

# **IVIE Motivator Newsletter**

**Winter 2023**

Welcome to the quarterly IVIE Motivator Newsletter!

## **Message from IVIE President**

Hi members,

It's been another busy quarter for IVIE and me as well. Unfortunately, I've had some health issues and was in the hospital when the last newsletter was due to send to you. I still have (hopefully) one surgery to come on March 16. However, I'm feeling much better and able to do most things as usual until then. Since our last newsletter, we've had several new members join. A few joined because they signed up for our November 12 Business expo which was a success. Welcome new members! We've also had some joined after attending our monthly "Entrepreneur Exchange" call.

Please read this newsletter to learn about all the opportunities IVIE has to offer. If any of you have suggestions for IVIE, particularly in reaching out to new people, please let me or other members of the IVIE board know. If you have suggestions for the IVIE website: [ivie-acb.org](http://ivie-acb.org), please send them to [info@ivie-acb.org](mailto:info@ivie-acb.org) as well. Feel free to reach me at 818-238-9321 or [abazyn@bazyncommunications.com](mailto:abazyn@bazyncommunications.com)

Happy reading,

Ardis Bazyn

IVIE will continue to provide opportunities for members and friends 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 night each month, IVIE sponsors an ACB community call called the IVIE Entrepreneur Exchange. Each month, a topic is suggested. Those on the call give input others can use for their business. Each attendee gets the opportunity to introduce themselves and their business. Then tips on the topic

are expressed and questions are answered. If you'd like a specific topic addressed, do let us know.

- The IVIE email discussion list is available for members and others interested to share resources, opportunities, and other information of interest to business owners and those interested in starting a business. 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 are already subscribed or can subscribe to the IVIE-members email list. This email list is 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 IVIE business related information such as potential Constitution and Bylaw amendments, resolutions, and positive strategies to improve IVIE in the future. It is how members receive the quarterly newsletter. All upcoming calls and events are also publicized on this list.
- The IVIE business directory gives members a chance to be contacted for networking or business purposes. If you'd like changes to your information on the business directory, please let me know. We want to share specific details in your member directory listing.
- Our quarterly newsletter is sent to members in email. Once it's sent, we ask our webmaster to post our previous Newsletter on our website.

- Members can submit articles about their business or helpful tips. See suggested topics at the end of the newsletter.
- IVIE is endeavoring to have a quarterly presentation beneficial to all who attend. 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.

## **Independent Visually Impaired Entrepreneurs**

### **ONLINE Business Expo**

IVIE offered an opportunity to blind or visually impaired business owners/entrepreneurs to participate in our Online Business Expo where business owners could describe their products and services. They passed on contact information and allowed participants to ask questions. IVIE members paid \$10 for a half hour session or \$20 for an hour. Nonmembers could pay \$25 for a half hour session or \$35 for an hour. Nonmembers had the option of having \$15 of the payment used to pay IVIE dues. The event occurred November 12 from 11:45 am to 6 pm. The following presenters participated. Carla Hayes, CEO Lengua-Learn Communications has a Language school with adaptive products from ILA, accessible digital recorders, and educational materials. Her info is: 724-941-8184, [lengual@verizon.net](mailto:lengual@verizon.net), [lengua-learn.com](http://lengua-learn.com). Danny

Lawrence CEO A Hard Act to Follow is creating a safe haven for abused women with disabilities and builds their self-confidence and teaches them skills. His contact info is 314-328-1355, [d.lawrence@wustl.edu](mailto:d.lawrence@wustl.edu). Raven Wilson, Aceit Assistive Technology Services LLC gives One-on-one assistive technology training, online courses, and mainstream and secondhand assistive technology. Her contact info is 702-907-2237, [info@aceitatservices.com](mailto:info@aceitatservices.com), <https://aceitatservices.com>.

Julie Harlow, InnerVisions, (had an emergency so was unable to participate online), is a Certified life & health and Wellness Coach offering Courses including teaching about Herbal Medicines. Contact her at 888.766.1223, [InnerVisionsjl@outlook.com](mailto:InnerVisionsjl@outlook.com). Phyllis Burson, Burson Coaching, is a Health and wellness coach, helping you to lead your best life using behavior change, psychology and health. Contact her at 301-379-5222, [pburson61@gmail.com](mailto:pburson61@gmail.com). Edward Cohen, EZ2See® Products LLC, produces uniquely designed, highly-accessible weekly planner, sticky note pads and no-bleed pens. Contact him at 800-234-8291, [Info@EZ2SeeProducts.com](mailto:Info@EZ2SeeProducts.com), [EZ2SeeProducts.com](http://EZ2SeeProducts.com). Chris Peterson, President and CEO Penny Forward, offers online financial wellness education courses and group and one to one financial coaching for \$9 a month or \$99 a

year. Contact him at 888-332-5558,  
[chris@pennyforward.com](mailto:chris@pennyforward.com), <https://www.pennyforward.com>.

