

Christoph Jo. Müller (CJM Group)

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ATIA Members Connect

December 2016

From the ATIA President

Dear ATIA Members,

I am excitedly writing to you as your newest Board President for ATIA. Dan Hubble, our past president, stepped down a few months ago and since then, the Board has graciously elected me as the new ATIA President.



For those of you who do not know me, I have been working with ATIA and in the AT Industry for many, many years now. I have watched so many thrilling and integral changes in our industry, and along with all the ATIA Board members, remain committed to ATIA and what we do and stand for. While for many, ATIA is simply an annual event, there is so much more the association has played a significant role in over the years. As we move forward, we may find an even greater demand for our association to play a bigger role. For example, in regards to my segment of the industry, augmentative and alternative communication (AAC), ATIA has been a steadfast support of recent legislation that enabled life-changing products to continue to be funded.

My goals for ATIA in the coming years are to better identify what our members desire our association to get involved in. While it is not always possible to be engaged everywhere with such a diverse industry and small staff, it is important to rally behind general activities that can support most of our businesses (like the K-12 assessment issues and IDEA reauthorization).

I am looking forward to leading a discussion during our member meeting to find

out more of what you are seeking and what we can collectively do to move our industry and businesses forward.

The conference is always on a steady path and while we look for ways to grow attendance, we know all of you can help by supporting our marketing efforts and sharing information with your customers.

I will be spending time saying hello and meeting as many of you as possible during our upcoming event in Orlando. If you wish to contact me before then, please feel free to email me. Thank you, and I look forward to serving you and our association.

Sincerely,

Tara Rudnicki
ATIA President

✉ tara.rudnicki@tobiidynavox.com

From the CEO

I want to wish all our members a wonderful holiday season. As you know, all of the ATIA team is ramping up for our week in Orlando for ATIA 2017 in January. Our event has become such a great gathering for our field of AT. Just as the founding members desired in 1998 to host a conference full of sharing, learning and bringing together friends and colleagues, both familiar and new. Year after year, we continue to strive to grow and bring this wide and diverse community together. Year after year, we continue to prove that the needs for what you do and what we do at the event are needed more than ever.



Nothing happens in a vacuum and we certainly do not succeed without you, our member companies, being part of the support we need. As times and technology change, the needs of professionals, practitioners and consumers remain quite the same. They want to know what is the latest AT available, how do they most effectively use the technology, and what innovative new ideas for supporting students or clients are available.

As we move forward with changes in the U.S. government, we are also reminded how outside forces can and have impacted our industry over the years. The ATIA Board is well aware of current issues and future concerns. They have a great desire to hear from you during ATIA 2017 and at our member meeting. Please join us for an important dialogue about our future and where our industry is headed.

As always, feel free to reach out to me or any ATIA staff member if you have any questions or suggestions on how we can better serve you.

David Dikter
ATIA CEO

✉ ceo@aita.org

Table of Contents

[ATIA 2017 Conference Info](#)

[Membership Renewal](#)

[ATIA Webinars](#)

[Member Meeting Breakfast](#)

[Board Nominations](#)

[New AT Graduate Program](#)

[CAP 1-1 Meeting Sign Up](#)

[Member Directory](#)

[News from Germany](#)

ATIA News & Notes

Network, Learn, and Share at ATIA 2017

Member Discounts and CEUs Available

ATIA 2017 is coming up January 18-21, 2017 in Orlando, Florida! Exhibiting member companies receive a complimentary allotment and access to discounted registration included in the exhibitor fees.

Members who are *not* exhibiting also receive access to discounted registration. ATIA Members may register for \$300 - a \$275 discount off the attendee onsite registration fee. Register via the [Attendee Registration portal](#) and enter **ATIAMBR17** discount code on the payment screen to receive the discount.

Registered Member attendees receive access to over 300 educational sessions and CEUs - a great way to maintain professional development and licensure requirements. For more details on available CEUs, visit: [ATIA 2017 CEUs](#).

