

IVIE Motivator Newsletter

Fall 2023

**Welcome to the quarterly IVIE Motivator
Newsletter!**

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MESSAGE FROM IVIE President

Hi members,

It's been another busy quarter for IVIE and me as well. We've completed another successful online business expo and I hope you all enjoyed listening to it. Welcome new members! Check our member directory in a few days. I've just sent the web designer our updates. Please submit a member profile and send it in to include in our next IVIE newsletter. We'd like to get to know all of you better whether you have a business or not. Read more about submitting articles later in this newsletter.

This newsletter has a description of all the opportunities IVIE has to offer members. If any of you have suggestions for IVIE, particularly for reaching new people, please let us know. If you have suggestions for the IVIE website: ivie-acb.org, please send them to info@ivie-acb.org. You can reach me at 303-963-5153. Yes, that is a new number since I moved to Colorado in late September.

In this newsletter, I've added an article from Ron Brooks from Arizona on LinkedIn. I've also added some info learned from recent "Entrepreneur Exchange" calls and IVIE list posts. Happy reading,

Ardis Bazyn

MEMBER OPPORTUNITIES

IVIE will continue to provide opportunities for members to network and share ideas. If you have not already taken advantage of the following options available for members, please consider participating in one or all of them.

On the second Sunday each month, IVIE sponsors an ACB community call called the IVIE Entrepreneur

Exchange. Each month, a topic is suggested. Each attendee gets the opportunity to introduce themselves and their business. Then tips on the topic are expressed and questions are asked and answered. For our next three upcoming calls, the topics are: November 12 " Finding the right sighted assistance for digital design and other visual needs"; December 10: " Setting realistic goals"; and January 14: "business-tax focus" (finding blind related write offs for social security and IRS - could include finding the right bookkeeping software or bookkeeping services). If you'd like a specific topic addressed, do let us know. We'll be happy to add it to our list of upcoming topics.

- The IVIE email discussion list is available for members and others interested in creating or developing a business to share announcements, resources, opportunities, and other information of interest for business owners and others. If you are not on the general IVIE email discussion list, please subscribe by sending an email to ivie+subscribe@acblists.org
- All members should be on the IVIE-members email list for members only. If you are not currently subscribed, please send an email to ivie-members+subscribe@acblists.org. Members can share entrepreneur related information, IVIE business related information such as potential Constitution and Bylaw amendments, resolutions, and positive strategies to

improve IVIE in the future. The quarterly Motivator newsletter is sent to the IVIE-members email list. All upcoming calls and events are also publicized on this list as well as anything members wish to share with other members.

- The IVIE business directory gives members a free way to advertise their business and publicize contact information for networking or business purposes. If you'd like changes to your listing on the business directory, please send an email to info@ivie-acb.org or call 303-963-5153. We want to share specific details in your member directory listing. Those without businesses have their personal information on the list. If you'd like to add why you joined, you can do so. You can say retired business owner, your current job- title and company, someone with resources to share, etc.
- Our quarterly newsletter is sent to members via the IVIE-members email list. Members can submit articles about their business or give helpful tips to readers. See suggested topics under the article at the end of the newsletter called SUBMITTING ARTICLES.
- IVIE is endeavoring to have a quarterly presentation beneficial to all. If you know a great speaker on a particular topic or would like a book discussion on a helpful business related book, please let us know. On the fifth Sunday each quarter, if we do not have a book

to discuss or a special presenter, we'll have an open discussion call.

Independent Visually Impaired Entrepreneurs

ONLINE Business Expo

November 4, 2023

IVIE offered this opportunity to blind or visually impaired business owners/entrepreneurs. The following presenters participated.

Carla Hayes, CEO Lengua-Learn Communications

Language school with adaptive products from ILA, accessible digital recorders, and educational materials

724-941-8184

lengual@verizon.net

lengua-learn.com

Gina Fugate and jimmy leach

j and g hooves and paws

guide dog leashes and collars (pet cats and dogs as well)

410 918 8890

jandghoovesandpaws@gmail.com

Nickie Coby

Nickie's Nook: Oils and Books

Author, wellness advocate with DOTERRA offering solutions and research

651-300-4014

nickie.coby@gmail.com

Linktr.ee/nickiecoby

Victor Andrews

DJ PONJI Productions Inc.

