

Clawson Chamber of Commerce
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A joint project of
 the Clawson Chamber
 of Commerce and
 the Daily Tribune

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August 2, 2009

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Community Cookout and Family Fun Event

The Clawson Chamber would like to thank and acknowledge the participating companies that hosted the Community Cook-out & Family Fun Event chaired by Premium Hearing Solutions and co-chaired by supportive Clawson businesses.

These outstanding companies recognize that in stressful economic times like these, it is important to take the time to celebrate the good things in life and give thanks for what we do have. Our corporate citizens unselfishly joined together on August 1st to give thanks to show their appreciation of the Clawson community that keeps them in business.

The event featured, conducted at Clawson's Parkland Park, included activities for all ages. Unlimited fun was found in the complimentary food and drink, games, bouncy house for kids, magician, knee painting, balloon art, prizes and gifts. Our generous benefactors included:

- Black Lotus Brewing Company
- Del Taco
- D'Lazo Hair Salon & Spa
- Chicken Shack
- Computer Design and Service
- Clawson Pharmacy
- Clawson Lions Club
- Clawson Community Credit Union
- Doc Sweets Candy
- Floribunda Florist
- Fairway Tile and Carpet
- Grumpy's Deli Burgers & Shakes Lee's Specialty
- Heritage Church
- Frittata
- Julian Brothers
- Laundry Palace
- Leon & LuLu
- Miraculous Entertainment, LLC
- Tavern on the Main
- Sir Speedy Printing
- Paper Party Place
- Playspace Inflatables
- Metro Sports of Michigan

A Step Outside The Box

CLAWSON CHAMBER CALENDAR

AUGUST 6
 5 p.m.
Cocktails & Chat
Augies
 31660 John R Road
 Madison Heights
 Cosponsored with the MHP Chamber



AUGUST 11
Chamber Board Meeting
Chamber Office
 425 N. Main Street

AUGUST 12
Lowe's Shopping Day
10% Discount for Chamber Members
 434 W. Twelve Mile
 Madison Heights



AUGUST 20
Cocktails & Chat
House of Shamrocks
 23420 John R Road, Hazel Park
 Cosponsored with the MHP Chamber

AUGUST 26
OCN Business Mixer
Oakland County Chamber Members
 Highland

AUGUST 29
Back to School Mixer
Sam's Club
 31020 John R Road
 Madison Heights
 Cosponsored with the MHP Chamber



PROBLEMS HEARING? PREMIUM HEARING SOLUTIONS HAS BEEN FIXIN' EARS FOR 10 YEARS!

Dr. Melissa Anderson and Dr. Jeanne Ward, Clawson's local Doctors of Audiology, celebrate Premium Hearing Solutions' 10th year in business. Ten years ago, Dr. Ward had a vision of a place where people were not just patients, but "family"; a place where quality healthcare and honest-to-goodness human kindness co-existed, and she opened her practice in Clawson. "We have taken out the garbage for patients in the dead of winter, taken patients to the grocery store or the bank, and been invited to the bedside of dying patients as friends, not doctors," says Dr. Ward. "Also, we have saved a lot of marriages over the past 10 years", jokes Dr. Anderson. "Hearing loss is often a source of contention in a relationship. However, by providing effective and affordable hearing health care options, along with a listening ear to help both parties understand the emotional impact of hearing loss, we have saved more marriages than we can count. How do we know? Our patients tell us this all the time!"

The vision that Dr. Ward initially had for her practice include core values that continue to drive what they do and how they do it. Their driving force is the concern and respect for the welfare of Premium Hearing Solutions "family members". They believe that their business practices should put the patient welfare first, ahead of everything. Whether it is through providing all the information necessary to make an informed decision about their hearing loss, respecting life-style and financial concerns, or through providing life-long support and care, every action they perform should align itself with quality healthcare and human kindness.

Premium Hearing Solutions is Committed to Patient Care and

Education: As part of its ongoing effort offer effective educational opportunities to people with hearing loss, they wanted their web-site to include a **FREE** online educational video about how you hear, hearing loss, how hearing loss is diagnosed, and today's advancements in hearing technology.

Designed to educate those with hearing loss and their family members about the advancements that have been made in hearing aid technology, this interactive "virtual" seminar can be viewed free-of-charge, 24 hours-a-day, 7-days-a-week by accessing the Premium Hearing Solutions website at www.premiumhearingsolutions.com.

"Patients don't have to wait for an appointment to begin to learn why they are having trouble hearing," states Dr. Ward. The video is a 22-minute, interactive video. The viewer will go on a 3-D tour of the ear while the effects of hearing loss on one's life will be explained. The incredible advancements in hearing aid technology are discussed with pictures and diagrams, making the information easy to digest and understand. This online seminar is a well-designed instructional video. Dr. Anderson says, "Everyone who is considering making a hearing aid purchase should view this online presentation." People living in their immediate area benefit from clicking on their website and often make a decision to trust them after viewing their comprehensive site. They love that people living far beyond their area, and would never visit their office, can also learn important hearing information through their site.

