



# The Resource

**Magnification Resources, Inc.**  
*"Resolving Visual Challenges"*

Volume 1, Number 1  
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[www.magnificationresources.com](http://www.magnificationresources.com)

## Tips for Daily Living

1. Use a signature template for signing checks and documents.
2. Try a talking clock, watch or calculator.

## Recipe of the month

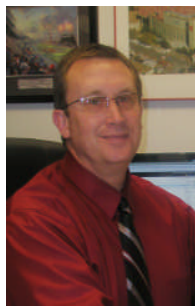
### Almond Snack Mix

- 1 box Rice Chex
- 2 3/4 C sliced almond
- 1 C sugar
- 3/4 C butter
- 1 t almond extract

-Place cereal & almonds in large bowl; set aside. In heavy saucepan, combine sugar, corn syrup & butter. Bring to boil over medium heat, stir occasionally until candy thermometer\* reads 260 degrees.  
(\*Can use talking thermometer for greater ease)

-Remove from heat; stir in extract. Pour over cereal, mix well. Spread onto wax paper-lined baking sheets; cool. Toss to break apart. Store in airtight container.

## **Catching up with Mark**



Welcome to the first edition of "The Resource!" Our purpose in publishing this document on a monthly

basis is to keep you fully informed about our products and services and the newest technology being introduced to the market place.

During the last year or two, Magnification Resources, Inc. (MRI) has grown significantly. My goal in this first article, is to give you an overall update, outlining that growth. With the goal of serving the needs of the visually impaired community, we are now serving people in Arkansas, Colorado, Kansas, Iowa, Missouri, Nebraska, Oklahoma and South Dakota. We have representatives in all of these states. In addition, we are shipping products to all of the 50 states and some foreign countries.

This growth has given us the ability to significantly broaden our product line. No other firm offers as many product lines as MRI. Most of our competitors offer one or two lines of electronic magnification and a line of

hand held magnifiers. We are offering 5 different lines of electronic magnification devices, 3 lines of hand held magnifiers, lighting systems, computer systems, daily living devices, solar shields/filters and much more!

There are over 1,500 products on our web site and we are still adding more. The web site is [www.magnificationresources.com](http://www.magnificationresources.com).

The pricing on this web site is lower than manufacturer's suggested retail pricing and is the same if not lower than the catalog companies. For Schools, State Agencies, Clinics, Eye Doctors, Vision Rehabilitation Therapists, Occupational Therapists, Retail Outlets and Veterans, we offer substantial discounts. Please call us and we will gladly send you a professional price list.

Perhaps the most exciting news is the addition of a Low Vision Resource Center / Store. It is located in Lincoln, NE at our home office. For those of you who are not located near this store, it is important for you to know that we stock most those 1,500 products and we will gladly ship them to you in a prompt and efficient manner. Unlike our competitors, we offer a 30 day refund on the products you purchase.

This allows you to try the device without the worry of losing your money if the device does not help you. None of the catalog companies offer a refund promise like this!

Along with the store, we have added staff to accommodate your needs and address any questions that you may have. Three of these team members have written articles for this newsletter. Please take the time to read their words.

My sincere pledge to you: To serve the needs and solve the problems for the visually impaired, those who work for them and those who care for them.

Resolving Visual Challenges,  
Mark Neumeier, President



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## Perspectives from Shank



Our in-store living room

*“I am only one, but still I am one. I cannot do everything, but still I can do something; and because I cannot do everything, I will not refuse to do something that I can do.”*  
-Helen Keller

It has been a little over six months since I retired from the Nebraska Commission for the Blind and Visually Impaired. I spent 22 years in various roles there.

I was hired to be a teacher, but as I look back, there is no question in my mind that I was much more often the one doing the learning.

Every day I had the opportunity to go out to people’s homes. In many cases the folks I visited were older and their vision loss was caused by macular degeneration, glaucoma, cataracts or diabetes. Their vision loss was making every day house hold activities such as cooking, paying bills and shopping difficult.

In some cases, there was a

feeling of fear about the changes that were happening to them. Some even told me that they felt that they would have to move to a nursing home because they “just couldn’t do things any more.”

It was then that I could start telling them of all the other people that I had visited who had been in exactly the same position they were. We had worked with tactile markers on stoves and microwaves to make them usable again. A lighted magnifier or electronic magnification system made reading and bill paying possible.



I had seen others conquer the same obstacles they were facing. With instruction and the right equipment and minor modifications, they could too.

With some gentle prodding and allowing time for talk, the vast majority of the people were willing to give it a try.

That’s when I started to learn. The same person who had told me they couldn’t live on their own, now showed me a simple way to match cloths’ colors and also how to prepare their medications for the week.

I am now back working—this time for Magnification Resources. I hope to get to share experiences with all of you.

