Welcome back for day two of AudiologyNOW! 2013. We hope you were able to sit in for yesterday’s General Assembly, where we saw the Anaheim Police present the colors, followed by the Audiology Choir singing the National Anthem, and a very lively chant of “Surfin’ AAA” (Beach Boys’ “Surfin’ USA”), including dancing with surf boards by each of the A4 groups—American Board of Audiology, Student Academy of Audiology, AAA Foundation, and the Accreditation Commission for Audiology Education.

Program chair, Patricia Gaffney started the show by thanking her program committee, the Academy leadership, staff, and members. President Deborah Carlson then took the stage and announced four Presidential Award winners: Kathy Foltner, Joseph Smaldino, Gail Whitefleav, and James Jerger.

Started as a tradition in 1998, the President’s Award recognizes Academy volunteers who have gone above and beyond. Carlson recognized Foltner for her role as chair of the Practice Compliance Committee and her ability to successfully navigate and understand new and existing regulatory requirements, as well as other legislative issues. Foltner readily accepted the role as chair of this new committee and has mobilized a stellar group of audiologists who continue to inform and educate our members on critical compliance issues.

Smaldino received this honorable award for his work with students over countless years and his leadership in state and specialty organizations. His enthusiasm encourages out-of-the box thinking, professional networking, and a critical need for awareness and advocacy.

Whitefleav was recognized with this award as a past president, and as a tireless leader and advocate at the national, state, and local levels. She promotes ongoing advocacy, public awareness, and quality professionalism across the span of the profession.

Last, but not least, Carlson honored founder James Jerger with the Presidential Award. In Jerger’s absence, colleague Brad Stach accepted the award on his behalf. Jerger was recognized for his insights and forethought. Fearing no controversy, he inspired others and responded to the award with the initiation of our organization. Jerger’s absence, colleague Brad Stach accepted the award on his behalf. Jerger was recognized for his insights and forethought. Fearing no controversy, he inspired others and responded to the award with the initiation of our organization.

As we head into the final days of the conference and for those beyond the walls of the convention center is very gratifying,” stated Dick Danielson, Foundation board chair, “so I would be remiss if I didn’t remind readers of the Daily News that these sessions will be available at no charge on eAudiology through next spring.

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As we head into the final days of the conference, remember to record your CEUs in CEU Manager before you leave AudiologyNOW! or shortly thereafter. You will be able to access CEU Manager remotely through April 25, 2013. We hope to see you all back tomorrow for our final day of learning and fun...don’t miss the Trivia Bowl tomorrow at 4:00 pm. ☝
Join us inside booth #663 where GSI experts will be facilitating hands-on demonstrations with the AudioStar Pro. Learn more about the new and familiar features and benefits of this clinical audiometer. See how the AudioStar Pro can enhance your efficiency, productivity and overall workflow in your practice, saving you time and money.

Visit GSI Booth #663

The GSI AudioStar Pro™ continues the tradition of excellence in clinical audiometry by maintaining the Grason-Stadler legacy of fast, efficient, and familiar navigation. The one-button, one-function front panel of the AudioStar Pro is recognized worldwide as the Gold Standard of user-friendly design, allowing audiologists to test with confidence. Audiologists will feel an immediate connection to both the display and intuitive control panel while embracing the new innovative features. The AudioStar Pro has been optimized to provide maximum flexibility in a two-channel audiometer allowing full control of testing procedures for every patient population.
Raising Money by Raising a Glass: AAA Foundation Hosts Two Sold-Out Benefit Events

The first day of AudiologyNOW! ended on a high note (and many exclamations of “Cheers!”) with two sold-out AAA Foundation Benefit events. The evening began at the Anabella Hotel with the annual Happy Hour with a View to support audiology research and education. The poolside “stage” was set for a memorable scene: beautiful weather, old friends catching up with new stories, and a jazz soundtrack provided by local musician Lindsey Hundley.

Guests mingled while enjoying fine wine and savory small bites like coconut shrimp and stuffed mushrooms. And what goes best with wine and hors d’oeuvres? Cupcakes! (Though, really, what doesn’t go well with cupcakes?) To celebrate the Academy’s 25th Anniversary, attendees donned birthday hats and toasted their profession with a sugary confection and a rousing round of “Happy Birthday!”

That sugar rush may have helped more than a few guests make their way over to the second annual AAA Foundation/Student Academy of Audiology (SAA) Cheers for Ears event to support student education at Anaheim Brewery.

