

# MISSOURI HEARING SOCIETY

**Annual Convention and  
Education Seminar**

**“THE CHANGING FRONTIER  
IN HEARING HEALTHCARE”**

**March 1-3, 2018**



**Hilton Kansas City Airport  
8801 Northwest 112<sup>th</sup> Street  
Kansas City, MO**

# 2018 SEMINAR ACTIVITY SCHEDULE

## THURSDAY, MARCH 1, 2018

4:00 p.m. – 7:00 p.m.  
**Exhibitors Exclusive Round-Robin  
 Vendor Continuing Education**

8:00 p.m.  
**MHS Membership Meeting**  
 .....Sioux Room

## FRIDAY, MARCH 2, 2018

7:00 a.m. – 7:45 a.m.  
**Registration/Exhibits Open/  
 Breakfast**.....Kansa Room

7:45 a.m. – 8:00 a.m.  
**Welcome/Announcements**  
 .....Shawnee A  
**Lynn Royer, MHS President**

8:00 a.m. – 10:00 a.m.  
**“Noise Reduction: Issues and  
 Outcomes”**.....Shawnee A  
**Douglas L. Beck, MA, CCC-A, F-AAA,  
 AuD, Oticon Inc., Somerset, NJ**  
 Attendees will be able to name two hearing  
 aid strategies to reduce noise; define the  
 difference between directional mics and  
 narrow band directionality; and state the  
 single most significant problem faced by  
 people with hearing loss.

10:00 a.m. – 10:30 a.m.  
**Break/Exhibits Open**

10:30 a.m. – 12:00 noon  
**CONCURRENT SESSIONS:**

**“Collaborative Communication for  
 Practice Growth”**.....Shawnee A  
**Brent A. Peterson, BS, BC-HIS,  
 BAP Consulting, Olathe, KS**  
 Every day we focus on enhancing people’s  
 lives and self-images through the personal  
 connections we establish with our patients.  
 Collaborative Communication for Practice  
 Growth focuses on developing those  
 relationships to benefit both the patient  
 and the practice.

**Round Robin with Exhibitors**  
 .....Kansa Room

12:30 p.m. – 1:30 p.m.  
**Lunch/IHS Presentation**

1:30 p.m. – 3:00 p.m.  
**CONCURRENT SESSIONS:**

**“Collaborative Communication for  
 Practice Growth”**.....Shawnee A  
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**Round Robin with Exhibitors**  
 .....Kansa Room

3:00 p.m. – 3:30 p.m.  
**Break/Exhibits**.....Kansa Room

3:30 p.m. – 5:00 p.m.  
**“Pure Tone and Speech Audiometry:  
 A Closer Look”**.....Shawnee A  
**Ted Venema, PhD, FAAA, Canada**  
 This seminar will explain the origin of “0 db  
 HL”, and the rationale behind the  
 ascending/descending procedure. It will  
 also describe why spondee words are used  
 for SRT. Lastly, discussion will be on the  
 speech-in-noise test.

5:00 p.m. – 6:00 p.m.  
**Silent Auction/Cocktail Reception**  
 .....Kansa Room

**6.0 CEU’S**

## SATURDAY, MARCH 3, 2018

7:00 a.m. – 7:45 a.m.  
**Registration/Breakfast**...Kansa Room

7:45 a.m. – 8:00 a.m.  
**Welcome/Announcements**  
 .....Shawnee A  
**Lynn Royer, MHS President**

8:00 a.m. – 10:00 a.m.  
**CONCURRENT SESSIONS:**

**“Legal and Ethical Considerations for  
 the Hearing Healthcare”**  
 .....Shawnee A  
**Douglas Lewis, JD, PhD, AuD, MBA,  
 Excalibur Business Consultants,  
 Dublin, OH**

This robust and highly interactive presentation focusing upon specific issues that hearing healthcare practitioners could face given the ever-changing legal landscape.

**“Drive New Business With Social Media”**.....Shawnee B  
**Ken “KC” Fehner, The Social Gloo, Lawrenceville, GA**

Join us for a “Guide to Successful Social Media Marketing” workshop. This presentation will give you the keys to the most effective social media marketing for your practice.

10:00 a.m. - 10:30 a.m.  
**Break/Hotel Checkout**

10:30 a.m. – 11:30 a.m.  
**“Social Media Shortcuts”**  
.....Shawnee A  
**Ken “KC” Fehner, The Social Gloo, Lawrenceville, GA**

In this dynamic hands-on presentation, you will learn which apps to use on your smart phone to save time creating and scheduling your social media content. Plus, you will create eye catching posts as well as videos that look like they were created by a professional.

11:30 a.m. – 1:00 p.m.  
**Lunch/Awards**.....Kansa Room

1:00 p.m. – 2:30 p.m.  
**“Custom Modifications”**....,Shawnee A  
**Chue Yang, Unitron, St. Paul, MN**  
With today’s technological advances, manufacturing a hearing aid has become a virtual art. This session will discuss the evolution of manufacturing along with tips, tricks, and modification techniques for Custom ITE and Earmold products.

