
◊ Hear's the News ◊

The Official Newsletter of the Iowa Hearing Association

Winter 2012

Mark Your Calendar



IHA Spring Conference

April 20-21, 2012
West Des Moines Marriott
West Des Moines, IA

AAA Conference

April 6-11, 2011
Boston, MA

IHA Fall Conference

Sept. 14-15, 2012
Embassy Suites
Des Moines, IA

IHS Conference

September 20-22, 2012
Glendale, AZ

***Mark your
calendars now
and plan to attend***

From the President's Pen

What a privilege to be nominated for president of the Iowa Hearing Association. Everyone on the board works hard to provide the very best in education, addressing issues and help us to be better in our craft. And speaking of our craft;

As all of us know our industry is changing. What we did yesterday is not what we are doing today. We are also seeing changes in the distribution of hearing aids. We're all aware of hearing aids being sold over the Internet. So what is being done? Well in a word, "a lot". One of the latest casualties on the sale of hearing aids was Best Buy. Best Buy entered into the selling of hearing aids, however they recently pulled out. United Healthcare has decided to sell hearing aids. In December 2011 IHS sent a "cease and desist" order to United Healthcare. The outcome is unknown.

Over the years our industry has seen the emergence of the Internet, RIC's, wireless technology and increased competition due to consolidation and buy-outs.

I see no reason to doubt that we will experience many changes in the coming decade. Change is inevitable. It will happen whether we like it or not. It's up to all of us to keep up with the changes. Here are some things to think about considering the future and topics of discussion:

- Through what channels do you reach customers today and how will this change tomorrow?
- Which skills make you unique today and which will make you unique in the future?
- What will be your product tomorrow and how will you develop the skills to keep up?
- Where do your sales margins come from today and where will they come from tomorrow?

With increased competition, new technology and on-line sales, we need to keep our skills up to date. After all, our customers are relying on us. The future is more challenging so the question that has to be answered is; "*what will it take to get to the future with this ever changing world*".

Keep smiling and have a great day. See you in the spring.

Bill Fletcher



Silent Auction at Spring Conference

Once again IHA will sponsor a silent auction at our Spring Conference. We ask members, venders, and manufacturers to donate items for the silent auction.



Need ideas? Items donated last year included hearing aids, a TV link package, free calibration, gift cards, Pendleton wool blanket, a picture with easel and a matching wooden box, a Lia Sophia necklace, a wine rack, gift baskets, a set of books, a national conference package with free registration and much, much more.

Participants enjoyed this event and bids brought our association revenues of \$2,860. The Silent Auction event was a success and will be a part of the 2012 Spring Conference.

Plan ahead! It's not too early to start considering what you may want to submit to the silent auction this year.

For more information call the IHA office at 515-440-6057 or email apmsthomas@aol.com.

IHA Board of Directors

President

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Abry Hearing Aid Center
4217 Center Point Rd.
Cedar Rapids, IA 52402

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Executive Director

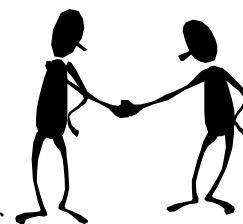
Bev Thomas
1001 Office Park Rd., Suite 105
West Des Moines, IA 50265
515-440-6057

Receive Benefits of 2012 Dues

Please remember to send in your IHA 2012 dues if you have not done so. The membership directory will be published in May.

IHA members receive discounted registration fees for Spring and Fall conventions.

IHA publishes a biannual newsletter and an annual membership directory. IHA also monitors the Iowa Legislature for legislation of interest to hearing health professionals.



Iowa Hearing Association

Silent Auction



() Yes, I would be interested in a donation to Iowa Hearing Association silent auction in conjunction with the Spring Conference on April 20-21, 2012.

We are soliciting both vendors and members for items for the auction.

Suggested items include:

Candy

Jewelry

Sporting Event Tickets

Equipment

Art

Hearing Aids

Batteries

Books

Gift Certificates

Wine

Tools

Gift Baskets

Name _____

Address _____

Phone _____

Item(s) to be donated (please describe): _____

I will bring my donation to the meeting. ☐ Yes ☐ No

I will mail my donation to the Association office before April 9, 2012.

☐ Yes ☐ No

Value \$ _____ Minimum Bid \$ _____

Please return this form to:

Iowa Hearing Association

1001 Office Park Road, Suite 105, West Des Moines, IA 50265

Phone: 515-440-6057 Fax: 515-440-6055

Email: apmsthomas@aol.com

www.iowahearingassociation.org or www.iahhp.org

IHA Fall Conference

September 30 - October 1, 2011 · Embassy Suites · Des Moines, IA



Steve Sword (outgoing President) receives a plaque from Bill Fletcher (Incoming President) in recognition for his two years of dedicated service as president of IHA.



