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Dear Friends,

We’re in the quiet of winter, but Cleveland Hearing & Speech Center is growing! Just as this season’s secret work produces a springtime of energy and expansion, our organization is in a phase of hidden but strategic preparation to dramatically increase access to our services to more NEO residents, ensuring essential care regardless of their ability to pay.

The most visible part of that expansion is serving more people through additional clinical care locations. It was a pleasure to celebrate the Grand Opening of our new Westlake location with so many of you in October. I’m happy to report that the office is already in high demand. It seems that many on the west side were looking for a more convenient way to access our high-quality services!

Of course, another key to sustaining and growing our essential programs is philanthropy from foundations, corporations and individuals like you who understand the life-changing force of the gift of effective communication. You can join in this growth phase as well — by taking time this year to donate, use our services, refer us to others, and advocate for access to communication for all.

Effective communication is integral to the vital connections each of us have with our family, friends and communities. As we move into our second century as the only nonprofit provider of comprehensive hearing, speech and deafness services in Northeast Ohio, additional clinical care locations combined with generous philanthropic gifts will expand the work we have pioneered for nearly 100 years and ensure that our services are available to everyone who needs them.

Wishing you a season full of growth,

Jennell C. Vick, Ph.D.
Executive Director

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**Communication Matters** at CHSC

**Winter 2019**

This magazine is published by Cleveland Hearing & Speech Center. News and informational articles related to hearing, speech, deafness, and development topics are featured.

Phil Long Photography: Cover photo & Dr. Jennell Vick

**CHSC MISSION:**

Cleveland Hearing & Speech Center is the premier provider of hearing, speech-language and deaf services, education, and advocacy, helping people connect through communication.

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**Jennell C. Vick, Ph.D.**
Executive Director

**Sara Thomas**
Director of Development

**Sharon Dundee**
Director of Marketing & Communications

Audrey Bucholtz, Dalit Burgess, Dr. Rebecca Mental, Emily Parrino, Akilah Porter
Contributing Writers

Have a question or comment? Contact us at: stthomas@chsc.org

www.chsc.org/cm
Lincoln Electric Sparks Excitement for Company Big Wheel Relay

By Audrey Bucholtz, Development Coordinator

It all started 6 years ago when a New Partner formed a Cleveland Big Wheel Relay team, with her Lincoln Electric co-workers, to race in the Cleveland Hearing & Speech Center (CHSC) event. The initial goal was to have fun while raising money to support a community organization, however, their participation generated so much excitement that more and more teams decided to register, leading them to eventually host their own race.

On Saturday, June 8, 2018, Lincoln Electric held a Cleveland Big Wheel Relay race at their Euclid location. This initiative was spearheaded by Lincoln Electric employees, with the help of CHSC staff. Twenty teams consisting of Lincoln Electric employees - 80 racers in total - gathered together to compete in their very own customized race day. In addition to building morale among their staff, Lincoln Electric’s Big Wheel Relay helped raise more than $7,800 for CHSC. Each participant paid a registration fee, and the company agreed to match the funds dollar-for-dollar. The top four winning teams, as well as their top fundraising team, later competed in the official 2018 Cleveland Big Wheel Relay. This was an excellent opportunity for even more employees to get involved and give back in a really fun way.

The New Partners and CHSC are incredibly grateful to Lincoln Electric and its employees for their generosity, and we are looking forward to racing with them again in 2019.

Interested in learning how your company can get involved with CHSC Big Wheel Relay? Build your own teams of four riders and contact Audrey Bucholtz at 216-325-7574 by May 31 to reserve your spot in Cleveland’s quirkiest philanthropic competition!
Foreign accented speech is a wonderful reflection of an individual’s cultural heritage and gives distinction to one’s speech. However, an accent can interfere with being clearly understood and can become an obstacle on the job, in in social settings, or in communicating effectively and with confidence.

