

# **IVIE Motivator Newsletter**

## **SUMMER 2024**

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

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### **MESSAGE FROM IVIE President**

Hi members,

I've just returned from another wonderful American Council of the Blind conference and convention where IVIE participated in several sessions. There were so many sessions, both virtual, in person, and hybrid sponsored by

ACB or its many special interest affiliates. Most sessions were recorded and will be available on podcasts soon. Do listen to those that might assist you in your business or personal growth. There were a few sessions on AI and how it can assist with accessibility. There were many exhibitors with great information to share. Some had recorded presentations as well as in person booths.

I encourage you to check the IVIE member directory for new and updated member listings. Please invite other blind and visually impaired entrepreneurs to join us for any of our upcoming events. I get all notifications of new people joining our IVIE email discussion group. Please continue to share your tips and suggestions. The IVIE board appreciates all your involvement, whether providing info on the email discussion lists or participating in our monthly calls. Carla Hayes will lead the September 29 book discussion.

We will have our fall online business expo in November again this year. Do pass along the information to business owners who might benefit from the exposure this shopping opportunity would give them. An article about the specifics of the expo with deadlines is included later in this newsletter.

If any of you have suggestions for IVIE, particularly for reaching additional entrepreneurs, please let us know. If you have suggestions for the IVIE website: [ivie-acb.org](http://ivie-acb.org) or the quarterly newsletter, please send them to [info@ivie-acb.org](mailto:info@ivie-acb.org). You can also reach me at 303-963-5153.

Happy reading,

Ardis Bazyn

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## **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, 6 PM Pacific/9 PM Eastern, IVIE sponsors an ACB community call called the IVIE “Entrepreneur Exchange”. Each month, a speaker often gives tips on a particular topic and each

attendee gets the opportunity to introduce themselves and their business. Comments and questions are appreciated on each call.

Join our upcoming calls, see dates below:

- August 11: “Entrepreneur Exchange” topic: “How do you market your business?”
- September 8: “Entrepreneur Exchange”
- October 13: “Entrepreneur Exchange”.

- 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. If you are not on the general IVIE email discussion list, please subscribe by sending an email to [ivie+subscribe@acblists.org](mailto: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](mailto: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 chance 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](mailto:info@ivie-acb.org) or call 303-963-5153. We want to share your specific details in your member directory listing. Those without businesses have their personal information on the list so anyone can contact them. If members would like to add why they joined, they can do so by saying retired business owner, their 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".
- On the fifth Sunday each quarter, if we do not have a book to discuss, we'll have an open discussion call. On

September 29, Carla is leading a book discussion call. She'll be sending the info on the book soon.

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**Independent Visually Impaired Entrepreneurs**  
**ONLINE Business Expo**  
**November 16, 2024**

IVIE is offering a great opportunity to blind or visually impaired business owners/entrepreneurs. When you join in our Online Business Expo shopping experience, you can describe your products and services, pass on contact information, and allow participants to ask questions. For IVIE members, the fee for presenting for fifteen minutes is \$10, for a half hour is \$20, or for an hour is \$30. Not an IVIE member? Then, the fee for presenting is an additional \$15 -- \$25 for fifteen minutes, \$35 for a half hour session, or \$45 for an hour session. Nonmembers have the option of having \$15 of the payment used to pay IVIE dues for 2025.

All those participating in the call, whether presenting or not, will use the same Zoom information to connect. The date and time line will be November 16, 2024, from 11:30 am to 7 pm Eastern. At 11:45 am, an introduction of all the vendors participating with their specific time slots would be given along with instructions for those attending. A wrap-up after all the presentations will be available for anyone to ask any final questions of those exhibiting online.

The deadline for purchasing a time slot to give a presentation is October 31, 2024. To purchase a time slot or ask questions, send an email to [info@ivie-acb.org](mailto:info@ivie-acb.org) with your request to present/exhibit. Please send your business name, product line, your telephone number, and your email address. You will be sent a link for payment and additional information. If you wish to attend the IVIE Online Business Expo and listen to this unique shopping experience, there is no cost. However, please send an email to register so we can send you the Zoom call details. Send the email request to [info@ivie-acb.org](mailto:info@ivie-acb.org) or contact Ardis Bazyn, phone 818-209-8684.

