

Audiology Advocate

The Seal of the State of Florida is centered on the cover. It features a circular design with a gold border containing the text 'SEAL OF THE STATE OF FLORIDA' at the top and 'IN GOD WE TRUST' at the bottom. The central scene depicts a woman in a blue dress holding a basket of flowers, standing on a sandy shore. In the background, there is a palm tree, a body of water with a ship, and a small hut. The seal is overlaid on a background of the Florida state flag, which has a white saltire on a red field.

Florida Academy of Audiology Forms Partnership with FLASHA, Signs Joint Lobbying Agreement

Education Report...Convention Update

On the Importance of Lobbying

Hearing Loss of America
Everything You Wanted to Know

Florida Telecommunications Relay
Partnership

Nova Southeastern University Mission
Trip to Guatemala

Meet Your FLAA Headquarters Staff



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President's Message



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2011 President
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Happy New Year! I hope you all had a wonderful holiday season! It is a new year and a new beginning for the Florida Academy of Audiology! I would like to introduce new board member, Holle Aungst, Au.D., who is the new treasurer, as well as returning board members Fred Cobb, Ph.D., Michelle Colburn, Au.D., Joe Duran, Au.D., Sergio Guerreiro, Au.D., Kelly Hanson, Au.D., Debra Shimon, Au.D., and Cindy Simon, Au.D., and our executive director, Jody Rosen, APR. A special thank you to Deb Shimon, Au.D., Past President, and her board for all their hard work and devotion to FLAA! We had a great 2010 with several regional seminars, a fantastic convention, new committees and new partnerships!

Caring...Sharing...Working together with others...to help our profession, our patients, ourselves...that is what 2011 is all about! We have an exciting year ahead of us! As you can see, FLAA is going green! This is our first electronic new issue of the Advocate. Prior issues are also available on the FLAA website at www.floridaaudiology.org, as well as a member directory, membership registration, convention information, a job board, governmental affair updates, student information, etc.

Our licensure laws will be coming up for Sunset Review in the near future. In November, your FLAA board of directors voted to collaborate with FLASHA to hire a lobbyist to monitor bills



(L to R) Sharon Rophie, FLAA President, and Melissa Edrich, FLASHA President, sign the joint lobbying agreement.

on our behalf and in January an agreement between the two organizations was signed. On Saturday, January 29, FLASHA's president, Melissa Edrich, M.S., CCC-SLP, and I signed a contract with the firm of Smith and Ballard for the upcoming year. They are already at work looking for any bills that may be pertinent to our organizations. I encourage you to donate to the lobbyist fund. Any amount is a big help. And to those that have already donated to the lobbyist fund-thank you for your support! It is an important cause that our dues money does not touch. We offer our thanks to Cindy Simon, Au.D., VP of Professional Affairs, who has been so instrumental developing this committee of the two organizations. I would like to also thank Arnold Lieberman for donating his legal services to organization.

Our collaboration with the HLA-FL is also well under way. I hope those of you who attended our convention in Orlando had an opportunity to meet the HLA members who were present. In this issue of the Advocate, Noel Crosby, Au.D., the FLAA-HLA-FL liaison, introduces us to Judy Martin, HLA past president, who gives us insight to the needs and desires of our patients.

I encourage you to make a pledge to get involved with FLAA! We are a group of volunteers. We need your input, your ideas, your help! We cannot do this alone. There are many ways to get involved. Take a moment to fill out the volunteer form on the website or contact us directly. The annual convention, which will be at the Sheraton Sand Key in Clearwater Beach August 25-27, 2011, has a variety of committees to serve on. Join the membership committee. Invite a colleague to join FLAA. If you are attending the Audiology Now convention in April, make sure you attend the Florida Open House. Submit an article, research paper, or human interest story to the Advocate. Perhaps you would be interested in being on the board. We have several positions opening for next year. Contact Deb Shimon for more information regarding board positions.

Remember, working together... what a difference we can make for our profession, our patients, ourselves!

From the Editor.....



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Welcome to the winter issue of the Advocate. We have an exciting and informative issue for all!

