A Capital Time for Education and Fun in Columbus!

Welcome to AAA 2019! We hope you had safe travels to Columbus, Ohio, the beautiful capital of the Buckeye State!

AAA 2019 program chair Erin Miller, AuD, and the program committee have created a thorough and comprehensive schedule of sessions, featuring some of the most dynamic experts in the audiology community, to help you enhance your professional knowledge and business practices. (See interview with Dr. Miller in the Friday edition of Daily News.)

Yesterday kicked off AAA 2019 with a bang starting with two day-long events. The Academy Research Conference (ARC) focused on “Advances in Amplification” ARC chair Todd Ricketts, PhD, and his committee created an exciting line-up on the latest advances in the selection and fitting of hearing aids as well as evidence-based research as it relates to best practices and improvement in quality of life for all individuals living with hearing loss. The day ended with an informative Q&A panel discussion. Phonak partially sponsored the ARC lunch.

If you missed the ARC, summaries of the presentations will be published in the July/August issue of Audiology Today.

Also, on Wednesday was the inaugural Audiology Career Enhancement (ACE) Symposium brought together audiologists, business experts, and fun improv for a day of learning and entertainment. This inaugural Audiology Career Enhancement (ACE) Symposium brought together audiologists, business experts, and fun improv for a day of learning and entertainment.

The keynote speaker promises to be both fascinating and highly entertaining. James Kane will explain the science behind true loyalty and human relationships. He will relate his 40 years of research on this to how it applies to individuals as well as organizations. When loyalty is understood and loyalty-building behaviors are demonstrated, individuals and groups can develop relationships that will last a lifetime and result in unwavering and unlimited support.

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A very special presentation will take place during the General Assembly. Academy President Lisa Christensen, PhD, will present the Academy’s Inspiration Award to a young patient of hers, Braden Baker. Braden, who is hearing challenged, wanted to help families who couldn’t afford hearing aids. His efforts have raised thousands of dollars to help in that endeavor. (See interview on p. 3.)

The exhibit hall opens at 10:00 am today. There will be more than 170 companies for you to visit over the course of the conference, to hear about and experience firsthand the latest technology in hearing care. Also, do not miss the important presentations in the Novel Technologies area. Several Academy Corporate Partners will demonstrate their latest innovative technologies.

Wondering where you can get answers to your questions about the Academy? Go to Academy Central, located near registration. Here you will find staff and volunteers who can talk with you about advocacy initiatives, membership, and professional development, as well as ABA certification and AACB accreditation.

Academy Central is also where you can find the Academy Store. Buy your Academy logo items, such as shirts and drink tumblers, as well as office supplementary products, such as helpful brochures on hearing health care. Also, buy your raffle tickets for the Tory Burch purse at AAA Foundation booth in Academy Central. The winner will be announced after the conference. Proceeds benefit the AAA Foundation.

After a long day of learning, experience dinner on your own in Columbus, fast becoming a culinary destination in the United States. From upscale to burgers and tacos, Columbus has something for every taste. Afterward, come back to the convention center at 8:30 pm for the always-fun International Reception. Make new contacts and friends with some 400 colleagues from around the world!

On Saturday, don’t miss the Central Auditory Processing Disorder (CAPD) Global Conference: “Synergies Between Lab and Clinic.” Also, students don’t forget the Student Academy of Audiology Conference, sponsored by Starkey Hearing Technologies. Check with registration to see if tickets are still available for purchase for these two events.

Remember to record your CEUs at CEU Manager. It is fast and easy—just scan the QR code on your badge. Enter the session titles or codes and refer to your CEU Worksheet to enter the pass code for each session. Complete an evaluation for each session and the overall assessment of learner outcomes. Once you entered all of your AAA 2019 sessions, print your transcript on-site!

We hope AAA 2019 Columbus will be an invaluable experience for you, education- and networking-wise. And a big thank you to all of our sponsors!
Join us at AAA 2019! Booth #1413
How “My Dog Ate My Hearing Aid!” Led to a Worldwide Worthy Cause

Braden Baker has taken on a monumental and most worthy effort. A few years ago when he was just 10, Braden realized that there are families that might not be able to pay for hearing aids, much less afford replacement ones. So he started a GoFundMe account to help families who struggle with this cost and has since raised thousands of dollars. For this effort, Braden will receive the Academy’s Inspiration Award, to be presented this morning at the General Assembly. Braden is a patient of Academy President Lisa Christensen, AuD, at Cook Children’s Health Care System in the Dallas/Fort Worth area, along with another audiologist, Dr. Jennifer McCliment. Get to know a little more about Braden below.

