



# TOMORROW STARTS TODAY CONFERENCE

COURSE DATES: VARIOUS

## COURSE ABSTRACT AND LEARNING OUTCOMES

**Course Abstract:** Attendees learned the differences between technology levels, advanced features and wireless accessories and how they are important to meeting patient needs. This course discussed how to manage the amplification selection process and adjustment period to lead to patient success. This course reviewed product technology in patient-benefit terms.

**Learning Outcomes:** At the end of this session, the participant will be able to:

1. List two benefits of implementing evidence-based design in hearing aids
2. Select the most appropriate technology to meet patient's communication and lifestyle needs
3. Identify at least two strategies for engaging the patient throughout the fitting process
4. Demonstrate wireless technology to the patient
5. Determine how to select the most appropriate wireless protocol to meet patient needs
6. List two strategies to customize your counseling and messaging to be more relevant to the patient
7. List two support services available to improve the patient journey
8. Identify two techniques available to increase patient outcomes
9. Identify three key questions to ask to pinpoint the cause of the patient report
10. List at least two new in-office materials to help maximize Foundations in your practice

End Course Abstract and Learning Outcomes

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# TOMORROW STARTS TODAY CONFERENCE

SPEAKER BIOS AND DISCLOSURES

SPEAKER BIOGRAPHIES AND DISCLOSURES

**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, Audiology Research for Starkey Hearing Technologies  
 Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**Kyle Acker** Au.D. [Kyle\\_acker@starkey.com](mailto:Kyle_acker@starkey.com)

Kyle Acker, Au.D., is an audiologist and Manager of the Education and Training team at Starkey Hearing Technologies. Dr. 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. Dr. Acker is a passionate supporter of the Starkey Hearing Foundation.

Relevant Financial: Manager, Education and Training Department, Starkey Hearing Technologies  
 Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**Jennifer Anderson** Au.D. [jennifer\\_anderson@starkey.com](mailto:jennifer_anderson@starkey.com)

Jen Anderson joined Starkey Hearing Technologies as Manager of Education and Training with Micro-Tech in January 2007. After spending over 3 years as a Field Technology Specialist on the Starkey Sales Team, she returned to Education and Training with the Network Team in 2014. Dr. Anderson has presented Conferences on technology and product as well as fitting strategies, in addition to spending countless hours in clinic settings with individual clinicians. Her clinical experience includes hospital, private practice and ENT settings. Dr. Anderson has earned her M.S. in Audiology from Wayne State University, in Detroit, MI and her Au.D. through Salus University.

Relevant Financial: Network Education and Training Audiologist  
 Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**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

**Eric Barrett** B.S. [Eric\\_barrett@starkey.com](mailto:Eric_barrett@starkey.com)

Eric Barrett is a Field Technology Specialist with Starkey Hearing Technologies. He covers accounts in MN, WI, ND and MI and assists customers in strategic planning, business development and product and software training. Eric has been with the company since 2009 and has gained experience in consultative sales training, advanced fitting software solutions, performance

tracking and business development. Eric holds a B.S. in political science from St. Cloud State University.

Relevant Financial: Field Technology Specialist

Relevant Non-Financial: None

**Kate Braschayo** **B.D.** [Kate\\_braschayko@starkey.com](mailto:Kate_braschayko@starkey.com)

Kate M. Braschayko studied Communications and Journalism Specializing in Media Studies and minored in Business at the University of St. Thomas in St. Paul, Minnesota. After graduation, Kate started her career in medical device sales as an Inside Sales Representative with Starkey Hearing Technologies and has been with the company since 2007. IN September of 2010, she was promoted to the Field Sales Executive position and was serving the states of IL and MO. Early 2013, Kate was promoted to the position of Corporate Network Development Manager. She is responsible for the growth and management of the Marcon, Gillum and AuDConnex accounts within our strategic partner group. Kate continues to expand her knowledge in audiology through industry periodicals, The Starkey Audiology Series, staff training and Starkey Innovation Summits. She has gained great practical audiology applications through office visits to her customers. Kate's greatest attributes are her passion and energy for helping others. She is devoted to providing her customers and their patients with the best service possible and ensuring they have all the tools they need to be successful. Kate acts as one of Starkey's social media experts. She resides in Minneapolis, MN and her personal passions include travel, sports, fashion and golf.

Relevant Financial: Corporate Network Development Manager for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**David Brassine** **M.A.** [Dave\\_brassine@starkey.com](mailto:Dave_brassine@starkey.com)

Dave Brassine is the Regional Sales Manager for Starkey's Central Region. He began his hearing instrument dispensing career in 1983 at this family's practice in West Virginia. Dave made the transition to the manufacturing side of the business in 1986. Over the last 28 years he has held numerous positions in sales, sales management and practice development for major hearing instrument manufacturers. Dave resides in McKinney, TX and is married to Liz, a private practice audiologist.

Relevant Financial: Regional Sales Manager for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**Allison Brown** **B.B.A.** [Allison\\_brown@starkey.com](mailto:Allison_brown@starkey.com)

Allison joined Starkey Hearing Technologies in 2012. She is currently a Field Technology Specialist covering the new York City Metro market. Prior to her employment at Starkey, Allison opened and operated Southpoint Hearing Center, a hearing aid practice for a prominent ophthalmologist in Jacksonville, FL. She had previously dispensed hearing aids at Advanced Hearing Centers in St. Augustine, FL and U.S. Hearing Aid Centers in Ormond Beach FL. Allison earned her Bachelors of Business Administration degree from Florida Atlantic University in Boca Raton, FL. She has been Board Certified in Hearing Instrument Sciences (BC-IHS) since 2008.

Relevant Financial: Territory Account Executive for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the 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 in the Exclusive Networks Education and Training department. 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 Conferences and managed multiple service centers. Education includes Board Certification in 1991, as well as on-going CEU certification. She has worked with programmable and digital technology since 1987. She has been an accredited speaker since 1988 and has conducted numbers training Conferences and classes at regional and state meetings.

