

The
2012
Sourcebook from

The first organization
in the world to focus
full-time on the
positive power of
humor & creativity!

THE HUMOR PROJECT, Inc.

Join Us
At Our 55th International
Conference
JUNE 1-3, 2012
pages 11-23



Joel Goodman
Founder & Director



Margie Ingram
Co-Director



*Honoring Gabby Giffords
&*

Peter Funt/Candid Camera

Speakers
Bureau

pages 4-5

Free
Laughing
Matters e-zine
see back cover

*Year 'Round
Mail-Order &
On-Line Bookstore*
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Life
Coaching
page 7

www.HumorProject.com

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This letter serves as a **WELCOME** to our 2012 Sourcebook and as a **THANK YOU** to all the humor beings who have attended our annual international conferences and workshops; ordered great books, DVD's, and fun props from our HUMOResources bookstore; brought in our Speakers Bureau to deliver world-class presentations for your organizations, associations, and conventions; visited our www.HumorProject.com Web site; subscribed to our free *Laughing Matters* email newsletter; and expressed interest in our work and play in a variety of other ways.

The mission of The HUMOR Project is to make a positive difference in the world by helping people to get more smileage out of their lives and jobs. This is important, because as Joel says in his *Laffirmations* book (see page 8 in this Sourcebook), "Seven days without laughter makes one weak." Indeed and in deed, humor can add years to your life... and life to your years!

Speaking of years... we are especially excited to celebrate in 2012 the **35th year for The HUMOR Project**, the first organization in the

world to focus fool-time on the positive power of humor. Our big celebration will take place on **June 1-3, 2012** at our **55th international program** at scenic Silver Bay Conference Center (see pages 11-23). This wonderful weekend features a special appearance by Peter Funt as we present him and *Candid Camera* with the National Humor Treasure Award. We are also delighted to honor Congresswoman Gabrielle Giffords with the Survive AND Thrive Award.

Thanks again to all of you who have supported our fun-but-not-for-fun work over the decades and across the (s)miles! We salute-with-a-smile all of you who will connect with our services, programs, and resources in 2012!

Jest wishes,

Joel & Margie

Dr. Joel Goodman
Founder & Director, The HUMOR Project, Inc.
Margie Ingram
Co-Director

P.S. The HUMOR Project will be relying more and more on communicating with you via email and our Web site and less and less via printed mailings. **Be sure to see the top of the back cover if you want to keep in touch with fast-breaking humor news, tips, services, programs, and resources.**

Top 10 Facts and Figures About the Pioneering Work and Play of The HUMOR Project, Inc.

- #10 1977:** the year The HUMOR Project, Inc. was founded as the first organization in the world to focus full-time on the positive power of humor.
- #9 4,400,000+:** the number of people who have accessed our www.HumorProject.com Web site.
- #8 3,823,517+:** the number of people who have attended presentations by our Speakers Bureau throughout the United States, Canada, and abroad (e.g., Antarctica, Argentina, Australia, Panama, Taiwan, Japan, Sweden, Norway, Germany, England, Russia, South Africa).
- #7 165,000+:** the number of people who are part of AHA (American Humor Association)—people on our mailing list interested in the programs and resources available from The HUMOR Project.
- #6 78,000+:** the number of customers worldwide who order books, DVD's, and fun props from the HUMOResources mail-order bookstore.
- #5 23,000+:** the number of people from six continents who have attended the annual international conferences and international workshops sponsored by The HUMOR Project. Also, the number who have subscribed to our free monthly *Laughing Matters* email newsletter.
- #4 7000+:** the number of international, national, and local TV and radio shows, newspapers, and magazines in more than 175 countries that have featured our unique organization.
- #3 475+:** the number of grants that The HUMOR Project has given to non-profit organizations, human service agencies, hospitals, and schools throughout the United States and Canada.
- #2 399+:** the number of times that founder Joel Goodman's mother has asked, "You do WHAT for a living?!"
- #1 1: the number of organizations like this in the world!**



Humor-Wise and Humor Why's

Since 1977, **The HUMOR Project** has been “taking humor seriously.” Here is some food for thought to make you “Humor-Wise”— why you and your organization might want to take humor seriously, too...

- 1 The funny line and the bottom line intersect!**
In a survey of 737 CEO's, over 98% of them indicated they would much rather hire somebody with a good sense of humor than somebody without one. You can take your job seriously... and yourself lightly.
- 2 Jest for the health of it!** Laughter enhances respiration and circulation, oxygenates the blood, suppresses the stress-related hormones in the brain, and activates the immune system. Indeed, laughter is the jest medicine.
- 3 Humor as an antidote to stress:** Humor can help us move from a “grim and bear it” mentality to a “grin and share it” orientation. By using humor, you can prevent a “hardening of the attitudes,” which can help you add years to your life and life to your years.
- 4 “A smile is the shortest distance between two people,”** according to Victor Borge. Humor can be a magnet to attract people, to build positive working relationships, and to improve morale and teamwork.
- 5 The HAHA-AHA connection:** There definitely is a connection between humor and creativity. Humor can jump-start your creativity and give you the energy to think (and laugh) outside the box.
- 6 The laughing-learning link:** Humor can be a powerful (and delightful) way to capture and maintain attention and free up tension... which means that retention increases.
- 7 Your Resilience Quotient:** Norman Cousins' best-selling book, *Anatomy of an Illness*, certainly opened up many people's eyes to the notion that “S/He who laughs lasts.” With humor, you can build resilience and get more smileage out of your life and work.
- 8 Humor as a saving (and amusing) grace for the planet:** As our world gets proverbially smaller all the time, humor could help build important bridges between countries and cultures. As Erma Bombeck once said, “When humor goes, there goes civilization!”

Adapted from *LAUGHING MATTERS* magazine published by The HUMOR Project, Inc. Copyright © 2012 The HUMOR Project, Inc.

HUMOR Project Clients and Customers: A Taste

Thousands of corporations, school systems, human service agencies, and professional associations have attended our annual programs, purchased our materials, and/or brought us in to do speeches, seminars, workshops, and training programs:

92nd St. Y
AARP
AT&T
Alzheimer's Association
American Cancer Society
American Express
American Hospital Association
American Management Assoc.
American Red Cross
Anchorage School District
Araquara Univ. of Brazil
Assoc. of Occupational Therapists
Australia Humour Foundation
Ben & Jerry's
Better Business Bureau
Big Apple Circus
Blue Shield
BOCES
Boston Public Schools
British Airways
Canadian Broadcasting Corp.
Catholic Charities
Center for Disease Control
Chinese Univ. of Hong Kong
CIA & FBI & DOD
Coca-Cola
Creative Education Foundation
Duke Energy

Dun and Bradstreet
DuPont
Federal Express
Florida Dept. of Education
General Electric
Gilda's Club
Governor's Office, Hawaii
HBO
Hallmark
Harvard University
Hospice of Windsor, Ontario
Hospital Association of NY
IBM
Japan Management Society
Kaiser Permanente
Lockheed Martin
Los Angeles Times
Maryland Division of Parole
Mayo Clinic
Miami Heat
Minnesota Dept. of Children
NASA
NASSP & NAESP
National Council on Alcoholism
National Health Service (England)
National M.S. Society
New York City Fire Department
NY State Supreme Court

NY State United Teachers
Newspaper Publishers Assoc.
NIH
Oneida Indian Nation
Oregon School Counselors Assoc.
PBS
Procter & Gamble
Ronald McDonald House Charities
Rotary International
Scandinavian International Univ.
SHRM (NYS)
South Dakota Dept. of Health
Southwest Airlines
State University of New York
Taiwan Chamber of Commerce
UAW- General Motors
UNC School of Nursing
United Way
US Army, Puerto Rico
US Treasury Department
Veterans Health Administration
Visiting Nurse Association
Wall Street Journal
Walt Disney Co.
Washington Post
Xerox Corporation
YMCA & YWCA
Young Presidents Organization



The HUMOR Project Speakers Bureau has worked with a wide variety of organizations and associations over the past 35+ years. We have done presentations in all 50 states, throughout Canada, and on all seven continents.

Are you looking for a learning-filled, laughter-fueled, top-rated program for your association, school, health care facility, non-profit organization or business?

If so, you've come to the light place! All of our speakers provide customized staff development seminars, keynote speeches, workshops, and programs for organizations, meetings, and national and state-wide conventions. See page 3 for a sample list of clients.

These engagements have included everything from one-on-one coaching with corporate presidents to speeches for 6000 people to 45-hour graduate courses to 10-minute after-dinner talks to 2-hour in-house seminars... and everything in between!

Are you looking for a speaker or presenter who is:

- motivating**
- content-rich**
- results-oriented**
- easy to work with**
- professional**
- fun**
- someone who will make you look great!**

Sample Program Topics

Our Speakers Bureau offers a wide variety of trademarked programs. Here is a sampling to wit your appetite. Feel free to circle the titles of interest to you (we can also think outside the box and create made-to-order programs for you). Give us a call— we would be glad to custom design a program for you!

- | | | | |
|-----------|--|-----------|--|
| 1 | Taking Your Job Seriously and Yourself Lightly: The Positive Power of Humor | 15 | HAHA: Healthy Aging Humorous Aging |
| 2 | HUMOResilience: Using Humor to Tickle Stress Before It Tackles You | 16 | Diversity and Personality Styles: Turning Differences into Creative Synergy |
| 3 | The Positive Power of Humor, Hope and Healing | 17 | Humor in Parenting: Someday We'll Laugh About This... Why Wait? |
| 4 | The Magic of Change: How to Use Humor and Creativity... for a Change! | 18 | Creativity Skillshop: Moving from "Yes, But" to "Yes, And" Thinking |
| 5 | All Aboard: Terrific Team-Building and Organizational Goal-Setting | 19 | Nurturing Humor: The Difference Between Positive and Negative Humor |
| 6 | It's Laughademic: Laughing and Learning Go Hand-in-Hand | 20 | How to Use a Light Touch to Score Serious Points: Humor in Communications |
| 7 | Jest for the Health of It: Humor and Ho-Ho-Holistic Health | 21 | The Humor Approach to Excellence on the Job |
| 8 | Creating Positive and Productive Corporate Cultures | 22 | Presenting with Pizzazz: Showmanship Secrets for Speakers, Teachers, Leaders |
| 9 | Laughter Loves Companies: The Funny Line and Bottom Line Intersect | 23 | Revitalize Your Staff... Without Changing Their Jobs |
| 10 | Come Fill the Cups: Caring, Compassion and Replenishment for Care-Givers | 24 | Positive Psychology and the Humor-Happiness Connection |
| 11 | Jest for Success: Making Humor Work at Work | 25 | Accelerating Learning by Accelerating Laughter |
| 12 | Preventing Hardening of the Attitudes: Humor as Mental Floss | 26 | Dealing with Difficult People with Delight and Lightness |
| 13 | Playshop: Icebreakers and Energizers to Build Community | 27 | Leadership FUNdamentals |
| 14 | Humor and Stress Management: Moving from "Grim and Bear It" to "Grin and Share It" | 28 | Faith Lifts and Comic Spirituality |
| | | 29 | Creative Customer Service-with-a-Smile |
| | | 30 | Humor and Chronic Illness: Finding the Humor When Nothing's Funny |

The HUMOR Project Speakers Bureau consists of **100 excellent, entertaining, enlightening presenters**—including **Dr. Joel Goodman** (Director of The HUMOR Project) and **Margie Ingram** (Co-Director)— see page 6 for their bios. Our Speakers Bureau has generated rave reviews from more than 3,000,000 businesspeople, health care professionals, educators, and other helping professionals.

