

W E L L N E S S



THE INSTITUTE FOR
THE ADVANCEMENT OF HUMAN BEHAVIOR
presents:

The First Annual Western Conference On

WELLNESS:

OPTIMIZING HEALTH
IN MIND AND BODY

A Weekend Conference With Specialized Seminars

Buckminster Fuller, Ph.D.
Stress, Health and Human Evolution

Jean Houston, Ph.D.
Optimizing Human Potential

William Kroger, M.D.
Hypnosis and Healing

Gerald W. Piaget, Ph.D.
Barriers to Wellness

Deane H. Shapiro, Jr., Ph.D., ABPP
Self-Mastery and Personal Power

Richard Bandler, Ph.D.
Neuro-Linguistic Programming

O. Carl Simonton, M.D., D.A.R.B.
Cancer and the Power of Imagery

PORTLAND, OREGON

APRIL 30-MAY 2, 1982

ABOUT THIS CONFERENCE

A re-definition of what constitutes health is occurring. No longer is absence of disease a sufficient definition. We are searching for new visions, and new strategies for optimizing health. Further, we are recognizing the importance of individuals in taking increased responsibilities for their own health care.

Over the past decade, there have been many programs advocating solutions to questions of health and wellbeing. This conference offers a variety of approaches, by internationally recognized experts in the field, all of which may be critical to total lifestyle change, and the attainment of high level and optimum WELLNESS.

CONFERENCE OBJECTIVES

To familiarize professionals in health and other fields with practical applications for the promotion of an attitude of personal responsibility for one's own psychological and physical health.

To foster the development of local referral and consultation networks. Participants will receive a professional network list of attendees broken out by geographic location and profession. At the no host cocktail hour and throughout the seminar, attendees will have an opportunity to meet with colleagues to exchange ideas and techniques and discuss relevant issues.

FACULTY

R. BUCKMINSTER FULLER, Ph.D., a true genius of the 20th century, has won world-wide fame as an author, educator, humanist philosopher, architect and inventor. He has received innumerable honors and awards from Universities and professional institutions throughout the world. He has served as Honorary Chairman of the American Medical Association's "Committee on 1997" and is presently Professor Emeritus at the University of Pennsylvania and Southern Illinois University. His most recent publication is entitled *Critical Path*, which is a summing up of his entire lifetime, thoughts and concerns.

JEAN HOUSTON, Ph.D. is Director of The Foundation for Mind Research. Dr. Houston has served on the faculties of psychology, religion and philosophy at many colleges and universities including Columbia, Hunter, Marymount, and the University of California. She is past president of the Association for Humanistic Psychology and a leading pioneer in the exploration and development of human potentials and the study of human consciousness. She is co-author of several books, including *Mind Games: The Guide to Inner Space*, and *Learning to the Body: The Psychological Way to Health and Awareness*.

WILLIAM S. KROGER, M.D. is the founder and Executive Director of the Institute for Comprehensive Medicine in Beverly Hills. A pioneer since 1932 in hypnosis, psychosexual problems, and psychosomatic medicine, Dr. Kroger is a Co-Founder and past President of the Academy of Psychosomatic Medicine and Co-Founder of both the American Society of Clinical Hypnosis and Society of Clinical and Experimental Hypnosis. He is a consultant to the Pain Clinic at UCLA where he is a Clinical Professor of Anesthesiology. He is the author of several books including *Clinical and Experimental Hypnosis*, *Childbirth with Hypnosis*, and *Hypnosis and Behavior Modification: Imagery Conditioning* (with W.D. Fisher).

GERALD PIAGET, Ph.D. is Executive Director of The Institute for the Advancement of Human Behavior, and a clinical instructor, Department of Psychiatry and Behavioral Sciences, Stanford University Medical School. He has co-authored the book, *Exploring Your Barriers*, as well as the forthcoming books, *Paradoxical Strategies and Barriers* and *Reprogramming your Personal Biocomputer*. Dr. Piaget has lectured widely

in the area of communication dynamics, and maintains a private practice in Potlatch Valley, CA.

