison Ranch near Wamego, KS

When: Tuesday, May 15<sup>th</sup> (Replaces regular Topeka Evening meeting night)

Time: Plan to arrive at ranch by 6 pm.

Car Pool: Those wishing to car pool, meet at 5 PM at Sam's Club in SE area of parking lot.

Cost: No cost for Topeka Evening Club members, all others & guests \$8.

This will be a great event for Kids big and/or little.

Food: Buffalo Burgers and .... Cowboy stuff ... TBD.

Dress: Dress down as we will be sitting on haybales while we eat and we will be riding on a hay wagon on our tour to see the buffalo.

Car pool: Let's plan to meet at the Sam's Club parking lot (SE area).

Count: We will need to call in the number attending NLT Monday, May 14<sup>th</sup>.

Questions: Contact George Laliberte 228-3839 or Terry Cuthbertson 267-6016

A sign-up sheet will be sent around at our next meeting.

# TOPEKA EVENING SERTOMA CLUB

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## AWARDS CELEBRATION PROGRAM

George Lalibert, Chairman of the Board, welcomed us to the awards celebration program. It was also nice to see our special guest, Frank Fuller, Kansas District Governor.



Matt Dowd receives the Sertoman of the Year Award presented by George Laliberte

### PRESIDENTIAL FOCUS GROWTH INCENTIVE AWARDS: FOR SPONSORING NEW MEMBERS:

Terry Cuthbertson and Dan Hejtmanek  
For signing up members for the new Wamego Sertoma Club

### 2ND CHANCE GEM AWARDS (Good, Enthusiastic Members)

Terry Beck  
Terry Cuthbertson  
Dan Hejtmanek

### CERTIFICATES OF APPRECIATION

Carol Hamilton  
Bernice Hejtmanek

### SENATOR AWARDS

Senator XIX: Terry Beck  
Senator XXVI: Dan Hejtmanek

### LEADERSHIP AWARDS

Terry Beck  
Mark Braun  
Celia Cuthbertson  
Terry Cuthbertson  
Dennis Handke  
Dan Hejtmanek  
George Laliberte  
Deb Zimmerman

### VOLUNTEER SERVICE HOURS:

Mark Braun—50  
Jay Bachman—100  
Matt Dowd—100  
Bernice Hejtmanek—200  
George Laliberte— 200  
Bill Riphahn—200  
Celia Cuthbertson—300  
Terry Beck—400  
Terry Cuthbertson—500

### PERFECT ATTENDANCE CERTIFICATES:

Shawn Jergensen—2 years  
Pat Riordan—2 years  
Norman Stahl—2 years  
Mark Braun—3 years  
George Laliberts—3 years  
Deb Zimmerman—6 years  
Bernice Hejtmanek—7 years  
Bill Riphahn—7 years  
Celia Cuthbertson—12 years  
Terry Cuthbertson—12 years  
Dennis Handke—15 years  
Terry Beck—16 years  
Dan Hejtmanek = 33 years

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## WHAT ARE OTHER CLUBS DOING?

### SERTOMA CLUB OF GEORGETOWN, TEXAS

SERTOMA Club of Georgetown, a 501c(3) organization, is dedicated to preserving and celebrating our national heritage. SERTOMA holds the Annual Fourth of July Family Picnic in San Gabriel Park for the past 24 years. We erect American flags around the Square and in front of Georgetown businesses every national holiday. Sertoma means Service to Mankind. Our club is dedicated to helping people in our community.

Sertoma's primary service project is assisting the people of Williamson county with speech, hearing and language disorders. Sertoma also sponsors community projects to promote freedom and democracy, to assist youth and to benefit a variety of other local community needs. <http://www.nathanchapmanfund.org/>

### SERTOMA CLUB OF SPRINGFIELD, MISSOURI

The Sertoma Club of Springfield was chartered on July 12, 1941 by the Joplin Sertoma Club. Our primary sponsorship is the Boys & Girls Clubs of Springfield. (<http://springfieldsertoma.org/>)