What They Say About Us After We Leave

Your recent keynote address was a tremendous success and scored the highest of the keynote events at the conference! After reading 42 pages of written comments— there is no doubt that your event received the highest praise. When we originally spoke, we gave you a tall order to deliver— tie up the entire conference and send the audience home filled with practical, inspiring ideas. You certainly delivered that and more. And we had fun along the way! **American Management Association national conference**

WOW!! Did you make us look brilliant!!! We are getting raves that just do not stop about having you as a speaker!!! A terrific message, a fabulous, incredible balance of warm, refreshing, and enchanting humor with your profound and thought-provoking messages. Your program received the highest rating of all our sessions!! Thank you from the bottom of our hearts!! **New York State Education Department**

I can't begin to express my thanks to you for the luncheon presentation you gave. Never before have I received so much positive feedback on any speaker! You certainly drew the numbers, which is always a benefit for ESSAE!! **Empire State Society of Association Executives**

This conference exceeded the expectations of the more than 300 people who attended. Your ability to hold the attention of so many people for such a long period and to impart valuable information while entertaining is truly remarkable. Thanks also for your cooperation, understanding, and good humor throughout the year-long planning process. **University of North Carolina at Asheville**

I wanted to express appreciation for the fine job you did as a keynote speaker at our national conference. For the 1500 attendees to attend a General Session at 8:00 on a Monday morning and give a standing ovation to the speaker is an obvious compliment to you. **National Association of Case Management**

We've heard so many great comments about your presentation. I specifically appreciated how you personalized your message to connect with everyday events and terminology used at Clorox. To ensure we find ways of bringing humor to work, we have ordered your *L affirmations: 1,001 Ways to Add Humor to Your Life and Work* to distribute to all the meeting participants. **The Clorox Company**

Your closing keynote certainly captivated the audience with your energy and humor and left them wanting more. The marks for your session on the evaluations are off the chart! We had no idea you would invoke an explosive standing ovation! **U.S. Department of Labor**

As the coordinator of a leadership conference for medical personnel of sixteen hospitals in the midwest, I recommend you with enthusiasm! You received overwhelming, positive evaluations from the participants. Your material is substantive and your presentation style dynamically alive. **Mercycare Corporation**

I can easily see why so many people pricked up their ears in avid interest when I mentioned your name. Your lively manner and comforting spirit are infectious and personally, I'd like to see a lot more people get infected. The comments I heard as people left were unanimously positive to glowing. We had a great turnout and a great program. **New York Library Association**

During the International Creativity Conference in Africa, your leading keynote address was hailed by all attendees as the perfect medicine for people in dramatic transformation. Your content, style, and approach build bridges between many cultures. I salute you as a splendid presenter and international humor and creativity leader. **Satori Creativity Foundation of South Africa**

The audience LOVED you and gave fantastic evaluations! Using humor for the first general session put the 2000+ professional counselors in a great frame of mind! **Texas Counseling Association**

Your presentation was a resounding success. I continue to be the recipient of an overwhelming amount of positive feedback and appreciation. As the organizer, nothing could be more gratifying. **Saskatchewan Association of Optometrists**

The buzz around campus following your workshop was so loud that I had to take a week of vacation. Florida was great, but what was even better was coming back and hearing people still talking about using humor and creativity in their work. My prior experiences with The HUMOR Project made me confident that we were doing the right thing by having you speak... thanks for proving us right! **James Madison University**

For more information on arranging a program for your organization, corporation, association, or convention, contact the Speakers Bureau at 518-587-8770.

WHO'S WHO



Dr. Joel Goodman, founder and Director of The HUMOR Project, is a popular speaker whose programs have tickled and touched the lives of millions in all 50 states and countries on all 7 continents (Antarctica, Argentina, Australia, Panama, Japan, Taiwan, Russia, Norway, Sweden, England, Germany, South Africa, North Dakota, and funny places in between).

Dr. Goodman has authored eight best-selling books (including *Laffirmations: 1,001 Ways to Add Humor to Your Life and Work*). He also has edited the *LAUGHING MATTERS* magazine, generating rave reviews from thousands of people throughout the U.S. and 20 other countries.

Joel has been a pioneer focusing on the positive power of humor and creativity. His work has been featured in over 7000 TV and radio shows, newspapers, and magazines in 175+ countries, including: *The TODAY Show*, *The Daily Show with Jon Stewart*, PBS, BBC, *Latenight America*, *All Things Considered*, the front page of *The Wall Street Journal*, *The New York Times*, *USA Today*, *Reader's Digest*, *Successful Meetings*, *Journal of the American Medical Association*, and many AP national features. Joel's unique calling was also featured on an ABC NEWS prime-time special on *The Mystery of Happiness* that aired nationally three times.

Described as “the first full-time humor educator in the world,” Joel founded The HUMOR Project in 1977 (two years before

Norman Cousins' best-selling book was published). Joel was delighted to join Willard Scott and Meadowlark Lemon in receiving the prestigious International Lifetime of Laughter Award. He also has been honored by the *Business Review* as the Business Person of the Year and was the first recipient of the International Punster of the Year Award (but don't hold that against him).



Joel founded AHA!, the American Humor Association, which includes over 165,000 humor conspirators. He believes that it is important for business to “do well and do good” at the same time: The HUMOR Project has provided grants to 475+ schools, hospitals, and human service agencies to help them develop services and resources that tap the positive power of humor.

Joel takes his work very seriously and he takes himself very lightly as he helps people to get more smileage out of their lives and jobs. His own most important mentors when it comes to humor are his 30-year-old son, Adam, his 26-year-old daughter, Alyssa, and his young-at-heart wife, Margie. Speaking of whom...

Margie Ingram, Co-Director of The HUMOR Project, is one of the pioneers in the fields of stress management and the humor-resilience connection. Margie is a popular speaker and workshop leader throughout the U.S. and abroad. She is also a very successful life coach helping individuals and small groups to create fulfilling lives, move gracefully through life transitions, identify and build on personal and professional strengths, and overcome obstacles by optimizing optimism with a touch of humor (see page 7).

Margie has been an educator for the past 44 years. A public school teacher from 1968-1975, she went on to supervise student teachers and teach grad courses at many colleges on effective teaching methods and developing effective classroom environments. Margie's speaking career, which began 39 years ago, grew out of her love of teaching. Her programs are lively, engaging, and practical as she creates opportunities for participants to apply the content to their immediate lives and jobs.

Margie has also served as coordinator of The HUMOR Project's international conferences on “The Positive Power of Humor, Hope and Healing” and international workshops on “HUMOResilience: Tickling Stress Before It Tackles You,” which have attracted 23,000+ people from all 50 states, 6 continents, and the Moon (Moonwalking astronaut Dr. Edgar Mitchell).



Margie was honored with the Distinguished Service Award from the Reed Foundation and the Prevention Council as well as the Home-town Hero Award. In her spare time, Margie loves kayaking, walking, completing challenging puzzles, and spending time with family and good friends. She practices what she teaches about creating intentional balance in life.



More than 7000 television and radio shows, newspapers, and magazines in 175+ countries have featured the pioneering work of The HUMOR Project. Here is a taste... See www.HumorProject.com/about/mediakit.php for more.

ASSOCIATED PRESS NATIONAL FEATURE: Good Humor Man

Did you hear the one about the business consultant who turned a hunch about humor into a business? His name is Joel Goodman. The HUMOR Project has become a driving force behind the explosion of humor seminars and workshops. Goodman is the guru of the humor-training movement.

DONAHUE

The HUMOR Project brings us the awareness that smiling and humor can heal us. Yours is a therapeutic undertaking. The HUMOR Project was established in 1977, two years before Norman Cousins' book.

THE SARATOGIAN: Editorial

It's no joke. Humor is a serious business. Just ask Saratoga Springs resident Joel Goodman. Goodman has written and edited books and articles about humor, founded *LAUGHING MATTERS* magazine, and has been a speaker and workshop leader for conferences and training programs worldwide.

THE NEW YORK TIMES

SUNDAY MAGAZINE: Humor Me

I recently called Joel Goodman, who has conducted humor seminars for I.B.M., the C.I.A., the F.B.I., and the I.R.S. Having been audited by the I.R.S., I can speak with some authority: this is a funny, funny group of people.

SARATOGA LIVING MAGAZINE: Laugh Doctor Prescribes Wit for 35 Years!

Past speakers and honorees at Goodman and Ingram's annual conference have included Steve Allen, Sid Caesar, Victor Borge, Gilda Radner, David Hyde Pierce, Jay Leno, Art Buchwald, Al Roker, Bob Newhart, Soupy Sales, the Smothers Brothers, and more.

USA TODAY: Happy Employees Are More Productive

No one takes humor more seriously than Joel Goodman, who founded The HUMOR Project 35 years ago to promote the power of humor and creativity.

SYDNEY MORNING HERALD (Australia): Haha, Hoho, It's Off to Work We Go

American author Joel Goodman, the summit's keynote speaker, is known as the world's first full-time humour educator. Dr. Goodman said, "Having a child-like perspective actually could be a mature adult coping mechanism."

CBS THIS MORNING

This is the story of one consultant who is laughing just about everywhere he goes. At his annual humor conference, Goodman puts on a comic full-court press. But it's not just fun and games.

THE WALL STREET JOURNAL: Front Page

Laughter is big business as companies are increasingly hiring humor consultants to help reduce employee stress and burnout. "Everyone uses the expression 'Someday we'll laugh about this.' Why wait?" says Joel Goodman.

