

LIVE SEMINAR

Friday, November 17, 2017 in Cupertino, CA

Juniper Hotel Cupertino
10050 S De Anza Blvd, 95014. (408) 253-8900

Complimentary parking is available at the venue.
Please do not contact the venue except for driving instructions.

LIVE WEBCAST

Friday, November 17, 2017, 9 AM – 4 PM PST

You will need a computer with internet access and speakers to participate in the live webcast.

ON-DEMAND WEBCAST

Wednesday, November 22, 2017 – Friday, December 22, 2017

Participants interested in on-demand, self-study learning including continuing education credit may register to download the recording of the program from Wednesday, November 22, 2017 through Friday, December 22, 2017. The program plus in-class exercises will be available in four convenient segments.

HOME STUDY RECORDINGS

Valid for CE until November 3, 2020

You may listen to or view the recorded lecture at your convenience and earn home study credit. Expiration date: November 3, 2020

ADVANCES IN THE BRAIN AND BEHAVIORAL SCIENCES

✓one:

- Live Webcast with CE Credit: Friday, November 17, 2017
- On-Demand Webcast with CE Credit: November 22, 2017 – December 22, 2017

Purchase of Recordings with Home Study CE Credit: through November 3, 2020

- 4 Audio CDs
- 4 Audio-Visual DVDs

Purchase of Recordings without CE Credit:

- 4 Audio CDs, \$50
- 4 Audio-Visual DVDs, \$75

Tuition is in US dollars.

Name (PLEASE PRINT) _____

Home Address _____

City/State _____, _____ Zip _____

Work Phone (____) _____ Home Phone (____) _____

Fax (____) _____ (PLEASE PRINT EMAIL IF AVAILABLE)

Email _____

Profession(s) _____

PRE-REGISTRATION

- \$79 Individual Rate
- \$74 Group Rate (3 or more persons registering together)
- \$89 On-Site Registration (if space is available)

FOUR WAYS TO REGISTER

1. Internet: www.ibpceu.com
2. Mail: PO Box 2238, Los Banos, CA 93635
(make check payable to IBP)
3. Fax: (877) 517-5222
4. Phone: (866) 652-7414 (open 24 hours a day, 7 days a week)

Purchase orders are accepted. IBP tax identification number: 77-0026830

Type of Credit Card: Visa MasterCard AmEx Discover

Card # _____ Exp Date _____ / _____

Signature _____



NURSES: Institute for Brain Potential (IBP) is accredited with distinction as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

Institute for Brain Potential is approved as a provider of continuing education by California Board of Registered Nursing, Provider #CEP13896, and Florida Board of Nursing. This program provides 6 contact hours.

PSYCHOLOGISTS: Institute for Brain Potential is approved by the American Psychological Association to sponsor continuing education for psychologists. Institute for Brain Potential maintains responsibility for this program and its content. This program provides 6 CE credits. Institute for Brain Potential is approved as a provider of continuing education by the Florida Board of Psychology. This course provides 6 hours of CE credit.

COUNSELORS, SOCIAL WORKERS & MFTs: Institute for Brain Potential has been approved by NBCC as an Approved Continuing Education Provider, ACEP No. 6342. Programs that do not qualify for NBCC credit are clearly identified. Institute for Brain Potential is solely responsible for all aspects of the programs. This program provides 6 clock hours.

Institute for Brain Potential, provider 1160, is approved as a provider for continuing education by the Association of Social Work Boards (ASWB), 400 South Ridge Parkway, Suite B, Culpeper, VA 22701. www.aswb.org. Social workers should contact their regulatory board to determine course approval. Social workers will receive 6 continuing education clock hours for participating in this intermediate-level course. Institute for Brain Potential is approved as a provider of CE by Florida Board of Clinical Social Work, MFT and Mental Health Counseling, by Ohio CSWMFT Board, Provider #RCST030801, by Illinois Department of Professional Regulation MFT CE Sponsor Program, Sponsor #168.000183, and by Texas State Board of Examiners of Marriage & Family Therapists, Provider #830. Institute for Brain Potential (IBP), SW CPE is recognized by the New York State Education Department's State Board for Social Work as an approved provider of continuing education for licensed social workers #0341. This program provides 6 contact hours.

OCCUPATIONAL THERAPISTS: IBP is an American Occupational Therapy Association (AOTA) Approved Provider, #6050. The assignment of AOTA CEUs does not imply endorsement of specific course content, products, or clinical procedures by AOTA. This program provides 6 contact hours. Content Level: Intermediate. Content Focus: Domain of OT (Client Factors). This course is approved by the FL Board of Occupational Therapy for 6 hours of credit.