Relevant Financial: Trainer, Exclusive Networks Education and Training for 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 Conferences 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: Supporter of the Starkey Hearing Foundation

**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, earning a B.S. in engineering at their College of Engineering. He went on to earn an M.S. and Ph.D. in acoustics from the Pennsylvania State University, where he worked on acoustic holography methods and directional hydrophone arrays for submarines. Since joining Starkey Hearing Technologies, Dr. Burns has authored more than thirty patent disclosures. He especially enjoys peaceful evenings playing DeBussy Preludes after the kids have been put to bed.

Relevant Financial: Principal, Engineering for Starkey Hearing Technologies

Relevant Non-Financial: Patent holder for multiple patents, product and software development project team member for Starkey Hearing Technologies and Supporter of the Starkey Hearing Foundation

**Robert Cale** **Au.D.** [Robert\\_cale@starkey.com](mailto:Robert_cale@starkey.com)

Robert Cale is a graduate of West Virginia University, where he obtained a Bachelor's of Science in Speech Pathology and Audiology in 2007 and a Doctorate of Audiology in 2011. Dr. Cale's clinical experience has been focused in private practice. His experiences have provided him exposure to the American and Canadian healthcare systems specific to private practice audiology in Pittsburgh, PA and as a clinical manager in Calgary, AB, Canada.

Relevant Financial: Field Technology Specialist for Starkey Hearing Technologies

Relevant Non-Financial: None

**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 covering OH, IL and KY. In 2008, he joined the Education and Training Department. Current duties include leading training classes for Starkey staff and customers., developing training materials and overseeing Starkey's Audiology Online and e-learning initiatives. 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. In October of 2013 he earned his Au.D. from A.T. Still University. Luis is married with three children and resides in Bloomington, IN.

Relevant Financial: Education and Training Audiologist for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**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 as Education and Training Audiologist, Dr. Cowley develops staff and customer training materials and has presented on a variety of topics related to amplification and digital signal processing and coordinates the continuing education program. Prior to joining Starkey Hearing Technologies, she 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 Administrator, Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**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

**Linda Daily** **Au.D.** [Linda\\_daily@starkey.com](mailto:Linda_daily@starkey.com)

Linda Daily joined the Education and Training department at Starkey Hearing Technologies as a trainer in March of 2008. She arrived with over 20 years of experience as an audiologist in a dispensing private practice setting, a college instructor, educational audiologist and community speaker with a passion for finding solutions for those with hearing loss. She received her B.S. in Speech Pathology/Audiology-University of Oregon, her M.A. from California State University, Long Beach and the Au.D. through Salus University. Her current position is within the sales team as a Senior Field Technology Specialist.

Relevant Financial: Senior Field Technology Specialist for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**Mike Dalton**[Mike\\_dalton@starkey.com](mailto:Mike_dalton@starkey.com)

Mike Dalton is the Director of Retail Marketing at Starkey Hearing Technologies. He has more than two decades of industry experience, having worked in various sales, marketing and leadership positions within Starkey Hearing Technologies. His experience lies in building and driving sales, as well as delivering strong marketing tools to further develop the hearing practice. Mike has presented for audiences as large as four thousand, consistently delivering an engaging and passionate message with a call to action. Areas of special interest to Mike include layered marketing and social media's effect on business, as well as presenting customers with superior services experiences.

Relevant Financial: Director of Retail Marketing for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**Matt Davis**[Matt\\_davis@starkey.com](mailto:Matt_davis@starkey.com)

Matt Davis joined Starkey Hearing Technologies in 1997. His current position at Starkey is the Director of Regional Sales for the Central United States, where he is responsible for managing Central Region sales group and business development for the company. Before his tenure as a Director for the company, Matt worked in many different sales capacities for Starkey. Matt graduated from the University of Minnesota with a degree in Political Science.

Relevant Financial: Director of Regional Sales—Central US for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**Julie Davison**[julie\\_davison@starkey.com](mailto:julie_davison@starkey.com)

Julie Davison has worked at Starkey Hearing Technologies for 10 years in many different capacities. Starting out in the sales department, Julie moved to the Strategic Partners Group where she specializes in business growth with Networks and Buying Groups over the complete United States. Currently Julie is the Regional Sales Director for the West Coast responsible for Starkey's Better Hearing Initiatives in eleven of our western states.

Relevant Financial: Director of Regional Sales—Western US for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation and Member of an Advisory Committee

**Steve DeMari****M.S.**[Steve\\_demari@starkey.com](mailto:Steve_demari@starkey.com)

Steve has his Masters degree in Audiology from Syracuse University. He began his career as a research and clinical audiologist for the VA Medical Center in Long Beach, CA. He then spent a few years in private practice in Los Angeles before relocating to Chicago to manage an audiology/hearing aid and neonatal hearing screen program for a large private medical center. Soon after, he joined the hearing aid industry in 1996 as the Director of Government Services for Phonak and for the past 6 years has been Director of Government Sales for Starkey Hearing Technologies. He, his wife and three children reside in Naperville, IL, west of Chicago.

Relevant Financial: Director of Government Sales for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**Chris DiCapo****B.S.**[Chris\\_dicapo@starkey.com](mailto:Chris_dicapo@starkey.com)

Chris DiCapo began his professional career as a Territory Account Manager with Starkey in 2000. This sparked his interest in becoming a Certified Hearing Instrument Dispenser so he could experience changing people's lives by helping them hear better firsthand. In 2009, Chris earned his CHID license in the state of MN and worked for a local practice in the Twin Cities. Chris re-joined Starkey in 2012 and still maintains his license today. He currently resides in the Twin cities with his wife and bulldog names Dozer, and is expecting a baby in August 2014.

Relevant Financial: Territory Account Executive, Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**Danielle Dorn****B.A.**[Danielle\\_dorn@starkey.com](mailto:Danielle_dorn@starkey.com)

Danielle first joined Starkey Hearing Technologies in June of 2011 and her current role as Inside Account Executive focuses primarily on building and maintaining exemplary relationships with Starkey's VA Audiologists. She is passionate about moving this segment of Starkey business forward with consistent efforts to increase our VA customer's awareness of Starkey's current and future product offerings. She earned her B.A. in Biology from the University of Wisconsin-Eau Claire in 2004 and is honored to be in this industry serving audiologists and Veterans alike.

