
Geoff Lauer: A Champion for Brain Injury Advocacy and Care

For over two decades, Geoff Lauer has been an unwavering voice and tireless advocate for individuals affected by brain injury. His remarkable career has been defined by visionary leadership, policy innovation, and a profound commitment to improving the lives of brain injury survivors and their families.



Distinguished Leadership

Geoff's exceptional leadership journey began with the Brain Injury Alliance of Iowa, where he served as CEO and Executive Director for an extraordinary 23 years. Under his stewardship, the organization flourished into a vital resource for thousands of Iowans affected by brain injury. In 2024, he transitioned to the role of Chief Strategic Officer, where he continues to shape the organization's vision and impact.

As a founding member of the United States Brain Injury Alliance (USBIA), Geoff played a crucial role in establishing a national framework for brain injury support and advocacy. His pioneering work was particularly notable in establishing Neurorehabilitation Resource Facilitation (NRF) services in Iowa, a program that gained national recognition for its innovative approach to supporting brain injury survivors.

His influence extends well beyond Iowa's borders. From 2002 to 2006, Geoff served as the National Director of Affiliate Relations for the Brain Injury Association of America, strengthening the nationwide network of brain injury support and advocacy organizations.

Academic Excellence and Knowledge Sharing

Geoff's expertise is built upon a solid academic foundation, having earned his master's degree in communication studies from the University of Iowa with focus areas in Health Communications and Interpersonal Communications. He has generously shared this knowledge through more than 75 training courses, workshops, and conference courses. His most recent contribution, "Navigating the Journey: Understanding Brain Injury as a Chronic Condition," presented at the 2024 Iowa Association of Community Providers Annual Conference, reflects his ongoing commitment to advancing understanding in the field.

Recognition of Excellence

Geoff's contributions have earned him numerous prestigious accolades, including the National Public Policy Award (2013) from the North American Brain Injury Society for his exceptional leadership in brain injury and disability public policy work at both state and federal levels. The Iowa Governor's Advisory Council on Brain Injury twice honored him with their Distinguished

Service Award (1995, 1997) for his pioneering work in prevention and services for persons with brain injury. Additionally, the Iowa Head Injury Association presented him with their Distinguished Public Service Award (1994) for his groundbreaking efforts in developing services for brain injury survivors.

Research and Consultation Impact

Beyond his administrative leadership, Geoff has made significant contributions to brain injury research and program development. Most notably, since 2013, he has served as a Research Consultant with the Mayo Clinic Traumatic Brain Injury Model System Center CONNECT clinical study, a National Institute on Disability and Rehabilitation Research funded initiative based in Rochester, Minnesota. His consultation expertise has helped shape programs and services that directly improve outcomes for those living with brain injury.

A Life Beyond Advocacy

While Geoff's professional achievements are extraordinary, those who know him understand that his passion extends far beyond his professional role. A true steward of the environment, Geoff finds joy and purpose in nature, dedicating time to caring for the natural world around him. He remains deeply committed to his family and actively volunteers in his community, embodying the same compassion and dedication that has defined his professional career.

A Legacy of Compassion and Change

What truly distinguishes Geoff's career is not just the impressive list of accomplishments and accolades, but the countless lives he has touched and transformed in the brain injury community. Through his unwavering advocacy, thousands of individuals with brain injuries have gained access to better care, stronger support systems, and policies that honor their dignity and potential.

As we present this **Lifetime Achievement Award**, we celebrate not just a career of remarkable accomplishments, but a life dedicated to ensuring that those affected by brain injury are seen, heard, and served with excellence and compassion. Thank you Geoff for your exceptional leadership in the field of Brain Injury Rehabilitation.



**Run, Walk, Roll for Brain
Injury Awareness**

Step up and join **Miles for Minds**! Run, walk, or roll — at your own pace and in your own place. It's more than just miles — it's about raising awareness for brain injury!

We are almost 1/2 way through our month long fundraiser, Miles for Minds 2025. Consider joining us for the remainder of the month to boost awareness of brain injury and/or consider fundraising opportunities for the Brain Injury Association of Iowa's programs and services.

- Share the fundraiser on your social media pages or other networks
- Consider registering yourself to get your own fundraising page started (you can even register for free just to get the word out)
- Join an existing team or become the captain of your own team
- Follow, watch and share updates on BIAIA's main social media pages

Regardless of what you can do - know that BIAIA is here in your corner to continue to serve and support you as we can! Take care and be well!

To participate, use this link:

<https://app.betterunite.com/braininjuryallianceofiowa-milesforminds2025-1>



We're looking for presenters who can lead engaging sessions for the 34th Annual Best Practices in Brain Injury Services Conference. This is your chance to share your knowledge, tools, and stories!

