

CHARLESTON, SC
CHARLOTTE MARRIOTT
170 Lockwood Blvd, 29403. (843) 723-3000

Monday, November 4

SAVANNAH, GA
SAVANNAH MARRIOTT RIVERFRONT HOTEL
100 General McIntosh Blvd, 31401. (912) 233-7722
Parking: \$4 for 1st hour and then \$1 for each additional hour.

Tuesday, November 5

AUGUSTA, GA
DOUBLETREE BY HILTON HOTEL AUGUSTA
2651 Perimeter Pkwy, 30909. (706) 855-8100

Wednesday, November 6

MACON, GA
GRAND MACON EVENT CENTER
111 Holiday Dr N, 31210. (478) 207-7849

Thursday, November 7

PEACHTREE CITY, GA
CROWNE PLAZA ATLANTA SW-PEACHTREE CITY
201 Aberdeen Pkwy, 30269. (770) 487-2666

Friday, November 8

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

THE HABITS OF STRESS-RESILIENT PEOPLE

LIVE SEMINAR (✓ONE)

- Charleston, Nov 4 Savannah, Nov 5 Augusta, Nov 6
 Macon, Nov 7 Peachtree City, Nov 8

UNABLE TO ATTEND?

PRE-ORDER RECORDINGS WITH HOME STUDY CE CREDIT (✓ONE)

- CDs DVDs 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 explains how stress-resilient people manage cravings,
 reduce anxiety, elevate mood, and experience positive states. Preorder
 the book to receive it onsite at this discounted rate.

FOUR WAYS TO REGISTER

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

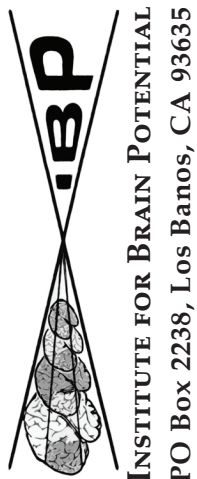
Purchase orders are accepted. IBP tax identification number: 77-0026830

All major credit cards are accepted:

Card # _____ Exp Date _____ / _____

Signature _____

PLEASE POST



THE HABITS OF STRESS-RESILIENT PEOPLE

CHARLESTON, SC: Monday, November 4

SAVANNAH, GA: Tuesday, November 5

AUGUSTA, GA: Wednesday, November 6

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PEACHTREE CITY, GA: Friday, November 8

Topics Include:

- Stress-Resilient Mindset
- Effective Coping Habits
- Sustainable Stress Resilience

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



THE HABITS OF STRESS-RESILIENT PEOPLE

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: Shipped after November 15, 2019.

Online: Available starting October 16, 2019. Online programs can be played or downloaded 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/stress_resilient_people.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.

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**. 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. This program provides 6 CE credits. This program counts as Category A for psychologists in SC.



COUNSELORS & MARRIAGE AND FAMILY THERAPISTS: Institute for Brain Potential has been approved by NBCCC as an Approved Continuing Education Provider, ACEP No. 6342. Programs that do not qualify for NBCCC credit are clearly identified. Institute for Brain Potential is solely responsible for all aspects of the programs. This program provides 6 clock hours of CE credit. This course counts as core hours for LPCs in GA and as related hours for MFTs in GA.



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. This course counts as core hours for LCSWs in GA.



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). UANs: 0492-0000-19-078-L04-P and 0492-0000-19-078-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.



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).

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: This program is pending approval by the Texas Chapter of the **American Physical Therapy Association**. The **Georgia State Board of Physical Therapy** and **SC Board of Physical Therapy Examiners** accept courses approved by the APTA chapters of other states. 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 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.

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

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.

ALLIED HEALTH PROFESSIONS: Naturopathic Physicians, Veterinarians, Prosthetists, Orthotists, and Chiropractors receive a Certificate of Completion for this 6-hour program. Please contact your regulatory board to determine course approval.

EDUCATORS: educators in GA can earn .5 PLU, in NC can earn .75 CEUs, and in SC can earn 7.5 Renewal Units for successfully completing this program.

This program presents the science of stress resilience, how to attain and maintain stress-resilient habits.

