American Academy of Audiology

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ON THE COVER

The Big Blue Bear, peering in the Colorado Convention Center, watched 7,163 attendees (including a record-setting 4,311 audiologists!) fully enjoy AudiologyNOW! 2007. This magnificent cement and steel sculpture, 40 feet tall, was created by local Denver artist, Lawrence Argent. The wonderfully whimsical bear, formally named “I See What You Mean” is an iconic landmark and unofficial conventioneer’s mascot.

Next year marks the 20th Anniversary of the Academy with AudiologyNOW! 2008 scheduled for Charlotte, NC, April 2-5.
Welcome to the General Assembly of AudiologyNOW! 2007 in beautiful downtown Denver! It is great to see such a tremendous showing of our members and friends. By now, I am sure you have all noticed the gigantic and impressive Blue Bear peering into the Convention Center windows. In the spirit of the Big Blue Bear, I would like to share some of the “Bear Facts” relating to the Academy’s busy year and many significant accomplishments. Our Academy is as strong as a bear, and getting stronger. Never let it be said that the American Academy of Audiology ever hibernates!

Paul Pessis, AuD, President, American Academy of Audiology

Accreditation

The strategic plan of the American Academy of Audiology guides our decision-making. It recognizes that the Academy is member-driven. An example of this has been the feedback from our members regarding the importance of the profession taking ownership for accreditation of university graduate training programs. The Academy Board of Directors received an e-mail blitz underscoring the importance that the Academy support the Accreditation Commission for Audiology Education (ACAE) in order for it to be recognized as the sole accrediting body for audiology programs. We heard you and we listened.

A successful accreditation body must be autonomous in decision-making, but for its role to be relevant, it must interface with other aspects of the profession including the development of professional standards. With the development of this model, however, comes the fiscal responsibility of the audiology profession to support the accreditation mission, an expensive, but necessary and valuable undertaking. An historic moment happened earlier this year when the ACAE, under the chairmanship of Ian Windmill, completed the site visit process and recognized Central Michigan University’s audiology as the first program to achieve accreditation by our own audiology accrediting body.

Leadership

The success of the Academy is dependent on creative and visionary leadership. In the grand scheme of professional organizations, we are a very young association.
The Academy has many hard working individuals who chair or serve on numerous Academy committees. We are forever indebted to them for their accomplishments as they create their legacy. A special thank you goes to Sharon Sandridge, to the 2007 Program Committee, and to our Academy staff who have put together another state-of-the-art learning venue and experience.

AudiologyNOW! continues to set the standard for the national conventions of many other professions to follow. Time restrictions prohibit me from additionally listing the numerous chairs of sub-committees, task forces, white papers, and position papers. I hope that all of you realize how much we appreciate your myriad contributions to the Academy and for meeting the objectives of our Strategic Plan. You are our unsung heroes; we thank you for helping to lead our Association.

The Academy has established an Executive Director Search Task Force comprised of Alison Grimes, President-Elect and Chair Dave Fabry, Past President representative; Brad Stach, AAA Foundation Chair; Teri Bridges, member representative; Pat Feeney, next President-Elect; Phil Bongiorno, Academy staff representative; and Carmen Brewer, member of the Board of Directors. These individuals are charged with securing staff leadership with the interpersonal skill-sets who will lead the Academy as a visionary. The Task Force will methodically pursue its mission until desired leadership is identified and committed to joining the Academy team and providing inspirational guidance.

**SOME BEAR FACTS!**

Reimbursement. There is a number of Bear Facts to share with you relative to Reimbursement. One of the hottest issues pertains to the elimination of the Non-Physician Work Pool by CMS (or Medicare). The AMA owns the CPT codes and their protocol is to assign a relative value unit, known as the RVU, to every CPT procedure. The RVU significantly factors into determining the level of reimbursement. The RVU is comprised of three components: work/cognition; Practice Expense; and Malpractice Expense. Most of the procedures audiologists perform are currently not given credit for the cognitive “work” factor. With the elimination of the Non-Physician Work Pool, our members were invited by the AMA and CMS to participate in the formal RVU Update Committee survey process to gather data to help re-define the payment methodology for audiology. This was an unprecedented change in the CMS mindset which allowed audiologists to be considered for compensation for the work component, and to play an important and integral part in the data collection.

The response to this important call-for-action was outstanding. It shows that our membership understands the impact and value of its involvement and that you want to be part of the process. Your data has been collected and is being analyzed by the AMA. Hopefully, we will be recognized for the cognitive work we perform, resulting in more equitable reimbursement. If the AMA agrees to incorporate a work value into the RVU for our codes, then this will be adopted by Medicare and may be reflected in the Medicare Physician Fee Schedule as early as 2008. Being that the Medicare Physician Fee Schedule is the template for most third party, the impact of this decision will have significant global third party reimbursement implications. Kady Williams represents the Academy at the AMA HCPAC CPT and RUC meetings and has done an outstanding job throughout the year.

Ethics. Our Academy is deeply entrenched in the topic of ethics and we are well-served by the Ethical Practices Committee. One of the important charges of the Academy’s Ethical Practices Committee, Chaired by Jane Kukula, is educating the membership about ethical guidelines. This is traditionally a polarizing topic within our Academy ranks. There are those who are adamant that any form of a gift is unethical regardless of its value. In contrast, there are members who feel that they should be allowed to self-regulate what is unethical and they feel that the Academy has no right to determine their ethical practices. To do so, in their opinion, is the Academy unjustifiably meddling in business and marketing relationships. Congress and the public have the expectation that a profession should take ownership of its ethical practices. If not, Congress will ultimately protect the consumer by dictating ethical policy. We need more time for thoughtful consideration to allow this topic to evolve before we can reach consensus within our audiology community.

New Site Registry. Making sure that the profession is positioned to meet the needs of the 12-month AuD externship has been a priority of the Academy. The Clinical Education Subcommittee, chaired by Jack Roush, has made significant contributions in addressing the complexities associated with placing students. In addition to developing and recommending a standardize externship timeline for the four-year training period, the subcommittee developed a Registry of Externship Sites for the Externship. The Site Registry is being introduced here at AudiologyNOW! 2007 and will be implemented for a one-year trial period.

This has been a good year for the Academy as our growth has now surpassed 10,000 audiologist members. Two major media have identified “Audiology” as a premier profession and have included links to our Academy web site at www.audiology.org. This is incredible public relations and will motivate potential students to select audiology as their desired career choice.
Our state leadership network meets annually at AudiologyNOW! It is responsible for many of the grassroots efforts that advance our profession. This year we have over 85 state leaders representing 34 states and Puerto Rico. This is a one-third increase in attendance over last year with 5 new states participating. This is a tribute to our membership and leadership who have discovered the importance of grassroots networking.

THE HOME OF AUDIOLOGY

It has been a busy year. The Academy is in perpetual motion trying to address the multi-faceted needs of the membership and the profession as a whole. Leadership strives to keep the family happy. Securing this goal is predicated on the leaders engaging the membership. Leslie Lesner, Academy member from Alexandria, Virginia wrote, and offered to advocate for us, because of her proximity to Washington, DC. Kym Meyer, an educational audiologist member, shared some professional concerns and is preparing an article promoting collegial partnering. Vishakha Rawool wrote to me regarding misinformation in an article that appeared in U.S. News & World Report promoting audiology as a career that afforded me the opportunity to write a response to the author, addressing his misperceptions. This is family looking out for family. These are just a few of many examples of our family taking ownership of our profession. Dialogue is healthy.

Having our professional home filled with all the desired accoutrements requires financial resources far beyond what our dues covers. Increasing non-dues revenue remains high on the list of priorities. Our membership has voiced the importance of being able to obtain distance learning education. This year the Academy introduced eAudiology, a web seminar program, which hosts a series of varied continuing education topics. Consult our Web site and sign-up for these exciting topics. Presentations are live or available as an “on-demand” option.

The Academy leadership tries its best to be responsive. We never want to be stagnant by accepting the status quo. A functional family implements change, challenges existing protocols and standards, and motivates its members to identify and meet its goals for today and tomorrow. This is not always easy and at times, raises controversy. This is good, though, because adversity demands checks and balances. We are too large a family to always be on the same philosophical page, but with reasonable compromise, we can resolve our differences. We know we are doing the right things, because the American Academy of Audiology is recognized and respected by CMS, our professional partners, by legislators on Capitol Hill, and most importantly, by the thousands of patients we serve. Thank you to all of you for your role in advancing the profession and for making the Academy the premier home of audiology.

The hard-working, dedicated Board of Directors, (back row, from left) Bopanna Ballachanda, Pat Feeney, Debra Abel, Kris English, Craig Newman, Alison Grimes, Carmen Brewer; (front row, from left ) Therese Walden, Paul Pessis, Karen Jacobs, Gail Whitelaw and Helena Solodar.
M y initial ten months as President-Elect and Chair of the Government Relations Committee has been both a pleasure and a challenge! We faced challenges and made many accomplishments thanks to teamwork by the Government Relations Committee (GRC), the Academy Board of Directors, Academy national office staff and member-volunteers. The GRC is chaired by the President-Elect, and includes as members: Richard Danielson, Member-at-Large; Richard Gans, PAC Chair; Pam Ison, State Licensure Subcommittee; Daniel Keller, NAFDA Representative; Erin Miller, State Network Chair; Marilyn Neault, Pediatric Subcommittee; Kadyn Williams, Coding and Reimbursement; and Phil Bongiorno, Academy Director of Government Relations and national office staff liaison.

This year, your Academy Board of Directors approved a Strategic Plan for Advocacy as a blueprint for our decisions and actions. The Board of Directors tasked the national office staff to develop an organized plan to track the progress of several initiatives identified as critical to our success. More than 25 individual strategic initiatives are outlined in this ambitious plan. The Strategic Plan seeks to strengthen the Academy’s visibility and influence with national and state legislators, with hearing health, with other organizations, and with the private sector. Our Strategic Plan strives to differentiate our Academy from other audiology organizations while establishing the Academy as the leading resource for information on the practice of audiology. And, we will work to improve the communication link between Academy advocacy efforts and public relations activities.

First and foremost, we continue our primary strategic initiative, the recently introduced HR 1665 Medicare Hearing Health Care Enhancement Act, otherwise known as Direct Access. This critically important effort, introduced in the House of Representatives by Representative Mike Ross (D-AR), WILL result in success in the 110th Congressional term! Focusing on the positive impact that this act will have for Medicare consumers, namely timely access, simplification of the diagnostic and treatment process, we know that this legislation will make access easier, quicker, and more specifically targeted to the needs of older adults.

Richard Gans has stepped into the role of the American Academy of Audiology Political Action Committee (PAC) chairperson with unbridled energy and enthusiasm. The PAC is a necessary vehicle for achieving face-to-face contact and influence with lawmakers, specifically in gaining their support for HR 1665. We are pleased that our AudiologyNOW! 2007 PAC Luncheon speaker was Diana DeGette, who represents the city of Denver. Thanks to the PAC, we will continue our dialog with her to encourage her support for Direct Access.

An important aspect of our work on Medicare issues is the education of Centers for Medicare and Medicaid Services (CMS) regarding what audiologists do, and how our educational credentials, our training, and our broad knowledge allow us to diagnose and treat patients with auditory and vestibular pathology. Meetings in Baltimore with CMS this past fall have been successful in educating and advising policy-makers about audiology. Alan Freint, ENT physician, Paul Pessis and I, along with our lobbyists Marshall Matz, John Williams and Patrick Cooney, engaged in productive discussions with CMS staffers to assuage their concern that potential consumer harm might accrue as a result of implementing Direct Access legislation.

The Joint Committee on Infant Hearing, to which I am an Academy representative, has completed its 2007
Position Statement which is now ready for publication. This long-standing, multidisciplinary group has produced a comprehensive document that will guide newborn screening, diagnosis and treatment from the perspectives of all of the providers and stakeholders. A major accomplishment comes in the newly-adopted wording that audiologists “diagnose and treat” hearing impairment in infants and children.

Once again, we are working to eliminate the use of the term “audioprosthologist” in state licensure laws for hearing aid dispensers. This term, with its suspiciously similar name to “audiologist,” is being used as an indicator of advanced practice by hearing aid dispensers. The Academy Board of Directors, with input from Academy members Georgine Ray from Arizona, and Past-President Robert Glaser, along with Assistant Executive Director Ed Sullivan and AAA legal counsel Art Herold, completed and adopted a new position statement opposing the use of this, and similar terms. This statement will be sent to all state licensing boards and attorneys general in the nation.

Electronic communications have taken a significant step forward, with the initiation of two new web based listserves: the “License2Hear” and the “State Leaders’ Network Exchange.” License2Hear was a particular interest of mine, serving on the California state licensing board. I know that as we in California worked on difficult issues related to licensure, other states must be facing similar challenges. By having a listserve communication system in place for members only, we audiologists who sit on state licensing boards, can rapidly poll our colleagues to determine how other states have handled issues such as continuing education, inserting the AuD into licensure laws, defining accredited programs, and other challenges.

I look forward to my next year as President of the Academy, and my goals for the year are many. If together we can accomplish even one or two of these major directives, I will feel that my time has been well-spent:

1. Accomplish Direct Access to the Medicare Program!
2. We have a challenge and an opportunity to select the new Chief Executive Officer for our Academy, and we are poised to open an Academy satellite office in Washington DC, “inside the beltway.”
3. Another goal is to review the succession-plan for Academy leadership. As our leaders mature (i.e., become more gray!) and move on, I look forward to the new generation of Academy members to step into leadership positions. Audiologists who began their careers 5, 10, 15 years ago and are now ready to become the volunteers, the committee members and chairs, and the nominees for elected office that will keep the American Academy of Audiology healthy and growing.
4. Our Academy does not function in a vacuum, and we will continue our collaboration and collegiality with strategic partners. I look forward to dialogue and productive outcomes as a result of collaborating with physicians, related professional organizations, and colleagues in related fields such as acoustics and deaf education, and of course, consumers.
5. We are well aware that a critical shortage of audiologists exists. Now is the time to meet this daunting challenge through at least two avenues: first, to encourage young students to consider audiology as a career, and second, to create and own a paraprofessional audiology assistant. I look forward to helping develop and nurture programs to encourage young students to view audiology as their chosen profession. My daughter, Caitlin, is now starting graduate school for a career (school psychologist) that first captured her interest 10 years ago as a ninth-grader. This is the age where exposure to audiology as a profession must occur, to capture the interest and enthusiasm that will lead to the next generation of audiologists.