In this issue, our new FLAA president, Dr. Sharon Rophie, discusses all of the exciting things going on at FLAA this year! Dr. Sergio Guerreiro updates us on all of the exciting things happening at this year's convention held August 25-27 at the Sheraton Sand Key Resort. Dr. Fred Rahe shares with us the Guatemala Mission with the Nova Southeastern students. What an exciting and rewarding adventure they had! Dr. Debra Shimon discusses the importance of having a lobbyist! Colleen Schuster, the Outreach Manager of the Florida Telecommunications Relay Inc., provides us with valuable information about their wonderful program. Dr. Noel Crosby and the HLA-FL introduce a new consumer section of the advocate...Hear with your ears-Listen with you Heart. Please take time to check this new section out. What an interesting article!

I remind you again to mark your calendars for the annual FLAA Convention which will be held at the Sheraton Sand Key Resort in Clearwater on August 25-27, 2011.

As always, I welcome all research articles and any news, special events or projects. Please contact me at communications@floridaaudiology.org. I would love to hear from you!



It Takes a Team to Lead the Academy

FLAA is now looking for leaders for the following Board of Directors Positions for 2012:

- President-Elect
- Vice President of Communication
- Vice President of Membership Services
- Vice President of Professional Affairs

If you are interested in serving or would like to nominate someone, please contact Deb Shimon at pastpres@floridaaudiology.org.

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Education Report

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The 2011 Annual convention will feature sound waves and beautiful sunsets. Your board members are gearing up to what is promising to be an educational and exciting convention. We will be offering a wide variety of courses and international speakers who have been pioneers in the field of audiology; one such speaker is Dr. Carol Flexer. Her talks, seminars, and workshops focus on the development and expansion of listening, speaking and literacy skills in infants and children, including those with all degrees of hearing loss. Dr. Charles Berlin will be joining us this year along with Adrian Esharghi, MD, who will be offering several neuro-otologic courses and courses on surgical implantable hearing aids.

This year we will be opening our doors to the community. We will be providing a session with exhibitors and a seminar on hearing health facts. The seminar will focus on the importance of working with an Audiologist and technical products which are available for the hearing impaired. The academy should be responsible for not only its membership, but to the community as well. The Manufacturer's panel will be returning due to last year's success. This year, however, more audience participation will be expected. Bring your questions and test our manufacturers....it should prove to be an excellent session. We will continue to offer sessions on Cochlear Implants, Hearing aids, Business development and marketing, and an intense session on maximizing revenue with proper coding.

Lastly, this year's venue – the Sheraton Sand Key Resort – is such an outstanding facility and a great place for children and family. The Florida Academy wants nothing but the best for its members and if there are any colleagues who would like to join this year's Sound Waves and Sunsets Conference Committee, please contact me.



On the Importance of Lobbying

by Deb Shimon, Au.D., Past President



If you were anything like me, you may have been wondering why would FLAA want to hire a lobbyist? Is that really necessary for a smaller organization like us? Do we need that? I thought it was a good thing, at least I was pretty sure, but I also knew it cost a lot and wanted to know it would be worth the resources. My uncertainty was because I didn't fully understand what lobbying was about and what good lobbying services could do for Florida audiologists with the upcoming sunset of our licensure law. Then I attended Mat Forrest's (lobbyist with Smith Ballard) presentation at the 2010 FLAA convention and got fired up to know more and to get on-board!

The New Oxford American Dictionary defines lobbying as seeking to influence a politician or public official on an issue, with an origin in the mid 16th century derived from the practice of frequenting the lobby of a house to influence its members to support a cause. Robert L. Guyer in his book *Guide to State Legislative Lobbying* (2007) gives a broader explanation that seems even more relevant. He reminds us that a legislature needs to be accountable to the people and that citizens have a right to influence those legislators in an active manner (p.19). This is a fundamental right in our democracy and is even guaranteed by the first amendment of our constitution as part of peaceable assembly and petitioning for redress of grievances.

Modern lobbying is most often used by associations and their members (Guyer, 2007). There is strength in numbers and legislators want to represent the greatest number of constituents and their issues to effect a change. That's why an association can have more power than a single person. An association of members united in a cause shows commitment to the issue, something that deserves attention. Our elected officials expect that different groups will take differing stands on the same issue, some in support and some opposed to it. With the potentially hundreds of issues brought up during a given session, there is no way a legislator can be knowledgeable about a particular issue and which side is he or she going to support without being educated on the specifics. According to Mr. Guyer (2007), "lobbying is teaching legislators about your issue and providing the facts needed to convince them to support your view rather than those of your competitor." (p.8). Effective lobbying is really a team effort and the lobbyist is a crucial member of the team. But audiologists and the association are responsible for educating the lobbyist about the issue, and the legislators as well, because it matters the most to us and we have the greatest passion for it. Our lobbyist will carry our message forth to legislators and garner support for it and be a steady presence but only with our input and help.

