

**NORTH LITTLE ROCK, AR**      **Wednesday, September 20**  
HILTON GARDEN INN NORTH LITTLE ROCK  
4100 Glover Ln, 72117  
(501) 945-7444

**FAYETTEVILLE, AR**      **Thursday, September 21**  
FAYETTEVILLE TOWN CENTER  
15 W Mountain St, 72701  
(479) 587-9944

**SPRINGFIELD, MO**      **Friday, September 22**  
UNIVERSITY PLAZA HOTEL & CONVENTION CENTER  
730 E Saint Louis St, 65806  
(417) 864-7333

Please do not contact venues except for driving instructions.  
Complimentary parking is available at all sites.

## CHANGING HOW WE FEEL BY CHANGING HOW WE THINK

✓one:

North Little Rock, Sep 20     Fayetteville, Sep 21     Springfield, Sep 22

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](http://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

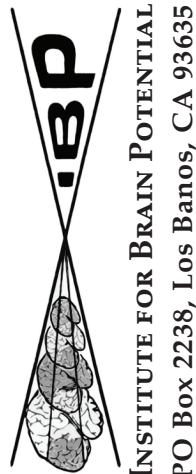
All major credit cards accepted: \_\_\_\_\_ Type of card \_\_\_\_\_

Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ / \_\_\_\_\_

Signature \_\_\_\_\_

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PERMIT #131

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## CHANGING HOW WE FEEL BY CHANGING HOW WE THINK

**NORTH LITTLE ROCK, AR: Wednesday, September 20**

**FAYETTEVILLE, AR: Thursday, September 21**

**SPRINGFIELD, MO: Friday, September 22**

A New 6-Hour Seminar for Health Professionals, Fall, 2017 \$79



## CHANGING HOW WE FEEL BY CHANGING HOW WE THINK

### A 6-Hour Seminar for Health Professionals

**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.

**Group Registrations:** Rates apply for 3 or more pre-registered guests enrolling together. Please complete a separate registration form for each person. Members of a group can attend 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. Registrants are responsible for parking fees, if any. Successful completion includes full attendance and submission of the evaluation form. No partial credit will be given. Certificates of completion are provided at the time of adjournment.

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

**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.

# CHANGING HOW WE FEEL BY CHANGING HOW WE THINK

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

IBP is awarded "accreditation with distinction," the highest recognition awarded by the ANCC.

This program provides 6 contact hours for nurses.



**PSYCHOLOGISTS:** Institute for Brain Potential is approved by the **American Psychological Association** to sponsor continuing education for psychologists. IBP maintains responsibility for this program and its content. This program provides 6 CE credits.



**COUNSELORS & MARRIAGE AND FAMILY THERAPISTS:** Institute for Brain Potential (IBP) 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. IBP is solely responsible for all aspects of the programs. This program provides 6 clock hours of CE credit.



**SOCIAL WORKERS:** IBP, 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. ASWB Approval Period: 11/11/2014 – 11/11/2017. Social workers should contact their regulatory board to determine course approval. Social workers will receive 6 clinical continuing education clock hours for participating in this intermediate-level course.

**SUBSTANCE ABUSE PROFESSIONALS:** IBP is approved by the **NAADAC** Approved Education Provider Program, Provider #102949. This program provides 6 continuing education hours (CEHs).



**PHARMACISTS AND PHARMACY TECHNICIANS:** Institute for Brain Potential is accredited by the **Accreditation Council for Pharmacy Education** as a provider of continuing pharmacy education. This knowledge-based activity provides 6 contact hours (.6 CEUs). UANs: 0492-0000-17-034-L04-P and 0492-0000-17-034-L04-T



Academy  
of General Dentistry  
**PACE**  
Program Approval for  
Continuing Education

**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. Subject Code: 557. This program is 6 CE hours.



APPROVED PROVIDER of  
CONTINUING EDUCATION  
by The American Occupational  
Therapy Association, Inc.

**OCCUPATIONAL THERAPISTS:** Institute for Brain Potential 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 0.6 AOTA CEUs or 6 contact hours. Content Level: Intermediate. Content Focus: Domain of OT (Performance Skills) and Occupational Therapy Process (Intervention and Outcomes).

**NURSING HOME ADMINISTRATORS:** IBP is a *Certified Sponsor* of professional continuing education with the NAB and has approved this program for 6 clock hours under its sponsor agreement with NAB/NCERS. State licensure boards, however, have final authority on the acceptance of individual courses.

**PHYSICAL THERAPISTS:** This program has been approved by the Texas Chapter of the **American Physical Therapy Association (TPTA)**. The **MO Advisory Commission** for Professional Physical Therapists accepts courses approved by the APTA chapters of other states. This program provides 6 contact hours. Approval is pending by the **AR State Board of Physical Therapy** for 6 contact hours.