Marie Brinas, Tupperware representative, featured various kitchen gadgets, food storage options and cookware. Contact her for products and fundraisers at 571-419-7737, [ChefMarie2020@gmail.com](mailto:ChefMarie2020@gmail.com), [My.tupperware.com/chefMarie](http://My.tupperware.com/chefMarie). Gabriel Lopez-Kafati, Be your own Beacon, has a life-coaching practice Specializing in career and relationships so you experience the empowerment of following your own values to evoke change in your life. Contact him at 786-547-5465, [lopezkafati@gmail.com](mailto:lopezkafati@gmail.com). Ardis Bazyn, CEO Bazyn Communications, is a speaker, Business Coach/consultant, and Writer and also sells large tote bags and Braille/print greeting cards. Contact her at 818-238-9321, [abazyn@bazyncommunications.com](mailto:abazyn@bazyncommunications.com), [bazyncommunications.com](http://bazyncommunications.com).

Marie closed the day with a wrap-up. Thank you to members Carla Hayes, Ron Brooks, and Teresa Christian for facilitating and Marie for providing the Zoom link. Everyone who listened to the event thought it was a great event.

## 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))**

### **6dot Braille Label Maker**

An easy-to-use 6dot Braille Label Maker can be found at Logan Tech. This portable Braille label maker has a built-in Braille keyboard that supports all grades of Braille. It features six good-sized Braille keys on top of the device. The Braille keys are well placed to allow for easy two-handed typing with a spacebar right below the keys. There is also a tactile ON/OFF switch on the label maker's right side. In addition to typing directly on the device, you may also attach a QWERTY keyboard. This allows non-Braille users to generate labels as well.

- Features
- The automatic cutter provides effortlessly clean label cuts without the need for scissors
- Ergonomically designed to be portable and easy to use anywhere
- Built-in Braille keyboard supports all grades of Braille in virtually every language

- Powered embossing for “high-quality” Braille for accurate reading and a long lifespan
- QWERTY keyboard connectivity option enables users who cannot write Braille to generate labels
- Dual power options: AC/DC adapters or 6 AA alkaline batteries
- Uses standard  $\frac{3}{8}$  inch (9mm) vinyl embossing label tape

The Braille Label Maker comes with:

- Power adapter
- 10 rolls of DYMO embossing tape
- 1-year warranty

More more info, click

<https://www.eastersealstech.com/2022/10/27/6dot-braille-label-maker/>

## **CDC Warning About Over-the-Counter Eyedrops**

nbcnews.com, Erika Edwards

One person has died and at least three others are left with permanent vision loss because of a bacterial infection possibly linked to a brand of over-the-counter eyedrops, according to the Centers for Disease Control and Prevention. A majority of those affected reported using preservative-free EzriCare Artificial Tears before becoming ill, the CDC reported in a statement dated Jan. 20. While the infections have not been definitively traced



to the eyedrops, the CDC recommended patients immediately discontinue the use of EzriCare Artificial Tears until the epidemiological investigation and laboratory analyses are complete. So far, the CDC team has identified at least 50 people in 11 states with *Pseudomonas aeruginosa*, a type of bacterium resistant to most antibiotics. Cases have been reported in California, Colorado, Connecticut, Florida, New Jersey, New Mexico, New York, Nevada, Texas, Utah and Washington. Most patients said they'd used EzriCare Artificial Tears before becoming ill. Eleven developed eye infections, at least three of whom were blinded in one eye. Others had respiratory infections or urinary tract infections. One person died when the bacterium entered the patient's bloodstream. It is unclear whether the affected patients had underlying eye conditions, such as glaucoma or cataracts, that would have made them more susceptible. Symptoms of an eye infection include pain, swelling, discharge, redness, blurry vision, sensitivity to light and the feeling of some kind of foreign object stuck in the eye. *Pseudomonas aeruginosa* bacteria are commonly found in water and soil and even on the hands of otherwise healthy people. Infections usually occur in hospital settings among people with weakened immune systems.

