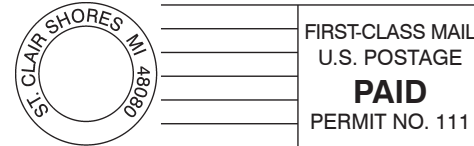


Michigan Audiology Coalition
18530 Mack Ave., #413
Grosse Pointe Farms, MI 48236



MAC on M.A.C.

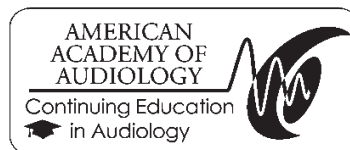
Registration Brochure

Thursday, October 18 to
Saturday, October 20, 2007

East Lansing Marriott

MAC

Michigan Audiology
Coalition



The Michigan Academy of Audiology is approved by the American Academy of Audiology to offer AAA CEUs for this activity. The program is worth a maximum of 1.7 CEUs. Academy approval of this continuing education activity does not imply endorsement of course content, specific products or clinical procedures.

Michigan Speech-Language-Hearing Association is approved by the Continuing Education Board of the American Speech-Language Hearing Association (ASHA) to provide continuing education activities in speech-language pathology and audiology. This conference is offered for 1.7 CEUs (Intermediate Level: Professional Area).

MAC

Michigan Audiology
Coalition

Co-sponsored by
**Michigan Academy of
Audiology**
**Michigan Educational
Audiology Association**
**Michigan Speech-
Language Hearing
Association**

What is the MAC?

The Michigan Audiology Coalition (MAC) is a collaborative, non-profit organization dedicated to the advancement of audiology and audiologists in the state of Michigan.

MAC is proud to present this second annual MAC on M.A.C. Conference. This conference is a joint effort of the Michigan Academy of Audiology, Michigan Educational Audiology Association, and the Michigan Speech-Language-Hearing Association. These three state associations have combined support and resources to provide one statewide audiology conference.

The Michigan Audiology Coalition Conference on M.A.C. Avenue in East Lansing, also known as "MAC on M.A.C.", will provide you with an outstanding, interactive educational experience. This is a great opportunity to earn CEUs and network with other professionals in the field. The conference committee has invited speakers to cover a wide range of topics of interest to audiologists in all practice settings. We invite you to come see what MAC on M.A.C. 2007 has to offer!

Keynote Speaker:

Michael Siedman, MD, Henry Ford Health System

Featured Speakers:

Jon Shallop, Ph.D.
Cheryl DeConde Johnson, Ed.D.
Jaynee Handelsman, Ph.D.
Kenneth Bouchard, Ph.D.
Michael Stewart, Ph.D.
Gyl Kasewurm, Au.D.

Bruce Edwards, Au.D.
Christine Jones, MS
Nan Asher and Joyce Thorson
Michael Phillips
Rusty Morgan and Michael Rooney

Register Early and Save!

Registration Information:

Register before September 24, 2007 to pay the reduced conference rate.

Registration Fees:

Conference Package:

Includes all Sessions and Exhibits -
PLUS Two Continental Breakfasts,
Friday Lunch and Two Receptions
Early Registration \$225, after 9-24-07 \$300

One Day Registration:

Early Registration \$175, after 9-24-07 \$200

Full-time Student

Early Registration \$100, after 9-24-07 \$115

Hotel Information:

East Lansing Marriott
300 M.A.C. Avenue
E. Lansing, MI 48823

The hotel has guest rooms blocked for attendees for Thursday, October 18 through Saturday, October 20, 2007, at a special rate of \$116 (single/double occupancy).

For Reservations:

-contact the hotel directly at (517) 337-4440, ask for MAC Conference rate
-Marriott reservations at (800) 228-9290, ask for MAC Conference rate
-online at www.marriott.com/lanea and enter group code: mmammaa

NOTE: Hotel reservations received after September 17 will be accepted on space and rate availability basis.

The East Lansing Marriott is now a 100% smoke-free environment.

PARKING FEES: Parking will be validated for overnight hotel guests, otherwise the City of East Lansing's charge is \$.90 per hour with a maximum rate of \$10/day.

Exhibitor Display Area:

The Exhibitor Display Area has been improved for this year's conference. It is a great place for networking, featuring the latest in hearing aid and cochlear implant technologies, as well as equipment services, accessories and supplies. The continental breakfasts and evening receptions will also be held in this area.