Audiology is a doctoring profession, and now is the time to create our own audiology assistant supportive personnel program. For surely if we do not, others will. We are well-aware of the “technician assistant” program created by AAO-HNS. In California, there is talk of creating a new two-year Associate of Arts program to train non-audiologists in basic audiometry to fill the critical shortage of audiologists. We, the American Academy of Audiology, must be in the driver’s seat in training our own audiology assistants, and ensuring that our state licensing laws appropriately reflect and limit their scope of responsibility.

Finally, it is my hope that every Academy member works to become an “Academy Ambassador” through advocating and volunteering, and making donations to the PAC and the American Academy of Audiology Foundation. As always, we count on your letters to elected officials which are always critically important in moving the Academy’s strategic initiatives forward. We have an awesome organization, and I look forward to working with all of you!
“I plan to continue the Academy’s efforts to support AuD 4th year externships, training for preceptors, and program accreditation. Patients must have direct access to audiologists in their health-care plans, and we must be recognized in the health care milieu as a diagnosing and treating profession. I believe we need to take a leading role in the prevention of hearing loss as a major public health initiative and emphasize the importance of reducing sound exposure to protect children’s hearing. I would like to see us increase the provision of our services to the needy and the underserved populations. Finally, I think it is crucial to recognize research as the foundation of clinical practice. In that regard, I would like us to increase our support for hearing and balance research, and expand our efforts to facilitate evidence-based clinical practices.”

MEMBERS-AT-LARGE, ACADEMY BOARD OF DIRECTORS

Members-at-Large will hold positions on the Board of Directors for a 3-year term beginning on July 1, 2007 and running through June 30, 2010.

Karen Jacobs, AuD, is President and Owner of the AVA Hearing Center in Grand Rapids, MI. Her areas of special interest include hearing aid dispensing, direct access for patients and political action. Jacobs has been serving on the Board of Directors since 2005 when she was appointed to fill a vacancy.

“I plan to continue the Academy’s efforts to support AuD 4th year externships, training for preceptors, and program accreditation. Patients must have direct access to audiologists in their health-care plans, and we must be recognized in the health care milieu as a diagnosing and treating profession. I believe we need to take a leading role in the prevention of hearing loss as a major public health initiative and emphasize the importance of reducing sound exposure to protect children’s hearing. I would like to see us increase the provision of our services to the needy and the underserved populations. Finally, I think it is crucial to recognize research as the foundation of clinical practice. In that regard, I would like us to increase our support for hearing and balance research, and expand our efforts to facilitate evidence-based clinical practices.”

Patricia Kricos, PhD, is Professor, Department of Communication Sciences and Disorders, University of Florida, Gainesville, FL. Her areas of special interest include professional issues, audiology rehabilitation, adult hearing screening and audiology education.

“As a new Board member, I look forward to helping the profession of audiology address a number of challenges, chief of which is recognition of audiologists as independent professional service providers, as well as direct access for our consumers who need hearing/balance care. Continued success with public awareness of audiology as a profession is also at the top of my list, along with development of educational standards by and for audiologists, and promotion of evidence-based practices.”

Gary Jacobson, PhD, is Professor in the Department of Hearing and Speech Sciences and Head, Division of Audiology in the Department of Otolaryngology-HNS, at the Vanderbilt Bill Wilkerson Center for Otolaryngology and Communication Sciences.

“My current setting has made it possible for me to see our profession from the perspective of both educator and clinician. The clinic will forever be under pressure to produce revenue in a hostile health care finance environment while ensuring access to superb audiological patient care. Simultaneously, we are expected to train our future clinician/scientists in the same setting. This places an additional stress on clinical audiologists who have a desire to be altruistic but not at the risk of financial penalties. I am interested in developing a means to ensure the quality of the practitioners entering the marketplace, and working towards a method of increasing the number of high quality 4th year externship sites.”

Thomas Littman, PhD, is Chief Clinical Officer at the Hearing, Speech and Deafness Center in Seattle, WA. His areas of special interest are pediatric audiology, electro-physiologicy, marketing and reimbursement. Tom will fill the 2-year-term vacated by Patrick Feeney.

“I have two related goals as a Board member: First, to continue helping our members achieve greater professional autonomy, and second, to improve reimbursement from insurance and other third-party payers. By working towards these goals, I hope to increase the professional standing and compensation for those who have earned their AuD degrees.”
Therese C. Walden
Army Audiology & Speech Center
Walter Reed Army Medical Center
Washington, DC 20307-5001
therese.walden@na.army.mil
My name.................................

childhood ambition.................. Audiologist (really!) or a backup singer for Diana Ross

first job.............................. Swimming pool sales

inspiration......................... My dad and my daughter

fondest memory.................... Creating more everyday but among my favorites were my undergrad years at OSU

favorite movie or book............ Dark comedies, like "Heathers" and "Weekend at Bernies"

indulgence......................... Cake batter, ice cream at Cold Stone Creamery

proudest moment................. the wonderful experiences associated with parenting

perfect day......................... Beach at French's Bay, St. John—no cell phone & no e-mail

My life.............................. Charming & blessed—full of love & laughter

My profession.......................... Audiology—a great childhood ambition!

................. Gail Whitelaw

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American Academy of Audiology President, Paul Pessis, identified four Academy leaders for their outstanding contributions with Presidential Distinguished Awards. This tradition permits the Academy President to personally select those individuals who have made significant contributions to the profession and to publicly thank them with medals and plaques of appreciation. Pessis recognized each of the recipients and presented the awards to them during the General Assembly at AudiologyNOW! 2007 in Denver.

Kadyn Williams, in private practice in Atlanta, GA was recognized with the Presidential Distinguished Service Award for her outstanding leadership as Chair of the Coding and Reimbursement Committee. She was cited for her attention to detail, her ability to impact change, and her skill in working with various agencies on behalf of all audiologists. She represents the Academy at the AMA HCPAC and RUC meetings where current CPT codes are reviewed and assigned levels of reimbursement. Kadyn Williams is our “voice” at these important meetings and “...we are indebted to her for her endless energy, knowledge and skill resulting in change for the betterment of our profession.”

Jane Kukula, a private practitioner from Mentor, OH, serves as Chair of the Academy’s Ethical Practice Committee and is responsible for educating our membership about ethical guidelines. Kukula was recognized for “…her strong leadership and her calm and reasoned approach in working with our members about numerous controversial topics.” Pessis thanked her for her patience and moderate approach to deal with an immeasurable asset such as “ethics” and recognized her contributions to the Academy with the President’s Distinguished Service Award.

Jack Roush, of the University of North Carolina in Chapel Hill, was awarded the President’s Distinguished Service award for his work as chair of the Clinical Education Subcommittee. Under his direction, the subcommittee developed suggested guidelines for 12-month AuD externships to be used by academic programs. In addition, his subcommittee worked diligently to develop a Registry of Clinical Externship Sites to help identify sites across the nation that will accept AuD 4th year students. “His award is in recognition of his significant and influential force in guiding us down paths we have not heretofore traveled, paving new pathways for us with astuteness and finesse.”

Craig Newman, of the Cleveland Clinic and completing his three-year term as a member of the Academy Board of Directors, has been responsible for the assignment and monitoring the progress of numerous position papers, white papers, task forces, guidelines and statements of policy. He has skillfully brought these important documents to fruition, and ultimate publication as official policies of the Academy. Newman was recognized by Pessis with the President’s Distinguished Service Award for “…the role he played in being a one-man show in conveying the purpose of each strategic document to its chair.”

For a complete listing of all recipients of Academy awards and honors though the years is posted at www.audiology.org/aboutacademy/honors.
Executive UPDATE

Is the Academy positioned to be interdependent? …mutually dependent (American Heritage Dictionary)? … mutually responsible to and sharing a common set of principles with others (Wikipedia)? Can the Academy’s recent acquisition of the rap single “Turn it to the Left” (performed by Ben Jackson at AudiologyNOW! 2007) achieve the Academy’s Strategic Plan and benefit the AAAF simultaneously? Can the profession as a whole benefit from an accrediting body premised exclusively on the AuD? Can the Academy benefit from the ABA?

Founded in 1988, the Academy will cross the 20-year threshold next year. What a perfect opportunity to consider how best to position the Academy for the next 20 years since we are Hear to Stay! Before we strategically think about the future, however, let’s briefly review our past.

As we know, the profession of Audiology grew from the great need for hearing services for veteran’s returning from WWII. Early pioneers in the profession such as Raymond Carhart received their doctorates in such disciplines as Speech Pathology, Experimental Phonetics and Psychology in the 1930s because there were no Audiology programs at that time. Dr. Carhart and colleagues established the first doctoral programs in Audiology and such notables as Leo Doerfler and James Jerger were early students. Gradually, Audiology distinguished itself as a unique and individual profession and academic discipline. In 1988, a small group of audiologists led by Dr. Jerger chose independence for audiology, and the American Academy of Audiology was formed. As the profession evolved and the Academy grew, independence was also the desired goal for several new bodies of knowledge: an independent organization to credential individuals … an independent philanthropic organization to raise funds … an independent organization to credential groups/programs.

As such, the following sister organizations (and their stated missions) were formed within the past ten years:

1998 American Board of Audiology (ABA)
an autonomous organization, dedicated to enhancing audioligic services to the public by promulgating universally recognized standards in professional practice. The ABA encourages audiologists to exceed these prescribed standards, thereby promoting a high level of professional development and ethical practice

2002 American Academy of Audiology Foundation (AAAF)
to raise funds and support programs of excellence in education, promising research and public awareness in audiology and hearing science

2003 Accreditation Commission for Audiology Education (ACAE)
to serve the public by establishing, maintaining and applying standards to ensure the academic quality and continuous improvement of audiology education that reflect the evolving practice of audiology. The scope of the ACAE encompasses the professional (AuD) audiology degree.

March Madness Results for “Team Academy”*

- 3094 Academy members picked Team Academy by experiencing AudiologyNOW!, a 28% increase over 2006!
- 50+ audiologists joined Team Academy as a result of initiatives held in conjunction with AudiologyNOW!
- Academy member, Sharon Kujawa, picked Team Academy by putting us in touch with Ben Jackson and his rap, “Turn it to the Left.” The Academy now owns the rights to this widely successful tune, which helps us advance our mission for public awareness.
- Within two weeks of it being live, 56 externship sites supported Team Academy by registering on our new Registry of Clinical Externship Sites!
- Academy member, Rita Chaiken, advanced Team Academy by donating her honorarium from presenting a Learning Lab at AudiologyNOW! 2007 to the PAC and to AAAF!
- Over 90 Academy members (the most ever!) picked Team Academy by showing their interest in advocacy by attending the State Leaders Workshop, and 5 additional states were represented over 2006!
- 120 members showed their support for Team Academy and Rep. Dianna DeGette by purchasing a ticket to the PAC Luncheon!
- 15 related organizations picked Team Academy, evidenced by their letters of support for HR 1665; this number has already exceeded the entire list from the last Congress! …plus, many, many others!

A special thanks to the “special team” of 25 individuals on staff, whose operational expertise and efforts provided the foundation for a successful and record-breaking AudiologyNOW! 2007.

*(defined as Academy members and staff, see the "Executive Update" column in the Mar/Apr 2007 AT)
What does being “independent” really mean? If we look closer, we learn the word is used interchangeably when referencing three aspects of independence: legal, financial and decision-making. All three of these sister organizations are independent in their decision-making, which is required for many reasons. At the same time, all three require varying degrees of financial assistance from the Academy.

Noted business author Stephen R. Covey states it this way, “Independent thinking alone is not suited to interdependent reality. Independent people who do not have the maturity to think and act interdependently may be good individual producers, but they won’t be good leaders or team players. They’re not coming from the paradigm of interdependence necessary to succeed in marriage, family, or organizational reality.” Perhaps it is time for the Academy to consider how to be mutually responsible to our sister organizations, leveraging the Academy’s assets to their benefit and vice versa. For example, while the Academy recently purchased the rights to the rap single “Turn it to the Left,” we chose to leverage this intellectual property with the AAAF: rather than sell the CDs, the Academy is partnering with the AAAF by offering the CD as a complimentary gift with each $20 donation to the AAAF. Also, the president of the Academy and the chair of ACAE have cowritten a letter directed at state licensure boards to strengthen ACAE’s message regarding the accreditation of AuD programs. The ABA recently sent a letter in support of the Academy’s legislation HR 1665, otherwise known as “direct access.”

With the Academy’s mission to advance the profession through leadership, it might be time to think about opportunities for interdependence, rather than focusing on the independence of each organization. Perhaps it is this “mutual dependence” between the parent and sister organizations that will strategically strengthen the profession of audiology in the next 20 years. I am interested in hearing your ideas for mutual dependence after reviewing the stated missions (ccarey@audiology.org). Perhaps, with your permission, I could list them in my next column.

As we look forward, let’s remember Covey’s words, “Independent thinking alone is not suited to interdependent reality.” For, it is this interdependence that I believe will strengthen our resolve to be Hear to Stay!

---

**Executive UPDATE**

**INTRODUCING THE BEST WAY:**

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- 5 Hearing Health Quick Test Tear-off Pads
- 100 Hearing Loss Brochures – updated for 2007
- Hearing Basics booklet

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$100 for Non-Members (plus shipping)

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### Community Support
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Jacki Buffington-Reider  
Edith Burns  
Kristin Cowart  
Sandra Gabbard  
Cheryl Johnson  
Gerri Levrero  
Jennifer Lundy  
Deanne Meinke  
Teri Sinopoli  
Karen Swope  
Vicki Thompson  
Krista Traynor  
Jenny Weber  
Christine Yoshinaga-Itano

### Exhibitor Courses
Todd Ricketts, Chair  
Sumit Dhar  
Earl Johnson  
Shannon Manzo  
Ayaskanta Rout  
Elizabeth Stinson  
Jessica Welch

### Featured Sessions
Judith S. Gravel, Chair  
David Baguley  
Kathy Campbell  
William Carver  
Jill Elfenbein  
Brian Fligor  
Kevin Franck  
Linda Hood  
Ben Hornsby  
Lisa Hunter  
Wafaa Kaf  
Janet Koehnke  
John Preece  
Beth Prieve  
Brenda Ryals  
Diane Sabo  
Jane Seaton  
Anne Marie Thorpe

### Learning Labs
Richard Danielson, Chair  
Kim Barry  
Jim Beauchamp  
Jodi Cook  
Rieko Darling  
Marjorie Grantham  
Larry Small  
Angela Williamson  
Chris Zalewski

### Learning Modules
Patricia B. Kricos, Chair  
Jennifer Peacock Aboud  
Bopanna Ballachanda  
Gail D. Chermak  
John Greer Clark  
Linda Daniel  
Neil DiSarno  
Bruce Edwards  
Perry C. Hanavan  
Melanie Herzfeld  
Paul Kileny  
Beth Longnecker  
Nicole Lynch  
George Mencher  
Mary Anne Pinner  
David Zapala

### Student Research
Patricia McCarthy, Chair  
Samuel R. Atcherson  
Betty Champion Borton  
Catherine Palmer  
Richard A. Roberts  
lêda Chaves Pacheco Russo  
Erika M. Zettner

### Student Volunteers
Mona Klingler, Chair  
Tina Anthony  
Patricia Gaffney  
Denise Hoysack  
Myles Kessler  
Kristina Mankin  
Joselyn Martin  
Pamela Paine  
Jennifer Brooke Shinn  
Jim Steiger  
Gina Stillitano  
Lisa Wodzisz

### Research Podium/Posters
Marc Fagelson, Chair  
Alan Desmond  
Saravanan Elangovan  
Martha Ann Ellis  
John “Kip” Kelly  
Christina Roup  
Teresa Schulz  
Joseph Smaldino
2007 DENVER WRAP-UP
Rocky Mountain High in Denver!