**SPEECH-LANGUAGE PATHOLOGISTS:** This program is designed to be relevant to speech-language pathologists. Participants will receive a certificate of completion for completing this 6-hour program.

**MESSAGE THERAPISTS:** Institute for Brain Potential is approved by **NCBTMB** as a CE Approved Provider, #450939-09. This course provides NCBTMB-approved 6 CE hours.

**CASE MANAGERS:** This program has been submitted to the **Commission for Case Manager Certification** for approval to provide board certified case managers with 6 CE contact hours.

**DIETITIANS:** IBP 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 CPEUs for completion of this program. 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, 6020, and 6030.

**EDUCATORS:** This program provides 7.5 PDUs of professional development in AR and 7.5 Contact Hours of professional development in MO toward license renewal through a cosponsorship agreement between IBP and Alliant International University, a regionally accredited institution by the Accrediting Commission for Senior Colleges and Universities. Contact your school district if you need prior approval.

*Habitual thoughts perpetuate stress, generalized anxiety, sadness, anger, emotional instability, and emotional fatigue.*

*Learn to apply evidence-based tools to modify habitual thoughts and to improve mood.*

*Participants working in medical, dental, behavioral, and educational settings should be able to describe:*

- 1. How thoughts regulate emotions, and*
- 2. How to apply interpersonal, cognitive behavioral, positive psychology and habit-transformation techniques to think more adaptively and to feel better.*

## The Thought-Mood Connection

- **Habitual Thoughts:** mindsets influence how we remember the past, interpret the present and imagine the future.
- **How Mindsets Become Resistant To Change:** beliefs that were once adaptive before adulthood as a means of coping with stress, trauma, or loss, become resistant to change and maladaptive.
- **Generalized Anxiety:** the “what if” mindset to guard against risk and danger and the need to think through possibilities before being able to feel safe, take on risk or sleep.
- **Sadness and Depression:** viewing one’s problems as personal, pervasive and permanent.
- **Hostility and Anger:** expecting to be threatened, unappreciated, or hurt whether by deliberate action or using covert means through passive aggression.
- **Social Inhibition, Shyness and Low Self Worth:** the narrative that one is defective in social awareness, not loveable, or ashamed of one’s mind or body.
- **Narcissism:** people who demand excessive attention, admiration, and entitlement, are driven by a narcissistic wound and a fear of embarrassment.
- **Perfectionism and Emotional Numbing:** the implicit belief that one must constantly strive, even to the point of exhaustion, to obsess over details, at the risk of developing burnout.
- **Emotional Instability:** the thought habits that drive intense and unstable moods, impulsive behavior, and chaotic interpersonal relationships.

## Mind Over Mood Techniques To Revise Mindsets

- **Applying Interpersonal Techniques**
  - **Motivational Interviewing:** by identifying reasons against and for maintaining a negative habit, change is promoted.
  - **The Courage to Change:** letting go of maladaptive beliefs.
- **Cognitive Behavioral Tools to Improve How We Feel**
  - Identifying Automatic Thoughts that Drive Emotions
  - Mood-Elevating Cognitions
    - Stress-resilient mindset: replacing “Not again! with “What can I learn from this?”
    - The anxiety-reduction mindset
    - The acquired optimism mindset
    - The anger and hurt-diffusing mindset
    - The self-worth mindset
- **Practicing Positive Psychology and Mindfulness**
  - **Generating Positive Emotions:** happiness is more than the absence of negative emotions; it is the experience of positive present-centered states and expectation of a positive future.
  - **Practicing Mindfulness-Based States:** a sustained present state of non-judgmental awareness; improvement of mood is often the initial shift during mindfulness practice.
- **Applying Principles of Habit Transformation**
  - **Automatic Thoughts:** the Habit Brain (basal ganglia) organizes automatic thoughts, feelings and actions.
  - **Revising Thought Habits:** Maladaptive thoughts can be reprogrammed by the self-aware prefrontal cortex and practiced until they become healthy mindsets.

## ABOUT THE INSTRUCTOR

*Paula Butterfield, Ph.D. (Ohio State University), a psychologist, is a noted clinician, researcher, author, and instructor. She has worked extensively with clients who exhibit disorders of mood, anxiety, and impulse control. Dr. Butterfield has designed and presented training programs throughout the USA for over two decades. An inspired and inspiring speaker, she has been recognized four times for distinguished teaching. In this presentation, film excerpts will be used to illuminate maladaptive personal narratives and opportunities to experience the benefits of letting go of maladaptive narratives.*

*With wisdom, insight and humor, Dr. Butterfield’s program is designed to help you understand people whose core beliefs involve maladaptive narratives and how these mindsets can be changed to produce positive emotions and to improve health.*