Michigan Academy of Audiology

For all MAA members, the Annual MAA Meeting will be held from 7:00 – 7:50 am on Saturday. Please plan on attending – your input is important!

Michigan Speech-Language-Hearing Association

As required by MSHA, the Annual MSHA Membership Meeting will be held during the spring conference in 2008.

Michigan Educational Audiology Association

The MEAA will be sponsoring a Pre-MAC Educational Audiology Forum from 9:30 – 12:30 pm on Thursday, October 18 at the East Lansing Marriott. Lunch is included for registered participants. This forum is geared toward audiologists providing services to children with hearing loss in both educational and clinical settings.

Topics to be addressed will include hearing aid and FM compatibility, Medicaid billing, protocols for pediatric audiological management, and more. Keep an eye out for a separate registration flyer that MEAA will be mailing out to all MI licensed audiologists in the next few weeks. For further questions or concerns, you can email Gail Sterling at gsterling@misd.net or Helga Lewis at hlewis@inghamisd.org.

THREE IN ONE? ONE FOR THE PRICE OF 3?

Help us decide just what it should be!

Audiologists from MAA, MSHA, and MEAA met in 2003 to begin discussing opportunities for audiologists to show a more united front in the state and to combine resources such as leadership, funds, and legislative expertise. It was recognized early on that one of the most important goals was to plan a conference which would appeal to audiologists in all professional settings. The first MAC conference, in 2006, met that goal. By continuing to include audiologists from all 3 organizations the 2007 conference will continue to be of value to professionals from all settings.

At the present time, Michigan audiologists support 3 different organizations. Does this continue to be in our best interest? Should the MAC be expanded from a conference to a full-fledged organization? Are there advantages to remaining separate? Are there disadvantages?

There is much to consider prior to undertaking such a task. With that in mind, the committee would appreciate hearing from you at Friday's Audiology Forum at this year's MAC program. We would like input from all audiologists.

If you cannot attend, or prefer to send written comments, please direct them to Ken Bouchard at: k1r1b1@aol.com. Specifically, we would like to know your thoughts on developing the Michigan Audiology Coalition further.

- The MAC Committee



Second Annual Conference of the Michigan Audiology Coalition October 18 - 20, 2007 Registration Form

Date and Time
Received
(Office Use Only)

PLEASE PRINT LEGIBLY

Name _____

Address: _____

City _____ State _____ Zip _____

Work Affiliation _____

Telephone _____ Email _____

(Registration will be confirmed via email.)

2007 Member of: MEAA _____ MAA _____ MSHA _____ Other _____

Please list any special assistance/requests you require during the convention.

Registration Fees - All Registrations include Thursday Evening Opening Keynote and Welcome Reception (Check appropriate category)

	Early	After September 24
_____ Convention Package Includes all Sessions and Exhibits, PLUS 2 Continental Breakfasts, Friday Lunch, 2 Receptions, and Refreshment Breaks	\$225.00	\$300.00
_____ One Day Registration Indicate Day Attending: <input type="checkbox"/> THURS <input type="checkbox"/> FRI <input type="checkbox"/> SAT	\$175.00	\$200.00
_____ Full-time Student University _____ Supervisor's Signature _____	\$100.00	\$115.00

Saturday Sessions: Please Rank in order of interest (1=1st choice, 2=2nd choice, etc.)

9:00 am-Noon

_____ **SESSION A: Providing High Quality ABRs for All Patients**

_____ **SESSION B: Earmolds**

_____ **SESSION C: Wireless Integration with Today's Hearing Aids**

_____ **SESSION D: In Office ITE Repairs**

1:00 pm-4:00 pm

_____ **SESSION A: Providing High Quality ABRs for All Patients**

_____ **SESSION B: Earmolds**

_____ **SESSION C: Wireless Integration with Today's Hearing Aids**

_____ **SESSION D: In Office ITE Repairs**

*Be sure to register your choices for the Saturday sessions as space in the workshops is limited. Session assignments will be based on receipt of registration and payment. On-site workshop registration may be unavailable. Unless specifically requested, you will not be placed in the same session twice.

Payment Options

Check Enclosed for \$ _____ (Payable to Michigan Audiology Coalition)

NOTE: NO REFUNDS AFTER OCTOBER 1, 2007. FOR A CANCELLATION PRIOR TO OCTOBER 1 THERE WILL BE A \$25 PROCESSING FEE.

