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**Hearing Loss Association of America National Hearing Loop Advocate –
My national outreach is graciously funded by the Carol and David Myers Family Foundation**

As an audiologist with 30 years of experience in the fitting of hearing aids, I have become heavily involved in the national advocacy campaign for wider use of hearing loops and for this purpose I maintain an informational website (www.loopwisconsin.com). I have retired from my private practice to work as the non-profit Hearing Loss Association of America as the National Hearing Loop Advocate. My focus is on education of consumers, audiologists and hearing healthcare professionals, clergy and A/V professionals. Read more here: www.hearingloss.org/content/hlaa-names-new-hearing-loop-advocate

My advocacy for hearing loop technology has resulted in nearly 600 hearing loop installations in my community; the Fox Valley and Wisconsin and many more beyond. My goal is improve hearing aid compatible hearing access in Wisconsin and beyond to the benefit of hearing and cochlear implant users.

Born and raised in the Netherlands – Obtained US Citizenship May 15th 2008

Educated and licensed as a Speech Pathologist & Akoupedist (educational hearing specialist)
Revalidatie Academie ‘de Hoensbroeck’ in Heerlen, the Netherlands 1979

1979-1981: Practiced speech pathology at the “Groot ZiekenGasthuis general Hospital providing speech, voice and stutter therapy for children and adults, and audiology testing services at the ENT department while also employed at the ‘Audiologisch Centrum’ or “AC” in Eindhoven. This AC is one of only 11 (at that time) tertiary audiology centers in the Netherlands country. Comprehensive services were provided by a social worker, psychologist, and educational specialist and as the ‘logopedist’ provided hearing testing, speech and language evaluations, lip-reading and Cued Speech therapy for suddenly deafened adults.

Master’s Degree in Audiology UW-Oshkosh (May 1983)

Doctorate in Audiology - A.T. Still University – Arizona School of Health Sciences (March 2006)

Past owner Private Practice Fox Valley Hearing Center, Inc. (25 years)

1983 – 1988: Employed in a private audiology practice with several offices in Wisconsin, providing audiology and hearing aid services .
1988 – July 2013: In 1988 acquired an Oshkosh based Audiology practice with a friend and fellow audiologist. Together we built the practice up to provide audiology services in 3 locations with a staff of six. Over the past 30 years I gave numerous workshops in the community on living with hearing loss, how to hear your best in church, and lectured nursing staff at area nursing homes on how to deal with hearing loss and hearing aids. I resigned from the practice in July 2013 to spend my time as the HLA National Hearing Loop Advocate.

Past President of the Wisconsin Alliance of Hearing Professionals (WHAP)

The Alliance of Hearing Professionals is one of few organizations in the country that brings hearing instrument specialists together with dispensing audiologists. While president, WAHP worked with the WI Speech, Language and Hearing Association to enact laws licensing audiologists.

Co-Chair Wisconsin Speech, Language Pathology and Audiology Association 1997 Convention

Past guest lecturer at UWO School of Nursing Nurse Practitioners Program

Married for 35+ yrs. to Leroy “Max” Maxfield, retired from Oshkosh Corp; we have a daughter Joelle, whose is working towards becoming a special education teacher in the Oshkosh Area School District and son Lars, who is pursuing a graduate degree in mechanical engineering at the Fach Hochschule in Lubeck, Germany.

AWARDS and RECOGNITION

- University of Wisconsin-Oshkosh Distinguished Alumni Award 2015
- Academy of Doctors of Audiology Leo Doerfler Award – 2013
- Humanitarian of the Year award – ATSU / Arizona School of Health Sciences - 2013
- Wisconsin Audiologist of the Year - Wisconsin Speech, Language and Hearing Association - 2011
- Beltone Electronics Larry Mauldin Award - 2011
- Presidential Award American Academy of Audiology - 2011
- Hearing Loss Association of America Technology Access Award - 2011
- HLAA of Wisconsin - Humanitarian Award with husband LeRoy “Max” Maxfield - 2011
- Recognized in the AARP Bulletin as a “hearing aid expert” in Guidelines on Purchasing a Hearing Aid <http://www.aarp.org/health/conditions-treatments/info-05-2011/getting-the-right-hearing-aid.html>
- Member National HLAA/AAA Hearing Loop Task Force 2010-2011
- Member HLAA Get in the Hearing Loop Task Force 2013- to Present
- American Academy of Audiology Scholar 2010-2011-2012-2013