Having come to the United States at age three, I quickly recognized the importance of communication as my family struggled to acclimate to our new life. For my parents—who spoke Russian and Hebrew—the primary battle was their ability express to themselves. My observation developed into a passion to help others bridge this gap, and now I work with international speakers who want to learn to communicate with professional impact.

Researcher and scientific director Dr. Kewal Asosingh was one of my early Accent Modification Program clients and a great success story. He immigrated to the United States in 2004 from Suriname and speaks Dutch as his native language. A frequent presenter at research conferences, Kewal decided to contact Cleveland Hearing & Speech Center in 2017 to modify his accent. He shares his story with us:

**CM:** What was the biggest motivation for reducing or modifying your accent?

**Kewal:** Making sure that I can communicate effectively. I supervise a team, teach and give talks at national conferences. My friends and colleagues brought it to my attention or sometimes even joked with me about it. Professionally, it was sometimes difficult for others to understand me, particularly over the phone.
CM: Can you describe the communication breakdowns/barriers that occurred prior to the program?

Kewal: I am fluent in four languages, each with its own specific accent. In English, I had difficulties pronouncing the “th” sound and produced certain other sounds with a lisp. I also struggled to use American intonation and to employ appropriate pause.

CM: Did the course help you meet your goals?

Kewal: Most definitely! My speech-language pathologist was very knowledgeable and patient. She was able to help me eliminate my lisp during the very first session. I also learned to pause at appropriate times and not to trail off at the end of my sentences.

CM: In what contexts do you see the most change?

Kewal: One-on-one conversations flow easier now, conference calls don’t require prior practice, and I can smoothly use English voice-to-text apps. But for me, the true test was when the kids of American friends could understand me perfectly!

CM: Would you recommend this program to a friend or colleague?

Kewal: Anyone who would like to improve their American English speaking skills would greatly benefit from this program. I immigrated to the U.S. more than ten years ago. America is my new home, and I want to be the best I can be here. Strong written and verbal command of the English language is therefore very important to me, both for my private and professional life. I feel that people can understand me better now. That gives me more confidence, and that’s priceless.

The CHSC Accent Modification Program has served nearly 40 professionals in the last year and continues to grow — both through CHSC’s partnership with Cleveland Clinic and onsite at our offices. Rather than eliminate an accent entirely, the program helps participants shape their accents to sound more like Standard American English. At CHSC, we start with examining the cultural and linguistic features of clients’ first language and how that impacts their communication. We also examine pronunciation of sounds, intonation and the muscular force used in speech, which further contribute to an accent. Collaboratively, we then create an individualized program to shape clients’ accents so they can speak with greater clarity and confidence.

Those interested in learning more or scheduling an initial appointment can call 216-325-7535 or email dburgess@chsc.org.
Honoring Extraordinary Contributions

By Akilah Porter, Marketing Coordinator

On November 8, 2018, CHSC Board members, staff and donors gathered at Skylight Financial in Ohio City to honor the generosity of those who support Cleveland Hearing & Speech Center’s vision of a community where everyone communicates effectively.

Attendees mingled while enjoying delicious appetizers by Crop Bistro & Bar followed by a short presentation to honor donors with extraordinary contributions of time and treasure.

The Daniel D. Dauby Award

Established in 2006 to honor individuals with a long history of philanthropic support to CHSC, the Dauby Award winners are recognized for their positive impact on people in our community who experience hearing loss; speech, language, or learning disorders; and/or deafness. The 2018 Dauby Award was proudly presented to Patrick Walsh for his extensive commitment to CHSC, its clients, and mission.

Pat joined the CHSC Board of Directors in 1984, and, with his background in finance at Deloitte & Touche, was appointed Treasurer. He has been an active member of the board ever since, including chairing the finance committee. He advocated for CHSC as a member of the Lorain County United Way Allocations committee and joined staff for a variety of foundation visits. He and his wife, Mary, have been extremely generous, and are members of the Garfield Society and the Great Communicators Society. As a board member, Pat gave one of the largest gifts to the 2008 Comprehensive Campaign, which, in part, funded the University Circle building. Congratulations, Pat!