JOHN STOSSEL ON ABC NEWS: The Mystery of Happiness

Goodman is called a "humor consultant." Companies pay him to teach workers how to lighten up. They've found that improves morale and productivity. Goodman's clients believe!

AARP BULLETIN:

It's No Joke: Humor Heals

The power of humor is at work... by organizations like The HUMOR Project through conferences and training workshops. For a good time, call The HUMOR Project.

LIFE COACHING WITH MARGIE INGRAM

Margie has worked with clients coast-to-coast both on the phone and in person. To find out how you can connect with Margie's powerful, practical, and purpose-full life transitions coaching; read her articles; see answers to frequently-asked questions; and get a taste of the rave reviews clients give Margie... visit www.HumorProject.com/coaching or call **518-587-8770**.

Margie's clients coast-to-coast appreciate her credible and incredible energy and insight:

“Your warm personality and enthusiasm made me instantly feel comfortable speaking with you. I needed the discipline and encouragement to explore what my next career might be. Thanks, Margie, you have been just what I needed!”

“Margie, you are a great co-pilot. You helped steer me in a positive direction. Your wisdom and guidance are priceless.”

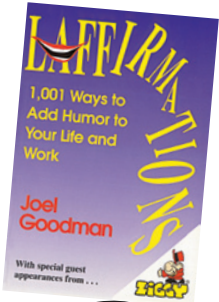
“I needed a 're-do' button and a life make-over. I now know what it means to be truly supported and to experience transition as an empowering process.”

BOOKSTORE CATALOG

Welcome to the **23rd Annual Mail-Order and On-Line Catalog**

HUMOResources™

Enjoy these great publications, DVD's, and fun props that will amuse, amaze, delight, inform, and help you both personally and professionally. Most of the items on pages 8-9 are available exclusively through The HUMOR Project. For more humor resources, visit our Amazon Associates Program (www.HumorProject.com/bookstore.amazon.php). Feel free to order the items on pages 8-9 by **mail**, **fax** (518-430-1555), **phone** (518-587-8770) or **on-line** (www.HumorProject.com).



Laffirmations: 1,001 Ways to Add Humor to Your Life and Work

by Joel Goodman

Joel believes that "Seven days without laughter make one weak." With this in mind, he delivers 366 days of ideas (more than 1,001) to jump-start your sense of humor. Each day of the year includes a thought-provoking quote, a question, along with a practical, action-inviting humor tip designed to help you get more smileage out of your life and work.

This portable, handy book also includes special guest appearances from the affable/laffable cartoon character, Ziggy®. The rich collection of quotes comes from the wit and wisdom of Bill Cosby, Lily Tomlin, Jerry Seinfeld, Carol Burnett, Charlie Chaplin, etc. The questions are designed to help you discover where humor already exists in your life and where you need to add a dash. The humor tips are drawn from the 2,000,000+ participants in Dr. Goodman's programs, and will help increase your Humor Quotient both in your personal life and on the job. With this timely and timeless book, you will be grinning from year to year.

Pat Paulsen: "If elected President of the United States, one of my first acts would be to appoint Joel Goodman as Secretary of Humor. But until that time, I would highly recommend that you buy this book!"

Steve Allen: "I applaud Joel Goodman's pioneering work on the positive power of humor. *Laffirmations* will give you—or someone you care about—the gift of humor." **Autographed copies available on request. 392 pages. FF-08-01, \$9.95**

WOW and HOW!: How To's from the World Champion of Public Speaking with Edward Hearn

In this riveting, 55-minute workshop, Ed helps you discover your passion and find your voice, which are the first steps in being a powerful presenter. Speakers, teachers, trainers, leaders, and anyone who needs to present in front of a group will love this session. Ed focuses on: developing your own unique style as a speaker; the power of story (and how to laugh a point into your stories); WOWing your audience by the feelings you convey to them; common mistakes speakers make (and how to avoid them); tips to "leave them wanting more"; the key difference between a comedian and a humorist; and how to open with style and conclude with purpose. This session will help you take your speaking to the next level.



FF-08-02, \$19.95

Smile on a Stick™

"If you see someone without a smile, give 'em one of yours." Now you can do it! You can (literally) give customer-service-with-a-smile. This is also the ideal gift for your boss, a sick friend, the office grouch, your spouse. Use it as a party favor, include it in correspondence, place it in floral arrangements, use it as a greeting card or as a business card. Give one to each participant in a meeting, class or seminar. Hand it out to strangers. Use it in the car, office, school, on special occasions or anytime just for fun! Join in a fun-omenon that is sweeping the nation—let's put a smile on everyone's face! For years, this has been our most popular Tool & Toy... and you keep coming back for more! You can mix and match—please specify quantity for Light Skin, Dark Skin, Tan Skin, Clown, Grump, or Romance-on-a-Stick when you order.

Set of 6 FF-08-03, \$11.95

Set of 60 (Save \$20) FF-08-04, \$99.50

S/He Who Laughs Lasts with Sr. Anne Bryan Smollin, Ph.D.

As the world gets proverbially smaller all the time, we need the gift of humor more than ever. Sr. Anne's hilarious stories and fast-paced style will leave you laughing... and thinking about how you can tickle your soul, tackle stress with a light touch, invite laughter into every day, and tap humor as a powerful, playful perspective-provider. As an extra bonus, the end of this 55-minute DVD includes a wrap-up by Joel Goodman of our 2007 humor conference along with a closing conference slide show.



FF-08-05, \$19.95

LAUGHING MATTERS Magazine Edited by Joel Goodman

Laughing matters... it really does! You can add years to your life and life to your years by ordering the timeless back issues of *LAUGHING MATTERS* magazine. Thousands of people in all 50 states and 20 other countries have applauded this practical and invigorating publication—e.g., Norman Cousins: "Enthusiastic congratulations on *LAUGHING MATTERS*!" Dr. Laurence Peter (creator of *The Peter Principle*): "*LAUGHING MATTERS* is clearly the best periodical on the subject of humor and its uses. If you want more humor in your life, *LAUGHING MATTERS* is for you."

The LAUGHING MATTERS Sampler: A Sampling of 4 Issues (our choice) FF-08-06, \$10.00

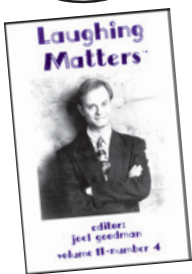
Collector's Set of 20 Back Issues at Special Price (Save \$10) FF-08-07, \$39.95



WOW and HOW!:
How To's from the World Champion of Public Speaking
Edward Hearn



S/He Who Laughs Lasts:
Humor as a Life-Saver and Life-Savior
Sr. Anne Bryan Smollin





Conference DVD Specials

Save \$19.95! Buy any 4 conference DVD's on pages 8-9, get 1 more DVD free.



FF-09-01, \$79.80

Lightening Your Load: Achieving Balance and Overcoming Overload in Your Work and Personal Life
with Dr. Robert Brooks

Are you overworked and underplayed? Do you want to move from "stressed-out" to "stress-hardy?" Here's a chance for you to spend an hour to discover the mindset of resilient people as Bob shares stories, skills, and smiles for bouncing back and lifting spirits. Through research-based tips, engaging exercises, and practical strategies, you'll gain insights on how to take on and tickle the challenges in life.



FF-09-02, \$19.95

Ho-Ho-Holistic Medicine: Live It Up and Laugh for the Health of It
with Dale Anderson, M.D.

Drawing from the emerging research in psychoneuroimmunology and using "acting" as a metaphor, this innovative and very lively 72-minute presentation invites you to unlock your cellular pharmacy and produce the neuropeptides that promote well-being and bolster the immune system. Learn the secrets successful performers use to trigger a healing chemistry, as well as the prescription for adding laughter to your life to turn on the body's "inner uppers." This video will help you catch and spread a positively infectious HAPPYdemic from a physician with over 45 years experience in healing and spreading joy.



FF-09-03, \$19.95

After the Half-Time Show: Lessons and Laughter on Living the Second Half of Our Lives
with Sandy Queen

So, you (or someone you love) have made it through the first half of life. One day you get up and look in the mirror and realize that your body has headed south without you... and is never coming north again! Or you may still feel that you can do anything... if only you knew what that was! Is it all doom and gloom? Of course not! Sandy will take you on a one-hour humorous tour of such topics as the sandwich generation; adult stages of life; the power of healthy aging; ways to replenish your spirit as you avoid puddles and survive hot splashes; fostering playfulness as you age; and dirty lies about growing old.



FF-09-04, \$19.95

Making the World a Better Place: Commit Random Acts of Comedy and Create Inverse Paranoids
with Michael Pritchard

Michael's hilarious and heartwarming humor deals with serious subjects and challenges that young people and adults face today. Drawing from his incredible stories of working with people "at risk," Michael will inspire you to promote positive, life-affirming and laughter-inviting perspectives. You are in for a funtabulous experience with the first recipient of the Humor and Altruism Award presented by The HUMOR Project. Michael is one of the funniest and most caring people on the planet... after seeing this one-hour video, you will join the audience at our conference in giving Michael a standing ovation!



FF-09-05, \$19.95

Choices, Changes, and Chuckles: Keeping the Faith and Keeping Your Sense of Humor with Sr. Anne Bryan Smollin

Anne also received an extended standing ovation after her keynote. In this 56-minute video, Anne will provide rapid-fire hilarious anecdotes, touching stories, and sure-fire ideas on: how to balance life tensions with spurts of humor; how to take on challenges by rolling with the punches (without getting steamrolled in the process); and the vital importance of perception and connecting with supportive people. We know you will love connecting with Sr. Anne!



FF-09-06, \$19.95

How to Bring Out the Best in People... Even at Their Worst: Dealing with Difficult People with Dr. Rick Kirschner

Difficult people can make your life stressful and unpleasant... but only if you let them! With wit, wisdom, and lots of energy, Rick provides proven techniques you can use right away to stop whining, attacking, procrastinating, sabotaging, and all the other behaviors that drive you up the wall. This lively one-hour session will provide you with power points on why difficult people act the way they do; how to make yourself less of a target for negative behavior; 4 keys to solving people problems; take-charge skills that turn conflict into cooperation; and win-win strategies for handling the most-unwanted difficult behaviors on or off the job. You'll learn how to increase your flexibility and response-ability by using Attitude Adjustments and Pygmalion Power. This video will bring out the best in you!