### **Introducing 1-833-USE-UBER**

This number produces the same Uber experience, just without the app. Request a ride with 1-833-USE-UBER. Uber is introducing 1-833-USE-UBER (1-833-873-8237), a toll-free phone number anyone in Florida, California and

Arizona can use to request a ride with Uber. Share Uber with the people you care about most. 1-833-USE-UBER (1-833-873-8237) is a great way to introduce your loved ones to the benefits of Uber if they would prefer to request a ride by phone. Call us toll-free

Dial 1-833-USE-UBER (1-833-873-8237) from your cell phone to talk to one of our team members who'll help you create an Uber account and request a ride. Please make sure to use only this phone number when requesting a ride. You can choose between English and Spanish when requesting a trip. We'll send you information via text message about your ride, including your driver's name and picture, car type, license plate number, and their estimated time of arrival. You'll receive another text message when your driver arrives at your pickup location. All drivers receive an annual background check. 1-833-USE-UBER is currently available only in Florida, California and Arizona where Uber is available. Do not use any phone number other than 1-833-USE-UBER (1-833-873-8237) to request a ride. 1-833-USE-UBER is not a customer service line. If you need assistance, visit us at [help.uber.com](http://help.uber.com).

### **Technology Guides for Blind Users**

The most Recent Technology Books available from National Braille Press are listed below.

- iOS 16 Reference Card, by Anna Dresner, \$10.00 and up
- Getting Started with Windows 11: Using Windows 11 with Screen Readers, by Kim Nova and Chris Nova, \$22.00 and up
- Microsoft Windows 11 Keystroke Compendium, \$10.00 and up
- The Power of PowerPoint: Using a Screen Reader to Create Attention-Grabbing Presentations, by Judy Dixon, \$14.00

iOS Guides: Apple operating system for iPhone, iPad, and iPod touch

- NEW! iOS 16 Reference Card, by Anna Dresner, \$10.00 and up
  - Getting Started with the iPhone and iOS 15: Step-by-Step Instructions for Blind Users, by Anna Dresner, \$26.00 and up
  - What's New in iOS 15: A Guide for Blind Users, by Anna Dresner, \$18.00 and up
  - Capturing and Sharing the World: Taking Photos and Videos with an iPhone, by Judy Dixon, \$18.00 and up
  - 31 Cool Things You Can Do with Your iPhone: From Fun, to Practical, to Entertaining, by Judy Dixon, \$14.00 and up
  - Getting Visual Assistance with an iPhone: Now, You Can Just Be Friends with Your Friends, by Judy Dixon, \$14.00 and up
  - Writing Your Way: Composing and Editing on an iPhone or iPad, by Judy Dixon, \$20.00 and up
- macOS Guides: For Mac computers

- Mac Basics for the Beginning User: macOS 11 Big Sur Update, by Janet Ingber, \$14.00 and up
  - Mac Reference Card: macOS 11 Big Sur Update, by Janet Ingber, \$10.00 and up
- Android & Google Guides: Google operating system for phones and computers
- An Introduction to Chromebooks: Big Productivity in a Small Package, by Kim Nova and Chris Nova, \$14.00
  - Getting Started with Android: Android and TalkBack for the Beginning User (Android S, 12), by Kim Nova and Chris Nova, \$26.00 and up
  - Android Commands and Settings, Android S (12), by Ana Garza G'z, \$14.00 and up
  - Getting Started with Google Suite: A Brief Overview of Google's Most Popular Productivity Apps, by Lisa Salinger, Kim Loftis, and Chris Grabowski, \$14.00 and up
- Microsoft and Windows Guides
- NEW! Getting Started with Windows 11: Using Windows 11 with Screen Readers, by Kim Nova and Chris Nova, \$22.00 and up
  - NEW! Microsoft Windows 11 Keystroke Compendium, \$10.00 and up
  - NEW! The Power of PowerPoint: Using a Screen Reader to Create Attention-Grabbing Presentations, by Judy Dixon, \$14.00
  - Designing Documents for Appearance: Using a Screen Reader to Create Eye-Catching Newsletters, Flyers, Certificates, and More, by Judy Dixon, \$14.00
  - Computer Basics for the Newly Blind User: An Introduction to Windows-Related Assistive Technology, by Kim Nova and Chris Nova, \$14.00 and up

- Microsoft Outlook 2019 Keystroke Compendium, \$10.00 and up
- Microsoft PowerPoint 2019 Keystroke Compendium, \$10.00 and up
- Format Your Word Documents with JAWS and NVDA (2020), by David Kingsbury, \$18.00 and up
- Windows Screen Reader Keystroke Compendium: Covering JAWS, NVDA, and Narrator (2020), compiled by Dean Martineau, \$10.00 and up
- Microsoft Excel 2019 Keystroke Compendium, \$10.00 and up
- Microsoft Word 2019 Keystroke Compendium, \$10.00 and up

#### Other Technology Guides

- Remote Meeting Platforms: Work and Play from Anywhere, by Kim Nova and Chris Nova, Mystic Access, \$18.00 and up
- Audio Description: What It Is, Where to Find It, and How to Use It, by Judy Dixon, \$14.00 and up
- Identifying and Labeling Everything: Recognizing the Items in Your Life, by Judy Dixon, \$14.00 and up
- Dinner Delivered: Accessible and Easy Ways to Receive Meals Direct to Your Door, by Kim Loftis and Chris Grabowski, \$18.00 and up
- Dating in the Digital Age, by Kim Loftis, \$18.00 and up
- Drop into Dropbox: It's So Much More than File Storage, by Judy Dixon, \$14.00 and up

To order any books, send payment to:

NBP, 88 St. Stephen Street, Boston, MA 02115-4302 or call and charge it: toll-free (800) 548-7323 or (617) 266-6160 ext 520. Order any of books online at

<http://www.nbp.org/ic/nbp/publications/index.html>.