FLAA and all Florida audiologists have a cause. Our state license is

scheduled to sunset in the not-so-distant future. What is sunset? It's the predetermined time provided by a law when a statute or one or more of its provisions ceases to be law, it's a self-repealing provision in a law. Do we want our license? No question, no uncertainty about it. Please join the team by showing your support and donating to the FLAA lobbying effort.

References:

New Oxford American Dictionary, Second Edition, Oxford University Press, eBook Copyright 2008

Guyer, Robert L. *Guide to State Legislative Lobbying*, 3rd Edition, Engineering THE LAW, Inc., 2007.



New Section...Hear with Your Ears ~ Listen with Your Heart

By Noël Crosby, Au.D.



A new year and a new section of the Advocate. As you are all aware, we have a new relationship with the HLA-FL. We are working together to build a stronger bond between us and the people that we serve. Enjoy! You will learn a lot!

This new section will deal with specific questions or thoughts from consumers regarding their hearing loss journey and thoughts about what we might do differently as Audiologists to truly make a difference in a hearing impaired person's life.. read with your heart open!!

Hearing Loss Association of Florida Everything You Always Wanted to Know About...

By Judy Martin

Late last year, the Florida Academy of Audiologists (FLAA) and the Hearing Loss Association of Florida (HLA-FL) formally agreed to a partnership to encourage a fuller understanding of each other. Articles are planned for each other's newsletters; Noel Crosby, my counterpart in FLAA, suggested my topic describe what consumers would like their audiologists to know.

– Judy G. Martin, Immediate Past President

As I stand in front of my imaginary class, I'm aware that all the people in attendance have some degree of hearing loss. Some use hearing aids, cochlear implants or assistive listening devices. Many proudly display their multi-colored devices while others are more discreet – each according to their needs, wishes, or personality. We are brought together by one commonality, though, the desire to hear better. For some, it is an old journey, and for others a newly-begun one.

This class may be the figment of my imagination, but it is filled with real people from around the country. Inspired by one person's remark of what the perfect audiologist would be like (thank you, Paul), I asked "students" to discuss how their provider could be the most helpful as far as their hearing loss is concerned. (Of course, we would be willing to know how we can be the perfect

consumer, a subject for another time.)

Paul, from Michigan, speaks up first and says his idea of perfection would be the audi who is knowledgeable about Hearing Assistance Technology (HAT); about the t-coil and the ways it can be used; and at least some familiarity with Bluetooth and FM and where to find products to assist with telephone, cell phones, TV, meetings and communication. If a hearing loop is set up in the office, he would be able to hear the receptionist. If not a loop, then a willingness to let him make and confirm appointments via e-mail. This perfect person would be compassionate and willing to share information about the ADA, hearing loss groups, and hearing loss counselors. Many firsttime hearing aid users are at the beginning of a scary learning curve and in a vulnerable position. And finally, he or she could be proactive in helping him to understand the



fitting and adjustment process.

Jimm, who lives in New York, has a short and sweet idea: his audiologist would make the perfect earmold!

Having a receptionist who doesn't whisper is the fond wish of Betty, from Delaware. Softspoken office workers, or those who don't face the patient, strike terror in the hearts of those with hearing loss. Hearing loss-related news and magazines (especially, ahem, the HLA Hearing Loss Magazine) would be quite beneficial when placed in the offices of audiologists and ENTs.

See HLA on page 8

HLA from page 7

Sarah, Illinois, agrees that hearing loss information and magazines are so important in addition to helping find outside support groups. She also wishes that audiologists were affiliated with HLAA or a local chapter. Sarah suggested that attendance at an HLAA Convention could be beneficial as it is totally patient-oriented, in that everything is seen from the viewpoint of the consumer. She believes a little more explanation of what to expect when purchasing a hearing aid is something that would be helpful to her or knowing the importance of adjustments. (A journal kept by the consumer would be helpful here, making notes on what noises are bothersome, which need to have volume increased or decreased.)

