



# 2014 HEARING INNOVATION EXPO

COURSE DATES: JANUARY 16-18, 2014

**Abstract**

Continuous advancements in hearing aid technology require continuous education to adequately prepare for fitting hearing aids to patients with hearing loss. In addition, access to product information via the Internet has changed our patient's expectations with professionals and products. We interviewed existing and potential customers and determined that an educational program offering lecture, hands-on, demonstrations and an expo hall was essential for successful hearing aid fittings and patient management.

The 2014 Hearing Innovation Expo is a global event for independent hearing care professionals. Speakers will present the latest innovations in hearing science and technology, patient care and business practices. The Expo will feature hearing industry thought leaders, world-class scientists and Fortune 500 executives.

Starkey Hearing Technologies contracted with Convention Strategy Group (CSG) to electronically track attendance using RF Tagged name badges and scanner technology for all general and break-out sessions.

**Learning Outcomes**

1. List two visual analogies that can be used to demonstrate hearing aid features.
2. List at least two innovating approaches to auditory training
3. List three differences in how music is processed versus speech
4. List three components of a tinnitus evaluation
5. List three diagnostic tests utilized in a medical work-up
6. Define the purpose of radiographic studies
7. List three areas of the impression that are optimized in the design process
8. List two potential benefits of new wireless options for the patient
9. List two basic counseling techniques for realistic expectations in hearing in noise
10. List two validation techniques for frequency lowering technologies
11. List the steps in taking a deep impression
12. Define the clinical application of noise management strategies
13. Define the term NRR
14. List two ways a patient-driven fitting approach may be used during the fitting
15. List the three pillars of enchantment
16. List three key steps in any product demonstration
17. List three steps to schedule an appointment during a phone consultation
18. Define how to create a viral video collection
19. List at least two steps for implement Ariely's strategy into your practice
20. List at least three tools that will assist you in guiding your patients to decisions
21. List two ways that business parallels an adventure
22. List two strategies to demonstrate amplification benefits
23. List two benefits of gamification of auditory training programs
24. List two ways to improve the patient experience in your office
25. List two strategies for guiding patients throughout the patient journey
26. List two products to attract patient to your office
27. List two ways to build your practice's brand recognition in your community
28. List two ways to increase collaboration with physicians
29. List two advantages of digital marketing campaigns
30. Define the CGI's primary mission
31. List two steps for implementing change in your practice and with patients
32. List two strategies for effective decision criteria for patient financing
32. List at least two ways businesses have been successful
33. List two strategies for measuring the success of your practice
34. List two ways to develop a referral base

35. List two ways to become Medicare compliant
36. List two ways to create a team-based business
37. List two strategies to improve leadership skills
38. Define the mission of the Starkey Hearing Foundation
39. List two ways to manage change for a lasting improvement process
40. List the stages of a Business Life Cycle
41. List Define key performance indicators (KPI) for the hearing aid industry
42. Define the mission of the President Bush humanitarian initiative

OUTCOMES

SPEAKER BIOGRAPHIES AND DISCLOSURES

2014 Hearing Innovation Expo—20-Hour Course

Total Hours: 20.0

Total CEUS: 2.0 | 20.0

**Harvey Abrams**

**Ph.D.**

[harvey\\_abrams@starkey.com](mailto:harvey_abrams@starkey.com)

Harvey Abrams, Ph.D., is the Director of Audiology Research at Starkey Hearing Technologies and a leader in the audiology community. He has written many papers and book chapters on evidence-based practice, outcome measures, treatment efficacy, and patient quality of life, and has played a prominent role in organizations such as the American Academy of Audiology and the American Speech-Language-Hearing Association. A native of Brooklyn, N.Y., Abrams obtained his bachelor's degree at George Washington University and both his master's and doctorate degrees at the University of Florida. Most recently, Abrams was Associate Chief of Staff for Research and Development at the VA Healthcare System, Bay Pines, Fla. Earlier positions include Director of Research at the Audiology & Speech Center, Walter Reed Army Medical Center, and Chief of Audiology and Speech Pathology at the VA Healthcare System, Bay Pines.

Relevant Financial: Director of Audiology Research, Starkey Hearing Technologies

Relevant Non-Financial: None

**Kyle Acker**

**Au.D.**

[kyle\\_acker@starkey.com](mailto:kyle_acker@starkey.com)

Kyle Acker, Au.D., is a doctorally-trained audiologist and Manager of the Education and Training team at Starkey Hearing Technologies. Acker completed his B.S. in industrial hygiene and his M.S. and Au.D. at Purdue University in West Lafayette, IN. He began his clinical career at The American Institute of Balance in Largo, FL, before joining the Starkey Hearing Technologies team as a regional trainer. His clinical interests include amplification and counseling techniques, utilizing technology in the hearing aid delivery process and innovating education and training techniques to improve clinician understanding of new technology. Acker is a passionate supporter of the Starkey Hearing Foundation.

Relevant Financial: Manager, Education and Training Department, Starkey Hearing Technologies

Relevant Non-Financial: None

**Dan Ariely**

N/A

Despite our intentions, why do we so often fail to act in our own best interest? Why do we promise to skip the chocolate cake, only to find ourselves drooling our way into temptation when the dessert tray rolls around? Why do we overvalue things that we've worked to put together? What are the forces that influence our behavior? Dan Ariely, James B. Duke Professor of Psychology & Behavioral Economics at Duke University, is dedicated to answering these questions and others in order to help people live more sensible – if not rational – lives. His interests span a wide range of behaviors, and his sometimes unusual experiments are consistently interesting, amusing and informative, demonstrating profound ideas that fly in the face of common wisdom. In addition to appointments at the Fuqua School of Business, the Center for Cognitive Neuroscience, the Department of Economics, and the School of Medicine at Duke University, Ariely is also a founding member of the Center for Advanced Hindsight, and the author of the New York Times bestsellers *Predictably Irrational*, *The Upside of Irrationality*, and *The Honest Truth About Dishonesty*.

Relevant Financial: Mr. Ariely is a guest speaker receiving an honorarium.

Relevant Non-Financial: Mr. Ariely is the author of *Predictably Irrational*, *the Upside of Irrationality*, and *The Honest Truth About Dishonesty*.

**Susan Atchison**

[susan\\_atchison@starkey.com](mailto:susan_atchison@starkey.com)

As a professional business consultant, Susan Atchison brings more than 25 years of experience in the hearing healthcare industry to her clients. In early 2008, Atchison joined forces with Starkey in the development of protocols for business consulting services. Since joining the Starkey Business Consulting Group, Atchison has provided hearing aid business owners with objective assessments information on best business practices and has assisted Starkey customers with incorporating positive change for improved business performance. Prior to Atchison's affiliation with Starkey Hearing

Technologies as a business consultant, she gained hands-on experience in the marketplace as a dispensing audiologist, a hearing aid business manager, practice administrator and chief operations officer. As her career evolved, she had the opportunity to work at all levels, from the front line to the back office.

Relevant Financial: Professional Business Consultant, Starkey Business Consulting Group, Starkey Hearing Technologies  
Relevant Non-Financial: None

### **Tani Austin**

N/A

Tani Austin holds more than 25 years experience in the hearing industry, including: maintaining her own hearing aid practice for 10 years, and serving as the Illinois Department of Public Health Practicum Examiner for the hearing aid dispensing of state licensing exam, Secretary of the Illinois Hearing Society, and on the National Board of Certification in the Hearing Sciences. Mrs. Austin co-founded Starkey Hearing Foundation with her husband Bill. For more than a decade she has served as chairperson Starkey Hearing Foundation's annual fundraiser, the "So the World May Hear" Awards Gala, the largest fundraising event in the Twin Cities. The Gala continues to facilitate the message of hearing health, education and awareness to the world, and has honored many legendary personalities, such as President Bill Clinton, Muhammad Ali and Sir Elton John. Currently, the Foundation fits more than 100,000 hearing aids annually in the U.S. and around the world.