## **Estée Lauder's Voice-Enabled Makeup Assistant App Provides Makeup Feedback To People With Visual Impairment**

Applying makeup can be challenging for folks with visual impairment and many times, they have to rely on others to make sure their makeup is right. To help make this process easy without depending on others, Estée Lauder Companies recently launched a voice enabled app that can provide guidance and direction when a person applies makeup. Called the Voice-enabled Makeup Assistant (VMA), the app uses augmented reality and artificial intelligence to analyze the user's makeup and provides them feedback on coverage, uniformity, and boundaries of application with their lipstick, eyeshadow or foundation and also tells them specific areas that could be touched up. This free app was tested with people from various ethnicities before it was released on the iOS App Store in the UK and will be made available in North America and other regions sometime later in 2023. The Android version is also expected to be released in 2023. VMA is designed to work with any brand, not just Estée Lauder with future versions of this app expected to have tutorials, specific looks to choose from, and in-app purchases. More cosmetics companies are making their products and services inclusive for people with disabilities. L'Oréal recently announced a lipstick applicator for people with limited arm mobility.

<https://assistivetechologyblog.com/2023/01/este-lauder-vma-vision-imapirment-makeup.html>

## Microsoft Defender

Installation of Microsoft 365 applications on Windows devices will soon include the automatic installation of Microsoft Defender on these devices. The standalone security application will also be pushed to devices via updates. [Microsoft maintains two Microsoft Defender products](#) for Windows currently. There is the built-in Windows security application Microsoft Defender Antivirus and the Microsoft Defender app, which is available for Microsoft 365 subscribers. Up until now, installation of Microsoft Defender was optional. Microsoft 365 subscribers could install the app [from the Microsoft Store](#) to use the extra features that it offers. The three main features of Microsoft Defender for Microsoft 365 subscribers are that it adds a central dashboard for user devices, adds safety tools for family members, and includes identity theft monitoring. The latter option is provided by Experian and only available for subscribers in the United States. Microsoft Defender is also available for Android, iOS and Mac systems. The central dashboard may be used to manage devices with Microsoft Defender installed, including Family devices.

**Microsoft Defender vs. Microsoft Defender Antivirus**  
Microsoft [describes](#) the two products in the following way:

Microsoft Defender is a security app that helps people and families stay safer online with malware protection, web protection, real-time security notifications, and security tips. Microsoft Defender is included in a Microsoft 365 Family or Personal subscription and works on your phone (Android or iOS), PC, and Mac. Windows Security, formerly known as Windows Defender Security Center, is an app built into Windows 10 or 11 that helps keep your PC more secure. It includes Microsoft Defender Antivirus, an antivirus tool that helps protect you against viruses, ransomware, and other malware. Microsoft Defender products include anti-malware and web protection functions. Microsoft notes that the standalone Defender app works alongside non-Microsoft antimalware products on Windows. Microsoft is sending out emails to Microsoft 365 Personal and Family subscribers currently that informs them about the automatic installation of the Microsoft Defender application when Microsoft 365 apps are installed. An update for these applications may also install the Microsoft Defender app on devices on which it is not installed on yet. The automatic installation affects Windows devices only, according to Microsoft's email: The Defender app will soon be automatically added to your Windows 10 or Windows 11 device during a routine update of your Microsoft 365 apps. Look for it in the Start Menu and make sure to sign in to activate your protections. Automatic installation of apps on user devices is always problematic, especially if users do not get a say in the matter. Microsoft Defender will soon be installed on millions of Windows 10 and 11 devices thanks to the automatic installation of the application. It remains to be



seen how many Windows users will actually sign-in to the app and start using it. Microsoft 365 subscribers who live outside the United States or use just a single device find little value in the application.

<https://www.ghacks.net/2023/02/26/microsoft-defender-will-be-installed-automatically-on-many-windows-devices/>

Thanks for reading this issue of the IVIE Motivator. Articles are due for the next issue on or before March 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 including how you started your business, the way you advertise or market your business, the technology you use, and other items of interest. Please include any specials, new products, or new features of your business.

We welcome book reviews, technology reviews, online resources, or 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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