

# Heads & Tails

hearingimpaired.net  
MrPAWS by Snow

Volume I, Issue I

January 2011



This is our very first Newsletter—hope you enjoy!  
We will be dedicated to hearing loss and service dog info



## January 2011

This has been quite a year for us—we have expanded in ways we never imagined and grown with interesting new products for you all. Most of what we are able to accomplish is because of you terrific customers who have supported us for the past 5 years.

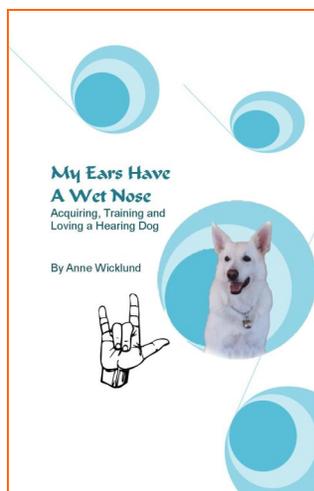
We attended the Hearing Loss Assn Convention in Milwaukee, WI in June and the DeafNation World Expo in Las Vegas in July, then in November we exhibited at the MATA Expo in Ontario, CA(lifornia) - all great shows. The very best part is meeting our customers—past, present

and future. We learn so much from each one of you.

We hope you all had a truly wonderful Holiday Season and a New Year's Eve! And that you took



some time to be with friends and family.



## New Products

- Children's books - 2 titles with ASL CD
- Products from Silent Call
- 3D Flash Cards for children with moving pics
- Pet Water Bottles with roller ball technology
- Crystal dog bones for your collar or the dog's
- "Service Dog on Board" decal in Rhinestones for your car
- Timer from Klip Vibe
- New leather collars & leashes on the way

## New News

The most exciting news of all is Anne's new book My Ears Have A Wet Nose. It is a no non-sense approach to getting and training a hearing dog—what many of you have been asking every time you write to us or see us at a show.

Available in digital format and in print. Speaking of shows, this year we will be attending fewer shows because of expense. We ALWAYS attend the HLAA show (Hearing Loss Assn of America) but this year it is in Washington DC

which is so very far from Arizona. Also, DeafNation is not having a show in Phoenix this year but we may look for a California show or do some smaller shows in the region. We are all tightening our belts.

www.hearingimpaired.net  
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# Deaf v. HOH

**Why oh Why** don't we use the proper terminology? Why do our products say "**Hearing Impaired**"?

We will attempt to add to everyone's knowledge, acceptance and understanding of people with varying degrees of hearing loss and the use of service dogs.

Most people with hearing loss fall into two categories: Deaf and Hard of Hearing. Neither group likes the term "hearing impaired" but we use it because it is easier.

Deaf people have a culture all their own - they think differently and communicate using a variety of methods including but not limited to sign language, cochlear implants, video telephones and relay services, and closed captioning.



Hard of Hearing means a person can hear sounds but may not be able to distinguish what the words are, or where the sounds are coming from. Try walking around for a day with cotton in your ears. Frustrating and aggravating. Being hard of hearing is not just a problem for elderly people - there are **MANY** children who are hard of hearing. Some can be helped with hearing aids and some cannot. But one thing is for certain: this is a condition that only gets worse. The person with hearing loss - whether mild or severe - must daily find a way to cope and communicate with the hearing world.

The words "hearing impaired" fits every one with hearing loss—you may not like the term but the people you are informing that you cannot hear **DO NOT KNOW THE DIFFERENCE**. In addition, we were unable to make everything we do make using both terms. A simple matter of economics.

## Dog Training Tips

Never forget love and affection. Training a dog to do what you want him to do is not the same as being mean to the dog. The dog just needs to know what you want from him.

First step is housebreaking and basic obedience commands—sit, stay, down, come, leave it. As with your children, the dog should learn "NO" to keep him safe from harm. He will quickly learn what is acceptable behavior and what is not.

Learning to "heel" when walking together is **VERY** important.

Not acceptable:

- ◆ Growling
- ◆ Begging for food
- ◆ Pooping on sidewalks
- ◆ Barking to get attention

Acceptable:

- ◆ Nudging
- ◆ Sitting at your feet
- ◆ Laying under a table

## Scheduled Events

2011

January 29 **Top Dog Fun Show**  
Tucson, AZ

[www.topdogusa.org](http://www.topdogusa.org)

**Did You Know ~ ~**

**A dog's nose print is as distinctive as a human fingerprint**