SHARON SANDRIDGE, AudiologyNOW! 2007 Program Chair

AudiologyNOW! 2007 brought a record number of Academy members to Denver, April 18-21.

Audiologists were, once again, provided excellent opportunities to acquire knowledge, advance science, and access technology. Over 300 presentations were offered over the four-day period. One of the highlights for AudiologyNOW! 2007 was the development of SuperTracks or tracks of concentrated learning within a given topic. SuperTracks were similar to mini-conferences that afforded the attendee to concentrate their educational efforts in one specific area while attending a large convention. Participants could attend Learning Labs, Featured Sessions, Learning Modules, Research Pods and Posters, Focus Groups, Discussion Groups, and Exhibitor Courses dedicated to a SuperTrack topic. In fact, not counting the Research Posters, sixteen courses were available in the Hearing Loss Prevention (HLP) track, over 40 courses in the Pediatrics track, over 70 courses were in the Sensory Technology track and the Vestibular track had over 20 offerings.

Day One of AudiologyNOW! offered 11 LEARNING LABS. Dick Danielson and his committee organized an outstanding slate of courses – many of which served as the foundation for the SuperTracks (ST). There was a full-day workshop on the professional supervision of audiometry for CAOHC certification by Dick Danielson, Theresa Schulz, and Mary McDaniel and another on Cerumen Management by Ruth Chaiken. For the Vestibular SuperTrack, the morning began with a Learning Lab on the basics of vestibular system and assessment given by Don Worthington and Bryan Layton followed by the afternoon session on advanced techniques in vestibular assessment given by Faith Akin and Owen Murnane. For the Pediatric SuperTrack, attendees had the opportunity to learn about genetics from Kathleen Arnos and Ruth Marin and then learn about the latest version of the DSL method for fitting.

Sharon Sandridge, Program Chair, speaks at the General Assembly program at AudiologyNOW!2007.

Marion Downs was joyously received by those attending the General Assembly as she served as the official hometown Denver hostess, welcoming more than 4,300 audiologists to AudiologyNOW!
amplification for children presented by Richard Seewald and his colleagues. The Sensory Technology Track offered courses in setting up a tinnitus management clinic (Craig Newman and Sharon Sandridge), managing patient expectations when fitting hearing aids (Kris English, Gyl Kasewurm, and Robert Sweetow). In other Learning Lab courses, Bob Burkard gave a thought-provoking and challenging course on auditory evoked potentials; Joanne Schupbach discussed critical issues related to the AuD fourth-year externship, and Bob Fifer and Deb Abel presented a review and updated information regarding coding and reimbursement issues. Over 850 attendees—a record-breaking number—participated in Learning Labs on Day 1 of AudiologyNOW! 2007.

Twenty-six FEATURED SESSIONS were offered this year. Among those courses were three Grand Rounds—one in adult diagnostics, one in pediatrics and one in vestibular and balance. There were lively discussions in the Ethical Practice Committee session and the session presented by the Task Force on the AuD Fourth-Year. For the second year in a row, a legend in audiology and hearing science was honored as the WOW SESSION presenter. Jos Eggermont WOWed the audience with his presentation on the developmental changes in the auditory system and hearing loss. In addition to 22 ninety-minute Featured Sessions, three SYMPOSIA (three-hour courses) were offered covering three of the four SuperTracks. Billy Martin, Deanna Meinke, and Ted Madison entertained and educated their audience while delivering the method to take the HLP message into the classroom using the Dangerous Decibels Model. Ruth Bentler moderated “Evidence-Based Hearing Instrument Design 2007.” This session consisted of representatives from seven hearing aid manufacturers sharing the evidence behind their products. Gary Jacobson and Devin McCaslin captivated their audience by providing the framework for working with patients with dizziness, “What you Didn’t Learn in School: Vestibular Compensation.” Judy Gravel, Featured Sessions Subcommittee Chair, assembled a committee that arranged a great cast of presenters and topics. For the committee, Kathy Campbell oversaw the development of the Hearing Loss Prevention SuperTrack offerings. Ben Hornsby was responsible for the Sensory Technology SuperTrack while Anne Marie Tharpe had the Pediatrics SuperTrack.

Pat Feeney chaired the subcommittee...
that planned the **FOCUS AND DISCUSSION GROUPS**. Focus Groups are sessions reflecting current issues or ‘hot-topics’ in the field.

Brad Stach, Chair of Trustees of the AAA Foundation, expresses appreciation and presents a commemorative gift to Walter Nance, 2007 Marion Downs Pediatric Lecturer while Marion Downs looks on.

Attendees had the opportunity to discuss issues related to hearing loss prevention, global issues in audiology, supervision of the AuD student and how to become more involved in the Academy. **DISCUSSION GROUPS** offer the opportunity to meet in small groups to discuss a variety of topics. All four SuperTracks were represented in the 23 different Discussion Groups as well as a number of other topics. A special Discussion Group was held to encourage attendees to become future presenters. Chris Bauch led that Discussion Group where selected attendees presented interesting case studies in a less-stressful environment to a smaller audience with the hope that these attendees will present at future AudiologyNOW’s. The small group format for the Focus and Discussion Groups facilitates one-on-one interactive discussion resulting, in most cases, in a lively conversation.

Attendees could select from 115 **LEARNING MODULES**. The Learning Modules were either one or two hours, yielding over 145 hours of exciting learning opportunities. Many Learning Modules incorporated interactive activities designed to engage the audience in active learning by sharing ideas and opinions, with titles such as “Grand Rounds in Cochlear Implants: You Make the Call!” and “Q & A About (Central) Auditory Processing Disorders.” In a lively session entitled “ELVAS Lives! The Evolution of Hearing Aids,” Paul Dybala flashed images of various devices that connect to the ear, asking participants to vote whether the device was a traditional hearing aid or another type of ear-level device (e.g., Bluetooth receiver, mobile phone, radio, etc.), a surprisingly challenging task! This novel approach emphasized the potentially expanded role of audiologists in providing hearing assistance beyond traditional hearing aid fittings. In another interactive session, a panel of presenters (Barbara Weinstein, Patricia Kricos, Sharon Lesner, Carol Cokely, and Doron Milstein) described “How-To’s for Effective Hearing and Balance...
“Screening” and sought suggestions from attendees for effective patient education strategies depending on various screening outcomes. The diversity of Learning Module topics was tremendous, with titles such as “Caution – Baby on Board,” “Oscillopsia and Vestibular Impairment: A Clinical Update,” and “Hearing Status in Lysosomal Storage Diseases.” Pat Kricos was the Learning Module Subcommittee Chair.

On Thursday and Friday afternoons, research was in the air! Marc Fagelson and his committee selected 28 research proposals to be presented as podium talks. The **RESEARCH PODS** were well-attended and offered cutting-edge results on a wide range of topics including HLP, cochlear implants, electrophysiology test batteries, auditory processing results, outcomes of tinnitus treatment, and vestibular testing, to name a few areas. More than 185 **RESEARCH POSTERS** were available for viewing from noon on Thursday until noon on Saturday with the authors available on Friday evening. Poster Session presenters discussed their findings in a casual, informal setting while enjoying munchies and drinks! The number of continuing education units attendees could earn was raised from 0.2 to 0.6 CEUs for posters this year – an increase of 0.4 overall from AudiologyNOW! 2006. The quantity and quality of submissions supports that research is alive and well at AudiologyNOW!

One of the highlights every year is the **STUDENT RESEARCH FORUM**. This year there was a record breaking number of submissions – again demonstrating that research is alive and well at AudiologyNOW! Patti McCarthy and her committee had the difficult task of selecting the ‘best’ five student research projects from among the many excellent submissions. Attendees enjoyed lunch while listening to topics involving APD, cochlear implants, FM usage, and hearing science. Funding for the student research awards is made possible through the AAA Foundation and Plural Publishing Group, Inc.

The Student Research Committee also had the honor of reviewing a record breaking number of student poster submissions this year - a total of 83. This review happens both off-site and on-site in order to select the two most outstanding poster presentations – a particularly difficult task this year because of the high quality of the submissions. Cynthia DeMots from Towson University “Effects of Auditory Toughening in Rats” and Sarah Borton from Washington University, St. Louis “Quality of Life in Children with Unilateral Hearing Loss: A Pilot Study” were the recipients of this year’s James Jerger Award for Excellence in Student Research.

Exhibitors had the opportunity to showcase their research findings regarding their products and services. Todd Ricketts and his committee selected over 40 **EXHIBITOR COURSES** that were offered on Thursday and Friday afternoons. Topics were primarily related to hearing aids, yet there were a few on vestibular, tinnitus, and pediatrics.
The EMPLOYMENT SERVICE CENTER was located in the exhibit hall and was a busy site! Over 60 interviews were held within the Center during AudiologyNOW! 2007. There were 94 job postings on the HearCareers Web site, with an additional 12 postings coming in on-site. Many attendees took advantage of the opportunity to pursue job opportunities or resumes of potential employees. The Center provided a unique opportunity for job-seekers and employers searching for new staff to meet privately and in person. The Center was well-staffed by the Academy Staff and student volunteers under the direction of Linda Guenette, Subcommittee Chair. In addition to the postings and interviews, 5 courses were offered on topics ranging from creating a resume, interviewing skills for the potential employee, interviewing skills for the potential employer, and a session on mock interviews which gave attendees a chance to practice their skills.

If the enthusiasm, commitment, and professionalism shown by the student volunteers who attended AudiologyNOW! 2007 are any indication of the future of audiology – the profession is in good hands! In exchange for free registration, over 500 audiology graduate students participated in supporting activities ranging from assisting with educational sessions to monitoring various kiosks and centers in the convention center to educating the home-schoolers who visited the DiscovEARy Zone about HLP.
The **STUDENT VOLUNTEER PROGRAM** began with the orientation meeting on Wednesday night. Mona Klingler, Subcommittee Chair, welcomed the students to the greatest audiology event in the world! Sharon Sandridge, Program Chair, encouraged the students to take the opportunities to *acquire knowledge, advance science, access technology* and have fun with her preview of what AudiologyNOW! 2007 had to offer! Paul Pessis outlined the highlights from his year as Academy president. Catherine Palmer, acting chair of the Student Research Subcommittee, reminded the students of the importance of student research to the program and the future of audiology. Linda Guenette, Employment Services Subcommittee Chair, encouraged all seeking employment to visit the Employment Service Center and attend any of the four sessions of resume writing and interviewing that were offered in the Employment Service Center. A fun part of the Orientation is the awarding of prizes! Shari Kwon was recognized for being the first student application received while the University of Northern Colorado had the greatest number of student volunteers in the small school category; Central Michigan University won for the medium school category and the Northeast Ohio AuD Consortium (NOAC) had the greatest number of student volunteers for the large school category.

Organizing the work schedule of over 500 students is no small feat. Vanessa Scherstrom from the National Office Staff did a phenomenal job of doing just that while Mona Klingler, Student Volunteer Subcommittee Chair, oversaw the students during the convention.

The **COMMUNITY SUPPORT** Subcommittee, led by Bob Traynor, was proud to present their mile-high home city of Denver. The thirteen member committee along with a number of volunteers from the Colorado Academy of Audiology, our Ex-officio Hostess Marion Downs, and students from both the University of Northern Colorado and University of Colorado-Boulder donated hours of their time to showcase Denver, the state of Colorado, and most importantly spread the word about hearing loss prevention (HLP). Deanne Meinke and Kathy Arehart arranged to take
the HLP message to the classroom by conducting a Teachers Workshop in Boulder held on April 17. Twenty K-12 teachers attended this hands-on workshop designed to equip the teachers with the knowledge, resources and techniques for integrating into the classroom curricula the science and health issues related to the prevention of noise-induced hearing loss and tinnitus in children. In addition, educational audiologists throughout Colorado were trained to go into the classrooms to teach elementary school children about HLP using the Dangerous Decibel Program. Over 1200 children around the state received education about HLP during the weeks surrounding AudiologyNOW! Cheryl Johnson with the assistance of Shelly Miller arranged to have home-schooled children in the area visit the DiscovEARy Zone as part of their school lessons on the ear. While visiting the DiscovEARy Zone, the students “played” on the interactive kiosks, listened to Ben Jackson perform his rap, “Turn It To The Left,” heard the effects of hearing loss, and had their hearing screened by the student volunteers.

Day One concluded in a celebration! Wednesday evening attendees tried their hands at calf-roping, their legs at downhill skiing and snowboarding and their luck at the poker table while they sampled different beers from the region and munched on western-style food! CELEBRATE

AUDIOLOGY! was a time to talk with old friends, meet new people, and enjoy the relaxing atmosphere with the music playing at a comfortable level, promoting HLP at AudiologyNOW! 2007.

“Celebrate Audiology” (the reception on opening night_ highlighted Colorado’s past and present including a mechanical calf roping challenge.
The AAA Foundation (AAAF) gives all its supporters at AudiologyNOW! the proverbial “high five”!! Proceeds from its activities and special events in Denver will once again “elevate” the profession of audiology and support continued funding of its research, educational and public awareness initiatives.

The Foundation festivities began on Wednesday evening at the Brown Palace where more than 250 audiologists and friends gathered for the Happy Hour-and-a-Half. Everyone enjoyed scrumptious appetizers, the company of old friends and the soulful sounds of the band, “Hearing Aid.” The music was briefly quieted when Brad Stach, the AAA Foundation Chair, thanked Ken Schofield, COO of HearUSA Hearing Care Network for their corporate underwriting support of this lovely evening…and when the final gavel fell on the preview Silent Auction which supports the Research Awards program of the Academy.

