

Spring
Weekly

Reader

Volume 103, Issue 164, March 12, 2015

The Plano Rotary Club
www.PlanoRotary.com

UPCOMING MEETINGS

March 12

Ram Garg -
"Is your Website Mobile
Friendly or Are You Phoning
it In?"

March 19

Dean Lewis -
"Finding the Funny-Stop
Taking Everything so
Seriously"

March 26

"Memorial Elementary
Program"

MARCH BIRTHDAYS

Benjamin Criste	Mar 01
Marshall Johnson	Mar 10
Myrtle Hightower	Mar 11
Jamie Schell	Mar 18
George Wong	Mar 28
Louise Davis	Mar 31
Bruce Glasscock	Mar 31



Can You Hear Me Now?

NATHAN has to do a better job at public relations. He treats **INSIDE THE ROTARIAN STUDIO** as if it is punishment. (Today, for example, it

"fit the crime" of making a rather lengthy announcement.) Somehow he has to make us want to be in his spotlight. Maybe someone has to ask him to stand and deliver to his standard list of questions, so he can better judge the cringe worthiness of each and, perhaps, adjust his inquiry. Even if it hadn't that effect, the Club would take guilty pleasure in seeing him squirm.



President Wonderful

drew our attention at 12:14, calling upon **Howard Matson** for the Invocation and **Alan Feigenbaum** for the Pledge. ("Thanks, **Bob!**")

Karen Sheldon was *Greeter du Mois*, and

SERGEANT BARBERA acknowledged the smattering of applause.

The perennial visitor from *Park Cities Rotary* was **Mark Thomason**. Earnest welcomed Realtor® **Wanda Russell**. Then, since **Larry Bisno** was to occupy us for 5 minutes, stumping for a Movable Feast, Nathan pounced upon him for **INSIDE THE ROTARIAN STUDIO**.

Larry was born in Eugene, OR, or as natives call it, "Appalachia West." It sounded like his Dad was in the Foreign Service, but **Sainted Editor** must've gotten that wrong. Larry's Mom was a nurse. His childhood nickname was **Biz**. And at that tender age, "I was able to get away with things." He studied Marine Biology at *University of Or-*

egon and graduated into the arms of Uncle Sam, where he did "a lot of pushups," and we're not speaking of bras. His stint in the Army sent him overseas to Asia.



He went into Management, relocating to Dallas for a nonprofit organization. He is now a crackerjack fundraiser for **Plano Childrens' Medical Clinic**, but he'd rather be an astronaut.

Favorite movie: *The Right Stuff*. Singers: **Jimi Hendrix** or **Steppenwolf**. Favorite meal: "My wife's cooking." And she wasn't even here to hear it. Favorite soda: **Dr. Pepper**.



He joined Rotary in 2012, but sponsor **Lenny Schwartz** has disavowed him. Larry's favorite Rotary moment was the golf tournament, and he looks forward to "elbow grease" projects.

Earnest acknowledged a **Birthday Check** from **Doyle Dean**, apparently the only February donor! Earnest chastened February.

President Wonderful implored us to remember that next week's Rotary meeting will be at **Rutledge's Party Barn**, catered by Angela's at the Crosswalk. If you're reading this, congratulations: you found us!

continued on page 2



Wanda Russell, Earnest's guest, has been proposed for membership. That news was greeted with applause.

Larry Bisno was back with a self-proclaimed "infomercial" for PCMC. First, he told us, PCMC has served about 4,000 clients in 2014 and is on-track to increase by 25% this year. They've implemented a prescription assistance program that covers what Medicaid does not. PCMC has also established free dental screenings and speech therapy clinics which provide in-home assessments.

At 5:30 pm on Sunday, May 29th, *The Shops at Legacy, Presby Hospital, alphagraphics*, etc. will sponsor a movable feast (starting at Seasons 52). **Bob Pikna** will Chair the event; see him, Larry, or application cards on the Badge Table. plano-cmc.org/events.htm



Earnest asked us if we knew what's happening in Kerrville, TX, 17-19 April? One wag guessed "Haggard Party Barn?" No, it's the much sought-after 5810 Conference. He's going on his own nickel because "the Club doesn't pay. It's a different time..."