Relevant Financial: Business Development, CEO Office, Starkey Hearing Technologies  
Relevant Non-Financial: Co-Founder, Starkey Hearing Foundation

### **William F. Austin**

N/A

In 1967, Starkey Hearing Technologies Founder and CEO William F. Austin founded a hearing instrument repair service in St. Louis Par, Minnesota. Four years later, he acquired a small earmold company called Starkey Laboratories, and merged his companies under the Starkey Laboratories name. Austin's experience in hearing aid distribution and repair led him to create the concept of comprehensive hearing solutions. Austin's focus on customer satisfaction and quality of life revolutionized the industry by setting a new standard for innovation and service. Since 1984, his Starkey Hearing Foundation has promoted hearing care awareness through support of research, education and charitable programs.

Relevant Financial: Owner, CEU, Starkey Hearing Technologies  
Relevant Non-Financial: Founder, Starkey Hearing Foundation

### **Margaret Bruch**

[margaret\\_bruch@starkey.com](mailto:margaret_bruch@starkey.com)

Margaret Bruch is the Supervisor of Retail Marketing for Starkey. She has been in the marketing field for more than eight years and has experience in a variety of areas including retail, events, grassroots and direct marketing. She has a solid background in the hearing industry and in her current position, manages a team of marketing executives that work with customers to develop marketing plans, assist in creative development and production of marketing materials, and implement and gather results for marketing campaigns. Bruch holds a bachelor's degree from University of Wisconsin - Madison.

Relevant Financial: Supervisor of Retail Marketing, Starkey Hearing Technologies  
Relevant Non-Financial: None

### **Lori Bunkholt**

M.A.

[lori\\_bunkholt@starkey.com](mailto:lori_bunkholt@starkey.com)

Lori Bunkholt joined Starkey Hearing Technologies in 2003. Her current position within Starkey Hearing Technologies is Trainer and Tech Support for Audibel. Having worked in the hearing industry for the past 30+ years, her experience includes manufacturing, product management, training and field sales. She has also dispensed hearing instruments in a private practice setting, conducted consumer educational seminars, and managed multiple service centers. Education includes Board Certification in 1987, as well as ongoing CEU certification. She has worked with programmable and digital technology since 1987. She has been an accredited speaker since 1988 and has conducted numerous training seminars and classes at regional and state meetings.

Relevant Financial: Trainer and Technical Support, Audibel, Starkey Hearing Technologies  
Relevant Non-Financial: None

### **Sara Burdak**

Au.D.

[Sara\\_burdak@starkey.com](mailto:Sara_burdak@starkey.com)

Sara Burdak joined Starkey Hearing Technologies as an audiologist on the Hearing Research and Technology team in May 1999. She is currently the Senior Director of Education and Audiology and has presented seminars worldwide on digital technology, advanced fitting strategies and product tutorials. Her clinical experience includes hearing aid dispensing, diagnostic testing and counseling. Burdak earned her B.A. in audiology and speech sciences from Michigan State University and a master's degree in audiology from Wayne State University. She received her Au.D. from the Arizona School of Health Sciences.

Relevant Financial: Senior Director, Education And Audiology, Starkey Hearing Technologies  
Relevant Non-Financial: None

**Tom Burns****Ph.D.** [tom\\_burns@starkey.com](mailto:tom_burns@starkey.com)

Thomas Burns, Ph.D., entered the University of Hartford's Hartt School of Music with a scholarship to study classical piano. His interest in acoustics was sparked there, and he earned a B.S. in engineering at their College of Engineering. He went on to earn an M.S. and Ph.D. in acoustics from Pennsylvania State University, where he worked on acoustic holography methods and directional hydrophone arrays for submarines. Since joining Starkey Hearing Technologies in 1999, Burns has authored more than fifteen patents. He especially enjoys peaceful evenings playing Chopin Nocturnes after the kids have been put to bed.

Relevant Financial: Principal, Engineering Research, Starkey Hearing Technologies

Relevant Non-Financial: Dr. Burns holds more than fifteen patents with Starkey Hearing Technologies

**President George W. Bush**

N/A

George W. Bush, the 43rd President of the United States, was sworn into office on January 20, 2001 and served as Commander in Chief for two consecutive terms. Before his presidency, he served for six years as Governor of the State of Texas. As President, George W. Bush worked to expand freedom, opportunity and security at home and abroad. Since leaving office, President Bush has focused his attention on developing the George W. Bush Presidential Center at Southern Methodist University in Dallas, Texas, which will encompass the Presidential Library and Museum, Archives, and the George W. Bush Institute. The Institute, which President Bush announced in the fall of 2009, seeks to improve the human condition through education reform, global health, human freedom, and economic growth. President Bush received a bachelor's degree in history from Yale University in 1968, and then served as a pilot in the Texas Air National Guard. He received a master's degree in business administration from Harvard Business School in 1975.

Relevant Financial: President Bush is a guest speaker receiving an honorarium.

Relevant Non-Financial: President Bush is founder of the George W. Bush Institute.

**Luis Camacho****Au.D.** [luis\\_camacho@starkey.com](mailto:luis_camacho@starkey.com)

Luis Camacho began working for Starkey Hearing Technologies in August 2000 as a Field Sales Representative and transferred to the position of Regional Trainer for the Midwest Region in 2008. He received his B.A. in Telecommunications and Audio Engineering from Indiana University and continued on to receive his M.A. in Audiology from Indiana University in 1991. After graduate school, he worked as a staff audiologist for an otology practice in Indianapolis where his duties included clinical audiology, special testing, hearing aid dispensing, marketing and public relations. He obtained his Au.D. through Arizona School of Health Sciences.

Relevant Financial: Audiologist, Education and Training, Starkey Hearing Technologies

Relevant Non-Financial: None

**Jamie Clark****Au.D.** [luis\\_camacho@starkey.com](mailto:luis_camacho@starkey.com)

On May 23, 1997, Jamie Clarke became the ninth Canadian to summit Mount Everest. A dedicated adventurer and speaker, he custom-tailors each presentation he delivers. By integrating various company ideals into his speeches, he demonstrates how the life lessons he learned during his Mt. Everest expeditions may be directly applied to every organization's challenges. Recharging audience enthusiasm and morale, Clarke relates the importance of overcoming the fear of rejection as a major factor in the process of reaching your goals. He suggests that we must face and conquer the internal battle of self-awareness so that we may then become a supportive member of any team that faces challenges together, whether it be our companies, our marriages, or our families. As a professional speaker, Clarke brings inspiration and infectious enthusiasm to any organization. While weaving together his inspiring story of dedication and triumph, he demonstrates to his audiences that we are all adventurers on our own journeys.

Relevant Financial: Audiologist, Education and Training, Starkey Hearing Technologies

Relevant Non-Financial: None

**President William J. Clinton**

N/A

Elected President of the United States in 1992 and 1996, Clinton led the country through the longest economic expansion in its history. After leaving the White House, President Clinton established the William J. Clinton Foundation with the mission to strengthen the capacity of people in the United States and throughout the world to meet the challenges of global interdependence.

Relevant Financial: President Clinton is a guest speaker receiving an honorarium.

Relevant Non-Financial: President Clinton is the co-founder of the Clinton Global Initiative

**Debra Cowley****Au.D.** [debra\\_cowley@starkey.com](mailto:debra_cowley@starkey.com)

Debra Cowley, Au.D., joined Starkey Hearing Technologies in August 2001. In her current role in the Education and Training department, Cowley develops staff and customer training materials. Prior to joining Starkey Hearing Technologies, Cowley worked as a teacher for the deaf and an audiologist | educational consultant in various school settings. She earned a B.A. in elementary and deaf education from Augustana College, an M.A. in audiology from the University of South Dakota and the Au.D. through the Arizona School of Health Sciences.

Relevant Financial: Audiologist, Education and Training | CEU Consultant, Starkey Hearing Technologies

Starkey Hearing Technologies | Hearing Innovation Expo

Relevant Non-Financial: None

**Tom Crystal**

[tom\\_crystal@starkey.com](mailto:tom_crystal@starkey.com)

Tom Crystal is the Manager of Patient Financing for Starkey Hearing Technologies. He received his JD from William Mitchell College of Law and has since worked in finance, operations and sales roles in businesses ranging from small, privately owned startup consultancies to large, public financial institutions. His current role focuses on supporting the patient financing needs of all customers under the Starkey Hearing Technologies umbrella.