Making sure that every hearing aid, unless it's too small, leaves the audiologist's office with a manual t-coil included. Since the t-coil can at least double the benefits of the aid, Germaine, a resident of Florida, says it's important it have a volume control. Automatic volume control works well in many cases, but too often the experienced user wants and needs to override the control – a combination of both would be good. All that said, since t-coils are used with phones, both landline and cell, looping technology, FM, Bluetooth and other assistive listening technology, no self-respecting hearing aid should leave home without it. She would hope that the hearing instrument provider's office had copies of HLAA's consumer checklist for purchasing hearing aids. Laura, in New Jersey, agrees and also wishes that the importance of manual t-coils be uppermost in everyone's mind.

Jennifer, from Pennsylvania, wishes the idea of hiding hearing aids was not promoted because

it adds to the perceived stigma. Advertising which promises invisible hearing aids works at cross-purposes with HLAA's mission to provide awareness of our invisible disability. She also thinks that more familiarity with the BAHA device for persons with single-sided deafness will guide those for whom the traditional aids won't work.

Richard, who resides in Florida, believes a high number of hearing aid consumers are not conversant in discussing or understanding their own audiograms. Much of the relevant information available is written on a level beyond the comprehension of some consumers. Perhaps a brochure or flyer could be created to explain to all so they would understand their own degree of hearing loss and become audiogram literate!

From Montana, Tamie seconds the motion that professionals be educated about the importance of t-coils. She reached that conclusion when a new audiologist in town donated headphones for those with hearing loss to a local live theater. They were the kind which required the removal of one's hearing aids.

Audiologists provide an invaluable service in the treatment of hearing loss, says Ed from Florida, but he wishes there was more proactivity in the education and advocacy process. It would be so helpful for the audiologist to initiate a discussion about hearing loops, captioning, cell phone usage or the Hearing Loss Association of America. Suggesting to new patients, who obviously need support, that they try a local HLAA chapter would help eliminate much bewilderment. It would be desirable for audiologists to take the lead on important advocacy missions such as being the first to install a loop

in their offices. He goes on to say that since so much of his support comes from HLAA and other outside sources, he wishes treatment could be seen as a team sport because so much support is needed.

Also from Florida, Joan thinks audiologists could tell patients they need an aid large enough to accommodate t-coils even though the user may think differently. Spending time explaining why this tiny device is so important and how some of the applications of the t-coil will benefit the user is greatly needed. Hearing in noise and recruitment are two major problems professionals can explain in laymen's terms even before the patient is troubled by them. If audiologists sell equipment such as FM and Bluetooth systems, it is imperative to be able to instruct patients in their effective use. Finally, Joan wishes that professionals would tell users about HLAA and the availability of a local chapter. She doesn't believe that any audiologist today is unaware of the value of support groups for their patients.

Judy from Ohio said her ideal audiologist would keep current with the latest news and devices. She suggests joining a consumer online forum to learn what's on the mind of people who have hearing loss. Judy sent her hubby (a newbie) off to have his hearing tested and when he inquired about t-coils at her behest, he was told that "they are not being used much any more because people are getting away from that."

Cheryl, who lives in Florida, takes a different tack and says consumers should realize it takes patience and perseverance to use a hearing aid and a good result comes from numerous adjustments.

See HLA on page 9

HLA from page 8

Hearing aid users should not put their aids on the shelf or in a drawer as they need to be used daily. She also believes the consumer should know about the t-coil, how it works and where it works.

California resident, Cindy, hopes the high cost of her devices would include minor technical service, adjustments and guidance for a specific period of time. She would appreciate the audis be knowledgeable about the roducts they sell and be able offer instructions about warranties. She'd like it if the professional would listen to her, ask her questions and know that, in her eyes, they are as important in her life as her primary care physician or her eye doctor. After being successfully fitted, Cindy would like repairs to be made as quickly as

possible even if returning them to the manufacturer is required. Programming aids according to the user's needs and real world feedback, not factoryrecommended settings, is the wish of Tamara, who lives in Texas. She hopes they will take the time to share their knowledge about t-coils and the less expensive non-proprietary assistive listening technology. Further, she would like to be instructed about financial assistance, payment/financing options and government assistance programs. To her, it would be extremely beneficial to offer listening therapy, living-with-hearing-loss classes, education for spouses and family members in addition to giving advice on support groups which would address the social and emotional factors.