## Carrie’s Comments

My name is Carrie Ehrlich, I graduated from College of Saint Mary in Omaha, NE with my Master in Occupational Therapy (OT). I am currently registered and licensed in the state of NE. I recently married my high school sweetheart in August 2009 and live on the outskirts of Lincoln where I can enjoy the outdoors and country side living.

As for the OT in me, I developed a passion for low vision OT services while in school and since then I have pursued that passion with additional educational development. There is such a high

demand for occupational therapists to work with individuals with physical disabilities; however my passion has taken me on another path to help individuals train to still be independent with a different type of impairment, low vision. As a part of the Magnification Resources team, I am able to train and educated individuals with low vision on how to maintain or regain their independence with daily tasks such as self care, cooking, finances, reading, and much more. My profession allows me to not only work with and teach the individual in the

clinic but provide home modifications and instruction inside the individual’s home.

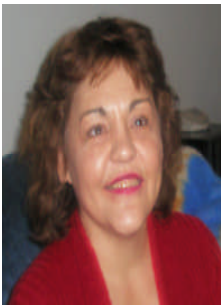
So if you, or an individual that you know, has difficulties completing daily tasks for themselves due to their vision, give us a call and we can utilize my education, knowledge, and experience to help maximize their independence and keep them at home and/or doing the things they enjoy.



The store selection



## Donna's View



Just imagine yourself in the prime of your life, going to college and pursuing a career in nursing, when suddenly you start to see some changes in your eyesight. That is exactly what happened to me — Donna Hunt. I made a quick trip to the optometrist and the doctor said that my problem was diabetic retinopathy. He said he could do nothing for me and I should seek advice from an ophthalmologist. Away I went to Lincoln for an

appointment with an ophthalmologist, where he told me I would need laser treatments on both of my eyes.

After about nine failed treatments and a major eye surgery, which also failed, my fate was sealed and I was left totally blind. What would I do? Would I be able to have a normal life again? These questions and many more swirled around in my mind as I had many life-changing decisions to make. My doctor referred me to the Nebraska Commission for the Blind and Visually Impaired, where I would learn some much needed alternative techniques for everyday

living. In 1985 I started my training at the Commission for the Blind. After nine months of intense work on alternatives, I was accepted at Nebraska Wesleyan University. There I received a Bachelor's Degree, majoring in Biology.

In 1990, I married David Hunt and we currently own our own home and reside in Lincoln. David is also blind and is a self-employed worker. Through the years, I have had many jobs such as a long distance operator at Lincoln Telephone, CARE Project Coordinator for breast cancer survivors, a home health aide, and the main switchboard

operator at the University of Nebraska. Blind and visually impaired persons are quite willing and able to work, if only we are given a chance and the proper alternatives to do the job.

I am now working for Magnification Resources, which is a company whose focus is on products for persons with low vision or blind. When you call the 800 number for Magnification Resources, I am the cheerful voice that you will talk to and I will make sure that your questions and concerns are passed on to the proper people. I hope to hear from you soon!

## Product Highlight

Over the coming months each issue of "The Resource" will feature products that are available from Magnification Resources.

Advances in technology have been incredible in the field of low vision. You will see some of those innovations in upcoming issues.

### MAGNIFIERS

We are starting our discussion with some items which have been around for years, but still remain in very high demand—Magnifiers. The company carries a vast array of high quality, reasonably priced units.

On hand at the office are three brands. They are Eschenbach, Coil and our Professional Series. All are available in powers ranging from 3X to 14X.

### HAND HELD

Hand-held magnifiers have the advantage of being portable and light weight. Many use long-lasting, bright LEDs. They can be put in a purse or coat pocket and taken to a restaurant or grocery store

We have in the store some as small as a credit card with significant magnifying power. Others can enlarge one column of newspaper print or more.



### STAND

These battery or plug-in units can be used hands off by just placing them on the material to be read.

Because of the design of stand magnifiers, they often

can be used effectively to read mail, newspapers, medicine labels, and recipes.

It is always advisable to actually try a magnifier to see if it is the right device for you.



### SYNERGY CCTV

Closed Circuit Television (CCTV): A CCTV is an electronic, adjustable magnifier that offers incredible flexibility to the low-vision user.

The SmartView Synergy CCTV is easy to set up and wonderful to use. You can check the ingredients on a can of soup, write a check or much more.

Material to be viewed is magnified and shown on a 19" or 22" LCD screen. You may also

use your own TV or monitor. Magnification can be adjusted from 2.6X to 57X. The material will be automatically focused and be in full color if you want.

The screen can be adjusted up or down, swiveled left and right and tilted forward and back.

The reading table provides smooth quiet movement in all directions.

The Synergy is ideal for those who need to make the most of available space. It is compact and can be moved as one unit.

Contact us at Magnification Resources for a personal demonstration of the Synergy CCTV.