SUBSTANCE ABUSE PROFESSIONALS: Institute for Brain Potential is approved by the NAADAC Approved Education Provider Program, Provider #102949. Institute for Brain Potential is approved by CCAPP-EI, Provider Number 4S-09-128-1217. This program provides 6 CEHs.

PHARMACISTS & PHARMACY TECHNICIANS: Institute for Brain Potential is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. The live seminar and webcast are knowledge-based activities with UANs 0492-0000-17-059-L04-P and 0492-0000-17-059-L04-T. The on-demand webcast and home study CDs/DVDs are knowledge-based activities with UANs 0492-0000-17-060-H04-P and 0492-0000-17-060-H04-T. Initial Release Date: 11/03/2017. Planned Expiration Date: 11/03/2020. This program provides 6 hours (.6 CEU). This program has been pre-approved by the Florida Board of Pharmacy for 6 hours of continuing education credit.

DENTAL PROFESSIONALS: Institute for Brain Potential is designated as an Approved PACE Program Provider by the Academy of General Dentistry (AGD). The formal continuing dental education programs of this provider are accepted by the AGD for Fellowship/Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from 12/01/14 – 11/30/18. Provider ID# 312413. This program provides 6 hours of CE credit. Subject Code: 557. Initial Release Date: 11/03/2017. Planned Expiration Date: 11/03/2020. IBP, provider RP-4261, is authorized to confer continuing dental education for Dentists, Dental Hygienists and Dental Assistants by the Dental Board of California. Institute for Brain Potential is an approved provider with the Florida Board of Dentistry. This program is 6 CE hours.

PHYSICAL THERAPISTS: This program is approved by as a provider of the physical therapy continuing education by the Physical Therapy Board of California. IBP is an Illinois Department of Professional Regulation Approved CE Sponsor for PTs and PTAs, #216.000210. IBP is recognized by the New York State Education Department's State Board of Physical Therapy as an approved provider of physical therapy continuing education. This program is pending approval by the TX chapter of the American Physical Therapy Association (IPTA). This program provides 6 CE hours. The physical therapy boards in AK, AZ, DE, GA, ID, IN, KS, KY, MS, MO, NC, ND, RI, SC, OR, TN, UT, VA, WI, and WY accept courses approved by APTA chapters. This course meets the criteria for 6 contact hours of physical therapy continuing education in CT, IA, MO, MT, NE, NH, OR, and WA.

MASSAGE THERAPISTS: Institute for Brain Potential is approved as a CE provider by the Illinois Department of Professional Regulation, #245.000045, and by the Florida Board of Massage Therapy. This program provides 6 CE hours. This program counts as 'General' hours in Florida.

SPEECH-LANGUAGE PATHOLOGISTS: Institute for Brain Potential is an approved provider by the California Speech-Language Pathology and Audiology Board (SLPAB), # PDP247, and by the Florida Board of Speech-Language Pathology and Audiology. CE credit for SLPs in Florida is available for only the live webcast and the seminar of the program. This program provides 6 CE hours.

DIETITIANS: Institute for Brain Potential is a Continuing Professional Education (CPE) Accredited Provider with the Commission on Dietetic Registration (CDR). Registered dietitians (RDs) and dietetic technicians, registered (DTRs) will receive 6 continuing professional education units (CPEUs) for completion of this program/materials. Continuing Professional Education Provider Accreditation does not constitute endorsement by CDR of a provider, program, or materials. Provider Number: BP001. CPE Level: I. Suggested Learning Codes: 6010 and 6020. CDR-approved credit is available for only the live webcast and the seminar of the program.

RESPIRATORY CARE PROFESSIONALS: RCPs in New York receive 6 hours of Category III credit through the ANCC. IBP is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation (ANCC). IBP is approved by the California Board of Registered Nursing (CA BRN), Provider #CEP13896, to provide continuing education. Programs offered by the CA BRN approved providers of CE are accepted by the Respiratory Care Board of California.

EDUCATORS: Participants completing this program will receive 7.5 clock hours of professional development credit through a cosponsorship agreement between Alliant International University and IBP. Alliant International University's graduate programs are accredited by the Accrediting Commission of Senior Colleges and Universities of the Western Association of Schools and Colleges. Please contact your school district if you need prior approval for this program.