FF-09-07, \$19.95

Why Is Everyone So Cranky?: Life Is Not a Duress Rehearsal with Leslie Charles

Are you challenged by runaway change? Have you collided with road rage? Are you sandwiched between generations? Is time poverty robbing the richness from your life? If you said "yes" to any of these questions, this 70-minute video offers a warm, witty, and wise approach for managing the ten stressful trends affecting you by learning how to master the fine art of wait-lifting and how to tame the terrible too's (too much to do, too little time). Leslie provides solid ideas wrapped in humorous insights, memorable stories, and do-able, real-life solutions to help you relax, reflect, reconnect, rebalance, and revitalize yourself.



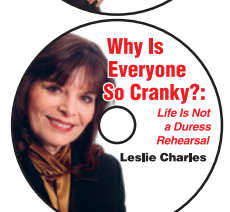
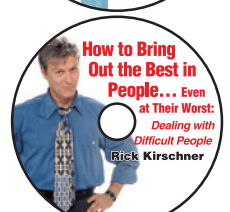
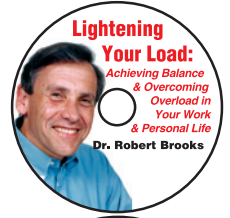
FF-09-08, \$19.95

Too Much of a Good Thing Is Wonderful: Women, Men, Laughter, and Connection with Dr. Regina Barreca

Gina's hilarious keynote speech generated a prolonged standing ovation! You are in for a thought-provoking, LOL (laugh-out-loud) hour! As Gina reveals, humor is more than a tool for survival— at its best, it becomes an act of redemption. Humor allows us to redeem moments that might otherwise have been lost to pain, despair, fear, loneliness or loss. Laughter is the most human of activities... it's one of the few things people do that animals do not (the other activities that animals do not perform include applying artificial fingernails and singing out loud to Aretha Franklin's *Respect* on the car radio).



FF-09-09, \$19.95



ORDER FORM

The **HUMOR**
PROJECT, Inc.

10 Madison Avenue
Saratoga Springs, NY 12866-3406

Phone Orders 518-587-8770

Fax Orders 518-430-1555

On-line Orders: www.HumorProject.com/bookstore

Your Name _____

Customer Service Code (from back cover) _____ **(Important!)**

Business Name (if being shipped to your company) _____

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City _____ State _____ Zip _____

Daytime Phone (in case of questions) () _____ Fax Number () _____

Email _____

Payment Method: Check (payable to "The HUMOR Project") VISA MasterCard Discover American Express

CREDIT CARD:

Expiration Date _____ Signature _____

(required for credit card orders)

Please use this order form for items on pages 8 and 9:

Qty.	Catalog #	Title	Unit Price	Total
First Subtotal ①				
Shipping Surcharge (for areas outside the United States - see below) ②				
Shipping & Handling (for all orders - see below) ③				
Second Subtotal (add lines 1-3) ④				
Tax: NY Residents Only, add 7% of Second Subtotal ⑤				
Total Amount enclosed (add lines 4-5) ⑥				

Shipping and Handling Charges: Please add the following amount to your order to cover shipping and handling costs. If your First Subtotal is:

\$25.00 or less.....\$5.95 \$50.01 - \$100.00.....\$9.95 \$150.01 - \$200.00\$13.95
 \$25.01 - \$50.00\$7.95 \$100.01 - \$150.00.....\$11.95 \$200.01 and over\$15.95

Delivery Outside the United States: For all orders sent to Canada, there is a shipping surcharge of 20% of your First Subtotal; the surcharge is 40% for all other countries (see Shipping Surcharge line on order form). This surcharge is in addition to the Shipping and Handling Charges listed above. All checks and money orders must be payable in U.S. funds.

Rush Orders & Quantity Discounts: Call for details.

DVD's and Smiles on a Stick are returnable for the same item only if defective.

Give the Gift of Humor: We would be glad to send gifts (with your personal message) to your friends, family or colleagues. Please include separate shipping and handling charges for each addressee.

CONFERENCE OVERVIEW

The HUMOR Project Invites You to Our
55th International Program on

Survive AND Thrive: The Positive Power of Humor & Creativity

June 1-3, 2012 • Silver Bay, New York

A Conference For...

Teachers • Trainers • Therapists
Managers • Businesspeople • Physicians & Nurses
Counselors • Social Workers • HR Professionals
Administrators • Consultants • Office/Support Staff
Dentists • Clergy • Parents*

**And people who wonder what they
want to be when they grow up...*

The Laughs Round-Up

- Over 20 New Sessions
- 4 New Pre-Conference Workshops
- Positively Productive for Your Organization
- Personally Enriching
- Professionally Practical
- Continuing Education Credits Available

FRIDAY, JUNE 1, 2012: PRE-CONFERENCE WORKSHOPS

8:30-9:00 AM Workshop Registration and Early-Bird Conference Registration (available only to people attending pre-conference workshops)

9:00 AM-4:00 PM 4 PRE-CONFERENCE Sessions and Video (page 14)

FRIDAY, JUNE 1, 2012: CONFERENCE

3:00 PM HUMORresources Bookstore opens

4:30 PM Conference Registration opens with CEU Sign-In

7:30-9:30 PM Conference Welcome with Joel Goodman and Margie Ingram Award & Keynote with Peter Funt & *Candid Camera* (page 15)

SATURDAY, JUNE 2, 2012: CONFERENCE

8:45-10:15 AM Gabby Giffords Award and Keynote with Jeff Zaslow (pages 15-16)

10:45-Noon Round One: Concurrent Workshops: choose 1 of 6 sessions (pages 16-18)

1:30-2:45 PM Round Two: Concurrent Workshops: choose 1 of 6 sessions (pages 18-19)

3:00-6:00 PM Play Time, Laugh & Learn Sessions (page 21)

7:30-9:00 PM Key Notes with Jana Stanfield (page 19)

9:00-11:00 PM CD-signing with Jana, Book-signing with Jeff Zaslow, Laugh & Learn, Square Dance

SUNDAY, JUNE 3, 2012: CONFERENCE

9:00-10:15 AM Round Three: Concurrent Workshops: choose 1 of 6 sessions (pages 20-21)

10:45-Noon Closing Keynote with Tim Gard (page 21)

THROUGHOUT THE CONFERENCE: *from Friday 5:00 PM through Sunday Lunch*

Optional Laugh & Learn Sessions (page 21)
Friday 5:00-6:00 PM, 9:30-11:00 PM
Saturday 7:00-8:00 AM, Noon-1:30 PM, 3:00-6:00 PM, 9:00-11:00 PM
Sunday 7:00-8:00 AM

Dining Hall Hours
Breakfast • Saturday 7:30-8:45 AM, Sunday 7:30-9:00 AM
Lunch • Saturday and Sunday Noon-1:30 PM
Dinner • Friday 5:30-8:00 PM, Saturday 5:30-7:30 PM

CONFERENCE: An Uplifting Experience

WHEN?

NOW! The Time Is Right: Join Us on June 1-3, 2012...

for our learning-chocked, laughter-charged, life-changing 55th international conference. Steve Martin recently observed, "Even in tough times you can afford to laugh." Especially in tough times, you need to FUN for your life! We encourage you to invest in jest... and to invest in yourself. So many people have told us that now, more than ever, we need the positive power of humor and creativity to help us **Survive AND Thrive...** the theme of our 2012 conference.

POW! Why You Should "Jest Do It!"

What's in it for you? Here is a taste:

- You will come away with **POWERful** ideas and skills that will benefit you personally and on-the-job.
- You will laugh a lot, **POWER** up, and recharge your personal batteries.
- You will experience **POWERful** world-class speakers and lots of em**POWERing** sessions.
- This is the best place for you to **POW-WOW** and connect with kindred spirits (23,000+ people from all walks of life have attended from all 50 states, Canada, and 6 continents).
- See page 13 for more reasons to register.

WHY?



WHERE?

WOW! Silver Bay Conference Center

This 700-acre National Historic Site with 65 buildings on the shores of majestic Lake George ("The Queen of American Lakes") is an invigorating, inspiring, scenic setting where the mountains cascade into the lake. Just an hour north of Saratoga Springs, NY, Silver Bay offers **HUMOR**enewal, **HUMOR**elaxation, and **HUMOR**ejuvenation with lake cruises, canoeing, kayaking, swimming, tennis, volleyball, shuffleboard, horseshoes, mountain hikes, yoga studio, peaceful porches to just "hang out," and lots more! See www.SilverBay.org.

Save Dollars and SENSE (of Humor)

HOW?

- The conference **tuition has been frozen** at the same level for 10 years.
- Pay 50% when you **register on-line** by April 17 (balance charged 30 days later).
- **Reduced room and board rates** just for our attendees.
- Save \$ with Silver Bay's **roommate-matching** service.
- **Special BONUS** for conference alumni and newcomers (see top of page 22).
- **Travel Discounts** (see bottom of page 22).
- **10% group discount** for conference alumni and 2 or more conference newcomers who register together... or 3 or more newcomers who register together. Please call to register.
- Limited number of **partial scholarships**.
- **50% tuition discount** for your kids/grandkids (ages 15-40) when they register with you. Call to register.

WHAT?

What Is So **Special** About 2012?: This Is **The Year** for You to Attend!

- A once-in-a-lifetime opportunity to honor **Congresswoman Gabrielle Giffords** who personifies "Survive AND Thrive."
- A **FUN**tastic chance to honor and enjoy **Candid Camera** and **Peter Funt**.
- **Ride the mirth momentum** as we springboard off the success of our 2011 conference—the highest-rated one ever! On a 1-5 scale (with 5 being the highest), we received a remarkable number of "10s"!
- You never know who is going to show up at our conference. Here are some folks who joined us in the past couple years (Elvis even came back to sing with rescued Chilean miner Edison Peña):

Candid Camera



Here is a taste of **rave reviews from participants** in our conference at Silver Bay.
For hundreds more, go to www.humorproject.com/conference/peoplesay.php

A **fabulous battery charge** to renew spirit, hope, and hilarity in your life. The conference **jump-started my joy quotient.**
(Lucie Arnaz)

I **continue to rave** about the **fantastic weekend** of workshops and keynote speakers! I now know why it is **so successful year after year.** I came away a totally new "me" with a much happier attitude and permission to laugh!
(Barbara-Lee Hayes)

I have been to many conferences. This is by far the **BEST one** I've ever been to **in EVERY way!** What an absolutely spectacular place this is... and what an absolutely, positively, wonderful time I had here.
(Caren Kolarski)

Summer camp for adults. It was easy to come by myself and **quickly connect with other kindred spirits.** This was a wonderful opportunity to refresh my spirit.
(Amy Swisher)

This was the most enjoyable weekend I've had in a long time. A huge benefit to this conference is the **nationally acclaimed keynote speakers.** I feel like I have met someone famous who took the time to be gracious with me. **The speakers were very accessible to us.**
(Wendy Stephens)