WHAT GAVE YOU THE IDEA TO RAISE MONEY FOR KIDS’ HEARING AIDS?
It all started when my dog, Chewy, ate my hearing aids! Not just one time but two times! My parents got mad at me because of the cost, so I created a GoFundMe account. I watch [TV talk show host] Ellen Degeneres a lot and was inspired by all the awesome stuff she does!

WHAT WERE SOME OF THE THINGS YOU FOUND FUN OR COOL ABOUT YOUR HEARING AIDS?
Being able to pick out my ear mold colors! It also can be cool when other people say they wish they had some, too.

WHAT DO YOU LIKE BEST ABOUT WORKING WITH DR. MCCLIMENT AND DR. CHRISTENSEN?
My mom says I’m due to come see them ASAP! I love that Cook’s is so close and that I have always had awesome people looking out for me!
Exciting Fundraising Efforts for the Foundation at AAA 2019

By Brenna S. Carroll, AuD, AAA Foundation Chair

Welcome to Columbus! The American Academy of Audiology Foundation is pleased to once again offer a variety of programs and activities during the annual conference promoting philanthropy in support of research, education, and public awareness in audiology and hearing sciences. The Foundation, a 501(3)c partner organization to the Academy, is YOUR professional foundation and is working for YOU!

The Foundation’s first night of activities kicked off yesterday with its annual Happy Hour Benefit. This fun event found professionals unwinding and mingling after a day of learning and was made possible thanks to the generous support of Phonak. Due to popular demand, the Designer Handbag Silent Auction was back! If you did not have an opportunity to attend this year, consider making room in your schedule to attend this ticketed event next year in New Orleans. It is always a fun activity to kick off the conference.

The Foundation will be host to several events during the conference, including the popular Marion Downs Lecture in Pediatric Audiology. To celebrate the lecture series’ 15th anniversary, the Foundation and series sponsor the Oticon Foundation have partnered to present a panel of experts discussing autism spectrum disorder (ASD) and special considerations when evaluating the hearing of children with this diagnosis. Lead presenters include Jolanta McCall, MA, MSc, CEO and principal of Seashell Trust; Glenn Rail, PhD, professor and chief academic officer of Fox Chase Cancer Center; and Christen Szymanski, PhD, of the Behavioral Support and Intervention Clerc Center at Gallaudet University.

Key points of discussion include the science of autism spectrum disorder, accommodations to evaluate the hearing of this population and how hearing loss may present in children with ASD. It is certain to be a memorable presentation. The Marion Downs Lecture will be Friday, March 29 from 9:00 to 11:00 am in room B130.

Just before the Marion Downs Lecture, be sure to stop by Coffee for a Cause, sponsored in part by the Oticon Hearing Foundation. Catch up with colleagues while fueling up for the day.

Throughout the conference, the Foundation will be selling an audiology-themed cookbook called How to Eat Like an Audiologist… Say the Word “Cookbook,” to raise proceeds for activities that directly benefit you as an audiology professional. The cookbook, which can be yours with a donation of $25, features more than 50 recipes from your colleagues and luminaries in the profession. Stop by the AAA Foundation booth in Academy Central to pick up your copy!

The American Academy of Audiology Foundation is excited to offer many opportunities to meet with donors and attendees throughout the conference. We invite your feedback and suggestions. Hope to see you soon!

Raffle for Tory Burch Purse to Benefit AAA Foundation

Throughout the AAA 2019 conference, there will be a raffle for a Tory Burch purse. Tickets are $5 for one, and $20 for five raffle tickets. Buy tickets at the AAA Foundation booth in Academy Central through the close of the conference. The winner will be notified after the conference. Proceeds benefit the AAA Foundation.

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The Birth of Our Professional Home

An account of the events leading up to the formation of our Academy and the trials encountered during the first year of its existence.

By James Jerger and Brad Stach

As the Academy celebrated its 30th birthday in 2018 and we commemorate the 30th conference here in 2019, it be instructive to the younger members to recount the events leading to the founding of our professional home. It all began at the 1987 convention of the American Speech-Language-Hearing Association (ASHA) in New Orleans. Before this event, the professional home of all audiologists in the United States was ASHA. But there was growing discontent among audiologists throughout the 1970s and 1980s, a feeling that since speech pathologists far outnumbered audiologists in the ASHA membership, the wants and needs of audiologists would always be subordinate to the wants and needs of the much larger group.