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## IVIE 2024 CONVENTION WRAP-UP

- On June 27, IVIE was invited by ACB Next Generation to "What you need to do to prep for a networking event, how to engage in the event, and what to do after the event."
- On June 28, the IVIE Business Meeting was held. The meeting covered what we've accomplished the past year and future happenings. It was decided to add a calendar of events without topics since a speaker may not be available on a particular topic requested. Instead, the speaker/topic would be included in the messages reminding members and others of the event. Past newsletters have been added to our website so anyone interested in IVIE can check them out. We decided to have a contact form added to the website for those wishing to ask questions or make comments can do so. We decided to have the fall Online Business Expo shopping opportunity November 16 starting at 11:30 AM. Read details in the article included about the event. We also discussed ways to promote IVIE to more people. Please do pass along announcements of our happenings to your state affiliate email discussion list and other email lists you are on.
- On July 6, the RSVA/IVIE Awards Luncheon took place. The Motivational Speaker was Tricia Waechter, CEO, Blind Girl Designs, Houston, TX. After losing much of her vision, she had to learn a new career. She was a fabric/clothing designer and felt she could no longer work for the companies where she worked before losing some sight. She shared how she Created and Launched her New Business: Blind Girl Designs. Her story was very powerful. If you did not attend in person or virtually, look for the convention podcasts when they are available.
- The next session was "Tech It Out! iPhone And Android Tips For Entrepreneurs." Adam Gaffney, Distributed computer systems analyst and computer technician, Tallahassee, FL gave iPhone and Android tips for using apps available on each type of phone and how they can effectively be used. This was another session with lots of information.
- Next, IVIE members attended the Networking Event In-Person In Jacksonville, (Sponsored by ACB Next Gen.) They suggested each attendee find participants in the room they did not know and share information. [A debrief at the end was available for](#)

participants to discuss the experience. It was well attended and I met many ACB convention participants I had not previously met in person.

- On July 10, the IVIE Business Expo had 5 exhibitors. They were Carla Hayes with her audio tutorials and ILA products, Edward Cohen with his large print calendar planners, Ardis Bazyn with Braille and print greeting cards, tote bags, and thumb drives, Nickie Coby with her oils, and Braille Legos. It was well attended.

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## **Marketing on a Dime**

*By: Amber Lambert, Regional Sales Representative for Betson Enterprises.*

Where do you look when you know you need to advertise and market but don't have a fortune to spend? There are so many options out there right now that it becomes overwhelming.

### **Social Media**

This is naturally the first place to look for cheap marketing ideas. Creating a solid social media presence is essential to communicating with your guests. Be sure that this is a two-way conversation and that you aren't just talking to

your customers but instead talking with them. The key here is engagement. Not all regions or demographics are the same regarding social media. In some parts of the country, you couldn't meet anyone without a Facebook account, but in other areas, you will find out that Facebook is "not cool" and that most people in this area don't even have a Facebook account. Some areas they are on are Instagram, X, and YouTube. Sound demographics lean towards TikTok. Know your audience and who you are trying to engage with. Regardless of which social media outlets you use, remember: This is not your grandpa's marketing strategy. This is a whole new ballgame.

People aren't buying a product or service....people buy from others. They want to know you. They want you to interact with them. They don't want to hear your special of the day or week or how much your Laser Tag prices are. They want to see your operation behind the scenes. They want to meet your staff and feel like you are their friend and part of their social network. They want to see you as a human they purchase from, not just a big company.

They need to see emotions. They want you to entertain them. You need to show yourself as human. Let them see you make mistakes, have fun, get frustrated, etc. Tell a

funny joke or share a cute picture. Hold a contest every once in a while for a prize. Join in on week's themes like #ThrowbackThursday and try to stay current on trends. You must show that you are part of the community, not just a business. Involve yourself and your staff in community projects.