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

Health professionals completing this program should be able to identify one or more habits that can help:

- 1. Protect the brain and body from toxic effects of stress and cortisol.*
- 2. Manage stress-related cravings.*
- 3. Extinguish fears or manage generalized anxiety.*
- 4. Reappraise thoughts that can initiate or perpetuate depression.*
- 5. Experience positive states that can calm an overactive brain.*

Understanding the Science of Stress Resilience

- **Toxic Stress and the Brain:** how chronic stress and elevated cortisol impair short-term memory, threat appraisal, and mood.
- **Toxic Stress and the Body:** immune suppression, chronic inflammation, and stress-related disorders.
- **Stress-Resilient Mindset:** viewing stressors as challenges by turning off the adrenaline “fight-or-flight” response and the cortisol “worry” response.

Habits that Help Manage Cravings

- **Understanding Cravings:** comfort foods, alcohol, nicotine, and illicit substances all involve dopamine, reward expectation and the basal ganglia, where habit memories are stored.
- **Cortisol-Related Blood Sugar:** caloric-dense comfort foods reduce stress by temporarily lowering cortisol; developing the habit of reward substitution.
- **Retrain and Restrain:** delaying gratification by engaging the slower wisdom of the prefrontal cortex.

Habits that Reduce Fear and Anxiety

- **Fearful Brain, Anxious Brain:** trauma, emotional memory, and the amygdala; the “what if” mindset, limbic system and prefrontal cortex.
- **Curbing Fear-Based Habits:** confronting rather than avoiding fear-related situations; how resilient people cope with trauma and posttraumatic stress.
- **Curbing Anxiety-Based Habits:** overcoming the habit of “what if” thinking by appraising “what is” and reframing thoughts to calm an overactive brain.

Thought Habits that Improve Mood

- **Identifying Mood Triggers:** ways to increase predictability and control; replacing toxic thoughts with realistic ones.
- **Depression-Resistant Mindset:** transitioning from sad to glad by learning to manage expectations.
- **Reducing Self-Criticism:** taming the beast within, our inner critic; validating core strengths to increase self-confidence and motivation.

- **Acceptance and Commitment:** accepting flaws in self or others that are unlikely to change and moving on.
- **Learned Optimism:** more than a reasoned response, optimism can become an automatic way of thinking.
- **Pain Relief:** psychological approaches to reducing pain and low-grade inflammation by stimulating endogenous opioids.
- **Effective Coping Habits:** ways to curtail rumination and participate in activities that sustain positive habits.

Developing Positive States of Mind

- **Calming States that Reduce Inflammation:** anti-inflammatory mental states that normalize adrenal stress.
- **Developing Positive Emotional Habits:** pathways to overcoming emotional upset, threat, mood swings, and elevated cortisol; preventing downward emotional spirals by empowering uplifting thoughts.
- **Happy Brain, Healthy Brain:** happiness is more than the absence of stress, anxiety or sadness; happiness involves activating brain centers that increase satisfaction and enhance meaning; what happy people do differently.
- **Practicing Positive Psychology:** it is not the motivation to be happier but instead, happiness-enhancing experiences.
- **Humor and Laughter:** how they reduce the neurotoxic effects of stress that affect the hippocampus and short-term memory, the amygdala and threat appraisal, and the prefrontal cortex and flexible thinking.
- **Natural Mindfulness:** activities of people who live longer include present-centered experiences that engage the mind and body; negative judgments of self or others are less likely to be part of the mindset of stress-resilient people
- **Practicing Both Energizing and Relaxing Habits:** energy is increased by relaxation, restorative sleep, and the right dose of physical activity.
- **Restorative Sleep:** a key function of slow-wave sleep is the removal of toxins such as amyloid; how REM sleep aids long-term memory.
- **Keys to Developing Sustainable Stress-Resilient Habits:** step-by-step guidelines for viewing stressors as positive challenges with optimism, gratitude and commitment.

ABOUT THE INSTRUCTOR

Brian King, Ph.D., is an expert in Applied Psychobiology including how positive states contribute to health and wellbeing. Dr. King wrote the evidence-based book the Laughing Cure. He has developed and presented training programs for health professionals throughout the United States including The Habits of Happy People and Developing Positive Emotional Habits.

Dr. King is recognized for innovative teaching methods including memorable film clips, fascinating case histories, demonstration of key techniques and use of comedic dialogue. Participants receive a detailed outline prepared by Dr. King for all lecture topics and key references. Dr. King will answer your questions in class, during the second half of the lunch break, and by email after the program adjourns.