Following the tradition of the inaugural event held at Boston’s Harpoon Brewery in 2012, the SAA continued the microbrew theme at this brewery that reopened in 2010 after the original incarnation was shuttered during Prohibition. Students and audiologists alike sipped a six-beer sampler comparing the merits of the Anaheim 1888 (based on a style of beer brewed at the original brewery) and the German-style Anaheim Hefeweizen. In the end, attendees seemed in universal agreement that the beer was delicious, the company fantastic, and the cause key.

Foundation leadership thanks their friends and colleagues at HearUSA Hearing Care Network and Alpaca Audiology/Sound Advice Hearing Doctors, for providing generous underwriter support for the Happy Hour with a View and Cheers for Ears events respectively. They also extend thanks and appreciation to all the audiologists and students who support these benefit events each year.

First-Time Attendee Profiles

Briana Hester-Keels
Sacramento, CA
What prompted you to attend? I was prompted to attend AudiologyNOW! because as an undergraduate student, and being surrounded by professionals who are so passionate and inspiring seemed like an amazing opportunity.

What aspect of the meeting are you looking forward to most? I’m most looking forward to simply experiencing what a true professional who are so passionate and inspiring seemed like an amazing opportunity.

In previewing the content and the speakers, are there any that stand out and that you plan on attending? Why? In previewing the lectures, I’m interested in attending anything and everything! My true interest is neuroaudiology and I’m hoping to gain a better understanding of the correlation between hearing loss and brain function.

Stella Ng, PhD
Seattle, WA
What prompted you to attend? Although I’ve always wanted to attend, this year, I was given extra motivation to do so. I was invited by Harvey Abrams to speak in a featured session on educating audiologists. How could I pass up such a great opportunity!

What aspect of the meeting are you looking forward to most? Networking. I think it will be a great opportunity to connect with the audiology community. I’m giving two talks, and because I tend to have an out-of-the-box perspective and approach, I always enjoy the immediate response from participants and ongoing dialogues and new connections that develop thereafter.

In previewing the content and speakers, are there any that stand out and you plan on attending? Why? To inform my clinical practice, I’m hoping to attend the sessions on motivational interviewing and on individual variability. For my scholarly interests, I’ll attend sessions on educational audiology and communication/collaboration challenges in that context, and of course, sessions on educating audiologists.

Jenevieve Nel
Dublin, Ireland
What prompted you to attend? I have relocated from South Africa to Dublin, Ireland, to work as a diagnostic audiologist at Beacon Audiology Clinic. My employer, Dr. Sandra Cummings, told me all about the American Academy of Audiology. I was so delighted to hear about the association and I signed up to become a member immediately!

What aspect of the meeting are you looking forward to most? To have the great honor and privilege of attending my very first AudiologyNOW! meeting is a great highlight for me. I am looking forward to the learning experience and am excited to meet and network with new colleagues.

In previewing the content and speakers, are there any that stand out and you plan on attending? Why? In previewing the content and speakers, there are many that stand out and I plan on attending.

Carrie Tilley
Jackson, MS
What prompted you to attend? I have always wanted to attend AudiologyNOW!, but each year something has come up and I have not been able to attend. What aspect of the meeting are you looking forward to most? Meeting other audiologists and digging a little deeper into the great world of audiology.

In previewing the content and speakers, are there any that stand out and you plan on attending? Why? I am very interested in tinnitus and managing tinnitus for my patients. I have been very interested in most of those courses.
Dynamic Resource Directory for Audiology—What’s All the Buzz About?

In January, the American Academy of Audiology launched a new, online resource directory, the Audiology Solutions Network (ASN). This week, at AudiologyNOW!, the Academy is promoting the ASN at Academy Central, just inside the exhibit hall entrance. With an expanding need for ongoing member-to-supplier communication and access, the Academy’s new resource directory shares a platform that allows for year-round supplier activity and a unique consumer experience for its membership.

Sean Soth, manager of ASN, was asked about the growth of online media opportunities within the ever-evolving audiology marketplace. “In both business-to-consumer and business-to-business environments, customer bandwidth is becoming narrower and narrower. There is shift to niche and very personal consumerism. People want purchasing or partnering options within their own professional communities and circles. This dynamic presents a challenge for every marketer, ‘being present’ where your customers are is necessary to move the needle in the sales process.”

Soth continues, “Professionals rely on relationships first and that’s why events such as AudiologyNOW! are so important. However, when researching a new product or service, the customer has more control than ever. I’ve heard this referred to as ‘the age of the informed consumer.’ Think about your last big purchase, did you search for it online, review videos, see a magazine ad, read an article, or search social media… maybe you did all of those things. As consumers, we want options on how to select the right supplier partner for the job. That’s what the Academy is building with the ASN.”