Hold a photo or video contest with a prize; multiple people will visit your location and advertise for you. Find a funny picture and hold a caption contest.

## Data Mining

I know most of us do it. We gather information from people who book parties. Sometimes, we will have a place where people can register to win a party or game card or something so that people will give us their information. We have tons of information, and often, it gets underutilized. Find a service like Constant Contact to connect with your guests. Once again, don't bombard them with specials, party flyers, and coupons. Yes, those should come occasionally, but find things your guests want to read about. Teach them something, share something funny, or give them some information.

## Videos

Videos are a powerful tool. There is much information about videos offering a higher retention rate than print and a higher conversion-to-sale rate than print. Most people are very visual. You don't need a professional film crew to make a great video. Most smartphones can take a great video these days.

These are great activities to get your staff more involved. Task them with making a video. Don't give too many guidelines, and see what they come up with. You may be surprised at some of the talent you may have on your staff. Maybe even make this a stiff competition for a prize by having teams compete against each other.

## Photo Op

Ensure that your logo appears in the background anywhere guests often take pictures. One of the best places is on your party table. Parents often take pictures of the cake, presents, and birthday kids at the party table. Ensure the table, balloons, and plates all have your logo visible. You will immediately get free advertising when they post those smiling pictures on their social media.

Create a cutout, background, red carpet, or statue with which people will naturally take photographs.

### T-Shirts

Give a birthday shirt to each party guest of honor and tell them that if any of your staff catches them wearing the shirt around town, they will get a free attraction. I have seen radio stations do this successfully with bumper stickers. This is a win-win. They start wearing your logoed shirt everywhere they go. When you visit one at a grocery store, you give them a free attraction. They return to redeem that free attraction and spend more money on food, arcades, and other attractions when they are there.

### Hashtags

Create your hashtag. #FUN, FUN, FUN. Whatever creative # you come up with, start using it on everything. Have some stickers created that say your hashtag line. Plaster them everywhere. Ask guests to tag their pictures with that hashtag.

### Loyalty Program

This doesn't have to be complicated. Sometimes, simpler is better. A simple punch card will do the trick. People like to save those. Buy 10, get one free. It's simple, inexpensive, and it works.

### Create a Flash Mob

This is fun for your staff and guests and makes an excellent video for YouTube or TikTok.

### Treasure Hunt or Poker Run

This is a great way to cross-market with other businesses. Create alliances and make friends with other businesses that will complement your business. Think about a cake shop, toy store, or anywhere else that may have some of the same customers as you do. Have a few brainstorming sessions and get creative on ways that you can help each other grow.

### Auto Wraps

Wrap your car with a creative, fun, and eye-catching wrap. Remember to obey all traffic laws and be a courteous driver.

## Trivia or Karaoke Events

A place near me started a monthly Name That Tune/Karaoke event. The hosts play a song, and people try to be the first to guess the song to win some tickets; after the song is guessed, as many people as want to can come up front and sing it to earn more tickets. Ultimately, the person or group with the most tickets wins the prize. This family-friendly event has become so popular that you have to show up an hour or two before to get a seat. Another place near me has bi-weekly Wednesday trivia nights that are also family-friendly. These nights fill to capacity, and their most recent Taylor Swift trivia night was so full that it crashed the system.