This conference is the **most personal-and-professional-growth-producing conference** one can attend!
(Kathie Allen)

We are still on a high from all the laughter, but more importantly the **wisdom that was packed into each of the sessions.** My wife and I look forward to attending again.
(John McLaurin)

Thank you SO much for providing such wonderful **learning and growth opportunities**— and from such a wonderful **variety of presenters!!** It's such a miracle and blessing that something like this exists. The chance to meet so many people from so many places and learn from each other and laugh with each other... **it heals my spirit.**
(Cindy Petker)

There's **no better way to celebrate** a 25th wedding anniversary than to attend this humor conference! We had a great time this weekend!
(Allen and Renee' Strock)

This conference was **uplifting, relaxing, energizing, hopeful, healthy, intelligent, rejuvenating, creative, enthusiastic...** a real gift to recharge my batteries.
(Eric Ruby)

This conference was an opportunity to laugh with hundreds of soon-to-be friends. The humor conference is a **must-relieve from day-to-day stresses.**
(Kevin Haynes)

This is my **fourth conference** and each year brings **new treasures** for my life. A must for all who live on our planet... or elsewhere.
(Nancy Moskowitz)

Everything was more than expected... again. I learned so much, met so many people, and renewed my spirit. Coming to your conference is a **gift I give to myself**— a chance to refuel.
(Lonna Moline)

I loved seeing my mother enjoy this conference as a first-time attendee at age 91. I am always **amazed at the high level of speakers and presenters.**
(Sue Pearlman)

I had a fabulous time! I learned **more useful tools to take home and apply** immediately. I can't wait to come back and bring my friends!
(Renee Cohn-Jones)

The conference had it all— **something for the mind, body, and spirit**— absolutely **the best one that I have ever attended** and I consider myself a conference/learning junkie!
(Gail Bean)

This is an **INCREDIBLY well-run** conference. I am so inspired— **just what the doctor ordered at the end of my school year!**
(Alice Leeds)

The program at Silver Bay has **brehtaking** blue sky, **brehtaking** ideas, **breathgiving** laughter, and **eureka moments.**
(Al Clemens)

As a first-time participant, I wasn't sure what to expect. **After three days, I've realized it was bigger AND better than anything I could ever imagine.** Thanks for the memories and giving me tools to take home and put into action in my every-day life.
(Jenny Holmes)

This was far and away the **best conference, educational and motivational experience** I have had since the last time I attended.
(Stan Jones)

PRE-CONFERENCE WORKSHOPS

FRIDAY, JUNE 1, 2012, 9:00 AM - 4:00 PM

Many of you have expressed interest in getting a running, funning start on the conference. You can get more for your funny... and an in-depth experience by attending one of these four pre-conference workshops.

To Your Health!: Take Good Care of Yourself and Others in Pursuit of Happiness and Humor: Margie Ingram

(see bio & photo on pages 2 and 6).

Recent research in neuroscience suggests that we can harness the brain's power to achieve optimal well-being and help others do the same. This highly interactive and fun skillshop will offer positive, powerful, productive, playful, and profound processes to: identify what brings you pleasure, what fully engages you, and what stimulates your purpose and passion in life. In a supportive atmosphere, you'll have a chance to build these health-giving forces into your life on a daily basis. You'll also have an opportunity to focus on the key concepts of healthy and effective caregiving— how to best support those for whom you care and how to keep yourself going for the long haul. You'll come away with a care package full of practical strategies for healthy living, compassionate caregiving, activating your sense of humor, building your HUMOResilience, tickling stress, and inviting HAHA (Healthy Aging Humorous Aging).

Stand-Upbeat Comedy Bootcamp: Secrets to Creating and Performing Positive Humor: Andrew Tarvin

(see bio & photo on page 17).

Have you ever wanted to perform stand-up comedy? Have you thought about it but don't think you have anything funny to say or don't know how to get started? Would you like to nurture your ability to create positive humor that you can add to your life, work and/or presentations? Are you up for surprising yourself with your ability to create and perform humor? If so, you've come to the light place! In this fun, participatory, outstanding stand-up workshop, you will learn: the "Rules" of comedy (Rule of 3, Rule of 9, IITWEIT), stand-up terminology and techniques, stand-up styles (e.g., one-liner, storytelling, observational), how to find and write your own humor, and more! Each participant will have time to write 1-2 minutes of material and (if you'd like) perform in front of a very warm and encouraging group... so that you can give the performance of a laughtime.

Speaking, Teaching, Facilitating, and Leading with Ease (and E's): Exercises to Enliven, Enlighten, Energize, Entertain, Engage, Educate: Dr. Jim Cain

(see bio & photo on page 17).

Join this team-building guru for a full day of his very best, favorite, and newest team and community-building activities from around the world. This active workshop will share dozens of simple and powerful exercises that you can use, adapt, and apply in classrooms, meetings, and groups that you teach, lead, and facilitate. From painless icebreakers to large and small group activities, from leadership tips to creative debriefing techniques, this single workshop will share the best practices and a wide variety of activities that address such topics as: leadership, creative problem solving, communication, group building, trust, collaboration, and teamwork. This program will also include an introduction to one of the most unique team building tools, known as a Raccoon Circle— you'll learn how you can use this simple tool to lead over 200 activities— with only a single piece of rope.

Improv to Improve Your Life: How Improv Can Make You More Effective at Everything: Kat Koppett

(see bio & photo on page 17).

Improvisers make stuff up, collaboratively, on-the-spot with no pre-planning or knowledge of what will happen next. Sound familiar? In fact, this is what people do all the time, right? Who wakes up to find a script for the day on their bedside stand? In order to succeed at their daunting challenge, improvisers have developed philosophies and practical, powerful techniques that are applicable to any situation in which humans wish to interact creatively and collaboratively. Do you want to feel calmer? More powerful? More flexible? More popular? More understanding? More inventive? Improv may be the key to unleashing your untapped reserves of imagination, strength, and creativity. Find out how wonderful you can be in this highly-interactive, supportive, and way-fun workshop that will help you to integrate impactful improv skills and attitudes into every day of your life.



FRIDAY, JUNE 1, 2012

- 3:00 PM HUMOResources Bookstore Open**
- 4:30 PM Registration & CEU Sign-In**
- 5:00-6:00 PM Optional Laugh & Learn Sessions** (see page 21)
- 5:30-8:00 PM Dining Hall Open for Dinner**
- 7:30-9:30 PM Conference Welcome/Overview: *Humor and Creativity— Survive AND Thrive:* Dr. Joel Goodman** (Founder and Director of The HUMOR Project), **Margie Ingram** (Conference Coordinator).

Keynote: *Smile! You're on Candid Camera!:* Peter Funt. America's first and longest-running "reality show" has appeared on TV in every decade since the 1940's. Allen Funt launched *Candid Microphone* in 1947 and brought it to television the following year. Peter Funt took over in the mid-1980's and produced and hosted over 200 network episodes.



By featuring people "caught in the act of being themselves," as the show's slogan has it, "laughter's on its way." *Candid Camera* has come into our living rooms for decades to help us practice the art of taking ourselves less seriously. In addition to the smiles, the series has offered intriguing glimpses of human nature.

This evening will provide the opportunity for us to re-live (and re-laugh) those thrilling days of yesteryear as Peter draws from the vast *Candid Camera* collection of clips that range from inspiring to hilarious. He will present a laugh-filled and touching *Candid Camera* medley that looks at how the series began... caught on... and endured as an American tradition. It's become such a part of the culture that for decades, almost everyone could complete the mantra, "Smile, you're on _____!"



Peter will also talk about Laughter Therapy, the project started by his father, Allen Funt, 30 years ago to provide special *Candid Camera* clips to critically ill people... with surprisingly effective results. Having honored Norman Cousins at our conference a couple years ago, we know how he prescribed *Candid Camera* to himself to help recover from his painful, debilitating illness.

In addition to appearing in hundreds of *Candid Camera* sequences over the decades, Peter Funt is a feature writer and syndicated columnist who also spent five years as an editor and reporter with ABC News. Peter actually made his first appearance on *Candid Camera* when he and the legendary series were each just three years old.

To be candid, after his keynote, we look forward to putting a smile on Peter's face as we present him and *Candid Camera* with the National Humor Treasure Award—to thank them for embracing the inherently humorous human condition.

- 9:30-11:00 PM Up-Close-and-Personal Autographing with Peter Funt, Photo Op with SmileMonster and Optional Laugh & Learn Sessions** (see page 21)

SATURDAY, JUNE 2, 2012

- 7:00-8:00 AM Optional Laugh & Learn Sessions** (see page 21)
- 7:30-8:45 AM Breakfast Together with Food for Thought about Best/Jest Practices**
- 8:45-10:15 AM Wonderful Warm-Up, Wake-Up, Welcome to the Day**



International Survive AND Thrive Award: Presented to Congresswoman Gabrielle Giffords. We were delighted to receive confirmation from Pia Carusone, Chief of Staff for Congresswoman Gabrielle Giffords, for us to honor Gabby with the Survive AND Thrive Award at this year's conference. Gabby was seriously wounded at a Congress on Your Corner event in Tucson on January 8, 2011. She is currently undergoing rehabilitation at a Houston hospital. We are hoping that Gabby will be with us in person and hope that her amazing, against-all-odds recovery continues. We are honoring her because she personifies "Survive AND Thrive" and reminds us of the power of true grit, the importance of a sense of humor, the patience and faith needed to overcome unimaginable obstacles, and the transcendence of love. As her husband observed, "With Gabby, the sky is not the limit." What an inspiration!

CONFERENCE PROGRAM

SATURDAY, JUNE 2, 2012 (continued)

Keynote: *The Most Inspirational Stories and People of Our Time: Jeff Zaslow.*

Springboarding off the best-selling books he has co-authored with some of the most inspiring people of our time (including Gabby Giffords), Jeff has crafted his experiences into an incredibly uplifting presentation that is hugely entertaining and extremely moving. Many groups and conference organizers anoint Jeff as “the best speaker they’ve ever booked.” This presentation unfolds with Jeff’s terrific brand of humor balanced with a great deal of heart as he weaves together stories and insights from his best-selling books and his popular column in *The Wall Street Journal*. You are in for a humor-felt and heart-felt experience as you meet, up-close-and-personal through Jeff, some of the most inspiring people of our time.