In reality, the two professions already had split from a single discipline of communication disorders into distinctly different practices. Audiology had branched into a diagnostic and treatment profession in health-care settings and private practices, while speech pathology remained a therapy profession in health-care settings. Some of us had, for years, urged ASHA to form special interest groups in the hope that audiologists might, in such an atmosphere, exercise at least some separate autonomy. ASHA steadfastly opposed all such concepts. This led to increasing frustration among audiologists throughout the 1970s and 1980s, a feeling that since speech pathologists would always be subordinate to the wants and needs of the much larger group.

The group met for two days at a hotel directly across the street from the Methodist Hospital in Houston. The first day was not very productive. People had to have time to vent their feelings about the perceived lack of clinical education of audiology students, an educational model that was designed for a different profession, and the lack of a seat at the health-care table. There was also concern about the viability of a new membership organization and about how the speech-language pathologists and ASHA would react to our efforts. By the second day, however, everyone had settled down, and we reached the group consensus that we ought to at least give it a try. The group gave us the green light to proceed to set up what subsequently became the American Academy of Audiology. Each member of the group donated $20 to help start the venture.

THE FIRST YEAR

We immediately set to work launching the fledgling academy. We set up the first national office in our offices in The Methodist Hospital in Houston. The board of directors of the new organization elected me (Jerger) as president and me (Stach) as secretary-treasurer, and we both got to work.

Stach enlisted the help of audiologists from The Methodist Hospital and Baylor College of Medicine to build a membership organization from scratch. Audiologist Louise Loisel oversaw the first task, a letter-stuffing party to send membership invitation letters to the audiologists on the ASHA mailing list. The letter informed them of the recent action the founding committee had taken and invited them to become members by filling out and mailing in a membership application form along with the first year’s dues. This provided much needed operating funds. The chairman of the Otolaryngology Department at the Baylor College of Medicine, Dr. Bobby Alford, generously provided $500 in seed money to get underway, but much more was needed as mailing costs rapidly mounted.

We initially assumed that a couple of hundred of our best friends would want to join and that administrative tasks would be manageable. But the response was rapid and overwhelmingly positive; it required a shift to an all-hands-on-deck approach. Audiologist Jeanine Pruitt was appointed assistant secretary-treasurer, and helped with meeting planning and other professional activities. We also enlisted our secretarial staff, especially Marlene Moore and Mary Lou Ginandt, to organize our early office functions. We quickly realized that we needed paid staff to handle database development, phone calls, banking, and so on. We first hired a part-time employee, Brinda Machart, and then our first full-time employee, Charlotte Howard, to help manage all aspects of the booming small business that we suddenly created.

As the applications arrived, we soon realized that, to keep the organization “of, by and for” audiologists we needed some basis for screening the applications. It was clear that we needed to create a membership standards committee and to appoint a chair to supervise the task. Gus Mueller accepted the post and quickly learned that it was an overwhelming responsibility, but he plunged into it with determination. He faced the daunting task of applying abstract definitions of membership to the credentials of actual applicants. In the first year alone, Gus processed more than 1,500 applications. His dedication to the task was inspiring.

ACADEMY PUBLICATIONS

During that first year, we created the two now familiar publications—Audiology Today (AT) and the Journal of the American Academy of Audiology (JAAA). Terrey Oliver Penn created AT as a desktop publishing venture in her office in The Methodist Hospital. As the membership grew, and our financial situation improved we were able to produce, under the direction of John Jacobson, and later by Jerry Northern, a more polished publication. We visualized JAAA as the scholarly publication of the Academy. I (Jerger) became the first editor-in-chief and set to work assembling an editorial staff and a stable of reviewers.

FIRST CONFERENCE

I was succeeded as president by Fred Bess. Fred and Verne Larson organized the first AAA Annual Conference at a resort on Kiawah Island, South Carolina. By the time the first conference opened, the Academy already had 2,000 members. The theme was “A New Beginning.” That first conference successfully launched the Academy as we now know it.