## Word of Mouth

I saved this one for last because this is the best way to market. Ensure that everyone entering your facility is treated like VIPs, and go above and beyond to WOW them. Not only will they return, but they will also tell their friends and family about their experience and share it all over social media. You only create the WOW factor if you get those positive comments and ratings. You may be doing good, but more than good is needed to use word of mouth as a marketing tool. You have to be the best. I firmly believe that this is all about your people. This is



where having the best staff in the world can overcome almost any challenge you are having with equipment or other issues that will naturally happen in any business. This is where you can rise to the top. Invest in your people. Make sure they are happy so they can make your guests happy, and this will create an environment where marketing isn't as important. One of the most incredible steak places I have ever been to is located in a terrible location in Idaho. It is not near any town; from the outside, it isn't fancy and only looks like a little. This place has been around since the 1970s, and they have never had to advertise. Why? Because their customers do it for them. You can ask anyone within a 4-5 hour radius of the Wolf Lodge Inn, and they will know about this place. Celebrities have eaten here, and you can only get a table with a reservation. They don't have the fanciest restaurant or the newest equipment. They make an incredible steak that would rival Ruth's Chris or any of the country's finest steakhouses and provide excellent service. The same thing can be said for any business. If you offer a superior product and exceptional service, marketing will be done for you.

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## **Alt Q – the Cheat Code for Microsoft Applications**

by Joe Lonergan

The Alt Q keystroke is otherwise known as the “Search” or “Tell me what you want to do” feature. This feature is designed to help you find specific commands or actions within a Microsoft application quickly. Instead of navigating through menus, you can simply type what you’re looking for, and relevant options will be suggested to you. For example for users of Microsoft Word, if you have an important list of items, you may want to add bullets to them, but at this time you do not remember the keystroke for adding bullets or you might have never done it before, simply press Alt Q. Now type in the word bullets, and then the down arrow. Best action will pop up in the list = Bullets. Now press enter and bullets will be added to your text. In some cases, suggested keystrokes will appear in the menu for the action you request.

### **Alt Q in Excel**

Alt + Q is especially useful in Excel as it works as a tell-me-what-to-do feature, which is particularly useful if you are not a regular user of Excel. If you are looking for a formula such as the “IF” function, press Alt + Q. The search box will pop up, type in “if”. Now best action will pop up = If.

Now press enter. You will land in the If function and you will be prompted to enter the arguments you would like to appear in the function. In summary, whether you're looking for mathematical functions, text functions, or any other type, typing keywords related to the function you need will prompt the "Tell me what you want to do" box to suggest relevant Excel functions. Other suggestions to try in Excel include changing column width or row height. Again, press Alt + Q, type in Width or Height and Best actions will be suggested to you. Change column width or change column Height. Enter the one you want, and you will be brought straight into the menu. This keystroke is especially good if you are lost and can not think of a keystroke for an action situated deep in the ribbon. Alt+ Q enhances productivity in Microsoft Applications by streamlining the process of finding and executing commands. It improves efficiency for beginners and experienced users, it is probably one of the handiest features built into Microsoft applications.

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## **IVIE "Entrepreneur Exchange" Call Tips and IVIE Email Discussion Posts**

Read below for some of the valuable information learned at the recent "Entrepreneur Exchange" calls.

- The May “Entrepreneur Exchange” call was cancelled due to Mother’s Day.
- On June 9, IVIE had an open discussion call. Since we’d slated this call to be on courses or trainings we’ve taken that worked well for us, some of these were shared as well. We also discussed the upcoming IVIE conference and convention, annual business meeting, and IVIE expo. Please come and share your thoughts on IVIE and upcoming events. We welcome all who are interested in starting or improving their business or to anyone with ideas to share with those on the call.

Some content from the IVIE email lists posts follow.

Jackie Ohime from [johime@comcast.net](mailto:johime@comcast.net) shared the following link for those interested in making a bit of money filling out surveys: [www.surveypolice.com](http://www.surveypolice.com).

Darian Slayton Fleming suggested listening and sharing this book. This woman wrote a book about her experiences with vision loss and how it changed her life. ‘The Blind Girl Sees’ is a journey of discovery of seeing through the heart and not the eyes.

Darian also shared one of her podcast <https://pnc.st/s/get-what-you-need-and-feel-goo/50bbb532/respectful-communication>

She also published her newest episode of my podcast, “Get What You Need and Feel Good About It.”