Articles and letters advocating for Hearing Loop Technology

Authored (*) or Co-Authored (**) by Juliette Sterkens, AuD or mentioning my advocacy efforts

- **J Audio Eng. Society, Vol. 63, No. 4, 2015 April www.aes.org/technical/documentDownloads.cfm?docID=509 “Hearing Loops: The Preferred Assistive Technology” co-authored with Thomas Kauffmann, MS, Dipl.-Phys. & John Woodgate, BS
- Canadian Hearing Report Vol1, No 1, 2015: http://www.andrewjohnpublishing.com/images/chr_10-1.pdf “Getting in the Loop “
- Front page story of Oshkosh Northwestern: www.thenorthwestern.com/story/news/local/2014/12/26/juliette-sterkens-devotes-retirement-promoting-hearing-loops/20786543/ “Tuned to the Sweet Sounds of Life”
- ** Hearing Review – Cover story Oct 2014 Sergei Kochkin et al: www.hearingreview.com/2014/09/consumer-perceptions-impact-inductively-looped-venues-utility-hearing-devices/
- *Volta Voices, 2014, Vol 21 No 5 p 18-21 “[Hearing Loop Technology: Hear in Places where Hearing Devices Alone are Unable to Deliver](#) “
- *American Academy of Audiology, 2014, Vol 26 No 3 p 26-31 “[Roadmap to a Looped Community](#)”
- Hearing Loss Magazine Mar-Apr 2013 www.foxvalleyhearingloop.com/PDFFiles/JS-HLAA.pdf
- Cover Story: [A Surge in Hearing Loops Give Hearing Impaired Front Row Seats](#) (September 2012) Hearing Journal September 2012 - Volume 65 - Issue 9 - pp 14,16,17 and follow up letters to the editor [Hooray for Hearing Loops](#) November 2012 - Volume 65 - Issue 11 - p 4
- Research collaborator with Frank Lin, MD, PhD from Johns Hopkins University School of Medicine see www.linresearch.org/research.html
- The Living Church, Sept 2012 www.livingchurch.org/back-loop
- *Academy of Doctors of Audiology, 2011, Vol. 3, No. 4 p 36-39 [Get Your Practice and Patients in the Loop: Telecoil and Hearing Loop Essentials for Practitioners.](#)
- Blog on benefits of hearing loops to audiologists and consumers <http://loopwisconsin.wordpress.com/>
- *Guest Blog with Au Bankaitis, AUD - Sept 2011 [Delight your hearing aid clients: Get them in the loop!](#)
- *Audiology Online with Gus Mueller, PhD September 12, 2011 - [20Q: What is Old is New Again - Why Hearing Loops are Back to Stay](#)
- ** [In the loop. Helping the growing population with hearing loss.](#) (November, 2010). *Sound & Communications*, pp. 76-81. Dave Myers, PhD and Juliette Sterkens, AuD
- *[Hearing Loops Make Consumers Flip Where Hearing AIDS Alone Flopped](#) (PDF) (December, 2010). Letter to the editor. *The Hearing Journal*, Issue 12 – p. 37
- [The good, the bad, and the ugly](#) (PDF) From the Editor David Kirkwood Hearing Journal: (December 2010) Volume 63 - Issue 12 - p 4
- * [Becoming a Place of Worship Loop Activist](#) Better Hearing Institute Website
- [Hearing Loops: From Loss to Listening](#) Rob Senior (November 2010) *Advance for Audiologists*
- [Sertomans in the Loop](#) *Sertoman* (Summer 2010), pp. 4-6.
- [Let's loop America's Worship Centers.](#) (May, 2010). *Technologies for Worship* (tfwm.com), pp. 53-55.
- [Progress toward the looping of America--and doubled hearing aid functionality.](#) (February, 2010). *Hearing Review*, pp. 10-17.
- Loud and Clear. [Women Magazine](#) (January 2011), Terri Dougherty, Page 29-30