Live Sound DJ

917-559-3800

victor.andrews92@gmail.com

Christopher Peterson

President and CEO Penny Forward

Offering Online financial wellness education courses and group and one to one financial coaching for \$9 a month or \$99 a year.

888-332-5558

chris@pennyforward.com

pennyforward.com

Hayley Agers

DOTERRA Wellness Advocate and instructor with tactile greeting cards

C: 425-870-3865

H: 360-653-5572

Blindessentials@gmail.com

my.doterra.com/hayleyagers

Ardis Bazyn

Bazyn Communications

Speaker, Business Coach, and Writer, also sells Braille/print greeting cards and large multipocketed tote bags

303-963-5153

abazyn@bazyncommunications.com

bazyncommunications.com

Marie Brinas

Tupperware representative

Featuring various kitchen gadgets, food storage options
and cookware

571-419-7737

ChefMarie2020@gmail.com

My.tupperware.com/chefMarie

Please let us know if you'd like to participate next year.

What's All the Fuss About LinkedIn?

LinkedIn is the top-ranked social media platform serving professionals. It has more than 930 million users representing more than 200 countries. But what is

LinkedIn, and why is it important for you or your business? This article will cover LinkedIn basics so you can decide if and how it may be right for you.

Why Join LinkedIn?

If you want to interact in a professional setting, LinkedIn is a good place for you to have a presence. Simply put, virtually everyone who has a virtual presence in the world of work is present on LinkedIn. There are two basic buckets of LinkedIn members: companies and individuals. Let's break that down:

- **Company Pages** – Company pages are created by organizations of every size and sort, including private businesses, virtually all federal, state and local governments, public agencies, charitable organizations, foundations, educational and research institutes, trade associations, and the list goes on and on. Company pages provide general information about the sponsoring organization, links to the individual pages of company employees and Directors, updates, posts and articles published by the company, and information on how one can contact the company. Because these pages are standardized in terms of content and layout, they are great

places to find information when conducting research about a company, or to reach out for any reason.

- Individual Pages – Everyone who wants to post content on LinkedIn must establish an individual account on LinkedIn. These accounts are free to create and include basic information which the user enters voluntarily, meaning you can share as much, or as little, as you wish. Typical information includes your name, contact information (if desired), information about your professional and educational background, licenses and certifications, areas of professional focus, topics of interest, etc. Think of your individual account as an expanded version of your professional resume. It's your calling card, and it's how people and organizations who use LinkedIn can learn more about who you are, what you do, and about your professional experience and qualifications.

Standard and Creator Accounts

There are two types of individual accounts available for LinkedIn subscribers.

- Standard Account – This is the default account LinkedIn provides to anyone who subscribes to the

platform. It allows you to recreate your personal resume, and to upload a short bio, a photo of yourself, and other basic information.

- Creator Account – The Creator account offers all of the same features as a standard account. It also allows you to identify areas of professional focus in the form of hashtags. For example: #Transportation, #Education, #HealthCoaching, etc. These hashtags are searchable, which means that if someone is searching for someone with expertise in any area that you have listed as an area where you have expertise, your profile will be surfaced in their search results. (There are hundreds of millions of people on the LinkedIn platform, so this does not guarantee instant notoriety, but it does increase the odds of someone finding you if they're looking for someone working in your area of expertise.) Creator accounts also open up additional analytics about the extent to which your profile and posts are circulating within the LinkedIn platform. Areas you can research about your profile or individual posts include the number of viewers, the number of shares, and breakdowns of who have interacted with each.

To Pay or Not to Pay

LinkedIn is free for anyone who wants it, but there are premium options, including LinkedIn Premium and its sales and marketing product, Sales Navigator. These products are not inexpensive, but they allow you to generate sales leads based on criteria that you can set, and they increase your ability to connect with people and businesses. LinkedIn Premium is especially valuable because it gives you access to additional analytics as well as the ability to send large numbers of messages to other LinkedIn subscribers. If you want to upgrade your LinkedIn Account, you should expect to spend about \$1,000 per year to do so, but if you're really using LinkedIn as part of your core sales and marketing efforts, it's a worthwhile investment to consider.