Jeffrey Zaslow first worked as a columnist at *The Wall Street Journal* from 1983-1987, when he wrote about a competition to replace Ann Landers in the *Chicago Sun-Times*. He entered to get an angle for his story and ended up winning the job over 12,000 other applicants. Recipient of the Will Rogers Humanitarian Award, Jeff is a remarkably prolific and successful author. He served as co-author with Congresswoman Gabrielle Giffords and her husband, retired astronaut Mark Kelly, on their recently-released memoir, *GABBY: A Story of Hope and Courage*. He collaborated with USAirways Capt. “Sully” Sullenberger, hero of the Hudson River landing, on his memoir, *Highest Duty*. Jeff also co-authored *The Last Lecture* with the late professor Randy Pausch, a book that became a worldwide phenomenon. Now translated into 48 languages, *The Last Lecture* has sold 5 million copies in English alone and has been a #1 international best-seller. Jeff’s latest book has just been released—*The Magic Room: A Story About the Love We Wish for Our Daughters*. *The Washington Post* encapsulates Jeff’s work and impact: “You want heart, you go to Jeff Zaslow... Books like Zaslow’s reflect our hopes for the world we want to live in.”

10:15-10:45 AM You Deserve a Coffee, Juice, and Tea-Hee Break Today

10:45-Noon Concurrent Sessions: Round One: Please indicate on the registration form on page 23 your first choice to attend from the following 6 sessions:

1

Humor 101: Taking Serious Things Humorously and Humor Seriously: Dr. Joel Goodman (see bio & photo on pages 2 and 6). Back by popular demand, this FUNomenal session offers workable wit and wisdom to help you: (1)Focus on the nature of humor through the brilliant Steve Allen Principle for finding fun/seeking smiles in otherwise serious reality; (2)Understand how humor can enrich (and save) your life (potent personal, interpersonal, and professional payoffs); (3) Nurture your own and others’ senses of humor by knowing the difference between tonic humor and toxic humor and by playfully practicing the art of laughing at yourself. Using a delightful blend of examples and energizers, this fast-paced, fun-filled session by the founder of The HUMOR Project is the best overview of the humor field for health care and helping professionals, educators, speakers, trainers, businesspeople, and first-timers at the conference.

2

This Is Your Brain on Humor: Put Your Mind to Using Therapeutic Humor: David Weiland, M.D. We have all heard the expression, “Laughter is the best medicine.” Research over the past five decades backs up this common sense (of humor) notion. This thought-provoking, mind-stimulating session will address: how humor and laughter activate various regions of the brain, cutting-edge research on neural stimulation to change brain function, how humor can improve memory and promote new neural growth known as plasticity, non-pharmacologic approaches in dealing with Alzheimer’s challenges, and how humor therapy can impact degenerative changes associated with neurocognitive decline.



David Weiland, M.D., serves as a hospital Vice President of Medical Affairs and Director of Medical Education. In the past, he has been involved in Emergency Medicine, Internal Medicine, and Family Medicine and has served as Medical Director at a hospice program. Dave has done numerous clinical presentations nationally and on cruises, including ones on “Healing Power of Humor,” “Alzheimer’s Disease: Recognition and Treatment,” “Spirituality in Healthcare,” and “Palliative Pain Management.” Board certified in Internal Medicine, Hospice & Palliative Medicine, and a member of AOA Honor Medical Society, Dave was pleased to be included in “Best Doctors in America” and highlighted by *U.S. News and World Report* in 2011 in its issue on “Best Doctors.”



- 3** **Spontaneous Combustion Creativity: Improv Skills to Enlighten and Light Up Your Life: Kat Koppett.** The art of improvisation is a vital set of attitudes and life skills for the 21st Century. Individuals who are not creative and organizations that are not innovative will be left behind. Here's your chance to work with and play with key improv principles of mental flexibility, trust, spontaneity, listening, and accepting and building on others' ideas— all of which will help to jump-start your own creativity. You'll learn how to get out of your own (creative) way and get your creative juices flowing by moving from “Yes, but...” to “Yes, and...” in life and at work.



Kat Koppett is the eponymous founder of Koppett & Co., a training and consulting company specializing in the use of theatre and storytelling. Her book, *Training to Imagine: Practical Improvisational Theatre Techniques to Enhance Creativity, Teamwork, Leadership and Learning*, is now in its second edition (jest in time for our conference). Kat has worked with corporations, teachers, administrators, doctors, engineers, lawyers, and young people everywhere from India, Brazil, and France to Oklahohohoma. With a Masters in Organizational Psychology from Columbia University, her areas of specialty include leadership and communication skills, creativity and innovation, teamwork and conflict resolution, and presentation coaching. Kat is also the Co-Director of the funtastic Mop & Bucket improv troupe. FYI... Kat makes a mean banana cream pie!

- 4** **How to Make Every Moment a Teachable Moment Through Experiential Learning in Classrooms, Meetings, and Groups: Dr. Jim Cain.** People learn better when they are active, not passive learners. That's the big payoff from experiential learning: people learn best when they have guided invitations to discover things themselves. Learning by doing is the trick to help the learning stick. This session is filled with attention-grabbing, retention-nabbing activities and ideas for making learning active, engaging, memorable, effective, and fun! You'll take away creative presentation techniques that invite three primary forms of learning (auditory, visual, kinesthetic) and that tap into multiple intelligences. There will be lots of food for thought on how this smorgasbord of activities can be modified to explore different subjects, themes, and teachable moments.



Jim Cain, Ph.D., is the founder and creative force behind Teamwork & Teamplay. Through this active-learning company, Jim has delivered over 1500 presentations in 47 states and 23 countries in the past 15 years (including a team-building program for the NASA Lunar-Mars extended missions project). He is also the author of eight books (so far) on team and community-building activities— *Teamwork & Teamplay* received the Creativity Award presented by the Association for Experiential Education. With two Masters and a Doctorate in Mechanical Engineering, Jim also served as Senior Development Engineer at Eastman Kodak for 15 years. In addition to being a third-generation square dance caller and musician (guitar and mandolin), Jim also makes and throws boomerangs (and catches them, too!).

- 5** **Funny Business ROI: The Funny Line and Bottom Line Intersect: Andrew Tarvin.** Contrary to popular belief, in the workplace, humor is a must-have skill, not a nice-to-have-if-we-had-the-time commodity. Here's a chance to see the ways that humor can improve productivity— for you and your organization. You will laugh while learning: how to leverage the power of levity to become a better leader, manager, and employee; the ability of humor to transform your work and organization; how to avoid humor pitfalls; and actionable steps to make humor a systematic part of your workplace to realize better results by increasing efficiency and effectiveness. In short, to achieve positive ROI (Return on Investment), invest in jest.



Andrew Tarvin is a corporate humorist, author, and comedian. As Chief Humorist of Humor That Works, Andrew has worked with many organizations on such topics as humor in the workplace, communication, relationships, problem solving, productivity, strategic disengagement, and leadership. He also has had “day jobs” as Customer Solutions and Initiative Manager and Product Innovation Solutions Manager at a Fortune 25 corporation. In addition to performing stand-up (100+ shows in venues around the country) and improv comedy (300+ shows), Andrew loves drinking milkshakes and is obsessed with the color orange.

CONFERENCE PROGRAM

SATURDAY, JUNE 2, 2012 (continued)

- 6** ***What Makes Us Tick (and Tickle): How to Read People and Their (Personality) Styles: Joan Hebert.*** This program is sure to be a fun, involving, and energizing chance to improve your “people literacy” skills (knowing how to “read” people). You will discover distinctive personality styles and the keys to connecting better with styles different than your own. By understanding the benefits and limitations of each style, you will become a more flexible and effective communicator with your family, friends, boss, co-workers, students, patients, and customers (taking the “cuss” out of customer service).



Joan Hebert, MBA, MS, principal of Hebert Performance Training since 1997, specializes in customer service, presentation skills, sales, teams, leadership, and communication training for corporations, government agencies, schools, and non-profit organizations throughout the U.S. Described as “energetic, humorous, captivating, and down to earth,” Joan has been a back-by-popular-demand speaker at many ASTD and SHRM conferences. She draws on her 16 years experience with AT&T as an award-winning #1 nationally ranked master trainer, internal management consultant, and assistant marketing director.

Noon-1:30 PM Laughing, Learning Lunch Together, Bookstore Open, Optional Laugh & Learn Sessions (see page 21)

1:30-2:45 PM Concurrent Sessions: Round Two: Please indicate on the registration form on page 23 your first choice to attend from the following 6 sessions:

- 7** ***A Candid Look at You and Your Organization: Peter Funt*** (see bio & photo on page 15). Using the hilarious *Candid Camera* collection to bring his points to life, Peter will offer insights on people and a wide spectrum of professions and organizations. This laughter-provoking, eye-opening, mind-stretching session will illustrate such topics as: dealing with authority, group pressure, body language, and finding humor in life’s little frustrations. “Even though most of us have never met,” says Peter, “I’ve been studying you for years— how you act under stress, how you solve a problem, how you make a first impression— it’s all part of The Candid You.” You’ll pick up FUNT-damental truths for improving communication and productivity in your organization.

- 8** ***Humor and Healthcare Reform: Injecting Humor to Increase Patient Satisfaction: David Weiland, M.D.*** (see bio & photo on page 16). With healthcare reforms, “patient satisfaction” is increasingly a key factor in measuring the quality of patient care. This session will provide insights on: new evidence-based research on the salutary effect of therapeutic humor in pain management, how humor can improve communication between the healthcare professional and the patient, humor’s potentially positive effect on the patient’s perception of care, the role of humor in palliative care, and clinical applications of humor to enhance empathy and promote “bedside manner.” In short, you’ll receive a HUMORx for encouraging quality healthcare— for both patients and caregivers.

- 9** ***Write On!: Terrific Tricks of the Trade to Tickle Funny Bones... with Your Writing: Jeff Zaslow*** (see bio & photo on page 16). Here is a unique opportunity to learn some laughter-inviting secrets from this #1 international and #1 *New York Times* best-selling author whose TV appearances have included *The Tonight Show*, *Oprah*, *Larry King Live*, *60 Minutes*, *The Today Show*, and *Good Morning America*. Drawing from his prolific writing career, Jeff will share insights and practical tips on how to write with both heart and humor, how to find humor in even the toughest stories, and why humor is an essential ingredient of good storytelling.

- 10** ***The Bounce-Back Factor: Celebrating Your Successes by Creatively Turning Obstacles into Opportunities: Jermaine Davis.*** Have you ever wondered why bad things sometimes happen to good people? Are you running your life... or is your life running you? Do you ever feel overwhelmed and under-appreciated? If you can use a little recharging, rekindling, and renewing of your body, mind, and spirit... this inspirational and insightful session is for you. Get ready to laugh and have fun as you learn: real life strategies that work in real life situations; practical ideas to overcome and rise above adversity; tangible tips to maintain a positive attitude when things aren’t going so well; and powerful strategies you can implement immediately to help you bounce back from current or future life or work challenges.



