

FREDERICKSBURG, VA Thursday, March 23
FREDERICKSBURG HOSPITALITY HOUSE HOTEL AND CONFERENCE CENTER
2801 Plank Rd, 22401. (540) 786-8321

LYNCHBURG, VA Thursday, April 13
HOLIDAY INN LYNCHBURG, 601 Main St, 24504. (434) 528-2500

ROANOKE, VA Friday, April 14
HOLIDAY INN VALLEY VIEW, 3315 Ordway Dr, 24017. (540) 362-4500

CHARLOTTESVILLE, VA Thursday, April 27
COMFORT INN MONTICELLO, 2097 Inn Dr, 22911. (434) 977-3300

RICHMOND, VA Friday, April 28
GREATER RICHMOND CONVENTION CENTER, 403 North 3rd St, 23219. (804) 783-7300
Parking: \$7

HAMPTON, VA Thursday, June 15
CROWNE PLAZA HAMPTON MARINA HOTEL, 700 Settlers Landing Rd, 23669
(757) 727-9700

NORFOLK, VA Friday, June 16
SHERATON NORFOLK WATERSIDE HOTEL, 777 Waterside Dr, 23510. (757) 622-6664
Parking: \$8

Please do not contact venues except for driving instructions.
Complimentary parking is available unless otherwise noted.

MASTERING SIXTEEN KEY HABITS OF EMOTIONALLY RESILIENT PEOPLE

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| <input type="checkbox"/> Fredericksburg, Mar 23 | <input type="checkbox"/> Lynchburg, Apr 13 | <input type="checkbox"/> Roanoke, Apr 14 |
| <input type="checkbox"/> Charlottesville, Apr 27 | <input type="checkbox"/> Richmond, Apr 28 | <input type="checkbox"/> Hampton, Jun 15 |
| <input type="checkbox"/> Norfolk, Jun 16 | | |

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)

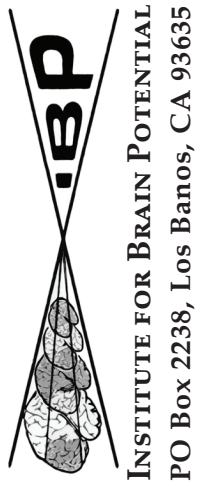
- FOUR WAYS TO REGISTER**
1. Internet: www.ibpceu.com
 2. Mail: PO Box 2238, Los Banos, CA 93635
(make check payable to IBP)
 3. Fax: (877) 517-5222
 4. Phone: (866) 652-7414 (open 24 hours a day, 7 days a week)

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

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 Signature _____

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



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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.

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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, COUNSELORS, SOCIAL WORKERS, & MFTs: 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. 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: IBP 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: 0492-0000-15-037-L04-P and 0492-0000-15-037-L04-T



DENTAL PROFESSIONALS: 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: 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: IBP is approved as a provider of physical therapy continuing education by the CA Physical Therapy Board and NY State Board of Physical Therapy. The Virginia Board of Physical Therapy accepts courses from the providers approved by the physical therapy licensing boards of other states. This program provides 6 contact hours.

SPEECH-LANGUAGE PATHOLOGISTS: IBP is approved as a provider of CE by California Speech-Language Pathology & Audiology Board (SLPAB), #PDP247, by Florida Board of Speech-Language Pathology and Audiology, and by Kansas Department of Health and Environment, Provider# LTS S1271. The VA Board of Audiology and Speech-Language Pathology accepts courses approved by the speech-language pathology licensing boards of other states. This program provides 6 contact hours of continuing education credit.

MASSAGE THERAPISTS: 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 continuing professional education units (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: 1120, 2060, 2110, and 5190.

EDUCATORS: This program provides 7.5 PD Points of professional development toward license renewal in VA 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.

Emotional resilience involves the ability to withstand and rapidly rebound from psychological stress.

Advances in the brain and behavioral sciences have revealed the critical role of emotional habits in response to threat, fear, anxiety, sadness, addiction, and cravings.

Health professionals working in medical, dental, and behavioral health practices and educators should be able to:

- 1. Identify how the brain acquires maladaptive and resilient emotional habits.*
- 2. Name several health benefits of emotionally resilient habits.*
- 3. Describe several habits of emotionally resilient people that can be applied to enhance your professional skills.*

How the Habit Brain Works

- **Fear-Based Habits:** phobic disorders, panic disorder, PTSD, OCD and the amygdala.
- **Cravings:** food, nicotine, alcohol, substance use disorders; the key role of dopamine, reward expectation and the ventral striatum.
- **Forming New Habits:** how maladaptive and resilient emotional habits are formed and transformed; the role of the prefrontal cortex in retraining the habit brain, the basal ganglia.