This article will appear in a later issue of Audiology Today.
Test your knowledge of Columbus, Ohio, with this true or false quiz.
(Answers on page 11)

1. Guitar legend, Eddie Van Halen, has a home in Columbus. **TRUE or FALSE**
2. In 2015, Columbus hosted the Gay Softball World Series, the largest annual gay sporting event in the world. **TRUE or FALSE**
3. Half of the residents of the United States live within 500 miles of Columbus. **TRUE or FALSE**
4. Columbus has its own style of pizza. **TRUE or FALSE**
5. Columbus earned the nickname “Arch City” from dozens of wooden and metal arches that spanned multiple streets at the turn of the 20th century, according to This Week Community News. **TRUE or FALSE**
6. The Columbus Zoo is a perennial contender for the best zoo in the country. **TRUE or FALSE**
7. The first man to walk on the moon, Neil Armstrong, is from Columbus. **TRUE or FALSE**
8. Gymnast, Simone Biles, was born in Columbus. **TRUE or FALSE**
9. Jesse Owens, one of the greatest Olympians, is from Columbus. **TRUE or FALSE**

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Novel Technologies

Looking for the latest advances in hearing health technologies? Then, you don’t want to miss the Novel Technologies, from 11:30 am to 1:00 pm Thursday and Friday in the AAA Theater in the exhibit hall.

These companies will discuss their cutting-edge technologies and you can earn up to 0.15 CEUs during lunch! Join us and learn about what’s new in the field of audiology.

Oticon breaks the Rules. Again—Booth #1012

Oticon Opn™ created a paradigm shift that opened a world of sound for people with hearing loss. Now, discover how Oticon breaks the rules again to take the open sound experience and unique benefits of BrainHearing™ to the next level with two revolutionary technologies. New Oticon Opn S™ provides Oticon’s highest level of cognitive support, empowering patients to participate in the same social settings as their normal-hearing peers.* Powered by the new Velox STM platform, it breaks the rules of conventional technology with more processing power and advanced features. Oticon Opn Play™, a new child-friendly solution, improves speech understanding in simple and complex listening environments and provides access to multiple speakers, without reducing environmental sounds important to incidental learning and safety. There’s more to learn and explore at the Oticon exhibit: Quick Solutions, 15-minute mini-learning modules to earn CEU credits; Oticon Government Services; Oticon Business Development; Oticon Hearing Foundation; and Oticon Student Programs.


Phonak Marvel™ Hearing Aids: The Ultimate Combination of Exceptional Sound Quality and Universal Bluetooth® Connectivity

Phonak Marvel is a revolutionary hearing aid family. It is the only one that combines the benefits of exceptional speech understanding and reduced listening effort in noise with the ability to stream all audio content seamlessly from iPhone®, Android™ smartphone, or billions of other Bluetooth-enabled devices to both ears in stereo quality. It also empowers your patients to benefit from remote, real-time support through smart apps as well as real-time, voice-to-text transcription of phone calls. In addition, Audéo™ Marvel offers telecoil options. These popular models maintain the same exceptional sound quality and universal Bluetooth connectivity of the original Audéo M models with the added benefits provided by a T-coil.

Signia: Styletto Connect—Booth #725

Signia is featuring the new Styletto Connect—a revolution in style, streaming, and charging on the go. The world’s first SLIM-RIC now combines exceptional design and high-tech hearing with direct Bluetooth® streaming. Styletto Connect is a triple threat among hearing aids, with its uniquely stylish form factor preferred by 8 out of 10 people, fully featured connectivity for streaming phone calls, TV, music, and more, and a portable charger that gives wearers up to four days of use free from plugs or cables. It also provides all the benefits of the Signia Nx platform, such as our signature Own Voice Processing (OVP™) for a natural own voice and Ultra HD e2e with Narrow Directionality for superior speech understanding in noise.

ZPower—Booth #931

ZPower, the world’s only developer of rechargeable silver-zinc microbatteries, will highlight its battery technology, rechargeable system improvements, and upcoming product launches in booth #931. In addition to exhibiting, ZPower Vice President Barry A. Freeman, PhD, will lead several sessions on the benefits and best practices of ZPower batteries, as well as lifestyle and performance considerations for rechargeable hearing aids. Please join ZPower to learn more about the Rechargeable System for Hearing Aids and to participate in the booth activities ZPower has planned.
Attendee Spotlight

What Are You Most Looking Forward to at AAA 2019?

“ This is my first AAA conference and I’m looking forward to the networking experiences. I’m most excited for the SAA mixer and to meet other audiology students and see what they’re up to.

— Ash Aesram, Student

“I’m looking forward to seeing what is going on in practice management and to improve my audiology practice in Brazil. I want to see the advances in amplification because I work with this in Brazil, so it’s going to be worth it to me.

— Hugo Carvalho, MD

“I’m most looking forward to networking with audiologists from across the country and really getting to meet other people both in my specialty and also in other areas I’m less familiar with.