2:30 p.m. – 2:45 p.m.  
**Break**

2:45 p.m. - 4:15 p.m.  
**“Fitting Methods and Real Ear Measurement”**.....Shawnee A  
**Ted Venema, PhD, FAAA, Canada**  
This session will outline the reason for the “spinal cord of all fitting methods (1/2 gain rule) in the first place. It will also highlight the benefits of REM for counseling clients.

4:15 p.m. **Adjournment**

**6.0 CEU’s**



**Thank you for attending the  
2018 MHS Annual Convention and  
Education Seminar.  
We hope to see you next year!**

**Mark your Calendar!**

**MHS Annual Convention  
and Education Seminar  
March 7-9, 2019  
University Plaza Hotel  
Springfield, MO**





## SEMINAR FACULTY



**DOUGLAS L. BECK, MA, CCC-A, F-AAA, AuD,** earned his master's degree at the University of Buffalo (1984) and his doctorate from the University of Florida. He began his career in Los Angeles at the House Ear Institute in cochlear implant research and intraoperative cranial nerve monitoring. By 1988, he was Director of Audiology at Saint Louis University. In 1996, he co-founded a multi-office dispensing practice in St Louis. In 1999, he became President and Editor-In-Chief of AudiologyOnline.com, SpeechPathology.com and HealthyHearing.com. Dr. Beck joined Oticon in 2005 as Director of Professional Relations. From 2008 through 2015, he served as Web Content Editor for the American Academy of Audiology (AAA). In 2016, Beck became Senior Editor for Clinical Research at the Hearing Review and was appointed adjunct Clinical Professor of Communication Disorders & Sciences at the State University of New York at Buffalo. In 2017, he became the Executive Director of Academic Sciences for Oticon. Dr. Beck is

among the most prolific authors in audiology with 166 published articles and more than 1200 abstracts, interviews and op-eds written for the AAA (2008-2015) and Audiology Online (1999-2005) addressing a wide variety of audiology and professional topics.

**BRENT A. PETERSON, BS, BC-HIS,** is Owner and Founder of BAP Consulting LLC. Mr. Peterson is a multi-time marathoner, triathlete and Ironman for fun, two-time business owner and past executive leader in the Hearing Health Care Industry for 17 years, 20-year husband and father of three great children, Volunteer board member of a non-profit humanitarian effort in Jamaica and overall gritty individual focused on helping others grow, now owner and founder of BAP Consulting LLC. BAP Consulting LLC specializes in developing sales professionals, executive coaching, practice management and business development dedicated to the Hearing Health Care Industry.



**DOUGLAS A. LEWIS, JD, PhD, AuD, MBA,** is President and Owner of Excalibur Business Consultants, LLC consulting in a wide range of areas involving healthcare, business, microenterprise development, and law while also maintaining a small law practice on the side. Dr. Lewis also is a General Counsel and Compliance Officer for several other related organizations and works as a Consulting Clinical Audiologist for several entities and an ENT Practice. He is an active Faculty Member for nine universities teaching in a wide variety of subject matters encompassing such areas as law and ethics, business, healthcare, clinical and administrative practice, science, nutrition, anatomy and physiology, biopsychology, and medicine as well as being an instructor for the International Hearing Society's ACA program for the last 18 years. Dr. Lewis considers himself to be a lifelong adult learner, having earned an AuD degree

along with a Ph.D, JD, three Masters Degrees, two Bachelors Degrees, and an Associates Degree. He maintains professional licensure and practices in Law, Clinical Audiology, Insurance, Securities Analysis, and Nursing Home Administration along with earning numerous association certifications and registries. It's not all about work, although he does love to stay busy. In the off-time, He works out extensively and is a musician routinely sitting with area rock, jazz, blues, and reggae bands with his most recent work as founder and performer for his band Paradygm Shyft.

**KEN FEHNER** has owned his own marketing company since 1994. In 2011, he formed The Social Gloo to specialize and manage social media and email marketing for businesses. He works with a wide variety of businesses, including audiologists, e3 Med-Acoustics, e3 Tele-Acoustics and the National Association of Special Equipment Distributors (NASSED).





**CHUE YANG** is Director of Operations, Unitron Hearing, St. Paul, MN. Behind every successful fitting is a team that strives to build hearing instruments to perfection. Chue leads this team at Unitron, where he has worked since 1994. Chue is tireless in his efforts to make sure Unitron maintains the highest manufacturing standards, smooth, efficient processes and consistently on-time delivery of Unitron products. He and his staff know that the experiences of customers and patients are the ultimate measurement of their endeavors. What's more, they welcome difficult fitting challenges and the opportunity to tailor a solution for virtually any person in need of hearing help. Chue possesses a bachelor's degree in business.

