

NHCA ARCHIVE REPORT: February 26, 2012 - February 24, 2013

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This document summarizes key activities for the period just subsequent to the 2012 Annual Conference (held in New Orleans, LA) and concluding just subsequent to the activities of the 2013 Annual Conference (held in St. Petersburg, FL). All activities at the 2013 Conference in St. Petersburg are included. Financial data through the end of the fiscal year concluding in June 2013 are also included. This report contains the following sections:

- A. Management Firm Activities
- B. Membership and Directory
- C. Member Dues, and Affiliate and Exhibition Fees
- D. Communications (Web Site and Publications)
- E. Executive Council Spring Conference Call (Apr. 10, 2012)
- F. Executive Council Summer Meeting + Strategic Plan Review (June 7-8, 2012)
- G. Executive Council Fall Conference Call (Oct. 15, 2012)
- H. Executive Council Meetings at Annual Conference (Feb. 20 - 23, 2013)
- I. Annual Conference (38th conference, Feb. 21 – 23, 2013)
- J. Annual Business Meeting
- K. Webinars
- L. Position Statements/Regulatory Involvement
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- N. Slate of Candidates for November 2012 Ballot for 2013
- O. Year-End Financial Statement
- P. NHCA Scholarship Foundation

A companion to this narrative report is the NHCA Archive Data Report (ADR). It is an Excel file that includes the following: officers, list of presidents of NHCA, awards, titles of and presenters of key talks such as the Gasaway Lecture, dues, membership, conference cities and attendance, literature sales, and head counts during the conference. It is updated annually.

A. Management Firm Activities

Our management firm, Interactive Management Inc. (IMI), has been with NHCA for five years, since September 8, 2008. The firm, our association, and the relationship between the two are healthy at this time.

The most recent financial audit was completed in June 2009 by Michael Nelson, CPA, PFS of Wenner, Silverstein & Company, LLC at a cost of \$3900. The auditor determined that NHCA is in compliance and in good standing. Since it has now been 4 years since NHCA was last audited, the Council should now consider an updated audit.

B. Membership and Directory

Total paid members through June 30, 2013 were 358. For prior years see the ADR. Membership includes 15 Emeritus members and 59 students.

All approved member applications after September 30 are placed in the following membership year. The membership directory is available online through the website as an electronic database as well as PDF printable file, to be updated annually. Beginning November 26, 2007 the membership directory was migrated to MemberClicks online service. In August 2009 a website update was performed, changing the website from a MemberClicks operated database to Affiniscape, which hosts the website as well as member database. In 2013 Affiniscape was bought out by YourMembership.com which offered NHCA a migration deal that will be discussed in next year's report.

C. Member Dues, and Affiliate and Exhibition Fees

Dues invoices for the 2013 membership year were emailed this year, and sent, monthly, starting in late October and concluding in December 2012. Dues amounts remained the same in 2012. The dues history for the various membership categories is provided in the ADR. The sponsorship fees are listed below.

Premium Sponsor Investment (PREMIUM): \$8,000

Four 6-foot tables in the exhibit area; Four full conference exhibitor registrations; logo with live link on the NHCA website; Logo displayed on marketing materials and website; 45 min (approximately) to present your new products during Thursday, March 13th P.M. Workshop - NEW OPPORTUNITY!; Podium recognition; one full page ad in the Spectrum Supplement; 100-word descriptor in the Spectrum Supplement; provide two handouts for registration packets; one-year membership; one give-away/swag item for each attendee; banner ad on NHCA website; three ads for inclusion in conference marketing materials; mailing labels for NHCA membership; two articles in the Spectrum (issues of your choice); signage with logo throughout event.

Conference Sponsor Investment (GOLD): \$6,000

Two 6-foot tables in the exhibit area; Three full conference exhibitor registrations; logo displayed on marketing materials and website; 35 min (approximately) to present your new products during Thursday, February 21st P.M. Workshop - NEW OPPORTUNITY!; podium recognition; one ½-page ad in the Spectrum Supplement; 75-word descriptor in the Spectrum Supplement; provide one handout for registration packets; one give-away/swag item for each attendee; three ads for inclusion in conference marketing materials; mailing labels for NHCA membership; one article in the Spectrum (issue of your choice); signage with logo throughout event.

