Welcome back for day two of AudiologyNOW! 2014. We hope you were able to make it to General Assembly, where we enjoyed the harmonies of the audiology choir singing the National Anthem...while later joined by the A4 organizations (SAA, ABA, ACAE, AAAF) for a personalized rendition of the Reggae tune, One Love by Bob Marley.

Program Chair Georgine Ray made us laugh with a video where she toured Orlando while being stalked by a giant ear with a Q-Tip. Then we got down to business with President Bettie Borton as she announced five Presidential Award winners: Marion Downs, Charles Berlin, James Hall, Lisa Hunter, and John Coverstone.

Jerry Northern accepted Downs’ award on her behalf while the audience viewed a video in her honor. Downs is known in her profession as the “mother of pediatric audiology” who brought attention to the importance of early identification of hearing loss in newborns. As a pioneer in the field, she established programs that screen the hearing of nearly 4 million newborns each year.

Berlin has had a tremendous impact on both audiology and otolaryngology. He is a founding member of the advisory board to the NIDCD and has an incredible record of publication, discovery, and innovation in our field. As an accomplished musician, his love of learning and academic curiosity made him a magnificent teacher of many in our profession.

Hall, a man of many talents, is a prolific author, researcher, and speaker to name a few. He has dedicated his career to developing and teaching electrophysiology and he is considered to be an authority on methods of evaluating the auditory system. One of the Academy founders, Hall also recently chaired the American Board of Audiology and continues to be active on various Academy task forces and committees.

With more than 25 years of clinical, research, and teaching experience, Hunter has authored numerous publications and presentations in pediatric audiology. She has served our profession in many capacities, including co-chairing the NIH Research Symposium and serving on the Academy Board of Directors. Her real passion is audiology education and she currently serves as the chair of ACAE.

Immersed in audiology affairs since graduation, Coverstone has worked as both a clinical and educational audiologist. He is a tremendous advocate for audiology and currently serves as chair the Academy’s Government Relations Committee. His love of legislative affairs is eclipsed only by his creativity and innovation, as shown in his news and information podcasts, AudiologyTalk.

A first for AudiologyNOW! and General Assembly, President Borton presented the Inaugural Inspiration Award to NFL’s Seattle Seahawk’s fullback Derrick Coleman. As part of this year’s winning Super Bowl team, Coleman overcame obstacles growing up as a child with hearing loss.

Being hearing impaired since age three, Coleman did not take no for an answer. “When people told me it was over or did not pick me for a team, I just didn’t listen.” In order to overcome the stigma of hearing loss, Coleman was honest with teammates, coaches, and teachers. “I am hard of hearing... and I let people know it.” Effective communication is pivotal in fostering teamwork and Coleman’s truthfulness allowed him to feel accomplished and find success in life. His positive attitude and ambition are truly inspiring and well deserving of this inaugural award.

Speaking of fostering teamwork, keynote presenter Mark Thompson spoke to the audience about being valued, defining success, and understanding how no one can do anything worthwhile truly alone. After all, “it’s not about ME, it’s about WE!” Feeling successful, feeling valued, and feeling accomplished comes with support. Support from family, friends, colleagues, coaches, teachers, and the list goes on and on.
**Friday Updates**

### Cancelled Session

**EC302** 7:00–8:00 am  
**EC302** Effects of Instant Fit Tips on Available Gain

### Missing Poster

**PP1247** The Efficacy of Screening for High Frequency Hearing Loss (HFHL) in Adults and Children

**Poster Type:** Research

Efficacy of routine screening for high frequency hearing loss (HFHL) was investigated in adults (≥18 years) and children (≥5 years). There were 492 individuals screened from 1000 to 8000 Hz using supra-aural headphones at 25 dB HL (adults) and 20 dB HL (children). Test time doubled and refer rates increased ~20% using the HFHL protocol. HFHL screening using supra-aural headphones resulted in longer test time over conventional screening with potentially high false positive rates.

