

8:00-5:30

REGISTRATION

9:00-12:00
3 CE credits
intermediate
ticket required

(W-01) - 21st Annual Psychopharmacology Breakfast Symposium: The Gut-Brain Connection from Stool and Urine Testing

Stool microbial DNA and organic acid testing can lead to discoveries of surprising factors that restrict recovery in psychiatric cases. Specific laboratory results will be presented for several cases in which patterns of intestinal microbial overgrowth and urinary neuro-modular abnormalities were found. The relevant biochemistry and pathophysiology will be explained. At the end of the program, participants will be able to discuss mechanisms by which gastrointestinal disruptions can lead to behavioral disorders; design laboratory testing to differentiate mid-gut from colonic bacterial overgrowth; describe the significance of the various patterns of abnormalities that commonly appear; and design appropriate interventions for tricarballic aciduria or D-lactic aciduria, and for stool insufficiencies of Lactobacillus or Bacteriodes genera.

PRESENTER: Richard S. Lord, Ph.D., CSO, Director of the Department of Science and Education at Metametrix Clinical Laboratory in Duluth, Georgia.

*Dr. Lord received his doctorate in Biochemistry from the University of Texas at Austin in 1970 with studies of methods for protein tertiary structure measurements. From 1970 to 1973 he was an NIH postdoctoral fellow at the University of Arizona, conducting studies of the mechanism of insulin self association. From there he moved to a staff fellowship at NIH in Bethesda, Maryland, to work at the Institute of Arthritis and Metabolic Disease. Dr. Lord served as Professor and Chairman of the Biochemistry at Life College for 10 years where he concurrently taught Advanced Clinical Nutrition and worked as part of the team that put in place a new undergraduate degree program in nutrition. He joined Metametrix Clinical Laboratory in 1989, where he has served as Vice President of Research and Development and Laboratory Director. His publications include articles in professional journals as well as books and laboratory manuals for college curricula. He has served as Clinical Laboratory Director at various facilities and has developed methods for analysis of trace elements, fatty acids, and organic acids. In 2008 he completed the reference book, **Laboratory Evaluations for Integrative and Functional Medicine.***

9:00-12:00
3 CE credits
intermediate

(W-02) - Psychotherapy with African American Clients: Case Study of a Couple

This workshop will utilize a videotaped therapy session with an African American couple (actors) to foster empathy, to identify relevant cultural, gender, and family issues, and to create culturally-informed interventions for working with African American clients in individual, couples and family therapy.

PRESENTER: Cheryl Rothery, Psy.D., Associate Professor of Psychology, Director of Clinical Training, Department of Professional Psychology, Chestnut Hill College, Philadelphia. Dr. Rothery is the Secretary of the Pennsylvania Psychological Association.

9:00-12:00
3 CE credits
intermediate
Theme

(W-03) - Computerization in Neuropsychology: Is Luria Rolling Over in His Grave?

Computerization has come to neuropsychology. Early neuropsychology emphasized more qualitative than quantitative assessment. However, the "Americanization" of neuropsychology saw increased standardization and more emphasis on quantitative assessment. We will review historic and present perspectives, and discuss pros and cons of computerization and other less "qualitative" measure and treatment techniques.

PRESENTERS: From the Northshore Psychological Associates, LLC, in Erie: Mark A. Hogue, Psy.D., and Tammy Kordes, Ph.D. Dr. Hogue is the President-Elect of the Pennsylvania Psychological Association.

9:00-12:00
3 CE credits
introductory
Theme

(W-04) - Internet Addiction: Diagnosis, Treatment and Future Trends

Research over the last decade has identified Internet addiction as an emergent disorder. Most recently, the American Psychiatric Association has considered including it in the DSM-V. This workshop shows how to diagnosis and treat Internet addiction. Assessment issues, various forms of the disorder, evidenced-based therapy approaches, and future trends will be covered.

