



**Hearing Aid
Systems, Inc**

WINTER 2020

SoundBites

FUNNY BONE

"A cheerful heart
is good medicine ..."

**A funny thing happened on
the way to better hearing...**

Since he was in the 6th grade, my brother's son, Jason, has had a New Year's Eve party that has grown more popular with his large circle of friends and co-workers each year. Now in his 30s, he's still connected to many friends from grade school through college. Jason's personality and charm keeps old friends and new ones happy to meet and mingle. His annual extravaganza is a combination meet-and-greet/reunion.

While making plans for his New Year's bash last month, Jason was trying to figure out how to get his best buddy from college to arrive from a couple hundred miles away. Zach's car had broken down and airline tickets and rental cars were booked solid due to holiday travel. Jason suggested, "Maybe you can catch the bus line." Zach, a musician with serious hearing loss, asked, "Catch the plus sign? Never heard of it. What is it and how do I catch it?"

If your hearing is making your conversations miss the boat—or the bus—this Valentine's Day is a perfect occasion to show your loved ones you really do want to hear what they have to say. Call us today for a hearing test!



Time® Is On Our Side

Typically, we don't like to look backward when a new year begins; looking forward and ahead is more our style. But we've just learned some exciting news and it really is worth a backwards glance.

TIME® Magazine just published their take on the 100 best inventions of 2019 in a recent special issue—and *one of those inventions is our most popular hearing device!* Starkey® Hearing Technologies' "artificial intelligence talking

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Chips & Guacamole, Anyone?



This year's Super Bowl LIV is scheduled to play on Sunday, February 2nd. From the Big Game's beginning in 1967, Super Bowl had always been played on the last Sunday of January until the NFL approved moving the game out to the first Sunday in February, beginning in 2003.

The National Football League was officially formed in 1920, one hundred years ago this year. But for decades many states around the union had no access to live games or local teams. In 1958 Lamar Hunt, heir to Texas oilman H.L. Hunt, tried to establish an NFL franchise in Texas. Unsuccessful but undeterred, Hunt formed a rival league he called the American Football League, bringing aboard such teams as the Dallas Texans, Houston Oilers,

Denver Broncos, L.A. Chargers and Boston Patriots, among several others. Initially it was called "The Foolish Club" by naysayers. In 1966 the AFL merged with the NFL, dividing the single League into American and National Conferences with an end-of-season, Big Game playoff between the two.

On January 15, 1967, the Green Bay Packers and the Kansas City Chiefs played the first competitive game under the lackluster name of

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Chips & Guacamole, Anyone?

Cont. From pg. 1



“The American Football League-National Football League World Championship Game”. Lamar Hunt is credited with tagging the Big Game with its catchier title, “Super Bowl”, inspired by watching his daughter play with the “must have” Christmas toy of 1966: Wham-O’s Super Ball. Although sportscasters and fans alike caught Hunt’s vision early on and called the Big Game “Super Bowl”, the term was not officially adopted by the League until 1969, just in time for the January 1970 playoff game.

The first AFL-NFL Championship Game played to an overall audience of approximately 60 million. In 2019, Super Bowl played to a television, streaming, and live audience of about 100 million.

Originally indulging the male population’s passion for passing the pigskin, today’s Super Bowl boasts an enormous female fan base—nearly 50%. With that in mind, some of last year’s Super Bowl advertisers of cold beer and fast cars were supplanted by advertisers geared to women.

Super Bowl ads have become a phenomenon of their own, slowly evolving into a “must see” part of the Super Bowl experience. In 1967, a 30-second spot cost \$42,000 (\$325,000 today). A 1973 Noxzema Shaving Cream commercial starring Farrah Fawcett and Joe Namath captured the predominantly male audience’s interest. But it was Apple’s “1984” commercial that launched the commercial craze. Today commercials command **\$5.6 million for a 30-second spot**, equal to **\$186,667 a second!**

Roughly 28,000,000 pounds of chips, 1.25 billion chicken wings and 8,000,000 pounds of guacamole are consumed during Super Sunday. Grab some snacks and friends and join millions of armchair quarterbacks looking forward to the commercial breaks on Super Bowl Sunday.

Clearly, Leap Year 2020 is Unique!