**Presenter(s):** Yula Serpanos, PhD, Adelphi University; Deborah Senzer, AuD, Adelphi University; Roxanne Hoffman, BA, Adelphi University; Rebecca Langer, BA, Adelphi University

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**Friday, March 28, 2014**

**Daily News**

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Feel-Good Philanthropy

Heating Things Up at the Happy Hour

The AAA Foundation hosted another successful Happy Hour benefit on Wednesday evening. Over 150 audiologists gathered on the patio at the Hyatt, and enjoyed the Florida sunset while sipping wine and snacking on hors d'oeuvres. Festive riffs from a classical Latin guitarist added to the tropical ambiance, and helped audiologist-travelers from around the world get into the laid-back Florida spirit.

“I've attended the Happy Hour for many years,” said Foundation board member and former Academy President Alison Grimes, “I love taking advantage of this opportunity to reconnect with old friends and kick off AudiologyNOW! in such a fun and festive way...and the proceeds from the Happy Hour fundraiser support our research and educational programs, so coming every year is a real win-win!”

Each year the Foundation strives to raise $5,000 at this benefit event, and this year the Foundation met the goal, thanks in part to new underwriting support from Phonak. Generous gifts from Phonak, and long-time Happy Hour supporter HearUSA Hearing Care Network, helped ensure that the Wednesday evening party was more profitable than ever.

“We are so appreciative of our corporate friends at Phonak and HearUSA Hearing Care Network,” announced Foundation board chair, Angela Shoup, “and to all the generous audiologists who attend this fundraiser year after year.”

For more information about all of the Foundation’s fundraisers and programs, visit www.audiologyfoundation.org.

Cooling Off at the ICEBAR

By Reaghan Albert, SAA Board Member and student at Northern Colorado University

The third annual Student Academy of Audiology/American Academy of Audiology Foundation Cheers for Ears at the ICEBAR Orlando on Wednesday night was a huge success! Over 250 students and audiologists showed up to chill at the coolest event of AudiologyNOW! Following Celebrate Audiology and the SAA Mix and Mingie, audiologists and students entered the ice kingdom to escape the Orlando heat.

An Ice Princess was on hand at the door, offering coats and gloves and greeting each guest. Gloves were needed to prevent frostbite while holding the custom ice mugs! Attendees skated from the dance floor to the fire pit as they danced and mingled with friends and strangers alike. The night wrapped up and Cheers for Ears attendees warmed up on the walk to their hotels ready to start a great conference.

All proceeds from Cheers for Ears benefit SAA members and university chapters. The SAA ended 2013 with a record number of 2,000 undergraduate and graduate members! With 68 chapters nationwide, the SAA continues to expand every year. One of the goals of the SAA is to increase awareness about and access to the many facets of the profession of audiology including research, advocacy and philanthropy. In coordination with the Foundation, the SAA supports students in obtaining scholarships and grants, encourages them to become involved with humanitarian work, and establishes connections with the Academy to expand their knowledge of the field.

“The Foundation’s work with the SAA is part of the leadership development process for audiology students,” noted Angela Shoup, PhD, chair of the Foundation Board.

“Our philanthropic partnership advances student initiatives and enhances the educational pursuits of future AuD professionals and leaders. Student benefit events like Cheers for Ears also provide tangible experiences in fundraising that help grow the important professional culture of giving and giving back. These events also allow the participating students and professionals an opportunity to network for a worthy cause.”

Cheers for Ears would not have been possible without our underwriters: Audigy Group, Oticon, Phonak, and Sound Advice Hearing Doctors/Alpaca Audiology. Contributions from these companies allowed our third annual Cheers for Ears event to be our most successful and profitable ever. Company representatives joined us at the ICEBAR, and mingled with the students that directly benefitted from their donations. We thank these corporate philanthropists for their underwriting support!