Relevant Financial: Government Account Executive for Starkey Hearing Technologies

Relevant Non-Financial: None

**Julie Dunphy****Au.D.**[julie\\_dunphy@starkey.com](mailto:julie_dunphy@starkey.com)

Julie Dunphy joined Starkey in March of 2006 and has served in several capacities including account executive, manager of customer service, and manager of training and technical support. Currently Dr. Dunphy is the territory manager for the West Central US. Prior to working at Starkey, she worked seven years in the VA hospital as an audiologist focusing on amplification as well as balance disorders. She received her Au.D. from the University of Florida in December 2003.

Relevant Financial: VA Territory Manager, West Central US for 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 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 American 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 Postdoctoral Fellow in psychology at the University of Minnesota.

Relevant Financial: Vice President Research for Starkey Hearing Technologies

Relevant Non-Financial: Patent holder and member of advisory committees for Starkey Hearing Technologies and Supporter of the Starkey Hearing Foundation

**Colleen Edwards** Au.D. [Colleen\\_edwards@starkey.com](mailto:Colleen_edwards@starkey.com)

Colleen Edwards joined Starkey Hearing Technologies in June 2013. Her current position at Starkey is that of Field Technology Specialist for Central Illinois and the Southern Missouri area. Prior to Starkey Hearing Technologies, Colleen practiced in the St. Louis area. Dr. Edwards maintains her Missouri hearing aid dispensing license first earned in 2011. She graduated from the University of Illinois in Champaign-Urbana, Illinois with a doctorate in Audiology.

Relevant Financial: Field Technology Specialist for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**Lee Elder** [Lee\\_elder@starkey.com](mailto:Lee_elder@starkey.com)

Lee Elder joined Starkey Hearing Technologies in March of 2012. His current position at Starkey is that of Field Technology Specialist for the Southeast (AL, MS, LA, FL). Prior to coming to Starkey, Lee owned his own dispensing practice for seven years in Nashville, TN. Lee first earned his Tennessee hearing aid dispensing license in 2005.

Relevant Financial: Field Technology Specialist for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**Casey Ellis** Au.D. [Casey\\_ellis@starkey.com](mailto:Casey_ellis@starkey.com)

Casey joined Starkey Hearing Technologies in 2010 as the Government Sales Executive for the Southwest US. She received her Au.D. degree in 2002 from the University of Louisville. Prior to her tenure with Starkey, Dr. Ellis worked clinically in private practice and spent four years in the medical device industry training audiologists to work with patients suffering from tinnitus. She has spoken at local, state and regional meetings presenting information on digital amplification, tinnitus and other related hearing healthcare topics. Casey resides in Dallas TX with her husband and son.

Relevant Financial: Government Services Territory Manager for 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: Vice President of Education and Audiology for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**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

**Lauren Fetting** B.A. [Lauren\\_fetting@starkey.com](mailto:Lauren_fetting@starkey.com)

Lauren joined Starkey Hearing Technologies in August of 2011 as an Account Executive for the Workshop Marketing Team and at the beginning of 2014 transferred into the role of Inside Government Account Executive for the East Coast Territory. In her new role, Lauren strives to bring the significance and expertise of Starkey to the VA and other Government entities by supplying a superior product and to resonate that Hearing Is Our Concern. Through her journey at Starkey, she has had the opportunity



to work with many different types of customers, which in turn has grown her awareness of how Starkey as a whole really takes pride in helping everyone. Lauren earned her B.A. in Communications from St. Cloud State University in 2004.

Relevant Financial: Inside Government Account Executive for East Coast U.S. for Starkey Hearing Technologies

Relevant Non-Financial: None

### Elizabeth Finch

**Au.D.** [Liz\\_finch@starkey.com](mailto:Liz_finch@starkey.com)

Liz Finch, Au.D., is an audiologist and Field Technology Specialist for the New England area with Starkey Hearing Technologies. Prior to joining the Starkey team, Dr. Finch worked as an audiologist at a large HMO clinic and in an ENT office where she provided services for diagnostics, amplification, and balance assessment and treatment and directed the marketing efforts related to audiology. Dr. Finch completed her B.S. in Communication disorders at the University of Massachusetts, her M.S. in Audiology at Arizona State University, and obtained her Au.D. through Pennsylvania College of Optometry's School of Audiology (now Salus University). She is board certified by the American Board of Audiology, a fellow of the American Academy of Audiology and a certified member of the American Speech-Language and Hearing Association. Her interests remain with rehabilitation and amplification as well as assisting with business growth

Relevant Financial: Field Technology Specialist for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

### Jim Flannigan

[jim\\_flannigan@starkey.com](mailto:jim_flannigan@starkey.com)

Jim Flannigan has 15 years of experience in the hearing healthcare industry. Since joining Starkey Hearing Technologies in 2010, Flannigan has worked as a Field Technology Specialist, where he prides himself on helping customers develop their business and attain practice goals. Throughout his career, Jim has spoken at numerous state and national conventions on many topics including hearing aid technology, verification and validation and various marketing topics.

Relevant Financial: Field Technology Specialist for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

### 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 participates 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

### Jessica Green

**Au.D.** [jessica\\_green@starkey.com](mailto:jessica_green@starkey.com)

Jessica Green graduated from the University of Pittsburgh in April 2006 with her Au.D. during this time she experienced a variety of audiology settings, including a VA hospital. Also during this time, she traveled twice to China in a visiting professor program to teach audiology to ENT students. After graduation, she practiced two years at the Baltimore VA where she established the Mid-Atlantic cochlear implant program. Dr. Green joined the Starkey Government Services team in July 2007, where she is a Government Sales Executive for the Eastern US. Currently, Dr. Green resides in the Baltimore, MD area.

Relevant Financial: Trainer and Technical Support, Audibel, Starkey Hearing Technologies

Relevant Non-Financial: None

### Judy Grobstein

**Au.D.** [judy\\_grobstein@starkey.com](mailto:judy_grobstein@starkey.com)

Judy joined Starkey in February 2010 as the regional account manager for AudioSync Northeast territory. She transferred to the position of education and training audiologist in May 2011. Before joining Starkey, she was the director of the audiology department at a large ENT practice in the Washington D.C. metro area. Dr. Grobstein has over 15 years of experience in the clinical setting. Her clinical experiences include hearing aid fittings, comprehensive diagnostic testing on adult and pediatric patients, vestibular testing, evoked potentials and otoacoustic emissions testing. She received both her bachelor of science degree in speech pathology and audiology and her master's degree in audiology from Kent State University in Ohio before going on to receive her doctorate in audiology through Arizona School of Health Sciences in 2007. Dr. Grobstein currently resides in Washington D.C.