How I Spend My Time on LinkedIn

Reputation is everything, and I use LinkedIn to build my professional reputation and that of my business. In so doing, I am able to meet prospective clients, and sometimes, these meetings lead to paid work for my company or for me as an individual. Here's the approach I use for getting what I can out of my LinkedIn investment.

- I follow and connect with companies and individuals within my field.

- I monitor my LinkedIn feed which shows me content generated by the companies and individuals I follow and with whom I am connected. I make an effort to “like” and share content that resonates, and I comment on posts when I believe I have something useful to add to the discussion.
- I publish posts as an individual and on behalf of my business. Individuals and businesses who follow and who are connected with me, or my company can read the content I publish, and they can like, share or comment on what I’ve written.
- I participate in groups organized around professional themes that are relevant to my work. These groups can serve as sources for future connections and followers, so they are good places to read, react to, and post content.
- I request and give professional recommendations and endorsements. Recommendations are free-form posts (basically letters) that are available within one’s profile, and endorsements are for very specific skills, such as leadership, management, planning, communication, team-building, etc. They also show up in one’s profile and can be searched. For example, one can search for “transportation manager endorsed for project management.”

Taken together, these activities have netted me several thousand followers, almost as many connections, numerous endorsements and recommendations, and good engagement on content that I post. I have also garnered at least one or two strong business leads directly from LinkedIn.

LinkedIn Accessibility

LinkedIn accessibility is not perfect, but it has been improving over the years. Some tasks are easier to complete using the LinkedIn mobile app; others work better on the PC. Since you can use either or both with a free or paid subscription, it's a good idea to try the web and mobile app versions and then decide which works best for you. In my case, I find that writing posts and responding to messages is easier on my PC, and reading posts and reviewing notifications is easier to do through the mobile app.

What About Spam?

Spam is everywhere, including LinkedIn, and the problem seems to be getting worse. I spend a few minutes each day deleting unwanted messages from sellers, consultants, and perhaps bots on LinkedIn, but since I

also get the same sort of spam everywhere else, I view this as a routine matter—annoying but unimportant. The benefits I receive from LinkedIn far outweigh the amount of time and effort I spend dealing with spam.

Is LinkedIn Right for You?

If any of the following are true for you, then LinkedIn may be a good place for you to have and build a presence.

- I want to connect with companies and individuals working in my chosen field or area of professional interest.
- I want to establish myself as an expert in a chosen field.
- I want to build a positive reputation for myself or my business.
- I want to read content that I can use to develop my expertise or professional skills.

Getting Started

If you want to learn more about LinkedIn, visit <https://www.linkedin.com> or download the LinkedIn mobile app which is available from Apple or Google.

About the Author

Ron Brooks lives with his wife and family in Phoenix, Arizona. He is a 30-year veteran of the public transit industry where he is working to improve the accessibility and equity of public transit for people with disabilities. In addition to working as the Senior Director of Policy and Stakeholder Engagement for UZURV, the Adaptive TNC, Ron founded Accessible Avenue in 2020 to provide advice, consulting and training to the public transit industry on a range of accessibility-related topics, including accessible wayfinding, autonomous vehicles, modernizing paratransit, and improving approaches for engaging with the disability community. You can check out Ron's use of LinkedIn at <https://www.linkedin.com/in/ron-brooks-066b174/>.

IVIE "Entrepreneur Exchange" Calls and IVIE email Discussion Posts

For the August 13 call, the topic was "LinkedIn Creator". Participants shared their experiences on LinkedIn and others asked questions. See article written by Ron Brooks on this topic. On September 10, the topic was "website tips". Participants shared how they found their website

designer, what they found important to add as links, and how they planned photos or designs on their sites. Most felt it was important to tell why they do what they do, add brochures or details of various products and services, what contact info is important to share, and the importance of asking readers to take an action. On October 8, the topic was "Resources for blind and visually impaired entrepreneurs or entrepreneurs in the making". The following resources were given:

- Take advantage of your State rehabilitation department Ask them about entrepreneurial opportunities including the Business Enterprise Program.
- Go online to check for SBA small business development centers in your area. They also have online resources such as templets for business plans.
- Check askjan.org for available resources.
- Go Online to search for occupations if you aren't sure about your choice.
- See if your state will pay for a coaching course. You'll likely have to write a business plan.
- Some national organizations offer Event for entrepreneurs with disabilities.
- There is a value in Toastmasters training.
- Hadley School has courses for entrepreneurs.
- Find other blind persons who have businesses and ask questions. Consult a blind Business coach.

