

FEATURED SPEAKERS

■ Suzanne Lindsey-Henderson



Suzanne Lindsey-Henderson joined Beltone as an Educational Specialist in May of 2007. As a Senior Practice Development Manager, she designs and teaches seminars on product and software, sales, and practice management in the US and Canada with her main focus being sales training and improving sales skills. Suzanne brings over 40

years of experience as an audiologist with Miracle-Ear, AHAA, and Interton, and Beltone. Her background includes training, sales, and business management. She has presented at state and national meetings on a variety of topics.

■ Scott Lau, ACA, BC-HIS



Scott Lau is a representative for a number of National and State hearing healthcare organizations and associations, one of them being Past Chair of National Board for Certification in Hearing Instrument Sciences. Scott is a Graduate of the Minnesota School of Business.

Currently he is active in advocacy in support of the hearing dispensing profession and lobbying at state and local levels. He is a managing partner of a multi-unit Miracle-Ear Hearing Center franchise operation for over 20 years with over fifty centers in Wisconsin, Michigan and Minnesota.

■ Dian Kautzky



Diana Kautzky is President and Founder of Deaf Services Unlimited (DSU), a nationwide interpreting and communication access company providing equal communication access through sign language interpreting, video remote interpreting and CART captioning.

Diana has been immersed in the Deaf Community all of her life. Being raised by deaf parents she has a unique vantage point of the deaf Community and Deaf Culture.

■ Dylan Heuer



Dylan Heuer is the Program Manager for Telecommunications Access Iowa (TAI). With a Degree in Visual Media, and as a Deaf person, Dylan understands the challenges that people who are Deaf, hard-of-hearing, or have speech difficulty, encounter daily, especially on the telephone. Dylan provides outreach services and works closely with hearing health care providers across the State of Iowa.

Iowa Hearing Association

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Spring Conference

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May 6, 2022
Friday

Marriott Hotel
West Des Moines, Iowa

AGENDA

Friday, May 6, 2022

7:30 a.m. *Registration Opens*

8:00 - 9:00 a.m. (1 CE)

1. **Sugar and the Senses**
Speaker: Suzanne Lindsey-Henderson

This course will provide an overview to diabetes and its role in hearing loss. Other related topics will include dual sensory loss and noise protection.

Learning Outcomes

1. Participants will be able to identify the specific auditory structures damaged by diabetes.
2. Participants will be able to identify the consequence of dual sensory loss and the important role hearing care provides in the rehabilitation process.
3. Participants will be able to explain the importance of hearing screening and testing to physicians and the diabetic population.

9:00 - 10:00 a.m.

2. **Understanding Your Patient -
Neurolinguistic Programming** (1 CE)
Speaker: Suzanne Lindsey-Henderson

This seminar discusses improving our ability to understand and communicate with our patient by understanding the importance of nonverbal communication as a sender and a receiver.

This seminar covers:

- Definition of Neurolinguistic Programming
- Why NLP matters to a successful presentation
- The 4-point success formula for using NLP

10:00 - 10:15 a.m. Break

10:15 a.m. - 12:15 p.m.

3. **Ethics in Hearing Health Care** (2 CEs)
Speaker: Suzanne Lindsey-Henderson

This session defines and describes various aspects of ethics in the hearing healthcare field. Attendees will learn about the differences between ethics, morality, and legality as it relates to hearing health, plus look at a framework for solving dilemmas in their practice. In addition, examples of ethical dilemmas will be explored and a thorough examination of the IHS and Iowa Code of Ethics will be presented.

12:15 - 1:00 p.m. **Lunch & Business Meeting**

1:00 - 2:00 p.m. **Round Robin** (1 CE)

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.

2:00 - 3:00 p.m. (1 CE)

4. **Getting Clients to Yes,
The First Step in Rehabilitation**
Speaker: Scott Lau, ACA, BC-HIS

This program will focus on identifying how we, as health professionals, approach the prospect of sales, the personal obstacles we encounter along the way and techniques we can use to help motivate our prospects to accepting hearing healthcare.

3:00 - 3:15 p.m. Break

3:15 - 4:15 p.m.

5. **Understanding the Deaf Experience** (1 CE)
Speaker: Diana Kautzky

In this seminar participants will explore unique traditions and norms within the Deaf Community, American Sign Language and cultural aspects to be aware of as you cater to patients who may be culturally Deaf. Diana, as a former owner of a hearing center in Iowa, will discuss ways your practice can best accommodate Deaf people who are interested in hearing aids and other services you provide.

4:15 - 5:15 p.m.

6. **Telecommunications
Equipment Importance** (1 CE)
Speaker: Dylan Heuer

It is critical to reach those individuals who can most benefit from telecommunications equipment.

In this session participants will learn about the different types of equipment available, and how your practice can benefit through the value-added services you offer your patients.

- - - Hotel Information - - -

Marriott Hotel

1250 Jordan Creek Parkway, West Des Moines, IA

***Make your own reservation DIRECTLY
with the hotel before April 14, 2022
Call the Marriott Hotel at 515-267-1500***

Room rate \$124.00 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 2022 Spring Conference equals up to 8, Iowa license renewal requirement is 16 hours of Continuing Education Credits per year.



Remember...

Bring used hearing aids for the Lions Hearing Aid Bank and your audiometer if it needs to be calibrated.

Questions?

Call or fax the IHA Office at 515-440-6057,
Or Email at apmstomas@aol.com
Website: iowahearingassociation.org

Registration

Early bird Registration Deadline: April 22, 2022

Member registration prior to April 22, 2022: \$140.00

Member registration after April 22, 2022 \$155.00

No refunds or cancellations after April 22, 2022

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 \$140.00

_____ Nonmember \$220.00

_____ Students \$50.00

_____ Extra Luncheon Ticket \$20.00 each

_____ Late Fee (received after April 22, 2022) \$15.00

_____ Total Enclosed Make check payable to IHA

*Fee for attendees includes admission to all Seminars and luncheon Friday.
**Those with special dietary needs,
please call the office
at 515-440-6057,
so we might accommodate you.***

*No refunds on cancellations
after April 29, 2022*

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

***Phone/Fax: 515-440-6057
Email: apmstomas@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

May 6, 2022

8 Possible

Continuing Education Credits

Seminars Begin at 8:00 a.m.

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

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