
◊ Hear's the News ◊

The Official Newsletter of the Iowa Hearing Association

Winter 2019



IHA Spring Conference

April 5, 2019
West Des Moines Marriott
West Des Moines, IA

AAA Conference

March 27-30, 2019
Columbus, OH

IHA Fall Conference

Sept. 27, 2019
Sheraton
West Des Moines, IA

IHS Convention

September 19-21, 2019
Nashville, TN

*Mark your
calendars now
and plan to attend*

From the President's Pen

It's hard to believe that we're into 2019 already. 2018 seemed to fly by. I hope that you all had successful and fulfilling years, both personally and professionally. According to industry statistics through third quarter of 2018, it looks like we all did.

I tried to get 2018 year end numbers to share with you on the industry, but I wasn't able to find anything published just yet. What I did find was pretty awesome. 2018 projected units were just shy of 4 million, 3.98 million to be exact. That's up 1 million units from just 4 years ago and 1.6 million from 2007.

In total, unit sales increased 5.9% (6.9% private sector and 1.8% VA) compared to 3.4% in the first three quarters of 2017. 2-4% annual growth in our industry is considered good. As you can see, the growth in our industry is very strong.

Obviously OTC is looming out there. Projections of seeing it are likely spring of 2020. In October the FDA allowed Bose to market their "self fitting" hearing aids of which nothing has transpired since then. As I've said in the past, my stance on OTC is actually very positive. Advertising creates awareness. The more the public is aware of hearing loss the more opportunities it will coincidentally create for all of us. What OTC will do for those that try them unsuccessfully (which projections are upwards of 50%) is to truly show the value of the service that we, as Hearing Care Professionals, provide. This will ensure we will continue to grow and flourish as the industry changes.

I wish you all well this year,

Cory C. Popelka Sr.
President, Iowa Hearing Association



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 hearing aid cleaner, gift baskets, gift cards, a portable hearing loop, one night at a national chain hotel, a national conference package with free registration and much, much more.



Participants enjoyed this event and bids and donations brought our association revenues of \$6,235.00. The Silent Auction event was a success and will be a part of the 2019 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.

Welcome New IHA Members



Melissa Bartlett
Boone, IA

Marcus Hanerhoff
Bettendorf, IA

Steve Bennethum
Ames, IA

Patrick Hanrahan
Bettendorf, IA

Caitlin McKenney
West Des Moines, IA

Receive Benefits of 2019 Dues

Please remember to send in your IHA 2019 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.



Mark Your Calendars Now

**IHA Spring
Conference and
Auction**

April 5, 2019

**Marriott Hotel
West Des Moines**

IHA Fall Conference

September 28, 2018
Sheraton Hotel · West Des Moines, IA



IHA President Cory Popelka, addresses the membership at the business meeting.



IHA Fall Conference

September 28, 2018

Sheraton Hotel · West Des Moines, IA



IOWA HEARING ASSOCIATION
DISPENSER OF THE YEAR AWARD

- Nomination Form -

*Please submit this form by March 1, 2019 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.)

**Nominating Criteria for
Iowa Hearing Association
*Dispenser of the Year Award***

The Dispenser of the Year Award is designed to honor an individual who has demonstrated distinction in the field of Hearing Aid Dispensing Services, regardless of how significant that contribution might be. The following criteria outlines the categories of distinction which should be considered when nominating an individual for this award.

Years of Service: Nominees should have at least 5 years of distinguished service to the field of hearing aid dispensing.

Performance: Nominees should have distinction in the performance on the job as well as service beyond the standard requirements of the job.

Leadership: Nominee's accomplishments should demonstrate how their contribution is notable and deserving of recognition by the Iowa Hearing Association. Nominees should have a record of providing service to the field such as: offices held, committee memberships, teaching roles, research contribution, special projects, community involvement and exposure, ease of access for patient care, or contributions to policy or the dispensing practice. The nominee should demonstrate knowledge, a positive image and offer distinguished representation to the field as a whole.

Standing: A nominee must hold an Iowa Hearing Aid License and should be a member in good standing of the Iowa Hearing Association. If applicable, Nominees should encourage their staff to be member of the Iowa Hearing Association. A nominee should never have any formal charges filed against them by the Professional Licensure Board.

No more than one award may be given per year. The Dispenser of the Year Award may be given posthumously.

One Dispenser of the Year Award may be presented during the Spring Iowa Hearing Association Conference. Once an individual is awarded this honor, that individual can still be eligible to receive another Dispenser of the Year Award.

To nominate an individual for this distinguished honor please submit a letter or email summarizing the nominees accomplishments as outlined above, to the Executive Director of the Iowa Hearing Association, 1001 Office Park Rd., Suite 105, West Des Moines, IA 50265, (apmsthomas@aol.com). The Executive Director will submit all nominations to the Iowa Hearing Association Board.

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, 2019, 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

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, 2019, 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.

1992	Don White	2006	Annette Redman
1993	Bob Klopp	2007	Jeff Smith
1994	Larry Baker	2008	Steve Sword
1995	Ken Lowder	2009	No Nomination
1996	Jerry Smith	2010	Greg Moore
1997	Paul Woodard	2011	Diane Kautzky
1998	Coral Jud	2012	Dotty Walters
1999	Patti Stark	2013	Monica Duvé
2000	Dave Nelson	2014	Mike Smith
2001	Pat Gourley	2015	Anne Nerison
2002	Dean Kayser	2016	No Nominee
2003	Judy Smith	2017	No Nominee
2004	No Nominee	2018	No Nominee
2005	Leslie Whippen		

Fall 2018 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.

Amplifon Hearing Health Care

CaptionCall

Cochlear America

Hearing Assess Solutions

Lions Bank/IHS

Midwest Special Instruments

Natus-Otometrics

Telecommunications Assess Iowa

Unitron

Wells Fargo Health Advantage

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.

Plan to Attend The IHA Spring Conference

April 5, 2019



West Des Moines Marriott • West Des Moines, Iowa

❖ Continuing Education

❖ Speakers

❖ Professional Networking

❖ Trade Show

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.