Check it out and feel free to share:

<https://pnc.st/s/get-what-you-need-and-feel-goo/816813cd/deepen-your-communication-and-connection>

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## MEMBER PROFILE: CHARLENE YAGUE

Charlene Yague owns Dream Accessibility Consultants which is a 501c (3) organization. They consult and educate small businesses how to implement accessibility techniques within their business. They started their business by giving advice to businesses around them. They market their business through word of mouth and their website.

For technology, they use screen readers like NVDA. They provide new training offerings and donation gifts to invite others to use their services. When communicating with clients, Char records the conversations.

Ms. Charlene Yague's contact information is

Email: [cyague@cox.net](mailto:cyague@cox.net)

Phone: 571-224-2279

Address: 7618 Crawford Ct

Alexandria, VA

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## **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](mailto:info@ivie-acb.org))

## **NLS ANNOUNCEMENTS**

To sign up for NLS announcements, send an email to:  
[nlspec@loc.gov](mailto:nlspec@loc.gov)

include your name and email and that you want to be placed on the patron announce list.

## **ONLINE FAX OPTIONS**

Learn how to send and receive a fax online. Faxes are used often by business offices . Doctor send you a copy of your latest lab results. faxes are used when your financial analyst asks you to send a document authorizing a certain transaction. Snail mail can be too slow, and email isn't

secure. So that leaves us with the decades-old, but still reliable fax. How can anyone send or receive a fax? An array of web-based services exist to send or receive faxes without much effort. Many web services can send a fax to any number you choose for free, as long as you transmit a small number of pages or put up with an ad or logo on the cover page. If you need to send more pages, or don't want an ad cluttering up your fax, you'll usually have a per-fax cost or monthly subscription, though many offer a 30-day or 60-day trial. Assuming the document you want to fax is in hard copy format, you'll first need to scan it. This can be done with a scanner, all-in-one printer, or even a scanning app. The scanned document can be saved as a PDF or TIFF, though the former is better if you want an electronic copy that can be easily shared with other people. Many fax services encrypt the transmission to keep the information private and secure.

- FaxZero is simple to use. From the website, enter your name and contact information, the name of the recipient, and their fax number. Attach the document you wish to fax—FaxZero accepts Microsoft Word documents and PDF files. Add a cover page if needed, type the confirmation code displayed, and then send your fax. FaxZero will email you a confirmation message with a URL to the fax. The fax will be delivered to your recipient, and you'll receive an email to confirm your fax was received. FaxZero is free if you send only three pages at a time, limit yourself to five faxes per day, and don't mind the FaxZero logo on the cover page. For \$2.09 per page, you can send as many as 25 pages at a time without a cover page ad. According to the company, all user information sent to FaxZero is encrypted and submitted through the HTTPS protocol to its server. Further, all outbound communication from the FaxZero server is secured with either SSL or TLS.
- Fax.Plus is worth considering for its convenience and availability. You can send a fax from the Fax.Plus website, the iOS or Android app, Google Docs, or email services such as Gmail and Outlook. Your first 10 faxes are free; after that, it's 20 cents per page, or you'll have to sign up for a paid plan. With any paid plan, you also get a phone number through which you can receive faxes. **Basic**

plan: 100 pages a month for \$8.99 per month or \$83.99 per year. To send a fax via the web, head to the Fax.Plus home page and click the Get Started button. Sign in and click the Send Fax button. Enter the receiving fax number and attach the document you want to send. Fax.Plus supports a wide array of document types, including Word, Excel, HTML, PDF, JPG, PNG, and TIF. Click the Add Page button to include a cover sheet. Select the Settings icon to access options to schedule the fax, retry if it fails, email recipients a PDF of the fax, and optimize the document for faxing. When ready, click the Send button. The company notes that all faxes sent and received through the service are encrypted with AES-256-bit encryption. Receive an Online Fax - If you need to be on the receiving end of a fax, a variety of sites will assign you a virtual phone number that you can give the sender. The faxed document reaches you via email, typically as a PDF or TIF image. Some services use a proprietary format for the document and provide free software for viewing it.