- National Institute on Disability has trainings and helpful links.
- Hammond and Griffin assists with reporting for SSA.
- Able accounts allow you to save money for multiple purposes without affecting your SSA benefits. The reasons are broad - anything enhancing your quality of life.
- Join a local Business Network International chapter. They have training to assist you in getting referrals and networking with a wide audience.
- Use Gravity forms.
- Join a local Chamber of Commerce. Get to know other local business owners. Some also have trainings.
- American Business Womens Association. You can be a national member and visit chapters wherever Zoom meetings happen or join a local chapter. They have meetings every month with speakers on entrepreneurial topics.
- Take advantage of Google maps if you have customers visit.

Our IVIE email list and IVIE-members email lists get announcements of all kinds. Darian Slayton-Fleming has been sharing her podcasts. Members have also forwarded entrepreneurial events they recommend list members attend. IVIE also gets calls and emails from entrepreneurs

needing assistance. One caller asked for help with manufacturing experience. I forwarded him some phone numbers sent by IVIE email responders to the plea for help. Please do take advantage of both our monthly call-ins and email discussion lists and share these resources with other blind or visually impaired entrepreneurs you know.

What's New?

(Items in this column are not endorsed by the IVIE board. If you wish to contribute an item for this column, please send it to info@ivie-acb.org)

ACCESSIBILITY LINE FOR TICKETMASTER

The phone number for the accessibility line for Ticketmaster is 800-877-7575.

INTRODUCING: BE MY AI

Be My Eyes' Virtual Volunteer was announced as a first-of-its-kind digital visual assistant powered by the multimodal features of OpenAI's new GPT-4 language model. Say hello to Be My AI. Be My AI Beta Testing for

iOS Will Expand Starting August 14 by inviting Be My Eyes / iOS users who have already signed up on their waitlist to join the current beta testers, starting with the earliest registrants and work their way forward, so those that have waited the longest will have the first chance to experience Be My AI. Beta testing for the Android version of Be My AI will start later this year. The feedback received from our beta testers is crucial to making Be My AI the best service possible for the entire blind and low-vision community. This is an opportunity to help create and shape a tool made just for this community, and it is important the community has a significant role in its development. If you haven't already, be sure to sign up to the waitlist in the Be My Eyes app to have an opportunity to help test Be My AI before general availability.

HOW TO USE BE MY AI

Using Be My AI in your everyday life is quick and simple. Once you have access, open the Be My Eyes app and click on the Be My AI tab, and take a picture. Be My AI will give you a detailed description of the picture, and you can chat and ask further questions with Be My AI through the app to get all the information you need.

And don't worry - if Be My AI can't answer your question, if you want to check its results, or if you just need a little more assistance than Be My AI can provide, you still can easily reach one of the volunteers, just like before.

Be My AI provides all the accessibility benefits that some of the most advanced technology on the planet has to offer, with Be My Eyes always still there to provide the comfort, and the humanity, of volunteers.

General Availability on iOS and Android

The goal is to make Be My AI broadly available later this year on iOS, and shortly after that for Android. They will let us know the public launch dates as soon as they can. Just like the existing volunteer service, Be My AI will be free for all blind and low-vision users and will be fully integrated into the Be My Eyes app.

MICROSOFT 365 PERSONAL, FAMILY, AND BASIC: EXPLORING THE BEST OPTION FOR YOU

Microsoft 365 is a subscription-based service offered by Microsoft that provides access to a suite of applications and services tailored to meet the needs of individuals and families. It includes popular applications like Microsoft Word, Excel, PowerPoint, Outlook, and more. With a Microsoft 365 subscription, users also gain access to exclusive features and cloud-based services, ensuring a seamless and efficient workflow. The plans are: Microsoft 365 Personal, Microsoft 365 Family, and Microsoft 365 Basic.

COMPARING MICROSOFT 365 PRODUCTS

1. Microsoft 365 Personal is ideal for individual users who want to access premium apps and cloud services on one device. It includes popular applications such as Word, Excel, PowerPoint, and Outlook, along with OneDrive cloud storage and Skype for communication. This package is perfect for students and freelancers who require a robust suite of tools to unleash their creativity and productivity.