Jermaine Davis is an international speaker who presents at many of America's leading organizations. He is the author of ten books, including *Get Up Off Your Butt & Do It NOW* and *Leading with Greatness*. Jermaine was raised in a single parent home in Chicago. After the unfortunate loss of six family members to violent deaths, he began studying motivational principles and success strategies and enrolled in college to change the direction of his life. In fact, Jermaine is currently pursuing a Doctorate in Organizational Leadership and Communication. Along the way, he received the prestigious College Instructor of the Year Award. Jermaine is also a documentary filmmaker who, most importantly, still loves to eat his grandmother's homemade Mac and Cheese!

11 ***Painless Icebreakers, Openers, and Closers: Accelerating Learning, Linking, and Laughing: Dr. Jim Cain*** (see bio & photo on page 17). If you want to awaken somniferous classrooms or bored meetings, you'll find this session to be a gold mine of proven, potent, playful, and powerful processes and wonderful warm-up and wake-up calls to make learning (and learners and participants) come alive! You'll be traveling at 100 smiles per hour as you experience and expand your repertoire of terrific, tried-and-true tools and team-building techniques to break the ice, change the pace, pick up the pace, establish cooperative learning environments and teams (linking), and leave 'em laughing.

12 ***Can I Say That at Work?: The Secret to Having Humor Work for You: Tim Gard*** (see bio & photo on page 21). Positive humor at work can be a real ice-breaker; negative humor can be an ice-maker. Harnessed positively, good humor can be a strategic skill in promoting communication, building morale, reducing stress, and dealing with the challenges of an ever-changing workplace. However, bad humor will not only damage morale and communication, it can also result in complaints, civil rights violations, employee dismissal, and lawsuits. In this laughter-filled and thought-filled session, you'll discover why funny does not always equal appropriate... along with tips to protect staff, customers, clients, patients, and students from negative humor. In short, you'll learn easy and practical guidelines to always make "the farce" be with you (and not against you) at work.

2:45-3:15 PM **You Deserve a (Lemons into Lemonade) Break Today**

3:00-6:00 PM **HUMORetreat Play Time and Optional Laugh & Learn Sessions:** In addition to the optional sessions listed on page 21, here's a great chance to enjoy and savor **scenic Silver Bay** and lots of laughter-liberating activities (see page 12).

5:30-7:30 PM **The Laugh Supper... Together with More Opportunities to Build Our Comedic, Creative, Caring Community**

7:30-9:00 PM **Key Notes: *Keeping Joy in Your Journey: Jana Stanfield*.** Twenty-one years ago, when Jana could not get a record company to support her dream of making "music with meaning," she did the next best thing: she started her own Relatively Famous Records company, which is now one of the most successful businesses of its kind. This multidimensional keynote concert weaves laughter, wisdom, and Jana's magical, meaningful, moving, amusing music into an experience that will leave you feeling upbeat and uplifted with elevated endorphins. Jana will inspire you to refresh, renew, and recommit to your passion, purpose, and joy as an explorer on your journey of a lifetime. Along the way, she will encourage you to see that a sense of humor will be an important traveling companion for you to empower yourself to dream your dreams... and to make them happen as you laugh more and stress less.



Jana Stanfield, CSP, our conference troubadour, is an internationally recognized, award-winning recording artist, transformational speaker, humorist, and multi-platinum songwriter. She has shared stages with notables ranging from Kenny Loggins and the Dixie Chicks to Lily Tomlin and Deepak Chopra. Her fun-of-a-kind performances generate standing ovations on world-famous stages from Nashville's Grand Ole Opry to New York's Carnegie Hall. A five-million-selling songwriter, you have heard Jana's compositions, sung by such artists as Reba McEntyre and Andy Williams, on radio stations coast to coast... and on popular TV programs, including *Oprah*, *Entertainment Tonight*, and *20/20*. Known as "The Queen of Heavy Mental," Jana describes her music as "psychotherapy you can dance to." Showing the universality of her musical medium and message, Jana's soaring vocals, acoustic arrangements, and meaningful lyrics have been heard all over the world.

9:00-11:00 PM **Saturday Night Alive Optional Laugh & Learn Sessions** (see page 21): CD-signing with Jana and book-signing with Jeff Zaslow. Also, join in a back-by-popular demand Square Dance called by Stan Burdick for anyone (especially beginners) who would like to be "Dancing Under the Stars."

CONFERENCE PROGRAM

SUNDAY, JUNE 3, 2012

7:00-8:00 AM **Optional Laugh & Learn Sessions** (see page 21)

7:30-9:00 AM **Breakfast**

9:00-10:15 AM **Concurrent Sessions: Round Three:** Please indicate on the registration form on page 23 your first choice to attend from the following 6 sessions:

13 ***Using the ABC's and Humor to Defuse Difficult People and Situations: Margie Ingram*** (see bio & photo on pages 2 and 6). Have you ever faced a “difficult person” or been in a group with “difficult people”? Have you ever been a “difficult person” yourself (of course not! ☺)? This fun-filled, practical, interactive program will teach you a simple 3-step (AA-BB-CC) method to effectively interrupt difficult behaviors and efficiently move toward resolution of challenging situations. You will learn an array of potentially positive responses to turn these negative situations around. Rather than moving “against” the difficult person, you will learn how to move “with” the person toward satisfactory problem-solving. In short, you’ll learn easy ways to keep your wit and wits about you in dealing with difficult people.

14 ***What's the Story?: Once Upon a Time, There Was a Storytelling Workshop: Kat Koppett*** (see bio & photo on page 17). The I's have it: storytelling is increasingly touted as an important, impactful, and insightful educational and business tool. In the age of instant messaging, Facebooking, and tweeting, we need more than ever to recapture the human touch and the magic of storytelling to communicate with charisma. How do you get your message across to your boss, colleagues, customers, students, clients, patients, family and friends (especially if it requires more than 140 characters)? Come to this hands-on improv session to find out how to: command focus, create compelling stories, hone your storytelling skills, match your message and style to your audience, and see how stories can magically capture attention and increase retention.

15 ***The 3 R's: Relaxing, Recreating, and Re-creating Yourself with Humor: The Power of Strategic Disengagement: Andrew Tarvin*** (see bio & photo on page 17). Taking a break, sharpening the saw, strategically disengaging—they all mean the same thing and it's something we don't do enough of: allowing ourselves to recharge to come back more energized and productive. In this session, you'll learn about the importance of the 3 R's and how working less can actually mean accomplishing more. Drawing from time-tested research and practices, you'll address such topics as Pareto's Principle, Parkinson's Law, and the Pomodoro Technique. By the end of the program, you'll understand why you need to recharge your batteries—and how to effectively do it. You deserve a break today... and every day!

16 ***Presenting with Pizzazz: Exceptional Teaching and Training Tips and Techniques: Joan Hebert*** (see bio & photo on page 18). Here's a great opportunity for you to develop your confidence and competence in speaking, teaching, training, and presenting. You'll learn tricks of the trade to: get prepared, present with ease and energy, and deliver potent presentations. You'll also leave with 20+ simple yet powerful techniques to keep audiences and learners involved... and loving every minute of it. This fun and lively session will offer ideas on learning strategies, how to avoid death by PowerPoint, and how to move people in your classes or programs from a “ho hum” mentality to an “Aha!” attitude.

17 ***How to Do More with Less: Motivating and Energizing Your People and Your Organization from the Inside Out: Jermaine Davis*** (see bio & photo on page 19). We all know that in the past few years, the national and global economies have not been a laughing matter. Will your organization survive or thrive? Will your organization go from good to great or from bad to worse? How do you plan on doing more with less? This interactive and informative workshop will teach leaders and employees how to: develop a healthy and positive S.R.S. (Stress Response Style), sustain personal/professional motivation using the T.A.G.S. Philosophy (Talents Abilities Gifts Skills), leverage team synergy to achieve organizational goals, achieve priorities by tapping the “Power of the 168” time management system, and increase employee engagement and team morale using the R.A.P. approach.

18 ***I'm Not Lost, I'm Exploring: An Adventurer's Guide to Challenging and Creating Change: Jana Stanfield*** (see bio & photo on page 19). With change accelerating all around us, do you ever feel like you're working with no map or GPS on an ever-changing terrain? Jana's unique interactive tapestry of music, message, and mirth will



show you that you're exactly where you need to be on your journey— learning what you need to learn and making the difference that only you can make. This refreshing, renewing, encouraging, experiential session full of fun and laughter will focus on how to: creatively turn life's detours into opportunities for adventure; increase enthusiasm through the much-needed gift of laughter; and build greatness every day through your own personal GPS (Goals Passion Smiles).

10:15-10:45 AM You Deserve a Coffee, Juice, and Tea-Hee Break Today

10:45-Noon **Keynote: Last Laughs & Learning That Lasts: Developing A Comic Vision®: Tim Gard.** This conference comes full circle— starting on Friday with a *Candid Camera* look at life. Now, Tim will leave you in stitches as he encourages you to keep your perspective and keep on truckin' when you leave this conference by seeing reality and sharing the fun of it with laughter and good humor! Portraying the daily (and often overwhelming) challenges found in these hectic times, Tim offers his powerfully humorous approach to stress-diffusion, proven effective both personally and on-the-job. Re-awaken your fancy for fun as you enjoy Tim's side-splitting stories, learn how to use his unique Stress Buster Tools, and discover a new way to look at life... with your own Comic Vision!



Tim Gard, CSP, CPAE, is a drop-dead funny, laugh-out-loud humorist who provides a rejuvenating and immediately applicable message that always touches and tickles audiences. As a leading authority in stress reduction through humor, Tim has delivered thousands of unique experiences for an impressive list of public and private sector clients from Bangkok to Boston, from Singapore to Sioux City, and from Texas to Tasmania. Tim is a Certified Speaking Professional (CSP), the highest earned certification of the National Speakers Association and a CPAE (Council of Peers Award of Excellence) recipient. He was inducted into the Speaker Hall of Fame, an elite honor (Tim is in the top 1% of the top 1% of speakers). *Meetings and Conventions* magazine tapped him as “The Best Speaker Heard or Used.” He is the perfect presenter to “leave ‘em laughing.”

The Laughs Round-Up: Joel Goodman and Jana Stanfield. This closing segment will include surprises and a special song from Jana to help you make your mirthful memories last a lifetime!