Protecting Against Risks of a Runaway Habit Brain

- **Protecting the Brain From Neurotoxic Stress:** three brain areas at risk—the amygdala and fear, the hippocampus and short-term memory, and the prefrontal cortex and calming the habit brain.
- **Protecting the Body From Stress-Related Diseases:** short bursts of beneficial stress versus damaging effects of chronic stress.
 - **Preventing Metabolic Syndrome:** chronic emotional stress can elevate cortisol, increase blood glucose, appetite and midline weight gain, and impair insulin resistance.
 - **Protecting the Immune System:** who gets sick and who stays well is affected by emotion regulation; e.g., positive emotions prevent immune suppression.
 - **Protecting the Heart:** chronic anger whether expressed or suppressed is linked to a higher risk of coronary artery disease; however, forgiveness or letting go of grievances can be cardioprotective.
- **Avoiding Downward Emotional Spirals:** characteristics of runaway habits related to fear, sadness, anxiety, and addiction when willpower is futile.
- **Restraining and Retraining the Habit Brain:** restoring prefrontal control of the habit brain by practicing the habits of stress resilient people.

Mastering Sixteen Key Habits of Emotionally Resilient People

- **Confronting Rather than Avoiding Fears:** safe and gradual exposure to fearful situations can effectively retrain the amygdala through exposure-based desensitization.
- **Reward Substitution:** learning to substitute healthy pleasures for unhealthful cravings can help retrain the ventral striatum to overcome impulsive eating or substance use disorders.
- **Acting Quickly to Prevent Emotional Uproar:** calming emotions before they are “up and running” can turn off the acute adrenal response to threat and inhibit abnormal release of cortisol associated with stress-related disorders.
- **Reframing Anxieties:** key ways to rethink and restate issues that perpetuate generalized anxiety to increase prefrontal control over maladaptive habits such as “what if” thinking and rumination.
- **Overcoming Anxiety:** the mental habits of being able to process worries by writing them down, sharing them with a confidant, and limiting them to situations over which there is control.
- **Overcoming Anger:** the mental habits of identifying the health risks of anger (hypertension, heart attack, stroke, immune suppression) and the health benefits of letting go of grievances.

- **Overcoming Sadness:** the depression-resistant mindset includes the view that one's problems are not personal, persistent, or pervasive.
- **Reducing Cravings:** mental states that prevent dopamine deprivation by healthy pleasures and meaningful pursuits to enhance satisfaction via the brain's natural opiates; craving without satisfaction is an addictive state; satisfaction without craving is an enlightened state.
- **Generating Positive Emotions:** the benefits of acquired optimism; looking forward to joy and enjoyment, humor and finding sources of amusement and laughter in everyday life.
- **Practicing Social-Emotional Habits That Facilitate Emotional Resilience:** saying “this can wait” when handling multiple deadlines, saying “no thanks” when you need to set reasonable limits, and how and with whom you spend time.
- **Practicing Positive Psychology Through Self-Aware Emotions:** the joy-enhancing effects of empathy, gratitude, and compassion.
- **Listening Mindfully:** non-judgmental awareness improves the ability to hear what is being said.
- **Speaking Mindfully:** without attacking or defending one's position, emotional resilience is enhanced in both the speaker and listener by sharing how you feel instead of blaming.
- **Acceptance When Change Is Unlikely:** the wisdom of the serenity prayer; accepting qualities in others and in oneself that are unlikely to change and moving on.
- **Energizing Habits:** physical activity, acting like a powerful drug, can be energizing when taken in the right dose; emotionally resilient people engage in physical activity to curtail acute stress and manage chronic stress; preparing for real stressors by staying in shape.
- **Improving Sleep:** processing and reframing thoughts that keep us awake, creating quiet time, and practicing sleep rituals and sleep meditation.

ABOUT THE INSTRUCTOR



Jaime Kurtz, Ph.D., is Assistant Professor of Psychology at James Madison University. Dr. Kurtz is an expert in the study of happiness and applying positive psychology. Her research on the psychology of happiness has been funded by the National Institutes of Mental Health. Dr. Kurtz is the coauthor of Positively Happy: Routes to Sustainable Happiness, a workbook describing the best-researched methods for creating a happier life and how to implement them.

Dr. Kurtz has won numerous awards for teaching excellence. She is recipient of the University of Virginia Psychology Department's Distinguished Teaching Fellowship, the Graduate Teaching Award, and the Rebecca Boone Teaching Award. Dr. Kurtz uses her skills as an actress to enhance the learner's experience. Health professionals commend her innovative teaching style and ability to impart practical information with insight and wisdom. In addition to Q & A in class and during the second portion of the lunch break, registrants may contact Dr. Kurtz by email after the program adjourns to enhance their ability to develop and maintain positive habits.