

ESCONDIDO, CA Monday, September 25
CALIFORNIA CENTER FOR THE ARTS ESCONDIDO - CONFERENCE CENTER
340 N Escondido Blvd, 92025. (760) 839-4140

TEMECULA, CA Tuesday, September 26
SOUTH COAST WINERY RESORT & SPA
34843 Rancho California Rd, 92591. (951) 566-4622

CATHEDRAL CITY, CA Wednesday, September 27
DOUBLETREE BY HILTON GOLF RESORT PALM SPRINGS
67967 Vista Chino Rd, 92234. (760) 322-7000

VICTORVILLE, CA Thursday, September 28
HOLIDAY INN VICTORVILLE
15494 Palmdale Rd, 92392. (760) 245-6565

LAS VEGAS, NV Friday, September 29
SANTA FE STATION HOTEL AND CASINO
4949 N Rancho Dr, 89130. (702) 658-4900

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

THE HABITS OF STRESS-RESILIENT PEOPLE

- ✓ one:
- Escondido, Sep 25 Temecula, Sep 26 Cathedral City, Sep 27
 Victorville, Sep 28 Las Vegas, Sep 29

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

All major credit cards accepted: _____ Type of card _____
Card # _____ Exp Date _____ / _____
Signature _____



PLEASE POST



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

THE HABITS OF STRESS-RESILIENT PEOPLE


A 6-Hour Seminar for Health Professionals

In this new program, learn to protect the brain and body from the toxic effects of stress and cortisol by developing a stress-resilient mindset.

Learn how stress-resilient people manage cravings, reduce fear and anxiety, elevate mood and experience positive states.

Health professionals in medical, dental, and behavioral settings completing this practical 6-hour program should be able to identify one or more habits that:

1. Protect the brain and body from toxic effects of stress and cortisol,
2. Manage stress-related cravings,
3. Overcome fears or generalized anxiety,
4. Produce positive moods, and
5. Experience calm, mindfulness, meaning and happiness.



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.

THE HABITS OF STRESS-RESILIENT PEOPLE

NURSES: Institute for Brain Potential (IBP) is approved by the **CA Board of Registered Nursing**, Provider #CEP13896. This program is offered for 6 contact hours.

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.

PSYCHOLOGISTS, COUNSELORS, SOCIAL WORKERS, AND MFTs: Institute for Brain Potential (IBP) 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.

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.

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.

This program is pending approval by **Nevada Board of Examiners for MFTs** for 6 CE hours.

SUBSTANCE ABUSE PROFESSIONALS: Institute for Brain Potential is approved as a provider by **CCAPP-EL**, Provider Number 4S-09-128-1217. Institute for Brain Potential is approved by the **NAADAC** Approved Education Provider Program, Provider #102949. This program provides 6 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: 0492-0000-15-015-L04-P and 0492-0000-15-015-L04-T

DENTAL PROFESSIONALS: Institute for Brain Potential (IBP), provider RP-4261, is authorized to confer continuing dental education for Dentists, Dental Hygienists and Dental Assistants by the **Dental Board of CA**. IBP 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.

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 0.6 AOTA CEUs or 6 contact hours. Content Level: Intermediate. Content Focus: Domain of OT (Areas of Occupation and Performance Patterns) and Occupational Therapy Process (Intervention).

NURSING HOME ADMINISTRATORS: This program has been approved by the California Nursing Home Administrator Program (NHAP) for 6 CE hours. The offering in Las Vegas, NV has been reviewed by the NCERS of the NAB and approved for 6.00 clock hours and 6.00 participant hours.

PHYSICAL THERAPISTS: IBP is approved as a provider of physical therapy continuing education by the **Physical Therapy Board of California (PTBC)**. This program provides 6 contact hours.

SPEECH-LANGUAGE PATHOLOGISTS: IBP is approved as a provider of CE by the CA Speech-Language Pathology & Audiology Board (SLPAB), #PDP247. This program provides 6 contact hours.

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

RESPIRATORY CARE PROFESSIONALS: IBP is approved by the California Board of Registered Nursing (CA BRN), Provider #CEP13896. Programs approved by CA BRN are accepted by the **Respiratory Care Board of California**. This program provides 6 hours of continuing professional education.

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.

ACUPUNCTURISTS: This course is pending approval by the **California Acupuncture Board**, Provider Number 565, for 6 hours of Category I continuing education.