Take advantage of the wide range of One Day and Two Day Pre-Conferences (held Tuesday and Wednesday before the conference) for in-depth, hands-on professional development from leading practitioners in the field. For a full list of Pre-Conferences available, check out: [ATIA 2017 Pre-Conferences](#).

Book Your Hotel Before December 23

ATIA 2017 is taking place at Caribe Royale All-Suite Hotel & Convention Center in Orlando, FL.





A block of rooms at discounted rates (excluding fees and taxes) has been reserved for attendees. The discount is available until Dec. 23.

Double Queen Suite: \$161
King Deluxe: \$181
Two Bedroom Villa: \$241

Suite rates are effective three days before and after the conference dates. Check-in time: 4:00 p.m.; Check-out time: 11:00 a.m. Cancellations received less than 72 hours prior to arrival will be subject to a penalty equal to one night's room and tax.

Call +1 888-258-7501 to make your reservation or [visit their website](#).

[Back to top](#)

Member Meeting Breakfast at ATIA 2017

Friday, January 20, 8:45-9:45 a.m.

The ATIA Member Meeting at ATIA 2017 will be held on Fri., Jan. 20, 2017, 8:45-9:45 a.m. in Caribbean II. We are moving back to a morning meeting and breakfast will be served! We have many critical agenda items to cover, including a discussion we will have on the future of AT. Your input to guide the board on our direction is critical.

Sign up online at [ATIA Member Meeting Sign Up](#).

[Back to top](#)

2017 ATIA Member CAP One-On-One Meeting Sign Up

Sign up for a one-on-one meeting to learn more about the Computer/Electronic Accommodations Program (CAP), based at U.S. Department of Defense Human Resources Activity, and how it may work with you to support the disability community. A reminder: CAP is the world's largest procurer of assistive technology.

If you are not familiar with CAP, we invite you to come and learn more. The CAP team is available Tuesday afternoon, Jan. 17, 2017 through Friday morning, Jan. 20, 2017.

Sign up for a 1-1 CAP Meeting at <https://www.atia.org/cap-1-1-meeting-signup/> and reserve your time slot.

[Back to top](#)

Membership Renewals Now Open!

ATIA is pleased to announce that online Member Renewal for 2017 is now open! Renewing is easy and all of your renewal activity can be completed online.

RENEW by 12/31/16 and receive FIVE Priority Points that may be used in the ATIA 2018 Space Selection.

The Primary Billing Contact for your organization will need to log in to your Member Profile. Follow the same instructions as above to log in.

Click "Renew Membership" on your member profile to complete a quick form online to renew. You can submit dues online via credit card or you can select to pay at a later date by Check, Purchase Order or Wire Transfer.

Questions? E-mail membership@atia.org or give us a call at +1 877-687-2842 or +1 312-321-5172.

[Back to top](#)

2017-2020 Board Nominations - Submit Today!

The ATIA Nomination Committee is pleased to open nominations for the 2017-2020 term for open Board seats. We have two open board seats this year and will continue to follow the procedures set out by the Board and charged to the nomination committee.

The nomination committee seeks nominees who represent our industry segments and understands the value of a strong and active board. We encourage business leaders who wish to make a direct impact on our association and industry to apply.

Eligible candidates my work full time and be part of a Regular member or small company member category. Please review the 2017 nomination web page to learn more about the process for submitting your nomination online: <https://www.atia.org/nominations/>. The deadline for nominations is **Dec. 23, 2016**.

The nomination committee is looking forward to reviewing the applications. If you have any questions or would like to speak to the committee feel free to contact us at the following email: nomination@atia.org.

Please forward this to others in your company that may be interested in submitting their name for consideration.

[Back to top](#)

New ATIA Member Directory

With the launch of the [new ATIA website](#), ATIA staff has been working to upgrade our member directory to better feature member companies. The new directory is:

- More powerful
- More efficient
- More searchable

The screenshot displays the ATIA (Assistive Technology Industry Association) Membership Directory. The top navigation bar includes links for Webinars, Conference, AT Resources, and About ATIA, along with a search bar and Member Directory link. The main heading is "Membership Directory".