My imaginary class ends on a high note with everyone agreeing that

hearing loss professionals cannot be all things to all people. They believe that most audiologists are already well-rounded in their knowledge and possess a willingness to help. These suggestions are offered in hope that they might help fill in the gaps.

* * *

Asking these questions apparently filled a great need because the floodgates opened wide. The chance to express deeply-held convictions is sincerely appreciated by those who responded. This article was written in the firm hope that members of FLAA receive it in the manner in which it was proffered, with great respect and admiration for the men and women who are our lifeline to better communication with our families, our jobs, our schools and our community.

THE WAY

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Florida Telecommunications Relay, Inc and FLAA – an Enduring Partnership

Colleen Schuster, Outreach Manager
Florida Telecommunications Relay, Inc.

Every year at the FLAA conference, members stop by the FTRI exhibit and share feedback about the free amplified phone program. It's not uncommon to hear, "I've certified hundreds of applications for your program."

Audiologists play a crucial role in the FTRI program as one of only eight approved certifying agents for client applications.

This July marks the 20th anniversary of Florida Telecommunications Relay, Inc. The Florida Legislature passed the Telecommunications Access Act (TASA) to make basic telecommunications accessible and affordable for hard of hearing, deaf, speech impaired and deaf/blind persons.

FTRI was created to administer TASA and provide the specialized telecommunications equipment at no cost to qualified Florida

residents. The program is funded through a monthly 11 cent surcharge on all telephone landlines.

To receive a phone or other specialized equipment, applicants must be a permanent Florida resident, age 3 or older, and certified as hard of hearing, deaf, deaf/blind or speech impaired.

A certifying agent is defined as an:

- audiologist
- licensed physician
- state certified teacher of the hearing impaired
- state certified teacher of the visually impaired
- appropriate state or federal agency representative
- hearing aid specialist
- deaf service center director
- speech pathologist

FTRI appreciates FLAA-members' strong support of the program by distributing information to clients.

FTRI applications are available upon request or by contacting one of 23 Regional Distribution Centers (RDC) statewide. FTRI contracts with these non-profit organizations to conduct outreach, distribute phones and train clients on the equipment. RDC staff is available for in-office distributions to better serve your clients.

With the support of FLAA membership, more Floridians have access to the amplified phones – a valuable tool for maintaining communication with friends and loved ones.

If you have questions about the FTRI program or would like to request applications or a presentation about the program, contact the FTRI Outreach Secretary at orsecretary@ftri.org or contact the Regional Distribution Center in your area www.ftri.org/ locations.

Professional Affairs Report

Cindy Simon, Au.D.

Vice President of Professional Affairs

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Happy New Year to everyone. And with this new year we are sure to have a new set of headaches. With the changes in the Governor's office, everything, all boards, their workings, their necessity, is being scrutinized. Our 2011 legislative session has commenced and as you are aware, we must be vigilant to ensure that nothing is inserted in a bill that has no relevance to audiology and yet might affect audiology. To that end, we have been negotiating for a lobbyist and I hope to have more details for you in the next issue of The Advocate. We are very excited about this effort and are confident that

- with a lobbyist we will be better prepared for this next year
- that last minute questionable language will be detected and someone will be there on short notice to address this issue
- they will be there to obtain information about relevant committee hearings and agendas in a timely way

Thank you to those who have sent in their support for a lobbyist. As for the rest of you, again, **WE NEED YOUR HELP**. We are aware of the economic conditions out there, however, **WE NEED A LOBBYIST** to help continue with the security of our licensure law, to help keep our ability to practice, to sustain a profession that outsiders may threaten, and to help maintain our viability as a profession in this state. We need everyone to be as generous as possible and support your profession in this endeavor. On December 2, 2010, I had

the opportunity to attend the meeting of the Florida Board of Speech-Language Pathology and Audiology. One of the first items on the agenda was a review of the final orders in cases where probable cause was determined. All of the cases were a result of insufficient continuing education hours and/or the three required hours of medical errors. You can easily prevent this from happening to you. The Florida Academy of Audiology provides for all these needs. Attending one convention will ensure you have your medical errors course and at least 15 – 20 hours of quality continuing education. Although we are all cautious about expenditures, this is certainly less expensive than the fines and legal fees if you are found to be deficient by the Board. This is something easily avoided. Please plan on joining us in August for our next meeting, for convivial company, quality education, and insurance that you will not be one of those in front of our Licensure Board for lack of continuing education.

