

BROOKFIELD, WI
EMBASSY SUITES BY HILTON MILWAUKEE BROOKFIELD
1200 S Moorland Rd, 53005.(262) 782-2900

Monday, April 15

ROCKFORD, IL
RADISSON HOTEL AND CONFERENCE CENTER ROCKFORD
200 S Bell School Rd, 61108. (815) 226-2100

Tuesday, April 16

EAST PEORIA, IL
EMBASSY SUITES BY HILTON EAST PEORIA- RIVERFRONT HOTEL AND
CONFERENCE CENTER,100 Conference Center Dr, 61611. (309) 694-0200

Wednesday, April 17

ELGIN, IL
HOLIDAY INN HOTEL & SUITES CHICAGO NORTHWEST - ELGIN
495 Airport Rd, 60123. (847) 488-9000

Wednesday, May 1

GURNEE, IL
HOLIDAY INN GURNEE CONVENTION CENTER
6161 W Grand Ave, 60031. (847) 336-6300

Thursday, May 2

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PLEASE POST

CALMING AN OVERACTIVE BRAIN

LIVE SEMINAR (✓ONE)

- | | | |
|---|---|--|
| <input type="checkbox"/> Brookfield, Apr 15 | <input type="checkbox"/> Rockford, Apr 16 | <input type="checkbox"/> East Peoria, Apr 17 |
| <input type="checkbox"/> Elgin, May 1 | <input type="checkbox"/> Gurnee, May 2 | |

UNABLE TO ATTEND?

PURCHASE RECORDINGS WITH HOME STUDY CE CREDIT (✓ONE)

- | | | |
|------------------------------|-------------------------------|---------------------------------|
| <input type="checkbox"/> CDs | <input type="checkbox"/> DVDs | <input type="checkbox"/> Online |
|------------------------------|-------------------------------|---------------------------------|

Name (PLEASE PRINT) _____

Home Address _____

City/State _____, Zip _____

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

Email _____

Profession(s) _____

TUITION

- \$79 Individual Rate
- \$74 Group Rate (3 or More Persons Registering Together)
- \$89 On-Site Registration (if space is available)
- \$29 \$20 *Training Your Brain To Adopt Healthful Habits* (2019) (296 pages) – a text that helps reduce stress related mental habits. Preorder the book to receive it onsite at this discounted rate.

FOUR WAYS TO REGISTER

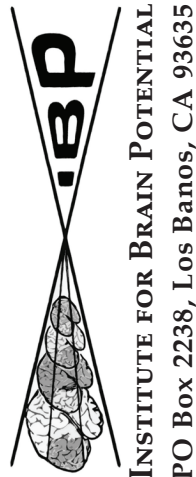
1. Internet: www.ibpceu.com
2. Mail: PO Box 2238, Los Banos, CA 93635 (make check payable to IBP)
3. Fax: (877) 517-5222
4. Phone: (866) 652-7414 (open 24 hours a day, 7 days a week)

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

All major credit cards are accepted:

Card # _____ Exp Date _____ / _____

Signature _____



CALMING AN OVERACTIVE BRAIN

BROOKFIELD, WI: Monday, April 15

ROCKFORD, IL: Tuesday, April 16

EAST PEORIA, IL: Wednesday, April 17

ELGIN, IL: Wednesday, May 1

GURNEE, IL: Thursday, May 2

Topics Include:

- Chronic Stress
- Calming the Stress Response
- Realistic Worry and Generalized Anxiety

A New 6-Hour Program, Spring, 2019: \$79



CALMING AN OVERACTIVE BRAIN

A 6-Hour Program for Health Professionals

LIVE SEMINARS

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. Some programs sell out. Please register early.

Group Registration: The discount is for three or more guests enrolling together prior to the seminar date. Please complete a separate registration form for each person.

Transfers: You or members of your group can attend on different dates if there is space.

Parking: Complimentary parking is available unless indicated in the brochure.

Unable to Attend? You have three options: 1) Transfer to an alternate location, space permitting, 2) Receive a full-value voucher for any live or recorded lecture for up to a year, or 3) Request a full refund minus a \$15 fee. Refund requests should be made in writing or by e-mail at refund@ibpceu.com.

Rescheduling: In the unlikely event (less than 1%) a seminar cannot be held (e.g., inclement weather), it will be rescheduled. No IBP seminar has ever been canceled as the result of low attendance!