2. Microsoft 365 Family is designed for households with multiple users. With this subscription, you can share your plan with up to six people, each having access to the same set of premium apps and services offered in the Personal plan. This option is cost-effective and ensures that every family member can make the most out of Microsoft 365.

3. Microsoft 365 Basic is a single-user subscription that offers a host of valuable features. With this subscription, you'll receive an additional 100 GB of cloud storage that can be utilized across various Microsoft services like Outlook and OneDrive. Moreover, Microsoft 365 Basic grants you the benefit of enjoying ad-free email through Outlook and access to expert support for both Microsoft 365 and Windows 11. All these fantastic features come at a budget-friendly price, making it an excellent choice for

individual users seeking a seamless and productive experience.

HOW TO SWITCH BETWEEN MICROSOFT 365 PLANS

If you're using Microsoft 365 and looking to optimize your subscription to match your requirements, you have the flexibility to switch between various plans. Whether you need more cloud storage, want to share the benefits with your family, or seek additional features, this guide will help you make a seamless transition. You can switch Microsoft 365 subscriptions. Here is what changes you can expect.

1. Start by purchasing the new Microsoft 365 subscription that best suits your needs. Ensure that you use the same Microsoft account as your current subscription when making the purchase.
2. Your remaining days on the current subscription will be automatically converted and added to the new subscription. The number of days added depends on the specific plans you're moving between.
3. Depending on the new plan, certain benefits might be added or removed. For instance, you may gain more cloud storage, the ability to share the subscription, or premium Family Safety features. If you're looking for information on what happens when you switch subscriptions, Microsoft has a detailed table available, but expect the price to

change depending on the subscriptions that you're switching between.

WHAT TO EXPECT WHEN SWITCHING MICROSOFT 365 PLANS

In Microsoft 365 Family:

- You can share your subscription with up to 5 other people.
- Install premium Microsoft 365 apps on up to 5 devices per person.
- Get 1 TB of OneDrive cloud storage per person.
- Enjoy 60 Skype minutes per month, per person.
- Access premium Microsoft Family Safety features.

In Microsoft 365 Personal:

- Same benefits as with Microsoft 365 Family, but without sharing options and Family Safety features.

In Microsoft 365 Basic:

- You won't have access to desktop apps, and the storage will be limited to 100 GB.

It's important to note that if you're moving from Microsoft 365 Family or Personal and have used over 100 GB of storage, you'll need to remove some files to stay within the limit.

SHOULD YOU CHANGE MICROSOFT 365 SUBSCRIPTIONS?

Microsoft 365 is a versatile and comprehensive subscription-based service offered by Microsoft, catering to the diverse needs of individuals and families. With its range of plans – Microsoft 365 Personal, Microsoft 365 Family, and Microsoft 365 Basic – users have the flexibility to choose the one that aligns perfectly with their requirements.

For individual users, Microsoft 365 Personal provides a robust suite of premium apps and cloud services, ideal for students and freelancers seeking enhanced productivity and creativity. On the other hand, Microsoft 365 Family caters to households, enabling up to six users to access the same premium apps and services, making it a cost-effective and family-friendly choice.

For budget-conscious individuals, Microsoft 365 Basic offers valuable features, including additional cloud storage, ad-free email, and expert support, ensuring a seamless and productive experience at an affordable price.

Moreover, users have the flexibility to switch between different Microsoft 365 subscriptions, enabling them to optimize their plans according to changing needs. Whether it's the need for more storage, sharing benefits

with family members, or gaining access to additional features, the process of switching is made easy and ensures a smooth transition.

<https://www.onmsft.com/how-to/microsoft-365-personal-family-basic/>

LINKEDIN HACK

Hackers are exploiting LinkedIn accounts. In a concerning development, a surge of account breaches has engulfed LinkedIn, the professional networking platform. Users are grappling with unauthorized access and the subsequent hijacking of their profiles by cybercriminals. As the scale of these attacks grows, many find themselves locked out of their accounts or coerced into paying ransom for control restoration. Despite mounting complaints and frustrations, LinkedIn's support seems to be struggling to provide adequate assistance for now.

LinkedIn is implementing temporary locks for accounts demonstrating strong security as a preventive measure against multiple takeover attempts. Locked-out users must navigate an intricate process to verify ownership and reset their passwords before account access is restored.