SAA Fundraising Committee Member Mallory McCart noted, “Cheers for Ears is a great way to network while supporting the Student Academy of Audiology. Every year, the Fundraising Committee aims to make this event bigger than the previous year. This held true with this week’s celebration at ICEBAR Orlando with the largest attendance ever! Last year and this year alike, Cheers for Ears had students from many schools attending which give all of us the chance to meet outgoing and intelligent future audiologists from around the country.”

Cheers for Ears proved to be the perfect philanthropic affair for AudiologyNOW! attendees before starting conference proceedings. If you missed out on Cheers for Ears at the ICEBAR Orlando this year, plan to join us at our fourth annual Cheers for Ears event in 2015!
Making the Most of Your Saturday
Staying through the weekend? Enjoy the sunshine as well as some fun, and make the most of your Saturday conference time with us!

Central Auditory Processing Disorder (CAPD)
This all-day conference features presentations from international scientists and clinicians who will discuss the CAPD information and research we currently have and future directions in clinical practice.

Opening keynote presenter Paula Tallal, PhD, and moderator Doris Bamiou, MD, PhD, will discuss training the brain, followed by several presentations on CAPD in neurodegenerative and central nervous system disorders, central auditory dysfunction in the elderly, and CAPD in developmental disorders.

We are honored to feature an impressive lineup of presenters including Kenneth Hugdahl, PhD, Paula Tallal, PhD; George Gates, MD; N. Shivashankar, MD; Vivian Iliadou, MD, PhD; Mridula Sharma, PhD; Sharon Cameron, PhD; Eliane Schochat, PhD; Frederick Gallun, PhD; Gail Chermak, PhD; and Suzanne Purdy, PhD.

If you are interested in attending, it is not too late. Visit the Registration counter for more information.

Unilateral Hearing Loss
Saturday is also packed with a nice variety of featured sessions including Michael Valente’s update on the new Academy Guideline on Adult Patients with Unilateral Hearing Loss. Dr. Valente’s task force has been hard at work on developing this new guideline. The specific goal of this guideline is to provide a set of statements, recommendations, and strategies for best practice in the provision of a comprehensive treatment plan for the audiological management of adults with severe-to-profound unilateral sensorineural hearing loss. Out soon for Academy member peer review, the guideline addresses the technical aspects of hearing device selection, fitting, verification, validation, and counseling, but within the context of a comprehensive treatment plan. Stop by his session on Saturday at 8:30 am in Room 224CD.

The Great Debate
Join debaters David Citron, PhD; Robert DisSogra, AuD; Richard Gans, PhD; Richard Roberts, PhD; and contributors Barry Freeman, PhD, and -Myles Kessler, AuD, as they deliberate our current model of service delivery to patients, including an increasing dependence on product sales relative to diagnostic services for revenue generation, the impact of third-party and direct-to-consumer products and services, an increasing role of surgical implants with traditional hearing aid patients, remote access to patients globally through telehealth, and our ability to respond to the anticipated demands for our services through efficient and cost-effective hearing and balance services. Those taking the pro-side will defend the statement and those taking the con-side will argue against the statement.

Audience participation is welcome but the participants have requested audience members refrain from throwing heavy objects at the debaters. This session promises to be the highlight of the conference. Don’t miss it…10:30 am in Room 230CD!

Trivia Bowl’s 25th Anniversary Celebration
A favorite tradition of AudiologyNOW!, don’t miss this fun event at a new time: Saturday, 12:30 pm (Hall F). Gus Mueller and Jerry Northern are sure to have some tricks up their sleeves while students, researchers, and practitioners battle against each other in a special competition celebrating the past 25 years of wits and memory. Enjoy lunch, an open bar, and lots of laughs.

Sign-up board will be located in the Siemens booth (#306) during exhibit hall hours until Friday, March 28 at 3:00 pm, then the sign-up board will be moved to the entrance to the Trivia Bowl, in the lobby outside Hall F.

