

**LONGVIEW, TX**  
HAMPTON INN & SUITES LONGVIEW NORTH  
3044 N Eastman Rd, 75605  
(903) 663-8670

Monday, October 9

**TYLER, TX**  
HOLIDAY INN TYLER-SOUTH BROADWAY  
5701 S Broadway, 75703  
(903) 561-5800

Tuesday, October 10

**COLLEGE STATION, TX**  
HOLIDAY INN HOTEL & SUITES AGGIELAND  
2500 Earl Rudder Frwy S, 77840  
(979) 485-8300

Wednesday, October 11

**LUFKIN, TX**  
COURTYARD BY MARRIOTT LUFKIN  
2130 S 1st St, 75901  
(936) 632-0777

Thursday, October 12

**BEAUMONT, TX**  
HOLIDAY INN & SUITES BEAUMONT PLAZA  
3950 I-10 S, 77705  
(409) 842-5995

Friday, October 13

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

NON-PROFIT  
U.S. POSTAGE  
**PAID**  
LOS ALTOS, CA  
PERMIT #131

PLEASE POST

## THE HABITS OF STRESS-RESILIENT PEOPLE

✓ one:

- Longview, Oct 9       Tyler, Oct 10       College Station, Oct 11
- Lufkin, Oct 12       Beaumont, Oct 13

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

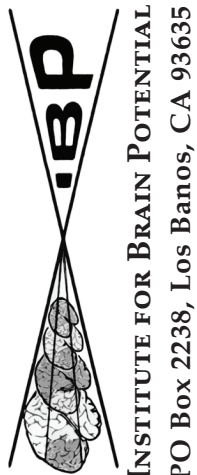
1. Internet: [www.ibpceu.com](http://www.ibpceu.com)
2. Mail: PO Box 2238, Los Banos, CA 93635  
(make check payable to IBP)
3. Fax: (877) 517-5222
4. Phone: (866) 652-7414 (open 24 hours a day, 7 days a week)

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

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

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

Signature \_\_\_\_\_



# THE HABITS OF STRESS-RESILIENT PEOPLE

LONGVIEW: Monday, October 9

TYLER: Tuesday, October 10

COLLEGE STATION: Wednesday, October 11

LUFKIN: Thursday, October 12

BEAUMONT: Friday, October 13

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 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. IBP is approved as a CE Sponsor by the **TX State Board of Examiners of Marriage & Family Therapists**, Provider #830. This program is 6 clock hours.



**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:** Institute for Brain Potential is approved as a provider of continuing education by **TCBAP Standards Committee**, Provider No. 1816-09. Institute for Brain Potential 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: 0492-0000-15-015-L04-P and 0492-0000-15-015-L04-T



**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.



**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:** 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 Physical Therapy Association (TPTA)** for 6 contact hours of CE credit.

**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.

**MASSAGE THERAPISTS:** Institute for Brain Potential is a **TX Department of State Health Services** approved provider of CE for massage therapists, #CE1762. This course provides 6 CE hours. IBP 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: 2110, 3080, 4040, and 5370.

**EDUCATORS:** IBP is approved as a provider of continuing education by the **TX Education Agency**, CPE#501659. This program provides 7.5 CPEs of professional development in TX.

## 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.*