### SERTOMA CLUB OF VENICE, FLORIDA

The Sertoma Club of Venice, fifth largest Sertoma club in the United States, is made up of professional men and women who are dedicated to serving each other, the community and those who need Sertoma's help. As our main philanthropy, the Sertoma Speech Clinic of Venice is operated solely on the fundraising efforts of our members and the generosity of those who support the cause of children's speech therapy. (<http://www.venicesertoma.com/>)

### SERTOMA CLUB OF LANCASTER, PENNSYLVANIA

The Sertoma Club of Lancaster is one of the most respected service organizations in South Central Pennsylvania and one of the largest and most active clubs in Sertoma International. In the Guinness Book of World Records for running the largest one day barbeque, this club is made of men and women who know how to accomplish great things with great humor. Since its inception on February 15, 1952, the club has contributed over \$2,000,000 and many enjoyable hours to community projects that have: Restored and beautified park land; Turned high risk children to paths of leadership; Brought world class entertainment to the deaf; Built amazing places for children to play; Created a home for open air concerts, plays and community events; Brought joy to the room-bound elderly; Welcomed over 4,000 newly naturalized citizens; and so much more... (<http://lancastersertoma.org>)

### SERTOMA CLUB OF BINGHAMTON,

The Binghamton Sertoma Club will host its 30th Annual Million Dollar Antique Show on April 20-22, 2012 at the Binghamton University Events Center. With over 150 quality dealers, the show offers a labyrinth of antiques, art, sculpture, furniture, Persian carpets, silver, estate jewelry, decorator items, restoration experts, and historical information organizations for the antique collector and enthusiast. During the past 30 years, the Million Dollar Antique Show has evolved into a premier fundraiser in the Southern Tier, raising thousands of dollars for initiatives the Binghamton Sertoma Clubs of Binghamton supports, including Camp Sertoma of the Boys and Girls Clubs of Binghamton, the United Health Services Speech-Language Pathology & Hearing Department, and scholarships for high school students pursuing careers in the field of speech and hearing. <http://www.pressconnection.com/article/20120414/ENT/204140339/>  
Binghamton-Sertoma-Club

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## WHAT ARE OTHER CLUBS DOING? (Continued from page 6)

### Lexington Sertomans Spread the Word About Hearing Health



A partnership between the Lexington Sertoma Club and the Lexington Library is spreading the word about hearing health to residents of Lexington, SC. Drawn by a large, colorful banner provided by the Lexington Sertoma Club, visitors to the Lexington Main Library can read and take home free information about noise induced hearing loss, hearing aids, children's hearing issues and Fact Sheets that explain Sertoma's hearing health mission and the work of the Lexington Sertoma Club. In addition to the Sertoma materials, the display includes brochures and information from the Better Hearing Institute, American Academy of Audiology, National Institute on Deafness and Other Communication Disorders, and the Dangerous Decibels program of Oregon Health and Science University. The display was established in October and continues to inform library visitors about hearing health. We congratulate the 35 members of the Lexington Sertoma Club, chartered in 1977, on their SERvice TO MAnkind through this outstanding educational project. Reprinted from: Sertoman v83 Issue 2 6x10.10.indd 10-11

## TOPEKA EVENING SERTOMA CLUB

**REMINDER - Dinner meetings are held the first and third Tuesday evenings of every month at Jayhawk Towers in the Senate Room at 5:30pm**



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## WAMEGO CHARTER BANQUET

You are cordially invited to the

*Wamego Sertoma Club*  
*Charter Banquet*

Thursday, the 3rd of May, 2012 at 6:00 p.m.  
Celebrations, 706 4th Street, Wamego



\$17 per guest  
Please RSVP   
E-mail: [margop@myfnb.com](mailto:margop@myfnb.com)  
Phone: 785.456.2221 ext 115

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## MEMBER NEWS

Shawn Jurgensen has been nominated as President-Elect.

More on our officers for the coming year soon!!

Dara Montclare is the new Newsletter Chair. Dara works for Valentine, Zimmerman & Zimmerman, PA who have just bought a building and will be moving to 9th & Quincy in the summer.

We are all sending Deb Zimmerman our best wishes.

This is where we share news about each other. Send any and all information to:  
[daramontclare@yahoo.com](mailto:daramontclare@yahoo.com)

More on ducks soon!