Much of the meeting was to discuss telepractice. The Licensure Board is diligently investigating this practice and debating the creation of standard of care rules pertaining to telepractice in the speech-language pathology and audiology professions. They are requesting any information, documentation, or comments that others may have on this subject and/or issues that should be considered by the Board. If anyone has any

experience or knowledge in this field and would like to send it to the Board for consideration, please email it to Christy_Robinson@hoh.state.fl.us or call 850 245-4161.

I wish you all a healthy and prosperous year and will keep everyone up-to-date in future issues regarding our lobbyist and anything that arises related to our licensure act.

Treasurer's Report

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Balance Sheet As of December 2010

Checking	\$ 83,122
Money Market	\$ 28,589
CD #1	\$ 17,701
CD #2	\$ 19,342
Total	\$148,754

Humanitarian Mission to Guatemala

FLAA Past President Fred Rahe, Au.D., returned to Guatemala in October for his 6th McDia Feliz humanitarian mission. He was accompanied by Nova Southeastern Au.D. students Angelina Espinosa, NaTalla McCoy, Lisa Duong, Shelby Campbell and Maria Grijalva. The team assisted Guatemalan Audiologist Paty Castellanos, Au.D. and her staff in fitting 1500 hearing aids on over 900 children. The hearing aids were purchased with a grant from Ronald McDonald Foundation of Guatemala. Dr. Castellanos and her staff spend the year prior to the mission testing the children and making ear molds, and seeing them for follow-up afterwards.

The team fit the children in Guatemala City, Quetzaltenango in the mountain highlands and Puerto Barrio on the Caribbean coast. It was a wonderful opportunity to not only help hearing impaired children, but to represent our profession and our country, as well as be immersed in another culture.



Meet the Florida Academy of Audiology Headquarters Staff



Jody B. Rosen, APR
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Who do you call when you have questions about your FLAA membership? Who manages your convention registration and membership dues? Who keeps the FLAA web site up-to-date and ensures that the association's bills are paid on time? The answer is your **FLAA Headquarters Staff**, at The Association Source, LLC (TAS). As President of TAS, I serve as your Executive Director.

About The Association Source

TAS was founded in 1999 in Baltimore, Maryland. By 2005, the *Baltimore Business Journal* named the company one of the "top 100 private companies in Baltimore." This same year, I expanded the company with a second office in Boca Raton, Florida. With the growth of the company's national client base, I eventually closed the Baltimore office to commit all resources and manpower to the Boca Raton headquarters.

Just recently, The Association Source was accepted into membership in the AMC Institute, a prestigious association whose members are committed to high professional standards and ethical business practices. To be accepted into membership, a company must meet specific business criteria.

As a full-service association management company, we manage a number of state, regional, national, and international associations. As such, we provide

a centralized office that serves as your association headquarters. The premise behind an association management company such as ours is that the overhead costs for professional offices are shared by association clients, increasing your resources and capabilities without major capital investment. The expertise and experience of our staff and the efficiencies provided by shared services, facilities, resources and knowledge equate to unsurpassed value and achievement for our clients and for their volunteer leaders and members.

We are a unique "one stop shop" for associations providing the following personalized services:

- Administrative Services
- Convention & Event Management
- Exhibit & Trade Show Management
- Web & Technology Services
- Financial Management
- Marketing & Creative Design
- Membership Promotion & Marketing
- Social Media Integration

What differentiates our firm from many others is our vast array of talent. Each member of our team brings complementary strengths and resources based on years of experience. More importantly, our firm is very customer service driven and membership-centric.

Unlike at larger firms, I ensure

your organization remains nimble, innovative, creative, and forward thinking.

The Executive Staff

I am the founder and president of The Association Source, LLC. A senior-level executive, I have two decades of experience working with non-profit and government organizations. Furthermore, I am a former Adjunct Faculty Member of the Florida Atlantic University School of Business.

