



Sponsorship Spotlight with Jackie Elcox and Treasure Valley Hearing

Interview questions:

Tell us about yourself and the creation of your business.

An immigrant to America in 1971, I was raised predominately in Boise. While studying Speech and Hearing Pathology at Northwest Nazarene College, I was presented with an opportunity to start Treasure Valley Hearing & Balance Clinic. An entrepreneur at heart, I jumped at this opportunity.

Over the past 24 years, we have built the practice to include two more locations as well as multiple service centers throughout Treasure Valley.

While I still see long-time patients and those referred personally to me, we have reached a size where most of my time is spent running the company. When not working, I enjoy playing golf, traveling, working in my garden and spending time with my family.

How long have you been in business and how long have you owned the company?

We have been in business in the valley for 24 years.

Tell us about the vision you have for your company.

My vision is to continue to provide an elite level of hearing care to our community while providing opportunity to those who have a passion to help

improve lives, and realize their own personal, professional and financial goals.

What do you enjoy most about owning a business and the industry you work in?

Owning a business is very challenging; especially a service business. It is critical that all team members respect and protect our “brand” each and every day. My job is to continually see to it that our culture reflects the level of care we provide. We have to adapt to a fast changing world and be looking for ways to create our own future. That alone is a full time job! Having an opportunity to help others grow and learn and stretch themselves further than they thought they could go....that is what I love about owning a business.

Helping people reconnect with their world through better hearing is a massive reward and knowing that we have a direct effect on the quality of someone’s life is a huge responsibility.

What prompted you and your company to support EWGA and how long have you been a sponsor?

I was able to blend two of my passions....helping people hear better and my love for golf!

How can our members show their support?

1 in 5 Americans suffers with hearing loss and it has its consequences: diminished relationships, feelings of isolation, depression are just a few of the side effects of an untreated hearing loss. If you know someone who is suffering, pass along our Share the Sound Program. Send them to us for a free hearing screening.

What do you like most about golf?

Making new friends. I love the personal challenge of continually bettering myself. My husband and I love to be paired up with strangers when golfing.....what a fantastic opportunity to meet new people!