Relevant Financial: Manager of Patient Financing, Starkey Hearing Technologies

Relevant Non-Financial: None

**Mike Dalton**

[mike\\_dalton@starkey.com](mailto:mike_dalton@starkey.com)

Mike Dalton has more than 20 years of experience in the hearing aid industry. Since joining Starkey Hearing Technologies in 1987, Dalton has worked primarily in sales, management and operations. He began his career in the shipping department and then moved into sales before becoming a facility director, managing the Starkey Georgia facility for seven years. Currently, Dalton is Director of Audibel Marketing and Network Resources. His experience lies in building and driving sales as well as delivering strong marketing tools to further develop the Audibel network.

Relevant Financial: Director of Audibel Marketing and Network Resources, Starkey Hearing Technologies

Relevant Non-Financial: None

**Richard Davila**

**MBA** N/A

Richard R. Davila is President of Livingston Audiology & Hearing Aid Centers. Davila has been Board Certified in Hearing Instrument Sciences since 1995 and completed the Audioprosthology program in 2002. He attended Texas Tech University in Lubbock and holds an Executive MBA Certificate from the University of Texas at Austin. Davila has been fitting and dispensing hearing instruments since 1990. The practice was started in 1953 by Ollie Livingston and purchased by Richard Davila, Sr. in 1986. After the untimely death of Davila's father in 1990, he has grown the practice from one office located in Lubbock to 30 locations across Texas and New Mexico.

Relevant Financial: Mr. Davila is a guest speaker receiving an honorarium.

Relevant Non-Financial: Mr. Davila is President of Livingston Audiology & Hearing Aid Centers

**Brandon Dawson**

N/A

Brandon Dawson is a sought-after lecturer and CEO advisor on entrepreneurship, leadership, and business-building strategies. He created a unique variable expense shared services delivery model with the purpose and passion of supporting and preserving independent business owners who have the desire to become more profitable and to grow their existing business or expand to new markets. Dawson looks specifically to verticals that are confronted with poor single or multi-unit economies of scale, industry consolidation, or the introduction of large-scale competitors. He is the founder of Audigy Group, his first management shared services company, which supports more than 250 of the leading independent hearing health care businesses throughout North America. Seeing similar opportunities in other vertical industries, Dawson founded Audigy Medical, an ENT-based management shared services company; Stratus Dental Group, a dental management shared services company; and Choose Growth, a company that provides practical support and shared services to expert leadership coaches, consultants and business advisors.

Relevant Financial: Mr. Dawson is a guest speaker receiving an honorarium.

Relevant Non-Financial: Mr. Dawson is the founder of Audigy Medical.

**John Dzarnoski**

**Ph.D.** [john\\_dzarnoski@starkey.com](mailto:john_dzarnoski@starkey.com)

John Dzarnoski, Ph.D., is Director of Microelectronic Packaging at Starkey Hearing Technologies and an industry leader in packaging integrated circuits into multi-chip modules and electronic assemblies. Over the past six years Dzarnoski has written and presented 11 technical papers on electronic packaging of medical devices. Prior to joining Starkey Hearing Technologies, Dzarnoski held the positions of Vice President of Engineering at Veeco, Senior Director of Wafer Process Development at Seagate and Manager of Thin Film Operations at Unisys. A native of San Francisco, Calif., Dzarnoski obtained his bachelor's and doctorate degrees at the University of California at San Diego where he became a world expert in fabricating ultra-pure silicon to make more efficient solar cells. Early in his career he developed metal interconnect processes for bipolar and CMOS integrated circuits prior to moving to chip packaging. While at Seagate he led the team developing magneto resistive recording heads.

Relevant Financial: Director, Microelectronic Packaging, Starkey Hearing Technologies

Relevant Non-Financial: None

**Brent Edwards**

**Ph.D.** [brent\\_edwards@starkey.com](mailto:brent_edwards@starkey.com)

Brent Edwards, Ph.D., is the Vice President for Research at Starkey Hearing Technologies, where he is responsible for developing and executing the organization's corporate research strategy worldwide. For more than 17 years he has led research teams that have developed innovative signal processing algorithms, fitting procedures, diagnostics and outcome

measures, wireless technologies, transducers and other technologies that have benefitted hearing aid wearers and dispensers worldwide. Edwards is a Fellow of the Acoustical Society of America and a Fellow of the International Collegium of Rehabilitative Audiology. Edwards received his B.S. in electrical engineering from Virginia Polytechnic Institute and State University, his M.S. and Ph.D. in electrical engineering and Computer Science from the University of Michigan, and was a Postdoctoral Fellow in psychology at the University of Minnesota.

Relevant Financial: Vice President of Research, Starkey Hearing Research Center  
Relevant Non-Financial: None

**Nick Fabel** [nick\\_fabel@starkey.com](mailto:nick_fabel@starkey.com)

Nick Fabel, Talent Acquisition Specialist for Starkey Hearing Technologies. Nick has specialized in Audiology and Sales recruitment. He is passionate about connecting talented audiologists and hearing industry professionals with exciting opportunities in the hearing industry. His goal is to become a career resource for Audiology professionals, and helping Starkey Hearing Technologies and our partners find top talent. Nick's personal mission is to enhance business performance by strategically recruiting, developing, promoting, and retaining top talent. He earned his undergraduate degree in Human Resources Management and Marketing from Minnesota State University-Mankato.

Relevant Financial: Talent Acquisition Specialist, Starkey Hearing Technologies  
Relevant Non-Financial: None

**Dave Fabry** **Ph.D.** [dave\\_fabry@starkey.com](mailto:dave_fabry@starkey.com)

Dave Fabry is Vice President of Audiology and Professional Relations for Starkey Hearing Technologies. Appropriately, he received three degrees (BA., MA, and PhD) below zero from the University of Minnesota, prior to serving as Research Audiologist at Walter Reed Army Medical Center, and serving as Director of Audiology for Mayo Clinic and the University of Miami. Previously, he was Managing Director of Sales for Starkey. He lives in Eden Prairie with his wife Liz, and his daughter Loren will graduate from the University of Minnesota in 2014.

Relevant Financial: Trainer and Technical Support, Audibel, Starkey Hearing Technologies  
Relevant Non-Financial: None

**Tony Farmer** **B.A.** [tony\\_farmer@starkey.com](mailto:tony_farmer@starkey.com)

Tony Farmer first joined Starkey Hearing Technologies in 2003. Since then, he has held several different positions within the Market Department Team, including Inside Sales, Outside Sales, and Starkey Hearing Alliance development. In his current position as Manager of the Network Development Group, he focuses on the growth and improvement of our Network programs and members. Tony received his Bachelor's degree from St. Edwards University in Austin, TX.

Relevant Financial: Trainer and Technical Support, Audibel, Starkey Hearing Technologies  
Relevant Non-Financial: None

**Carly Fiorina** **N/A**

Chairman and CEO of Hewlett-Packard Company (1999-2005), author of the bestseller, *Tough Choices*, and Vice Chairman, National Republican Senatorial Campaign Committee, Carly Fiorina worked her way through undergraduate and graduate school and began her business career as a secretary for a small business. She became the first woman to lead a FORTUNE 20 company, serving as the chairman and chief executive officer of Hewlett-Packard from 1999 to 2005. She was named FORTUNE's Most Powerful Woman in Business for six consecutive years. During her tenure at HP, Fiorina led the reinvention of this legendary company, tripling its rate of innovation, achieving market leadership, transforming its cost structure and accelerating growth. Fiorina is one of the most recognized business leaders in the world and an opinion leader who champions innovation, competitiveness and job creation. She provides commentary on these topics and more as a regular contributor for CNBC. She also is actively engaged in policy formulation and philanthropy. Fiorina earned her undergraduate degree from Stanford University, an MBA from the University of Maryland and a Masters of Science in Business from the Massachusetts Institute of Technology.

Relevant Financial: Ms. Fiorina is a guest speaker receiving an honorarium.  
Relevant Non-Financial: Ms. Fiorina is the author of *Tough Choices*.