- FaxBetter gives you your own dedicated fax number and can receive as many as 50 pages worth of faxes per month. However, there are a few catches. To use the service for free, you'll have to install a browser extension that inserts ads into certain web pages while you're browsing. You'll also have to view received faxes on the FaxBetter website. And you'll need to use your fax number at least once every seven days, otherwise you'll lose it. With the FaxBetter Premium plan, you can get up to 500 faxed pages per month, view them in your email software, search for text within your faxes, and send faxes. The cost starts at \$9.95 per



month, \$95.40 for 1 year (\$7.95 per month), or \$142.80 for 2 years (\$5.95 per month), all with automatic renewals.

- FaxSalad offers both monthly subscriptions and pay-as-you-go options to receive and send faxes. For \$10 a month, the Standard plan lets you receive up to 150 faxed pages. For \$20 a month, the Pro plan allows for as many as 450 pages. If you instead choose to pay as you go, each fax you receive will cost you \$0.03 per page. In addition, a temporary fax number that expires after 30 days imposes a one-time charge of \$4.50, while a permanent fax number will run you \$4.50 per month. To create an account at FaxSalad, you'll have to provide your credit card or PayPal information to cover the costs. Any incoming faxes are formatted as PDF files and forwarded to your regular email address as well as to your FaxSalad inbox on the website where you can view and print them.

## **A.T. Guys Zoom Products For Sale**

The ZOOM H1essential 32-Bit Float Recording Talking Voice Recorder is the WORLD's EASIEST RECORDER. With the push of a button the H1essential captures perfect audio for musicians, podcasters, filmmakers, and content creators. Simply hit record and discover the power of 32-bit float. With 32-bit float recording, you never have to adjust levels. The H1essential captures every nuance of your sound ensuring high quality in every take. It's the First Handy Recorders with accessibility. The Essential Series was designed with accessibility for the visually impaired. Navigate the menu with audible descriptions

through the built-in speaker or headphones. Creators can choose English, Spanish, French, Japanese, German, Italian or Chinese. Find out more about the ZOOM H1essential 32-Bit Float Recording Talking Voice Recorder, and the other Zoom products now available, at the A.T. Guys store.

### **Strap Tech Ara Wearable Mobility Device for the Blind**

The wearable smart device was developed for the blind and visually impaired to move faster and safer in everyday life. Ara is worn on the chest facing outward and has straps around the waist and over the shoulders to keep it in place. About the size of a hamburger bun, the device contains an array of advanced sensors to detect obstacles in the user's path as they walk. Ara provides accurate and timely alerts through haptic vibration patterns felt through the straps. Vibrations felt in the shoulder straps indicate an obstacle above the waist while vibrations in the waist straps indicate an obstacle below the waist. Vibrations in shoulder and waist straps mean a large obstacle, such as a wall, is ahead. When the user feels these vibrations, they turn until the vibration stops and continue their walk to avoid the obstacle. Although Ara can be used on a stand-alone basis, it also has a mode for seamless integration with traditional mobility aids like white canes or guide dogs. Learning to use Ara is straightforward and

intuitive. Ara has a battery life of one full day and a smart on/off

mode which automatically powers down the

device if the user remains stationary for an extended period or takes a seat. Upon resuming the walk, Ara

automatically powers back up. Learn more at <https://strap.tech/>

[embedded content]

Using a Screen Reader? [click here](#)

<https://www.podfeet.com/blog/2024/03/csun-2024-strap-tech/>

## **Ocutrx AR Headset for Patients with Macular Degeneration**

This AR headset helps people with macular degeneration see better. When first worn, OcuLenz glasses perform a visual field test to locate the visual defect, or scotoma, in each eye. With this information, OcuLenz creates a scotoma marker on the live video feed for each eye and moves the visual information outside of the marker to the region where the retina is functional. The brain can interpret the adjusted visual information to make sense of the image presented to the user. This greatly enhances

the vision of people afflicted with macular degeneration. OcuLenz has a wide 60-degree field of view, and the image resolution is crisp 5K. The glasses are both WiFi and cellular connected and can act as your smartphone. OcuLenz has no wired connections so the user can move about without being tethered to other devices. Other potential uses of OcuLenz are for surgeons, gamers, developers, and the military. OcuLenz is available for preorder at the link below and is expected to be shipped sometime in mid-2024. Learn more at <https://www.ocutrxtech.com/> [embedded content]

