

## **NHCA ARCHIVE REPORT: February 23, 2020 – February 27, 2021**

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

This document summarizes key activities for the period just subsequent to the 2020 Annual Conference (held in Destin, FL) and concluding just subsequent to the activities of the 2021 Annual Conference (virtual conference). All activities at the 2021 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 (PPM) Manual
- K. Slate of Candidates for 2020 - 2021
- L. Strategic Planning Meeting for 2020 - 2023

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)
- Awards
- Special talks such as the Gasaway lecturer, including presenters and talk titles
- Presidents, Program Chairs, conference themes, *Spectrum* editors, and Executive Directors
- Dues, membership, conference data
- Financial information (profit/loss and assets) for both NHCA and the Scholarship Foundation
- Conference cities and attendance
- Scholarship Foundation officers and student award winners (current and prior)
- Lecture counts and types for all conferences
- Literature sales, and other historical information

### **A. Management Firm Activities**

Our management firm, Civica Associations Conferences and Exhibitions began work with NHCA in June 2018, formally taking over July 1. This year was their third NHCA annual conference, and first ever virtual conference. The Civica team consisted of Dani Korth experienced from the prior year, and Katryna Chamblin, new to NHCA in January 2021 starting just prior to the conference, but assisted by Chandler Bruns who had worked the 2020 conference. 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 external audit was conducted as of this date in 2021, but the matter was reviewed by the Executive Council and then discussed at the pre-conference Executive Council meeting where it was agreed to forgo such an audit this year. See Section F of this report for that discussion.

**B. Conference Sponsorship and Exhibition Fees for 2021 Conference**

Note that discounts were applied in the table since the 2021 conference was virtual.

| 2020-2021 Annual Sponsorship Benefits                                                                                               | Diamond<br>\$11,250            | Platinum<br>\$9,250           | Gold<br>\$6,250               | Silver<br>\$4,250             | Bronze<br>\$2,250             | Commercial<br>Membership<br>\$995 |
|-------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-----------------------------------|
| Number of Commercial Members Included with Sponsorship<br>((\$995 value, plus \$90 for each additional member)                      | 5                              | 4                             | 1                             | 1                             | 1                             | 1                                 |
| Total with 2020/2021 Discount (20%)                                                                                                 | <del>\$11,250</del><br>\$9,000 | <del>\$9,250</del><br>\$7,400 | <del>\$6,250</del><br>\$5,000 | <del>\$4,250</del><br>\$3,450 | <del>\$2,250</del><br>\$1,800 | (no discount)                     |
| Number of Exhibitor Full Conference Registrations                                                                                   | 4                              | 4                             | 3                             | 2                             | 1                             |                                   |
| 1 Year of Virtual Exhibit Booth (available to all members/non-members) with Logo, description, 2 live links and contact information | ✓                              | ✓                             | ✓                             | ✓                             | ✓                             |                                   |
| Ad in All 2021 Issues of Spectrum                                                                                                   | Full Page                      | Full Page                     | ½ Page                        | ¼ Page                        | Business Card                 | Business Card                     |
| Descriptor in Spectrum                                                                                                              | 150 Word                       | 100 Word                      | 75 Word                       | 60 Word                       | 40 Word                       | 40 Word                           |
| Banner Ad with link on the NHCA Website through December 31, 2021                                                                   | ✓                              | ✓                             |                               |                               |                               |                                   |
| Listing in Thank You Announcements for all Vendors via social media and NHCA emails (Pre- & Post-Conference)                        | ✓                              | ✓                             | ✓                             | ✓                             | ✓                             |                                   |
| Your NHCA Conference Related E-mail to Attendees, Sent by NHCA (Pre- and Post-Conference)                                           | 2                              | 1                             |                               |                               |                               |                                   |
| Podium Recognition and Logo on Welcome Slides                                                                                       | ✓                              | ✓                             | ✓                             | ✓                             |                               |                                   |
| NHCA Conference Logo for Your Website                                                                                               | ✓                              | ✓                             | ✓                             | ✓                             | ✓                             |                                   |
| Logo with Live Link in NHCA Conference Website and Marketing Emails                                                                 | ✓                              | ✓                             | ✓                             | ✓                             | ✓                             |                                   |
| Logo with Live Link on the NHCA Conference Registration Confirmation Email                                                          | ✓                              |                               |                               |                               |                               |                                   |
| Your Company Listed as a Sponsor on Conference Press Releases                                                                       | ✓                              | ✓                             | ✓                             |                               |                               |                                   |
| Attendee Mailing List with one-time use labels                                                                                      | ✓                              | ✓                             |                               |                               |                               |                                   |
| E-news Sponsor Spotlight                                                                                                            | ✓                              | ✓                             |                               |                               |                               |                                   |
| 20 Second Video Commercial and 5-minute live address to attendees during opening remarks                                            | ✓                              | ✓                             |                               |                               |                               |                                   |