PRESENTER: Kimberly Young, Psy.D., Professor, St. Bonaventure University, St. Bonaventure, New York, and Clinical Director, Center for Internet Addiction Recovery, Bradford.

9:00-12:00
3 CE credits
introductory

(W-05) - Nutrition and Mental Health: Clinical Application of the Evidence

This program will examine the strong emerging evidence for nutritional and physiological systemic factors which are underlying casual factors to psychopathology and which can impact the effectiveness of established psychological treatment protocols. A model for the clinical application of this evidence will be presented and the ethical implications of integrating nutrition as part of mental health treatment will be discussed.

PRESENTER: *Carmen Ranalli Morrison, Ph.D., Owner, Lifegrowth Psychological Services, Boyertown.*

9:00-12:00; 1:00-4:00
6 CE credits
introductory
intermediate
ECP

(W-06) - An Introduction to a Coherent Theory and Practice of Group Psychotherapy

A theory of Group Psychotherapy and a description of the Group Therapist's role and tasks will be presented. An explanation of the concept of "Group Process" including the differentiation and use of such concepts as the "here-and-now" and "there-and-then" will follow. A group session will be demonstrated by the instructor and followed by a debriefing. Ethics in Group Psychotherapy and ways of starting and maintaining a group psychotherapy practice will also be explored.

PRESENTER: *Ray Naar, Ph.D., private practice, Pittsburgh. Dr. Naar is the author of A Primer of Group Psychotherapy.*

10:00-12:00
2 CE credits
introductory

(W-07) - Using Rubrics to Assess Student Papers in the Collegiate Classroom

Far too often students have to guess what the professor expects in the paper assigned. I have found the rubrics take the mystery out of doing papers and by employing them you can get students to critique each other's papers so the product you assess is better in quality.

PRESENTER: *Charles LaJeunesse, Ph.D., Professor, Department of Psychology, Misericordia University, Dallas. Dr. LaJeunesse is a member of PPA's Convention Committee.*

1:00-3:00
2 CE credits
introductory
Theme

(W-08) - Electronic and Traditional Bullying by Middle and High School Students

Types of bullying behaviors reported by 2,000 students in a Pennsylvania school district, grades 6 through 12, will be presented. Analysis of differences and similarities between traditional and electronic bullying and gender and grade differences will be discussed. Participants will be asked to share implications for clinical interventions and recommendations.

PRESENTERS: *Gail Cabral, IHM, Ph.D., Professor of Psychology, Marywood University, Scranton; and Rebecca Kozlosky, Ph.D., Learning Facilitator, Cornwall-Lebanon School District, Lebanon.*

1:00-3:00
2 CE credits
intermediate
Theme

(W-09) - Find Authoritative Content for Your Articles and Presentations

Do you write articles or give presentations for the general public? When researching your topic, are you overwhelmed with millions of irrelevant search engine hits? Learn strategies and shortcuts (online and offline) to help you hone in on high-quality, authoritative content in a jiffy.

PRESENTER: *Pauline W. Wallin, Ph.D., private practice, Camp Hill.*

1:00-3:00
2 CE credits
intermediate

(W-10) - The Therapeutic Value of Suffering: Eastern and Western Approaches

This workshop will provide an overview of western psychological and eastern philosophical approaches to the meaning, significance and potential transformative value of human suffering. Common theoretical and therapeutic trends in the work of major western and eastern theorists will be examined with a special focus on complementarities and the cross "enrichment" of approaches. Concepts discussed will include "Radical Acceptance," the "dialectics of psychological processing," and the therapeutic use of "externalization."

PRESENTER: *John Monopoli, Ph.D., Associate Professor of Psychology, Felician College, Lodi, New Jersey.*

1:00-4:00
3 CE credits
introductory

(W-11) - Black Man-White Woman from the South: Experiences and Implications

A Black psychologist from Mississippi and a White psychologist from Georgia will share their personal and professional experiences. These experiences will be integrated with theory and research to highlight clinical, academic, social and political implications. Participants will be guided in a process of self exploration and application to clinical and political decision making.

