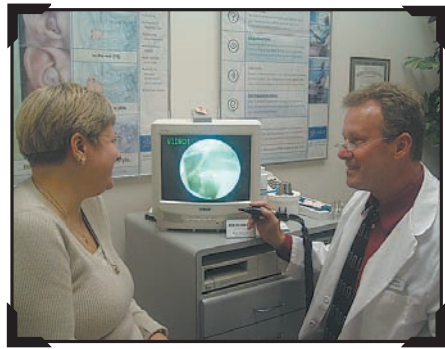


Boston Store HEARING CENTER



Your name: Mark Giese

Title: Hearing Instrument Specialist

Business Name: Boston Store Hearing Center

Address: Janesville Mall, 2500 Milton Ave.

Phone: 608-754-4746

Business Hours: M-F 10:00 a.m. - 4:00 p.m.

When was the business started? 1985

Describe your products/services: We offer hearing exams, video otoscopy (of the ear canal), hearing instrument service and sales. Mark Giese, our hearing instrument specialist, has been on premises since the store opening in 1985.

What do you do, product, service or philosophy, that differentiates you from your competitors? We offer free, no obligation hearing exams, video tour of the ear canal and follow up consultations. We design and fit people with hearing instruments based on their individual needs and loss. Better hearing is guaranteed!

How did you get interested and/or started in this business? When I was younger, I knew hearing-impaired individuals who were never adequately assisted with their hearing loss, and thought I can help!

What kind of training or background do you have? I am State Board licensed in Wisconsin and Illinois. My training continues on a yearly basis through continuing education classes and seminars.

What have you learned from this business? Listen!

What are your future plans for your business? To educate people about the benefits of hearing instruments and let them hear what they have been missing!

What or who has had the most influence in the way you do business? Patients who are now my friends, that I have had the privilege of fitting with hearing aids.

Do you have a favorite saying that applies to your business? Stick it in your ear Call me "Ear-responsible!"

What have been some of the challenges you've faced and how did you work them out? Getting people to admit they have a hearing loss, and that others are not mumbling, whispering, or talking too softly.

What do you find most rewarding about this type of work? Grandpa, You can hear me now!