

Why AudioNova? A Culture of Care

AudioNova was rooted in a shared passion for customer care and a belief in the company's mission. Known as an industry leader, AudioNova places equal value on its patients and its people. The organization is especially recognized for post-sale service—an often overlooked but crucial part of hearing healthcare. Most individuals who use hearing aids need ongoing adjustments and support, and AudioNova meets that need with professionalism and compassion. Their signature Total Care Package includes warranties, accessories, and comprehensive follow-up, giving patients peace of mind well beyond the initial purchase.

Customized Hearing Solutions

What sets AudioNova apart is its highly personalized approach. The company offers a broad range of hearing aid brands, with a special focus on Phonak, Swiss-engineered devices known for their advanced technology and unmatched ability to reduce background

noise while enhancing clarity. Every patient's hearing journey is different, and AudioNova's experienced clinical team ensures each one receives expert guidance and a solution tailored to their needs.

Free Hearing Tests and Community Outreach

While hearing loss can affect people of all ages, the majority of AudioNova's patients are over 50, an age when regular hearing checks become especially important. To serve the community, AudioNova offers free baseline hearing tests, helping identify issues before they become major obstacles. With nearly two-thirds of people over the age of 71 experiencing hearing loss, early intervention can make all the difference. Whether it's understanding loved ones, following conversations at work, or simply enjoying a favorite show, AudioNova helps patients reconnect with the world around them.

For additional information, please call 610.326.3044.

DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 39)

From then on, my life would be like that, not actually being outraged but just ignoring it. It was a sort of who I am, but really it was who the PT Barnum Guy was, and I cloned it as my personal code.

The job was a lot of fun, and I sometimes laughed so hard I cried. The carnival guys were a trip, especially the ones called names like "Blackie." The gypsies gave me a Panama straw hat and made me an honorary gypsy because I treated them the same way I treated everyone else. The George Family and the Stevens family were arguing over whether the customer should turn right or left after entering the gate. It was a classic and got so intense that I had to go to the bathroom twice.

So, I figured it out: at \$3.00 per adult and \$2.00 per child, we would need about 275,000 people over eleven days. I felt comfortable. The press was hammering us, and Republicans were making wild accusations. The political pressure was intense, and I witnessed something I had never seen before. The PT Barnum guy folded under pressure and announced that all children were free.

I'm standing there, and 15,000 people are waiting in line to get in, and they knew nothing about the free kids. I looked at

him and said, "We are bankrupt." He was unwilling to listen. He said he had already sent *The Sun* a press release. I told him they had never printed a press release we had given them. I quietly went to my trailer, put those two cases of Piper-Heidsieck on ice, and rode out the eleven days knowing we were never going to come close to paying what we owed.

Later, someone asked me if I had even put it on my resume, and I politely told him that, in five years, no one would remember it and that I did not want to lose that memory. Plus, it was one of the best times I've ever had. I gained valuable knowledge of electricity for streetscape projects and plumbing which benefited me during low-income housing tenant conversions.

But most of all, the PT Barnum guy taught me a lot, both good and bad. I learned to stay calm under pressure after watching him panic when someone tried to chop off his boss's head. I learned to think big picture and develop a positive vision for what I do.

Things have changed since 1976, but it is again time for revelry as we celebrate our country.

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