On the left, there are search and filter options:

- Search by keyword:** A text input field with a "Search" button below it.
- Filter by area of focus:** Three expandable categories:
 - DISABILITY
 - AGE / POPULATION
 - ENVIRONMENT
 Each category has a "Search" button and a "Close Filters" button.

The main content area, titled "Members", lists three member profiles:

- Microsoft Inc.**
 - 1 Microsoft Way, Redmond, WA 98052, United States
 - Phone: 1 (800) 936-5900, Email: public@microsoft.com, Website: <http://www.microsoft.com/enable/>
 - Mission: "At Microsoft, our mission is to enable people and businesses throughout the world to realize their full potential. We consider our mission statement a commitment to our customers. We believe in that commitment by striving to create technology that is accessible to everyone—of all ages and abilities. Microsoft is one of the industry leaders in accessibility, intuitive and in building products that are safer and easier to use."
 - Areas of Focus:** Disabilities: Blindness, Cognitive, Communication, Deaf/Hard of Hearing, Learning, Low Vision, Physical
 - Ages / Populations:** Adult, Early childhood, Higher education, Post-Secondary, School, Senior / Aging
 - Environments:** Academic Institution, Accessibility, Home, Hospital, Independent Living, Rehabilitation, School, Web accessibility, Work
- ABBY USA Software House, Inc.**
 - 890 North McCarthy Blvd, Suite #220, Milpitas, CA 95035, United States
 - Phone: 408-453-6777, Email: www.abbyusa@abbyusa.com, Website: www.abby.com
 - Mission: "ABBY creates products and solutions that increase access to information to support assistive technology initiatives within education and public sector organizations."
 - Areas of Focus:** Disabilities: Blindness, Low Vision
 - Ages / Populations:** Adult, Early childhood, Higher education, Post-Secondary, School, Senior / Aging
 - Environments:** Academic Institution, Accessibility, Home, Hospital, Independent Living, Rehabilitation, School, Web accessibility, Work
- AbleNet**
 - 2625 Fulton Road, Roseville, MN 55113-1308, United States
 - Phone: (800) 322-0956, Email: customerservice@ablenetinc.com, Website: <http://www.ablenetinc.com>
 - Mission: "AbleNet is a world leader in assistive technology, curriculum, and services to help persons with disabilities lead productive and fulfilling lives."
 - Areas of Focus:** Disabilities: Mobility, Physical
 - Ages / Populations:** Adult, Early childhood, Higher education, Post-Secondary, School, Senior / Aging
 - Environments:** Academic Institution, Accessibility, Home, Hospital, Independent Living, Rehabilitation, School, Work

Review and Update Company Profile

We would like to encourage you to explore the new Member Directory and ensure your company profile is accurate.

Here are two ways to update your profile:

1. **Update your company information.** Go to [Member Login](#). After signing in, ensure all the contact information, products/services listed and URL are correct. If there are changes that need to be made, reach out to your company's primary contact for your ATIA membership or [contact ATIA to help](#).
2. **Upgrade to a premier listing.** Enhanced premier listings are available to upgrade your profile within the directory. For a 12-month period, upgrading to a premier listing will:
 - Visually highlight your listing to make it stand out more
 - Place your company profile at the top of the directory listing

[Learn more](#) about upgrading to a premier listing or log on to your profile and upgrade from there.

You can gain additional exposure on our website by placing an ad on our homepage. If you are interested in advertising opportunities, please [contact us](#) for more information.

[Back to top](#)

Free ATIA Webinars for Members

Did you know that as an ATIA member company, you and your staff receive free access to all ATIA webinars? The ATIA professional development webinar series enables you and your colleagues to gain knowledge and learn more about AT and current trends and practices. You can search through dozens of archived webinars or sign up for upcoming live webinars. Complimentary CEUs are included.

Contact membership@atia.org for the code for free access.

Raise your company & product profile by sponsoring an ATIA Webinar

Sponsor an ATIA webinar to showcase your products and services and commitment to advancing the collective knowledge of AT practitioners, teachers, accessibility professionals and more. The webinars draw an average of 150 attendees, and it is also archived and searchable.

In addition to the exposure through webinar promotions, you receive the leads from those contacts that attend live *and* any contacts that access the archived webinar.