Best Team Names from the Past
- The Auditory Stimulus Package
- Black Schwannoma
- Bush and the Ossicular Cheneys
- Ganglion Style
- The Girl with the Tragus Tattoo
- Hidden Wax, Crouching Q-tips
- The Pinna-Up Girls
- Viva Las Tragus

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SAA Members Continue to Make Magic

I t’s wonderful to be in sunny, fun-filled Orlando for the 26th annual AudiologyNOW! Orlando is known for various attractions, with some of the most famous stemming from the hard work and imagination of Walt Disney. Disney was a cartoonist, businessperson, and an esteemed innovator in his field. Additionally, he was recognized as an exceptionally quotable man, with many of his mantras still relevant and frequently recalled today.

When looking back at the past year with the Student Academy of Audiology (SAA), a great Walt Disney quote comes to mind: “We keep moving forward, opening new doors, and doing new things, because we’re curious, and curiosity keeps leading us down new paths.”

SAA is a very young organization; however, I am constantly surprised by the amazing work audiology students are doing across the country in order to contribute to the SAA, and more importantly, our profession.

The SAA continues to keep moving forward with membership numbers continuing to increase. We added three new chapters this year, including the University of Texas at Austin. With 68 chapters nationwide, the SAA now has active chapters at 92 institutions.

Our organization is opening new doors in our partnership with Special Olympics Healthy Hearing. This year, the Montclair State University SAA and Sarah Crow, the national SAA Humanitarian Chair, will be attending the Special Olympics National Games in New Jersey to provide hearing screenings for the athletes and educate them about the risks of noise-induced hearing loss.

Additionally, the SAA invited students and audiologists in opening new doors at this year’s Cheers for Ears celebration at ICEBAR Orlando – the coolest place to be at AudiologyNOW! This annual benefit helps the AAA Foundation and SAA support students through scholarship opportunities, educational efforts, and community service projects. If you missed out on this year’s celebration, we welcome you to join us in San Antonio for our fourth annual Cheers for Ears.

Chapters are doing new things to support our profession in a variety of different ways. The Rush University SAA “Swimmer’s Ear” team just participated in the Chicago Polar Plunge and raised almost $1,700 for Special Olympics. The University of Cincinnati SAA traveled to the Red Bird Mission in Beverly, Kentucky and provided hearing screenings, hearing aid fittings, and hearing aid rechecks for over 120 residents. The University of Nebraska-Lincoln SAA took their Jolene mannequin to City Campus Recreation to talk about noise-induced hearing loss with personal listening devices and visited the Nebraska Future Farmers of America Alumni conference to discuss the effects of agricultural noise exposure.

SAA members are certainly leading us down new paths with their contributions to audiology. Where will these paths lead? We can’t wait to find out! Our SAA members are the future of our profession, and it’s exciting to see the magic that our creativity, motivation, and drive will accomplish in the years to come!

Spot the Differences
Can you find the 10 differences in these two pictures? Answers are on page 6.
ABA to Offer Preceptor Certificate Program

The American Board of Audiology® (ABA) announced this week that it is developing a Preceptor Certificate Program for audiologists who provide clinical instruction to audiology students. Audiologists who successfully complete the program training and earn the Preceptor Certificate will gain an understanding of their critical role as educators and will be competent to lead students through valuable clinical learning experiences to make them practice-ready.

According to Mindy K. Brudereck, AuD, chair of the ABA Board of Governors, the ABA Preceptor Certificate is being built on the first-ever post-graduate Practice Analysis in Audiology study that will reflect not only the knowledge, but also the skills and abilities that audiologists with a minimum of three years of post-graduate experience have today.

Topics covered in the Preceptor Certificate curriculum will include key concepts related to the application of adult learning theory and learning styles to promote optimal learning outcomes. Resources will be presented to preceptors in working with students to set clear expectations and reasonable learning targets. Audiologists who earn the ABA Preceptor Certificate will have a bank of concrete techniques to effectively manage student clinical experiences, stimulate critical thinking, provide constructive feedback, and conduct efficient evaluations.