Professional Presentations: (Most recent presentation listed first)

1. "Myths and Truths in hearing loops" Illinois Academy of Audiology Annual Convention 1/27/2017
2. Oshkosh Senior Center staff in-service on hearing loss, hearing aids and best practices with their hearing loop 11/28/2016
3. Guest lecturer at the Univ of Montclair Audiology Program 11/21/2016
4. Keynote Speaker at HAAA of NJ annual meeting in East Brunswick, NJ – "Let's Loop New Jersey" 11/19/2016
5. George Osborne School of Audiology guest lecturer at invitation of the dean Dr. Victor Bray 11/16/2016
6. "Univ. of Virginia "Hearing Access through Hearing Loops" in the historic Rotunda 11/15/2016
7. American Academy of Audiology - North Carolina Fall meeting "Let's Loop North Carolina" 11/11/2016
8. Co-Chair Wisconsin Hearing Loop EXPO in Oak Creek with composer Richard Einhorn 11/5/2016
9. Guest lecturer at the Univ. of Minnesota Audiology Grand Rounds October 21, 2016 in Minneapolis, MN
10. "Pathway to a Looped Community for People with Hearing Loss" guest speaker at Ohio State Univ with Gail Whitelaw, PhD September 29, 2016
11. "Pathway to a Looped Community for People with Hearing Loss" guest speaker at U of Cincinnati with John Greer Clark PhD September 27, 2016
12. "Get Your Clients in the Hearing Loop" at the 2016 World Congress of Audiology September 21, 2016 – Vancouver, BC – Canada
13. "Let's Loop Arkansas" lecture at the Arkansas Hearing Society Annual Meeting July 30, 2016 in Little Rock, AR
14. " guest lecture/Webinar at the invitation of Carol Cokely, PhD at UT- Dallas – June 30, 2016
15. "Hearing Loop Initiatives in the US and Around the World" HAAA 2016 National Convention June 24, 2016 – Washington DC
16. "If You Would Mumbling I would Hear Just Fine" workshop at the 2016 Aging Well Conference at UW Parkside in Kenosha WI June 3, 2016
17. "Six Steps to a (Hearing) Looped Community" at the 2016 California Hearing Health Care Providers Annual Conference May 13, 2016 San Diego CA
18. RESNA (Rehabilitation Engineering and Assistive Technology Society of North America) National Webinar – May 4, 2016
19. AudiologyNOW 2016 Learning Lab presentation with Karen MacLennan, AuD – April 15, 2016 – Phoenix, AZ
20. Telecoil and Hearing Loop Advocacy guest lecture to AuD and PhD students at Northwestern University 2/4/2016 – Chicago, IL
21. Workshop at Arizona State University with Dr. Ingrid McBride for AuD students and faculty and area hearing care professionals 1/28/16 Tempe, AZ
22. Let's Loop Arizona Workshop organized by AZ Commission for the Deaf and the Hard of Hearing – January 28, 2016 – Phoenix, AZ
23. Invited Guest Lecture at AT Still University for AuD students, faculty and preceptors – January 27, 2016 – Mesa AZ
24. Colloquium lecture at the Univ of Tucson – January 27, 2016 – Tucson, AZ
25. Hearing Care Provider Workshop organized by the New Mexico Commission for the Deaf and Hard of Hearing – January 19, 2016 - Albuquerque, NM
26. Wisconsin Alliance of Hearing Professionals Annual Conference "Wisconsin Hearing Loop Initiative Update" January 8, 2016
27. Wisconsin Assistive Technology Advisory Council Meeting in the Wisconsin Dells – "Let's Loop Wisconsin" December 12, 2015
28. Get the Most out of your Hearing Loop Webinar for the Wisconsin Library Association November 18, 2015 - <https://vimeo.com/146167793>
29. Let's Loop Orange County, in Laguna Woods, AC organized by Toni Barrient – two lectures: one for the community and one for professionals
30. Wisconsin Educational Services Program for the Deaf and Hard of Hearing Oconomowoc, "Bluetooth, MFi and Telecoils, Oh My!" October 23, 2015
31. Michigan Audiology Conference, East Lansing "Six Steps to a Looped Community" October 15, 2015