**Kelly Fitz** **Ph.D.** [Kelly\\_fitz@starkey.com](mailto:Kelly_fitz@starkey.com)

Kelly Fitz, Ph.D., is a Digital Signal Processing Engineer specializing in the design and implementation of audio analysis, processing, and synthesis algorithms. As Senior DSP Research Engineer at Starkey Hearing Technologies, he conducts research combining hearing science, psychoacoustics, and signal processing to explore the perceptual consequences of hearing loss and hearing aids. Fitz has a Ph.D. in Electrical Engineering from the University of Illinois at Urbana-Champaign.

Relevant Financial: Senior DSP Research Engineer, Starkey Hearing Technologies  
Relevant Non-Financial: None

**Alan Freint****M.D.** N/A

Alan Freint, M.D., has been with North Shore Ear, Nose, and Throat Associates since 1984 and is the senior member of the group. He obtained his undergraduate degree from Northwestern University. He received his medical degree and completed his Ear, Nose and Throat (ENT) training at the University of Illinois. He is Board Certified in Otolaryngology/Head and Neck Surgery. Freint's philosophy is that quality medical care must encompass both the science and art of medicine. He believes in treating the patient globally and prides himself on being a good listener. Patients and his peers have complimented him for his comprehensive and caring approach. This has led him to receive the Top Doctor award multiple times. Freint stays current by teaching Doctoral students and lecturing nationally on topics related to his specialty. He was recently recognized for his support and dedication to the profession of Audiology by being granted the AAA Presidential Award.

Relevant Financial: Dr. Freint is a guest speaker receiving an honorarium.

Relevant Non-Financial: Dr. Freint is a doctor at North Shore Ear, Nose and Throat Associates

**Jason Galster****Ph.D.** [jason\\_galster@starkey.com](mailto:jason_galster@starkey.com)

Jason Galster, Ph.D., is Manager of Clinical Comparative Research at Starkey Hearing Technologies. He investigates the clinical outcomes of modern hearing aid features while ensuring that product claims are accurate and backed by supporting evidence. Galster has held a clinical position as a pediatric audiologist and worked as a research audiologist on topics that include digital signal processing, physical room acoustics, and amplification in hearing impaired pediatric populations. Galster holds bachelor's and master's degrees from Purdue and a Ph.D. from Vanderbilt University.

Relevant Financial: Manager of Clinical Comparative Research, Starkey Hearing Technologies

Relevant Non-Financial: None

**Skye Girardin****B.A.** [skye\\_girardin@starkey.com](mailto:skye_girardin@starkey.com)

Skye Girardin is an International Mission Liaison for Starkey Hearing Foundation. He spends 275 days a year abroad, mostly in the Great Lakes region of East Africa, forging relationships and setting up hearing aid missions, as well as implementing the Starkey Hearing Foundation community-based AfterCare program. Girardin holds a B.A. from the University of California, Berkeley and an M.A. from Teachers College, Columbia University. He is interested in philanthropy, impact investing, corporate social responsibility, last mile health, sustainability and poverty alleviation strategies.

Relevant Financial: International Mission Liaison, Starkey Hearing Foundation

Relevant Non-Financial: Mr. Girardin participants in missions for the Starkey Hearing Foundation.

**Susan Good-Smith****Au.D.** [susan\\_good@starkey.com](mailto:susan_good@starkey.com)

Susan Good-Smith is Senior Director of the Starkey Medical Partner Network. She joined Starkey Hearing Technologies in 2003 and works as an expert in business development for retail, audiology and physician-based dispensing programs, currently overseeing Starkey's Medical Partner Network. She has extensive clinical, teaching and business practice management experience. Prior to her current position, she spent 10 years in clinical practice. Susan received her M.A. from Pennsylvania State University and her Au.D. from the University of Florida.

Relevant Financial: Senior Director, Starkey Medical Partner Network, Starkey Hearing Technologies

Relevant Non-Financial: None

**Chris Gould**[chris\\_gould@starkey.com](mailto:chris_gould@starkey.com)

Chris Gould is a Digital Marketing Strategist for Starkey Hearing Technologies. Gould brings seven years of online marketing experience to the company after working for a wide variety of clients at Minneapolis agencies. At Starkey Hearing Technologies, his focus is generating leads for providers through search marketing, landing page optimization and display advertising. He graduated from St. John's University in Minnesota and is a Google Adwords Certified Professional.

Relevant Financial: Digital Marketing Strategist | CEU Consultant, Starkey Hearing Technologies

Relevant Non-Financial: None

**John Gross**

N/A

John Gross has served as the Administrator for the Shea Ear Clinic since April 2001. He is directly responsible for the day-to-day operations and financial oversight of the practice, including the ambulatory surgery center, the hearing aid business and all ancillary divisions. Gross previously served as a senior analyst in the healthcare management consulting branch of Deloitte & Touche and as CFO of Pointe Coupee General Hospital. Gross earned his accounting degree from Louisiana State University in 1983 and is a Fellow of the Healthcare Financial Management Association. He has more than 25 years of healthcare finance and administrative experience. He served for several years on the Leadership Council of the Association of Otolaryngology Administrators including two years as the Program Chairperson for their national conference.

Relevant Financial: Mr. Gross is a guest speaker receiving an honorarium.

Relevant Non-Financial: Mr. Gross is an Administrator for the Shea Ear Clinic.

**Keith Guggenberger**[keith\\_guggenberger@starkey.com](mailto:keith_guggenberger@starkey.com)

Keith Guggenberger has held both technical and management positions during his career at Starkey Hearing Technologies. Guggenberger leveraged his business and quality background into information technology and held the position of Vice President of Information Technology for three years before expanding to lead Operations. Today, he helps guide the company's Manufacturing, Materials, Quality, and Process initiatives. Guggenberger has a Bachelor of Science Degree from the University of Wisconsin-Stout in industrial technology.

Relevant Financial: Senior Vice President of Operations, Starkey Hearing Technologies

Relevant Non-Financial: None

**Jim Guthier**[jim\\_guthier@starkey.com](mailto:jim_guthier@starkey.com)

Jim Guthier has more than 30 years of experience in the hearing healthcare industry. Since joining Starkey Hearing Technologies in 2002, Guthier has moved through the ranks of the company. He has served as the Regional Sales Director for Starkey Southeast and as Managing Director of Starkey Sales. He is currently the Director of Strategic Partnerships. Guthier is a noted speaker at a variety of regional and national trade shows in addition to being published in various industry publications.

Relevant Financial: Director, Strategic Partnerships, Starkey Hearing Technologies

Relevant Non-Financial: None

**Andrea Hannan-Dawkes****Au.D.**[andrea\\_hannan-dawkes@starkey.com](mailto:andrea_hannan-dawkes@starkey.com)

Andrea-Hannan-Dawkes joined the Education and Training Department of Starkey Hearing Technologies in November 2010. Her current responsibility includes assisting in the development of educational materials, leading training classes for staff and customers and assisting with course offerings available through Audiology Online. She earned her M.A. in Audiology from the University of Maryland at College Park and her Au.D. from the Arizona School of Health Sciences. Andrea has worked in clinical audiology settings in California, Texas, New York and South Carolina. Her professional background also includes some time devoted to hearing aid research. She currently resides in Charleston, SC with her family.

Relevant Financial: Audiologist, Education and Training, Starkey Hearing Technologies

Relevant Non-Financial: None

**Todd Hedberg****MBA**[todd\\_hedberg@starkey.com](mailto:todd_hedberg@starkey.com)

Todd Hedberg, MBA, is the Digital Marketing Manager for the Exclusive Networks at Starkey Hearing Technologies. During his decade of experience in the hearing industry, Hedberg has dedicated himself to helping hearing professionals and practice owners seize the greatest possible retail marketing opportunities to build their businesses. He holds a Master of Business Administration from the University of St. Thomas and a Bachelor of Arts from Gustavus Adolphus College.

Relevant Financial: Digital Marketing Manager, Exclusive Networks, Starkey Hearing Technologies

Relevant Non-Financial: None

**Chris Howes**[chris\\_howes@starkey.com](mailto:chris_howes@starkey.com)

Chris Howes joined Starkey Hearing Technologies as the Technical Coordinator for Government Services in 1998 after spending eight years working at Bethesda Naval Hospital and Walter Reed Army Medical Center. He transferred to the Hearing Research & Technology group in 2000 to work on fitting software development. He has presented regularly for Starkey Hearing Technologies on a wide variety of topics from hearing aids to fitting software to telehealth. Howes is currently a Senior Software Product Manager and was the product manager responsible for Inspire® from creation until 2010. His current focus is on the design and development of mobile software applications and telehealth concepts.