Note for top of benefits table: Companies with existing commercial member status will have the cost of their commercial membership deducted from the cost of annual sponsorship.

**C. Executive Council Spring Conference Call (May 6, 2020)**

- Voted to endorse the NHCA Covid taskforce document, "Best Practices Guidelines for Safely Conducting Hearing Testing During the COVID-19 Pandemic."
- Decided to plan a hybrid conference for 2021 that could be partially virtual and become 100% virtual if needed.
- In this unprecedented year of Covid, Civica informed us they were working remotely.
- Decision made to allow attendees from the 2020 conference to have access to the conference presentations with access code, while previous conferences are available to members only.

**D. Executive Council Summer Meeting, Virtual (July 8 - 9, 2020)**

- The following advertising policy was approved for the E-Newsletter: Commercial members are granted up to 2 complimentary ads and PSP members are granted 1 complimentary ad in the NHCA E-Newsletter per year. Additional ads are available for a fee of \$200 per ad. Ads will be posted on a 1st come, 1st serve basis. Ads may be requested to appear in a future E-Newsletter post, but this will also be granted on a 1st come, 1st served basis. Ad sections are 570 pixels wide x 120 pixels high and must be submitted in a .jpg or .png format.
- Decision made to develop a reusable conference logo instead of using a unique logo each year.
- It was decided not to publish an IJA journal for the 2021 conference (that would have been published in 2022).
- COVID-19 effect on membership is significant based on survey responses. Discussed how to manage "hardship application" and how to fund member assistance.
- Director of Marketing and Vickie Tuten to put all webinars on International Year of Sound (via Thais Morata).
- Proposed change from Commercial Membership (CM) to Annual Sponsorship which is bundled CM and Conference sponsorship. This is streamlined as funding is requested once, and it is a better image for the company.

#### **E. Executive Council Fall Conference Call (November 10, 2020)**

- This was the first Executive Council meeting to adopt a "consent agenda" at the beginning of the meeting, a concept that came out of the strategic planning sessions in the summer of 2020.
- Decided to defer major awards for the 2021 conference since it will be virtual.
- Treasurer to review investment strategy. May need to re-evaluate strategy due to low growth. Treasurer to help incoming treasurer develop a financial task force to guide and direct and monitor investments.
- Change the language in the P&P to more generic terms. Remove the "audit" language regarding a review every 3 years and change it to audit/review as needed or recommended.
- Discussed many ideas for enticing membership and conference attendance including: deep discounts for first timers to the conference, free webinar access to entice re engagement. "Comeback Campaign" and "New to NHCA Campaign" (not a member/no conference), tie the offer to joining membership, grant solicitation, purchasing lists of other memberships - use liaisons to market. But we don't want to devalue the conference
- Need to engage PSP members as part of the strategic plan however we need a PSP delegate for the EC. Can consider a non-PSP member but with PSP experience.
- Create commercial-delegate "what NHCA means to me" videos.
- PSP workshop cancelled for 2021.

