

◊ Hear's the News ◊

The Official Newsletter of the Iowa Hearing Association

Winter 2015

Mark Your Calendar



IHA Spring Conference

April 10-11, 2015
West Des Moines Sheraton
West Des Moines, IA



IHA Fall Conference

Sept. 25-26, 2015
Sheraton
West Des Moines, IA



**IHS
Conference**
September 12-15, 2015
Orlando, FL

*Mark your
calendars now
and plan to attend*

From the President's Pen



Dear IHA members:

Welcome to 2015 colleagues! This year, I am proud to celebrate my 20th year in the field. I have to pause and give personal thanks to Patricia Stark, owner of Killean Audiology & Hearing Aid Centers, for providing me the support and patience to grow in practice for two decades now.



For as we all know, this is a field that is ever changing with daily challenges in both patient care and business practice. I feel I study more now than in college! Quickly wireless technology is becoming the standard fitting at all levels. The promise of better, more efficient and more user friendly wireless accessories is coming true! We are blessed to be in a field that only has, and will, get better.

Of course, even with the great advances in technology, we still need to work toward greater benefit in noise and greater overall satisfaction. A wise hearing aid lab representative once told me (yesterday) that its like a three-legged stool. The three components of technology, practitioner aftercare and patient self-motivation are truly equally essential in helping people and also in customer loyalty. Without even one of these components, failure is inevitable.

Another wise man, my grandfather, told me my whole life "treat em well and the business will never fail". He was a

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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 big screen monitor, TV ears gift baskets, one night at a national chain hotel, a national conference package with free registration and much, much more.

Participants enjoyed this event and bids brought our association revenues of \$2,525.00. The Silent Auction event was a success and will be a part of the 2015 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.



Pivot
HEARING

More new patients.

Interested in a newspaper ad that works? Contact us at 707-981-8108 or on the web at www.pivotohearing.com, and we will send you one for free.

We have proven tools for delivering more new patients to your practice and ensuring they stay with you. We are audiologists and hearing aid dispensers doing it every day ourselves.

Jerry Smith Receives Life Time Achievement Award



Bill Fletcher (L) presents award to Jerry Smith (R)

Jerry has been in the hearing aid business since 1973, building his business from one office to 26. He is a longtime member of the Iowa Hearing Association, then known as Iowa Hearing Aid Society, since 1973. In 1996 he was awarded the Dispenser of the Year Award. He has been a member of the National Hearing Aid Society over forty years.

He helped write the National Board Certification examination and is a National Board Certified Hearing Aid Specialist. He is currently serving on the Licensure Board for Hearing Aid Dealers.

Jerry helped start the children's hearing aid bank, as well as the Lion's Hearing Aid Bank. He worked behind the scenes to safeguard the profession and development of the licensure law. Jerry is active in his community and Rotary Club. Jerry has three children who are all involved in the hearing aid profession. Jerry is well deserving of this prestigious award.

From the President's Pen

Continued from page 1

jack of all trades but, in his latter decades, owned a one-location modest furniture store. He's been gone ten years but is still remembered in my hometown for his commitment to customers, even leaving seven children with grandma sometimes, to check on deliveries. He died at 97, still committed to the everyday improvement of his business and his own character.

Over the years, I have also appreciated the input and mentoring of colleagues, especially IHA members. This opportunity to learn and grow from more experienced practitioners is one of the most valuable rewards I receive from attending our conferences.

Although there are numerous options to earn our CEUs, with ever-changing technology, healthcare and business practices the conferences only increase in value to me. There really is a difference between online instruction of a new product, for example, and being able to really talk face to face with lab representatives or esteemed speakers about enhancing our everyday practice and, more importantly, the lives of those we've committed to help. Please know that the IHA board is interested in any member input. We will continue to nurture the unique and cooperative relationship with all hearing professionals in Iowa. We all really have the same goals after all.

Monica Duve, President IHA

Welcome New Member

Sarah Joy Sheeley
Coralville, IA



Mark Your Calendars Now

**IHA Spring
Conference and
Auction**

April 10-11, 2015

**Sheraton Hotel
West Des Moines**

IHA Fall Conference

September 5 - 6, 2014

Sheraton Hotel · West Des Moines, IA



IHA Fall Conference

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**IOWA HEARING ASSOCIATION
DISPENSER OF THE YEAR AWARD**

- Nomination Form -

*Please submit this form by March 1, 2015 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 _____

Need IHA Information?

Find conference
dates and registrations,
newsletters,
board members, members,
and more on the
Iowa Hearing Association
website:
iowahearingassociation.org

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 March 1, 2015, 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	2004	No Nominee
1993	Bob Klopp	2005	Leslie Whippen
1994	Larry Baker	2006	Annette Redman
1995	Ken Lowder	2007	Jeff Smith
1996	Jerry Smith	2008	Steve Sword
1997	Paul Woodard	2009	No Nomination
1998	Coral Jud	2010	Greg Moore
1999	Patti Stark	2011	Diane Kautzky
2000	Dave Nelson	2012	Dotty Walters
2001	Pat Gourley	2013	Monica Duve
2002	Dean Kayser	2014	Mike Smith
2003	Judy Smith		

Fall 2014 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.

American Express OPEN

Audiology Systems

CaptionCall

Lions Bank

**Midwest Special
Instruments**

Relay Iowa

Resound

Starkey

Unitron

Widex USA

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 Midwest Special Instruments.

Plan to Attend IHA Spring Conference

April 10 - 11, 2015

West Des Moines Sheraton • 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