Leap Year is creating an interesting phenomenon regarding the 2020 holiday schedule: **almost every holiday and/or notable day for this year—large, small, traditional, national, military or religious, celebrated or not—falls Friday through Monday.** To make it even *more* interesting: except for two, **the remaining holidays or observances either fall or start on a Wednesday.**

Here is the interesting line-up of this year’s holiday schedule, by month:

JANUARY

- 1/1 New Year’s Day—**Wed**
- 1/20 Martin Luther King, Jr. Day—**Mon**

FEBRUARY

- 2/2 Ground Hog Day—**Sun**
- 2/14 Valentine’s Day—**Fri**
- 2/17 President’s Day—**Mon**
- 2/29 Leap Year Day—**Sat**

MARCH

- 3/17 St. Patrick’s Day—**Tues**

APRIL

- 4/1 April Fool’s Day—**Wed**
- 4/5 Palm **Sunday**

- 4/10 Good **Friday**
- 4/12 Easter **Sunday**
- 4/8-4/16 Passover
- 4/15 Tax Day—**Wed**

MAY

- 5/10 Mother’s Day—**Sun**
- 5/25 Memorial Day—**Mon**

JUNE

- 6/6 D-Day Anniversary—**Sat**
- 6/14 Flag Day—**Sun**
- 6/21 Father’s Day—**Sun**

JULY

- 7/4 Independence Day—**Sat**

AUGUST

- 8/26 Women’s Equality Day—**Wed**

SEPTEMBER

- 9/7 Labor Day: **Mon**
- 9/13 Grandparents’ Day—**Sun**

OCTOBER

- 10/12 Columbus Day—**Mon**
- 10/16 Boss’s Day—**Fri**
- 10/31 Halloween—**Sat**

NOVEMBER

- 11/11 Veteran’s Day—**Wed**
- 11/26 Thanksgiving—**Thurs**

DECEMBER

- 12/7 Pearl Harbor Remembrance Day—**Mon**
- 12/10-12/18 Hanukkah begins at sundown on Thursday & ends on a Friday
- 12/25 Christmas Day—**Fri**

It is 20/20, so we can see clearly that this Leap Year there are a lot of long week-ends coming!

— LOONEY LAW —

In New Britain, CT, the speed limit for fire trucks is 25 M.P.H.

— POTPOURRI —

FEBRUARY BRINGS UNIQUE SPECIALTIES:

Every February 2nd, Punxsutawney, Pennsylvania is the official scene of Groundhog Day—the annual winter weather forecast predicted by a rodent's shadow, of all things! Punxsutawney Phil, America's famous groundhog (or woodchuck or "whistle pig"), gets the most attention, but various American cities have their own special groundhogs. For example, New York City's official groundhog is called "Pothole Pete". There's Thistle the Whistlepig of Cleveland, Ohio; Dunkirk Dave (New York), and Chattanooga Chuck, among other official U.S. groundhogs. Canada relies on the predictions of an albino groundhog named Wiarton Willie. Phil's accuracy rate of 85% beats meteorologists' predictions by 5%!

2020 is LEAP YEAR! The 29th of February comes once every four years. Even if you don't know someone with a Leap Year birthday, this is a fun and unique reason to have a party! Or...pay for a stranger's lunch, carry their groceries, offer to pump their gas and wash their car windows, or ask a lone moviegoer if you can buy their movie ticket...the possibilities are endless! Surprise someone with something out of the ordinary and make Saturday the 29th an extra-ordinary day!

— FUN FACTS —

In 2002, an uncirculated 1933 Double Eagle \$20 U.S. coin sold at Sotheby's auction for a whopping \$7,590,020!

Time® Is On Our Side

Cont. From pg. 1

hearing aid", the **Livio® AI**, is the first item mentioned on TIME® Magazine's list online. I simply "googled" 'Time Magazine's 100 best inventions for 2019' and up popped the hearing device that we've been recommending and fitting for the past year. Now, anybody would have to say, *that's* impressive!

Discovering Starkey's Livio AI hearing aid on TIME's list of "Best Inventions" piqued my curiosity about how TIME assembled the list in the first place. I found the following statement on their website:

'... we solicited nominations across a variety of categories from our editors and correspondents around the world, as well as through an online application process. Then TIME evaluated each contender based on key factors, including originality, creativity, influence, ambition and effectiveness.'

Even more impressive is what's inside the Livio hearing aids that got Starkey the attention in the first place!