#### **F. Executive Council Meetings Pre-Conference and Post-Conference (January 27 and March 9, 2021)**

- Note: The meetings were scheduled differently this year due to Covid and the virtual conference. Normally both of these meetings take place at the front and back ends of the in-person conference.
- Ballots were sent out late this year, in January of 2021 instead of the preceding December.
- Quotes were received for audits (\$7,200 – 9,400) and reviews (\$6,500 – 7,400). Given NHCA's current financial position and the fact that there have been no red flags in finances, Civica recommended against NHCA incurring these costs and instead have Susan of Civica do a limited internal review. The Board approved and decided to revisit in 2022.
- It was agreed to freeze the Presidential Trio for one year due to Covid.
- The PSP delegate position is still vacant.
- Most webinars this past year were joint NHCA and CAOHC.
- Susan Cooper was officially appointed the editor of the E-Newsletter.
- The idea of providing free memberships to students was again discussed but deferred to the Member Services Committee.

- It was agreed to change the business meeting at the conference. Instead, publish a report of NHCA activities prior to the conference and use the business meetings to celebrate accomplishments and goals.
- Various ideas were discussed to broaden member value including creating a Young Professional Committee, reinstituting the PSP forums, continuing the successful Commercial Member Ignite sessions, and making the Virtual Marketplace last throughout the year.
- NHCA's support of the Congressional Hearing Protection Act was discussed, and a decision was deferred until all could review.
- Efforts continue to update website and enhance. In particular it was decided to post NHCA's letter of support for the Hearing Protection Act. There was a discussion of changing the website template to make more dynamic but the costs (\$1,200 plus) argued against such a move at this time.
- It was reported that one-time clicks and dwell time on the website are increasing. The decision was made to be sure to include website links in the E-Newsletter content to drive readers to the site.

### G. Annual Conference

The 45<sup>th</sup> Annual Hearing Conservation Conference was held virtually due to Covid, from February 26-27, 2021. Paid registrants, total participants, early full member registration fees, and total exhibitors, appear in the Excel Archive Data Report.

Sponsors and categories were:

- Diamond (1@ \$11,250 discounted to \$9,000): TSI
- Platinum (1 @ \$9,250 discounted to \$7,400): 3M
- Gold (0 @ \$6,250 discounted to \$5,000): None
- Silver (2 @ \$4,250 discounted to \$3,450): Honeywell, Starkey
- Bronze (8 @ \$2,250 discounted to \$1,800): ASHA, Benson Medical, CAOHC, eMoyo, Moldex, Shoebox, and Tremetrics

The meeting resulted in a profit for NHCA of \$72,086.

The Conference comprised 9 live lectures (called sessions), 28 on-demand lectures (called sessions), and 8 on-demand ePosters. The live lectures included the Keynote Lecture by Elizabeth Masterson, a luncheon lecture by Deb Roy which was a prerecorded TED Talk moderated by Elliott Berger, the Safe-in-Sound Awards session, and the Don Gasaway Lecture by Don Finan. For additional details including the poster count see the Archive Data Report Lecture-Count tab. There were no workshops this year, but on the Thursday preceding the conference there were 7 sequential 30-min moderated hot-topic roundtables.

Since the conference was virtual there was only one award presented.

Media Award

John Eichwald on behalf of CDC National Center for Environmental Health

There was no Friday-evening Gala, but on Thursday after the hot topic roundtables there was a meet and greet happy hour with trivia (KAHOOT) and prizes.

### H. Webinars

July 7, 2020

*Managing Noise Exposure Data for Extended Work Shifts - What are the Options?*

Presented by: Dennis P. Driscoll, registrants: 152, revenue: \$0

October 15, 2020

Joint with CAOHC: *A Hybrid Approach to Audiometric Technician Training: A Fusion of Traditional and*

*Virtual Learning*

Presented by: Kirsten McCall, registrants: 36, revenue: \$1,343

November 30, 2020

Joint with CAOHC: *Hearing Health Education through STS (Short Training Segments): Microlearning Theory in Hearing Conservation*

Presented by: John A. Merkley, registrants: 25, revenue: \$855

December 20, 2020

Joint with CAOHC: *Audiology, Hearing Loss Prevention and Music: Treatment Considerations*

Presented by: Michael Santucci, registrants: 41, revenue: \$1488

Total Revenue (minus CE expenses) after split with CAOHC (for the three joint webinars, noted above): \$1625.

