

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-reevieve 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**

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