The AAAF’s focus on research was kicked off on Friday morning by Walter Nance, MD, PhD, the 2007 speaker at the Marion Downs Lecture on Pediatric Audiology. A synopsis of Dr. Nance’s informative discussion of genetics and deafness will be published in next month’s issue of AT. This cutting-edge presentation was once again funded with a grant from the Oticon Foundation, and the AAA Foundation is grateful for their continued and generous support of this premiere annual event.

Research was also the focus at the Student Research Forum and the Research Awards Reception and Poster Presentation on Friday evening. Recipients of all the Academy’s research awards were acknowledged, along with their mentors and the Academy volunteers who serve on the Research Committee and the Student Research subcommittee. The AAAF is extremely grateful to Sadanand and Angie Singh of Plural Publishing for their generous gift which supports the Student Research Forum annually. For more information on the award recipients and their research topics, visit the AAA Foundation’s Web site, www.audiologyfoundation.org.

Those who stopped by the AAAF booth on Thursday were greeted by Ben Jackson, the newest musical sensation in the audiology world! Ben’s performance of his rap single, “Turn It To The Left,” left the crowd at General Assembly dancing in the aisles, so he graciously agreed to autograph copies of his CD at the Foundation booth that day. Those visiting the Foundation booth were also able to bid on over 50 items available at the Silent Auction which raised over $12,000 for funding AAAF programs.

All these events are made possible thanks to the time and talents of many wonderful volunteers: Deb Abel, Kimberly Barry, Judy Hammack, Terri Ives, Susan Krutt, and our wonderful Happy Hour musicians, Brad Ingrao, Chuck Berlin, Mead Killion, and Andy Vermiglio. The Foundation also acknowledges the hard work of Lina Kubli, Board member extraordinaire, and Chair of the AAAF’s AudiologyNOW! events committee.

On behalf of the entire AAA Foundation Board of Trustees, many thanks to all and our friends and supporters.

See you next year in Charlotte!!!
The AAA Foundation appreciates the fabulous donations from all those who contributed to the Silent Auction….thank you!

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Proceeds from the 2007 Silent
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Simply (ear)resistible!!!

The AAA Foundation’s “(ear)resistible” T-shirts are still available at the Academy Store. It would be “(ear)responsible” of you not to buy one, because all proceeds from the sale of the shirts support research, education and public awareness in audiology! Go to www.audiology.org/academystore/ to make your purchase, or call the Foundation office at 703.226.1049 for more information.

AAA Foundation CONTINUES ITS SUPPORT OF RESEARCH AND EDUCATION

The AAA Foundation is pleased to announce the 2007 recipients of the James Jerger Award for Excellence in Student Research, Sarah Borton, BS, Washington University School of Medicine, and Cynthia DeMots, BS, Towson University. DeMots’ poster on “Effects of Auditory Toughening in Rats” and Borton’s on the “Quality of Life in Children with Unilateral Hearing Loss” were singled out for their excellence by the review committee, lead by Catherine Palmer. Each student will receive $500 for their outstanding research and was honored at the AAAF Research Awards Reception and Poster Presentation at AudiologyNOW!

This award is funded annually by the AAA Foundation with a gift from an anonymous donor. This benefactor was extremely impressed by the excellent student research at this year’s Poster Presentation and has agreed to fund three awards each year in the future. The Foundation is extremely appreciative of this most generous gift….and is pleased that it encourages continued student research in the hearing sciences. Many thanks to this special Foundation benefactor!

The AAAF is also pleased to announce that it has awarded its first scholarship to Andrea Hillock, AuD, a PhD student at Vanderbilt University. Hillock will attend the Council for Academic Programs in Communication Sciences Disorders (CAPCSD) Summer Institute at the University of Iowa.

The AAA Foundation appreciates its corporate friends who provide underwriting support for these AudiologyNOW! programs and events…many thanks!!!

- Marion Downs Lecture in Pediatric Audiology…The Oticon Foundation
- Student Research Forum…Plural Publishing
- Happy Hour-and-a-Half…HearUSA Hearing Care Network
- AAAF Focus on Foundation E-newsletter…Oticon, Inc.
- ABA “Meet & Greet”…Thieme Medical Publishers…Allyn & Bacon
- Member Assistance Program…Auban, Inc….Oaktree Products, Inc….Phonak Hearing Systems
Over 120 attendees participated in the 2007 Academy PAC luncheon at Audiology NOW! held on Saturday, April 21, 2007, in Denver. The PAC luncheon provides an opportunity for the Academy to demonstrate to members of Congress its commitment to the political process. Rep. Diana DeGette (D-CO) was the keynote speaker. In her remarks, Rep. DeGette emphasized the imperative to be part of the political process and work towards electing public officials who support your issues. Rep. DeGette represents the 1st District of Colorado, which encompasses the city of Denver, and is now serving in her sixth term in the 110th Congress. In 2005, Rep. DeGette was promoted to the leadership as Democratic Chief Deputy Whip and serves as Vice Chair of the House Energy and Commerce Committee.
The Academy and the AAA Foundation have joined efforts to promote public awareness about noise-induced hearing loss. This initiative developed when “Hearing Loss Prevention” was selected as the theme for AudiologyNOW! 2007, and our efforts hit a “high note” during General Assembly in Denver!!

It was there that we debuted our “Turn It To The Left” campaign! The audiologists at General Assembly were on their feet as Ben Jackson performed the rap single for the crowd. The Academy leadership joined him on stage for an encore that “raised the roof” of the convention center. Following his rousing performance, he autographed CDs for audiologists and did an encore performance for the Denver youth who were visiting the DiscovEARy Zone. Academy members were thrilled to hear that “Turn It To The Left” is available on CD and immediately began thinking of opportunities for its use to educate patients and family members about noise-induced hearing loss.

The first delivery of CDs sold out in one day…we’re glad to announce that additional copies are available. The CD is a thank-you gift with each donation of $20 or more to the AAA Foundation’s “Turn It To The Left” Fund for research in noise-induced hearing loss. Make your contribution to the AAA Foundation at www.audiologyfoundation.org to receive your complimentary copy.

Support this worthy and exciting endeavor today with your donation to the AAAF!
At AudiologyNOW! 2007, the American Academy of Audiology introduced the DiscovEARy Zone - a free, interactive and educational experience about hearing loss and the human ear guaranteed to be fun for kids of all ages. Located at the entrance to the Colorado Convention Center in Denver, the exhibit was open to the public and visiting school children. The DiscovEARy Zone featured a series of interactive computer kiosks, a giant graphic display of the anatomy of the ear, hands-on tables and much more, including a quiet area where kids had their hearing checked by an audiologist.

Within the DiscovEARy Zone was the Dangerous Decibels virtual exhibit featuring five computer stations with a collection of games, demonstrations and interactive activities teaching visitors the sources of dangerous sounds, the effects of listening to these sounds, and how one can protect hearing in a noisy environment. The special computer program, titled “The Ear,” was sponsored by Blue Tree Publishing and allowed children to experience the anatomy of the ear, through rollover and mouse clicks, identification and sound wave animation.

Youngsters also experienced “get listening” with Phonak’s SoundCheck. This crossword puzzle game shows how different words sound to someone with perfect hearing, moderate hearing loss, and severe hearing loss.

In the viewing area, an interactive DVD from Sensimetrics demonstrated various degrees of hearing loss and showed how the hearing losses affect music enjoyment.

The success of the DiscovEARy Zone in Denver opens the door for the exhibit to grow in size and scope every year as the American Academy of Audiology reaches out to the communities that will host AudiologyNOW! The DiscovEARy Zone was made possible by the American Academy of Audiology, Blue Tree Publishing, Dangerous Decibels and the following partners: American Academy of Audiology Foundation, Energizer, Hearing Basics Publishers, Newport Audiology Centers, Oticon, Oticon-Pediatrics, Phonak, Sensimetrics and Starkey. Thanks to these sponsors, goodie bags were handed out to the children who toured the DiscovEARy Zone. Over 250 youngsters visited the exhibit and participated in the activities and programs.
DiscovEARy NOW!
Did you know that “oo-mox” is the Star Trek term for massage of the external ear? Or that E. Glen Wever, while working on his first hearing research project in Berkeley, CA in 1927, borrowed equipment from researchers Wegel and Lane at Bell Labs in New York City? Or that Jay Hall, Gus Mueller, Dennis Van Vliet and Roger Ruth share in common the “loser” title in Academy presidential elections? To do well in the 2007 Trivia Bowl, you needed to know a mountain of minutiae!

A record-setting 68 teams composed of nearly 700 participants met the challenge of the 2007 Trivia Bowl with smiling determination. When it was over, amid the laughter and team celebrations, was the grim admission that the trivia questions were, perhaps, the most difficult of all the previous contests. Knowledge of esoteric details of audiologically-related current events, audiology personalities, journal articles and hearing science were required to answer Trivia Guru Gus Mueller’s 25 diabolical problem questions. The questions were presented by master of ceremonies, Jerry Northern, while teams struggled to select the correct answer, often determined by wild guesses.

When the scores were electronically tallied, the overall winning team was a team named “The MountainEARs,” with members mostly from Gallaudet University. The MountainEARs were Annette Mazevski, Beth Hellmuth, Julie Varhoff, Yell Inverso, Anne Arrazaeta, Johanna Allport, Tricia Riley, Wendy Hanks, Mike Dougherty, and Tad Zelski. There was a tie for second place between the “Dakota Double Dbs” and past-winners, “The Trapezoid Bodies.” Winners of the Student Category came from Northwestern University, named “Our Tymps Don’t Lie,” composed of Alison Singleton, Cara DePalma, Cara Lapalucci, Julia Braden, Rebecca Vanderelst, Erica Cho, Jenny Markee, Renee Banakis, Summit Dhar, and Becky Mayo.
The Best Team Name Contest was won by “BAER to the Left,” which included Collin Griffin, Tamar Del Valle, Eddie Abalos, Jeremy Smith, Linsey Wagner, Tiffany Harvey, Laura Kalstein, Koko Tyler, Amber Morgan, Pricilla Lopez, and Sarah Sonnemann. Other team names that made it to the finals included “GondoliEARS of the SemiCircular Canals” and “Sanjaya’s Hair...Cells.”

Once again, this relaxed and fun activity was a great event to bring AudiologyNOW! 2007 to the finish with a flourish! Trivia Bowl participants vowed to return in Charlotte, NC at AudiologyNOW! 2008 where the partnership of Mueller and Northern promises a special Trivia Bowl program to celebrate the Academy’s 20th Anniversary meeting.
THANK YOU, SPONSORS

AudiologyNOW! would not be possible without the support of our sponsors.

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Record your AudiologyNOW! 2007 CEUs in CEU Manager
Enter your CEUs before June 19, 2007, at www.audiology.org/ceumanager. Failure to record your CEUs into CEU Manager by this date will result in a loss of CEUs—no exceptions.

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Did you miss AudiologyNOW! 2007? eAudiology will offer select recorded Featured Sessions. These sessions will be available in an on-demand Web seminar format (audio and PPT presentation) and will offer CEUs. Check www.eAudiology.org for more information.

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A n audiologist’s credentials are important to him or her and to the consumer. For the audiologist, his or her credentials serve as evidence of training and the right to practice. For the consumer, the credentials provide confidence in the professional’s ability to provide quality care. The consumer’s confidence in the service provided is established in part through understanding the professional’s credentials. If those credentials are presented in an inappropriate manner, the result may be damaging to the professional, the profession and the consumer.

Among the most important credentials is licensure. Often license renewal depends on meeting a requirement for continuing education. All of these requirements are geared to safeguard the public by establishing a minimum level of quality care. Knowing and understanding your state requirements is paramount to ensure that you maintain the right to practice within the state.

It is the audiologist’s academic credentials that attest to the level of academic and clinical training he or she has achieved. In order to establish audiology as a doctoring profession and to establish a unified designator for audiology, the clinical doctorate, Doctor of Audiology (AuD), has been developed. As the number of audiologists with an AuD degree grows, a greater concurrent challenge is establishing the doctoral degree as the academic requirement for licensure. Such a change in credentials requires substantial documentation with evidence to show the value of that change and the positive outcome for the consuming public.

Audiologists also may possess professionally proffered credentials, which the consumer may recognize as equating the professional with a high standard of quality. The Certificate of Clinical Competence (CCC) offered by the American Speech-Language-Hearing Association has been one such credential. The American Board of Audiology (ABA) offers the credential of Board Certification in Audiology along with specialty certification in Cochlear Implants and soon Pediatric Audiology. Renewal requirements for Board Certification in Audiology are generally greater than state license renewal requirements. Over time, audiologists have recognized the relationship among a doctoral degree, licensure and independent board certification as a triad of academic and clinical credentials that attest to excellence in serving the consumer. Consumers may not be as aware of the important relationships to which these credentials attest. Therefore, it is important to present one’s credentials in a clear manner so as to assist the consumer in recognizing quality audiology services.

Misrepresenting one’s degree or title can have ethical and perhaps serious legal implications. Consider the article “Laws and Regulations Relating to the Use of Degrees and Degree Designators,” (M. Ford, AT, 9:5). Specifically, the article focused on the use of unearned degrees and titles as an illegal practice. Equally important was the statement, “The typical law states that a person engages in a deceptive trade practice when, in the course of his business, vocation or occupation, he causes the likelihood of confusion or of misunderstanding as to the source, sponsorship, approval, or certification of goods or services.”

In other words, you cannot use degrees, designators or titles in a manner that causes the likelihood of misunderstanding or confusion. What is very clear is that audiologists have a responsibility to ensure that members of the public are not misled or confused by titles, degrees or designators.

Often, the Ethical Practices Committee (EPC) is asked to comment upon credentials that are used in advertising or on business cards. The American Academy of Audiology published an Advisory Opinion on the use of the title doctor in advertising (see AT, 17, 2, 2005). The guiding principle in the advisory is clarity in the use of the title “Doctor,” and this can and should be applied to the use of all credentials.

In general, audiologists understand the work, effort and time dedicated to becoming a quality professional and the value of licensure and independent practitioner status. They also recognize the value of Board Certification in Audiology as an independent verification of uniform standards and ongoing professional development. However, in an effort to publicize credentials, we must not obfuscate their meaning and value in an overzealous approach to show every detail. Paramount in presenting one’s credentials is the responsibility to assure that there is never an implication of meaning or value that does not exist.