[Learn more](#) about member-sponsored webinars and how to sign up.

[Back to top](#)

University of Colorado Launches New Graduate Program in AT



Department of Bioengineering

UNIVERSITY OF COLORADO

DENVER | ANSCHUTZ MEDICAL CAMPUS

What skills would you like to see in a new engineering hire for your AT company?

The University of Colorado, Anschutz Medical Campus, is happy to announce the launch of a new graduate program in Assistive Technology. The graduate program is focused on teaching students: to develop expertise in disabilities across the lifespan; to effectively communicate with others serving on inter-disciplinary teams, including end-users; and how to research, design and develop new technologies. An undergraduate program in Bioengineering and Assistive Technology is also in the works.

Take a look at the program first hand to see the type of work students are involved in: [Bioengineering Coursework in AT](#) and [Bioengineering Labs for Students](#) (to date).

How ATIA Members Can Get Involved

Dr. Cathy Bodine is leading this effort - recently joined by Dr. Levin Sliker. Both of them are eager to solicit your feedback on curriculum, practical experiences and

exposure to the populations these graduates will be serving. Ideally, they would like to graduate the students you want to hire. Please join them in an open dialogue designed to help improve the program!

Meet Us at ATIA 2017 in January

We will be at ATIA 2017 in Orlando and would like to meet with any member companies interested in a dialogue that may lead to improving our coursework and lab experiences for students, as well as a future internship program.

To set up a one-on-one meeting in advance, [email Dr. Cathy Bodine](#).

Dr. Cathy Bodine and Dr. Levin Sliker will also be holding "drop-in meetings" on Fri., Jan. 20, 2017, after the ATIA Member Meeting, in the Governors Board Room in the Convention Center from 11 a.m. - 12 p.m., and again from 1-2:30 p.m.

Stay in Touch

We would like to hear from interested members so we can add your email to our list to continue this dialogue with email outreach and the occasional conference call. If interested, please email cathy.bodine@ucdenver.edu.

Cathy Bodine PhD, CCC-SLP
Associate Professor, Dept of Bioengineering
CCI Endowed Professorship

[Back to top](#)

News from Germany: BEH, an ATIA Alliance Partner

*Bundesfachverband
Elektronische Hilfsmittel
für Behinderte e. V.*



We, the BEH, are the German assistive technology industry association. As a proud new Alliance Partner of the ATIA, we are happy to provide you with interesting news from the AT market in Germany.

The BEH was founded in 1997 and represents more than 90 percent of the German manufacturers and service providers in the AT market. We are one of 16 officially accredited associations, able to negotiate with the government.

The manufacturers and resellers in Germany are proud to be a part of the international "AT Family." The members of ATIA and the members of the BEH meet each other at the major shows and exhibitions, like the ATIA conference, but also at the three major shows in Germany: Rehacare in Düsseldorf, SightCity in Frankfurt and the ISAAC Conference for German-speaking countries in Dortmund.

The Rehacare (www.rehacare.de) takes place every year end of September/October. The Rehacare is really an international show; there are visitors from the Scandinavian countries and the Far East, as well as many local end users. So it's a kind of a melting pot of different people. But all of them like famous Killepitsch liquor in Düsseldorf.

SightCity (www.sightcity.net), taking place every May in Frankfurt, was founded by a few of our members 14 years ago. SightCity is the world's biggest exhibition for aids for the blind and the visually impaired. The location is perfectly placed at the Sheraton Frankfurt Airport Hotel, and it offers a free pick-up service for visually impaired visitors from the train station and the airport. Manufacturers from all over the world present their products.

The ISAAC Conference (www.gesellschaft-uk.de), including an exhibition, takes place every two years in Dortmund. Starting out quite small, it has become an important show over the years. The focus is AAC and there are numerous workshops and seminars. It's a meeting point for all professionals in the AAC field.

The next "News from Germany" will give you a short overview of the funding in Germany, including actual changes coming up in 2017.

Christoph Jo. Müller
BEH Board President

[Back to top](#)

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STAY CONNECTED:



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