Please charge my credit card VISA MasterCard

Card number _____ Security Code _____ Exp. Date _____

Signature _____

Cardholder billing address: _____

Send registration and payment to:

MAC
Attn: Jill Wells
18530 Mack Ave., #413
Grosse Pointe Farms, MI 48236

To fax registration form: Send to the attention of Noreen Gibbens at (586)247-3968.

For registration questions, phone Noreen Gibbens at (586) 247-3965.

All other questions: call Paulette McDonald at (313) 910-7090, or email her at paulettgd2001@yahoo.com.

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Saturday, October 20, 2007

7:00 - 7:50 am Annual MAA Meeting

8:00 - 8:50 am Registration and Continental Breakfast

NOTE: There are **FOUR Hands On Concurrent Sessions on Saturday**. Each is offered twice: once in the morning session and once in the afternoon session. Remember to mark your choices for these Saturday sessions! Enter a first choice and a second choice for each half-day. Due to the hands-on nature of these sessions, seats in each are limited and will be available on a first come, first served basis.

9:00 - 12:00 pm Concurrent Sessions

SESSION A Morning: Providing High Quality ABRs for All Patients **0.3 CEUs**

Bruce Edwards, Au.D.

Assistant Director, Audiology and Electrophysiology, University of Michigan Health System. Visiting Lecturer, Ohio State University. Facilitator, University of Florida, Au.D. Distance Learning Program. Chair, Board of Governors, American Board of Audiology. Lecturer and author of numerous articles, chapters, and monographs.

In a format that includes lecture and hands-on practice, we will review ABR clinical protocols, tone bursts/bone conduction, protocols for Auditory Neuropathy, quality control checks and balances, and tips from the trenches.

SESSION B Morning: Earmolds **0.3 CEUs**

Rusty Morgan, Co-Owner, Westone Labs

Michael Rooney, Lab Manager

These two presenters are brought back by popular demand. This will be an in depth, hands-on workshop which will cover all aspects of earmold modification, including retubing, materials, tools, tips, and advice. You will learn how to address all sound bore and venting issues and learn about removing and changing tubing. Several different earmold types will be examined as well as the tools and techniques needed to modify any earpiece.

SESSION C Morning: Wireless Integration with Today's Hearing Aids **0.3 CEUs**

Christine Jones, MS

Pediatric Coordinator and FM Specialist, Pediatric Trainer, Phonak, LLC. Presented at ASHA and AAA conferences.

In this session participants will receive an overview of state-of-the-art wireless technology for integration with cochlear implants and hearing instruments. A variety of new receiver and transmitter options will be presented. Tools for fitting and counseling patients with wireless devices will be demonstrated. Participants will learn how to match wireless features to individual patient needs. Hands-on workshops will offer intensive experience with modern direct audio inputs, advanced transmitter technology, optimizing FM fittings for individual patients, FM solutions with cochlear implants, Bluetooth technology, induction and synchronization. Participants will have the chance to listen to different solutions, program FM, couple FM with mobile phones and assemble different technologies.

SESSION D Morning: In Office ITE Repairs **0.3 CEUs**

Michael Phillips

Professional Services Trainer, Unitron Hearing. In-office repair instructor.

This program is an ITE repair seminar designed with the objective of providing skills necessary to perform in-office repairs, from beginning to advanced levels. Attendees will gain comprehensive experience in repairing ITE hearing instruments for cerumen-related failures.

This session will take 3.0 hours to complete and will be limited to sixty participants. This seminar is "hands-on". Dress should be casual.

NOTE: Reading glasses or eye magnification is highly advised.

Noon - 1:00 pm Lunch on your own

1:00 - 4:00 pm Concurrent Sessions

SESSION A Afternoon: Providing High Quality ABRs for All Patients **0.3 CEUs**

SESSION B Afternoon: Earmolds **0.3 CEUs**

SESSION C Afternoon: Wireless Integration with Today's Hearing Aids **0.3 CEUs**

SESSION D Afternoon: In Office ITE Repairs **0.3 CEUs**

Thursday, October 18, 2007

10:00 am - 12:30 pm and again from 4:00 - 6:00 pm

MAC Conference Registration, second floor

1:00 - 4:00 pm Concurrent Sessions

Session A: Key Issues and Practices for Educational Audiologists **0.3 CEUs**

Cheryl DeConde Johnson, Ed.D.

CEO, Audiology and Deaf Education Consulting Services. Clinical Instructor, Department of Otolaryngology, School of Medicine, University of Colorado Health Services Center. Adjunct Faculty, Central Michigan University. Graduate Lecturer, University of Colorado, Boulder, and University of Northern Colorado.