REFERENCES
The Truth About Recognition of Accrediting Agencies by the U.S. Department of Education

Recently, the State of Maryland approved legislation updating the licensure requirements for audiologists to the doctoral level. The American Speech-Language-Hearing Association (ASHA) posted a press release on their forum voicing their support for this legislation. In addition, the press release included the following statements: “ASHA worked closely with the Maryland Speech-Language-Hearing Association and the Maryland Licensure Board, providing testimony and amendment language for Maryland’s new licensure standards. One amendment included program accreditation by either the Council of Academic Accreditation in Audiology and Speech-Language Pathology (CAA) or the Accreditation Commission of Audiology Education (ACAE). While ASHA supported the vast majority of amendments to the licensure legislation as proposed by the licensure board, they voiced strong opposition to the inclusion of the ACAE. The ACAE is not recognized by the U.S. Department of Education (USDE) or the Council for Higher Education Accreditation (CHEA) as an accrediting agency for entry level programs in audiology.”

In particular, the last sentence in the paragraph notes that the ACAE is not recognized by the U.S. Department of Education or the Council for Higher Education Accreditation (CHEA) as an accrediting agency for entry level programs in audiology. This is a true statement; the ACAE is not recognized by either the USDE or CHEA. However, this sentence appears to imply that this recognition is necessary for an agency to be an accrediting body. This is not true. Let’s clarify the role of the USDE and the recognition process for accrediting agencies.

The USDE does not directly accredit universities or academic programs. Instead the USDE defers that responsibility to independent, non-governmental agencies. However, the Secretary of Education is required to determine which agencies are “reliable authorities as to the quality of education or training provided by the institutions of higher education and the higher education programs they accredit.” This determination is made by the National Advisory Committee on Institutional Quality and Integrity. Any accrediting body, whether at the institutional level or the program level, must meet the criteria for recognition as established by the Secretary of Education.

The primary purpose of recognition by the USDE is to assure that students who receive federal educational funds receive a quality education. Specifically, the USDE notes that to be eligible for recognition an agency must demonstrate that accreditation is a required element in enabling at least one of the academic programs to establish eligibility to participate in non-HEA (Higher Educational Authorization) Federal financial aid programs. This link to federal programs is critically important to recognition by the USDE. USDE documents state: “Some of the criteria for recognition, such as the criterion requiring a link to Federal programs, have no bearing on the quality of an accrediting agency; however, they do have the effect of making some agencies ineligible for recognition for reasons other than quality.” Interestingly, more than 40% of all accrediting agencies are not recognized by the USDE, some due to the fact that they cannot establish a federal eligibility link.

There are audiology programs that do receive federal funds and therefore the federal link can be established. However, the ACAE can only seek USDE recognition if one of those programs that receive federal funds seeks ACAE accreditation.
If none of those programs choose to seek these funds, then no federal link can be established and therefore ACAE would be ineligible to be recognized.

The USDE further states: “Agencies seeking initial recognition are reminded that recognition by the Secretary is not a prerequisite for an agency to function as an accrediting body, i.e., an agency does not have to obtain recognition before it begins to accredit institutions or programs. Rather, recognition is granted by the Secretary to an agency that meets certain Federal eligibility requirements and can demonstrate compliance with all of the criteria for recognition, establishing through its accrediting actions and decisions that it is a reliable authority regarding the quality of education offered by the institutions or programs it accredits.” This paragraph specifically states that recognition by the USDE is not necessary for an agency to function as an accrediting agency.

The ACAE plans to seek recognition by the USDE, and CHEA. However, the USDE policy on application notes: “…a new accrediting agency will need to have had at least two years’ experience functioning as an accrediting agency - establishing standards, evaluating institutions or programs for compliance with those standards, and making accrediting decisions based on those standards - before it submits its application for recognition.” Even without the federal link issue, the ACAE must establish a track record of performance before seeking recognition.

In summary, there is no requirement that the ACAE be recognized by the U.S. Department of Education. In fact, the USDE specifically notes that recognition is not necessary to act as an accrediting agency. More than 40% of all accrediting agencies are not so recognized. Moreover, the ACAE will be ineligible to seek this recognition until such time as an AuD program seeks federal funds requiring accreditation by an agency recognized by the USDE, and until two years of accrediting programs has occurred. The ACAE does, in fact, plan to seek recognition by the USDE and CHEA at the appropriate juncture. Universities, academic programs in Audiology, and state licensing boards can rest assured that the ACAE is well within established guidelines by any and all agencies as it proceeds forward, and the lack of recognition at this time by the USDE is not an issue.

Information contained in the article was quoted from accreditation documents contained on the website of the United States Department of Education. Further information regarding recognition of accrediting agencies by the U.S. Department of Education can be found at: www.ed.gov/admins/finaid/accred/index.html.

Jerry Church, of Central Michigan University, receives plaque from Ian Windmill, ACAE Chair and Paul Pessis, President of the American Academy of Audiology, in recognition of his university department achieving the first accreditation from the Accreditation Commission of Audiology Education (ACAE).

**It’s Only The Beginning….the Door to ACAE Accreditation is NOW Open!**

On April 17, 2007, Central Michigan University became the first AuD program to receive ACAE accreditation. This historic event was announced at the general assembly at the American Academy of Audiology AudiologyNOW!, and a plaque recognizing the event was presented to Jerry Church, director of the CMU audiology program. CMU, and Washington University, have been participants in the beta site testing of the Computerized Accreditation Program (CAP) and the ACAE accreditation process. Our thanks to the faculty, staff, administration, students and alumni of CMU who participated in the beta-testing. More importantly, we congratulate CMU on their program and their recognition.

The awarding of ACAE accreditation to the program at CMU was the culmination of four years of dedication and diligence of the members of the board of the ACAE, and particularly the work of Doris Gordon, the Executive Director of ACAE. Doris has guided the ACAE through the complexities of accreditation, including the development and adoption of educational standards, development of policies and procedures consistent with the guidelines of the U.S. Department of Education and the Council of Higher Education Accreditation, and the creation of the CAP web-based system.

The development of the ACAE is the opportunity for audiology to fully integrate the educational foundation of the profession into the vision for professional autonomy. The recognition of the AuD program at CMU is only the first step in this regard. The ACAE is pleased to announce that it will begin accepting applications for accreditation from other university programs beginning in July of this year.
The Accreditation Commission for Audiology Education (ACAE) was developed to provide the profession of audiology with standards of accreditation by which all accredited academic programs should be measured. The standards define the expectations of the ACAE with regard to an accredited professional audiology (AuD) degree program and provide a framework for a program’s self-study process. The mission of the ACAE is to serve the public by establishing, maintaining and applying standards to ensure the academic quality and continuous improvement of audiology education that reflect the evolving practice of audiology. While the ACAE defines the standards for academic training programs, the legal right to practice audiology is defined by state license laws. It is these laws that often look to the accreditation standards to assure that license holders are properly trained. The laws offer consumer protection by granting audiologists the legal right to practice and defining the qualifications to practice.

A recent review of audiology state license laws reveals that graduates of accredited programs may not be eligible for a license in several states. Universities that are accredited by the ACAE must now be assured that their graduates will be eligible to be licensed to practice across the nation. The purpose of this project was to review the State License Laws and assure that the language will recognize programs accredited by the ACAE.

A review of the State Laws places statutes into three general categories:

1. States that require applicants to graduate from a university with regional accreditation (Figure One)

2. Statutes that require applicants for the state license to graduate from a university program that is accredited by a body:
   - Approved by the Board or Department
   - Recognized by the U.S. Department of Education and/or the Council on Higher Education Accreditation (CHEA)
   - Approved by the American Speech-Language and Hearing Association

3. States that have no specific statement of accreditation or the license board requires completion of coursework approved by the license board or another organization (Figure Three).
University Audiology Accreditation

Regional Accreditation

Figure One is a map of states requiring applicants for the state license to graduate from a university with regional accreditation. There are seven regional accreditation bodies in the United States. These organizations affirm that established standards and processes of the accredited degree-granting institution are being met. These bodies provide accreditation to schools and colleges but not to individual academic programs. More than one-half of the state laws require that applicants for the audiology license must graduate from an “accredited educational institution” or similar wording. In these states, graduates do not have to graduate from a program with audiology accreditation, but from an institution that is regionally accredited. These states would permit license applicants to graduate from any degree granting institution without regard to the specific accreditation of the academic program. The License Board in these states should be contacted and informed about the ACAE and encouraged to recognize that graduates of ACAE accredited programs will have met the academic and clinical standards necessary to practice the profession.

Program Accreditation

Twelve states require license applicants to graduate from an academic program that has met accreditation standards specific to the profession of audiology. Figure Two provides a list of those states. Many states such as Florida and Arkansas require applicants for the audiology license to graduate from an academic program that is accredited “by a body recognized by the U.S. Department of Education.” Other states such as California and Indiana permit the License Board to decide if an audiology academic program meets the state standard for licensure.

There also are five states that delegate the responsibility of program recognition to the membership organization, ASHA. Kansas and Missouri, for example, require that license applicants must graduate from an academic program that is “accredited by the American Speech Language Hearing Association.” Similarly, the license laws in Vermont, Maine, and Massachusetts require that license applicants graduate from an academic program approved by ASHA with Vermont and Massachusetts also recognizing the American Board of Audiology. These are not accrediting bodies but professional organizations or voluntary certification programs offered by the professional association. Changes in the laws of these states are required to permit the license board to recognize the ACAE as an approved accrediting body for audiology education.

No Statement of Accreditation

Figure Three is a map of the states that do not have a specific statement of accreditation. States laws in Colorado, New York, and Montana require applicants to have earned a degree with a curriculum approved by the license board or its administrator. These state boards and administrators should be petitioned to recognize the ACAE as an approved accrediting body for audiology.

The ACAE will provide a standard of accreditation by which all Doctor of Audiology programs can be measured. States that require applicants to graduate from an accredited program must recognize the ACAE as a credible accrediting body. Since the ACAE is seeking recognition by the U.S. Department of Education, then recognition will be automatic in states like Florida and Arkansas which require license applicants to graduate from an audiology program that is accredited by a body recognized by the U.S. Department of Education. Other states license boards that require applicants to graduate from “an accredited program” can be informed of the ACAE standards and asked to recognize the ACAE as a standard setting body for audiology education. In States like Kansas and Missouri, the laws will need to be changed to permit the license board to recognize a body other than ASHA.

Now What?

As a resource tool to use when approaching your state Board, the Academy has written a letter that is co-signed by Ian Windmill, Chair of ACAE, and Paul Pessis, President of the Academy, that is available to Academy members on the Academy’s Web site at www.audiology.org/govtrrelations/state/stateleaders/.
Make the Commitment to Advocacy

“Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative (and creation) there is one elementary truth, the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then Providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one’s favor all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamed would have come his way. I have learned a deep respect for one of Goethe’s couplets:

Whatever you can do, or dream you can, begin it.
Boldness has genius, power, and magic in it. “

— W.H. Murray, The Scottish Himalayan Expedition

Perhaps one of my favorite quotes, these words by W.H. Murray have a motivating force that set the tone for the Academy’s advocacy efforts both in Washington and at the grassroots level. As an example, the Academy’s commitment to getting a direct access bill introduced in the House of Representatives of the 110th Congress came to fruition on March 23rd with the introduction of the “Medicare Hearing Health Care Enhancement Act of 2007” (H.R. 1665). The bipartisan legislation was sponsored by Representative Mike Ross (D-AR), a member of the powerful House Energy and Commerce Committee, serving on the Subcommittee for Health. The Academy faced a number of challenges to the bill’s introduction in that our former primary sponsor in the House of Representatives, Jim Ryun, was defeated in his bid for re-election. Further, our primary sponsor in the Senate, Senator Tim Johnson (D-SD), suffered a brain hemorrhage that has limited him from performing some of his senatorial duties, including the opportunity to serve as the primary sponsor of the corresponding direct access bill in the Senate. However, the Academy has been working with Senator Johnson’s office, and upon his return to office, he intends to introduce the bill in the Senate. Despite these seemingly demoralizing setbacks, the House bill was introduced with 15 original cosponsors, including Rep. Ross, and now has 21 cosponsors (as of this writing), which equals nearly half the total number of cosponsors the Academy secured in the entire 109th Congress. Further, the following 18 organizations (over double the total in the 109th Congress) have signed on to endorse the bill (as of this writing):

American Academy of Audiology
Academy of Doctors of Audiology
American Association of People with Disabilities
The American Board of Audiology
American Speech Language Hearing Association
American Tinnitus Association
Association of Medical Professionals with Hearing Losses
Association of VA Audiologists
Council of Academic Programs in Communication Sciences and Disorders
Educational Audiology Association
Hearing Loss Association of America
Military Audiology Association
Minnesota Academy of Audiology
National Association of Future Doctors of Audiology
National Black Association for Speech, Language and Hearing
National Court Reporters Association
National Hearing Conservation Association
Registry of Interpreters for the Deaf, Inc.

The support is a mix of both consumer-based organizations and those representing the profession from academic programs, government/military-based employees, private sector, prevention, credentialing, and students. This support demonstrates the broad appeal to enhancing audiology services for Medicare beneficiaries. We hope to add to this list as more organizations come forward to endorse this legislation. In addition, we have asked all state academies, university programs, clinics and other entities to write letters
in support of this legislation. If you are in a leadership position in any one of these organizations, we ask that you please send a letter of endorsement!

**Hearing Aid Benefit Bill Introduced**

Rep. Gus Bilirakis (R-FL) has introduced HR 1912, The Medicare Hearing Enhancement and Auditory Rehabilitation (HEAR) Act of 2007, a bill that would provide Medicare coverage for hearing aids for seniors with hearing loss. The bill would mandate that the Secretary of Health and Human Services establish national coverage for hearing aids under title XVIII of the Social Security Act based on coverage offered by other Federal benefit programs such as the Department of Veterans Affairs and Department of Defense, in consultation with hearing health professionals and trade organizations. The bill was introduced with no original co-sponsors. The Academy is in process of analyzing the bill and will monitor any action taken in the 110th Congress.

At AudiologyNOW! 2007, I had the privilege of presenting an advocacy training course at the Annual State Leaders Workshops, where I emphasized the difference between a member’s involvement versus a commitment to the advocacy process. The Academy’s commitment to the advocacy process is outlined in our Academy Strategic Advocacy Plan (ASAP)—www.audiology.org/govtrelations. I encourage you to visit the Academy’s Web site to review some of the initiatives we have outlined in this plan. Specifically, the plan includes an initiative to strengthen the Academy’s visibility and influence with members of Congress. To support our efforts in Washington to accomplish this goal, we have set out a few objectives in the plan that requires your help at the grassroots level. In as much as we work to execute the Academy’s advocacy activities in Washington, the “voice of audiology” that echoes in the halls of Congress must originate from you—the audiologists—at the grassroots level.