— Chelsea Montgomery

“At this conference I’m trying to get what’s new and going on, and also what are the new instruments and hearing aids in the market. Also, I’m looking forward to some academic sessions.

— Rajarshi Prathar, AuD

“The thing I’m looking most forward to is sharing Columbus with my fellow audiologists from across the nation, and also learning what’s coming up for the future of audiology.

— Eryn Staats, AuD

“This is my first time at an Academy conference, so I’m looking forward to gaining some more networking experience and more professional development.

— Ben Wilkinson, Student
SAA Celebrates 10th Anniversary with Unique Events

By Liz Marler, SAA President

Every year for the Academy’s annual conference, the Student Academy of Audiology (SAA) plans a slate of student programming to give audiology students their best possible conference experience. This year’s student schedule is full to bursting with audiological programming and opportunities for students to grow as leaders and advocates, including a special focus on the SAA’s humanitarian efforts. This year is the 10th anniversary of the SAA, which created a unique chance to reflect on the SAA’s growth and celebrate the many people who got the SAA to where it is today. (All SAA events will be in room B230 in the convention center unless otherwise noted in your conference planner.)

10TH ANNIVERSARY EVENT

In celebration of 10 years of hard work and success among the student population, the national SAA organized an invitation-only reunion event (sponsored by Alpaca Audiology) on Thursday evening for past and present SAA board members as well as long-time supporters of audiology students. The reception is an opportunity for everyone involved with the SAA to connect and appreciate the progress and growth of the SAA from its innovative beginnings to its most recent volunteers. Thanks to all the supporters of the SAA, and here’s to another 10 years!

PAINT FOR THE PROFESSION

This year, the SAA has brought a humanitarian project to you! The national SAA will be donating an audiology-related tile mural to a hospital in Ohio, painted by AAA 2019 attendees throughout the conference. Help support the SAA’s efforts by visiting booth 301 in the exhibit hall to paint a portion of the mural yourself and make a donation to SAA humanitarian initiatives. In the booth will be information about SAA’s other humanitarian efforts, such as the upcoming Red Bird Mission trip in May, Special Olympics Healthy Hearing, and Humanitarian Month.

ANNUAL EVENTS AT AAA 2019

The SAA has a long-standing history of offering specialized programs planned by students, for students. There is engaging student programming every hour of the conference, from our annual “Hot Topics, Cold Drinks” sessions to hands-on workshops. (Consult the AAA 2019 conference planner for topics and times.) Also, there are leadership-building events Wednesday through Friday from 11:45 am to 12:45 pm by the Student Leaders in Audiology Conference (SLAC) Committee with the SLAC and Snacks Student Leadership Series, sponsored by Phonak.

There is even an entire day focused on student education: the SAA Conference (sponsored by Starkey Hearing Technologies) on Saturday, March 30. In addition to the SAA Conference’s exciting guest speakers, networking opportunities, and clinical education opportunities, the SAA Public Outreach Committee is hosting an advocacy learning seminar within the SAA Conference featuring testimony from professionals and students who have experienced the legislative success.

NEW ADDITIONS AT AAA 2019

SAA volunteers have gone above and beyond to make programming unique at AAA 2019. On Thursday from 4:30 to 5:30 pm, in room A120, the Education and Externship Task Force will present data from an impressive survey conducted among past, present, and future externs. This information is critical to guide university program leaders, externship sites, and externs toward improving the externship experience. In addition, the SAA executive committee combined previous SAA membership and chapter representative meetings to create the “Future of Audiology Summit” on Thursday from 1:30 to 2:30 pm. This event will address the top issues among the student population and host a forum for creating solutions.

STUDENT SCAVENGER HUNT

The SAA Exhibit Hall Student Scavenger Hunt allows students to learn more about the newest technology and become educated on various companies in the hearing health-care field. Stop by the SAA Central desk to pick up your scavenger list. There are different lists for Thursday and Friday!
Answers

1. **FALSE.** Guitar legend, Eric Clapton, has a home in Columbus, Ohio.

2. **TRUE.**

3. **TRUE.**

4. **FALSE.** Steubenville, Ohio, has its own style of pizza.

5. **TRUE.**

6. **TRUE.**

7. **FALSE.** The first man to walk on the moon, Neil Armstrong, is from Wapakoneta, Ohio.

8. **TRUE.**

9. **FALSE.** Jesse Owens, one of the greatest Olympians, is from Cleveland, Ohio.
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