However, the situation worsens for victims whose accounts fall prey to hackers.

Upon successfully infiltrating an account, attackers quickly alter the linked email address to one from the "rambler.ru" domain, subsequently changing the account password.

This leaves the original account owners locked out and

vulnerable to further exploitation. In several cases, hackers have gone a step further, imposing two-factor authentication to impede victims' attempts at account recovery.

As complaints mount and frustration grows, users have taken to social media platforms, including Reddit, Twitter, and Microsoft forums, to voice their dismay at LinkedIn's lackluster support response. The absence of timely assistance has left victims feeling powerless in their efforts to regain control of their accounts.

WHAT LINKEDIN USERS SHOULD DO NOW

As the threat of account breaches looms large, LinkedIn users must take immediate action to safeguard their profiles and personal information.

Here's what you should do:

- **Review and strengthen security measures:** Review your account settings to ensure you have a strong password. Consider using a combination of uppercase and lowercase letters, numbers, and special characters. If you haven't already, activate two-factor authentication (2FA) for an extra layer of security.
- **Change passwords:** If you suspect your account might have been compromised or you haven't updated your password recently, change it immediately. Avoid using the same password for multiple accounts.

- **Monitor account activity:** Regularly review your account activity for any suspicious or unauthorized actions. Report any anomalies to LinkedIn's support.
- **Stay vigilant against phishing:** Be cautious of unsolicited messages or emails requesting personal information or login credentials. Hackers often employ phishing tactics to trick users into divulging sensitive data.
- **Verify email addresses:** Ensure that the email address associated with your LinkedIn account is correct and up to date. This can prevent attackers from using "rambler.ru" or other unfamiliar domains to take control of your account.
- **Regularly update information:** Keep your account information accurate and current. This can aid in account recovery and verification processes.
- **Report suspicious activity:** If you encounter any suspicious behavior on your account or believe you have fallen victim to an attack, report it immediately to LinkedIn's support team.

For users caught in the crossfire, regaining access to their accounts has become a complex journey. Owners of locked accounts must navigate identity verification and password updates.

In light of these concerning developments, LinkedIn users must prioritize their account security. By implementing these proactive measures, individuals can reduce their vulnerability to potential breaches and maintain a safer online presence.

<https://www.ghacks.net/2023/08/16/linkedin-hack-you-need-to-check-your-linkedin-account/>

QARDIOARM

If your blood is pumped at an elevated pressure inside your body, it can cause vision and circulation problems and increase the likelihood of heart attacks, aneurysms, and other medical issues. You can discuss with your doctor how to help prevent hypertension. You can monitor your blood pressure regularly to see how medication(s) and lifestyle choices affect it. You can easily do so with a blood pressure monitor like QardioArm. The QardioArm device is a plain white box with only a single LED light on it. You turn it on by wrapping the cuff around the body of the device, where a magnet triggers a switch inside the case. Every time you check your blood pressure, your results sync with the Qardio App. The Qardio App automatically detects and records irregular heartbeats so you can better keep your doctor informed about such important events. It also integrates with many other apps and platforms, making it easy to combine, analyze, and store data conveniently in one place. The monitor has too many features to list so visit [Qardio.com](https://www.Qardio.com) to learn more.

You can also check

<https://www.eastersealstech.com/2023/07/21/am533->

qardioarm/?utm_source=rss&utm_medium=rss&utm_campaign=am533-qardioarm

64 OUNCE GAMES POP-IT'S

The high-quality Braille pop-it's were designed by TVIs (teachers of visual impairments) to account for the specific needs of the blind community. These are the perfect braille teaching tools. They are quickly refreshable, have a firm tactile feel and allow you to teach in a brand-new way. They were developed by 64 Ounce Games, 3911 Greenwood Drive, Pearland TX 77584.

CVS Rolls Out Collection Of Accessible Products

CVS is offering a new line of self-care tools created to be more inclusive. CVS is introducing a new line of tweezers, nail clippers and other self-care tools designed to be easier for people with disabilities to use. The drugstore's Universal Tools collection includes six items that the company said were all created in collaboration with members of the disability community. The nail clippers, scissors, tweezers, nail nippers, cuticle nippers and pumice stones have special features to make them more accessible like wide, open handles and non-slip, easy-to-grip silicone, CVS said. Surveys and in-home testing informed the products and their packaging. The new

products are part of CVS' one+other brand, which debuted earlier this year with an eye toward offering consumers a way to practice self-care at an accessible price point, the company indicated. The Universal Tools collection is [available online](#) and in CVS stores nationwide with prices ranging from \$6.49 to \$16.99.