Relevant Financial: Senior Software Product Manager, Starkey Hearing Technologies

Relevant Non-Financial: None

**David Jeffries**[david\\_jeffries@starkey.com](mailto:david_jeffries@starkey.com)

David Jeffries is the Director of Advertising Promotions for Starkey Hearing Technologies. He has been with the company for more than 22 years and during that time has successfully developed the Workshop Consultations program into the industry standard. In addition, Jeffries oversees the Customer Contact Center, which supports the appointment booking program. He is a college graduate with numerous certificates in marketing and database management

Relevant Financial: Director of Advertising Promotions, Starkey Hearing Technologies

Relevant Non-Financial: None

**Taylor Joseph****B.S.**[taylor\\_joseph@starkey.com](mailto:taylor_joseph@starkey.com)

Taylor Joseph joined Starkey Hearing Foundation in 2011 and is currently the Marketing and Communications Officer. He is responsible for the Foundation's overall marketing and public relations planning, strategy and tactical implementation. Prior to joining Starkey Hearing Foundation, he held several positions in political communications, including roles for the White House during President George W. Bush's presidency and the John McCain campaign. He holds a B.S. In

journalism and electronic media from the University of Tennessee.

Relevant Financial: Marketing and Communications Officer, Starkey Hearing Foundation

Relevant Non-Financial: None

**Sridhar Kalluri** **Ph.D.** [sridhar\\_kalluri@starkey.com](mailto:sridhar_kalluri@starkey.com)

Sridhar Kalluri, Ph.D., has a scientific background and expertise in the neurophysiology of the auditory system. He acquired this knowledge as a postdoctoral fellow studying the perception and neural coding of harmonic sounds at the University of Maryland and as a doctoral student studying the mathematical transformations effected by single neurons in the cochlear nucleus at MIT. Kalluri joined the Starkey Hearing Research Center when it opened in 2004. He studies the interaction of hearing aids with binaural and spatial hearing, with the goal of ensuring that hearing aids preserve or restore the benefits that normal hearing listeners get from binaural and spatial perception.

Relevant Financial: Manager of Hearing Science, Starkey Hearing Research Center

Relevant Non-Financial: None

**Yoshi Kasahara** **BSEE** [yoshi\\_kasahara@starkey.com](mailto:yoshi_kasahara@starkey.com)

Yoshi Kasahara earned his BSEE at the University of Minnesota and joined Alliant Techsystems to design, build and test 94 GHz radar front-end for smart munitions. He later joined ADC Telecommunications to design the RF front-end of a cable telephony system and also managed a design team developing wireless telecommunications equipment. Kasahara joined Starkey Hearing Technologies in 2008 to lead the wireless engineering team to design and release the first 900 MHz wireless hearing aid system and has released more than ten hearing aid designed over the last five years. His team has also been integral to the release of all wireless accessories. In his spare time he enjoys the Minnesota winters with his wife and four children.

Relevant Financial: Manager, Wireless Production Development, Starkey Hearing Technologies

Relevant Non-Financial: None

**Guy Kawasaki** **B.A.** N/A

Guy Kawasaki is the co-founder of Alltop.com, an "online magazine rack" of popular topics on the web, and a founding partner at Garage Technology Ventures. Previously, he was the chief evangelist of Apple. Kawasaki is the author of ten books including *Enchantment*, *Reality Check*, *The Art of the Start*, *Rules for Revolutionaries*, *How to Drive Your Competition Crazy*, *Selling the Dream*, and *The Macintosh Way*. Kawasaki has a B.A. from Stanford University and an MBA from UCLA as well as an honorary doctorate from Babson College.

Relevant Financial: Mr. Kawasaki is a guest speaker receiving an honorarium.

Relevant Non-Financial: Mr. Kawasaki is co-founder of Alltop.com and founding partner at Garage Technology Ventures.

**Gyl Kasewurm** **Au.D.** N/A

Gyl Kasewurm, Au.D., started Professional Hearing Services (PHS) in Saint Joseph, Mich., in 1983 immediately following graduation from Western Michigan with a master's degree in audiology. She then went on to earn her doctor of audiology degree from Central Michigan University. Her business ranks in the top one percent of audiology practices in the country and was featured on a PBS documentary sponsored by the Better Hearing Institute in 2006. Kasewurm is a past president of the Michigan Academy of Audiology and served on the American Academy of Audiology Executive Board. In addition, the American Academy of Audiology honored Kasewurm's innovations and contributions to the profession by presenting her with a Distinguished Achievement Award in 2007.

Relevant Financial: Dr. Kasewurm is a guest speaker receiving an honorarium.

Relevant Non-Financial: None

**Kendra Klemme** **B.A.** [kendra\\_klemme@starkey.com](mailto:kendra_klemme@starkey.com)

Kendra Klemme is the Director of Communications and Public Relations for Starkey Hearing Technologies. She is responsible for internal and external communication activities including media relations, social media and the quarterly *Innovations* publication. Klemme has nearly 15 years of experience in public relations and communications strategy and execution both in corporate and agency settings. She holds a bachelor's degree from the University of South Dakota and a Master of Business Communication from the University of St. Thomas.

Relevant Financial: Director of Communications and Public Relations, Starkey Hearing Technologies

Relevant Non-Financial: None

**Kenny Landherr** [kenny\\_landherr@starkey.com](mailto:kenny_landherr@starkey.com)

Since beginning his journey with Starkey in 1997, Kenny Landherr has held a number of positions in the finance group. Currently the Vice President of Administration and Credit, Landherr is in charge of ensuring that our operational processes and policies align with our business needs. Landherr holds an undergraduate degree in accounting and an MBA from the University of St. Thomas.

Relevant Financial: Vice President of Administration and Credit, Starkey Hearing Technologies

Relevant Non-Financial: None

**Jenna Lange****M.A.** [jenna\\_lange@starkey.com](mailto:jenna_lange@starkey.com)

Jenna Lange joined Starkey Hearing Technologies in 2012 and works as an expert in strategic marketing planning, execution and performance tracking. She is currently focused on developing customized marketing communication plans for small and large group private practices, hospitals and multi-specialty clinics. The marketing communications planning emphasizes brand awareness, patient engagement and financial return. Lange holds a Master of Business Communication degree from the University of St. Thomas.

Relevant Financial: Expert in Strategic Marketing Planning, Execution and Performance Tracking, Starkey Hearing Technologies  
Relevant Non-Financial: None

**Kristy Larson****MBA** [kristy\\_larson@starkey.com](mailto:kristy_larson@starkey.com)

Kristy Larson, Director of Talent Management, has worked at Starkey Hearing Technologies for more than 10 years. During this time, she has focused on increasing employee engagement and productivity through the effective attraction, retention and development of talented people. Focusing on serving customers, knowing the business, and continuously improving the company's methods, she plans for Starkey Hearing Technologies to continue to be recognized as a "Great Place to Work and Grow." Larson has passion for empowering people to reach their potential. She earned her undergraduate degree in human resources management with a minor in training and development from Winona State University and her MBA at the University of St. Thomas.

Relevant Financial: Director of Talent Management, Starkey Hearing Technologies  
Relevant Non-Financial: None

**Mary Leisses****M.S.** [mary\\_leisses@starkey.com](mailto:mary_leisses@starkey.com)

Mary Leisses joined Starkey as Director of Customer Service and Education for Audibel in June 2006. Mary has more than 15 years of experience in the hearing healthcare and bio-medical fields. She has worked in clinical practice for major hearing aid manufacturers and for bio-tech firms. Her background includes product development, project management and training and education. Her personal areas of interest focus on aural rehabilitation and the successful coupling of technology with human lives. She obtained her B.S. from university of Wisconsin-Whitewater and her M.S. from University of Wisconsin-Stevens Point.