The Heritage Society

The Heritage Society was established in 1993 to honor individuals who have included Cleveland Hearing & Speech Center in their estate plans. This year’s inductee was Mary Jane Davis Hartwell, who gave generously throughout her life. Cleveland Hearing & Speech Center was honored to first receive funding from Hartwell in 1990 through a fund she created within the Cleveland Foundation for audiology services, primarily for early intervention programming. Hartwell, who was hard-of-hearing, understood the significance of accessibility to hearing services. CHSC was honored and delighted to have been included in her final plans. Thanks to her generosity, CHSC was able to outfit the new Westlake office with state-of-the-art audiology equipment and a sound treated booth for hearing tests.
The Great Communicator’s Society

Created in 2014, this Society affords lifetime membership to individual, corporate, foundation and organization donors whose cumulative contributions total $100,000 or more. The 2018 inductees include Dan and Diane Brezovec, Elizabeth Ring Mather and William Mather Fund, and Ronald McDonald House Charities of Northeastern Ohio.

The Garfield Society

Named for CHSC’s founder, Helen Newell Garfield, inductees are individuals, corporations, foundations and organizations with lifetime contributions of $25,000-$99,999. We were honored to recognize Board members Tracy Oliver and Mark Quarm and his wife Jennifer as new 2018 inductees.

The Loyalty Society

Cleveland Hearing & Speech Center is grateful to committed friends who have supported our mission over the last two decades. The Loyalty Society recognizes individuals who have been generously giving for 3, 5, 10 and 20 or more years. In 2018, we had the pleasure of inducting 24 donors into our Loyalty Society.
Hearing Loss and Dementia:  
A review of recent studies

By Rebecca Mental, Ph.D., Director of Research

Perhaps surprisingly, only 15 percent of adults over 50 with hearing loss wear hearing aids. The remaining 85 percent risk not only missing out on the sounds of daily life and the connections afforded by unhindered communication, but also possible health consequences.

A number of recent systematic reviews and meta-analyses have found a significant association between age-related hearing loss, cognitive impairment and dementia. To give a sense of the scale of these reviews, one 2017 analysis used data from 17 different studies including a total of more than 1 million participants.

While the link between hearing loss, cognitive decline and the onset of dementia is well-established, researchers who authored these studies are not certain how to define the relationship. Among the scientists studying the link between dementia and hearing loss, four possible explanations have emerged:

**Cognitive Load Hypothesis**

As more brainpower goes toward listening, less is available for other cognitive functions like learning and critical thinking. The excessive load dedicated to listening leads to structural changes, including neurodegeneration in other parts of the brain.

**Common Cause Hypothesis**

This explanation assumes that hearing loss doesn’t cause dementia, but that both problems are caused by a common (yet unknown) neurodegenerative process in the aging nervous system.

**Cascade Hypothesis**

As a person hears less, they are receiving less input and information. This triggers structural changes in the brain, including reduced gray matter in the
auditory cortex that leads to atrophy throughout the brain. Additionally, reduced social interaction caused by limited communication could lead to isolation and depression—both factors that may cascade directly or indirectly into dementia.

**Harbinger Hypothesis**

Degraded hearing, rather than cognitive impairment, leads to poorer performance on cognitive assessments that rely on verbal instructions.

**What do these hypotheses mean for treatment of hearing loss?**

Some of these explanations, such as the Cognitive Load and Cascade hypotheses, suggest that treating hearing loss with technology, such as hearing aids or other assistive listening devices, should prevent conditions that are unhealthy to an aging brain. However, if the Common Cause or Harbinger hypotheses hold true, hearing aid use would not necessarily help prevent cognitive decline.

