

FEATURED SPEAKERS

■ Thomas A. Powers, Ph.D.

Dr. Powers is a managing partner of Powers Consulting, LLC and Chief Audiology Consultant at Sivantos, Inc. He is the audiology industry expert consultant for Better Hearing Institute. Dr. Powers received his B.S. from SUNY at Geneseo, and his M.A. and Ph.D. in Audiology from Ohio University. He began his career as a partner in an audiology private practice and has over 35 years of experience in the hearing health care industry. Dr. Powers is a member of AAA, ADA, ASHA and served as president of AAS (American Auditory Society) from 2004-06. He currently is an assistant professor in the graduate faculty in Biomedicine at Salus University. He has lectured extensively from state to international meetings on hearing industry technology and trends.

■ Michael Sharp, Au.D.

Dr. Sharp earned his Au.D. in 2009 from Illinois State University. After that he worked in a small private practice, taught at Illinois State which included starting a new clinic for a hospital. He now works as a Territory Account Manager for Signia. He has been active in the Educational Audiology Association (EAA) as President and currently represents EAA on the RUC/CPT advisory group for ASHA. In his spare time he enjoys setting firework shows, skydiving and spending time with his two pugs.

■ Sherry Bonelli, M.A.

Ms. Bonelli has been a digital marketer since 1998. She is the owner of Early Bird Digital Marketing that helps businesses get found on the Internet. She specializes in Search Engine Optimization (SEO), Reputation Marketing, Social Media Management, Content Marketing, and other integrated strategies that help businesses succeed online. She received her Master's degree in Internet Marketing and is a contributing guest blogger on several sites. She is also a Certified Content Marketing Specialist and carries other specialty designations as well.

Iowa Hearing Association

■ ■ ■

Spring Conference

Trade Show And Silent Auction

■ ■ ■

March 31 – April 1, 2017

Friday and Saturday

Marriott Hotel
West Des Moines, Iowa

AGENDA

■ ■ ■ ■ ■ ■ ■ ■ ■ ■ **Friday, March 31, 2017** ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

9:00 a.m. Registration Opens

General Session

10:00 a.m. - Noon (2 CECs)

- 1. Listening Just Got a Bit Easier**
Speaker: Thomas A. Powers, Ph.D.

The current technology in hearing instruments has several new algorithms that have the potential to improve speech recognition through the use of directional microphones and noise reductions. These may also have a significant impact on listening effort. Many hearing-impaired wearers of hearing instruments report being tired or drained after a long day of listening. We will focus on the technologies and strategies that can reduce this effort and/or cognitive load and leave our patient happy and less tired.

12:00 Noon - 2:15 p.m. (1 CEC)

LUNCH, TRADE SHOW/ROUND ROBIN SESSION, BUSINESS MEETING and SILENT AUCTION

Lunch and beverages are served while suppliers show off the latest in hearing industry technology. Please be generous with your time to those important individuals who support our association. Exhibitors will make 5-6 minute presentations on their products and attendees will move from booth to booth to hear all presentations and receive one CEC for participation.



Breakouts
2:15 - 3:15 p.m. (1 CEC)

- 2. Beamforming Technology: Looking in the Right Direction, Part 1**
Speaker: Thomas A. Powers, Ph.D.

Directional microphone technology has been used in hearing aids for over 40 years. These have evolved from the early two mic technology in BTEs to single cartridge systems in ITEs. With the transition to DSP in the 1990s, the algorithms behind the

directional mic became more complex. In this presentation, we will briefly review the evolution of this technology to what is now referred to as beamforming. Future directions of this technology will be discussed.

3:15- 3:30 p.m. Break

3:30 - 4:30 p.m. (1 CEC)

- 3. Beamforming Technology: Looking in the Right Direction, Part 2**
Speaker: Thomas A. Powers, Ph.D.

A continuation of the previous talk.

2:15 - 4:30 p.m. (2 CECs)

- 4. TeleCare, Keep the Trail Period on Track**
Speaker: Michael Sharp, Au.D.

In this session, Dr. Sharp will be discussing the use of Smartphone technology to ensure the best possible patient outcomes.

■ ■ ■ **Sat., April 1, 2017** ■ ■ ■

8:00 - 9:30 a.m. (1½ CECs)
Concurrent Sessions

- 5. Get Your Business Online**
Speaker: Sherry Bonelli

Companies that have complete and accurate business information online are twice as likely to be considered reputable by consumers, and this information can help your website rank higher in the search engines. In this hands-on workshop we will go over the steps to make this happen. Be sure to bring your laptop and your gmail login information if you'd like to work through the steps. There will be time for questions and answers.