**I. Position Statements/Regulatory Involvement** See last bullet under in Section F regarding the NHCA and the updated Congressional Hearing Protection Act. Subsequent to the meeting the letter of support for the Hearing Protection Act was approved.

**J. Changes to Bylaws and Policy and Procedure Manual (PPM)**

Many changes were made this year some of which are documented in the preceding pages. An addendum, listing them, follows at the end of this report.

**K. Slate of Candidates for 2020-2021**

Ballots were electronically distributed November 2020 with a due date of January, 2021. Total number of voting ballots received was 87.

Presidential Trio  
Director of Communication  
Secretary / Treasurer  
Member Delegate  
Commercial Delegate  
PSP Member Delegate

Freeze in place for a second year  
Elizabeth Masterson  
Ted Madison  
Cory Portnuff  
Valerie Hennessy  
Vacant and no nomination

**L. Strategic Planning Meeting (3 Zoom meetings in August 2020, and a Summary Meeting in September)**

- The vision and mission statements were revised and appear below.
- The organization chart of NHCA was revised
- 4 goals were identified, namely member value, governance, partnerships, and financial resilience, and plans created to address them.
- A decision was made to implement a consent agenda for future Council meetings in order to streamline the process.
- A summary report dated September 14, 2020 was created.

NHCA Vision (rev. 08-17-2020): To prevent hearing loss and other auditory disorders due to noise and secondary environmental factors in all sectors of society.

NHCA Mission (rev. 08-17-2020): NHCA provides leadership, expertise, and education on hearing loss prevention strategies and services to the broader professional community and empowers and supports members through networking and advocacy.

| <b>Proposed Policy &amp; Procedure Changes in 2020 for 2021</b> |                                                                                                                                                                                                                                                                |                                                                      |                 |
|-----------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-----------------|
| <b>#</b>                                                        | <b>Change</b>                                                                                                                                                                                                                                                  | <b>Rationale</b>                                                     | <b>Approval</b> |
| 1                                                               | Updated vision and mission.                                                                                                                                                                                                                                    | To align with strategic planning.                                    | Yes             |
| 2                                                               | Updates P&P throughout to reflect actions by executive council by “electronic means” as appropriate                                                                                                                                                            | Due to increased focus on virtual/remote activities due to pandemic. | Yes             |
| 3                                                               | Clarified financial audit requirement to include “as needed” with review required annually and when changes in managing EC member.                                                                                                                             | Budget                                                               | Yes             |
| 4                                                               | Added eNews overview for awareness.                                                                                                                                                                                                                            | New content                                                          | Yes             |
| 5                                                               | Clarification of awards timeframe to focus on nominations for efforts in the immediate preceding year.                                                                                                                                                         | Clarification.                                                       | Yes             |
| 6                                                               | Clarification of commercialism policy to reflect promotion of activities outside those approved through NHCA conference/commercial sponsorship.                                                                                                                | Clarification.                                                       | Yes             |
| 7                                                               | Streamlining and labeling of “as needed” roles including Material Content Review, Audiometric Referral Criteria, Expanding OSHA Age Correction Tables, Financial Advisory, Legal/Legislation, Licensing and Ethics in Audiology, and Public Inquiry Respondent | To align with strategic planning.                                    | Yes             |
| 8                                                               | Added Whistleblower Policy                                                                                                                                                                                                                                     | Legal; governance.                                                   | Yes             |
| 9                                                               | Clarification of electronic voting logistics to included electronic voting assumes a quorum given the vote is accessible to all Executive Council members with voting privileges.                                                                              | Clarification.                                                       | Yes             |
| 10                                                              | Updates to new member checklist to help support onboarding and retention.                                                                                                                                                                                      | Update                                                               | Yes             |
| 11                                                              | Historical updates to reflect Spectrum Editor change and Media Award winner.                                                                                                                                                                                   | Update                                                               | Yes             |