**Recruit and Train Academy Leaders in Key Congressional Districts.**

In order to accomplish this goal, we are recruiting Academy members to demonstrate their commitment to advocacy and serve as leaders in their respective congressional districts. In particular the Academy is focusing on states and districts represented by key leaders in Congress. In perspective, the following ten states represent over half (229) of the members of the House of Representatives and thus representatives from these states are more likely to serve in leadership positions. 

**California • New York • Texas**

**Pennsylvania • Michigan • Ohio**

**Virginia • North Carolina**

**Massachusetts • Illinois**

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**Arrange Practice Tours for Members of Congress**

As a direct correlation with additional audiologists’ recruitment above, the Academy is developing a program to increase the number of congressional facility/practice tours conducted by audiologists to acquaint members of Congress with the practice of audiology and its issues. The Government Relations staff is developing a “How To” packet of information to assist members in this process.

**Increase Academy Leader Visits with Key Members of Congress**

Academy leaders have increased the number and frequency of visits with lawmakers on key health committees and in the leadership; however, continued growth in this area is crucial. In 2005, the Academy organized Hill visits for participants at the AudiologyNOW! held in Washington, DC. More recently, members of the Board participated in Hill visits with their representatives in Congress. Such visits raise the visibility of the Academy as a professional society with members of Congress.

All in all, these objectives underscore the need for you to develop and maintain a relationship with your member of Congress (as stated by Rep. Diana DeGette at the Academy PAC luncheon – see related article) and further your commitment to advocacy on behalf of the Academy.

Follow W.H. Murray’s words and make the commitment!

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**Academy’s Lobbying Firm**

The Federal Group, Inc. is a full service government relations firm, providing legislative, regulatory and political consulting services to its clients. Specializing in health care legislation and policy, The Federal Group staff has extensive experience in representing health professionals before Congress and the Administration. John Williams and Patrick Cooney, two principals of the firm, work together to represent the interests of the American Academy of Audiology on an array of federal legislative and regulatory concerns.
Noise induced hearing loss (NIHL) is a preventable type of hearing loss, resulting from exposure to high levels of noise, that typically presents itself as a high frequency hearing loss accompanied by decreased performance on various types of speech perception measures. Although the consequences of noise exposure on the peripheral system (cochlea) are well described, less is known about the effects in the central auditory system (brain).

To better understand the effects of noise exposure on the central auditory system, Aizawa and Eggermont (2006) investigated the effect of NIHL acquired early in life (6-week-old kittens) on the neural representation of voice-onset-time (VOT). VOT is an acoustic cue that is used to differentiate different speech sounds and can be defined as the gap between the release burst of the consonant and the onset of vocal fold vibration (voicing) (Lisker and Abramson, 1970). Voiced /ba/ and unvoiced /pa/ consonants, for example, differ in VOT. Short VOT durations (<40ms) result in the perception of /ba/ while long VOT durations (>40ms) result in a stimulus that sounds more like /pa/. It therefore follows that if the physiological representation of this temporal (VOT) cue is compromised, perceptual errors might arise (Tremblay et al, 2003).

The physiological representation of VOT can be measured in both humans and animals. Single neurons (single-units) and clusters of neurons (multi-units) in the auditory cortex respond to the onset of stop closure with a burst of activity, and a second burst to the onset of voicing, also referred to as a “double-on” response (Steinschneider et al., 1995;1999). In the Aizawa and Eggermont study, the authors induced a high frequency hearing loss in six-week-old kittens by exposing them to noise centered at 5k Hz, at 120dB SPL for two hours. Hearing levels were measured using ABR recordings and compared with an age matched control group that did not receive noise exposure. Once the cats reached adulthood (>22 weeks), cortical multi-unit activity was recorded using electrode arrays placed on the auditory cortex. Using consonant-vowel (CV) syllables, VOT was varied from 0-70ms in 5ms steps, resulting in a /ba/ – /pa/ continuum. The authors measured firing rates of neurons to each stimulus condition and determined the minimum VOT to evoke the “double on” response (VOT threshold). In addition to VOT thresholds, a gap-detection paradigm was used that consisted of a noise burst followed by a short duration gap that varied from 0-70ms in 5ms steps.

Results revealed that the noise exposed group had poorer VOT and gap thresholds. These findings indicate that the noise exposed group was less sensitive to temporal cues than the control group. Most important was the fact that the spread of the hearing loss was greater than expected, extending below 4kHz. Collectively, these results suggest that NIHL acquired while young contributes to a decline in temporal processing abilities as well as to increased severity and range of NIHL later in life. Extending this type of research to include measures of perception and physiology in humans would help determine if the effects reported by Aizawa and Eggermont apply to humans. However, exposing babies and children to noise is not an ethical approach that should be taken. Therefore, the National Institutes of Health have developed a coalition to improve the awareness of potential sources of harmful noise as well as to provide suggestions for hearing conservation for all ages (NIHCD, 2006). The final take home message is that it remains important to protect hearing from harmful noise at all ages.

REFERENCES

Aizawa N, Eggermont JJ. Effects of noise-induced hearing loss at young age on voice onset time and gap in noise representations in adult cat primary auditory cortex. JARO 2006;7:71-81.


With over 60 programs now offering the AuD degree, finding a sufficient number of high-quality clinical sites for fourth-year externs is becoming increasingly important. In response to this need, the Academy developed the Registry of Clinical Externship Sites, unveiled at AudiologyNOW! 2007 in Denver.

The Registry is a Web-based resource that describes prospective externship sites. Sites who register their clinical programs agree to uphold the Academy’s code of ethics, provide a broad range of clinical experiences with a varied patient population, and model “best practices” in assessment and treatment. They also agree to provide excellent supervision and mentoring and to promote the student’s professional growth.

The Registry was developed by the Clinical Education Subcommittee, chaired by Jack Roush (UNC-Chapel Hill). Roush describes the Registry as “a first-step in the process of ensuring that quality sites are used for AuD externships. Some university programs may not be well acquainted with clinical programs outside their geographic area. The Registry will help universities identify new sites that may be able to provide valuable externship experiences, and it will provide a mechanism for prospective sites to indicate their interest in providing clinical mentorship.” Roush also noted that the Academy will have no direct oversight of clinical programs or placements. It will be the responsibility of clinical sites to provide accurate information regarding their clinical programs and to provide updates as needed.

Included in the Registry are the name, location, and a brief description of the site as well as information regarding staff credentials and expertise. Sites are asked to provide a detailed listing of the types of services provided annually as well as instrumentation and other technology. Sites are asked to provide information about the number of externs accepted each year and their orientation process for students. Information about special features such as opportunities in research and continuing education is also requested. Any stipends, travel to satellite centers, or consortia are also described.

“A special feature of the Registry is that it addresses the qualifications of the preceptor, as well as the roles and responsibilities of the preceptor,” explained Dianne Meyer (Rush University), who chairs the Education Committee. “Sites choosing to be listed in the Registry must agree to provide supervision by licensed audiologists and to facilitate clinical goal setting. They also agree to encourage student self-assessment and independence and to implement other practices that are so important to student learning.”

Roush emphasized that the success of any externship experience depends on the universities and the clinical sites carrying out their joint responsibilities. “For that reason,” the Registry urges universities and sites to document details such as who is responsible for clinical supervision, timelines for

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**Academy Launches Registry of Clinical Externship Sites**

**Introduction**

With a growing number of fourth-year externship placement programs in their final year, many clinical programs across the nation are seeking external logistics from universities and students. As the request for clinical program directors and in an effort to bring greater uniformity to the application and selection process, the following timeline is being suggested by the Academy’s Clinical Education Subcommittee. The timeline will not be ideally suited for every university and every clinical setting; however, movement toward greater uniformity in applications and placements should result in a more timely and efficient process that will benefit students, university programs, and clinical sites.

**Clinical Education Subcommittee**

Jack Roush, Chair; Chris Beach; Lisa Hunter; Dianne Meyer; Donna Sobotka; Brad Rouch; Carl Whitaker; and Richard Wilson

**Externship Timeline**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Application Period Open</td>
<td>July through October</td>
</tr>
<tr>
<td>Application Files Completed</td>
<td>Letters and transcripts to be on file; November 1</td>
</tr>
<tr>
<td>Interviews</td>
<td>Externship interviews scheduled and completed; December and January</td>
</tr>
<tr>
<td>Offers Made</td>
<td>Offers made to sites on February 1</td>
</tr>
<tr>
<td>Accepted Round 1</td>
<td>Offers accepted by students within two weeks</td>
</tr>
<tr>
<td>Follow-Up Offers Completed</td>
<td>Process completed by March 31</td>
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<tr>
<td>Externship Begins</td>
<td>June 1 – July 1</td>
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**Suggested Guidelines for 12-Month AuD Externships**

<table>
<thead>
<tr>
<th>Process</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Student/Faculty Search</td>
<td>Process</td>
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<tr>
<td>Application Period Open</td>
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<td>Application Files Completed</td>
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<td>Interviews</td>
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<td>Offers Made</td>
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<tr>
<td>Offers Accepted Round 1</td>
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<td>Follow-Up Offers Completed</td>
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<td>Externship Begins</td>
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**ACADEMY LAUNCHES REGISTRY OF CLINICAL EXTERNSHIP SITES**

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**Audiology Today**

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student assessments, policies regarding vacation and illness, licensing requirements, and other matters. The Registry will help universities and sites clarify the expectations for each, “explained Roush, “and make sure students are well matched to clinical sites appropriate to their needs and career goals.”

The Registry, which is available at no cost, is intended primarily as a communication link between universities and clinical sites. Although students will have access to the site, universities should assume responsibility for identifying appropriate sites, negotiating placements, and evaluating the quality of the student’s externship experience. During this first year of implementation, the Registry will be monitored closely for use and effectiveness and will gather feedback and recommendations. So far the response has been overwhelmingly positive, with over 70 sites listed and 65 more expressing their interest in being added.

If the Registry is successful, a logical next step might be to develop an accreditation process for externship sites. Accreditation of clinical sites, as is done in some other professional disciplines, provides better oversight and quality control. This would need to be carefully considered, however, and would require resources beyond those needed to maintain the Registry.

To learn more about the Registry as well as the expectations for clinical sites, universities, and students, go to www.audiology.org/academiaresearch/Academia/registry/.

The Clinical Education Committee is one of five subcommittees of the Committee on Education, chaired by Dianne Meyer (Rush University). Other members include subcommittee chair, Jack Roush (UNC-Chapel Hill) and members Chris Bauch (Mayo Clinic); Lisa Hunter (University of Utah); Donna Scheitler (Bay Pines VA Medical Center); Brad Stach (Henry Ford Hospital); Gail Whitelaw (Ohio State University); and Richard Wilson (Mountain Home VA Medical Center). Staff support from the Academy’s National Office is provided by Meggan Olek, Director of Continuing Education and Standards.

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The reception desk at an audiology office can be a very busy place and there is no way to avoid the occasional caller who is put “on hold.” When a caller is left in silence, they may get tired of waiting, frustrated or even worse hang up and call a competitor! However, unavoidable on-hold time can be turned into a valuable marketing tool.

For a fraction of the cost of a newspaper ad or direct mail campaign, a business can maximize marketing potential by having patients listen to on-hold messages when placed on hold. Messages designed specifically for audiology can help a practice gain more business from a pre-qualified audience— the patients and prospects who reach out and call us—by informing them about the latest advances in technology, hours, upcoming events, new employees and more. Savvy marketers are realizing that hold time can be a goldmine in making connections with current and prospective patients. It’s effortless, affordable and easy to implement within just a few days.

Considering that the average hold time in America is 43 seconds—almost the length of a radio commercial—a business has a significant opportunity to tell callers exactly what they want them to hear about the business or practice. After all they’re captive, and we know from research that most callers want to hear something other than silence, a radio station, or sleepy Muzak while on hold.

Not sure what an on-hold message is? An on-hold message is typically two to three minutes in length. When written and produced by seasoned producers, it can feature a well-written, interesting, and balanced blend of messages about a business or organization and courtesy phrases that encourage the caller to continue holding. When read by professional announcers, these messages can be edited with music specifically licensed for this purpose. Some organizations ask for spoken customer testimonials to be featured during the message and others use their on-hold time to announce new products or services. All on-hold users agree - keeping their callers from hanging up is the priority.

The American Academy of Audiology members can now participate in an exciting and vital marketing medium with on-hold messaging. Any telephone system can represent an immediate opportunity to promote, educate, and inform callers with an on-hold marketing program designed specifically for Academy members. The average on-hold message will feature two to three unique messages about ideas, news and services and all members need is a business telephone system with music on-hold capability. The Academy has a list of compatible phone systems that will work for the program, and the only other essential equipment you will need is a compact disc player or a digital player.

How often the message changes will depend on the individual audiology practice or organization. Some may use the same message all year round and update it annually and others will want to change their programs seasonally. The messages are so inexpensive that some audiologists will want to produce monthly programs to promote just-released technology or other dated information. Since it’s possible to provide a computerized scheduling system, on-hold messages can be coordinated to work with special events. While some individuals may be tempted into recording their own messages, there is more that goes into producing an on-hold program than one might think. Keep in mind that on-hold messages are part of a company’s image and they should sound professional.

The Academy has selected Image Marketing International as the preferred provider for on-hold messages and has collaborated with them to developing a custom program ideally suited for audiologists. The program contains 30 messages that have been specifically created for use by audiologists and is available for a special price offered only to Academy members.

Image Marketing will create personalized messages for members and provide state-of-the-art digital on-hold message equipment. You can learn more about the **new on-hold messaging** program by visiting the BEST section of the Academy website at www.audiology.org. Members can contact Image Marketing for an easy to implement and powerful marketing tool that no audiology clinic should be without by visiting www.imi99.com or calling toll-free at 1-800-447-1997.

Account executives, copywriters and production staff at Image Marketing know what it takes to get the most from on-hold time and that will leave audiologists with more time to do what we do best...provide the best care to our patients.
The American Board of Audiology’s annual “Meet & Greet” was held Thursday, April 19, from 12:00 to 2:00 PM at AudiologyNOW! 2007. The ABA gratefully acknowledges support from Thieme Publishers and Allyn & Bacon, who provided sponsorship and various promotional materials for this year’s event. AN! 2007’s “Meet & Greet” gathering was the most successful to date, with a capacity crowd of more than 100 students and ABA certificants in attendance. All participants enjoyed a complimentary pizza lunch, special door prizes, and copies of Seminars in Hearing, as well as the opportunity to meet the ABA Board of Governors and Academy President-Elect Alison Grimes. The Meet & Greet also afforded students and ABA certificants the chance to learn more about the ABA certification process and receive information regarding the provisional board certification process, the ABA’s new national examination in audiology in development as well as the Pediatric Audiology Specialty Certification (PASC) initiative.