COLLEGE EDUCATED PUBLIC: This program is recommended for individuals who wish to add to their personal and professional knowledge and to improve their health and wellbeing. Participants will receive a certificate of completion for 6 hours.



ADVANCES IN THE BRAIN AND BEHAVIORAL SCIENCES

A 6-Hour Program for Health Professionals

Live Seminar Schedule: Check in: 8:15-9 AM, program starts: 9 AM, lunch (on own): 11:30 AM, Q&A and discussion with instructor: 12-12:30 PM, lecture resumes: 12:30 PM, adjournment: 4 PM. Please register early and arrive before the start time. Space is limited.

Live Webcast Schedule: The date of the live webcast is Friday, November 17, 2017, 9 AM, Pacific Standard Time. Please register early and sign in 30 minutes before the time of the webcast.

On-Demand Webcast Schedule: You may view the program in segments at your convenience from Wednesday, November 22, 2017 until Friday, December 22, 2017. Registrants who sign up for the live webcast may elect to take the on-demand webcast.

Home Study Schedule: You may listen to or view the recorded lecture at your convenience until the expiration date: November 3, 2020. Self-study credit is available for all California-licensed health professions listed on the brochure except dietitians and massage therapists. We anticipate shipments of CDs/DVDs will take place after December 22, 2017.

Group Registrations: Rates apply for three or more pre-registered guests enrolling together. Please complete a separate registration form for each person. Members of a group can watch interactive or on-demand webcast, or order home study recordings on different dates.

Confirmation Notices and Certificates of Completion: We will confirm your registration by email or by letter. Please attend even if you do not receive a confirmation. Successful completion includes full attendance, submission of the evaluation form, and for home study credit, submission of the post-test. No partial credit will be given. Certificates of completion for the live seminar are provided at the time of adjournment, and for the interactive webcast, live webcast and on-demand webcast are provided by email upon receipt of the evaluation form and the post-test.

Transfers and Cancellations: Registrants can transfer to another live seminar or webcast if space is available. Registrants canceling up to 48 hours before a seminar or webcast can receive a tuition refund less a \$15 administrative fee or an audio CD or DVD recording of the program with the instructional outline for home study credit. Alternatively, a full-value voucher can be obtained good for one year for a future program. In the unlikely event that the program cannot be held (e.g., an act of God), registrants will receive free admission to a rescheduled program or a full-value voucher, good for one year, for a future program. All requests must be made in writing or online. No IBP program has ever been cancelled as the result of low attendance.

Customer Service: Call 888-202-2938 to ask about course content, instructors, request accommodations for disability, submit a formal grievance, or remove your name from a list. For other questions, call 866-652-7414.

Institute for Brain Potential: We are the leading provider of accredited programs on the brain and behavioral sciences. Our non-profit organization (tax ID 77-0026830) has presented cost-effective, informative and practical seminars by outstanding speakers since 1984.

ADVANCES IN THE BRAIN AND BEHAVIORAL SCIENCES

FREQUENTLY ASKED QUESTIONS

Q: Is there a way to enjoy this seminar without being at my computer for 6 hours? What if I am not free on August 18, the date of the broadcast?

Yes! First, register for the program. You will receive a link to view the program starting November 22 until December 22. The program will be divided into four segments of approximately 75 minutes for user-friendly viewing.

Q: What if I have technical issues getting and staying connected, difficulty seeing the slides, or hearing the speaker?

We have an expert videographer to capture the sound and slides. We will make copies of the outline available to the participants. Further, in the unlikely event that you have connection problems, IBP will provide registrants with a free set of 4 CDs or DVDs of the entire program.

Q: I'd like to view the program and receive credit but without watching the live program or downloading it and still receive continuing education credit. Can I do this?

Yes! The cost of the DVD or CD set will be the same as the cost of the live program. Register now, let the operator know you will want the CD or DVD set (specify which), and make sure your profession is included in our online brochure.

Q: Can I attend this program live?

Yes, but only if you live in a city where IBP is currently presenting this seminar.

Q: My profession is not included on the brochure. Can I receive continuing education credit?

Maybe. Please contact our customer service department at (888) 202-2938.

Q: How long does it usually take to receive a certificate of completion?

Typically, within 3 or 4 business days.

This unique program describes the training programs that have been developed by the Institute for Brain Potential to help understand and prevent mental and physical conditions and to improve health and wellbeing.