PRESENTERS: *Tommy Davis, Ph.D.*, Chief Executive Officer, Davis Institute for Positive Social Change, Lansdowne; *Marijo Lucas, Ph.D.*, psychologist, Outpatient Psychology, Girard Medical Center, Philadelphia, and private practice, Chadds Ford and Glen Mills; *Steven M. Palma, B.A.*, graduate student, Widener University; and *Alex Gould, B.A.*, graduate student, Widener University. Dr. Lucas is chair of PPA's Convention Committee.

1:00-4:00
3 CE credits
intermediate

(W-12) - The Adolescent in Family Therapy: Harnessing the Power of Relationships

This workshop will review key principles and techniques for working with adolescents in the context of family therapy. The ideas presented are applicable to a wide range of presenting problems and family structures. Participants will have the opportunity to engage in discussion of clinical cases.

PRESENTER: *Joseph A. Micucci, Ph.D., ABPP*, Professor and Chair, Division of Psychology, and Director of the Psy.D. Program in Clinical Psychology, Chestnut Hill College.

1:00-4:00
3 CE credits
intermediate
Ethics

(W-13) - Ethical Mistakes: From Consultation Room to Classroom

Ethics education needs to incorporate ethical mistakes and how they occur, rather than avoiding, ignoring, and discounting their value. The presentation will provide multiple viewpoints on ethical mistakes and ways to avoid them. Several frameworks, including the acculturation model, the consultation model, and vignette analysis, will be explored. **This workshop qualifies for three contact hours for the ethics requirement as mandated by the Pennsylvania State Board of Psychology.**

PRESENTERS: *John D. Gavazzi, Psy.D., ABPP*, private practice, Mechanicsburg; *Richard F. Small, Ph.D., ABPP*, private practice, Sinking Spring; and *Michele R. Miele, M.A.*, doctoral student, Philadelphia College of Osteopathic Medicine. Dr. Gavazzi and Dr. Small are Past Presidents of the Pennsylvania Psychological Association. Dr. Gavazzi is chair of PPA's Ethics Committee.

3:00-4:00
1 CE credit
intermediate

(W-14) - Transforming Inpatient Mental Health Services: A Recovery Oriented System

This workshop will look at the changes necessary to implement recovery strategies in the inpatient setting. Changes in roles, perception of illness and expectations of outcomes will be discussed. From interns' experiences as "clients" for a 24-hour period to the process of engaging staff in this paradigm shift and embracing peer specialists, we will explore the dramatic changes in care.

PRESENTERS: *From Friends Hospital in Philadelphia: Audrey Townsel, Psy.D., MHA*, Director of Strategic Change; and *Luke Amann, M.S.*, graduate student, Chestnut Hill College, Philadelphia.

4:00-6:30

General Assembly Meeting

All PPA members are invited to attend to learn first-hand about the many initiatives that PPA supports throughout the year, and the various challenges that face psychology in Pennsylvania.

5:00-8:00
3 CE credits
intermediate
Ethics
Theme

(W-15) - The State Board of Psychology in Pennsylvania for the 21st Century

Professional and public Board members will present updates on the recent “green book” changes and how to deal with new technological innovations. A case study will be presented followed by audience discussion of the case study. A question and answer period will follow. **This workshop qualifies for three contact hours for the ethics requirement as mandated by the Pennsylvania State Board of Psychology.**
PRESENTERS: *Members of the Pennsylvania State Board of Psychology: Salvatore Cullari, Ph.D.; Joseph French, Ed.D.; Alex Siegel, J.D., Ph.D.; Eve Orlow, Ed.D.; Patricia Bricklin, Ph.D.; Karen Edelstein, Psy.D.; and Ennes Littrell.*

5:00-8:00
3 CE credits
introductory

(W-16) - Collaborative Process for Resolution of Divorce, Custody and Family Disputes

Collaborative law provides families with a safe non-adversarial process to resolve legal and emotional issues present in the dissolution of marital or non-marital relationships. Participants will learn the fundamentals of collaborative practice and the role of allied professionals in this process, including the need for coaches and child specialists.