One of the primary objectives of this event is to provide a mentoring program for preprofessionals in our field. Interested students and ABA certificants are solicited for participation and then “matched” in terms of areas of professional interest, job search possibilities and related geographic relocation requests. The system provides a unique opportunity for students and professionals from various educational programs and professional settings to meet and compare program offerings, areas of interest, and so on, in a relaxed and casual atmosphere. This year, 62 students representing more than 20 programs were matched with Board Certified mentors. The extent of the mentoring relationship varies from pairing to pairing but in virtually all cases provides an invaluable experience. Many mentors have ongoing communications with their assigned students for months, even years, following this event. Another goal of the “Meet & Greet” is to assure that students are aware of, and understand, the provisional ABA certification application process, as well as the value of, and responsibilities inherent to, board certification. Students have an opportunity at this venue to meet a number of professionals from across the nation who hold Board Certification in Audiology, as well as to learn more about what motivates professionals to seek and maintain this credential.

As in the past, the ABA received more requests for mentors than we were able to fill, so if you are Board Certified and have not yet volunteered to serve in this capacity, please consider signing up for the 2008 Meet & Greet in Charlotte. Mentoring a student does not necessarily require a great deal of time or a long-term commitment. Mentorship requires only that you attend the ABA’s Meet & Greet event at AudiologyNOW! and follow up with your student by phone or email from time to time during the following year. The perspectives that experienced mentors offer their students are invaluable, and the activity affords those of us who have “been there, done that” a terrific opportunity to share a wealth of experience. If you are a Board Certified audiologist and did not volunteer to serve as a mentor, please put this on your checklist for AudiologyNOW! 2008. We need your participation and believe that you will find the experience both interesting and rewarding. It is fascinating to get to know “the next generation” of audiologists and offer some professional perspectives to these students who are going to follow in our footsteps.

Despite the ABA’s efforts to disseminate information regarding the Meet & Greet offering, each year some students report that they were not informed about this wonderful opportunity. For those who are actively involved in academia as clinical supervisors, instructors, and professors, embrace the mentorship program within your respective institutions and encourage student participation. It is a wonderful opportunity to enhance your roster of 3rd- and 4th-year clinical placements.
and assist your students in making meaningful professional contacts. Several of our mentored students have identified externship sites or permanent positions via their mentors. Be sure that students apply early and send specifics regarding areas of professional interest, geographic preferences and other relevant information. Increasing participation and awareness through university programs will strengthen this program and insure that all interested students are afforded the opportunity to participate.

With a dramatic increase in participation at ABA’s Meet & Greet 2007, next year’s event is already in the planning stages and promises to be even bigger and better! Students and ABA Board certificants: If you missed this year’s event, why not make a note to attend next year’s Meet & Greet? You won’t be sorry!

“The ABA Meet & Greet was a great opportunity to meet practicing audiologists who were glad to discuss the new pathways that our career is taking. They were open to my questions and concerns, and I left the meeting feeling more encouraged to study, to participate, and to advocate for audiologists’ rights. Thank you so much for this great opportunity!”

Dani Paiva, student
University of North Texas

The 2007 ABA mentor luncheon held during convention in Denver was a rewarding experience... several willing and enthusiastic mentors stepped up to the plate to share their personal contributions to the development of audiology. I learned more about real world experiences and the daily grind of our profession. Each and every audiologist adds a different dimension into the field with their own unique approach to managing a clinic. Even with multiple opinions and ideas our future is bright and board certification is something to desire for future doctors of audiology.”

Heather Hook, student
Auburn University

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Bettie Champion Borton
Jill Meltzer
Linda Remensnyder
Steven Sederholm
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Ex Officio Member
Sara Blair Lake

For ABA information contact
Catherine Lawrence
Certification Assistant
American Board of Audiology™
11730 Plaza America Drive
Suite 300
Reston, VA 20190
1 800 881 5410
ATTENTION EMPLOYERS!

The job market doesn’t come to a screeching halt at the close of AudiologyNOW, nor do we expect it to. If you need to get the word out that you have a job opening and are looking for a qualified candidate, we are here to do your employment bidding. What I am referring to is HearCareers, the Academy’s year-round job and resume posting Web site. The need to hire is ongoing, and the Academy knows that this need extends beyond the days of AudiologyNOW!

If you need to post a job, go to the “Quick Links” section of our Web site and click on “HearCareers.” Once on the HearCareers page, you can click on “New Employer (Register)” to create an account. If you already have an account … fabulous … just click on “Employer Log-in” and use the unique login name you entered when you initially created the account and the password that was emailed to you. If you have forgotten your password, there is a link on the login page that will email this information to you. We are the American Academy of Audiology, and the profession of audiology is the only market we serve. We want our employment services to be the first to come to mind when you are in need. For any questions on HearCareers, feel free to contact Vanessa Scherstrom, Member Benefits Coordinator, at vscherstrom@audiology.org.

ATTENTION JOB SEEKERS!

Ever had a job interview approaching and when it came time to dust off the old resume, you realized … this needs some serious work? Crafting a perfect resume is not done overnight. It takes times and needs updating as you continue to grow in your career. That is one of the reasons why we offer free resume posting services on HearCareers, our year-round resume and job posting Web site. Go to the “Quick Links” section of the Web site and click on “HearCareers” to find the Academy’s employment services.

Now you can have a copy of your resume to tweak and polish on a Web site that is designed to cater to the employment needs of those in the field of audiology (and only audiology). If you are not looking for a new position right now, you have the option of saving your resume online and out of sight of employers. Plus, it never hurts to have an updated resume ready should you ever need to search for a job. Sometimes the need to look for work is not always a planned affair, and it is always good to be prepared. For any questions on HearCareers, feel free to contact Vanessa Scherstrom, Member Benefits Coordinator, at vscherstrom@audiology.org.

As a student graduating and getting ready to enter the field of audiology as a professional, you are sure to shop around for the association that is going to give you the biggest bang for your buck. You want the best representation while leaving some cash to help with student loans.

At the Academy, we understand this cash flow problem and have developed a graduated dues system to show support for new audiologists. When a Student Member graduates and receives his or her state audiology license, he or she can upgrade to a Fellow. You can upgrade to be a Fellow member any time after you have received your audiology license, and you pay NO ADDITIONAL DUES for that year. IT’S FREE! This usually means at least half a year of free Fellow membership since most students graduate in the summer.

When it comes time to renew for the next year, the Academy grants a $75 discount for first-year graduates followed by a $45 discount for second-year graduates. The best part is that your money goes to the only organization of, by, and for audiologists. Go ahead; shop around and see if you can find a better deal.

Are you ready to upgrade? Contact Erin Quinn, Membership Coordinator, at 703-226-1051 or equinn@audiology.org to apply.

<table>
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First Coast Service Options, Inc., the Part B Medicare carrier for the state of Connecticut recently amended its local coverage determination (LCD) to clarify coverage guidelines and documentation requirements for audiometry services. Revisions to the LCD were prepared as a collaborative effort of the American Academy of Audiology’s Coding and Reimbursement Committee, the Connecticut Academy of Audiology, First Coast and other audiology stakeholders to develop the most comprehensive and complete coverage policy for Medicare beneficiaries and audiologists practicing in Connecticut.

The committee worked extensively with the contractor medical director of First Coast to reach a consensus on a coverage policy that would not compromise the quality of patient care for Medicare beneficiaries or the audiologist’s ability to administer services and receive appropriate payment. The committee based its recommendations for policy change on current clinical practice standards and examples of policies set by other Medicare carriers.

LCD revisions included language changes to the Indications and Limitations of Coverage and/or Medical Necessity, ICD-9 Codes that Support Medical Necessity, Documentation Requirements, and Utilization Guidelines sections of the policy. Specifically, the policy language in the Indications and Limitations of Coverage and/or Medical Necessity section was revised to clarify definitions for pure-tone audiometry and speech audiometry, and to distinguish speech reception threshold (SRT) as a separate test from speech discrimination score (SDS). The former policy language intertwined the two services as one test.

The requirements for qualified audiologists were also revised to be consistent with Section 1861(II)(3) of the Social Security Act, since statutory requirements governing the Medicare program no longer require audiologists to meet the academic and clinical experience requirements for a Certificate of Clinical Competence (CCC-A) granted by the American Speech-Language-Hearing Association.

The diagnosis code range was expanded from 389.00-389.9 to 389.00-389.08 and codes 389.10-389.18, 389.2, 389.7, 389.8 and 389.9 were added to the list of ICD-9 Codes that Support Medical Necessity. In addition, language was added to this section to allow subsequent testing of certain services when medically necessary and appropriately documented.

“This effort is a positive step forward,” said Kadyn Williams, Chair of the Coding and Reimbursement Committee. “The willingness of First Coast to work with the Academy and other industry stakeholders to ensure Medicare beneficiaries in Connecticut are afforded the hearing health care they need demonstrates an appreciation for the profession and its impact on the elderly population.”

The final version of the audiometry LCD (L22296) is available on the First Coast Web site at www.connecticutmedicare.com/partb_medcov_local_063627.asp and is also published in the Medicare Coverage database at http://www.cms.hhs.gov/mcd/search.asp.

The Academy would like to hear from members in other states where local Medicare policy may be affecting your ability to provide quality patient care. If you have a concern about your local Medicare carrier, please feel free to contact Kate Thomas, Academy Health Care Policy Coordinator, at 800-222-2336 x 1048.
Ross Roeser, professor of communication sciences in the School of Behavioral and Brain Sciences at The University of Texas at Dallas was awarded the Lois and Howard Wolf Endowed Professorship. As the first recipient of this unique award, Roeser received the honor for his outstanding contributions to, and international reputation in, the field of audiology. Roeser also holds the title of Director Emeritus of the Callier Hearing and Speech Center where he has been for more than 35 years.

Michael Cevette received the 2006 Distinguished Mayo Clinic Educator Award for Mayo Clinic Arizona. This is the first time that this prestigious honor has been awarded to a non-physician. He holds academic appointments at the Mayo Clinic College of Medicine, the Arizona State University, the University of Arizona, & the University of Northern Colorado. Cevette joined the Mayo Clinic in Arizona in 1987 and is currently Consultant, Department of Otolaryngology Head & Neck Surgery/Audiology. His personal interest is physical fitness and he has competed in five long distance triathlon events, including the Ironman World Championship in Hawaii and the World Long Distance Triathlon Championship in Nice, France.

Georgia Academy of Audiology (GAA) held their 5th Annual Conference in January in Marietta, GA. GAA Past-President Katherine Pollard (left) and Helena Solodar are shown with Representative Bob Smith who was presented with Honorary Membership in the GAA for his extraordinary service to the profession of audiology in Georgia. He was instrumental in sponsoring the revised Georgia licensure law for audiologists and speech-language pathologists in 2006. Additional information about the GAA is available at www.georgiaaudiology.org.
Wayne Staab, AAS Executive Director, was surprised with an award for his years of Outstanding Service to the Auditory Society presented by AAS President, Michael Gorga, on behalf of the Executive Board.

**MEETINGS**

**AMERICAN AUDITORY SOCIETY 2007 ANNUAL MEETING**

The American Auditory Society’s (AAS) annual spring meeting in Scottsdale drew their largest attendance ever with more than 400 members who gathered at the Chaparral Resort to discuss the wide arena of research in the auditory sciences. The meeting format focuses on clinical and translational research while maintaining an informal and collegial atmosphere among professionals representing many diverse fields. The meeting was the sixth year supported, in part, from a grant from the National Institute on Deafness and Communicative Disorders to fund major translational research lectures and student/resident research poster presentations.

Highlights of the conference included the annual Carhart Memorial Lecture presented by James Hudspeth of The Rockefeller University. His topic was “Mechanical Amplification by Myosin Molecules and Ion Channels in Hair Cells of the Inner Ear.” Jozef Zwislocki was recognized with the 2007 Lifetime Achievement Award. Sid Bacon opened the mentored graduate research poster session with a presentation entitled “Why Research?” Plans are already underway for next year’s conference to be held again at the Chaparral Hotel and Resort in Scottsdale, AZ, March 6 -8, 2008.

Mario Svirsky passes on the editorship of *Ear and Hearing* to Brenda Ryals.

Above: Dave Zapala, Chris Bauch, and David Hawkins enjoy the sunshine in Scottsdale at the 2007 AAS meeting.

At Left: Pat Feeney is immersed in science at the AAS poster presentations.
Ohio Regional NAFDA Meeting

The Ohio Regional NAFDA Meeting was hosted by the Northeast Ohio AuD Consortium (NOAC) NAFDA chapter in conjunction with the 2007 Ohio Audiology Conference (OAC). The NOAC NAFDA chapter's education committee organized the meeting in an effort to bring together local university NAFDA chapters and coordinate a cohesive program to promote consumer education and awareness of the profession of audiology in the state of Ohio. The theme of the meeting was “Spreading the Word: Audiology.” The program included a welcome from the President of the Ohio Academy of Audiology (OAA), Karen Mitchell and Robert Glaser, past president of both OAA and the American Academy of Audiology (AAA) served as the meeting's keynote speaker. More than fifty students from The Ohio State University, Ohio University, and the University of Cincinnati were in attendance. The NOAC NAFDA chapter is optimistic that this will be the first of many regional NAFDA meetings and that the Ohio chapters will continue to share information and work together to promote the profession.

More than fifty audiology graduate students from The Ohio State University, Ohio University and the University of Cincinnati attended the inaugural Ohio Consortium NAFDA conference.

Hearing Conservation Research Grants Available

The National Hearing Conservation Association (NHCA) Scholarship Foundation announced the availability of two $1,500 research scholarships. These awards are available to undergraduate or graduate students focusing on applied/practical studies in hearing loss prevention/hearing conservation at regionally accredited US institutions. These awards for the 2007-2008 academic year are designed to assist with student research studies such as special projects, theses or dissertations relating to hearing loss prevention/hearing conservation. Interested students may contact the NHCA office (303.224.9022) or visit the NHCA website for more information about the award and to download the application package: www.hearingconservation.org/as_nhca.html. The completed student application, official transcript(s), and two recommendation forms must be received in the NHCA office by July 6, 2007.