Certificates and Confirmations: Certificates of completion are provided at the time of adjournment; successful completion includes full attendance and submission of the evaluation form. No partial credit is given. Confirmation notices are emailed or mailed.

RECORDED PROGRAMS

CDs and DVDs: Delivered to you within 5-7 workdays.

Online: Play or download on all devices. Need help? Call (866) 652-7414.

CE Credit: National/state boards approved CE is available for most health professions including nursing, psychology, social work, counseling, MFT, dental, and pharmacy. View CE approvals and additional information for this home study program at: <http://www.ibpceu.com/info/calming-overactive-brain.pdf>

DEDICATED 24/7 CUSTOMER SERVICE

Call (888) 202-2938 to inquire about course content or instructors, request disability accommodations, or submit a formal grievance. To register, call (866) 652-7414.

THE IBP EXPERIENCE

Since 1984, our non-profit organization (tax ID 77-0026830) has presented informative and practical seminars. IBP is the leading provider of accredited programs concerning the brain and behavioral sciences.

CALMING AN OVERACTIVE BRAIN



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**. 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. Institute for Brain Potential maintains responsibility for this program and its content. This program is 6 CE credits.



COUNSELORS & MARRIAGE AND FAMILY THERAPISTS: 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. Institute for Brain Potential is an **Illinois Department of Professional Regulation** Approved CE Sponsor for marriage and family therapists, #168.000183. This program provides 6 clock hours of CE credit.



SOCIAL WORKERS: Institute for Brain Potential, provider #1160, is approved as a provider for social work continuing education by the Association of Social Work Boards (ASWB) www.aswb.org through the Approved Continuing Education (ACE) Program. Institute for Brain Potential maintains responsibility for the program. ASWB Approval Period: November 11, 2017 – November 11, 2020. Social workers should contact their regulatory board to determine course approval for continuing education credits. Social workers participating in this course will receive 6 clinical continuing education clock hours. Social Work Practice Level: Intermediate.



CHEMICAL DEPENDENCY PROFESSIONALS: 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). UAN#: 0492-0000-16-037-L04-P and 0492-0000-16-037-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 12/01/18 – 11/30/24. 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), Occupational Therapy Process (Outcomes), and Professional Issues (Supervision).

NURSING HOME ADMINISTRATORS: Institute for Brain Potential 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: Institute for Brain Potential is approved as a provider of physical therapy continuing education by the **IL Department of Professional Regulation**, Sponsor #216.000210. This program provides 6 contact hours.

SPEECH-LANGUAGE PATHOLOGISTS: This program is designed to meet the needs of speech-language pathologists. Participants will receive a certificate for completing this 6-hour program.

MASSAGE THERAPISTS: Institute for Brain Potential is an **Illinois Department of Professional Regulation** Approved CE Sponsor for massage therapists, #245000045. The program provides 6 CE hours. 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 pre-approved by the **Commission for Case Manager Certification** to provide 6 CE contact hours to CCM[®] board certified case managers.

PHYSICIAN ASSISTANTS: This educational activity provides 6 hours of Category 2 CME credits.

DIETITIANS: IBP is an **IL Dept. of Professional Regulation** Approved CE Sponsor for LDNs, #199.000112. 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. CPE Provider Accreditation does not constitute endorsement by CDR of a provider, program, or materials. Provider Number: BP001. CPE Level: I. Suggested Learning Codes: 1120, 4090, 5320, and 7020.

EDUCATORS: This program provides 7.5 PDUs of professional development in IL and 7.5 CEUs of professional development in WI 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.

This program presents evidence-based and practical methods to reduce unwanted thoughts, facilitate wellbeing, and improve sleep in patients and health professionals working in medical, dental and psychological settings.

