



Happy Holidays!

Big news

Beginning Jan. 3, 2017, our Holland staff and care providers will begin working out of our Zeeland location, bringing our great teams together under one roof. While we enjoyed our Holland home for six years, we feel we can better serve all our clients by offering five days of service at our Zeeland location, 300 S. State St., Suite 1. We first opened in Zeeland more than 30 years ago, and it's only six miles from the Holland office. We hope you agree that Cari and the rest of the Holland staff will be worth the drive.

Will you be a Christmas Angel?

We hope to make the holidays a little warmer for some families by hosting a Salvation Army Angel Tree at our Zeeland office. Please consider taking a tag and return with an unwrapped gift. Each tag represents a child or teenager who might not otherwise receive any gifts during this season. The goal of the toy drive this year is to reach 25,000 local children. (And because we want to make your holidays warmer, too, each customer visiting during December will receive a special treat!)

Veterans Honor Rewards

We are so thankful to the Ottawa County Clerk/Register of Deeds for participating in Honor Rewards, a program to recognize and thank area veterans through discounts and benefits at participating businesses. If you are a veteran in need of hearing care, or you know someone who is, sign up at miottawa.org/honorrewards. With your Honor Rewards card you will receive free hearing screenings, buy-one-get-one-free batteries, free cleaning and checks on your current hearing instruments and 10% off accessories, assistive listening devices or custom hearing protection.

Thank you for your service!

Friends & Family Program

Thank you all for your continued business! If you stop in during December, we hope you enjoy your treat. We also hope you consider giving us the gift of your recommendation. If you have a friend or family member who needs to hear better, please tell them about us. For every person you send in that purchases hearing aids, we will give you a \$25 gift card as a thank you. There is no limit to the number of cards you can receive, so please spread the word!

We wish you and your families Merry Christmas & Happy New Year, Carli & Cari

To better serve our clients, Carli and Cari make monthly visits to Freedom Village, Royal Park and Evergreen Commons. Please check with the centers for days and times.

Did you know that you can use your flexible spending account and medical savings account to purchase hearing aids? Now is the time to schedule a hearing test to use your 2016 contributions or plan for 2017.

If you or a loved one have trouble understanding phone calls, contact one of our offices to find out how anybody with hearing loss can get a FREE captioning phone.

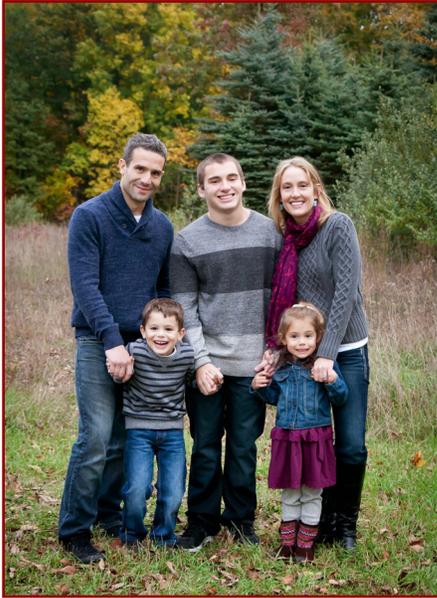
In this issue:

- Introducing Carli & Cari
- Invisible Hearing Solutions
- Tips for Traveling with Hearing Loss
- Open House Invite Angel Tree



Get to know our family of providers

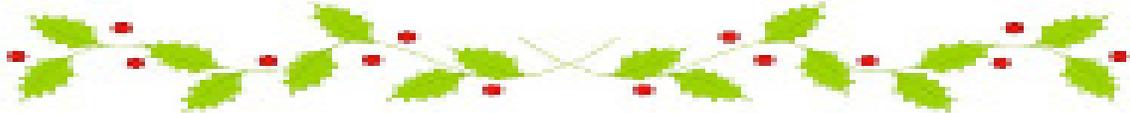
Many of you have known either Carli or Cari for many years. Today we'd like to introduce you to the provider you may be less familiar with.



Carli Van Harken is co-owner and licensed dealer for CEH and is certified with the International Hearing Society. After working together for several years under previous ownership, Carli and Kristin joined forces as owners in 2006 with the Grand Haven and Zeeland locations. They added the Holland site in 2011.

Carli studied education and psychology at Central Michigan University and Eastern Michigan University and truly enjoys the opportunity to work one-on-one with her clients, helping connect them and reconnect them with their families and friends through better hearing.

She grew up on a dairy farm in Carson City, Michigan, but now happily calls the lakeshore home. She is married with three children and enjoys all the outdoor activities that West Michigan has to offer, although she also likes to spend time in the kitchen. "I grew up with lots of butter and cream, and I know how to use it." Carli spends most of her time at the Zeeland office and feels a real connection with the community there. "Most days it feels like I'm going to see a bunch of old friends, and I think: That's a very good feeling."



Cari Marzolf is a licensed audiologist with a bachelor's and master's degree from Central Michigan University. She joined CEH in 2010 and has been the main service provider at the Holland location.

She loves that fact that CEH is a small, locally owned company where the customers are seen as the heart of the business. And she enjoys helping them with their hearing, trying to give each person the care she would want her own family to receive.