Regulations were released by the US Department of Education in August 2006 for the 2004 IDEA. This reauthorization of IDEA contains the most significant changes in policy impacting audiologists since the law was implemented in 1975. This session will focus on the new regulations and their implications regarding hearing aids, cochlear implants, and hearing assistive technologies, as well other changes that impact children with hearing disabilities in education. Strategies that schools can implement to meet the requirements of these regulations will also be discussed. Time will be devoted to audience participation to share methods that are being used for compliance with the new IDEA requirements. Recommendations regarding remote microphone hearing assistance technology will also be presented based on the proposed AAA HAT Guidelines. Opportunity for questions and discussion will follow.

Session B: Getting and Keeping Patients for a Lifetime **0.3 CEUs**

Gyl Kasewurm, Au.D.

Owner, Professional Hearing Services, in St. Joseph, MI. Founding member and past president, MI Academy of Audiology, past AAA Executive Board member. Recipient, AAA's Distinguished Achievement Award, 2007. Recipient, Advance Magazine's Best Audiology Practice, 2006. Recipient, Entrepreneur of the Year Award from Southwest Michigan Cornerstone Alliance and Chamber of Commerce, 2003. Author of numerous book chapters and articles and writes a regular column for The Hearing Journal.

Creating a pleasant environment and maintaining excellence in customer service is the hallmark of business success and can be the key differentiator between competitors in any field. When an audiology practice creates an appealing environment for patients and exceeds expectations in the service arena, patients are more likely to perceive benefit and to spread favorable word-of-mouth impressions.

This presentation will include detailed information on how to create an environment that is patient friendly and how to use the environment to get and keep patients for a lifetime. In addition, Kasewurm will explain a model for creating a team approach to superlative customers and will provide information on how to portraying exceptional customer service through advertising and marketing efforts. The presentation will provide practical insight into ensuring that exceptional customer service touches the heart of the business and remains the highest priority for the practice and staff.

4:00 - 6:00 pm Exhibitor Opening Party in the Main Ballroom

6:30 - 8:30 pm Opening Keynote Speaker **0.2 CEUs**

Recent Trends in Otology/Neurotology

Michael Seidman, MD, FACS

Henry Ford Health System, Director, Division of Otologic/Neurotologic Surgery, Department of Otolaryngology/Head and Neck Surgery. Director of Otolaryngology Research Laboratory, Co-Director of the Tinnitus Center, the Chair of the Center for Integrative Medicine for HFHS. Past President, Michigan Otologic Society. Currently serving on Michigan Board of Audiology. Recipient of patents, grants, awards, and appointments too numerous to mention.

Always an interesting and informative speaker, Dr. Seidman will address a variety of current topics including common causes of congenital SNHL and their radiologic findings; novel ways to assist with conductive hearing loss through ossicular chain reconstruction; and a discussion of the Baha system and semi-implantable hearing aids.

8:30 - 10:00 pm Welcome Reception

Friday, October 19, 2007

8:00 am - 5:00 pm MAC Conference Registration

8:00 - 8:50 am Continental Breakfast with Exhibitors

9:00 - 11:00 am Concurrent Sessions

Session A: Vestibular Testing Tips from the Trenches

0.2 CEUs

Jayne Handelsman, Ph.D.

Assistant Director, Vestibular Testing Center, Department of Otolaryngology Head and Neck Surgery, University of Michigan Medical Center. Extensive lecturer and author on topics related to vestibular system and professional ethics.

Technological advances in recent years have resulted in substantial changes in the evaluation of balance system function, both in terms of the tools that are available for assessment and in terms of the interpretation of patient data. While balance system evaluation is within the scope of practice of audiology, and audiologists typically receive some level of training in vestibular assessment, not all audiologists have the opportunity to have extensive experience with patients presenting with a variety of diagnoses in order to hone their interpretive skills. The purpose of this session is to provide an overview of current clinical tools for evaluating balance system function and to highlight techniques that may be used to maximize the quality of the data that are collected. In addition, guidelines will be provided for use in formulating interpretive statements for referring physicians and in making recommendations regarding the value of vestibular rehabilitation. Finally, clinical cases will be presented to demonstrate the value of video technology and the use of a test battery approach, as well as to highlight the importance of careful data collection in order to facilitate optimal patient care.