Participants completing the program should be able to identify evidence-based approaches to:

- 1. Overcoming traumatic and posttraumatic stress-related disorders including adverse childhood and adult experiences.*
- 2. Understanding and managing generalized anxiety disorder, social anxiety disorder, and perfectionism.*
- 3. Enhancing emotional resilience*
- 4. Improving health-related habits*
- 5. Understanding and applying mind-body approaches to improve the mind-body connection as it affects the immune system and inflammation.*
- 6. Understanding and improving interpersonal relationships including reasoning with unreasonable people and high-conflict interactions.*
- 7. Describing how food affects mental health*
- 8. Understanding and improving memory and cognition and preventing dementia.*
- 9. Adopting lifestyle modifications for improving physical activity, diet, meditation and sleep.*
- 10. Applying positive psychology.*

Understanding and Overcoming Trauma

- **Adverse Childhood Experiences**
 - **Problems Related To Family Upbringing:** how social skills and dysfunctional relationships emerge only to stir up more stress which the person is unable to control.
 - **Mood Disorders and Impaired Impulse Control:** mindful Brain: how mindful states can alter the brain in ways to reduce pain, suffering, and enhance wellbeing.
- **Understanding and Treating Posttraumatic Stress Disorder**
 - **Stress-Related Brain Pathology:** horror frozen in memory, intrusive memories, hypervigilance, and alteration of the fear hub in the brain.
 - **How Traumatic Memories are Processed:** cognitive problems and overwhelming affect impair coping and recovery.

Understanding and Managing Anxiety

- **Why We Worry: Understanding and Treating Anxiety Disorders**
 - **Causes of Anxiety Disorders:** what perpetuates maladaptive coping?
 - **Generalized Anxiety Disorder:** diagnosis, treatment with cognitive behavioral therapy, anxiety-management training, acceptance-based approaches and pharmacotherapy.
 - **Social Anxiety Disorders:** what perpetuates shame, shyness, and avoidance of social situations; key treatments.
 - **Applying Interpersonal Techniques:** key advances.
- **The Pathology of Perfectionism**
 - **Perfectionistic Cognitions:** "I must strive to meet unrealistically high standards and am self-critical when I fail to do so." Is this a form of OCD?
 - **Acceptance and Commitment:** how to accept the flaws in self and others and move on.

Developing Emotional Resilience

- **Developing Positive Emotional Habits**
 - **How Positive Emotional Habits Calm the Brain:** turning off the adrenal "fight-or-flight" response and the cortisol "worry response."
 - **Increasing Resilience to Negative Emotions:** applying positive psychology to protect against anger, anxiety, or depression by elevating mood.
- **Mastering Sixteen Key Habits of Emotionally Resilient People**
 - **Habits Include:** how to act quickly to tame emotional uproar, how to delay a response when irritated, saying "no" when appropriate.

Improving Health-Related Habits

- **How the Brain Forms New Habits**
 - **Understanding Reward- and Threat-Based Habits:** how they become addictive and how they are organized in the storehouse of addictive habits, the basal ganglia.
 - **Reprogramming Habits:** how the slower wisdom of the prefrontal cortex can retrain the habit circuits.
- **Calming an Overactive Brain**
 - **Turning off the Stress Response:** increasing predictability and control.
 - **What Keeps Us Awake:** an overactive prefrontal cortex, cognitive brain and limbic system.

- **Understanding Substance-Related and Addictive Disorders**
 - **How Reward Systems of the Brain Are Altered:** alcohol, nicotine, opioids, stimulants, cannabis, and sedative hypnotics.
 - **Update on Evidence-Based Treatments:** pharmacotherapies, psychosocial treatments, and relapse prevention.
- **How People Change Their Mind to Adopt Healthy Habits**
 - **Eight Effective Social Psychological Tools for Promoting Change.**
 - **Key habit-based behavioral tools for developing sustainable habits.**

The Immune system, Inflammation and the Mind-Body Connection

- **The Immune System: The Mind-Body Connection**
 - **Who Gets Sick and Who Stays Well:** the role of stress, expectation, mood, and anxiety.
- **Mind-Body Interactions and the Stress-Inflammation Connection**
 - **Inflammation and Chronic Disorders:** how chronic inflammation of the brain and body affect anxiety, mood, and appetite.
 - **Anti-inflammatory Nutrients:** key components including the anti-inflammatory foods that also have a low glycemic index.
- **Understanding the Gut Brain**
 - **The Enteric Nervous System:** pivotal role in regulating inflammation, stress, metabolism, appetite and mood.
 - **Stress, Digestive Disorders and Understanding and Using Probiotics.**