Using a Screen Reader? click here

<https://www.podfeet.com/blog/2024/04/2024-ces-ocutrx/>

## **Apple Vision Pro**

Apple Vision Pro resembles a pair of ski goggles. Apple Vision Pro is accessible and powered by a wholly new software system. The high-end kit includes accessories - the \$200 carrying case and the USB-C AirPods Pro 2. As a wearable computer, especially one meant for one's face, Vision Pro's ergonomic story is as critical as its software. Vision Pro goggles are easy to place on and off. The device ships with the Solo Knit Band attached, and is the preferred band, being comfortable and staying secure with the dual Loop. Vision Pro is a showcase of Apple's

mastery of magnets. The way the company has leveraged magnetism in products like the iPad's Smart Cover and MagSafe Battery Pack, as examples, is so masterful. On Vision Pro magnets are used for the light seal and the prescription lenses. The light seal snaps securely into place with virtually no effort. VisionOS has tried-and-true features - VoiceOver and Zoom. This all-new device with an all-new UI paradigm is the Apple family resemblance. The "Home View" in visionOS looks and acts much like the Home Screen on an iPhone. Things to highlight from testing: Optic ID and the eye-tracking which navigate the interface. Vision Pro is the best device used for watching videos. The respective theater modes in both apps are well done like in a real movie theater. Watching a 100-foot screen leaves no eye strain. Mac Virtual Display is impressive. Vision Pro is the most accessible computer used for video.

<https://www.forbes.com/sites/stevenaquino/2024/04/15/apple-vision-pro-review-the-first-pass-at-spatial-computing-is-an-accessible-one-for-all/>

## **4 WordPress Plugins**

These plugins enhance accessibility and provide accessible features, either out of the box or with very little customization.

- Accessibility Checker by Equalize Digital

Equalize Digital Accessibility Checker audits your WordPress website for WCAG, ADA, and Section 508 accessibility errors. This is a go-to tool when evaluating the accessibility of a WordPress website. It helps identify accessibility failures on a page or post, presents the failures on the same screen along with descriptions, code snippets, the ability to see the issue visually on the front end, and much more. The free version itself has a ton of features, and the reasonably priced pro version adds even more value.

### **Able Player – Accessible HTML5 Media Player**

Able Player is an open-source, fully accessible cross-browser HTML5 media player with a lot of functionality and features. These include changing colors for captions, placement of captions, adding multiple tracks of audio description, adding chapters, and interactive transcripts, among others. When working on any accessibility project related to WordPress websites, the Able Player WordPress plugin can provide users with accessible media. You can embed YouTube and Vimeo videos using the WordPress plugin. Check the feature list and how to use the Able Player WordPress plugin on its plugin page.

## **Contact Forms**

There is no plugin that beats Contact Form 7. It is simple to use, currently installed on more than five million websites, and its backend is accessible with screen readers. Setting up Contact Form 7 needs a bit of a learning curve, which can be acquired by reading documentation. Contact Form 7 also has plugin add-ons that add more features and expand its capabilities. It is better to check out and try Contact Form 7.

## **Kadence Blocks**

Favorites in Kadence Blocks are the table of contents, accordions, and tab panels. You can see the live demo of these blocks on some of the pages. While there are many other plugins in the WordPress ecosystem, it is important to choose plugins that output accessible content on the front end. For this, you need to curate plugins, test, and work with developers if they need minor adjustments to ensure accessibility.