"I like to make improvements in their quality of life," she said. "It's nice when someone comes in on the reluctant side, but their family is encouraging them. I put hearing aids on them, and they just brighten up. You can tell by the look on their face that they're hearing much better."

Cari grew up in Three Rivers, Michigan, and now lives in Saugatuck with her husband and three children. Their busy sports schedule takes up much of her free time, but she still makes room for gardening and jokingly says she holds a special place in her life for chocolate.



Today's hearing aids do a lot more than just amplify sound.

They actually make your work, your relationships and your social life easier and better.
Here are four things new hearing aids can do that most old ones cannot.

- Stream phone calls, music and TV wirelessly to your ears.
- Let you listen to your favorite TV show without blasting the volume. Wireless hearing aids can stream sound directly from your TV to your hearing aids. No one else has to hear it if you don't want them to.
- Adjust to the sounds in your busy life automatically. Automatically improve speech detection and minimize background noise everywhere you go, even in restaurants.
- Fit more comfortably and be virtually invisible.

If your hearing aids are three years old or older and you are considering new aids, join us for our Special Hearing Open House this December. We are offering longtime patients like you financial incentives to upgrade!

INVISIBLE*

HEARING SOLUTIONS



Prices starting as low as \$750 each!

*Invisibility may vary based on your ear's anatomy.

JOIN US FOR A SPECIAL HEARING OPEN HOUSE!

THIS DECEMBER

During this special event we will be offering the following

COMPLIMENTARY SERVICES:

- Personal demonstration of Starkey's invisible hearing aids
 - **COMPLIMENTARY hearing test**
 - **60-Day Risk-FREE Trial Period**
 - **\$500 OFF** a pair of premium level Starkey invisible hearing aids
 - **Financing options available**
 - If you currently have hearing instruments, we will clean and check them at no charge
- call **Comprehensive Ear & Hearing** to reserve your appointment today!

Travel Tips for those with Hearing Loss

Did you know that Americans take over two billion trips a year? Planning ahead and knowing how to prepare for a trip will help you get the most out of it. Here's a checklist to help you get ready for upcoming trips.

1. Book Online. If possible, try to complete bookings online. This includes prices, dates and your actual reservations. Having your information in writing will make it easier to insure your travel info is correct.

2. Stay Up to Date. Sign up for text or email alerts when you make reservations so you won't miss important announcements about delays or cancellations. For hotels and ships, request rooms that are in compliance with the Americans With Disabilities Act (ADA) Standards for Accessible Design and are equipped with visual or tactile alarm and notification devices.

3. Have Your Hearing Aids Checked before leaving by your hearing care professional. Remember to also ask for a referral to a hearing professional in the location you plan on traveling too.

4. When in Doubt, Bring it Along. Consider bringing your drying and storage equipment, especially for humid climates, and don't forget a voltage converter if you're traveling internationally and need to plug it in. Pack hearing-aid supplies such as batteries and tubing in your carry-on.

5. Check Your Phone's Travel Restrictions. Make sure you're able to both send and receive text messages abroad. In addition, be sure to request any travel updates to alert you via text.

6. Use Online Resources. Google Translate is a great way to help ease communication abroad. In order to make common requests easier, just type a few common phrases and Google

Translate will automatically translate them.

7. Use Maps. Having a map handy will help make it easier to find your way around or ask for directions.

8. Remind Staff That You're Hearing Impaired. Because you may have trouble hearing a knock on the door, a phone ring or the alarm clock in your room.

9. Ask for Help When Needed. Ask tour guides and other professionals for help when needed. After all, that's why they're there.

WHEN TRAVELING BY CAR...

Make sure passengers are aware you're hearing impaired and look for cars that have Bluetooth technology to make it easier to receive calls without having to answer a phone while driving.

WHEN TRAVELING BY PLANE...

Make sure you've got a quick and easy way to "talk" to others in hectic or loud situations. A pen and pad of paper might seem like a no-brainer, but it can save the day. For the tech-savvy traveler, a notepad app on your smartphone will do the trick. Hearing aids and other listening devices are able to be worn during airport security screenings and are allowed to stay on during the duration of your flight, so there's no need to power them off during takeoff and landing.

WHEN TRAVELING BY TRAIN...

Amtrak offers a 15 percent discount to adult passengers with a disability (and the offer extends to one traveling companion).

WHEN TRAVELING BY BUS...

Greyhound has a Disabilities Travel Assistance Line (800-752-4841) you can use while planning your trip to request extra assistance.

Enjoy your Holiday Travels!

Comprehensive EAR & HEARING

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Cari Marzolf,
Audiologist

Terry DeGroot, MD

Carli Van Harken,
HIS, Owner

Kristin Johnston,
BA, BC-HIS, Owner

Carli & Cari invite you to stop in to our Zeeland office for a cup of coffee and a treat. If you are new to the Zeeland location, we'd love to give you a tour.

*Tuesdays, Wednesdays and
Thursdays, January 10th - 26th*



If you stop in during December, please join us in making the Holidays brighter for those in need in our community by taking an ornament from our Angel Tree and fulfilling a Christmas wish.