Event Sponsor Investment (SILVER): \$4,000

Three 6-foot tables in the exhibit area; Two full conference exhibitor registrations; logo displayed on marketing materials and website; 25 min (approximately) to present your new products during Thursday, February 21st P.M. Workshop - NEW OPPORTUNITY!; podium recognition; One ¼-page ad in the Spectrum Supplement; 50-word descriptor in the Spectrum Supplement; provide two handouts for registration packets; one-year membership; one give-away/swag item for each attendee; banner ad on NHCA website; three ads for inclusion in conference marketing materials; mailing labels for NHCA membership; one article in the Spectrum (issue of your choice); signage with logo throughout event.

Reception Sponsor Investment (BRONZE): \$2,000

Two 6-foot tables in the exhibit area; two full conference exhibitor registrations; logo displayed on marketing materials and website; 15 min (approximately) to present your new products during Thursday, February 21st P.M. Workshop - NEW OPPORTUNITY!; podium recognition; one business-card sized ad in the Spectrum Supplement; 25-word descriptor in the Spectrum Supplement; signage with logo throughout event.

Workshop Break Sponsor Investment: \$1,500

One 6-foot table in the exhibit area; One full conference exhibitor registration; Logo displayed on marketing materials and website; podium Recognition; signage with logo provided during workshop breaks.

Speaker Travel Sponsor Investment: \$1,000

One full conference exhibitor registration; podium recognition; logo displayed on marketing materials and website.

Conference Break Sponsor Investment: \$500 Logo displayed on marketing materials and website; signage with logo provided during conference session breaks

Handout Sponsor Investment: \$250

Provide up to 350 inserts to be included in the attendee folders.

D. Communications (Web Site and Publications)

NHCA electronically published three regular issues of the *Spectrum* and one supplement (a Conference program) during this time period under editor Richard Stepkin. Papers copies are not mailed to members. Electronic copies are available at the members-only section of the website.

Sales of NHCA's various publications including the seven Professional Guides, the *Crank it Down* brochure, the *Noise Destroys* poster, the *Cochlear Landscape* poster, and our 35-mm slide sets are listed in the ADR. Sales are for calendar years, except 2006 which is for ½ year from January through June.

E. Executive Council Spring Conference Call (April 10, 2012)

- The treasurer reported that the 2012 Conference concluded an excellent financial year for NHCA.
- Issues were observed at conference regarding commercialism in presentations by Westone and by Phonak, and letters were sent to them indicating same. The EC expressed its intent to improve the non-commercialism policy in pre-conference information in future years.
- There was also discussion of the controversial and disparaging nature of Kris Chesky's presentation, but since no formal complaint was received, no further action was taken.
- The Baseline Revision Task Force recommendations were discussed. Following discussion it was decided that the recommendations would be voted on electronically, or at the June meeting.
- Carolyn Tolley agreed to write a note about the life of Michael Threadgill to add to the information about the award in the Policy & Procedures Manual..
- Discussion was made to update the Mobile Testing brochure with new recommendations, to be developed, on infection control.

F. Executive Council Summer Meeting + Strategic Plan Review (June 7 - 8, 2012, Denver)

- Move \$55k to fixed CD to bring total savings to \$200k.
- Recordability guidelines are still under discussion with possible confusion in the guidelines. This topic was tabled till next meeting.
- The IMI performance evaluation was discussed with the unanimous opinion that Erin is doing a fabulous job.
- The name of the Legislation Task force was changed to the Legal / Legislation Task Force.
- During the Student Member Delegate report there was much discussion of expanding NHCA's efforts into social media – an NHCA blog, a workshop on social media for the next conference, more use of LinkedIn, and perhaps branching out to Google+.
- The Safe in Sound Award is funded by NIOSH and it is unclear about their funding moving forward. However, NHCA can self fund it for two more years (about \$12k/year), and it was mentioned that other associations had expressed an interest in funding.

G. Executive Council Fall Conference Call (October 15, 2012)

- Discussions continued regarding conflict of interest/commercialism issues for presenters, and possible etiquette issues since both Chesky and Killion will be on the program this year.
- The Baseline Revision document underwent additional debate with more discussion on the use, or lack thereof, of age corrections.
- It was reported that finding nominees for the President Elect position is quite difficult this year.
- ISHN approached NHCA about partnering for the conference with special editions, digital info on

the website and other promotions, but NHCA decided not to accept since ISHN in return wanted access to our membership list.

- There continues to be concern about dropped memberships, 156 this year. However, there has been a trend that members renew several years after dropping.