I hold a bachelor's in journalism and consumer economics and a master's in consumer economics, both from the University of Georgia. Prior to starting the firm, I served as the Director of Communications for the Maryland Supplemental Retirement Agency, where I was responsible for the agency's strategic public relations efforts. There, I directed several award-winning campaigns, including "The Year of the Match," which resulted in a greater than 100% membership growth. I also produced and directed several radio ad campaigns and an award-winning educational DVD titled, "Ready. Set. Save!" During my career, I received more than a dozen local, national, and international awards for member marketing, public relations, and graphic design. I also was awarded Universal Accreditation in Public Relations (APR) by the Public Relations Society of America in 1999 and have maintained

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that accreditation since through continued education and career development.

Ricky Atkins serves as Vice President of The Association Source. His job is to construct programs for business growth, while overseeing the management of client associations. He is a senior-level executive with nearly two decades of experience managing for-profit and not-for-profit organizations. He currently serves as the Executive Director of the Florida Speakers Association where he oversees the daily business operations of the organization, ensuring that the association continues to meet members' needs, remains financially sound, and plans for strategic growth.

Cindy Rosen serves as a Vice President of Operations at The Association Source. The most recent addition to the organization's leadership team, Cindy has more than 20 years experience in the hotel and travel industry, with expertise in sales, marketing, strategic planning, business development, and convention/meeting services. Cindy's primary responsibilities include administration, hotel/travel/venue contract negotiations, strategic planning, meetings and trade show management, business plan development, and association income/revenue enhancement strategies.

Prior to joining The Association Source, LLC, Cindy worked for Renaissance Hotels & Resorts, Starwood Hotels & Resorts, PHM Hospitality Management, B.F. Saul Hotel Division, Wyndham International, and Hilton Hotels. She held the positions of Director of Sales & Marketing, Regional

Director of Sales, Director of Revenue Management, Director of Revenue Management & Product/Business Development. Cindy earned a bachelor's degree in Hotel, Restaurant, and Travel Management from Georgia State University; a bachelor's degree in English from Florida Atlantic University; and a master's degree in English from Florida Atlantic University.

Alicia McCrae serves as a Client Services Manager at The Association Source. A graduate of the University of Florida, Alicia has more than five years experience in the hospitality industry, as a sales coordinator, a marketing coordinator and an e-commerce manager.

Our Future

We look forward to a successful 2011 with the Florida Academy of Audiology! The planning has started for the 2011 Annual Convention at the Sheraton Sand Key Resort in beautiful Clearwater Beach, Florida. We have many well-respected speakers already confirmed and sunny skies have been ordered. Responding to your feedback, we are initiating marketing and association outreach through social media marketing and providing guidance and support to our membership in this same area.

Please know, our doors are always open as we work together to create a more engaging and viable association!

Remembering Gail Gegg Rosenberg

Our audiology community has lost a pioneer, colleague and friend. Gail Gegg Rosenberg passed away peacefully in the arms of her beloved husband Bernard in December in Sarasota, Florida. Over the past year, she faced her diagnosis and treatment of lung cancer with the same grace, dignity and selfless caring for others that shaped her professional career in the field of audiology. Gail was a leader who encouraged so many of us to pursue audiology with conviction and creativity, always posing challenges and guiding by her example. From her early experiences as an educational audiologist in Sarasota, Florida, Gail was an advocate for students and families experiencing the impact of hearing loss and auditory dysfunction. She believed that our role as audiologists was not limited to the clinic, the classroom, industry or boardroom.

The diversity of Gail's talents (including her singing and acting in the FLASHA reviews over the years) and her collaboration with manufacturing, engineering and marketing brought habilitative recommendations to implementation through her professional affiliation with Light Speed Inc. Gail's diverse 35 year career in audiology was characterized by her visionary contributions to patient and family care, educational audiology, community and professional advocacy, and her scholarly endeavors of clinical research and publications. In her role as instructor and preceptor in the Arizona Distance Learning Curriculum and in countless state and national presentations and workshops Gail contributed to the continuing education of Doctors of Audiology nationwide. The memories of Gail's passion for our profession, her communication abilities, wit and humor, her passion for life's adventures, and appreciation of personal and professional relationships are the legacy that she leaves us.