ENVISION CONFERENCE TO SHOWCASE LATEST LOW VISION RESEARCH AND REHAB PRACTICES

The Envision Virtual Fall Conference will be held via livestream webinar September 29-30, 2023. The two-day schedule of clinical education and research presentations will address topics covering a wide range of specialties, including optometry, occupational therapy, vision scientists, genetics, neurology, and other areas. The full program is available on the website agenda page, as well as the speaker bios and details. To register, visit the Envision Conference website at www.envisionuniversityevents.com/VirtualFallConference2023.

WID Celebrates 40th Anniversary

For the past four decades, the World Institute on Disability has been committed to advancing inclusion, independence, and equal opportunities for people with disabilities. Its virtual event celebration, to be held November 7th, will feature special guests, entertainment, and will highlight findings from our Global Strategic

Planning Sessions. For more information, visit <https://wid.org/registration-now-open-wids-40th-anniversary-virtual-celebration/>.

Second Sight's Implant Technology Gets a Second Chance

<https://spectrum.ieee.org/bionic-eye>

When California biotech company Second Sight ran out of money in 2020, the future looked dim for hundreds of blind users around the world relying on its Argus II retinal implant, or its next-generation Orion brain implant, for some approximation of vision. Last year, IEEE Spectrum documented the journeys of users as they attempted to get support for their tiny implants, and the glasses and wearable computers that enabled them. Some managed to cobble together working systems from leftover components, others vowed to keep using the implants for as long as possible, and a few even had the obsolete gadgets removed from their heads.

Second Sight's technologies are now set to be spun out into their own company once more, this time called Cortigent. For the original Argus II users, it should mean a steady (if dwindling) supply of replacement parts, although Cortigent will not be developing or building any retinal-device upgrades from the proceeds of an upcoming initial public offering on Nasdaq. Instead, the US \$15 million

offering will fund ongoing development of the Orion brain implant for bringing vision to some blind people, as well as repurposing the technology for a new device intended to help people recover mobility after suffering a stroke. The idea of using an implant to stimulate the surface of the brain—the cortex—to help people regain motor skills after a stroke is not new. When a blood vessel in a person's motor cortex bursts, they can lose the ability to move their hands, fingers, and wrists. Such strokes afflict hundreds of thousands of people annually in the United States alone.

Studies in animals have long suggested that electrically stimulating the motor cortex might induce plasticity, which is the natural ability of the brain to create new pathways between its remaining neurons, thus restoring some function. In the early 2000s, Jeffrey Balzer, a clinical neurophysiologist at the University of Pittsburgh, was working at a startup called Northstar Neuroscience to develop a cortical brain stimulator for human stroke rehabilitation. In April, Cortigent applied to the U.S. Food and Drug Administration for a Breakthrough Device designation for its stroke recovery technology, a process that could speed up development, assessment, and ultimately approval of the implant. In filings with the U.S. Securities and Exchange Commission, Cortigent wrote that it intends to begin an early feasibility study of the

system in mid-2025, followed by a clinical trial in 2026, and a commercial launch as soon as 2028.

Cortigent is not abandoning the original idea of cortical stimulation to help some blind people, either. Although only three of the original six Orion clinical trial users were still using their devices at the end of a five-year feasibility study in 2022, Cortigent has extended that study for another year.

SUBMITTING NEWSLETTER ARTICLES

I hope you've enjoyed reading this issue of the IVIE Motivator. Articles are due for the next issue on or before December 15, 2023. Please forward information you think other business owners might find useful. Our newsletters are more valuable when many members share resources. We welcome articles on technology particularly useful for business owners, starting a business, and growing your business. Please share your business experiences in a "member profile" article on you and your business.

Include: your name, business name or reason you joined IVIE, how you started your business, the way you advertise or market your business, the technology you use, and other items which might interest other members. Please include any specials, new products, or new

features of your business as well. If you don't feel comfortable writing an article yourself, contact us and we'll give you a call.

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