H. Executive Council Meetings at Annual Conference (February 20-23, 2013)

- The Treasurer reported that membership dues are down this year relative to budget, and the CAOHC webinars have not yet transpired so there is no income there either.
- Cindy Bloyer reported that one of the goals of the Confidentiality Task force that she chairs is to define its purpose. One item under discussion is whether NHCA would approve a hearing history questionnaire.
- The EC travel budget was increased to more easily accommodate needed travel.
- The Baseline Revision document was once again addressed, edits discussed and approved, and a final document approved for publication.
- AAOHN once again did not approve CNEs for our conference. They have been consistently difficult to work with. It was decided to draft a letter to AAOHN expressing our frustration.
- There was ongoing discussion on non-renewing members and a survey of their reasons for non-renewal. There was discussion of how this effort had been done in the past and that the general consensus was that people change jobs/positions which is the reason for leaving NHCA. It was decided to not pursue the issue further at this time.
- It was recommended that in future years NHCA send attendee lists to Commercial Members to promote the conference and their participation. This could lead to increased conference attendance. Furthermore it was recommend that NHCA develop a special conference price/package for regional attendees to be offered to customers of Commercial members and others in conjunction with each conference.
- A new Excel spreadsheet, the Archive Data Report (ADR) has been created so that the annual archive report (i.e. this document) can be limited to narrative discussions, and other information more suitable to tables and charts located to the Excel document.
- Ross Roeser discussed the IJA supplement and NHCA's continuing involvement with this project that costs \$20,000/yr.
- Monica Hammer who has worked with Rick Neitzel in the past was invited to present information on public health law and its importance to NHCA.
- The NHCA received a letter of complaint from Mead Killion about comments regarding corporate bullying that Kris Chesky made in his workshop at this year's conference. It was decided to establish an ethics committee to pursue this issue and decide how to proceed.
- Our website hosting company Affiniscape was purchased by YourMembership.com meaning that NHCA needs to decide if they wish to stay with the new group. Back in 2011 we had decided to leave MemberClicks and move to Affiniscape. A decision will be made this summer.
- Deanna Meinke requested that NHCA cosponsor (cost \$5000) a dinner at the 2013 conference on children and hearing loss. A decision was deferred.

I. Annual Conference

The 38th Annual Hearing Conservation Conference was held February 21 - 23, 2013 at the Hilton St. Petersburg Bayfront, St. Petersburg, FL. Paid registrants, total participants, early full member registration fees, and total exhibitors, appear in the ADR.

Sponsors and categories were:

- Platinum (1 @ \$8000): 3M
- Gold (1 @ \$6000): Howard Leight by Honeywell
- Silver (1 @ \$4000): Westone Laboratories

- Bronze (4 @ \$2000): Eckel, Benson Medical Instruments, CAOHC, Noise Barriers, LLC
- Workshop (7 @ \$1500): Tremetrics, G.R.A.S. Sound & Vibration; Phonak, Casella USA, AIHA, ASHA, CavCom
- Speaker Travel (0 @ \$1000):
- *NIOSH donated \$4,000 to NHCA however they asked not to be noted as a sponsor.

Sponsors were solicited for various events and elements of the conference in addition to the normal solicitation for luncheon and break support. These included:

- Workshops: AIHA, ASHA, Casella USA, CavCom, GRAS Sound & Vibration, Phonak, Tremetrics.
- Tote bags: 3M
- Cocktail Receptions, Thursday and Friday (Bronze): Eckel, Benson Medical Instruments, Noise Barriers LLC, CAOHC
- Student Conference Award (Gold - \$1000+): None
- Student Conference Award (Silver - \$500+): 3M, James & Vera Lankford, Sensaphonics, Etymotic Research
- Student Conference Award (Bronze - \$250+): Tremetrics, Pacific Hearing Conservation, Benson Medical Instruments.
- Student Research Award Sponsors: American Academy of Audiology Scholarship Foundation (\$1500)

The meeting resulted in a profit for NHCA of \$41,946. For events and income related to the Scholarship Foundation, see Section P.