These "talking hearing aids" are embedded with sensors and artificial intelligence that allow you to stream music directly into your ears from any Bluetooth device, get verbal answers to your questions like a Smart Assistant, translate conversations into 27 languages, detect falls and alert family, and much more!

Thousands of these innovative devices have been fit in our office and



across the country, confirming that people with almost any hearing loss can hear better by using the features that suit their lifestyle and preference.

We've been telling you about this amazing technology for a while. However, it's easy for us to say it's the best. When others outside the industry recognize it, that's validation! Thank you, TIME Magazine for highlighting Starkey Hearing Technologies for raising the bar and setting the new industry standard with their outstanding AI technology.

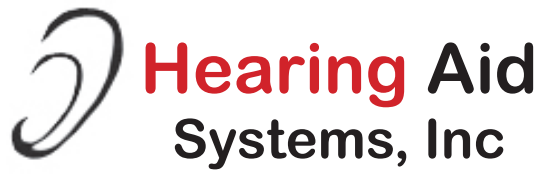
Want to find out how much clearer you would understand words with this technology, compared to what you're presently wearing?

Call us now for a no-obligation hearing comparison test! It's a whole new year and TIME® is on our side. There really is no time like the present! Start 2020 out right by hearing your best!

Answers to "Valentine Trivia"

From pg. 4

- | | | | |
|-------|-------|-------|-------|
| 1. c. | 3. a. | 5. b. | 7. a. |
| 2. b. | 4. a. | 6. d. | 8. c. |



Don Tucker, BC-HIS

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Now 'Ear This from the Expert

RED FLAGS FOR HEARING LOSS

As hearing care professionals, most of the issues we correct are “sensorineural” (permanent damage to the inner ear or to the nerves that send sound signals to the brain), “conductive” (caused by some type of interference with sounds traveling along the hearing pathway), or “mixed” hearing losses (a combination of sensorineural and conductive loss).

On occasion, issues with hearing come up suddenly or unexpectedly. **These concerns need to be immediately dealt with** either by a general medical doctor, or a doctor who specializes in abnormalities specifically with the ear. This type of physician is known as an otolaryngologist (oh-toe-lair-en-gol-eh-jist). Below are some of the main symptoms that you, or someone you know, may experience that could indicate a more

serious underlying medical condition than just the apparent surface issue of hearing loss. Here are the main issues to look for:

- Sudden hearing loss, in one or both ears
- Extreme dizziness
- Pain in your ear(s)
- Air & Bone-Gap type hearing loss (This would be revealed during a professional hearing exam.)
- History of “active” drainage from the ear(s)

If any of these conditions occur for you or someone you know, call your doctor right away.

If you need assistance in finding an otolaryngologist please feel free to call our office. We will be happy to refer you to a professional in your area to evaluate your condition and make a diagnosis for treatment.

FROM YOUR VALENTINE

Answers on pg. 3

Different historical documents give different versions of how Valentine's Day began, but the two most prevailing versions agree an imprisoned man named Valentine started the tradition of sending a love note to a dear one. How much of the actual Valentine story and other Valentine's Day history do you know?

- For what crime was the Roman priest, Valentine, executed IN 269 A.D.?
 - Stealing
 - Praying in public
 - Performing secret marriages
 - Adultery
- Who was the legendary Benedictine monk who invented champagne?
 - Claude Moët
 - Dom Perignon
 - Claude-Marie Meunier
 - François Chandon
- Which symbol does New York's Empire State Building illuminate every Valentine's Day?
 - A heart
 - Two filled champagne glasses, toasting
 - A rose
 - A couple kissing
- To whom did the prisoner Valentine send his love message?
 - His jailer's daughter
 - His estranged lover
 - His wife
 - A tavern maiden
- Which Shakespeare play features Valentine and Proteus?
 - The Merchants of Venice
 - Two Gentlemen of Verona
 - Hamlet
 - Macbeth
- Which Chicago gangster was behind the St. Valentine's Day Massacre in 1929?
 - George “Bugs” Moran
 - Baby Face Nelson
 - John Dillinger
 - Al Capone
- What occupation is St. Valentine believed to be the patron of, besides the patron saint of love?
 - Beekeepers
 - Farmers
 - Sheepherders
 - Vineyard owners
- “Valentine” was the name given to which kind of early Christian?
 - Priests
 - Monks
 - Martyrs
 - Accused prisoners