Managing Interpersonal Challenges

- **Noxious People: Living and Working with High Conflict People**
 - **How High-Conflict People Think:** selected disorders of personality, mood, anxiety and anger.
 - **Skills and interventions that health professionals can apply to effectively interact with their clients and to protect their own health.**
- **Reasoning with Unreasonable People:**
 - **Key Strategies:** pathways to effective reasoning and emotional communication, having a difficult conversation and calming strategies.
- **Passive Aggression, Sarcasm, Cold Anger, Hostility and Aggression**
 - **Five Key Anger-Related Disorders:** keys to understanding.
 - **Effective guidelines for interacting with an angry person.**

- **How We Heal Ourselves and Others: Communicating in Ways That Create Meaningful Change**
 - **Realizing Our Healing Potential:** reducing discomfort and pain and handling difficult situations.

How Food Affects Mental Health

- **Food for Thought: How Nutrients Affect Mental Health and the Brain**
 - **Mental Health Aspects of Diet:** neurotransmitters, mood, appetite, blood sugar and sleep.
- **Behavioral and Medicinal Effects of Selected Plant-Based Spices**
 - **Beneficial Nutrients:** brain and behavior, pain and inflammation, respiratory disorders, and metabolic disorders.
- **Overview of Medical and Medicinal Foods**
 - **FDA-approved and Foods that Do Not Require A Prescription:** disorders of attention and cognition, depression, pain, cardio-metabolic disorders and sleep.

Understanding Memory, Cognition, and Dementia

- **Memory: How it Works, How It Breaks Down and How to Improve It**
 - **Four Types of Memory That Can Be Improved:** short-term, working, long-term and habit-related memories.
- **Advances in Preventing Cognitive Decline:**
 - **Topics:** age-related cognitive impairments, Alzheimer's Disease, and Vascular Dementia.
- **The Habits of People Least Likely To Develop Alzheimer's Disease**
 - **Keys to reducing Neuroinflammation:** the right dose of physical activity, sleep, diet, social engagement, stress, and ways to enhance cognitive reserve.

Lifestyle Modification to Create Meaningful Change

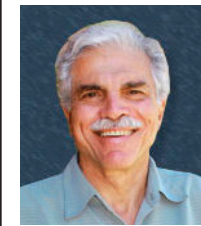
- **Pumped: Building a Better Brain Through Exercise and Movement**
 - **Topics:** born to move, molecules of movement, cardio or weights, establishing the exercise habit, and developing a personalized program.
- **What Is In Our Food**
 - **Identifying Contaminants and Improving the Quality:** water, milk and milk substitutes, foods and the GI-tract, meat, poultry and fish, fats, sweeteners, and seasonings, food additives and preservatives, and food storage.

- **Meditation**
 - **Understanding and Practicing Meditation:** meditative traditions of the East and West and developing a personalized meditation program.
- **Sleep and the Brain**
 - **Sleep, Stress and Disorders of the Brain and Body:** hypnotics, related drugs, nutrients, and habits of people who overcome insomnia

Applying Positive Psychology

- **Understanding and Practicing Positive Psychology**
 - **Attributes of Positive Psychology:** steps to promote mindfulness, pathways to create positive states and physical and mental health benefits of practicing positive psychology.
- **The Habits of Happy People**
 - **Understanding Happiness:** role in health, developing positive moods and thoughts, increasing interpersonal awareness, calming activities, and attaining happiness-related habits.

ABOUT THE INSTRUCTOR



John Arden, Ph.D. is an internationally acclaimed speaker and author of works that translate advances in the brain and behavioral sciences into terms that can be applied by health professionals to create meaningful change. He is the Chief Academic Officer for the Institute for Brain Potential. Previously as Director of Training of Mental Health Professionals of 24 medical centers in Northern California, Dr. Arden supervised over 1000 postdoctoral fellows and interns and had developed training programs that promoted behavioral medicine at Kaiser Permanente.

The author of 14 evidence-based texts, Dr. Arden is working on a 15th text that forms the basis of the lecture he will be presenting. In the last year, Dr. Arden has presented programs throughout the United States as well as invited lectures in Canada, Italy, Spain, China, Korea, New Zealand and Australia. Audiences appreciate his innovative teaching style and rare ability to humanize advances in the brain sciences with clinical wisdom, clarity, and warmth.

In addition to Q & A sessions in class, Dr. Arden will answer your questions during the second half of the lunch break and by email after the program concludes.