Scan the QR code or use the link below to submit your session proposals:

<https://forms.office.com/r/vGX5SCrqXX>

[BIAA Continues to Advocate for the Brain Injury Community](#)

Federal brain injury programs are under threat. In a recent op-ed for the publication, The Hill, BIAA's President and CEO, Rick Willis, explains what's at stake, why these programs are vital for brain injury survivors, and the consequences of cutting them. [Read the article here.](#)

[You Could Be BIAA's Next Ambassador](#)

Advocacy is essential to raising awareness, securing funding for research and care, and improving policies for those affected by brain injury. Now more than ever, we need your voice to advocate for brain injury programs.

In a few weeks, the Brain Injury Association of America (BIAA) will be opening applications for its inaugural Advocacy and Awareness Ambassador

cohort. Designed for intermediate to advanced advocates, BIAA's Advocacy and Awareness Ambassadors will elevate the voice of the brain injury community and cultivate a powerful grassroots network of trained advocates.

Through structured training, guided engagement, and collaborative advocacy, Ambassadors will:

- Build and strengthen relationships with legislators and public officials.
- Educate state and local media outlets on the impact of brain injury.
- Share their stories to raise public awareness.
- Mobilize grassroots support for legislative and funding priorities.
- Promote an accurate understanding of brain injury in everyday conversation and online

More information on the program and instructions on how to apply will be available in the coming weeks. To be the first to know when applications open, [join BIAA's interest list](#).

OBISSS Reliability Confirmed

A new peer-reviewed paper titled “Research Letter: Interview Versus Self-Administration of Retrospective Brain Injury Identification” confirms the **strong reliability** of the self-administered OSU TBI-ID — the tool used in the OBISSS — for screening potential brain injury across diverse settings.

[Read the paper here](#)

36th Annual State of the States in Brain Injury Conference

As a valued partner in serving individuals with brain injury, we invite you to attend **NASHIA's 36th Annual State of the States in Brain Injury Conference** in **Portland, Maine, October 27–30**. This conference is a trusted space for professionals across systems - behavioral health, housing, veterans services, intimate partner violence, rehabilitation, and beyond - to connect and share innovations that improve outcomes for people affected by brain injury.

The agenda is packed with high-impact plenaries and concurrent sessions, along with two half-day intensives and a collaborative implementation session. This is more than a learning opportunity - it's a chance to influence systems-level change. Whether you're seeking practical tools, policy insights, or new partnerships, this conference will equip you to bring evidence-based strategies back to our community.

Learn more and register: <https://www.nashia.org/sos2025>

Webinars

FREE CEU opportunities available for these webinars!

Visit our [webinar page](#) to learn more and register.



WEBINAR NEW SCHEDULE!

SEPTEMBER 19, 2025

12:30 - 1:30 PM CST



LUNG CARE IN PRACTICE:
TOOLS FOR CAREGIVERS
AND CLINICIANS

Dr. Brian Witt, MD
Pulmonologist, Mercy Cedar Rapids



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Talk Saves Lives

Hayl Bergeland, MS, CRS-A/D
Suicide Prevention Grant Coordinator,
EFR Program Chair, American Foundation
for Suicide Prevention - Iowa Chapter



WEBINAR

SEPTEMBER 18, 2025

12:00 - 1:00 PM CST



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REQUESTING AND NEGOTIATING
WORKPLACE ACCOMMODATIONS

Lisa DeMoss
Consultant, Cognitive and Psychological
Accommodation Team - Job Accommodation Network



WEBINAR

October 15, 2025

12:00-1:00 PM CST



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WHY CAN'T I THINK STRAIGHT?
UNCOVERING BRAIN INJURY IN THE
AFTERMATH OF DOMESTIC VIOLENCE

Melissa Bickford, Survivor and Advocate for
Brain Injury and Domestic Violence Awareness



WEBINAR

October 22, 2025

12:00 - 1:00 PM CST



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BIAIA Website Feedback Survey



We are working on improving our website to better serve survivors, caregivers, and professionals. Your feedback will help us make sure the resources you need are easy to find, accessible, and meaningful. Please take a few minutes to complete our [website feedback survey](#) and let us know what's working - and what could be better.



Educational Topics Survey

What topics related to brain injury would you like to see in upcoming webinars hosted by the Brain Injury Alliance of Iowa? Your feedback is valued and appreciated! [Participate in the survey.](#)



Call for Webinar Proposals

The Brain Injury Alliance of Iowa is looking for presenters to deliver webinars on topics related to brain injury treatment, rehabilitation, recovery, and support. Presentations can target professionals or survivors and their loved ones. [Submit proposal](#)

Brain Injury Resource Facilitation



Brain Injury Resource Facilitators are available to serve Iowans; to answer questions and connect those with a brain injury to resources and information. [Learn more about this program.](#) BIAIA is one call away.

[BIAIA Satisfaction Survey](#)



Our mission at the Brain Injury Association of Iowa is to create a better future through brain injury prevention, advocacy, education, research and support. Join us on our platforms to obtain the latest and most relevant information pertaining to brain injury.