Relevant Financial: Education and Training Audiologist for Starkey Hearing Technologies  
Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**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

**April Guillaume** **B.A.** [April\\_guillaume@starkey.com](mailto:April_guillaume@starkey.com)

April Guillaume joined Starkey Hearing Technologies in 2010. Her current position at Starkey is that of Midwest Account Executive for Indiana and the Cincinnati, OH area. Prior to Starkey Hearing Technologies, April dispensed hearing aids at Avada Audiology and Hearing Care in the Twin Cities. April maintains her Minnesota hearing aid dispensing license first earned in 2006. She graduated from the University of St Thomas in Saint Paul, MN with a degree in Speech Communication.

Relevant Financial: Territory Account Executive for Starkey Hearing Technologies  
Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**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\\_hannandawkes@starkey.com](mailto:Andrea_hannandawkes@starkey.com)

Andrea Hannan Dawkes joined Starkey Hearing Technologies as an Education and Training Audiologist in November 2010. Prior to joining Starkey, her career focused on providing clinical services in a variety of audiology settings. Her background also includes work in the area of hearing aid research. Dr. Hannan Dawkes' current responsibility include assisting in the development of educational materials, leading training classes and assisting with course offerings available through Audiology Online. She earned her Master of Arts in Audiology from the University of Maryland at College Park and her Doctor of Audiology degree from the Arizona School of Health Sciences.

Relevant Financial: Education and Training Audiologist for 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

**Nicole Henning** **Au.D.** [Nicole\\_henning@starkey.com](mailto:Nicole_henning@starkey.com)

Nicole Henning, Au.D., received her undergraduate degree in 1999 from the University of Nebraska-Kearney where she majored in Communication Sciences and Disorders. After graduation she attended Nova Southeastern University in Ft. Lauderdale, FL where she completed her studies for the Doctor of Audiology degree in 2004. Her clinical externship was done in South Florida at the Veterans Administration and in the private sector from 2003-2004. After graduating with her Doctoral degree, Dr. Henning moved to Baltimore, MD where she practiced in the Glen Burnie office of Audiology Associates, Inc., until February 2011. Audiology Associates is the oldest private audiology practice in Maryland with seven locations throughout the Baltimore area. From 2004-2011, Dr. Henning specialized in the pediatric through geriatric assessment and treatment of hearing and balance disorders. She joined the Starkey sales team in February 2011 after moving to Greenville, SC. She is currently the Field Technology Specialist for NC, SC as well as Southern VA and WV. Dr. Henning is a member of the American Academy of Audiology and the Academy of Doctors of Audiology. She was a board member for the Maryland Academy of Audiology from 2006-2010, the convention chair in 2006 and was the MAA president in 2008.

Relevant Financial: Field Technology Specialist for Starkey Hearing Technologies  
Relevant Non-Financial: None

**Carol Hession**

Ph.D.

[Carol\\_hession@starkey.com](mailto:Carol_hession@starkey.com)

Carol Hession received her Ph.D. in Audiology from Purdue University and has been with Starkey Hearing Technologies since 2006. Dr. Hession has held a variety of clinical and faculty positions including 12 years as a clinical audiologist with the Department of Veterans Affairs. She has presented at state, regional and national meetings in the areas of amplification, digital technology, adult audiologic rehabilitation, professional issues and electronic medical record documentation.

Relevant Financial: Audiologist, Territory Manager, East Central US for Starkey Hearing Technologies

Relevant Non-Financial: Member of advisory committee and boards

**Alex Hogg**[Alex\\_hogg@starkey.com](mailto:Alex_hogg@starkey.com)

Alex Hogg has been with Starkey Hearing Technologies since 2009 when he joined the Market Development team. He has covered the Midwest in positions of Business Development, Inside Sales and as a Field Technology Specialist. His focus has been on patient satisfaction while helping practitioners grow their business. Hogg holds a B.S. in Management from Southern Illinois University-Carbondale.

Relevant Financial: Field Technology Specialist for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey hearing Foundation

**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: Chris Howes is the lead project manager for the Halo product

**Michele Hurley**

Au.D.

[Michele\\_hurley@starkey.com](mailto:Michele_hurley@starkey.com)

Michele Hurley joined Starkey Hearing Technologies in 1994. Dr. Hurley's current position is that of an Education and Training Audiologist. Prior to Starkey Hearing Technologies, Dr. Hurley practiced in a variety of Audiology settings, including ENT and private practice. Dr. Hurley maintains Audiology licenses in TX, AL, FL, PA, AR, CO, NE, MO and CA. She completed her Au.D. at A.T. Still University.

Relevant Financial: Education and Training Audiologist for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**Jill Jackson**[jill\\_jackson@starkey.com](mailto:jill_jackson@starkey.com)

Jill is excited to have recently joined the Starkey Government Services team as an Account Executive for the West Central territory. Jill became interested in the hearing industry in her 20's when it was discovered she had otosclerosis. Prior to joining Starkey, Jill worked at Sonus Network, Unitron Hearing and also as an On Air Personality in Radio Broadcasting. She attended school at Moorhead State University and Brown College.

Relevant Financial: Account Executive for West Central US for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**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

**Daniel Keller**

Au.D.

[Dan\\_keller@starkey.com](mailto:Dan_keller@starkey.com)

Daniel Keller, Au.D. joined Starkey in 2010 and is currently the Field Account Executive for UT, CO and WY. He holds a Doctor of Audiology degree from Utah State University. Prior to joining Starkey Hearing Technologies, Keller held positions as a clinical audiologist at the Vanderbilt Bill Wilkerson Center in Nashville, TN and Intermountain Medical Center in Salt Lake City, UT. Dr. Keller's clinical experience includes comprehensive vestibular assessment, intraoperative monitoring and hearing aid assessment and fitting.