The faculty and program participants listed in the program consisted of 70 names with 24 poster presentations in addition. The eight workshops were:

- Hearing Loss Prevention: The Basics (Tom Lloyd, Jim Jerome, Cindy Bloyer, Theresa Schulz, Nancy Gallihugh, Mary McDaniel)
- Hearing Conservation in Music Education (Kris Chesky, Aryn Amlani)
- Forensics and Expert Witnessing – Emphasis for the Acoustician/Audiologist (John Casali, Dennis Driscoll, Robert Dobie, Michael Seidemann)
- Attracting Business and Brand Awareness Through Social Media (Daniel Golden)
- Presenting Noise Survey and Noise Controls as They Pertain to PSP Members (Tim Bailey, Sue Zurales, Bob Millier)
- Vendor New Product Workshop
- Hearing Aids & Worker Considerations (Jill Gruenwald)
- Can't I Just Take A Pill for That? What Every Hearing Health Provider Needs to Know About NIHL and Emerging Therapeutics (Colleen Le Prell, Jianxin Bao, Kathleen Campbell, Edward Lobarinas, Kevin Ohlemiller, Christopher Spankovich)

The Conference presented 24 platform lectures, including the Keynote Lecture by Sharon Kujawa, the Don Gasaway Lecture by Thais Morata, 24 posters, Saturday morning roundtable discussions, a 3-hr. concurrent session in which attendees had 4 options of six lectures each, from which to choose, the Safe-in-Sound Awards session, and a luncheon lecture by a representative at the Dali Museum.

The following awards were presented at the Conference:

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|----------------------------------|--|
| Lifetime Achievement Award | Elliott Berger |
| Outstanding Lecture Award (2012) | Megan Morris |
| Outstanding Poster Award (2012) | William Hal Martin |
| Golden Lobe Award | Kara Cave, Nancy Gallihugh, Deanna Meinke, Timothy Rink, Jackie Youde |
| Media Award | Cara Buckley, Reporter, New York Times |

The Friday-evening Gala was held at the Dali Museum.

J. Annual Business Meeting

A brief Business Meeting was held at the conference reviewing the year's accomplishments.

K. Webinars

NHCA did not hold a webinar this year. Webinars are planned to resume in late 2013.

L. Position Statements/Regulatory Involvement

No activity in the time frame covered by this report.

M. Changes to Bylaws and Policy and Procedure Manual

The following changes were made to the Policies & Procedure Manual:

Program Chair Elect description was added,
the Press Release Protocol was voted into the document in February 2012,
bylaw language on removal of EC members clarified,
media Award Nomination form updated,
new management survey added by Erin,
some clarification provided on "EC approval" for Task Force Chair appointments,
informative note on Michael Beall Threadgill added to award description,
sample non-commercialism violation letter added (written by Jim Jerome),
many other minor edits/clarifications.

N. Slate of Candidates for 2012-2013

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|----------------------------|------------------------------|
| President Elect | Beth Cooper |
| Secretary / Treasurer | David Mayou and Nancy Wojcik |
| Director of Communications | Cory Portnuff |
| Commercial Delegate | Scott Lake |
| PSP Delegate | Sandy MacLean-Uberuaga |

Ballots were electronically distributed in December, 2012, with 70 ballots returned.

O. Year-End Financial Statement

The financial statements for the 7/1/12 - 6/30/13 fiscal year reflects a loss of \$11,871 vs. a budgeted net income of \$2,900. This budget shortfall is primarily due to the fact that the EC had budgeted aggressively in areas such as membership dues and conference sponsorships and fell short of the goals. Additionally, NHCA did not hold the CAOHC webinars during this fiscal period which had been budgeted. Finally, the IJA supplement continues to be a large expense and not as many sponsorship dollars were received as NHCA had budgeted for.

P. NHCA Scholarship Foundation

The foundation had another successful year. One Student Research Award (SRA) of \$5000 was granted. The American Academy of Audiology Foundation donated \$1,500 toward the SRA. The recipient was: Jonathan Andrew Piakis, University of Arizona, Mel and Enid Zuckerman College of Public Health.

Three Student Conference Awards of \$800 each were granted. There were 7 sponsors:

- Silver Donations (\$500) – 3M, Etymotic Research, James & Vera Lankford, Sensaphonics.
- Bronze Donations (\$250) – Benson Medical Instruments, Pacific Hearing Conservation, Tremetrics.

The Conference Award recipients were Susan Strauss, Ph.D. Candidate, University of Pretoria; Jason Powell, Ph.D. Candidate, University of North Texas; Jessica Stamey, Au.D. Candidate, University of Kansas.

Fund Raising at the Conference yielded \$830 from the 50/50 Split, \$5,348 from the Silent Auction, The golf tournament yielded \$1,563.

At the end of the fiscal year the assets of the Foundation were \$114,256, an increase of \$18,168 from the previous year.