

Wisconsin Alliance of Hearing Professionals

2015 Annual Meeting

*Trade Show and
Silent Auction*

January 9-10, 2015
Kalahari Resort, Wisconsin Dells

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

**Audiometer Calibration
Loop Assistive Hearing**

Featured Speakers

Jodi Ferriter, Epic Systems Jodi has been a project manager at Epic for seven years. She helps hospitals and clinics prepare to use the system by guiding them through major decisions on system settings, testing and training their system users. Prior to coming to Epic, Jodi worked in public relations for five years and completed a Masters degree in speech communication.

Ken LaFerle, Beltone Electronics Ken is Director of Educational Services for Beltone. He has been with Beltone for nearly 28 years holding various positions including regional manager and director of audiology. He received his B.A. degree in Psychology & Speech & Hearing Science, and his M.S. degree in Audiology. He received his AuD from Salus University. Laferle holds a certificate of clinical competence in audiology and is a board certified hearing instrument specialist. In addition, he holds an audiology and hearing aid dispensing license.

James Lombardo is nationally recognized for his research regarding the effects of noise on humans. He has appeared on ABC 20/20 discussing the non-auditory effects of noise. He is a qualified tour guide at Gettysburg and Antietam. He is also a former Noise Consultant to the National Football League.

Jerry Ruzicka, Starkey Hearing

Technology With more than 38 years of industry experience and 16 years as President of Starkey he has been the driving force of his companies growth. Ruzicka has assembled a world-class management and technology group. Ruzicka has developed a website where he focuses on management tools and education on management. Access his website at — Jerry-ruzicka.squarespace.com

Brian Taylor, Au.D. is 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 three textbooks and over 50 articles and book chapters on topics related to hearing aids, diagnostic audiology and business management.

Friday, January 9, 2015

8:00 a.m.—

Registration/Exhibits

8:30 — 11:30 a.m.

*Jerry Ruzicka—Starkey Hearing
Technology*

Management Bootcamp—

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Although they are not the same, “Leadership and Management” go hand in hand. People look to their managers, not just to assign them a task, but to define them for a purpose. Managers must organize workers, not just to maximize efficiency, but to nurture skills, develop talent and inspire results. This course will provide the participants with an approach to develop their “Leadership & Management” skills.

Beak/Exhibits

12:00 — 1:00 p.m.

Technology Panel

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

1:00—2:00 p.m.

Luncheon

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SIEMENS HEARING INSTRUMENTS**

2:00 — 3:00 p.m.

James Lombardo—

Retired Clinical Audiologist

The Genesis of our Profession

3:00 — 4:00p.m.

Jodi Farritor—Epic — Creative

Cyberspace: An Epic Story Epic

was founded in 1979 by Judith Faulkner in Madison. Epic is private and employed-owned and has approximately 8,000 employees. This presentation offers a brief overview of Epic’s history in developing, installing and supporting software for healthcare organizations, a glimpse at the current healthcare technology marketplace examples of how organizations have documented patient care related to hearing in Epic.

4:00 — 5:00 p.m.

Trade Show & Reception

5:00 —6:00 p.m.

Business Meeting (*Members only*)

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

See page 4 for more details

Saturday, January 10, 2015

8:00 a.m. Registration

8:30 — 10:30 a.m.

Brian Taylor, Unitron:

The Discipline of Market Leaders: The Five Drivers of Customer Intimacy

Patient satisfaction and loyalty are the by-products of delivering a compelling and persuasive value proposition to your marketplace. Using research from leading business universities, this course introduces attendees to three different paths to market leadership and emphasizes how the discipline of customer intimacy is the right path.

10:45 a.m.—12:45 p.m.

Ken LaFerle, Beltone

Simple Strategies to Improve Referrals

This class will focus on a variety of methods to increase the possibility of obtaining a referral. Attendees will learn when to ask, how to ask, and how to ensure a positive result. In addition, there will be several strategies offered that can be used by various members of the dispensing office. Finally, the attendees will participate in an exercise to help identify referral opportunities in their market.

Registration

Name _____

Name _____

Company _____

Address _____

City-State-Zip _____

Telephone _____

Fax _____

Email _____

Registration Fees

_____ Alliance Member \$225

_____ Non-Member \$275

_____ Additional Friday Lunch Ticket \$30

_____ \$25 Late Fee—

if received after January 1, 2015

_____ 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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www.WAHPinfo.org

*Helping your practice work
with state and national government*

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, 2014 to receive the Alliance reduced rate.

Continuing Education Credits

IHS Credits (approval pending)

Wisconsin license renewal requirement is
20 Continuing Education Credits every 2 years

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 2014:

Breakfast Sponsor:

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