Relevant Financial: Field Account Executive for Starkey Hearing Technologies

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

**James Knutsen** M.A. [jim\\_knutsen@starkey.com](mailto:jim_knutsen@starkey.com)

Jim has spent the past 30 years in this profession beginning at the Portland VA Medical Centers National Auditory Research Laboratory. His next position was at East Portland ENT Clinic where he was director of Audiology and hearing Aids for more than 14 years. In 2000 he joined Starkey as the Northwest Outside Representative and became the NW Managing Director in 2008. He took the role of Western US Sales Manager in 2011, which is his current position. He has served as the President of the Oregon Hearing Society, served on the Governor's Board for Hearing in Oregon and served on the Tristate (OR, WA, ID) Board of Governors.

Relevant Financial: Western US Regional Manager for Starkey Hearing Technologies  
 Relevant Non-Financial: Project Team Member for Starkey Hearing Technologies, Member of advisory committee and boards and Supporter of the Starkey Hearing Foundation

**Melissa Kreze** Au.D. [Melissa\\_kreze@starkey.com](mailto:Melissa_kreze@starkey.com)

Melissa Kreze joined Starkey Hearing Technologies in 2013 as a Field Technology Specialist. She is a graduate of the State University of New York at Buffalo's Doctorate of Audiology Program. She completed a year-long externship at a busy ENT and private audiology practice in NM where she saw a full range of patients from newborns to geriatric and too part not only in comprehensive audiological examinations and fitting of appropriate hearing technology, but also in vestibular, tinnitus and evoked potential diagnostics.

Relevant Financial: Field Technology Specialist for Starkey Hearing Technologies  
 Relevant Non-Financial: None

**Sarah Lewandowski** Au.D. [Sarah\\_lewandowski@starkey.com](mailto:Sarah_lewandowski@starkey.com)

Sarah Lewandowski joined Starkey Hearing Technologies in 2013. Her current position at Starkey is that of Education and Training Audiologist for the CO, UT, WY, MT, ID, OR and WA area. Prior to Starkey Hearing Technologies, Dr. Lewandowski worked at Denver Ear Associates in Colorado where she obtained extensive experience in diagnostic audiological evaluations, fitting hearing aids, surgical nerve monitoring and assessing balance disorders. Dr. Lewandowski graduated from the University of Illinois Urbana-Champaign with a Doctorate in Audiology in 2011. She holds a Certificate of Clinical Competence through American Speech, Language and Hearing Association and is a fellow of the American Academy of Audiology and Colorado Academy of Audiology.

Relevant Financial: Education and Training Audiologist for 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 20 years of experience in the hearing healthcare and bio-medical fields. She has worked in clinical practice for major hearing aid manufacturers and for biotech firms. 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, Exclusive Network Partners for Starkey Hearing Technologies  
 Relevant Non-Financial: Supporter of Starkey Hearing Foundation

**Kate Marr** Au.D. [Kate\\_marr@starkey.com](mailto:Kate_marr@starkey.com)

Kate Marr, CCC-A, Au.D. brings over 14 years of experience in the field of Audiology. Kate graduated from the University of Southern Mississippi and has worked in various markets around the Southeast. Dr. Marr resides in Atlanta GA with her family.

Relevant Financial: Field Technology Specialist for Starkey Hearing Technologies  
 Relevant Non-Financial: Patent holder for multiple patents, product and software development project team member for Starkey Hearing Technologies and Supporter of the Starkey Hearing Foundation

**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

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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

### Aaron McCrone

M.S.

[Aaron\\_mccrone@starkey.com](mailto:Aaron_mccrone@starkey.com)

Aaron McCrone graduated from the University of Nebraska-Lincoln in May, 2000 with his Master's of Science in Audiology. During this time he experienced a vast array of clinical settings ranging from a military hospital to an educational setting. After graduating, he moved to Everett, WA where he practiced for two years in a private practice setting. Mr. McCrone was a commercial sales manager in the industry from March 2002 through August 2007. During this time he spoke at state meetings and conducted community Conferences providing hearing healthcare information to patients. He joined Starkey Government Services in September 2007 where he is currently a Government Sales Executive for the western US. Currently Mr. McCrone resides in Omaha, NE with his wife and two sons.

Relevant Financial: VA/ Government Territory Manager—Northwest US for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

### Beasan McKee

Au.D.

[Beasan\\_mckee@starkey.com](mailto:Beasan_mckee@starkey.com)

Beasan McKee earned her undergraduate degree in communication sciences and disorders from North Carolina State University followed by and Au.D. from Nova Southeastern University. She joined NuEar as an Education and Training Manager in June 2008 educating dispensers, audiologists and colleagues on the newest technology, software and advanced fitting strategies, keeping them on the cutting edge of their profession. In 2009, Dr. McKee became a Regional Business Manager for NuEar focusing on growth, development and practical business solutions for hearing professionals. Dr. McKee then joined the Corporate Education and Training team for Starkey 2011 providing technical and product training to customers, prospective customers and Starkey Hearing Technologies employees.

Relevant Financial: Education and Training Audiologist for Starkey Hearing Technologies

Relevant Non-Financial: None

### Kristi Mendoza

Au.D.

[Kristina\\_mendoza@starkey.com](mailto:Kristina_mendoza@starkey.com)

Kristi Mendoza is a Field Technology Specialist for Southern California. She is responsible for developing and maintaining relationships with accounts, helping accounts grow their practice and providing technical and audiology support. Kristi holds and Au.D. in audiology from A.T. Still University. Her professional experience includes positions as Audiology and Technical Specialist for Starkey and working as a Dispensing, Diagnostic and Pediatric Audiologist for 18 years in a private practice setting. Kristi is a wife and a mother of three children and resides in Southern California.

Relevant Financial: Field Technology Specialist for 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

### Robert Morrison

Au.D.

[Rob\\_morrison@starkey.com](mailto:Rob_morrison@starkey.com)

Rob Morrison joined Starkey Hearing Technologies in 2010. Dr. Morrison's current role is that of a Regional Business Manager in Florida. Prior to Starkey Hearing Technologies, he was a Director of Operations and Audiology for an Arizona based start-up hearing aid manufacturer. Dr. Morrison maintains his Florida Audiology license and is a member of the Florida Academy of Audiology and American Doctors of Audiology. He graduated from Indiana University with both his Master's and Doctorate in Audiology.