Relevant Financial: Manager, Education and Training For Exclusive Network Partners, Starkey Hearing Technologies  
Relevant Non-Financial: None

**Phil Lyons****B.A.** [phil\\_lyons@starkey.com](mailto:phil_lyons@starkey.com)

Joining Starkey Hearing Technologies in 1990, Phil Lyons is currently the Vice President of International Operations. Lyons is responsible for sales, marketing, product development for international markets, starting new facilities in new markets and resolving issues regarding IT, production, sales, marketing, logistics, and finance via working with key members of each area. Lyons received his Bachelor of Arts Degree in Political Science from the University of Minnesota.

Relevant Financial: Vice President of International Operations, Starkey Hearing Technologies  
Relevant Non-Financial: None

**Chris McCormick****B.A.** [chris\\_mccormick@starkey.com](mailto:chris_mccormick@starkey.com)

Since beginning with the company more than 15 years ago, he has held several positions within the sales and customer organizations including Sales Representative, Midwest Regional Sales Director, Senior Director of Sales Operations and Customer Service and Senior Director of Marketing and Communications. Today, McCormick oversees the wide variety of internal and external marketing and communication activities for Starkey Hearing Technologies including business-to-business relations with customers, retail marketing activities, public relations, social media and website development. He holds a Bachelor's degree in marketing from the Herberger College of Business at St. Cloud State University.

Relevant Financial: Vice President of Marketing, Starkey Hearing Technologies  
Relevant Non-Financial: None

**Larry Miller**[larry\\_miller@starkey.com](mailto:larry_miller@starkey.com)

Larry Miller began with Starkey Hearing Technologies in 1987 as an HR Assistant and currently holds the position of Senior Vice President of Human Resources. His responsibilities include recruiting, benefits, payroll, commercial insurance, health and safety, training, and employee relations. Prior to joining Starkey Hearing Technologies, Miller was the Associate Director of the Better Hearing Institute in 1979-1980 and the Manager of Information Services at the AG Bell Association in 1975-1979. Miller received his Bachelor of Arts in humanities/journalism from the University of Pittsburgh and his Master of Science in information sciences from the University of Wales, Aberystwyth, Wales.

Relevant Financial: Senior Vice President of Human Resources, Starkey Hearing Technologies  
Relevant Non-Financial: None

**Maggie Miller****B.A.** [maggie\\_miller@starkey.com](mailto:maggie_miller@starkey.com)

Maggie Miller is a Medical Business Consultant with Starkey Hearing Technologies. She works exclusively with the Starkey Medical Partner Network and is involved in strategic planning, business development, and execution of initiatives for network partners. Miller has been with the company for more than three years and has gained experience in retail marketing, performance tracking and asset development. Miller holds a B.A. in journalism and a minor in business marketing from the University of Iowa.

Relevant Financial: Medical Business Consultant, Starkey Medical Partner Network, Starkey Hearing Technologies  
Relevant Non-Financial: None

**Scott Nelson** **B.S.** [scott\\_nelson@starkey.com](mailto:scott_nelson@starkey.com)

Scott Nelson is currently CFO at Starkey Hearing Technologies. He has held a variety of management positions during his career at the company, including Director of Cost Management and Worldwide Controller. Nelson used his international experience to develop his skills and take over all aspects of the Finance and Accounting functions of Starkey Hearing Technologies' global operations. Today, he helps guide the company's expansion into new markets as an officer of the company. Nelson has a Bachelor of Science Degree in accounting from the University of Minnesota and a master's degree in finance from St. Thomas University.

Relevant Financial: Chief Financial Officer, Starkey Hearing Technologies  
Relevant Non-Financial: None

**Carol Olson** **B.A.** [margaret\\_bruch@starkey.com](mailto:margaret_bruch@starkey.com)

Carol Olson is the Director of Consumer and Digital Marketing for Starkey Hearing Technologies. She has more than 20 years of consumer, channel and digital marketing experience across retail, services and consumer goods industries. Olson is responsible for the development of national consumer communications strategies and programs to support product launches, corporate lead generation and retail marketing initiatives. She also leads the development of the company's corporate Internet strategy and digital marketing including B2B and B2C website development, web analytics and all SEO initiatives. Olson holds a bachelor's degree from Michigan State University - East Lansing, Michigan.

Relevant Financial: Director of Consumer and Digital Marketing, Starkey Hearing Technologies  
Relevant Non-Financial: None

**Jessica Perez** **B.A.** [jessica\\_perex@starkey.com](mailto:jessica_perex@starkey.com)

Jessica Perez is the Manager of R&D and Technical Recruiting at Starkey Hearing Technologies. She is responsible for aligning best-in-class recruitment practices worldwide. She has more than 14 years of recruitment experience specifically in the medical device, biotechnology and high technology sectors in both corporate and retained executive search settings. She holds a bachelor's degree in business management with honors from Saint Mary's College of California and is pursuing her master's degree in Organizational and Change Leadership at the University of St. Thomas.

Relevant Financial: Manager of R&D and Technical Recruiting, Starkey Hearing Technologies  
Relevant Non-Financial: None

**Paul Pessis** **Au.D.** **N/A**

Paul Pessis, Au.D., owns North Shore Audio-Vestibular Lab in Highland Park, Ill. In addition to practicing audiology for 30 years, he teaches at Rush and Northwestern Universities. Pessis is a past president of the American Academy of Audiology (AAA) and a past chair of the AAA Reimbursement and Governmental Relations Committees. Pessis has twice received the AAA Presidential Distinguished Service Award for his contributions to the profession. He is a founding member of the Illinois Academy of Audiology (ILAA), has received the ILAA Honors of the Association, and recently received the President's Special Recognition Award. Pessis has lectured nationally regarding reimbursement and has authored many articles, papers and book chapters regarding this topic.

Relevant Financial: Dr. Pessis is a guest speaker receiving an honorarium.  
Relevant Non-Financial: Dr. Pessis is the owner of North Shore Audio-Vestibular Lab.

**Carolyn Pinkerton** **Au.D.** [carolyn\\_pinkerton@starkey.com](mailto:carolyn_pinkerton@starkey.com)

Carolyn Pinkerton joined Starkey Hearing Technologies in 2012 in the Education and Training Department. She is a graduate of Northeastern University's Doctorate of Audiology Program. She has completed residencies at several Ear, Nose and Throat offices in Massachusetts as well as the VA Hospital in Boston. Dr. Pinkerton completed a year-long externship at a busy private practice in Syracuse, NY area where she saw a full range of patients from newborns to geriatric and took part not only in comprehensive audiological examinations and fitting of appropriate hearing technology, but also in vestibular, central auditory processing and advanced evoked potential diagnostics.

Relevant Financial: Audiologist, Education and Training, Starkey Hearing Technologies  
Relevant Non-Financial: None

**Lindsay Prusick** **Au.D.** [lindsay\\_prusick@starkey.com](mailto:lindsay_prusick@starkey.com)

Lindsay Prusick is an Audiologist in the Education and Training Department at Starkey Hearing Technologies. Formerly, Dr. Prusick worked at the University of Iowa as a Research Associate and was responsible for running and coordinating

all research studies for the Speech Perception Laboratory. She earned her Au.D. from Purdue University and a B.A. from the University of Iowa. Dr. Prusick is a member of the American Speech-Language-Hearing Association and a fellow of the American Academy of Audiology.

Relevant Financial: Audiologist, Education and Training, Starkey Hearing Technologies

Relevant Non-Financial: None

### **Dan Quall**

**M.S.** [dan\\_quall@starkey.com](mailto:dan_quall@starkey.com)

Dan Quall grew up in the hearing industry and has a wealth of experience from both the private practice and industry sides of the business. He received his M.S. from Western Oregon University and owned and operated a number of audiology clinics in the Pacific Northwest in the 1980s. Following his stint in private practice, Quall served in executive roles at the Sonus Network and the Right Hear Network. His current role focuses on developing network programs and strategies for Starkey Hearing Technologies.