PETER ALSOP, M.A. is a delightfully humorous singer-songwriter specializing in themes of human caring and the changing of traditional scores. He has worked as the Director of the Harbor School Residential Treatment Center For Emotionally Disturbed Adolescents in Powell, Maine, and has released four solo albums of his original songs including *Asleep at the Helm* and *Draw the Line* and his just released *Giftforms*. A right-brain presenter!

DEANE SHAPRIO, JR., Ph.D., ABPP is a Phi Beta Kappa graduate of Stanford University, a Diplomat, American Board of Professional Psychology (Clinical) and currently assistant professor of medical psychology and Director, Outpatient Psychiatry, Adult Services, University of California, Irvine, Medical Center. He is internationally recognized for his expertise in eastern and western self-control strategies, has authored several dozen scientific and professional publications and is author or co-author of four books on self-regulation, stress, states of consciousness, meditation, and extreme psychological health. Dr. Shapiro is the Institute's President.

RICHARD BANDLER, Ph.D. is well known for his innovations as the co-developer of Neuro-Linguistic Programming™. Books he has co-authored with John Grinder include *The Structure of Magic*, Volumes I and II; *Patterns of the Hypnosis*; *Techniques of Milton Erickson*, Volumes I and II; *Changing With Families* (with Virginia Satir); and *Neuro-Linguistic Programming*, Volume I.

O. CARL SIMONTON, M.D., D.A.R.B., Radiation Oncologist, Associate of Oncology Associates and Medical Director of the Cancer Counseling and Research Center in Fort Worth, Texas. While serving as Chief of Radiation Therapy at Travis Air Force Base, Dr. Simonton instituted a systematic approach addressing the emotional aspects of the cancer patient in an attempt to alter the course of their malignancy. This work has been in progress for nine years, during which time Dr. Simonton has consulted with other groups to establish cancer counseling programs, as well as writing articles and co-authoring the books, *Stress, Psychological Factors, and Cancer* and *Getting Well Again*.

FRIDAY

- 6:30 PM REGISTRATION AND CE SIGN-IN
7:45 PM INTRODUCTION AND WELCOME
8:00 PM **STRESS, HEALTH AND THE EVOLUTION OF HUMANS ON "SPACESHIP EARTH"**
R. Buckminster Fuller, Ph.D.

In his keynote address, Dr. Fuller will draw on his life-time work as an educator, humanist, philosopher and inventor, to explore major concepts relative to stress, health, and the evolution of man. He will elaborate on his thesis that there are enough resources to go around for everyone to be successful or well. By considering alternate ways of employing the world's resources and man's capabilities efficiently and considerately, the possibilities for humankind's improved existence on "Spaceship Earth" are boundless.

SATURDAY

- 8:30 AM REGISTRATION AND CE SIGN-IN
9:00 AM **THE POSSIBLE HUMAN**
Jean Houston, Ph.D.

Dr. Houston will draw upon her research into the development and application of latent psychophysical capacities to explore the nature and potential of the possible human. She will then discuss ways in which the possible human provides new standards for the health and wellness of both person and society.

- 10:00 AM COFFEE BREAK
10:30 AM **HEALING WITH THE FIVE SENSES: Self-Help Through Hypnosis**
William Kroger, M.D.

Dr. Kroger states that self-hypnosis activates the brain's natural healing process, operating as the acme of the scientifically applied placebo effect. Marked relaxation produced during hypnosis inhibits anxiety and also helps tap forgotten assets and hidden potentials for unleashing the recovery process. This process is enhanced when all five senses are employed in the imagery conditioning.

- 11:30 AM **BARRIERS TO WELLNESS**
Gerald W. Piaget, Ph.D.

Focusing on wellness involves paying regular attention to simple procedures aimed at maintaining an optimal level of physical and mental functioning. This sounds sensible, but in practice it is difficult for most people to do. This morning Dr. Piaget will discuss a variety of psychological, sociological, and financial barriers which keep most of us locked into a "fix-it" instead of a "maintain-it" attitude about our health and well-being—an attitude which leads us to ignore wellness and only act when sickness forces us to do so.

- 12:30 PM LUNCH BREAK (on own)
2:00 PM **SPECIALIZED SEMINARS**—choose one
(1) **THE POSSIBLE HUMAN** Jean Houston, Ph.D.