32. Wisconsin Speech, Language and Hearing Fall Conference "Wisconsin Hearing Loop Initiative Update" September 25, 2015
33. Florida Audiology Association (FLAA) ABA Tier 1 "Hearing Loops and Pillar-of-the-Community Marketing" August 7, 2015
34. Kentucky Audiology Association "Let's Get Kentucky in the (Hearing) Loop" July 24, 2015
35. "How to Start a Hearing Loop Initiative" & "FUNDamentals of Loop Fundraising" w/ Cheri Perazzoli & JoAnne DeVries at HAAA2015 – St. Louis, MO June 2015
36. Univ. Of Texas Dallas – guest lecturer to AuD program "Importance of the Telecoil in a Bluetooth World" June 10, 2015
37. Hearing Research Foundation St. Petersburg FL: "Hearing Loops: The Missing Link?" June 2, 2015
38. Presentation with engineer Rick Korinek at the Wisconsin Professional Engineering Society Annual Conference in Green Bay, WI – May 27, 2015
39. Invited guest speaker at the Canadian Hard of Hearing Association in Halifax, CA May 23, 2015
40. Webinar for the Washington DC based National Institute of Retired Religious (NRRO) titled "Get in the Habit of Living Well with Hearing Loss" May 19, 2015
41. Co-presented w/ Don Bataille at ADA Symposium in Atlanta – "Effective Access for People with Hearing Loss through Hearing Loop Technology" May 12, 2015
42. Guest lecturer at Univ of Iowa Doctoral Audiology Program Iowa City – April 23, 2015
43. Invited guest speaker at the SAA Annual conference at Univ. of Pittsburgh Doctoral Audiology Program with co-presenter Catherine Palmer, PhD – April 8, 2015
44. Invited guest speaker for the WI Department of Health Services' Bureau of Aging and Disability Resources all-staff Meeting - March 16, 2015
45. Invited speaker at the 2015 Kansas Hearing Society - 2-hour presentation on "How to get your Community in the Loop" - March 13, 2015
46. Hearing Loss Association of Sarasota 4th Hearing Expo in Bradenton "Understand Looping and Telecoils and how they can improve your ability to hear"
47. 3-hr. workshop Sertoma of Lexington, SC - "What everyone who serves the public should know about hearing loss and hearing loops" Feb 23 and Feb 24, 2015
48. "MFi and Bluetooth and Telecoils, Oh My" National HAAA Webinar January 21, 2015 <http://www.hearingloss.org/content/juli%20C3%ABtte-sterkens-aud>
49. UW Green Bay Learning in Retirement: Living Well with Hearing Loss: Why Hearing Aids are Only Part of the Solution – Nov 21, 2014
50. "Today's Relevance of the T-coil" Presentation at the Europäische Union der Hörgeräteakustiker or EUHA in Hannover, Germany October 17, 2014
51. Key Note speaker at the Say What Annual Conference dinner in Madison WI – July 19, 2014
52. Guest speaker at the Florida Society of Hearing Health Professionals in Orlando FL July 12, 2014
53. Presentations on Hearing Loop Advocacy "You don't Have to Shout to be Heard" with Cheryl Davis, PhD & "Hearing Loop Technology and You" with Richard Einhorn and Karen MacLennan, AuD at the annual HAAA National Conference – Austin, TX June 26-28, 2014
54. Invited Guest speaker at the Wisconsin Healthy Aging Summit June 24, 2014- organized by the Wisconsin Institute for Healthy Aging
55. Invited guest speaker at the British Society of Hearing Aid Audiologists 2014 Congress in Coventry, UK May 16 on "Evaluations that Exceed Client Expectations and Set Realistic Expectations" and May 17, 2014 on "Old Technology, Old Attitudes: Unleashing the Power of the Loop"
56. Invited speaker at Sanderson Center for Deaf and Hard of Hearing, Salt Lake City, Utah May 2, 2014
57. Invited speaker Virginia Mason Listen for Life Audiology Conference in Seattle, WA April 26, 2014
58. Invited guest speaker at the Osher Life Long Learning Institute at Univ of Minnesota "All things Hearing" April 8, 2014
59. Speaker at a "let's Loop Asheville" event at St Eugene's Catholic Church in Asheville, NC March 10, 2014