ADVANCE Pediatric Hearing Brochure Offers Tips on Protecting Children's Ears

King of Prussia, PA — **ADVANCE for Audiologists**, a national resource offering strategies for business profitability and growth to audiology professionals, and Oticon Pediatrics, a division of the oldest hearing aid manufacturer in the world, have partnered to offer an exclusive pediatric hearing brochure.

This great educational resource provides healthcare and education professionals with a valuable marketing tool to disseminate important information about children's hearing health, helping parents understand how to:

- Recognize noisy situations;
- Determine strategies to prevent hearing loss;
- Identify additional resources and much more.

Available exclusively at the **ADVANCE for Audiologists** website, www.advancweb.com/AUD, a black-and-white digital version of the brochure can be downloaded for free, while printed color copies, which can be customized to include professional contact information, can be purchased for widespread distribution. The brochures should be shared with parents and local professionals or institutions that deal with children, such as pediatricians, family physicians, dentists, schools, churches, or scouting organizations.

"It's estimated that more than five million children between the ages of 6 and 19 have noise-induced hearing loss," says Judi Biederman, editor of **ADVANCE for Audiologists**. "The saddest part of that figure is that the hearing loss was preventable. There is a real need to educate parents and caregivers about the dangers of noise in our increasingly loud world so they can take appropriate steps to protect children's hearing before it is damaged."



Oticon Pediatrics is committed to consistently delivering excellent products, service and support to pediatric hearing care professionals. **ADVANCE for Audiologists** is part of the **ADVANCE** family of healthcare media, offering a print magazine, electronic newsletter and website to inform, educate and support hearing professionals.

Check out the brochure today: <http://audiology.advancweb.com/Clinical-Resources/Educational-Brochures/Your-Childs-Ears.aspx>

Florida Academy of Audiology

Call for Papers

Due February 28, 2011

The Florida Academy of Audiology has issued a Call for Papers for the 2011 Annual FLAA Convention. The Convention will be August 25-27, at the Sheraton Sand Key Resort in Clearwater Beach.

This year's theme, Sound Waves and Sunsets, pays homage to the ebb and flow of our work-life balance and facilitates a relaxing atmosphere for learning and professional networking.

We invite you to submit a proposal to provide a presentation centered on innovative research, key trends, or technical issues related to Audiology. To submit your proposal, go to the online CFP form at www.floridaaudiology.org and follow the Convention links.

We are putting the agenda together now, so don't delay. **The submission deadline is February 28.**

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Hearing Loss Association of Gainesville Meeting

Discussion on Hearing Loop Induction Systems

I have a confession that I feel as if I should share with you. I am a second year Au.D. student and have been educated several times on the importance of “looping America.” I have also heard several clinicians counsel patients on how helpful their t-coil setting can be. Unfortunately, however, I don’t think (here comes the confession...) I fully understood the impact that a loop induction systems can have on our patients until the Hearing Loss Association of Gainesville (HLA-GNV) meeting on February 5, 2011. In attendance were members from the HLA-GNV, board members from the Hearing Loss Association of America (HLAA), hearing health care professionals, students, and hard of hearing individuals from around the area.

Attendees sat in what appeared to be a “normal” meeting room. If you looked down, however, you would notice that the room was lined with a wire loop. Could a simple stereo cable drastically improve our patient’s quality of life? No textbook or professor can truly give you this answer. I believe you need to see it for yourself. The simple answer, as I saw during this meeting, is: yes!

This two-hour meeting covered

a great deal. From how loop induction systems are designed, how individuals with hearing loss use loop systems (with or without hearing aids), to the impact that looping can have on those with hearing loss this meeting did not miss a beat! Those attendees with hearing loss had numerous questions for the presenters. Their questions ranged from: Are all loop induction systems created equally? Would they still be able to communicate with others while their t-coil setting was on? How can they get their churches looped? Can they put a looping system in their car? The underlying message of all of these questions was simple. How can I communicate and understand others better?

After this meeting, I can honestly say I fully understand the impact that loop induction systems can have,

and why those like David Meyer and Dr. Patricia Kricos devote so much time and effort into getting America looped. Maybe one day, as one presenter stated, looping will not just be an accessory, but a necessity. I confess, that would be pretty cool!



15th Annual Florida Academy of Audiology Convention

August 25-27, 2011

Sheraton Sand Key Resort

Clearwater Beach, Florida



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