IHA Board of Directors

Front row - left to right: Monica Duve, Ron Potter, Kent Weaver, Peggy Stephens, Bill Fletcher Back row - left to right: Bob Larrance, Nick Woolley, Diana Kautzky, Steve Sword



Chris Waring of Iowa Lion's Hearing Aid Bank



Enjoying the IHA Conference Reception



IOWA HEARING ASSOCIATION
DISPENSER OF THE YEAR AWARD

- Nomination Form -

*Please submit this form by April 2, 2012 to IHA Office,
1001 Office Park Road, Suite 105, West Des Moines, IA 50265*

I wish to nominate the following person for Dispenser of the Year:

Nominee's Name _____ Business/Company _____

Address _____

Background on Nominee _____

Reasons for Nominating _____

Additional Outstanding Characteristics _____

Nomination submitted by: (Optional)

Name _____ Company or Business _____

Address _____ Signature _____

***Welcome New
Members***

Tamarra Roths
Moline, IL

Kristin Scheele
Urbandale, IA

Support the Iowa Lions Hearing Aid Bank

Used hearing aids may be given
to your local Lions Club or mailed to:

Iowa Lions Club
c/o Chris Waring
924 Dohrmann Street, Jessup, IA 50648

All hearing aids are accepted with sincere appreciation.
(Your donation may be considered a tax deduction.)

Dispenser of the Year Nominations

Enclosed in this newsletter is a nomination form for the Dispenser of the Year Achievement Award, sponsored by IHA. If you wish to nominate someone, the name must be mailed by April 2, 2012, to the IHA Office at 1001 Office Park Road, Suite 105, West Des Moines, IA 50265. The committee will review the nominations and select the Dispenser of the Year. The award will be presented at the Conference.

Past Award Recipients

Each year at the Spring Conference a IHA member is chosen by his peers and receives the Dispenser of the Year Award. This award is presented in honor of outstanding characteristics and actions in the field of dispensing. The following people have been awarded Dispenser of the Year.

1992	Don White	2002	Dean Kayser
1993	Bob Klopp	2003	Judy Smith
1994	Larry Baker	2004	No Nominee
1995	Ken Lowder	2005	Leslie Whippen
1996	Jerry Smith	2006	Annette Redman
1997	Paul Woodard	2007	Jeff Smith
1998	Coral Jud	2008	Steve Sword
1999	Patti Stark	2009	No Nomination
2000	Dave Nelson	2010	Greg Moore
2001	Pat Gourley	2011	Diane Kautzky

Calibration at Spring Conference

What could be more convenient — you're not at work, and your audiometer needs to be calibrated — you attend the seminars and pick up your machine when the conference is over. Remember, you are required by the State Health Department to have your audiometers calibrated once a year. Bring your audiometers to the spring conference. Our thanks for this service provided by Medical Technologies.

Fall 2011 Conference Exhibitors

A thank you goes to all exhibitors at our Fall Conference.

They enhance our conference with introductions to updated products, knowledge of specialized areas, fun door prizes and sponsorship of our reception.

Medical Technologies

Midwest Special Instruments

Oticon

Relay Iowa/ Telecommunications Access Iowa

Resound

Siemens Hearing Instruments

Unitron Hearing

Widex

Notice of Change to Professional Licensure Division [645]



Pursuant to the authority of Iowa Code section 147.76, the Board of Hearing Aid Dispensers amended Chapter 124, "Discipline for Hearing Aid Dispensers," Iowa Administrative Code.

Because 2011 Acts, House File 649, section 87, repealed Iowa Code section 154A.24(3)(s), the amendment in Item 1 rescinded the same language in paragraph 124.2(6) "d," which requires advertisements related to hearing aides to include qualifying words in the same size type as the title of the business if the title of the business does not include the words "hearing aid."

These amendments are intended to implement Iowa Code chapters 21, 147, 154A and 272C. The following amendments passed the Administrative Rules Review Committee on November 1, 2011.

Item 1. Amended subrule 124.2(6) as follows:

124.2 (6) Failure to place all of the following in an advertisement relating to hearing aides:

a. Hearing aid dispenser's name.

b. Hearing aid dispenser's office address.

c. Hearing aid dispenser's telephone number.

d. ~~The qualifying words in the same size type as the title of the business: "for the purpose of fitting, selection, adaption, and sale of hearing aids." However, the qualifying words are not required if the advertisement includes the words "hearing test," "hearing evaluation," "free hearing measurement," and the title of the business which is advertising appears in the advertisement and includes the words "hearing aid."~~

Item 2. Amended subrule 124.2(16) as follows:

124.2(16) Conviction of a crime related to the profession or occupation of the licensee or the conviction of any crime that would affect the licensee's ability to practice as a hearing aid dispenser within the profession, regardless of whether the judgment of conviction or sentence was deferred. A copy of the record of conviction or plea of guilty shall be conclusive evidence.

Plan to Attend IHA Spring Conference

April 20 - 21, 2012

West Des Moines Marriott • West Des Moines, Iowa

❖ Continuing Education

❖ Speakers

❖ Professional Networking

❖ Trade Show

Iowa Hearing Association
1001 Office Park Road, Suite 105
West Des Moines, IA 50265