Session B: What's New in ALD's

0.2 CEUs

Nan Asher, MA, and Joyce Thorson

Ms. Asher: Executive Director, MI Association for Deaf and Hard of Hearing (MADHH). Chair, MI Coalition for Deaf and Hard of Hearing People. Three-time Governor Appointee, Advisory Board, MI Division on Deaf and Hard of Hearing. Joyce Thorson: Customer Service Representative, HARC Mercantile. Extensive practical knowledge of ALDs.

Assistive Listening Devices can enrich the lives of your clients in ways you may not have thought of before. Many can work with and or without hearing aids. Come and join us for a two hour journey into assistive devices and who can best benefit from them, and how they can enrich your clients' lives at work, play, school, and home or provided to the general public as an accommodation. Learn how these devices can let people be independent and participate again in activities that they once or would like to enjoy. Learn the differences between personal and large area fields. Do you know about new emerging technologies such as MOPIX, CapTel and Video Relay? How is the Internet and cellular technology changing the way we communicate? How can you help your clients understand what Bluetooth is all about? Are cellphone adapters able to get your clients away from landline phones? Do you know what courtroom equipment your client might need at a hearing? How is video transforming accommodations? Do you know the difference between CART and C-Print and I-Communicator? Come and find out what the hullabaloo is all about!

11:00 - 11:30 am Exhibitors

Friday, October 19, 2007 (cont.)

11:30 - 12:45 pm Exhibitor Lunch (provided)
INCLUDES AUDIOLOGY FORUM

0.1 CEUs

Topic: Legislative Issues in Audiology

Kenneth Bouchard, Ph.D.

Director, Audiology/EEG, Providence Hospital and Medical Centers. Adjunct professor, Departments of Audiology and Speech Pathology, Wayne State University, Central Michigan University, and Michigan State University. Past President, Michigan Academy of Audiology and Michigan Speech-Language-Hearing Association. Past Member-at-Large, ASHA. Member, Healthcare and Economic Committee, ASHA.

This year's forum will bring you up to speed regarding the current actions of our three state audiology organizations from representatives of each. Ken will also bring information regarding the CEU requirements for maintaining our audiology license direct from the board. Additionally, we can anticipate that there will be late breaking news regarding hearing aid reimbursement programs and the ongoing health care discussions with the Big Three auto companies and the United Auto Workers union (UAW). Finally, but not necessarily the last word, there will be a discussion of current legislative actions in Michigan that may impact audiology, not to mention lively discussions on other topics regarding audiology as an independent profession.

1:00 - 4:00 pm Concurrent Sessions

Session A: Auditory Neuropathy/Dys-synchrony Update

0.3 CEUs

Jon Shallop, Ph.D.

Professor of Audiology and Consultant, Department of Otorhinolaryngology, Mayo Clinic and College of Medicine. Adjunct faculty, Department of Communication Disorders and Department of Otolaryngology, University of Colorado Health Services Center. Author of numerous articles and chapters on cochlear implants and electrophysiologic evaluations.

Cochlear implants and hearing aids have provided significant benefits for children and adults with auditory neuropathy/dys-synchrony. This session will review the known causes and case management for individuals with the diagnosis of auditory neuropathy/dys-synchrony. Several case examples will illustrate how patients were diagnosed and how they were managed.

Session B: Recreational Noise Sources and HPDs

0.3 CEUs

Michael Stewart, Ph.D. and Lee Hager

Michael Stewart: Professor, Central Michigan University. Owner of a private practice in audiology, specializing in hearing conservation services and audiologic rehabilitation. Author of numerous related articles. Lee Hager: Hearing loss prevention consultant, Sonomax Hearing Healthcare. Past President, National Hearing Conservation Association, past Chair, Noise Committee of the American Industrial Hygiene Association.

Many activities enjoyed as recreation in the 21st century entail significant risk of noise exposure. Motorsports, hunting and shooting, music, and more generate significant sound levels that, over time, could pose a risk to hearing, especially when considered in conjunction with occupational noise exposures. Effective use of hearing protection devices (HPD) should be part of the enjoyment of these activities. This presentation will include a brief review of the anatomy and physiology of hearing, how loud impulse noise can damage the inner ear, the communication effects of a high frequency noise-induced hearing loss, sound pressure levels of various firearms, and high-risk shooting situations. Data from several studies will also be presented regarding shooting habits and hearing status of recreational firearm users. Finally, hearing protective devices (HPDs) for the shooting sports will be discussed.

4:00 - 6:00 pm Cocktail Reception