The Academy launched the ASN to provide both suppliers and members with a tool that acknowledges the value and niche needs of the membership. The user experience is an “open” one, you can choose to use the ASN as a casual visitor or actively participate by easily creating a personal profile. It’s simple and easy to use. Users can browse nearly 50 active categories and explore supplier profiles. Inside the profiles, you can quickly review an organization’s Web site and contact information, while suppliers who invest in enhanced profile options can go farther, sharing product visuals, videos, content, downloads, staff contacts, and even resourceful events.

Audiology Solutions Network also offers a “my supplier” feature, further providing supplier research options back to the Academy’s audience. With the “my supplier” feature, a user can create a list of supplier organizations he or she has an interest in. This list can simply be a wish-list of sorts—companies you might want more information on when you are ready. For more motivated buyers, the “my supplier” feature allows you to send out a request for more information to all of your leading product or service choices.

Since the start of AudiologyNOW!, many attendees have shared their excitement for a one-stop shop for supplier information.

Interested in new hearing aid products? Now, you can build your own short list, explore the profiles on your terms, and communicate directly with the companies you have the most interest in.

Barbara Cromarty, director of marketing for SoundCure, Inc., explains her organization’s support for the Academy’s media and meeting resources, including the ASN. “For SoundCure, exhibiting at the AudiologyNOW! conference is critical to helping us share our message with the right audience. Last year, we chose this event to introduce ourselves as a new company, launch a new product, to help an underserved patient population—tinnitus sufferers. Although we were surrounded by much larger companies, we were able to share our story through the many educational and promotional channels made available before, during, and after the event.”

The Academy continues to see opportunity through all communication channels. The initial company information was built around the exhibitors participating in AudiologyNOW! 2013. In fact, participating suppliers can actually customize their profiles to match new product releases, content and press releases, and social media channels such as Twitter, LinkedIn, YouTube, and more. Even the basic profile allows users to research a supplier’s Web site, all in a “one-stop-shop” environment.

AudiologyNOW! attendees and all Academy members can leverage ASN tools to search by company, service, or product category, and product type. As the ASN grows, users will be able to browse and register for supplier events or demos that they might find interesting.

Many AudiologyNOW! exhibitors are taking advantage of the new opportunities to reach the Academy’s audience through a profile in ASN.
Cochlear Implants Specialty Conference: Expanding Indications for Cochlear Implants in Infants Aged 6 to 12 Months

Are you interested in cochlear implants? Do you like babies (and seriously who doesn’t)? If you answered “yes” to either question, you will not want to miss the cochlear implant (CI) specialty conference scheduled for Saturday, April 6, from 8:30 am to noon. We have lined up national and world leaders in the fields of infant language development, pediatric audiology, and CIs to provide research-guided education and instruction on cochlear implantation prior to 12 months for infants with severe-to-profound sensorineural hearing loss.

Dr. Rene Girfford, assistant professor at Vanderbilt University, and director of the Cochlear Implant Program, Cochlear Implant Research Laboratory and Pediatric Audiology at the Vanderbilt Bill Wilkerson Center, will head off the morning conference providing background on current pediatric CI candidacy, focusing on evidence for expanding these indications that have been unchanged for over a decade.

Following this introduction to the specialty conference, Dr. Roberta Golinkoff, from the University of Delaware, will take to the podium providing fascinating information on the language development processes that are ongoing in the first year of life. We are incredibly fortunate to have Dr. Golinkoff here this year, as she is one of the world’s leading authorities on language development in infants and children. Though we are all likely familiar with language milestones, it is critically important that we remain informed about what is potentially lost during that first year for children not making expected progress with amplification as we wait for implant surgery at the one-year mark.

“From coo to code in the baby’s first year,” we will have Dr. Karen Johnson from the House Research Institute take the stage. Aside from being a leader in implant research, Dr. Johnson also has over 20 years of clinical experience in the assessment and habilitation of infants with hearing loss. She will provide an update on the Childhood Development after Cochlear Implantation (CDAI) study. For those who may not be familiar with this project, it is a prospective, longitudinal multi-center study investigating the effectiveness of early cochlear implantation for a large sample of children across the United States. The CDAI project is funded with a $7.5 million grant from the National Institute on Deafness and Other Communication Disorders at the National Institutes of Health. Simply put, if you want to know the latest and greatest about outcomes following pediatric cochlear implantation, this is it!