Relevant Financial: Regional Business Manager for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

### J. Michael Myers

Au.D.

[michaelmyers@starkey.com](mailto:michaelmyers@starkey.com)

Michael Myers joined Starkey Hearing Technologies in January 2008 as an Education and Training Audiologist, providing training on Starkey products and software for customers across the US. Dr. Myers obtained his B.S. in Education from Edinboro (PA) University, his M.A. in Audiology from Cleveland State University and his Au.D. from the Arizona School of Health Sciences Prior to joining Starkey, Dr. Myers worked in clinical practice for 20+ years and has extensive experience in diagnostic hearing and balance testing, as well as hearing aid fitting and rehabilitative audiology. He is licensed to practice audiology in Pennsylvania and Ohio and is a long standing member of the American Academy of Audiology.

Relevant Financial: Education and Training Audiologist for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**John Norling** B.S. [john\\_norling@starkey.com](mailto:john_norling@starkey.com)

John Norling has been in the hearing industry for 13 years and has been in his current roll of Territory Account Manager for Northern Illinois and Southern Wisconsin for just over a year and a half. He is responsible for cultivating new business by developing marketing strategies for accounts and helping them to execute sound business practices. He received his B.S. in Psychology from Bemidji State University.

Relevant Financial: Territory Account Executive for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**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

**Lindsay Olson** Au.D. [Lindsay\\_olson@starkey.com](mailto:Lindsay_olson@starkey.com)

Lindsay Olson received her Master's Degree in Audiology from Northwestern University and Au.D. from Arizona School of Health Sciences. She recently completed the Certification Program in e-Learning Instructional Design at UC Irvine. She has been a dispensing audiologist for 25 years. She holds a license as a Dispensing Audiologist in the State of California. Dr. Olson has presented at numerous state and national meetings on a variety of topics including amplification, aural rehabilitation, tinnitus, and wireless technology. She has spent the past 19 years working in hearing aid manufacturing in several different roles: Training, Sales, Technical Support, Continuing Education Administration and Government Services. In her current position, she plays an integral role in the content development process for new products, Inspire software testing and teaching hearing professionals about Starkey Hearing Technologies.

Relevant Financial: Education and Training Audiologist for Starkey Hearing Technologies

Relevant Non-Financial: None

**Rachele Orsini** Au.D. [Rachele\\_orsini@starkey.com](mailto:Rachele_orsini@starkey.com)

Rachele Orsini joined Starkey Hearing Technologies in 2012. Her current position at Starkey is that of North Florida Technology Specialist. Prior to Starkey Hearing Technologies, Rachele covered several HearUSA clinics in the Tampa Bay Area where she dispensed hearing aids, executed successful aural rehabilitation programs and performed diagnostic testing on pediatrics and adults. Rachele graduated from West Virginia University in 2000 with her B.S. in Speech Pathology and Audiology and went on to earn her Doctor of Audiology in 2004 from the University of South Florida.

Relevant Financial: Field Technology Specialist for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**Heather Parrish** Au.D. [Heather\\_parrish@starkey.com](mailto:Heather_parrish@starkey.com)

Heather Parrish joined Starkey Hearing Technologies in 2008. Her current position at Starkey is that of Senior Field Technology Specialist for Western Washington and Alaska. Prior to Starkey Hearing Technologies, she worked as an audiologist dispensing hearing aids and doing diagnostic testing at Hearing, Speech and Deafness Center in Seattle. Dr. Parrish maintains her Washington State hearing aid dispensing license that she first earned in 2003, as well as being a member of ASHA and AAA. She graduated from the University of Washington with a Master's degree in Audiology in 2003, and then did a distance learning program through the University of Florida in 2008 to obtain her Doctor of Audiology.

Relevant Financial: Senior Field Technology Specialist for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

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

Carolyn Pinkerton, Au.D., is an audiologist on the Education and Audiology team at Starkey Hearing Technologies. Based out of the Starkey headquarters in Eden Prairie, MN, Dr. Pinkerton serves as the Manager of Government Services in the Education and Training department and is also active in the Starkey University program offerings. Dr. Pinkerton joined the Starkey team after completing her Au.D. at Northeastern University in Boston, MA. Her clinical experience includes time spent in private practice, pediatric audiology, ENT clinical and VA hospitals. Dr. Pinkerton also served as a research assistant investigating monaural cochlear implantation and was a co-founder of the hearing conservation program at the New England Conservatory.

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

Relevant Non-Financial: None

**Stephanie Porowski** Au.D. [Stephanie\\_porowski@starkey.com](mailto:Stephanie_porowski@starkey.com)

Stephanie Porowski joined Starkey Hearing Technologies in 2013. Prior to joining Starkey Hearing Technologies, Stephanie worked as a dispensing audiologist at a private practice in New York, NY from 2011-2013 as well as a clinical audiologist at a hospital in Greenwich, NC from 2009-2011. Dr. Porowski is originally from Ohio and received her B.S. from Ohio University in Athens, OH in 2005 and her Au.D. from the University of Cincinnati in 2009.

Relevant Financial: Field Technology Specialist for Starkey Hearing Technologies  
Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**Meghan Powell** Au.D. [Meghan\\_powell@starkey.com](mailto:Meghan_powell@starkey.com)

Meghan Powell began working for Starkey in October 2011 as a Field Sales Representative covering AR, LA and TX. As a field rep her duties include hearing aid sales, training and continuing education. She received her B.A. in Communicative Disorders from University of Mississippi and continued on to receive her doctorate in Audiology from University of Arkansas medical Sciences program After graduate school, Dr. Powell worked as a staff audiologist for a children’s hospital in Arkansas where her duties included clinical audiology, special testing, hearing aid dispensing, bone anchored hearing aid dispensing and research.

Relevant Financial: Field Sales Executive for Starkey Hearing Technologies  
Relevant Non-Financial: None

**Lindsay Prusick** Au.D. [Lindsay\\_Prusick@starkey.com](mailto:Lindsay_Prusick@starkey.com)

Lindsay Prusick joined the Starkey Hearing Technologies team in May of 2012 as an Education and Training Audiologist. Before joining Starkey, Dr. Prusick worked as a Research Associate for the Speech perception Laboratory at the University of Iowa and as an Audiologist in the Department of Otolaryngology at the University of Iowa’s Hospitals and Clinics. Dr. Prusick has a vast range of experiences, including working with cochlear implant recipients and hearing aid patients to running a multi-center NIH funded research study. She received her B.A. in Speech and Hearing Sciences from the University of Iowa and her Au.D. from Purdue University.