Participants completing this 6-hour seminar should be able to:

- 1. Describe how increasing predictability and control can protect the brain against the toxic effects of chronic stress.*
- 2. Outline how phobic and trauma-based thoughts can be desensitized.*
- 3. Describe how maladaptive thoughts linked to anxiety, anger or sadness can be reframed through Cognitive Behavioral Therapy.*
- 4. Discuss how to effectively manage cravings.*
- 5. Describe how to practice Mindfulness and Positive Psychology to produce present-centered, non-judgmental states that increase positive emotions, facilitate sleep and calm the overactive brain.*

Understanding the Overactive Brain

- **Chronic Stress:** how cortisol, an adrenal hormone, endangers short-term memory, increases anxiety, perpetuates PTSD, sustains depression, produces eating disorders, and undermines sleep.
- **Calming the Stress Response:** increasing predictability and control over stressful thoughts enables the prefrontal cortex to calm the limbic system and retrain the habit brain, the basal ganglia.
- **Fear-Based Memories:** the amygdala, fear, and insomnia.
- **Medical and Dental Phobias:** systematic desensitization and drugs that inhibit emotional memories, e.g., beta blockers.
- **PTSD:** traumatic memories including medical treatment produces arousal, and flashbacks, impairs sleep and causes people to avoid PTSD-related situations
- **Intrusive Memories and Flashbacks:** hippocampus and replay of traumatic memories; drugs that block unwanted memories.
- **Realistic Worry and Generalized Anxiety Disorder:** activation of the dorsal prefrontal cortex; GABA receptors the limbic system and habit brain; anxiolytics versus SRIs and related drugs.
- **Depression-Related Thoughts:** rumination and cognitions that one's problems are personal, pervasive and permanent; lowered mood, anhedonia, poor concentration, and impaired sleep.
- **Depressed Brain:** low serotonin, norepinephrine and dopamine impair prefrontal planning, motivation, and emotion regulation.
- **OCD Spectrum Disorders:** recurrent thoughts and behaviors of one's body or surroundings, the social brain and the habit brain.
- **Perfectionism:** obsession "I must strive to meet unrealistically high standards and am self-critical when I fail to do so."
- **Thoughts That Keep Us Awake:** memories and temporal and parietal cortices; present-centered thoughts and the limbic system; future-centered thoughts and the prefrontal cortex.
- **The Dark Side of Food Addictions:** carbohydrate-rich foods and serotonin; fatty foods and dopamine; sweets and opioid peptides.
- **Cravings:** addictions for comfort foods, caffeine, alcohol, and prescription and illicit drugs alter the circuits of the habit brain; in anticipation, bingeing, and withdrawal and negative emotions.

Brain-Based Therapies for Calming an Overactive Brain

- **Fear Conditioning and Extinction:** applying exposure-based therapies, e.g., systematic desensitization, flooding, virtual reality and EMDR; psychological therapies versus antidepressants.
- **Taming the Beast Within:** slow thinking engages the wisdom and thoughtful delay of the prefrontal cortex to deal with anger and disorders of impulse control.
- **Treating Thought Distortions with Cognitive Behavioral Therapy:** how anxiety, anger or sadness are resolved by re-interpreting old problems (reframing), arguing against strongly held beliefs (disputation) and testing assumptions.
- **Mental Approaches to Improving Sleep:** mental exercises that quiet prefrontal areas associated with recurrent emotions, unresolved social issues, planning and pain.
- **Reducing Cravings:** willpower is usually not enough but new habits can reduce immediate gratification and cravings, retrain addiction circuits and help make healthy behavior automatic.
- **Complementary Medicines and Pharmacotherapy:** why many health professionals use complementary medicines to treat anxiety, stress or depression with valerian, kava, SAMe and St. John's Wort; comparison with anxiolytics and antidepressants.
- **The Joyful Brain:** the neurobiology of happiness: understanding positive emotions that facilitate stress resilience, healthy forms of mood regulation, calm states of awareness, optimism and humor.
- **Acceptance and Commitment:** learning to accept in others flaws that are unlikely to change and moving on; overcoming the pathology of perfection by accepting our own limitations.
- **Mindfulness:** the calming effects of attending to the present and witnessing thoughts without judging them; using mindfulness to reduce pain, distress and stress.

ABOUT THE INSTRUCTOR

Bill Sieber, Ph.D., Clinical Professor in Psychiatry and Family Medicine at the University of California, San Diego, coordinates their Collaborative Care Program. With over 25 years of clinical, research, and teaching experience, Dr. Sieber is an expert in the behavioral management of disorders of anxiety and mood. He blends evidence-based research with practical strategies to directly enhance the wellbeing of health-professionals and to help calm their clients.

An outstanding and dedicated instructor, Dr. Sieber is recognized for excellent teaching at UCSD School of Medicine and for developing national training programs. Health professionals commend his clinical wisdom, wit, and warmth. In addition to Q & A in class, Dr. Sieber will answer your questions during the second half of the lunch break and by email after adjournment.