PRESENTERS: *From the Collaborative Professionals of Central Pennsylvania: Joanne Harrison Clough, Esquire, private law practice, Camp Hill; Thomas Gould, Esquire, private law practice, Shiremanstown; and Dawn Sunday, Esquire, Law Offices of Sunday & Sunday, Mechanicsburg.*

7:30-5:15

REGISTRATION

7:30-8:00

Mind-Body River Walk

Join your colleagues for a fun morning walk along the beautiful Susquehanna River.

9:00-10:30

**1.5 CE credits
introductory**

(W-17) - Keynote Address: A New Day for Psychological Practice

Psychological practice and science in the 21st century requires that we change our traditional ways and methods and create a new vision to take advantage of the opportunities in society. In response to the changing practice environment, Dr. Bray created the Future of Psychology Practice presidential initiative to address practitioners' needs. Based on the work of the Presidential Task Force and Summit on the Future of Psychology Practice, this presentation will discuss principles and challenges for psychological practice and new opportunities for the future. Implications for the practice in light of health care reform will be discussed.

PRESENTER: James Bray, Ph.D., 2009 President of the American Psychological Association.

Dr. Bray is an Associate Professor of Family and Community Medicine at Baylor College of Medicine in Houston, Texas. He is a NIH funded scientist and fellow of 12 APA divisions. He has published and presented numerous works in the areas of adolescent substance use, divorce, remarriage, stepfamilies, and collaboration between psychologists and primary care physicians. In addition to his research, he also maintains an active clinical practice focusing on children and families. His presidential themes were the Future of Psychology Practice and Psychological Science as a Core STEM Discipline.

11:00-12:00

**1 CE credit
introductory**

(W-18) - Psychologically Healthy Workplace Awards Ceremony: Understanding the Challenges in Today's Workplace

Dr. Rex Gatto will introduce and present the Psychologically Healthy Workplace Winners. There will be a ten-minute presentation by Dr. Gatto on "What is Industrial and Organizational Psychology and Its Impact in the Workplace?" The APA DVD will be played which discusses the Psychologically Healthy Workplace Awards Program. The workplace demands a great deal from all who participate in daily work activities. This is a moment in time to stop, reflect, understand and recognize the good things organizations do to support employees. Psychologists will hear from business leaders throughout Pennsylvania as to the challenges within the workplace.

PRESENTER: Rex P. Gatto, Ph.D., President, Gatto Associates, LLC, a business consulting firm, Pittsburgh.

Dr. Gatto is chair of PPA's Business and Psychology Partnership Committee.

12:15-2:00

ticket required

Annual Banquet

All convention participants are encouraged to attend. During the Annual Banquet, Dr. Steven Cohen, President, will "pass the gavel" to Dr. Mark Hogue, President-Elect. Members of PPA's Board of Directors and the Convention Committee will be recognized.

SUPPORT OUR EXHIBITORS!

Exhibit Hall Hours

Thursday, June 17: 7:30 a.m.-2:15 p.m. and 5:15 p.m.-7:15 p.m.

Friday, June 18: 7:00 a.m.-11:30 a.m.

2:15-4:15
2 CE credits
intermediate

(W-19) - From Dollars to Doughnuts: Money Issues in Treating Eating Disorders

Managing money, like managing food, is challenging for people with eating disorders. In times of economic stress, finances are another battleground for emotional conflicts, compulsivity, and self-defeating coping styles. Eating disorder patients may shop compulsively, "binging" on material goods, or, at the other extreme, may deprive themselves economically and nutritionally. Relevant gender issues will also be addressed.

