

NHCA ARCHIVE REPORT: February 18, 2018 – February 9, 2019

Elliott H. Berger (Historian) and Kim Gill (Executive Director)

This document summarizes key activities for the period just subsequent to the 2018 Annual Conference (held in Orlando, FL) and concluding just subsequent to the activities of the 2019 Annual Conference (held in Grapevine, TX). All activities at the 2019 Conference are included. This report contains the following sections:

- A. Management Firm Activities
- B. Conference Sponsorship and Exhibition Fees
- C. Executive Council Spring Conference Call
- D. Executive Council Summer Meeting, including Strategic Planning Workshop
- E. Executive Council Fall Conference Call
- F. Executive Council Meetings at Annual Conference
- G. Annual Conference
- H. Webinars
- I. Position Statements/Regulatory Involvement
- J. Changes to Bylaws and Policy and Procedure Manual
- K. Slate of Candidates for 2018/2019

A companion to this narrative report is the NHCA Archive Data Report (ADR). It is an Excel file that is regularly updated and includes the following:

- Officers (current and prior)
- NHCA presidents and program chairs
- Awards
- Special talks such as the Gasaway lecturer, including presenters and talk titles
- List of Presidents, Program Chairs, conference themes, *Spectrum* editors, and Executive Directors
- Dues, membership, and conference data
- Conference cities and attendance
- Financial information for both NHCA and the Scholarship Foundation
- Scholarship Foundation award winners
- Literature sales, and other historical information

A. Management Firm Activities

Our management firm, Civica Associations Conferences and Exhibitions replaced the prior firm Interactive Management Inc. (IMI), with June being the transition month and Civica formally taking over July 1, in time for the summer Council meeting. The current Executive Director, Kim Gill began with NHCA at the time of the hiring of Civica.

The most recent financial audit was completed in July 2014 by Stephen L. Wenner, CPA, PFS of The Wenner Group, LLC at a cost of \$650. The auditors reported that NHCA's financial statements presented fairly the financial position of NHCA and were in accordance with generally accepted accounting principles. It was recommended that the next financial statement audit be conducted in 5 years (2019), 60 days after the fiscal year-end (i.e., in August or September). No audit was conducted as of this date in 2019 so this should be considered for a future action.

B. Conference Sponsorship and Exhibition Fees

Vendor Sponsorship Benefits	Platinum (\$9000)	Gold (\$6000)	Silver (\$4000)	Workshop Sponsor & Exhibitor (\$2,000)
6-foot tables in exhibit area	Four	Three	Two	Two
Exhibitor Full Conference registration	Four	Three	Two	Two
Logo with live link on the NHCA Conference website page	✓	✓	✓	
Logo with live link on the NHCA Conference Sponsor & Exhibitors listing page	✓	✓	✓	✓
Join Us at NHCA 2017 logo to include on your website and marketing materials	✓	✓	✓	✓
Podium Recognition	✓	✓	✓	
Ad in the Spectrum Supplement	Full Page	1/2 page	1/4 page	Business Card
Descriptor in the Spectrum Supplement	100-word	75-word	60-word	40-word
Hand-Outs for Registration packets	Three	Two	Two	One
One-year NHCA Commercial Membership	✓			
Give-away/swag item for New Members/Student Meet & Greet (typically has up to 50 attendees)	✓	✓	✓	✓
Invite to attend the New Members/Student Meet & Greet (typically has up to 50 attendees)	Two	One		
One give-away/swag item for each conference attendee	✓	✓	✓	
Banner ad on the NHCA website through Dec. 31, 2019	✓			
Logo with live link on the NHCA Conference marketing emails	✓	✓		
Logo with live link on the NHCA Conference Registration Confirmation email for attendees	✓			
Your NHCA Conference Related Email to Attendees, sent by NHCA	Two (Pre & Post)	One (Pre)		
Thank You Announcement of Sponsorship on NHCA LinkedIn	✓	✓	✓	
Thank You Announcement of Sponsorship on NHCA Facebook	✓	✓	✓	
Listing in Thank You Announcement for all Vendors on NHCA LinkedIn pre & post-conference	✓	✓	✓	✓
Included in "Sponsored By" list on NHCA Conference Press Releases	✓	✓		
Logo, Company Descriptor, contact info, active link on "NEW" conference app	✓	✓	✓	✓
Listing in Sponsor Thank You push notification in app - happens onsite at conference	✓	✓	✓	✓
"Hosted by" Sponsor signage on a Friday Night Event Activity	✓ (1st Choice)	✓ (2nd Choice)	✓ (3rd Choice)	
"Hosted by" Sponsor for a Friday Night Event Activity in event marketing materials	✓	✓	✓	
"Hosted by" Sponsor for a Friday Night Event Activity in app	✓	✓	✓	
Sponsor Thank You Announcement during Friday Night Event	✓			
Meeting room to host a New Product Focus Group outside of NHCA conference programming and special event hours.	✓			
Signage with logo	throughout	throughout	throughout	throughout

C. Executive Council Spring Conference Call (May 15, 2018)

- Appreciation was expressed to the staff at IMI for their service to NHCA and plans were made to move forward with Civica.
- After obtaining quotes from both IJA and Ear & Hearing, a contract was signed with IJA for a 2019 edition in conjunction with the 2019 conference. It is viewed as integral to NHCA's mission.
- Kathy Gates (new Director of Marketing) will take over management of the NHCA FB "group" and will also create a FB page.
- Heather Malyuk continues to work aggressively in pursuit of a "homerun" sponsorship from the likes of Ford, Disney, the Rock and Roll Hall of Fame, and possibly the NRA.
- The President suggested considering a name change from "conservation" to "hearing loss prevention." No discussion at this time.

