

**Wisconsin Alliance of
Hearing Professionals**

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www.WAHPinfo.org

*Helping your practice work
with state and national government*

Thank you to our 2013:

50th Anniversary

Luncheon Sponsor:

NBC-HIS

Speaker Sponsors:

Beltone

Gordon Stowe

Rayovac

Siemens

Widex

Hospitality Sponsors:

Beltone

NBC-HIS

Sound Advisors

Widex

Silent Auction Sponsors:

Hi-Tech

IHS

NBC-HIS

Sound Advisors

Hotel Information

The Kalahari Resort

1305 Kalahari Drive, Wisconsin Dells, WI 53965

877.525.2427 www.kalahariresorts.com

Make your reservations directly with the Kalahari by
December 10, 2013 to receive the Alliance reduced rate.

Continuing Education Credits

IHS Credits (approval pending)

ASHA credits (approval pending)

Wisconsin license renewal requirement is

20 Continuing Education Credits every 2 years

—including 2 Ethics credits—

Audiometer Calibration

Gordon Stowe Assoc. 262.781.8701

Audiology Systems 855.283.7978

Please remember to schedule your calibration services.

Loop Assistive Hearing—DRS Sound, Inc.

Please bring a hearing aid equipped with a t-coil to experience
the advantage of the loop system.

Thank you to our 2013 Exhibitors:

Audiology Systems

Beltone

CaptionCall

DRS—Sound & Lights

Elite Hearing Network

Gordon Stowe

HIKE

Hi-Tec

IHS

MedRx

Miracell

NBC-HIS

Phonak

Rayovac

ReSound

Rexton

Siemens

Sound Advisors

Starkey

Unitron

Widex

Wisconsin Alliance of Hearing Professionals

2014 Annual Meeting

*Trade Show and
Silent Auction*

January 10-11, 2014
Kalahari Resort, Wisconsin Dells

Offering
10 IHS — 10 State CEUs
(includes 2 ethics credits)
(approval pending)

ASHA credits (approval pending)

**Audiometer Calibration
Loop Assistive Hearing**

Featured Speakers

Todd Beyer, ACA, BC-HIS. Todd is a 2nd generation Hearing Instrument Dispenser. He was licensed in 1999, became Board Certified in 2004 and completed the Audioprostology Program in 2006. He has volunteered as an examiner for the WI Dept. of Safety & Professional Services, is an officer and board member for the WI Alliance of Hearing Professionals, has served as Territorial Governor for the International Hearing Society for the last 5 years and also serves on their Executive Committee as Secretary.

Laurel Christensen, Ph.D. is the Chief Audiology Officer for GN ReSound Group. In this role she leads a global team of audiologists that is responsible for all aspects of audiology for the company, including new product trials, audiology input to marketing, and global audiology relations which encompasses training and product support to subsidiaries world-wide.

Michael Piskosz, M.S., Board Certified in Audiology started with GN Resound as an Audiologist Regional Manager and has been part of the organization since 2004. His clinical experience includes working as a clinical audiologist at the University of Miami, as well as a private ENT practice in Hollywood, FL. Michael serves as senior global audiologist on the Global Audiology team for GN Resound, his primary responsibilities include the development of training materials based on research and development activities, and training of Resound personnel and hearing care professionals in the audiology industry. He has a special focus on tinnitus and helping deliver innovative tinnitus solutions.

Brian Taylor, Au.D. is currently the Director of Practice Development & Clinical Affairs for Unitron and the Editor of Audiology Practices, the quarterly publication of the Academy of Doctor's of Audiology. He serves on the advisory board for the Better Hearing Institute and is a frequent contributor to Audiology Online. He has published two textbooks and over 50 articles and book chapters on topics related to hearing aids, diagnostic audiology and business management. His latest book, quality in Audiology: Design & Implementation of the Patient Experience was published in May 2013.

Friday, January 10, 2014

8:00 a.m.—

Registration/Exhibits

8:30 a.m. — 10:30 a.m.

BRIAN TAYLOR

UNITRON —

**Improving Productivity &
Quality in Your Practice**

There is no better way to differentiate your practice than on matters related to quality. Given the ever-changing marketplace, raising the bar on quality in your practice is a necessity. This course will examine three key drivers of quality, along with seven proven ways to improve quality and overall productivity.

Break/Exhibits

11:00 a.m.—1:00 p.m.

BRIAN TAYLOR

UNITRON —

**Relationship-Building & Science
of Consultative Selling**

If you think effective sales people and dispensing professionals have little in common you might be mistaken, both deal with psychology and economics. Understand how audiologists and hearing instrument specialists can apply neuro-marketing and other scientific principles in their interaction with patients during the consultation appointment by attending this course.

1:00—2:00 p.m. Luncheon

2:00 p.m.—3:00 p.m.

**TODD BEYER, The Hearing
House/IHS—WI Alliance**

**Understanding the hearing aid
market and the players involved**

Discussion as to how state consumer protection regarding hearing aids are being jeopardized by new players in the hearing aid market.

3:00p.m.—4:00p.m.

TECHNOLOGY PANEL

Manufacturers will provide attendees with the latest in industry technological advances.

4:00 p.m.—5:00p.m.

Trade Show & Reception

5:00p.m.—6:00 p.m.

**Audiometer Calibration —
Gordon Stowe Associates
Audiology Systems
Loop Assistive Hearing —
DRS Sound, Inc.**

See page 4 for more details

Saturday, January 11, 2014

8:00 a.m. Registration

8:30 a.m.—10:30 a.m.

MICHAEL PISKOSZ

GN RESOUND

Affects of Tinnitus

Tinnitus affects about 17% of the population around the world, including 40-50 million people in the United States.

Approximately 70% of those with tinnitus also have a hearing loss. This presentation will overview tinnitus, including current research on possible causes and treatment options that can help a patient cope with tinnitus when it becomes debilitating.

10:45 a.m.—12:45 p.m.

LAUREL CHRISTENSEN

GN RESOUND

Update on Amplification: Current Trends & Verification

“Modern” hearing aids have the potential to provide benefit to hearing aid users in more environments than ever before. We will overview the current landscape of amplification with a specific focus on features that have documented end-user benefits. Details about how signal processing works and practical advice will help dispensers improve the fittings for their patients. A look into the future of amplification will also be part of the course.

Silent Auction

Meeting Adjourns

Registration

Name _____

Name _____

Company _____

Address _____

City-State-Zip _____

Telephone _____

Fax _____

Email _____

Registration Fees

_____ Alliance Member \$200

_____ Non-Member \$250

_____ Additional Friday Lunch Ticket \$30

_____ \$25 Late Fee—

if received after January 1, 2014

_____ Total Enclosed,

Please make check payable to WAHP

Fee for attendees includes admission to all seminars, breaks, Friday lunch and exhibitor reception/silent auction.

Please return to:

Wisconsin Alliance of Hearing Professionals

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Email: czz@jjaassociates.com