**Hearing aids and memory loss: A recent study**

A study published in the Journal of the American Geriatrics Society in April 2018 examined the relationship between hearing aid use and cognitive function in older Americans to explore whether hearing aid use could alter cognitive trajectories in adults aged 50 and above. In this study of more than 2,000 participants, researchers measured performance on memory tests every two years over a period of 18 years. Adults took the memory tests at least 3 times before using hearing aids for the first time.

**The results?**

Researchers found that hearing aid use was positively associated with better memory test scores overall, and that those using hearing aids had a slower decline in memory scores as they aged.

The study’s authors concluded that hearing aids may indeed have a mitigating effect on cognitive decline later in life.

**Hearing health matters**

At CHSC, we witness the life-changing effect of treating hearing loss in our patients every day. Having a vibrant sense of hearing allows older adults to participate in the activities and social interactions that keep them active and connected to their communities. For these reasons, hearing aids are a wise investment for any older adult with hearing loss who desires a full life now and in years to come. ■
Ari Zion moved easily through Trentina’s carriage house kitchen, surrounded by shelves of spices and herbs. With only one hearing aid turned on, Zion did not hear much of the ambient noises — a siren whining toward nearby University Hospitals, a pair of chirpy cardinals in the shrubs outside. At most, he was aware of the collective hum of the heater and walk-in coolers.

“I generally don’t pay attention to sound all that much in a kitchen environment,” he said.

His ability to tune out the hub bub makes space for innovation. As pastry chef at Jonathon Sawyer’s recently closed spot for Northern Italian fare, Zion earned his prestigious post by virtue of his grit, creative risk-taking and science-whiz ability to turn caramel and vodka into bubble glass, matcha powder and pearl sugar into waffles, and French cocoa and extra-virgin olive oil into an impossibly moist, dense chocolate cake.

The Beachwood native has excelled in the professional kitchen despite what many in the hearing population have seen as a disability disqualifying him from restaurant work; Zion is deaf.

“Deaf people are often relegated to more menial roles and can shine creatively if given the chance,” Zion said, adding that the repression they experience leads many to expressing themselves through careers in the arts.

“I believe there’s a huge untapped market,” Zion said. “If given the chance, we’d find some very talented deaf culinary artists out there.”

Indeed, they are already out there.

A quick internet search yields a half dozen discrete results for “deaf chef.” In recent years, local and national media outlets have seized
on stories of outliers like Zion. They tell of deaf chefs running restaurants, relying on cues from laser pointers, teaching their sous chefs American Sign Language, and encouraging their teams to not shy away from a polite hand on their shoulder.

But the fact that deaf chefs are inherently newsworthy shows we have a long way to go as a culture of accessibility and non-discrimination, says Maria O’Neil Ruddock, director of CHSC’s Community Center for the Deaf and Hard of Hearing.

In addition to a bachelor’s in psychology from Rochester Institute of Technology, Zion has a degree from the International Culinary School at The Art Institute of California in Hollywood, where he maintained a 4.0 and graduated valedictorian of his class.

But from the pinnacle of culinary school success, Zion plummeted to one of his lowest points — a series of six interviews with zero offers.

The interview process to work in the world’s top kitchens is intense, with many restaurants requiring an unpaid staging or apprenticeship for a day or longer before making an offer. With his academic record and a successful internship in pastry at a high end restaurant in Santa Monica, Zion felt he had all the right qualifications for an entry level position in a market that was hungry for pastry chefs.

“He remembered one interview was particularly insulting.

“The man looked at me and just told me it’s a very busy kitchen and he has no time to ‘watch over me.’ I was there for less than three minutes before he told me he had no place for me.”

Zion, who learned to communicate orally and in American Sign Language and uses hearing aids, was raised to straddle the Deaf and hearing worlds. Still, his upsetting experience as a jobseeker was illustrative of systemic discrimination.