Relevant Financial: Education and Training Audiologist, Starkey Hearing Technologies  
Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**Eileen Puterski** M.S. [Eileen\\_puterski@starkey.com](mailto:Eileen_puterski@starkey.com)

Eileen Puterski, M.S., CCC-A, FAAA is the Systems Support Audiologist for Northland Hearing/All American Hearing, She provides clinical training, marketing support and clinical support to the company’s audiologists and hearing instrument specialists through the US. Ms. Puterski received her B.A. in Speech from the University of Connecticut and her M.S. in Communicative Disorders from the University of New Mexico. She practiced audiology and hearing aid dispensing in hospitals, ENT offices and a community speech and hearing center before opening and operating her own practice in Las Vegas, NV. She joined Northland Hearing in 2010.

Relevant Financial: Trainer for Northland Hearing, a member of the Strategic Partner Group of 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

**Kevin Ramsey** Au.D. [Kevin\\_ramsey@starkey.com](mailto:Kevin_ramsey@starkey.com)

Kevin Ramsey joined the Starkey Sales team in January of 2007 and is the field Technology Specialist covering TN and KY. Prior to joining Starkey, Dr. Ramsey worked as a clinical audiologist for 4 ½ years in both FL and TN, during which time he dispensed hearing aids and provided diagnostic services to patients of all ages. He received his B.S. in Biology from Middle Tennessee State University, his M.A. in Audiology from the University of Tennessee and his Au.D. From Arizona School of Health Sciences.

Relevant Financial: Field Technology Specialist for Starkey Hearing Technologies  
Relevant Non-Financial: None

**Rom Romani** B.A. [Rom\\_romani@starkey.com](mailto:Rom_romani@starkey.com)

Rom Romani is a Field Technology Specialist with Starkey Hearing Technologies. Rom works in the Central Region and is based out of Michigan and is involved in strategic planning, business development and execution of initiatives for Michigan Hearing Health professionals. Rom has been with Starkey since November of 2013 and has over 20 years experience in technology sales and marketing with fortune 500 companies like Xerox, Bard Medical, Teleflex Medical and Sonova/Phonak helping customers improve their sales and marketing results through business development, technology implementation strategies and staff

trainings. Rom holds a B.A. in Business Administration and a minor in Finance from Aquinas College in Grand Rapids, MI.

Relevant Financial: Field Technology Specialist for Starkey Hearing Technologies

Relevant Non-Financial: None

### Amber Rosen

Au.D.

[Amber\\_rosen@starkey.com](mailto:Amber_rosen@starkey.com)

Amber Rosen, Au.D., joined Starkey Hearing Technologies in 2014 as the field technology specialist for MD, DC, VA and WV. Following three years of majoring in Education of deaf and hard of Hearing Persons at Indiana University of PA, she changed her major to Speech and Hearing Sciences and graduated with a B.S. from East Carolina University. She obtained her Doctorate of Audiology from Salus University. Prior to joining Starkey Hearing Technologies, Dr. Rosen was working as an audiologist in private practice in Maryland where she still holds her state license.

Relevant Financial: Field Technology Specialist for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

### Michael Rosenblatt

Au.D.

[Michael\\_rosenblatt@starkey.com](mailto:Michael_rosenblatt@starkey.com)

Michael P. Rosenblatt, Au.D., is an audiologist with Starkey Hearing Technologies in the Education and Training Department. Michael has spent much of his 30 plus years in the field providing educational programs with a focus on technology and patient management. Dr. Rosenblatt's professional background, in addition to extensive experience training new and seasoned professionals in core patient interaction skills, includes hearing instrument dispensing and managing a corporate training department. Dr. Rosenblatt has presented at numerous state, national and international conferences.

Relevant Financial: Education and Training Audiologist for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

### 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: Supporter of the Starkey Hearing Foundation

### Brandon Sawalich

[Brandon\\_sawalich@starkey.com](mailto:Brandon_sawalich@starkey.com)

Senior Vice President 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 relationship 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 for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

### Maureen Seydel

M.A.

[Maureen\\_Seydel@starkey.com](mailto:Maureen_Seydel@starkey.com)

Maureen Seydel joined Starkey Hearing Technologies in 2003. Her current position at Starkey is that of Senior Field Technology Specialist. Prior to Starkey Hearing Technologies, Maureen was the Territory Manager for Northwest at Phonic Ear. Maureen maintains her California hearing aid dispensing license that she first earned in 2010. She graduated from Sonoma State University in Rohnert Park, CA, with a B.S in Business and Marketing.

Relevant Financial: Senior Vice President of Sales, Marketing & Customer Relations for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

### Britta Shroyer

[Britta\\_shroyer@starkey.com](mailto:Britta_shroyer@starkey.com)

Britta joined Starkey Hearing Technologies just over two years ago as a Customer Service Representative for the Government Services department, with a background in Speech-Language-Hearing Sciences from the University of Minnesota, Twin Cities. She recently moved to the role of Government Account Executive for the Southwest US, working with an outside Territory Manager to build relationships and provide support to customers.

Relevant Financial: Government Account Executive for Starkey Hearing Technologies

Relevant Non-Financial: None

### 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

**Gregory Smith** M.A. [Gregory\\_smith@starkey.com](mailto:Gregory_smith@starkey.com)

Gregory Smith has been with Starkey Hearing Technologies since 2011 and serves as the Field Technology Specialist in Ohio. Prior to joining Starkey, he established and managed the Adult Hearing Aid Dispensing Program at the UNC Hospitals Hearing and Voice Center at Carolina Pointe in Chapel Hill, NC. Smith started his career as a clinical audiologist at Mayo clinic in Rochester, MN. Originally, he was hired as a clinical fellow at Mayo clinic and went on to specialize in the diagnosis and treatment of vestibular disorders. Smith received his master's degree in Audiology and his bachelor's degree in Speech and Hearing Science from the University of Iowa.