Finishing up the morning conference, we will have Drs. Rene Girfford and Melissa Duong teaming up for a presentation regarding surgical issues and audiological management for infants with CIs. Dr. Duong is a pediatric audiologist specializing in implants. She has worked at the Mayo Clinic in Rochester, MN, for over 15 years, and when it comes to successful CI programming sessions for infants, she is “the” expert. Dr. Duong is considered the “baby whisperer” of the Mayo Clinic cochlear implant program and she will be bringing that expertise right here to AudiologyNOW! She and Dr. Girfford will be providing information regarding special considerations for preoperative counseling, surgery, and postoperative programming and audiological management for infants with cochlear implants.

Attend this free half-day specialty conference on Saturday, April 6, from 8:30 am until noon. Located in the Anaheim Convention Center, Room 213AB, Academy GEs and ABA Tier 1 hours will be offered.

What’s the Difference

Have you played this game recently? If not, give it a try. All you need to do is compare the two photos below and pick out the 10 differences. Answers are on page 6.
**New Product Showcase**

**Interacoustics—Booth 233**
Interacoustics is proud to introduce the industry-leading video head impulse test (vHIT), EyeSeeCam. The vHIT is the fastest, simplest objective measurement for assessing semicircular canal function. EyeSeeCam has many advantages to include lightweight goggles to prevent slippage, binocular testing, instantaneous gain, velocity regression measurements, and accurate data analysis. vHIT is quickly becoming a new gold standard in vestibular assessment allowing for quick identification of vestibular deficits in any clinical setting. vHIT combines VNG and EP for a complete vestibular diagnostic test battery.

**Oticon—Booth 327**
Oticon Alta combines our best premium hearing technology with a revolutionary new fitting approach. One that optimizes your patient’s listening experience by unlocking the power of personalization.

**Neuromonics—Booth 1660**
The Neuromonics Sanctuary contains customized, relaxing music that is combined with a neural stimulus to provide tinnitus relief. Clinicians choose from one of three pre-programmed hearing profiles that best fit the patient’s audiogram allowing for a same-day fitting after completing a tinnitus assessment.

**ReSound—Booth 379**
ReSound Control is a free download on the App Store, which transfers and extends ReSound Unite™ Phone Clip+ functionality onto an iPhone screen. Also available as an Android™ app on Google Play, the Phone Clip+ uses any Bluetooth®-enabled telephone to transform ReSound Verso* or Alera hearing instruments into telephone headsets. As well, it includes simple remote control of the hearing instrument and streams stereo quality music.

*Apple and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. Android and Google Play are registered trademarks of Google Inc.

**Siemens—Booth 1126**
Pure™ micon—the most fully featured product in its class. Pure micon is a small, advanced, rechargeable RIC suitable for up to severe hearing loss. It includes wireless connectivity, telecoil, a tinnitus therapy feature, and delivers all of these key features in a discreet design with the best in audiologic performance. Pure has been Siemens best-selling product and now is more versatile than ever. With an IP67 rating, it is moisture and water-resistant. Available in 7mi, 5mi, and 3mi performance levels.

**Motion® micon—** for all ages and hearing losses. The new Motion micon line is fully featured and is the right solution for individuals who need an advanced instrument. Four wireless models to choose from—Motion SX and PX are also rechargeable. Motion P and M feature DAI, ideal for connecting to FM systems and also have safety features perfect for children or the elderly. Available in 7mi and 5mi performance levels.

**Sonic Innovations—Booth 244**
Introducing Bliss...Happiness sounds just like this. Bliss gives you—and your patients—plenty to smile about, including simple connectivity to wireless devices. Speech variable processing that delivers the natural sound Sonic is known for. And speech priority noise reduction specifically designed to make everyday conversations every bit enjoyable. Introduce your patients to Bliss. It’s a conversation you’ll be pretty happy about, too.

**The Difference Is...**
1. Turned pink flower in pond purple.
2. Removed trees from left side of main building.
3. Added more water to top of fountain.
4. Removed large windows in main building.
5. Added airplane to left side of sky.
6. Added four walkway lamps.
7. Added two ducks to pond.
8. Replaced brick walkway with cobblestone.
9. Added eight flowers to bush under fountain.
10. Added middle column to building in back.
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DREAM™ is the new family of remarkable hearing aids from Widex. Driven by our new and groundbreaking technological platform, TRUE Integrated Signal Processing™ (TRUE ISP), DREAM sets new standards in hearing aid performance and wearer benefits.

WIDEX DREAM debuts in four performance levels, each with six models, all-new COMPASS™ GPS fitting software, and a unique new smart website, MY.WIDEX.COM, individualized for every DREAM wearer. So, there is a DREAM for everyone.

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