Andrew November, a member of CHSC’s Deafness Advocacy Committee and disability rights attorney at Liner Legal, notes that the Americans with Disabilities Act (ADA), has done little since it was passed in 1990 to effect systemic change in how employers treat job seekers with disabilities or deafness.

“While the ADA provides protections, persons with disabilities are often in the unenviable position of having to educate those without them,” November said. “And in the case of an interview situation, the last person you’re going to want to educate is a potential employer during your hiring process.”

As case-in-point, November described a common scenario: A deaf job seeker might request the reasonable accommodation of an American Sign Language interpreter for the interview.

“That might be the easy part. The employer might say, ‘Oh! Sure,’ and then in the same breath ask the interviewee if he or she is going to pay for the interpreter,” November said.

Under law, businesses are required to provide reasonable accommodation, which means the onus is on them to provide and pay for the interpreter.

“Just as Ari wants and deserves to be looked at as a professional with skills and training, most Deaf just want to be viewed for their abilities first,” O’Neil Ruddock said.
“But the deaf person might not want to rock the boat for fear of getting off on the wrong foot with the employer” November said. “We’ve seen that happen too.”

For many in the Deaf community, the barriers to employment and inequities they face are such a disincentive that it’s easier and less demeaning to forgo a career and live off public assistance despite their capabilities.

“One of the biggest issues we see in our Community Center for the Deaf and Hard of Hearing vocational services is the false assumptions held by employers,” O’Neil Ruddock said. “Deaf job seekers often feel defeated when they’re automatically assumed to be less capable than hearing job seekers.”

But Zion is not one to back down. He redoubled his efforts, learning with each abridged interview how to make himself stand out for his skills rather than his deafness.

“I created a portfolio of my work and brought written recommendations, which is beyond what is usually required at that level,” he said. “I believe I made myself the best candidate for any pastry cook job I applied to… and it worked.”

For Zion, his big break came with a head chef he says “was tough on everybody. She didn’t care that I was deaf, she just held the same high standards for everyone in her kitchen.”

The benefit was mutual. The restaurant gained a capable employee who quickly climbed the ranks from cook to sous chef, ultimately managing a team of 12 crew members. Zion honed his pastry skills for four years under two James Beard Award-winning pastry chefs. Armed with the skills and resume to focus fully on pastry, Zion returned from California to Cleveland, to work at Trentina in September 2017.

“I essentially had full creative control and often got the chance to experiment by doing different desserts for our tasting menu.”

After landing his job, Zion remained true to form, pushing himself to grow professionally and artistically. Most recently, he spent his day off soaking in the inspiration from Pittsburgh’s Mattress Factory, an art museum that was nearly empty on the gloomy Tuesday he went.

“It’s certainly a challenge, but it’s important to put a strong emphasis on communicating clearly.”

Zion parked himself in an installation by one of his favorite artists, Yayoi Kusama, and began sketching desserts derived from the piece.

“In this case, it was a darkened room with flashes of color visible against the monochrome. That inspired me to bring a bold color slash running across the dessert,” Zion said. “Being seasonal, I could only use what was on hand, and thought of hibiscus.”

He said the rich magenta and berry-tart flavor played well with the dark chocolate cake, warm ganache, pavlova, tiramisu crème, caramelized white chocolate and pepita brittle.

While Zion’s creative process has often been a solitary affair, the life of a chef inevitably requires communication with the other kitchen staff. To stay connected with his hearing colleagues, Zion is strategic in his interactions.

“I almost always write everything down. Especially menu changes where I want things expressed verbatim. In meeting settings, I try to position myself where I can see everyone and to put myself closest to the primary speaker,” Zion said. “It’s certainly a challenge, but it’s important to put a strong emphasis on communicating clearly.”

As someone who is well-versed in going the extra mile to prove his talents, Zion makes a conscious effort to remain positive even though his chapter at Trentina has come to a close. His dreams for his future are as ambitious and as wide-ranging as “opening the best donut shop in America” to pursuing a master’s in social work.