- 6. Tinnitus: Options with Amplification**
Speaker: Michael Sharp, Au.D.

Hearing aids are offering more options to manage annoying tinnitus for patients: broadband,

modulated, and notch-filtered therapies. These will be discussed in depth.

9:30 - 9:45 a.m. Break

General Session
9:45 - 11:15 a.m.

7. Digital Marketing Overview: (1½ CECs)
Strategies to Help Grow Your Business

In this “digital Marketing 101” session you will learn about the various digital marketing strategies that you can utilize in your business, including the importance of having a mobile-friendly website. These strategy overviews will give you a good idea on which would work for your business.

•••••
• Please make sure you indicate you will be taking this
• class by checking the seminar time on the
• registration form. This will be used for a handout
• count. Bring images of your logo, pictures of your
• office, etc so they can be added to your Google My
• Business page. Bring your laptop to take advantage
• of downloads available to participants.
•••••

- - - Hotel Information - - -

Marriott Hotel

1250 Jordan Creek Parkway, West Des Moines, IA

Make your own reservation **DIRECTLY**
with the hotel before March 9, 2017
Call the Marriott Hotel at 515-267-1500

Room rate \$119.00 single or double. Be sure to mention that you are with the IHA conference to book the special room rate.

The Marriott West Des Moines, located just off I80 at exit 21 in West Des Moines, is the location of our Spring Conference. There is free parking, an indoor pool, a lounge, a restaurant and a fitness center. Wireless high speed internet service is also offered.

Continuing Education Credits

Total Continuing Education Credits offered at the 2017 Spring Conference equals up to 8, Including 5 possible on Friday and 3 on Saturday. Iowa license renewal requirement is 16 hours of Continuing Education Credits per year.

Registration

Early bird Registration Deadline: March 17, 2017

Member registration prior to March 17, 2017: \$130.00
Member registration after March 17, 2017: \$165.00

Name _____

Company _____

Last 4 digits of ss # (required for CEU credits) _____

Email _____

Address _____

City/State/Zip _____

Business Phone _____

State Hearing Aid License Number _____

State Audiology License Number _____

Registration Fees

- _____ IHA Member \$130.00 (Friday and Saturday)
- _____ ISHA Member \$130.00 (Friday and Saturday)
- _____ Nonmember \$200.00 (Friday and Saturday)
- _____ Students \$40.00 (Friday and Saturday)
- _____ Extra Friday Luncheon Ticket \$20.00 each
- _____ Late Fee (received after March 17, 2017) \$25.00
- _____ Total Enclosed Make check payable to IHA

Fee for attendees includes admission to all seminars, luncheon Friday, and exhibitor reception, with silent auction and continental breakfast on Saturday. Those with special dietary needs, please call the office at 515-440-6057, so we might accommodate you. No refunds on cancellations after March 24, 2017.

Seminars - Please check sessions you will attend.

- Friday 10:00 a.m. - 12:00 a.m. 1. _____
- 2:15 p.m. - 3:15 p.m. 2. _____
- 2:15 p.m. - 4:30 p.m. 3. _____
- 3:30 p.m. - 4:30 p.m. 4. _____
- Saturday
- 8:00 a.m. - 9:30 a.m. 5. _____
- 8:00 a.m. - 9:30 a.m. 6. _____
- 9:45 a.m. - 11:15 a.m. 7. _____

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

Phone/Fax: 515-440-6057
Email: apmsthomas@aol.com
Website: iowahearingassociation.org

Purpose of the Iowa Hearing Association

- To promote the welfare insofar as hearing is concerned, of the hearing impaired.
- To coordinate, promote and advance the program of this corporation and others in similar work.
- To provide a unified voice within and for those actively and principally engaged in the practice of selling and fitting hearing aids.
- To provide communications among members of the professions.
- To improve the methods of fitting and using hearing aids.
- To enforce among its members the Code of Ethics of the hearing aid industry and many state or federal laws and regulations that apply to the profession.
- To cooperate with the medical profession and all other ethical professional groups engaged in aural rehabilitation.
- To promote and encourage an effective program of public education as to benefits of the use of hearing aids.

Iowa Hearing Association

SPRING CONFERENCE

March 31 - April 1, 2017

***8 Possible Continuing Education Credits
Seminars Begin Friday at 10:00 a.m.***

Trade Show & Silent Auction

***Calibrating of audiometers
will be available***

***Your IHA Spring Conference
Registration is Enclosed***

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