David McWhorter rose to tell us next week's speaker had to cancel, and we'd be apprised of the topic in good time. The substitute spoke up and said that he could announce it now, but David stopped him thus avoiding the mental calculations we'd all make about attendance. Instead, he launched into the speaker introduction.

Paula Land's path to becoming one of Dallas/Fort Worth's leading audiologists began when her son contracted meningitis when he was two. Fortunately, he came through the ordeal safe and sound, but accepting the possibility that he could lose some or all of this hearing as a result of the infection was enough to spur Paula's interest in treating deafness and hearing loss as a career.

A former lieutenant in the U.S. Marine Corps, Dr. Land earned a M.S. degree in Communication Disorders-Audiology from UTD and a doctorate in audiology from the University of Florida.

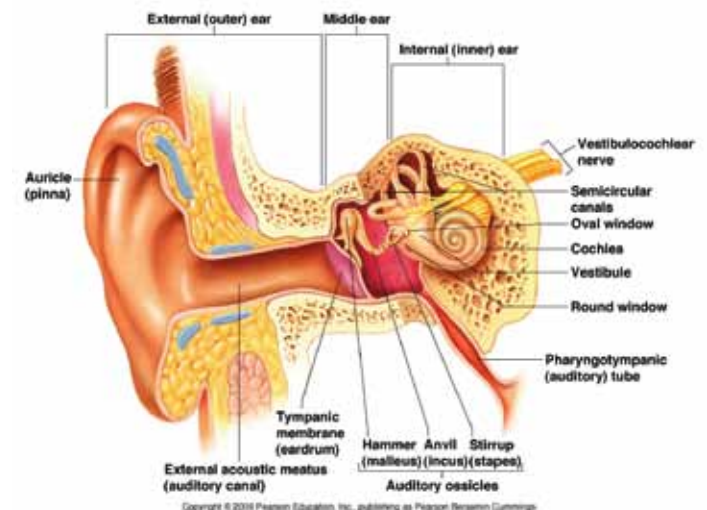
Dr. Land is Board Certified in Audiology, holds a Certificate in Clinical Competence from the American Speech, Language, and Hearing Association, and is a Fellow in the American Academy of Audiology and the Tinnitus Practitioners' Association.

After having practiced mostly in medical diagnostic settings for several years, Dr. Land (dr.paulaland@gmail.com) opened the *Hearing and Tinnitus Center of Dallas/Fort Worth* (www.hearingcenterdallas.com) in 2009. Her Irving-based clinic provides complete hearing health care including comprehensive audiological and tinnitus evaluations and services for adults and seniors.

Dr. Land is certified in tinnitus management and has served as an off-site clinical supervisor for the University of North Texas' Department of Speech and Hearing and the Doctor of Audiology Program at UTD. Her topic for today is "Silence Isn't Golden: How to Make the Most of Your Hearing."

Her opening gambit, "Can you hear me?" was met with the obvious chorus of "WHAT?" thus establishing immediately our street cred as the Irreverent Geriatric Club of Plano. Nevertheless, she thanked us for "all your help worldwide."

Citing hearing's importance in raising cognitive levels, she outlined her talk to include "thieves of hearing, and justice." Then she told us sound is "molecules moving in the air." (Almost complete: the molecules nearest the sound source don't travel to your ear, they bump into neighboring molecules who continue that collisional polka with others until those nearest your eardrum collide with it.)



She then explained that hearing, the sensation of sound, comes from the interaction of three components: your left and right ears and your brain. Her presentation included a diagram of the ears, like the one above. She characterized the cochlea as "a piano with 20,000 keys" whose cilia (like hairs) respond to different pitches.

The outer and middle ears work in air, but the cochlea is fluid-filled to better stimulate the cilia. The brain responds to vibration of the cilia and merges the left-right signals to locate the source of sounds by their subtle phase and volume difference in each ear.