He says he loved being a pastry chef, but also has a longing to help others in the Deaf community as a mentor and advocate.

“Being Deaf, I know how important it is to have access to the services you need.” Zion said. “I’ve seen the excellent work that CHSC does for the community and have been inspired and motivated to step out of the kitchen and do what I can.”

Having achieved what others thought unachievable in the past, Zion is poised to bring his tenacity and talents to his next endeavor.
A heartfelt thank you to our guest speaker, Pastry Chef, Ari Zion, for sharing his personal story as a Deaf individual and for his delicious deserts he prepared for our guests. We had over 260 guests attending a beautiful and fun evening, raising over $78,469 for Cleveland Hearing & Speech Center. Thank you to everyone who attended and supported this event.

Special Thanks to our Premier Table Sponsor, KeyBank
We raised $8,800 during our Live Auction.
We raised $37,024 during the fund-a-need, a new record-breaking amount.

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6th Annual Cleveland Big Wheel Relay Breaks Another Fundraising Record!

By Sara Thomas, Director of Development

On Saturday, June 23, 2018, the “biggest little race in Cleveland” was back and better than ever! The 6th Annual Cleveland Big Wheel Relay broke another fundraising record, raising over $41,000! Proceeds from the event benefit programs and services of CHSC. Although originally scheduled to take place at Lincoln Park in Tremont, we owe a special thanks to Michelle Curry, Executive Director of Merrick House, for allowing us to host the event inside Merrick House due to inclement weather.

Starting with a Kick-Off event in April at Bottlehouse Brewing Company, where Forest City Trivia provided the fun with a unique Big Wheel Relay trivia game, Big Wheel Relay fundraising began. By race day, a total of 28 teams were formed and ready to compete!

Race Day was exciting! Once again, WKYC Sports Announcer Dave Chudowsky was back to serve as emcee for the event. Food and beverage vendors included Tremont Taphouse, The Little Piggy Food Truck, and Trikeable Treats. Kids were entertained by Flower Entertainment.

Indoor racing added new skill challenges as racers adjusted to wooden floors and shorter stopping distance. Lots of thrills — and spills — ensued! Winning teams included:

**Top Fundraising Team Winners:**
Hawaiian Punch (Over $3,800!)
Gail Szabo, Chris Sullivan, Dawn Puruczky, Maria Scheunaman

**Relay Race Team Winners:**
Tremont Taphouse
Chris Lieb, Jonathan Conley, Timothy Blank, Paul Molesky

**Best Costume Team Winners:**
Tremont Animal Clinic
Matthew McCoy, Brett McCoy, Robert Temkiewicz, Russell Randazzo

We would like to thank all the teams for their dedication and support — Big Wheel Relay couldn’t happen without you!
We are especially grateful for the support of the 2018 Big Wheel Relay Sponsors who helped make the event such a success:

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- Bad L's Hobby
- Tremont Athletic Club
- Flower Entertainment

7th Annual Cleveland Big Wheel Relay

June 22, 2019 • 1:00 - 4:00 pm
Lincoln Park, Tremont

www.chsc.org/bigwheelrelay
GivingMatters

Your gift improves the community of Northeast Ohio by reducing the economic burden associated with communication disorders and deafness. Through education, advocacy, and intervention, we can break the cycle of poverty and improve social, academic, and vocational outcomes. For the thousands of people we serve, your gift means the world.

Give the Gift of Communication TODAY
Through your support, Cleveland Hearing & Speech Center (CHSC) can sustain and expand its quality programming. We ask you to consider giving the gift of communication today. For your convenience, you may send your donation by mail using the enclosed envelope, or you may donate online using our secure website at www.chsc.org/donate.

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KeyBank thanks Cleveland Hearing & Speech Center for making a difference.

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Communication Matters at CHSC
Winter 2019

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