Read the full article: <https://www.digitala11y.com/4-wordpress-plugins-to-enhance-the-accessibility-of-your-wordpress-website/>

## **Hear.com**

The biggest breakthrough in hearing technology in more than a decade is the Horizon IX by hear.com. The NEW Horizon IX by hear.com is one of the world's first dual-

processing hearing aids, delivering never-before-heard clarity. The Horizon IX hearing aids are nearly invisible. It is also fully rechargeable with Bluetooth/smartphone connectivity. With hear.com's award-winning customer service and insurance and financing options, getting the care you need has never been easier. See if you qualify for a 45-day no-risk trial of the award-winning Horizon IX.

## **Sony OTC Hearing Aids**

Sony's new self-fitting, over-the-counter hearing aids do not require an evaluation and fitting from an audiologist. They are much less expensive and easier to purchase than traditional hearing aids. The CRE-C10 self-fitting hearing aids are small enough to be inserted directly into the ear canal so they are very discrete. The C10s are powered by removable hearing aid batteries and provide 80 hours of continuous use. The CRE-E10 self-fitting hearing aids are similar to regular earbuds and have flexible, removable nibs of various sizes to fit your ear. The E-10s are rechargeable and come with a charging case. A full charge provides 26 hours of continuous use. Sony provides the free Sony Hearing mobile app available on Android and iOS. The app is used to perform a hearing profile test to adjust the hearing aids according to the patient's profile. The hearing aid profile can be adjusted for sensitivity at any time. The app can also control the volume. Learn more at <https://electronics.sony.com/more/otc-hearing-aid/c/all-otc-hearing-aid>



[embedded content]

Using a Screen Reader? [click here](#)

<https://www.podfeet.com/blog/2024/06/csun-2024-sony/>

**Report those ads that encourage doting pet owners to break the law and identify untrained pets as service and guide dogs!**

These are the ads that sell a cape or a vest or some other piece of identification paraphernalia that gives pet owners the confidence to falsely claim their pets are service dogs! Once identified as indispensable service or guide dogs, those same treasured pets can become understandably terrified or even aggressive when accompanying their owners in busy settings like airports, train stations, fast food establishments, the crowded aisles of grocery and other stores, or virtually any other unfamiliar environment, and misbehave! Nothing in the civil rights laws that allow us to bring our guide and service dogs into public settings requires our dogs to be certified in any way. It's our dogs' excellent training, along with the training we receive, ourselves, from experts and professionals in the field, and the specific tasks that our dogs are individually trained to perform for us, that qualify our dogs as guide and service dogs! There is neither a process nor any official evaluation that certifies a dog for guide or service work. Those fake "certifications," that advertisers offer to sell pet owners, are meaningless! Untrained and unauthorized pets can – and

often do – present real threats to the safety of guide dog users and our legitimately trained guide and service dogs. And, when a business owner or store manager has experienced a few unpleasant incidents caused by falsely identified so-called, “service animals,” those same owners and managers may be reluctant to welcome even well-behaved and much needed guide dogs into their establishments and inside public venues.

Don’t make it easy for pet owners to break the law – and harder for guide and service dog users to travel independently and safely with our dogs! Report those ads every time you encounter them! When you encounter advertising for capes or vests or I.D. cards or tags that make your pet appear to be certified as an emotional support animal or a service dog, Report these misleading ads that encourage fraudulent behavior to the Federal Trade Commission (FTC). The FTC has primary responsibility for determining whether specific advertising is false or misleading, and for taking action against the sponsors of these advertisements. To file a complaint with the FTC, go to [ReportFraud.ftc.gov](https://www.ftc.gov/ReportFraud)

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## **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 September 15, 2024. 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 helpful for business owners, starting a business, and growing a business. Please share your business experiences in a "member profile" article about 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. Don't forget to add your best contact information. If you don't feel comfortable writing an article yourself, contact us and we'll give you a call.

We also welcome book reviews, technology reviews, online resources, or info about organizations or agencies you've found beneficial. Send any items for the newsletter to [info@ivie-acb.org](mailto:info@ivie-acb.org) or [abazyn@bazyncommunications.com](mailto:abazyn@bazyncommunications.com).

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