“The ABA Preceptor Certificate now under development will help students choose the best possible learning environment to meet their professional goals. Preceptors will enjoy working with highly motivated students interested in the instructional opportunities they have to offer,” Brudereck commented.

“We envision the ABA Preceptor Certificate becoming an industry standard that sets audiologists apart,” Brudereck concluded. “Audiologists who meet the training required to earn the ABA Preceptor Certificate will be recognized as outstanding clinical practitioners committed to lifelong learning and professional excellence. Students who select placements with ABA-certified preceptors can trust that they have chosen a quality clinical placement that will prepare them for their audiology career.”

If you are interested in serving as a subject-matter expert preceptor on the ABA Preceptor Certificate Program, please contact Torryn Brazell at tbrazell@audiology.org.

Advocacy Activities Abound

Attendees wishing to learn more about and get involved in advocacy efforts to advance the profession of audiology have many opportunities at AudiologyNOW! Things kicked off on Wednesday with the annual State Leaders Workshop where participants heard from a variety of speakers about issues affecting audiology at the state level. Featured speaker Vickie Dionne, AuD, presented a timely and educational session on Internet Hearing Aid Sales: A Texas Story. State Leaders also had an opportunity to exchange information about current issues they are facing in their respective states. Also on Wednesday, say “CHEESE!” The Academy’s Political Action Committee (PAC) Advisory Board hosted a photo booth in the Exhibit Hall for Academy members. Didn’t make it by on Wednesday? You have another chance today between 2:00–4:00 pm. For a suggested PAC contribution of $20, you and your colleagues can see your mugs on the cover of Audiology Today. Props are available to inspire creativity.

Today will begin with the Fourth Annual Student Academy of Audiology (SAA) Advocacy Summit from 9:30–11:00 am in Room 222B. Attendees will hear from their fellow students about how to plan a trip to Capitol Hill with their SAA chapters, listen to experts discuss the various audiology legislative initiatives, explain why it is important to be involved in advocacy and contribute to PACs, and describe what to expect when meeting with elected officials and their staff. This afternoon, from 3:15–4:15 pm, John Coverstone, AuD, chair of the Academy’s Government Relations Committee (GRC), Erin Miller, AuD, board liaison to the GRC and president-elect, and Melissa Sinden, the Academy’s senior director of government relations, will present a learning module titled Legislative Strategies for the Profession of Audiology in Room 232C.

At the Academy Membership Meeting on Saturday morning from 7:30–8:30 am in Room 222A, in addition to a brief message from the president and the secretary/treasurer’s report, those in attendance can hear more about Academy initiatives, advocacy efforts, and the decision-making process related to how the Academy develops its advocacy strategies. Don’t forget to stop by the Advocacy Booth in Academy Central for more information about all things advocacy-related that your Academy is at work on for you. Bring your smartphone and scan a QR code to quickly contact your elected officials in support of our direct access initiative (H.R. 4035/S. 2048). This legislation, the Access to Hearing Healthcare Act, would eliminate the need for Medicare patients to obtain a physician order prior to visiting an audiologist. If you are interested in serving as a subject-matter expert preceptor on the ABA Preceptor Certificate Program, please contact Torryn Brazell at tbrazell@audiology.org.

The Differences Are...

1. Changed “Fruit” to “Veggies” in sign.
2. Turned orange in first bin to green.
3. Placed extra stack of oranges on table.
4. Removed blemish from orange in first bin.
5. Placed extra blue flag on banner.
6. Changed “$1.99” to “$1.00” on sign.
7. Changed trees to palm trees.
8. Turned blue truck to black.
9. Changed side of stand from yellow to blue.
10. Removed four hanging shell mobiles.
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