60. Speaker at the HLAA Charlotte Chapter meeting in Charlotte NC March 11, 2014
 61. Gave three community presentations in the Greensboro and Triad area of NC with audiologist Dr. Tami Ike, March 13-14, 2014
 62. TV interview on WCTV in Tallahassee March 18, 2014
 63. Invited speaker at the Tallahassee Senior Center Monthly Aging Coalition Meeting, in Tallahassee FL on March 19, 2014

 64. Speaker at the Villages of Gainesville Retirement Community in Gainesville, FL on March 22, 2014
 65. Speaker at the Ocala HLAA Chapter of "The Villages" in Ocala, FL on March 24, 2014
 66. Community presentation organized by HLAA Sun City Chapter and Sun Towers Retirement community – Sun City Center FL on March 25, 2014
 67. Invited speaker at the Delaware EDHI Still Listening Conference, Dover, DE titled "Are (Hearing) Loops for my Child?" February 27, 2014
 68. Educational webinar presenter for HLAA members "How to start a hearing loop initiative in your community" February 19, 2014
 69. Guest speaker at University of Minnesota Audiology Grand Rounds session February 7, 2014
 70. Guest speaker at Northwestern University AuD for "Management of adult hearing impairment" class February 4, 2014
 71. UW-Stevens Point CEU Life Program speaker: "Living well with Hearing Loss: Hearing aids are only part of the solution" January 30, 2014
 72. Attendee at the Institute of Medicine "Hearing Loss and Healthy Aging" Workshop Washington DC
 73. Hearing Loop Panelist with Composer Richard Einhorn, and Karen MacLennan, AuD at HLAA-Manhattan Chapter meeting Dec 17, 2013
 74. Presented to Penn South residents in Manhattan, NYC: "All Things Hearing: Hearing loss, Hearing Aids, Hearing Loops" Dec 17, 2013
 75. Invited speaker SAA chapter of UW Madison audiology students – lectured on benefits of hearing loops to the professions Dec 4, 2013
 76. Invited speaker UW Green Bay Learning in Retirement Institute: "All Things Hearing: Hearing loss, Hearing Aids, Hearing Loops" Nov 20, 2013
 77. Invited keynote speaker HearingLink 3rd International Hearing Loop "Hearing Loops for all" Conference in Eastbourne (UK):
"It's not so much about loops as it is about hearing loss" October 6, 2013
 78. Invited speaker Oregon HLAA Workshop: "Getting on the Oregon Trail to Looping" September 21, 2013
 79. California Academy of Audiology annual conference invited speaker: "Hearing Loops" a Win-Win for Consumers & Audiologists" Sept 27, '13
 80. Invited speaker at the IHS: International Hearing Society Annual Conference – Washington DC Sept 13, '13
 81. Invited keynote speaker- Mayo Clinic annual summer picnic for Cochlear Implant users and families August 24, '13
 82. Presentation on Hearing Loop Advocacy at the HLAA National Conference - Portland, OR June 29, '13
 83. Invited speaker at ADPAW (Aging and Disability Professionals Association of Wisconsin) Conference June 4, 2013
 84. Presented at Johns Hopkins Audiology department May 29, 2013
 85. Keynote speaker at the Baltimore Hearing and Speech Agency Community Hearing Loop meeting May 29, 2013
 86. Baltimore Hebrew Congregation Community Hearing Loop meeting keynote speaker May 28, 2013
 87. HLAA chapters in Storrs, CT and Northborough, MA "How to advocate for hearing loops" May 18, 2013
 88. Community Hearing Loop presentation in Boston at Mass Eye and Ear Institute May 16, 2013
 89. Presented on "Dementia, Hearing Loss and Access" at the HLAA Fox Cities Chapter in Appleton May 14, 2013