**TED VENEMA, PhD, FAAA,** is an Audiologist who has a BA in Philosophy at Calvin College in 1977, and an MA in Audiology at Western Washington University in 1988. After three years as a clinical Audiologist at The Canadian Hearing Society in Toronto, he completed a PhD in Audiology at the University of Oklahoma in 1993. He has been an Assistant Professor at Auburn University in Alabama (1993-95) and also at Western University in Ontario Canada (2001-06). In between those two positions (1995-2001), he was a corporate Audiologist at Unitron, a hearing aid manufacturer based in Kitchener Ontario Canada, where he conducted field trials and gave presentations, domestically and abroad. He also taught part time in the Hearing Instrument Specialist (HIS) program at George Brown College in Toronto. In 2006 he initiated, developed and implemented the HIS program at Conestoga College in Kitchener Ontario. He moved to Victoria BC Canada in 2013, where he was part owner of a clinical Audiology practice with NexGen Hearing Inc. As of September 2015, Ted has been teaching on a part time basis with the online HIS program at Ozarks Technical Community College in Springfield Missouri. Ted is the author of a textbook, Compression for Clinicians, which is now being rewritten as a 3<sup>rd</sup> edition. He also continues to give presentations on various topics of hearing, hearing loss and hearing aids.



## MISSOURI HEARING SOCIETY NOT-SO-SILENT, SILENT AUCTION DONATION

THE MISSOURI HEARING SOCIETY WILL CONDUCT AN AUCTION IN CONJUNCTION WITH THE **ANNUAL CONVENTION - MARCH 1-3, 2018**. WE ARE SOLICITING BOTH VENDORS AND MEMBERS FOR ITEMS FOR THE AUCTION. LET YOUR IMAGINATION RUN FREE.

PLEASE COMPLETE THE FORM BELOW AND RETURN IT TO THE MHS OFFICE.

PLEASE BRING THE ITEM (OR ITEMS) WITH YOU TO THE CONFERENCE.

IF YOU DO NOT PLAN TO ATTEND, YOU MAY SEND THE ITEM(S) TO THE MHS OFFICE:

MISSOURI HEARING SOCIETY, 101 E. HIGH STREET, P.O. BOX 1072, JEFFERSON CITY, MO 65102  
FAX: 573-636-9749

Item: \_\_\_\_\_

Donated By: \_\_\_\_\_

Value: \$ \_\_\_\_\_ Minimum Bid: \$ \_\_\_\_\_

## 2018 SEMINAR

**The Annual Convention and Educational Seminar Sponsored by the Missouri Hearing Society will be held Thursday, Friday and Saturday March 1-3, 2018 Hilton Kansas City Airport Hotel 8801 Northwest 112<sup>th</sup> Street Kansas City, MO 1 (816) 891-8900**

**Room rate of \$124.00 plus state and local taxes**

### **IMPORTANT NOTICE**

**Reservation requests must be received no later than**

**February 8, 2018**

**to guarantee accommodations, however, reservations will be accepted and confirmed up to the opening day of the conference, providing accommodations are still available.**



This program is approved by the International Hearing Society and its educational committee, the International Institute for Hearing Instrument Sciences.



The Missouri Hearing Society has applied for approval by the American Academy of Audiology to offer Academy CEU's for this

activity. The program is worth a maximum of 1.2 CEU's. Academy approval of this continuing education activity does not imply endorsement of course content, specific products, or clinical procedure, or adherence of the event to the Academy's Code of Ethics. Any views that are presented are those of the presenter/CE Provider and not necessarily of the American Academy of Audiology.

**The Missouri Hearing Society has applied for approval for 12.0 hours of continuing education credit from state licensing agencies. It is the attendee's responsibility to verify course approval.**

## NOT-SO-SILENT, SILENT AUCTION

MHS will have an auction this year. Your donations are appreciated!

### EXHIBITS

We are happy to once again host the exhibits of many of the industry's leaders in hearing aids, accessories, supplies, batteries, earmolds, ALDs, repair labs, audiometric equipment and more.

Exhibits will be open at 7:00 a.m. on Friday and close at 3:30 p.m. As requested by our vendors, they will only be exhibiting one day.

### REGISTRATION FEE SCHEDULE

Pre-registration:

MHS Regular Member	\$285.00
MHS Associate/Individual Member	\$150.00
Non-Member	\$410.00

After February 16, 2018:

MHS Regular Member	\$335.00
MHS Associate/Individual Member	\$200.00
Non-Member	\$460.00

The above Regular Member and Non-Member fee includes all CEU's, breakfasts, breaks, luncheons, reception and auction. Associate/Individual Member fee includes education, meals, exhibit hall, but no CEU's. Spouse package includes breakfasts, breaks, luncheons, reception and auction - cost \$150.00.

### REGISTER TODAY

**All seminar attendees must have paid registration fee and wear identification badges during seminars and social activities.**

### MHS MEMBERSHIP ANNUAL MEETING

**The Membership Meeting will be on Thursday, March 1, 8:00 p.m.**

#### SEMINAR INFORMATION CONTACT:

**Lynn Royer (417) 848-6565**

[hearingscienceteacher@gmail.com](mailto:hearingscienceteacher@gmail.com)

**Paula Rodgers (417) 466-7184**

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**Brenda Roling, MHS Office (573) 636-2822**

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