Relevant Financial: Managing Director of Starkey Hearing Alliance, Starkey Hearing Technologies

Relevant Non-Financial: None

### **Bill Rancic**

**N/A**

Several years after his introduction to America as Donald Trump's original "Apprentice," Bill Rancic continues his commitment to entrepreneurship throughout the country. Today, he is building businesses, seizing opportunities and sharing his views on how to succeed in business and in life. Currently, Rancic is developing real estate in Chicago, producing and appearing in several television programs and speaking to businesses and organizations on motivational and business topics. He also regularly appears in The Board Room on NBC's primetime show "The Apprentice," Style Network's reality series "Giuliana and Bill" and is the executive producer of Discovery Channel's "Airplane Repo." He is also a published author with two books: Beyond The Lemonade Stand and You're Hired: How To Succeed In Business and Life From The Winner Of The Apprentice. Highly engaged in charitable activities, Rancic was recently named national spokesperson for Gradient Gives Back – a program awarding financial makeovers to deserving families during today's challenging economic climate. He is also an active board member for the Mercy Home for Boys and Girls.

Relevant Financial: Mr. Rancic is a guest speaker receiving an honorarium.

Relevant Non-Financial: Mr. Rancic is the winner of "Apprentice" and the star of "Giuliana and Bill" on Style Network.

### **Tonya Reiman**

**N/A**

Tonya Reiman is a Fox News Channel contributor, a WPIX Channel 11 Reporter, one of Dr. Drew's Official Lifechangers a keynote speaker, consultant and corporate trainer. In addition, she has authored three books: The Power of Body Language, The YES Factor and The Body Language of Dating. Reiman has provided expert body language analysis and knowledge of communication in print, radio and various TV media such as Fox News Channel, The Today Show, Good Morning America, Access Hollywood, EXTRA and Fast Money. She is a weekly guest on "The O'Reilly Factor" as well as a "PIX 11" commentator. Furthermore, she contributes to articles on body language and persuasion which are featured in prints such as Cosmopolitan, Time Magazine, US Weekly, The Wall Street Journal, The New York Times, Men's Health, Women's Health and Woman's World.

Relevant Financial: Ms. Reiman is a guest speaker receiving an honorarium.

Relevant Non-Financial: Ms. Reiman is a guest contributor to TV and author of three books.

### **Rick Rittmaster**

[Rick\\_rittmaster@starkey.com](mailto:Rick_rittmaster@starkey.com)

Rick Rittmaster is a Training Professional with the Learning & Organizational Development team in Human Resources. Rittmaster has been with Starkey Hearing Technologies for three years, initially learning how the company operates as a business from his time in Customer Relations. In his current role as Training Professional, Rittmaster provides hands-on support to internal teams and employees in the areas of skill and talent development. Core to his mission: when people are more effective in their roles and at working with others, Starkey Hearing Technologies becomes a stronger, more productive company. Specifically, Rittmaster helps manage and deliver training around SuccessFactors, innovation practices, new hire orientation and employee career planning. Additionally, Rittmaster assists in delivering the company's internal management development series, Managers Manage. He holds a bachelor's degree in psychology from Gustavus Adolphus College and a master's in organizational psychology from the Adler School.

Relevant Financial: Training Professional, Learning & Organizational Development Team, Starkey Hearing Technologies

Relevant Non-Financial: None

### **Michael Rosenblatt**

**Au.D.** [michael\\_rosenblatt@starkey.com](mailto:michael_rosenblatt@starkey.com)

Michael Rosenblatt is an Audiologist for Networks at Starkey Hearing Technologies. Dr. Rosenblatt has over 30 years of industry and speaking experience. He has worked primarily in hearing instrument manufacturer and distributor-supplier settings in areas of product management, training and customer support. He received his M.A. from Michigan State University and his Au.D. from Arizona School of Health Sciences. Dr. Rosenblatt's background includes product management, education and training, technical support and managing a corporate training department. Dr. Rosenblatt has presented at numerous state, national and international professional associations and congresses.

Relevant Financial: Audiologist, Education and Training, Starkey Hearing Technologies  
Relevant Non-Financial: None

**Jerry Ruzicka** MBA [jerry\\_ruzicka@starke.com](mailto:jerry_ruzicka@starke.com)

Jerome C. (Jerry) Ruzicka joined Starkey Hearing Technologies in August of 1977. Serving in various positions in repair services, materials, manufacturing and engineering, Ruzicka became President of Starkey Hearing Technologies in January 1998. With a master's degree in Business Management, Jerry has served in a variety of board positions including: Chairman of the Board of the Minnesota Council for Quality, HIA chairman, HIMSA Chairman, EHIMA Board of Directors, HIMPP Board of Directors, Envoy Medical Board and Wilson Tool Board.

Relevant Financial: President, Starkey Hearing Technologies  
Relevant Non-Financial: None

**Brandon Sawalich** [brandon\\_sawalich@starkey.com](mailto:brandon_sawalich@starkey.com)

Brandon L. Sawalich has been with Starkey Hearing Technologies since 1994, when he started his career as an Inside Sales Executive. Since then, he has built expertise in nearly all aspects of sales and marketing in the hearing industry and today leads Starkey Hearing Technologies' Sales, Marketing and Customer Relations teams. He is responsible for helping move the company forward through strategic development, as well as planning and executing key growth initiatives. Additionally, he is charged with building and strengthening relationships with customers. In his leadership roles, Sawalich has helped the company achieve overall growth and has built excellent teams to tackle the challenges customers and patients face every day.

Relevant Financial: Senior Vice President of Sales, Marketing & Customer Relations, Starkey Hearing Technologies  
Relevant Non-Financial: None

**Randy Schoenborn** B.S. N/A

Randy Schoenborn owns and operates more than 50 NewSound Hearing Aid Centers in Texas, having grown the business from three locations in 2002. Formerly, Schoenborn spent 19 years with Starkey Hearing Technologies in a variety of roles including hearing aid technician, sales representative, regional manager, national sales managers and facilities general manager. A husband and father of three, Schoenborn earned a B.S. in liberal arts from Oregon State University and has served on the Board of the Texas Hearing Aid Association and the Hearing Health International Institute. He is currently a Starkey Hearing Foundation board member.

Relevant Financial: Mr. Schoenborn is guest speaker receiving an honorarium.  
Relevant Non-Financial: Mr. Schoenborn is a board member of the Starkey Hearing Foundation and owns and operates more than 50 NewSound Hearing Aid Centers in Texas.

**Kate Simek** [jeremey\\_swanson@starkey.com](mailto:jeremey_swanson@starkey.com)

Kate Simek joined Starkey Hearing Technologies in 2007 with a background in advertising, strategy development and brand marketing. Prior to that, she worked in advertising on brands such as Porsche Cars North America and Northwest Airlines. Since starting her career at Starkey Hearing Technologies, she has lead both Product Marketing and Brand Marketing teams. In her current role as Director of Professional Marketing, she oversees product launches, brand development and strategy, business-to-business marketing activities and corporate international marketing efforts. She holds a bachelor's degree in psychology from Dickinson College in Carlisle, Penn.

Relevant Financial: Director of Professional Marketing, Starkey Hearing Technologies  
Relevant Non-Financial: None

**Simon Sinek** N/A

Simon Sinek is an optimist. He believes in a bright future and our ability to build it together. Described as "a visionary thinker with a rare intellect," Sinek teaches leaders and organizations how to inspire people. With a bold goal to help build a world in which the vast majority of people go home everyday feeling fulfilled by their work, Sinek is leading a movement to inspire people to do the things that inspire them. A trained ethnographer and author of *Start With Why: How Great Leaders Inspire Everyone to Take Action*, Sinek has held a life-long curiosity for why people and organizations do the things they do. He is best known for discovering the Golden Circle and popularizing the concept of Why, the purpose, cause or belief that drives every one of us. The Golden Circle is a naturally occurring pattern, grounded in the biology of human decision making, that explains why we are inspired by some people, leaders, messages and organizations over others. Sinek shares his optimism with all who will listen. He speaks around the globe and has commented for local and national press, including *The New York Times*, *Wall Street Journal*, *The Washington Post*, *Houston Chronicle*, *Fast Company*, *CMO Magazine*, *NPR* and *BusinessWeek*. Sinek is a regular contributor to *The Huffington Post*, writes his own blog, [simonsinek.com](http://simonsinek.com) and makes regular guest appearances on MSNBC's *Your Business*, among others.

Relevant Financial: Mr. Sinek is a guest speaker receiving an honorarium.  
Relevant Non-Financial: Mr. Sinek is the author of *The Golden Circle*.