D. Executive Council Summer Meeting (July 19-20, 2018, Denver)

- The meeting took place at a conference room in the building in which the new management firm Civica has office. This allowed the Council to meet all of the Civica staff that is involved in managing NHCA.
- Civica works with a software package called MyCommittee that they feel offers advantages to them in managing associations and possibly to association members as well. NHCA Council members will need to learn and use this software moving forward.
- JDVAC will precede NHCA this year, taking place Monday to Wednesday prior to conference. Efforts will be made to coordinate even if only for purposes of increasing workshop attendance.
- The Friday-night event will take place on site to save costs this year. Also, since feedback suggests the most important part of the Friday night event is networking, the fact that it will be in the hotel was not deemed to be a problem.
- As the Historian (me) has repeatedly requested, we need to plan conferences at least two or perhaps three years in advance. The Council asked Civica to start work on the 2020 conference site.
- The discussion of an NHCA name change continued with no decision being made. A 2015 article by Marjorie McCullagh (unpublished) was reviewed that promotes hearing conservation as preserving current hearing and protecting hearing whereas HLP is an illness-based focus.
- The budget was closely scrutinized since a negative budget (-\$16,000) was approved for this year with the focus on balancing it by year end.
- The member portal will change from YourMembership to Memberclicks which is the software that Civica works with.
- Early career membership will remain consistent at 0-3 years of work and a fee of the \$95 Associate member rate.
- NHCA will create an NHCA Facebook page named something like "NHCA discussion group."

E. Executive Council Fall Conference Call (November 5, 2018)

- Rolling renewals were approved. This allows an individual to join NHCA at any time of the year and have 365 days from their join date to renewal; as opposed to a calendar year renewal, Jan – Dec. or proration.
- A decision was made to create a document that will define NHCA's social media plan.

F. Executive Council Meetings at Annual Conference (February 6 - 9, 2019)

- A problem arose in file storage and retrieval causing loss of the minutes from the pre-conference meeting.
- This was an atypical year- due to transition of management from IMI to Civica and late determination of hotel and dates of conference.

- The post-conference meeting primarily consisted of a debrief of the conference pros and cons.

G. Annual Conference

The 43rd Annual Hearing Conservation Conference was held February 7-9, 2019 at the Gaylord Texan Resort & Convention Center, Grapevine, TX. Paid registrants, total participants, early full member registration fees, and total exhibitors, appear in the Excel Archive Data Report.

Sponsors and categories were:

- Platinum (1 @ \$9000):3M
- Gold (@ \$6000): None
- Silver (@\$4000): Honeywell
- Supporting Sponsor (@ \$1000) Invisio
- Donor (@ 2,500 total) Etymotic a Lucid Company

Workshop Sponsor and Exhibitor (@ \$2000): ASHA (free), Benson Medical, CAOHC, eMoyo, GRAS, LipoFlavoid, Moldex, NIDCD/Noisy Planet, NIOSH, Ototronix, Sensidyne, Shoebox, Sonova, Tremetrics, ViAcoustics, Westone

The meeting resulted in a profit for NHCA of \$29,910

The Conference comprised 22 platform lectures, including the Keynote Lecture by Dan Gauger, a luncheon lecture by Gershon Dublon, the Safe-in-Sound Awards session, the Don Gasaway Lecture by Brian Felsen, as well as one set of concurrent sessions, lasting 1 hr 40 min with breaks, with 3 sets of 3 parallel talks (only 2 parallel talks in last time block). Also included were 16 posters presented during an extended Saturday morning session devoted solely to posters (new this year and replacing the roundtables previously in that time block). The eight workshops included:

- Hearing Loss Prevention: The Basics
- Boothless Audiometry
- The Art of Presentation
- Selecting Hearing Protection Devices Using New & Updated Standards
- Fit Testing
- Overview of the Proposed Audiologist and Speech Pathologists Occupational Licensure Compact
- Exploring the Audio of Hearing & Hearing Conservation
- Advanced Hearing Protection

The following awards were presented at the Conference:

Outstanding Hearing Conservationist Award	Kathy Gates
Outstanding Lecture Award (2018)	Deanna Meinke and Greg Farber (award shared)
Outstanding Poster Award (2018)	not presented
Golden Lobe Awards	Elliott Berger, John Casali, Susan Cooper, and William Murphy

The Friday-evening Gala, was held at the Gaylord Texan in a conference room. It was a game night with buffet.

A unique and special event at the conference was a visit and brief extemporaneous presentation by Don Gasaway at the Saturday luncheon lecture, followed by Don attending the Don Gasaway lecture, immediately following, to introduce the 2019 Don Gasaway lecturer.

H. Webinars

No webinars were held in the time period covered by this report.

I. Position Statements/Regulatory Involvement

None issued.

J. Changes to Bylaws and Policy and Procedure Manual

No changes were made in this time period.

K. Slate of Candidates for 2018-2019

Ballots were electronically distributed November 2018 with a due date of January 4, 2019. Total number of voting ballots received was 76.

President Elect	Theresa Schulz
Secretary/Treasurer	Theresa Small
Director of Communication	Lori Aronovici
Commercial Delegate	Heather Malyuk
PSP Member Delegate	David Nelson, Teah Richey,
Member Delegate	Elizabeth Masterson, Laura Sinnott