We are pleased to announce the 1st EHDI Conference:
“Building Bridges in Africa:
Early Childhood Development for children with hearing loss”

13 – 14 August 2007 (conference) Sandton Convention Centre

Conference Keynote Speakers:
Prof Christine Yoshinaga Itano,
Vice Provost & Associate Vice Chancellor for Diversity & Equity
Professor - Department of Speech, Language & Hearing Sciences
University of Colorado, Boulder

Dr Bololojo Olusanya
Institute of Child Health and Great Ormond Street Hospital for Children NHS Trust. University College London, UK. Fellow of the Postgraduate Medical College of Nigeria (Faculty of Paediatrics).

Prof James Hall
Associate Chair - Dept of Communication Disorders, University of Florida Science Centre. Founding member of the American Association of Audiology

The Aim of the conference will be four-fold:
- To highlight EHDI (Early Hearing Detection and Intervention) as a critical factor for success within the field of deafness
- To facilitate the 1st ever forum for all EHDI stakeholders, giving an equal voice to all: Parents and caregivers, ENTs, speech therapists and audiologists, early interventionists, teachers, other clinicians and therapists, policy makers, health care workers at primary health care facilities as well as members of the deaf and hard of hearing community.
- To initiate cooperation sharing of information, data, research between the EHDI-SA and Africa communities, thus truly building bridges within the South African and African community.
- Awareness creation and capacity development among personnel in this field (within South Africa and Africa, which is greatly disadvantaged in this regard)

Conference language: English and South African Sign Language. Interpreters will be provided.
For registration forms, information on accommodation and gala dinner tickets, please contact the Conference Secretary - Brenda Lacey-Smith at Brenda.Lacey-Smith@ufs.ac.za
Registration fees: 13-14 August 2007 - R600 (includes 2 days, teas, lunches)
Gala Dinner: 13 August 2007 - R250
Exhibitors: 2 day packages available - please book as soon as possible as space is limited
The 20th Anniversary Task Force is in full swing planning events that American Academy of Audiology members will long remember! AudiologyNOW! 2008 will take us “back to the Carolinas” as we mark the Academy’s 20th Anniversary Year in Charlotte, NC. Task Force members Helena Solodar (Chair), Cheryl Krieider Carey (Academy staff), Therese Walden (AN! Program Chair), Paul Dybala, Gail Gudmundsen, Gyl Kasewurm, Jerry Northern and Brad Stach are committed to planning and implementing an extravaganza of activities to mark this important milestone of our organization.

The Charlotte, NC 20th anniversary celebration will focus on the important (and fun) historical developments along the way during the last two decades since the Academy was founded in 1988. A meeting in Houston, called by James Jerger, brought 31 audiologists together who agreed that it was time to start a new organization, which would finally let audiologists be identified in their own organization – a professional society that would be “of, by and for audiologists.” Twenty years later, the American Academy of Audiology consists of a strongly knit group of more than 10,000 audiologists who are ready to ‘cut loose and celebrate’ 20 years of professional independence and success.

The Task Force is also working with the AAA Foundation, the American Board of Audiology, AAA PAC and the Accreditation Commission for Audiology Education to plan a special giving campaign to commemorate the 20th Anniversary celebration. Stay tuned for more details!

- Watch for information about the Bike Ride through the Carolinas – a 3 to 4 day bike ride that will end at Charlotte in time for AudiologyNOW! 2008;
- A pre-conference AudiologyNOW! golf tournament with a special 20-hole fun contest;
- A grand ‘Party of the CenturyCelebrate Audiology’ on Thursday night that promises to surpass all previous convention parties;
- Visual displays of important historical and other special events in the development of the Academy;
- A Founder’s Luncheon to salute the fathers (and mothers!) of our Academy;
- Special videos featuring comments and discussions from Founders and Past-Presidents;
- A special 20th anniversary Trivia Bowl.

One special activity will be the accumulation of Academy memorabilia from the past 20 years that will be locked into a Time Capsule and held housed at the National Office for 20 more years, to be opened in 2028. The Task Force is requesting any and all memorabilia that you wish to permanently donate to the Time Capsule. We are collecting photographs, Academy contracts and original publications, letters, articles, announcements, videos, CDs, DVDs, gifts, convention logos, t-shirts and/or any item(s) that might be of significant value or interest to future audiologists. Please send items of interest to the Academy National Office at American Academy of Audiology, Attn: 20th Anniversary Task Force, 11730 Plaza America Drive, Suite #300, Reston, VA 20190, or contact Helena Solodar at hsolodar@audioconsult.com for additional information about the Time Capsule or the 20th Year Anniversary Celebration.
ILAA Scholarship and Honors

The ILAA Scholarship and Honors Committees and the ILAA Board of Directors announced the winners of the fourth annual AuD Scholarships and Research Awards for selected outstanding students who are in at least their second year of study in an Illinois AuD or PhD program. Applicants for the AuD scholarships submit essays and letters of recommendations, and the applicants for the Research Award submit information regarding their investigations as well. Selection by the Honors Committee is based on 1) the potential for the student to make a significant contribution to the field of audiology, 2) demonstrated academic accomplishment and intellectual ability, and 3) the applicant’s character, school and community activities, personal motivation, and leadership potential. In addition, in the case of the Research Award, selection is based on potential benefit of the applicant’s research to the field of audiology. The recipients of the two $2000 AuD scholarships are Jillian Baehr and Blythe Holmes from Rush University. The recipient of the Research Award is Jaimie Gilbert from University of Illinois.

Talk for a Lifetime: Neurodevelopmental Research and Application Conference

The Alexander Graham Bell Association for the Deaf and the Hard of Hearing will host the Talk for a Lifetime Summer Conference on July 27-28 in Crystal City, just outside Washington, DC. The conference will focus on neurodevelopmental research and application asking questions like how does neurodevelopmental research relate to spoken language, auditory brain development and readiness to learn in infants as well as older children. Speakers include Janet Werker, Anu Sharma, and Maria Mody. For more information about the conference, visit the AG Bell Association for the Deaf and Hard of Hearing site at www.agbell.org or contact Alicia Dimaio at adimaio@agbell.org.
California

AUDIOLOGIST/DEPARTMENT MANAGER: TORRANCE, CA

A prestigious medical practice of 13 primary care physicians is seeking an individual to direct/manage the development of an audiology department. Our group has an active patient base of over 19,000 patients with a payer mix of 27% Medicare and the balance being PPO. The qualified candidate should possess the following qualities/qualifications:

- Commitment to providing a high level of quality service with a keen sensitivity to patient needs;
- Ability to effectively communicate with our physicians and patients regarding hearing services offered by the department;
- Proven skills in fitting and selling hearing aids successfully with patients;
- Ability to work independently and exhibit creative thinking regarding promotion of the department to our patients;
- Experience and interest in managing vertigo/balance patients highly desirable;
- Must possess a Master’s degree but an AuD is preferable;
- Must hold valid California Audiology and Hearing Aid Dispensing licenses; and
- A minimum of three years experience including fitting and sale of hearing aids.

Compensation for this position is exceptional with a $45 hourly rate for hearing evaluations and participation in a sales commission/bonus plan for hearing aid sales.

Contact Information: Richard at 310-791-7980 or e-mail at rshuck@physicianservice/org.

Michigan

CLINICAL SUPERVISOR/AUDIOLOGY, P & A-4. The Department of Communication Disorders in The Herbert H. & Grace A. Dow College of Health Professions. 12-month fulltime regular position in a CAA-ACAE accredited audiology university program. Housed in a new, state-of-the-art building, this position will supervise, coordinate and participate in audiology clinical services with graduate students in one of the nations largest and longest standing residential AuD programs. Required: Master’s degree; CCC-A; 2 years recent full-time clinical experience; excellent oral and written communication skills. Preferred: AuD degree; student supervisory experience; expertise in a wide range of audiological procedures. Screening begins immediately and continues until filled. Applicants must apply online at www.jobs.cmich.edu for further information about the position, contact Sandra Rayner, AuD, at rayne1se@cmich.edu. CMU, an AA-E0 institution, strongly and actively strives to increase diversity within its community (see www.cmich.edu/aaeo/).

For information about our employment Web site, HearCareers, visit www.audiology.org/ hearcareers or contact Vanessa Scherstrom at vscherstrom@audiology.org or 1-800-AAA-2336 ext. 1044. For information or to place a classified ad in Audiology Today, please contact Christy Hanson at chanson@audiology.org or 1-800-AAA-2336 ext. 1062.
Fast Growing Company Seeking

Hearing Professionals

Looking to grow in your career as a Hearing Professional? If so, we are seeking experienced, licensed Audioligists and Hearing Instrument Specialists who have an entrepreneurial spirit and are looking for a more fulfilling career.

Zounds, the new name in the hearing aid industry, aims to provide hearing aids that are highly effective in noisy environments, comfortable to wear and convenient to buy. Using the latest breakthroughs in noise cancellation technology, we are excited to bring our high-end product to the market.

Positions are currently available in St. Louis, Missouri, the Philadelphia area, Phoenix, Arizona as well as Tampa/St. Petersburg, West Palm Beach and Orlando, Florida.

If you love what you do and believe in providing more hearing impaired individuals access to high technology products at more affordable prices, join Zounds and let's grow together.

Requirements: Must be professional, customer focused, have excellent communication skills and a dedication to the highest caliber of service.

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Please send resume and salary requirements to HR@ZoundsHearing.com.

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COMING IN JAAA • VOLUME 18 • NUMBER 5

May 2007 JAAA

EDITORIAL
Auditory Evoked Potentials in Infants: Thinking out of the Box
James Jerger

ARTICLES
The Robustness of Hearing Aid Microphone Preferences in Everyday Listening Environments
Brian E. Walden, Rauna K. Surr, Mary T. Cord, Ken W. Grant, and Van Summers

Cortical Auditory Evoked Potentials in the Assessment of Auditory Neuropathy: Two Case Studies
Wendy Pearce, Maryanne Golding, and Harvey Dillon

Tympanometric and Acoustic Stapedius Reflex Measures in Older Adults: The Blue Mountains Hearing Study
Maryanne Golding, Kathryn Doyle, Doungkamol Sindhusake, Paul Mitchell, Philip Newall, and David Hartley

The Effect of Digital Phase Cancellation Feedback Reduction Systems on Amplified Sound Quality
Earl E. Johnson, Todd A. Ricketts, and Benjamin W.Y. Hornsby

Influence of Music and Music Preference on Acceptable Noise Levels in Listeners with Normal Hearing
Susan Gordon-Hickey and Robert E. Moore

Tymanometric and Acoustic Stapedius Reflex Measures in Older Adults: The Blue Mountains Hearing Study
Maryanne Golding, Kathryn Doyle, Doungkamol Sindhusake, Paul Mitchell, Philip Newall, and David Hartley

An Update on Professional Education and Clinical Practices in (Central) Auditory Processing
Gail D. Chermak, Mary E. Silva, Jeffrey Nye, Jon Hasbrouck, and Frank E. Musiek

Faculty Position/Clinical Coordinator
Vanderbilt Bill Wilkerson Center
for Otolaryngology and Communication Sciences (VBWCCS)

An immediate opening exists for a Clinical Coordinator for the Division of Audiology. The Clinical Coordinator reports directly to the Division Director. The Coordinator is responsible for supervising the day-to-day operations of the audiology clinics and may also be responsible for the clinical operations and financial performance of affiliated satellite facilities in the community.

Responsibilities include, but are not limited to: determining clinic schedules for audiology staff, ensuring staffing is sufficient to support patient access to diagnostic and rehabilitative services, developing a budget for each calendar year with Center administrators. In addition to these responsibilities the position carries with it a significant clinical commitment in the hearing aid dispensing program. Expertise in hearing aid dispensing is essential. Coordinators are expected to contribute as expert clinicians to fulfill our mission of providing the highest quality health care in an empathetic and cost-efficient manner. As a faculty the incumbent may also be responsible for serving on Department or Medical Center Committees, teaching Au.D. courses, and conducting, supervising, and publishing research. Salary and rank will be based on the applicant’s qualifications.

Send letter of interest, vita, and 3 letters of recommendation to: Gary P. Jacobson, Ph.D., F.ASHA, Search Committee Chair, Department of Hearing and Speech Sciences, Vanderbilt University School of Medicine, Vanderbilt Bill Wilkerson Center for Otolaryngology, and Communication Sciences, 9302 Medical Center East, South Tower, Nashville, TN 37232-8025.

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The American Academy of Audiology wants to thank its members. We have set out to find our members discounts on services that accommodate the needs of audiologists. Don’t pay more if you don’t have to! Reap the benefits membership provides. Find out what you are eligible for at www.audiology.org/membership/benefits/

PUBLICATIONS:
• Audiology Today
• Journal of the American Academy of Audiology
• AT Extra

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For more information about these benefits, contact Vanessa Scherstrom, Member Benefits Coordinator, at 703-790-8466 x1044 or vscherstrom@audiology.org.
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DESCRIPTION
The Executive Director (ED) reports to the Board of Directors of the American Academy of Audiology (Academy) and has responsibility for the overall strategic, programmatic, and financial function of the organization. In addition, the ED is the leader responsible for conceiving novel and creative initiatives to facilitate the goals and policies of the Academy’s strategic plan as established by the Board of Directors. The ED represents the Academy’s viewpoints, goals, and objectives in negotiations with the representatives of the media, related professional organizations, business and industry, the public, and other government or non-government organizations. The ED will appoint and supervise other managers to assist in carrying out the responsibilities of the organization, and will ultimately serve as the liaison between the Board of Directors and the Academy’s National Office. Finally, the ED provides stable, consistent, executive leadership across successive volunteer committees and boards.

REQUIREMENTS
Five years of senior management experience in a professional association or other relevant public or private sector healthcare organization required. Master’s degree and ASAE certification preferred; will consider candidates with professional degree in audiology. Experience should include financial management, human resources, advocacy, communications, government regulations, marketing and program development. Strong and effective written and oral communication skills are necessary. Must possess a demonstrated ability to effectively lead a team, develop and implement organizational plans, negotiate and secure strategic partnerships.

EMPLOYER INFORMATION
The American Academy of Audiology, located in the metropolitan Washington, DC area, is the world’s largest professional organization of, by and for audiologists. Our active membership of more than 10,000 audiologists join together to provide the highest quality of hearing healthcare service to children and adults as described by our national slogan “Caring for America’s Hearing.” The American Academy of Audiology promotes quality hearing and balance care by advancing the profession of audiology through leadership, advocacy, education, public awareness and support of research. The Academy has an active Board of Directors including an elected president and president-elect, a strong group of volunteer committee leaders, and an active Foundation.

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