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: 2110, 3080, 4040, and 5370.

EDUCATORS: This program provides 7.5 PGs of professional development in CA and .5 CEU of professional development in NV 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.

Understanding Stress Resilience

- **Stress-Resilient Mindset:** viewing stressors as challenges rather than as threats by turning off the adrenal "fight-or-flight" response and the cortisol "worry" response.
- **Stress-Resilient Brain:** protecting short-term memory and the hippocampus; reducing emotional threats and the amygdala; preventing confusion, anxiety and mood swings and the prefrontal cortex.
- **Stress-Resilient Body:** preventing immune suppression, chronic inflammation, and metabolic syndrome.

Habits that Control Cravings

- **Understanding Cravings:** comfort foods, alcohol, nicotine and illicit substances all involve dopamine, reward expectation, and the habit brain.
- **Stress-Related Appetite:** caloric-dense comfort foods reduce stress by temporarily lowering cortisol; developing the habit of reward substitution.
- **Retrain and Restrain:** teaching the habit brain to delay immediate gratification by engaging the slower wisdom of the prefrontal cortex.

Habits that Reduce Fear and Anxiety

- **Fearful Brain, Anxious Brain:** traumatic events are stored as emotional memories in the amygdala, part of the habit brain; anxiety-evoking events are organized in frontal and limbic areas and have to do with how we imagine the future.
- **Curbing Fear-Based Habits:** confronting rather than avoiding fear-related situations; why exposure-based therapy is highly successful; how resilient people cope with trauma and PTSD.
- **Curbing Anxiety-Based Habits:** overcoming the habit of "what if" thinking by analyzing "what is" and reframing thoughts to calm the overactive brain.

Habits that Elevate Mood

- **Depression-Resistant Mindset:** how mood can be elevated by the learning to manage expectations.
- **Identifying Mood Triggers:** ways to increase predictability and control; replacing toxic thoughts with realistic ones.
- **Effective Coping Habits:** ways to curtail rumination and activities that sustain positive habits.
- **Acquired Optimism:** more than a reasoned response, optimism can become an automatic way of thinking about the future.
- **Burnout Protection:** the numbing and distancing effects of burnout can be reversed by identifying, "What did I learn about myself?" to change how we think, act, and work.
- **Balancing Both Energizing and Relaxing Habits:** energy is increased by relaxation, restorative sleep, and the right dose of physical activity.

Practicing Positive Psychology and Mindfulness

- **Happy Brain, Healthy Brain:** happiness is more than the absence of stress, anxiety, or sadness; happiness involves activation of brain systems that increase satisfaction and enhance meaning.
- **Practicing Positive Psychology—What Happy People Do:** it is not the motivation to become happier but the practice of happiness-enhancing experiences that lead to meaningful change.
- **Choosing To Be Happy Instead of Being Right:** keys to maintaining close relationships.
- **The Healing Power of Accepting What Is Unlikely To Change:** accepting limitations in others and self; overcoming the pathology of perfectionism.
- **Humor and Laughter:** practicing the stress-reducing power of humor to make difficult situations more enjoyable.
- **Mindfulness:** calming the mind by attending to the present; witnessing our thoughts without judging them.
- **Mindful Listening:** helping people feel truly heard to reduce anger, anxiety, and resolve conflicts in close relationships.
- **Keys To Developing Sustainable Stress-Resilient Habits:** step-by-step guidelines for practicing stress-resilient habits; viewing stressors as positive challenges with optimism, gratitude and commitment.

ABOUT THE INSTRUCTOR

Brian E. King, Ph.D. (Bowling Green State University), is an expert in Applied Biopsychology and has conducted research concerning social and biological factors that affect stress, positive emotions, thoughts and habits. His acclaimed instruction integrates cognitive neuroscience and psychology to attain and maintain stress-resilient habits.

An outstanding and entertaining speaker, Dr. King also performs as a stand-up comedian. Health professionals praise his practical strategies for building happiness-enhancing habits and use of innovative teaching methods. In this presentation, film clips and comedic dialogue will be used to depict how to develop stress-resilient habits.

Audiences applaud his insightful and practical presentations and enjoy his sense of humor. In addition to Q & A sessions in class, Dr. King will answer your questions during the second half of the lunch break and by email after the program concludes.