Participants will explore latent capacities through a variety of experiences including integrating right and left hemispheric functioning, investigating various alternate cognitive modes, thinking in images, and experiencing subjective time distortion.

- (2) **HYPNOSIS—Healing With The Five Senses**
William Kroger, M.D.

Dr. Kroger will expand on this morning's discussion supplemented by case material and demonstrations of his work.

- (3) **BARRIERS TO OPTIMAL HEALTH**
Gerald W. Piaget, Ph.D.

An opportunity to observe and experience auto-hypnotic techniques and a variety of other systematic change strategies which may be employed within the context of the barriers model.

- 5:00 PM **THE RIGHT SIDE** Peter Alsop Concert

Peter Alsop is a professional entertainer who also has a strong background in the social sciences. Through his music, much of which is his own composition, Peter explores pertinent and poignant issues of the day in his unique style of sensitivity and wit.

SUNDAY

- 8:30 AM REGISTRATION AND CE SIGN-IN
9:00 AM **BALANCE, PERSONAL POWER, AND SELF MASTERY: Toward A Psychology Of Self-Control**
Deane H. Shapiro, Jr., Ph.D., ABPP

At the heart of holistic and behavioral medicine is the concept of self-control. Issues involved in self-control and wellness include self-responsibility, motivation, resistance to change, choosing a vision, and developing the skills to reach the vision. Dr. Shapiro will explore these issues and examine lifestyles of individuals who are masters of self-control and who exemplify a life style of exceptional wellness.

- 10:00 AM COFFEE BREAK
10:30 AM **NEURO-LINGUISTIC PROGRAMMING™**
Richard Bandler, Ph.D.

Since the publication of *The Structure of Magic* in 1975, Bandler and Grinder's exploration into the elemental nature of successful therapeutic communication has received increasing attention. Their study of the behavior of such "magical" therapists as Milton H. Erickson and Virginia Satir led them to develop a set of concepts and strategies they call Neuro-Linguistic Programming™. This morning Dr. Bandler will provide an introduction to NLP™ and describe some of its applications and implications.

- 11:30 AM **CANCER AND HEALTH: Mind and Body**
O. Carl Simonton, M.D., D.A.R.B.

In this morning's lecture Dr. Simonton will conceptually show the dynamic between lifestyles and illness. This presentation will be related to the work that has been done with patients having advanced malignancy who choose to assume an active stance in their own treatment.

- 12:30 PM LUNCH BREAK (on own)
2:00 PM **SPECIALIZED SEMINARS**—choose one

- (1) **SELF-CONTROL**
Deane H. Shapiro, Jr., Ph.D., ABPP

Participants will have the opportunity to further discuss and explore the clinical applications of a variety of self-control strategies.

- (2) **THE ART OF NEURO-LINGUISTIC PROGRAMMING**
Richard Bandler, Ph.D.

An opportunity to learn powerful techniques of NLP™ through experiential exercises and demonstrations.

- (2) **CANCER AND HEALTH: Mind and Body**
O. Carl Simonton, M.D., D.A.R.B.

An opportunity to take part in experiential exercises and processes used in working with people who have advanced malignancy.

9:00 A.M.



**BALANCE, PERSONAL
POWER, AND SELF
MASTERY:
Toward A Psychology
Of Self-Control**

**Deane H. Shapiro, Jr. Ph.D.,
ABPP**

At the heart of holistic and behavioral medicine is the concept of self-control. Issues involved in self-control and wellness include self-responsibility, motivation, resistance to change, choosing a vision, and developing the skills to reach the vision. Dr. Shapiro will explore these issues and examine lifestyles of individuals who are masters of self-control and who exemplify a life style of exceptional wellness.

9:00 AM

**SELF-CONTROL EAST AND WEST: TOWARD A
PRECISION NIRVANA — Deane Shapiro**

Both Eastern and Western psychologies place an important emphasis on our relationship to ourselves, to others, and to nature. Eastern pathways generally stress techniques which encourage yielding, letting go, non-ego, and altered states of consciousness. Western approaches usually emphasize ego development, goal-setting, assertiveness, analytical processes, and the perfection of ordinary awareness. Dr. Shapiro will discuss how Eastern and Western psy-

chologies can compliment each other and lead to a holistic, integrated approach to health and growth.