 90. Workshop to Sarasota area audiologists on marketing your practice with hearing loops - May 2, 2013
 91. Presentations to HLAA chapters in Jacksonville, FL on April 29 and in Sarasota on May 1, 2013
 92. Invited guest speaker at Listen Technologies annual RepFest in Salt Lake City, UT - attendees from US & Canada
 93. Invited guest speaker audiology video conference Mayo Clinic Health System 4/15/13
 94. "Hearing Loss, Hearing Aids and effective Hearing Accessibility" presentation at the American Society on Aging National Convention *Aging in America* - March 2013 Chicago with audiologist Dr. Linda Remensnyder
 95. Spoke at 5 different California HLAA Chapters (Santa Barbara, Monterey, San Jose, Lakewood and Pasadena Feb 9th and 16th 2013)
 96. Invited speaker with David Myers, PhD -2012 annual American Speech Hearing Association Convention – Atlanta, GA *Let's Loop America* - Nov.2012
 97. University of Southern Alabama in Mobile – 1 ½ hour class to AuD students and faculty on looping
 98. Texas Academy of Audiology November 8th Implementing *Looping in Your Practice and Community* workshop
 99. Colorado Academy of Audiology Annual Fall Conference, Vail, CO October 6, 2013 presentation with Laura Hansen
 100. Invited Guest speaker at the Iowa Hearing Association annual meeting September 14th in Des Moines, IA
 101. IFHOH International Conference Bergen Norway June 2012 w/ Brenda Battat, ED HLAA and Pat Kricos, PhD, past president of American Academy of Audiology
 102. Invited guest lecturer at Univ. of Texas at Dallas AuD program – June 2012 at request of Carol Cokely, PhD
 103. Illinois Hearing Society *Let's Loop Illinois* with Linda Remensnyder, AuD April 2012
 104. ADA Annual Conference 11/5/2011 – *Hearing Loops Invigorate Your Patients, Your Practice and the Profession*
 105. WSHA Fall Update September 23, 2011 1½ hr. "Hearing Loops Delight Hearing Aid Users" presentation
 106. Hearing Loss Assoc. of America 2nd Hearing Loop Conference Washington DC June 19th Moderator Telecoil Panel
 107. HLAA Annual Conference Washington DC 6/17/2011 "*The Looping of America Begins with You!*"
 108. Featured Session at AudiologyNOW Chicago April 2011 with David Myers, PhD "Let's Loop America!"
 109. HLAA-Wi Educational Hearing Loop Conference - Keynote address with David Myers, PhD
 110. GAA (Georgia Academy of Audiology) Invited Speaker - January 2011 "Let's Loop Georgia"
 111. Wisconsin Hearing Loop Conference – Appleton, April 2, 2011 Keynote speech with David Myers, PhD
 112. WSHA Annual Conference "Let's Loop Wisconsin" co-presented with David Myers, PhD Spring 2010
 113. Wisconsin Alliance of Hearing Professionals co-presented with David Myers, PhD January 2010
 114. Madison WI, with the local Sertoma organization "Let's Loop Madison" May 2009
 115. Menomonie WI "How to start a Hearing Loop Initiative" August 2009
 116. Stevens Point annual HLAA-WI meeting "Let's Loop Wisconsin" October 2009
 117. Waukesha Civic Theater hearing loop dedication November 2010
 118. 1st International Hearing Loop Conference in Zurich, Switzerland - invited panelist September 2010
 119. Milwaukee WELS evangelical National Annual meeting for Special Ministries September 2010
 120. Wisconsin Public Radio interviews with Kathleen Dunn (2005) and Joy Cardin (December 2012)
- + over 60 consumer presentations to Rotary, Lions, Kiwanis, Sertoma, ADRC centers, libraries, PEO's, Church and Senior clubs (2008 to present)