Disease, noise, and even genetics can be thieves of hearing. Not much can be done if your genes have programmed for deafness. Some medication for diseases (e.g., cancer) can have the side effect of deafness. Physical impediments (earwax plugs, middle ear fluid, broken ear bones) can affect hearing. Sensory loss comes when cilia can't do their job. Neural loss is less likely to be cured.

The cilia cannot regrow or repair damage, and that kind of loss is not improved by hearing aids. Instead, cochlear implants are used.

If all the cilia aren't lost, some frequency ranges are still accessible. But, since different words occupy different frequencies, such hearing can be spotty. The brain *"attempts to fill in the holes."* Background noise interferes.

Tinnitus (tin-eye'-tus or tin'-it-tus) is *"sound not produced outside the body."* So, if you're hearing sounds that aren't there, see an audiologist. If you're hearing voices, see a shrink.

Those suffering *hyperacusis* hear everything as too loud. *Misophonia* causes some sounds to be loathsome. If you're *phonophobic*, you can't stand any noise: all are examples of *"auditory processing disorder."*

Hearing loss can progress through irritability, withdrawal, isolation, depression, job impairment, to advanced dementia. 40% of the latter is associated with auditory loss.

Paula appealed to our vanity asking, *"How do you want to be perceived?"* The perception of others ranged from your appearing *"inattentive"* to outright *"deaf."*

We all suffer progressive loss of hearing beginning at age 25. (We just aren't designed to last.) But we can accelerate the effect with lifestyle: power tools, shooting, and the like call for **hearing protection**. Loud music, on the other hand, is its own punishment. She urged us to *"turn down the music"* especially when exercising; the stress of the exercise exacerbates sensitivity to loss. (And it's just stupid to be off alert when jogging in traffic.)

Paula recommended getting a baseline auditory evaluation to know, in future, how far you've fallen. And become sensitive to the comments of others, seeking help when family members complain, when *"someone else works as your ears,"* when the world appears to be mumbling, when you answer the wrong question, or you would rather skip an activity to avoid embarrassment.



As for hearing aids, *"one size doesn't fit all,"* and they come in a wide variety of styles (and prices) ranging from multi-channel devices totally hidden in the ear to a trumpet, presumably. There's *"even an app for that,"* which controls your aid, adjusting to auditory environments. Although physicians are entitled to fit hearing aids, *"they don't know what they're doing."* Hearing instrument specialists also can also fit aids, but the lack of the training of audiologists. So

Call a Professional for a fix.

Where have we heard that before?

Patti Schwartz asked about the hazards of earbuds and was told that it's the VOLUME of those devices that's the key.

David Bowman asked about affordable units, and Paula suggested reconditioned hearing aids and iPhone apps.

Ean Sullivan says **Jan** complains he's hard of hearing. *"Can she be tested for hyperacusis?"* Paula suggested that *"selective hearing"* was a more likely cause.

Janis Allman asked about balance and hearing loss and was told that there are ways to help with equilibrium problems.

Earnest presented Dr. Paula with what the Club chanted to be a *"perpetual calendar."* "Oooo," she said, *"they're well trained."*

Kirk Bell told of a hard-of-hearing patient who complained to his audiologist that *"I can't even hear myself fart!"* The doctor prescribed medicine to make flatulence louder. Some begged **Larry Flannery** to take over.

After **Randy Brodhead** said he had archival data on the *Plano Community Center* (where Rotary used to meet), Earnest led us in the 4-Way Test, closing the meeting at 1:00.

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Guests & Visiting Rotarians

Guest

Wanda Russell

Guest of

Earnest Burke

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Mark Thomason

Home Club

Park Cities

New Member Proposal: Maria Mott

Proposed By: Randy Wright

Classification: Signs and Graphics

Next Social:

Tuesday, March 24th @ 5PM

Socials are held on the 4th Tuesday of each month at 5PM and will count as a Rotary make-up.

Please Contact Bob Pikna if you have suggestions for events.
Email: bpikna@bizsvcs.com or Phone: 214-417-1487

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