Noon-1:30 PM Lunch (either in the dining hall or a bag-lunch-to-go if you need to hit the road)

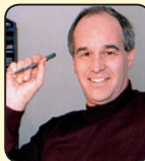
Optional Laugh & Learn Sessions & HUMORetreat Play Time

Throughout the weekend, there will be a variety of optional learning sessions including:

- **“A Funny Thing Happened on the Way to The Tonight Show”** with Brett Leake.
- **Anatomy of an Illness as Perceived By the Patient:** Norman Cousins video.
- **HUMOResources on-site bookstore:** a vast collection of excellent books, DVD’s, and props.
- **“Healthy Humor”** and **“Intro to Cartooning”** with internationally-syndicated cartoonist **John McPherson.**
- **Meet, Greet, and Eat:** Did you come to the conference by yourself? We will all be sharing meals together, which will make it very easy for you to connect with fellow travelers.



Brett Leake



John McPherson

- **SmileMonster Photo-Op**
- **Humor Summit:** Best/jest practices of humor and creativity in a variety of professional fields.
- **Video Vault:** A variety of videos that focus on humor in health care, education, business.
- **“Magic Tricks for Grandparents”** and **“Having Fun with PowerPoint”** with **Jim Snack, CSP.**
- **4 in 40:** A chance for 4 conference registrants to share their resources in ten-minute presentations.
- **HUMORetreat Play Time** (see page 12 for a plethora of playful pursuits).



SmileMonster



Jim Snack

The HUMOR Project would like to thank our staff (**Jim Snack, Julie Phillips, Dick and Pat Reed**) and our volunteer team along with the Silver Bay staff and volunteers for all of their help. As we go to press, the speakers are confirmed for the conference. However, the sponsor reserves the right to substitute for speakers who are not able to attend because of medical or other circumstances. The HUMOR Project reserves the right, at any time, to terminate or refuse the registration of any person who, in our opinion, might interfere with others' learning or have an adverse effect on conference activities.

DETAILS

BONUS!  Conference alumni will receive a \$25 gift certificate for the on-site conference bookstore. Conference first-timers at Silver Bay will receive a set of 10 issues of the *Laughing Matters* magazine in the bookstore.

HOW TO REGISTER: Two Easy Steps

1. Register for the conference with The HUMOR Project in one of the following ways: by mail, fax, phone, or online (*if you register online on or before April 17, your credit card will be charged half of the tuition due then and the other half 30 days later; after April 17, the entire tuition is due when you register online*). As you'll see on page 23, **the early bird gets the lowest price.**

We are delighted that Silver Bay Conference Center is offering **special reduced room and board rates** just for people registering for our program. Room and board includes breakfast, lunch, dinner, coffee/tea/juice breaks, and access to the wonderful activities and facilities at Silver Bay.

If you are **planning to commute** to the program and not stay overnight at Silver Bay, then other fees for meals and use of facilities will apply. **Contact Silver Bay for details.**

Conference Tuition Refund Policy: Refunds less a \$35/person processing fee granted on cancellations by March 14, 2012. For cancellations from March 15-April 17, there will be a \$50/person processing fee. For cancellations from April 18-May 1, the cancellation fee is \$70/person. Cancellations from May 2-23 have a cancellation fee of \$100/person. Cancellations after May 23 are non-refundable. All cancellations must be in writing and postmarked by the above dates. You may want to consider trip cancellation insurance.

An **income tax deduction** is allowed for educational expenses (including tuition, travel, meals, and lodging) undertaken to maintain or improve professional skills.

2. Reserve your room at Silver Bay Conference Center: call 518-543-8833 ext. 350 (Mon-Fri 9-5) or email reservations@SilverBay.org. Please indicate that you are with the Humor Conference to receive the discounted room/board rates. Choice of rooms is on a first-come basis. You can reserve seats on the round-trip shuttle from the Albany Airport and Ticonderoga Amtrak Station (see below).

CEU's & CME's (Cost is \$15 to be paid at the Conference CEU desk.)

- **Glens Falls Hospital Continuing Education Provider Unit** is an approved provider of continuing nursing education by the **New York State Nurses Association**, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.
There is no commercial support provided for this conference.
- Application has been made for CEU's from the **New York State Chapter of NASW** (National Association of Social Workers).
- **SUNY Adirondack**, a member of the State University of New York system, will award General SUNY-certified CEU's for up to 2.1 CEU's for 21 program hours. These may be useful in professions requiring certification.
- This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Medical Society of the State of New York (MSSNY) through the joint sponsorship of Glens Falls Hospital and The Humor Project, Inc. **Glens Falls Hospital** is accredited by the **Medical Society of the State of New York (MSSNY)** to provide continuing medical education for physicians.
Glens Falls Hospital designates this live activity for a maximum of 21 *AMA PRA Category 1 Credits*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.
- **Teachers** can apply for contact hours for the conference from their **school districts**.

LOCATION, TRANSPORTATION & LODGING

What better place to hold a program on "The Positive Power of Humor and Creativity" than the inspiring Silver Bay Conference Center on magnificent Lake George (see www.SilverBay.org as well as page 12 for a taste of what Silver Bay has to offer)!

If you are flying, the Albany, NY and Burlington, VT Airports are most convenient. **Discounted (up to 10%) airfares** are available from selected airlines. Southwest also serves Albany and Jet Blue flies into Burlington. **Discounted car rentals** through Avis, Hertz, and Budget are also available. To request the "**Conference Travel Discounts Info Sheet**," email Travel@HumorProject.com with "Conference Travel Discounts" in the Subject Line or call us at 518-587-8770.

For your convenience, Silver Bay Conference Center is more than happy to help you with your ground transportation needs. They will be providing a **reasonably-priced, reserved-seat shuttle service from the Albany Airport** on Thursday, May 31 (3:15PM and 7:30PM) and Friday, June 1 (12:30PM and 4:30PM). The shuttle will leave Silver Bay on Sunday, June 3 at 12:15PM for the 90-minute return trip to the Albany Airport. Also, Silver Bay is offering free pick-up at **Ticonderoga Amtrak Station** at 1:30 PM on May 31 and June 1 and a return trip Sunday, June 3 leaving Silver Bay at 1:30 PM. You can reserve a seat on these shuttles when you make your room reservation with Silver Bay.

Since Silver Bay and flights fill quickly, **we strongly recommend early registration** for this year's program (as you'll see on the next page, you'll also save money).



REGISTRATION

The HUMOR Project, Inc.
10 Madison Avenue
Saratoga Springs, NY 12866

Phone Registration: 518-587-8770
Fax Registration: 518-430-1555
On-line Registration: www.HumorProject.com

Please Register Soon — The conference has filled in the past! Use one form for each registrant.

PLEASE PRINT (See Page 22 for Registration Details.)

Name _____
First (for your nametag) Last

Customer Service Code (on back cover or above name on mailing label): _____ **(Important!)**

Mailing Address _____

Home Tel # () _____ Work Tel # () _____

Email _____

Employer _____ Position _____

Pre-Conference Workshop:

Yes, please register me for the June 1 pre-conference workshop I've marked below! (see page 14)

Margie Ingram Andrew Tarvin Jim Cain Kat Koppett

Concurrent Session Choices: Registration is on a first-come, first-served basis.

For each round, please circle your first choice workshop (see descriptions of sessions on pages 16-21):

SATURDAY:	Round One:	1	2	3	4	5	6
SATURDAY:	Round Two:	7	8	9	10	11	12
SUNDAY:	Round Three:	13	14	15	16	17	18

Payment Method: Check (payable to The HUMOR Project) VISA MasterCard Discover American Express

CREDIT CARD

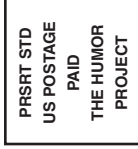
Exp. Date _____ **Signature** _____ (req. for credit card registrations)

Fee Enclosed (in U.S. Funds):	Postmarked:			
	By 2/29/12	By 3/14/12	By 4/17/12	After 4/17/12
\$ _____ Conference Registration Fee Enclosed	\$395	\$425	\$455	\$485
\$ _____ Pre-Conference Workshop (with conference registration)	\$95	\$110	\$125	\$140
\$ _____ Pre-Conference Workshop (without conference)	\$125	\$140	\$155	\$170
\$ _____ Total Enclosed				

- I would like to inform others about the June 1-3, 2012 conference and pre-conference workshops. **Please send me** _____ copies of this 2012 Sourcebook.
- Check here if you **attended the Humor Conference at Silver Bay between 2007-2011.**
- Check here if you **attended a previous Humor Conference in Saratoga Springs, a Humor Workshop at Silver Bay or Sagamore or the 2006 Humor Cruise.**
- Check here if you would like to be placed on the **mailing list** of The HUMOR Project to receive brochures in the future about conferences, publications, and resources.
- Check here if you would like to receive the **free monthly Laughing Matters email newsletter** with articles, tips, resources, information, Web specials, etc. (please be sure to print your email address above).

Credit Card Registrations: Phone **518-587-8770** or Fax **518-430-1555**

Page 23



If you already have a copy of this Sourcebook, feel free to pass this one on. Remember...laughter loves company!

Sign up now for our **FREE Laughing Matters** monthly email newsletter!

Email us at updates@HumorProject.com with “email updates” in the Subject Line if you would like to receive our free monthly email newsletter. Please include your **name, email address, and the Important Customer Service Code** that appears on this back cover. Help us stay in touch by sending any changes in your email address and your regular mailing address in the future.

55th International Conference

The longest-running humor programs in the world!



Congresswoman
Gabrielle Giffords
(see page 15)



Peter Funt/Candid Camera
(see page 15)

Join us as we pay timely tribute to

Rep. Gabrielle Giffords & Peter Funt/Candid Camera

at scenic Silver Bay Conference Center on

June 1-3, 2012. Register ASAP for this space-limited, laughter-and-learning-unlimited weekend. **See pages 11-23.**

Speakers Bureau

Over 3,000,000 people throughout the world have attended our learning-filled, laughter-fueled, custom-designed speeches, seminars, and workshops for national and state associations, schools, health care facilities, human service agencies, and business corporations. **See pages 4-6.**

Life Coaching

Do you wonder what you want to be/do when you “grow up?” **See page 7.**

HUMORresources

Our Mail-Order and On-line Bookstores are filled with books, DVD's, fun props, and *LAUGHING MATTERS* magazine—a veritable laughing-stock of #1 jest-sellers that will amuse, amaze, delight, inform, and inspire you to tap the positive power of humor and creativity. **See pages 8-10.**

www.HumorProject.com

Visit often! You'll find new humor articles, interviews, and tips every single day along with Web site specials and fast-breaking news.