**Calvin Trepp**

N/A

Calvin has spent his entire professional career dedicated to the hearing aid industry. He spent 24 years working at the manufacturing level in manufacturing, sales and marketing, and the last six years in retail. Trepp purchased three retail offices in August 2007, which he is currently operating. He completed a two-year program in electronics and a two-year program in management to augment his education.

Relevant Financial: Mr. Trepp is a guest speaker receiving an honorarium.

Relevant Non-Financial: Mr. Trepp owns an Audibel Hearing Centers in North Iowa.

**Donald Trump**

N/A

A schoolboy's dream...a competitor's challenge. Donald J. Trump is the very definition of the American success story, continually setting the standards of excellence while expanding his interests in real estate, gaming, sports, and entertainment. He is the archetypal businessman – a deal maker without peer and an ardent philanthropist. Mr. Trump started his business career in an office he shared with his father in Sheepshead Bay, Brooklyn, New York. He worked with his father for five years, where they were busy making deals together. Mr. Trump has been quoted as saying, “My father was my mentor, and I learned a tremendous amount about every aspect of the construction industry from him.” Likewise, Fred C. Trump often stated that “some of my best deals were made by my son, Donald...everything he touches seems to turn to gold.” Mr. Trump then entered the very different world of Manhattan real estate. In New York City and around the world, the Trump signature is synonymous with the most prestigious of addresses. Among them are the world-renowned Fifth Avenue skyscraper, Trump Tower, and the luxury residential buildings, Trump Parc, Trump Palace, Trump Plaza, 610 Park Avenue, The Trump World Tower (the tallest building on the East Side of Manhattan), and Trump Park Avenue. An accomplished author, Mr. Trump's 1987 autobiography, *The Art of the Deal*, became one of the most successful business best-sellers of all time, having sold in excess of three million copies, and being a New York Times number one best-seller for many weeks. The sequel, *Surviving at the Top*, was on The New York Times best-seller list and was also a number one best-seller as was his third book, *The Art of the Comeback*. Mr. Trump has authored a number of other books as well. By January of 2004, Mr. Trump had joined forces with Mark Burnett Productions and NBC to produce and star in the television reality show, *The Apprentice*. This quickly became the number one show on television, making ratings history and receiving rave reviews. A native of New York City, Mr. Trump is a graduate of The Wharton School of Finance. Involved in numerous civic and charitable organizations, he is a member of the Board of Directors for the Police Athletic League. Mr. Trump also serves as a Chairman of the Donald J. Trump Foundation as well as Co-Chairman of the New York Vietnam Veteran's Memorial Fund.

Relevant Financial: Mr. Trump is a guest speaker receiving an honorarium.

Relevant Non-Financial: Mr. Trump is the host of the TV show *The Apprentice*.

**Richard Tyler**

Ph.D.

N/A

Richard Tyler, Ph.D., was trained as a clinical audiologist at The University of Western Ontario and then completed a Ph.D. in Psychoacoustics and the University of Iowa. He worked initially at the Institute of Hearing Research in the United Kingdom and is currently a professor in both the Department of Otolaryngology - Head & Neck Surgery and in Communication Sciences and Disorders at the University of Iowa. His work includes the quantification of tinnitus as well as the investigation of different treatments. Tyler sees tinnitus patients weekly and hosts an annual Tinnitus Treatment Workshop. He has edited *The Tinnitus Handbook* (2000), *Tinnitus Treatments: Clinical Protocols* (2006), and *The Consumer Handbook on Tinnitus* (2008). He has served as a consultant/committee member for the Food and Drug Administration, the Veteran's Administration, the World Health Organization, The Institute of Medicine, The National Institutes of Health and the Federal Trade Commission.

Relevant Financial: Dr. Tyler is a guest speaker receiving an honorarium.

Relevant Non-Financial: Dr. Tyler is the professor of University of Iowa and published several handbooks and protocols on tinnitus.

**Susie Valentine**

Ph.D.

[susie\\_valentine@starkey.com](mailto:susie_valentine@starkey.com)

Susie Valentine, Ph.D., is a Research Audiologist at the Starkey Hearing Technologies. She holds a certificate of clinical competence in audiology from the American Speech-Language-Hearing Association and is a fellow of the American Academy of Audiology. Since coming to Starkey Hearing Technologies, she has worked in multiple aspects of hearing aid research including algorithm research and software research. Additionally, she has continued to conduct research designed to better understand hearing loss. Her main interest lies in understanding the sound segregation abilities of hearing impaired listeners and how amplification influences sound segregation for those listeners. Valentine holds a bachelor's from Lenoir-Rhyne University, a master's in audiology from the University of Tennessee and a Ph.D. in Hearing Science from Indiana University.

Relevant Financial: Research Audiologist, Starkey Hearing Technologies

Relevant Non-Financial: None

**Dennis VanVliet**

Au.D.

[dennis\\_vanvliet@starkey.com](mailto:dennis_vanvliet@starkey.com)

Dennis Van Vliet, Au.D., has worked as an audiologist in medical, educational and private practice settings. Professional

activities have included formation of the Independent Hearing Aid Fitting Forum, a volunteer study group that developed a comprehensive hearing aid fitting protocol for nonlinear hearing aids. He has been invited as a speaker in the U.S., Canada and Germany to present information on a variety of hearing aid technology topics and other professional issues. Van Vliet earned a B.S. from the University of California, Irvine, his master's in audiology from California State University and an Au.D. from Central Michigan University.

Relevant Financial: Director of Professional Relations, Starkey Hearing Technologies  
Relevant Non-Financial: None

**William Vass** **Au.D.** N/A

William Vass, Au.D., owns a private practice in Canberra, Australia. He has been in the hearing aid industry for more than 30 years in a variety of capacities including audiology, sales and marketing, and technical services. Vass holds Bachelor of Fine Arts and master's in audiology degrees from West Virginia University and an Au.D. from Central Michigan University. He has contributed to a number of research papers on a variety of hearing aid and fitting topics.

Relevant Financial: Dr. Vass is a guest speaker receiving an honorarium.  
Relevant Non-Financial: Dr. Vass is the owner of Hearing Aid Specialists, Canberra, Australia.

**Laura Woodworth** **Au.D.** [laura\\_woodworth@starkey.com](mailto:laura_woodworth@starkey.com)

Laura Woodworth, Au.D., joined Starkey Hearing Technologies in 1996. During her time at the company, she has worked in various roles including customer service, education and training, and product management. She also has spent time fitting hearing aids in a clinical setting. Woodworth earned her M.A. in audiology from the University of Texas at Austin and then followed that with her Au.D. from A.T. Still University.

Relevant Financial: Product Manager, Starkey Hearing Technologies  
Relevant Non-Financial: None

END SPEAKER BIOGRAPHIES AND

DISCLOSURES

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Board Hours | CEUs

ASHA



Starkey Hearing Technologies 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. See course information for number of ASHA CEUs, instructional level and content area. ASHA CE Provider approval does not imply endorsement of course content, specific products or clinical procedures.

This course is offered for 2.0 ASHA CEUs (Intermediate Level, Related Area)

I.H.S.



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

AHIP



Approved for 20 hours or 2.0 | 20.0 CEUs; only 6 may be used for license renewal

- Arkansas Approved for up to 18 hours
- Arizona Approved for up to 20 hours or 2.0 | 20.0 CEUs; only 4 may be used for license renewal
- California Approved for up to 12 hours or 1.2 | 12.0 CEUs
- Florida Approved for up to 20 hours or 2.0 | 20.0 CEUs; Starkey Hearing Technologies Provider Number: 50-1884
- Kansas Approved for up to 16 hours or 1.6 | 16.0 CEUs; LTS: S1224
- Louisiana Approved for up to 20 hours or 2.0 | 20.0 CEUs
- New York Approved for up to 20 hours or 2.0 | 20.0 CEUs
- North Carolina Approved for up to 14 hours or 1.4 | 14.0 CEUs
- South Carolina Approved for up to 20 hours or 2.0 | 20.0 CEUs
- Texas Approved for up to 20 hours or 2.0 | 20.0 CEUs

Participant name badges contained an RF Tag to track session attendance. General Session attendance was scanned automatically via tower scanners. Breakout session attendance was scanned manually by student volunteers prior to the start of each attended session.

END CEU INFORMATION