Relevant Financial: Field Technology Specialist for Starkey Hearing Technologies

Relevant Non-Financial: None

**M. Lynn Stephenson** Ph.D. [Lynn\\_stephenson@starkey.com](mailto:Lynn_stephenson@starkey.com)

Lynn Stephenson earned her M.A. in Audiology in 1993 and then went on to complete her Ph.D. in Speech & Hearing Science from the University of Tennessee in 2000. With over 20 years experience in the field of Audiology, Dr. Stephenson has worked in large hospitals, multiple physician ENT practices and taught at the university level. Her primary interests are amplification and use of assistive listening devices. Dr. Stephenson has presented many technical and practical presentations at national and state meetings. She joined the Starkey Hearing Technologies family in November 2010 as a Field Sales Executive.

Relevant Financial: Field Technology Specialist for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**Jeremy Swanson** Au.D. [Jeremy\\_swanson@starkey.com](mailto:Jeremy_swanson@starkey.com)

Jeremy Swanson began his career at Starkey hearing Technologies working as an audiologist in inside sales in October of 2008. Dr. Swanson currently serves as the Director of Regional Sales for the eastern US and is responsible for sales growth strategy, operations and development of the region. His clinical experience includes hearing aid dispensing, diagnostic testing, industrial hearing conservation and counseling. Dr. Swanson earned his B.A. in Communication Sciences and Disorders from the University of North Dakota, Master's Degree in Audiology from the University of Nebraska-Lincoln and his Au.D. through Arizona School of Health Sciences.

Relevant Financial: Director of Regional Sales, Eastern US for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**Daniel Thomas** M.A. [Dan\\_thomas@starkey.com](mailto:Dan_thomas@starkey.com)

As Senior Director of Government and Contract Services for Starkey hearing Technologies, Thomas oversees all business activities related to Starkey's federal and commercial contracts and state funded business. In addition, he manages development and sales of Starkey's non-clinical consumer products including electronic hearing protection and in-ear-monitors. Thomas has been with Starkey since 2002 and has worked in the hearing industry since 1995 in sales, management and product development capacities. Thomas earned a Bachelor's degree in Communicative Disorders and Master's degree in Audiology from the University of Akron.

Relevant Financial: Senior Director of Government and Contract Services for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**Kimberly Toppel** Au.d. [Kimberly\\_toppel@starkey.com](mailto:Kimberly_toppel@starkey.com)

Kimberly Toppel currently holds the position of Regional Sales Manager for the East Coast with Starkey Hearing Technologies. Dr. Toppel has worked with Starkey for over 8 years within the sales department and has 16 years of hearing industry experience. Previous to her role at Starkey, she worked in a multi-office private practice owner with offices in various states. Dr. Toppel also held a clinical Supervisor position with the University of Louisville's Au.D. program. She earned a Master's degree from Auburn University and her Au.D. from Pennsylvania college of Optometry's Audiology Program. Dr. Toppel's experience covers many aspects of the hearing industry including product training, business development and management, marketing and comprehensive diagnostic audiology and hearing aid services.

Relevant Financial: Regional Sales Manager for 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., an audiologist since 1976, has provided clinical services in medical, educational and private practice settings. His professional interests have focused on hearing aids, and his opinions are frequently solicited in US and international publications and lectures. Dr. Van Vliet earned a B.S. from the University of California, Irvine, his master's in Speech

Communication from California State University and an Au.D. from Central Michigan University. His opinions are expressed monthly in the “Final Word” feature of the Hearing Review. Dr. Van Vliet is the Senior Director of Professional Relations for Starkey Hearing Technologies.

Relevant Financial: Senior Director of Professional Relations for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

**Rob Zimmer**

**B.A.**

[Rob\\_zimmer@starkey.com](mailto:Rob_zimmer@starkey.com)

Rob, a Senior Government Services Account Executive, has been working at Starkey for over 7 years. He is responsible for the account management of all VA Medical Centers, Indian Health Centers and Military Medical Facilities in the Northwest US. The thing he likes most about his job is the opportunity to help hearing professionals who give the gift of better hearing to our service members. Zimmer holds a bachelor’s degree in Communications from St. Cloud State University.

Relevant Financial: Senior Government Account Executive for Starkey Hearing Technologies

Relevant Non-Financial: Supporter of the Starkey Hearing Foundation

End Speaker Biography and Disclosure



# TOMORROW STARTS TODAY CONFERENCE

CEU BOARD ACCREDITATION INFORMATION

CEU BOARD ACCREDITATION INFORMATION

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 0.6 ASHA CEUs (Intermediate Level, Professional Area)

I.H.S.



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

AAA



This course is offered for 0.6 AAA CEUs.

KS AUD

LTS: S1224

**Attendance Policy**

Documentation of attendance will only be accepted at the end of the course offering. No attendance forms will be accepted from the participant via US mail, email or FAX. CEUs cannot be awarded retroactively for any reason.

**Refund Policy Due to Event Cancellation or Date Change**

Starkey Hearing Technologies (SHT) reserves the right to cancel an event due to low enrollment, weather or other circumstances that would make the event non-viable. If SHT cancels an event, registrants will have the option to either receive a full refund or transfer registration to the same event on the new, future date. Refunds will be issued in the same form as which the payment was made. Please allow two weeks for processing.

**Refund Policy Due to Participant Cancellation**

All cancellations must be received at least 24 business hours before the start of the event to receive a full refund. Cancellations must be received in writing by fax (952.942.4541). Refunds will be issued in the same form as which the payment was made. Please allow two weeks for processing. Registrants who cancel will not receive Conference materials.

**Resolution of Complaints Policy**

Whenever a course participant has a complaint about a course or instructor, Starkey Hearing Technologies Senior Director of Education and Audiology should be contacted to resolve the problem as soon as possible.

Whenever a course participant has a complaint about the awarding of course CEs, the CE Administrator should be contacted within 15 days of the course end date in order to verify the CEs and amend documentation within the course closure deadlines.

**Transparency in Course Planning, Delivery and Marketing**

Starkey Hearing Technologies discloses that there will be limited or no information provided about similar products or services during the course listed in this document.

End CEU Information