Once you commit purchasing hearing aids, Premium Hearing Solutions promotes their Comprehensive Hearing Health

Care (CHHC) plan. This plan is included with the majority of their hearing aids, and includes a five-year supply of hearing aid batteries. But, more importantly, it includes five years of follow-up care. Routine hearing aid check-ups every six months, annual hearing rechecks, and yearly hearing aid evaluations to monitor the effectiveness of the hearing aids, along with unlimited office visits to resolve any problems, are a part of the CHHC plan. This plan allows the doctors and their staff to help protect your hearing investment by ensuring peak performance of hearing aids. AND those who fail to remain committed to follow-up care will receive reminder phone calls! "The bottom line," states Dr. Ward, "this is a health issue, not just a hearing issue. That is why you should trust your hearing to a Doctor of Audiology."

Why see a Doctor of Audiology (Au.D.) professional? Doctors of Audiology are hearing specialists who understand the auditory system, its capacity to decode sounds, and pathologies of the ear that lead to temporary or permanent hearing loss. Further, they are the most educated professionals available when starting hearing rehabilitation through the use of hearing aids. To earn their Doctor of Audiology degree, Drs. Ward and Anderson attended an eight-year college program and completed a 10-month clinical residency. As hearing health care providers, they take a medically-minded approach to hearing loss versus a sales-focused approach. The Doctors use their education and combined 24 years of experience to pair each patient with the most appropriate hearing devices. Thorough case histories about physical health factors and communication lifestyles are utilized, along with medical hearing

testing, to choose the best hearing remediation plan.

Here's an important reason to seek hearing improvement: the effect of Hearing Loss on Earning Potential. Michigan's down economy has increased the pressure on the working world with untreated hearing loss. New research reveals that there is a way to boost your earnings: get your hearing checked, and get hearing aids when necessary. A new survey by the Better Hearing Institute, a non-profit organization dedicated to educating the public about hearing loss, shows that working Americans who ignore their hearing problems are losing at least \$100 billion a year in earnings. Even people with mild hearing loss, who may miss a consonant or a word here and there, will lose income if they can't completely grasp the latest news at the water cooler or the subtle nuances in a phone message from the boss.

Competing for a new job or succeeding at a current job could be put in jeopardy if a person cannot hear and communicate effectively. "There are funding opportunities for people who are employed or looking for employment in Michigan, so finances should not be a reason to let hearing loss be a barrier to employment success," states Dr. Anderson. The truth is, whether your hearing problem is treated or not, you are likely to lose some income in the course of your working life. But the Better Hearing Institute research revealed that, on average, the income decline is cut in half for hearing aid owners.

The average amount of income lost by working people with hearing loss who don't get hearing aids ranges from \$1,000 a year (for those with mild hearing loss) to \$12,000 a year (for those with profound hearing loss). But individu-

als can lose a lot more. Sales people can blow million dollar deals because they misheard important job specifications.

YOU CAN TRY B4 YOU BUY! Premium Hearing Solutions has complimentary Hearing Aid Loan Programs. Drs Anderson and Ward are so dedicated to helping people with hearing loss, that they offer "complimentary hearing aid loan" programs. Anyone with hearing loss can be fit with a pair of appropriate hearing aids "on loan" for one week. This enables the person to evaluate their ability to hear in various settings of their everyday life. They can be confident the hearing aid purchase is going to make a quality improvement in their communication abilities **BEFORE** they pay.

Celebrating 10 Years of Successful Business with Two Great Events: Want to learn more about hearing loss and available hearing help? Attend a **free educational seminar** on August 4th. The same seminar will be offered at 1:30 pm and again at 6:00 pm at Troy Marriot Hotel, located at 200 W. Big Beaver Road in Troy. Dr. Anderson and Dr. Ward, along with a guest speaker, will be featuring new developments in hearing technology. You will learn about wireless Bluetooth options to allow for hands-free hearing on cell phones, televisions and music systems, and land-line phones. New, exciting developments in technology permit the ease of listening in difficult to hear conditions, such as restaurants and parties. If you have put off getting hearing aids or your current hearing aids are not

helping you enough, this is the perfect time to learn about what is new in hearing instrument technology. Door prizes, complimentary refreshments and Hors D'oeuvres will be provided. Both Dr. Anderson and Dr. Ward will be available for questions. Seating is limited, so call today to reserve your spot!

Cannot attend the seminar on August 4th? Then schedule a time to come to the **Premium Hearing Solutions Open House**. This event is scheduled for August 5th, 6th and 7th. Attendees will have the opportunity to see, hear and touch today's latest and greatest technology. The appointment includes a complimentary hearing screening, consultation, and new technology demonstration. They strongly encourage you to bring a significant other so they can have a voice that is familiar to you for testing purposes. You can also take advantage of their NO COST one-week "test drive" of the new technology. This way you can be sure that the instruments will work for you **BEFORE** you purchase.

Dr. Anderson and Dr. Ward are accepting new patients at 555 West 14 Mile Rd, Suite 2A, Clawson Michigan. Schedule your appointment/seminar seat by calling 248-435-6811. Discover what you need to know before seeking hearing help at www.premiumhearingsolutions.com.



Dr. Jeanne Ward and Dr. Melissa Anderson



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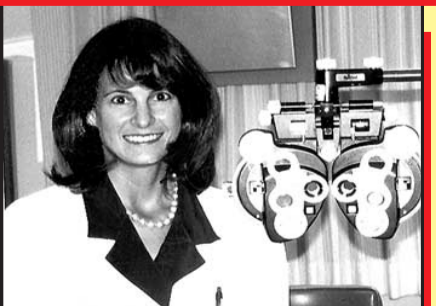
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Dr. Kuczynski is a member of the medical staff of William Beaumont Hospital in Royal Oak and Troy and Crittenton Hospital in Rochester