PRESENTER: *Karyn L. Scher, Ph.D., private practice, Bala Cynwyd. Dr. Scher has been conducting workshops on eating disorder topics since 1995.*

2:15-5:15
3 CE credits
introductory

(W-20) - Beyond Unconditional Positive Regard: Understanding How Oppression Still Affects Us

Although various social justice movements have resulted in some positive societal changes, there remain groups of people who continue to be devalued, oppressed and targeted for violence and exploitation. The purpose of this program is to develop a safe space where psychologists can expand their thinking about racism and other forms of oppression through discussion, didactic presentation and experiential learning.

PRESENTERS: *From PPA's Committee on Multiculturalism: Jill P. Braun, M.Ed., psychologist, Spring Psychological Associates, Sinking Spring; Lavanya Devdas, MSW, graduate student, Gannon University, Erie; and Andrea Nelken, Psy.D., private practice, Monroeville.*

2:15-5:15
3 CE credits
intermediate

(W-21) - Bring Positive Psychology to Clinical Work with Children and Adolescents: Strategies for Implementing Across Settings

Traditional clinical work with youth has been reactive: do this after this problem emerges. A better approach is to be proactive: share what can be done to avoid the development of disorders to begin with. This training offers specific techniques for promoting youth resilience when doing clinical work. This training offers specific techniques for integrating techniques from positive psychology into traditional clinical work with children. Examples include: techniques for improving the parent-child bond, methods for identifying and executing child competencies, developing and supporting adaptive ways of thinking and behaving in the face of adversity.

PRESENTER: *David J. Palmiter Jr., Ph.D., ABPP, Professor, Director of Practicums and Internships, and Director of the Psychological Services Center, Marywood University, in Scranton, and private practice, Clarks Summit. Dr. Palmiter is also chair of PPA's Communications Board and an APA Public Education Campaign Coordinator.*

2:15-5:15
3 CE credits
intermediate
Ethics

(W-22) - Applying Positive Ethics to Difficult Patients

Some patients can be difficult to treat because of the complexity of their disorders and the emotional and intellectual strain they can create. The problematic behaviors include intense dysphoria, trauma, challenges to boundaries, demanding behavior, uncooperativeness, rudeness or verbal aggression, or even threats of physical aggression. Effective treatment of these patients requires technical competence and knowledge of the patient's conditions, and emotional competence, or the ability to withstand the emotional challenges that these patients present. This interactive workshop will consider how psychologists can rely on overarching ethical principles to create a therapeutic framework that optimizes the chance of success. **This workshop qualifies for three contact hours for the ethics requirement as mandated by the Pennsylvania State Board of Psychology.**

PRESENTERS: *Samuel Knapp, Ed.D., Director of Professional Affairs, Pennsylvania Psychological Association; and John D. Gavazzi, Psy.D., ABPP, private practice, Mechanicsburg. Dr. Knapp has been presenting ethics workshops for over 28 years. Dr. Gavazzi is a Past President of the Pennsylvania Psychological Association and chair of PPA's Ethics Committee.*

2:15-5:15
3 CE credits
introductory

(W-23) - Developing an Employee Characteristic Profile

Dr. Gatto will discuss and present the battery of assessments used to create a characteristics profile used by human resource personnel in conjunction with the interviewing process or position advancement. An approach to utilizing assessing employees' characteristics used for job function and analysis will be presented.

PRESENTER: *Rex P. Gatto, Ph.D., President, Gatto Associates, LLC, a business consulting firm, in Pittsburgh. Dr. Gatto is chair of PPA's Business and Psychology Partnership Committee.*

2:15-5:15
3 CE credits
intermediate

(W-24) - What Does Race Have to Do with It? What You Always Wanted to Know about Race and Culture but Were Afraid to Ask

Should I say “Black” or “African American”? Race and culture are often uncomfortable but central factors impacting the nature and effectiveness of our work with clients. Participants will view a documentary on race relations and engage in a structured discussion of key questions surrounding race and culture, and their impact on clinical work.

PRESENTERS: From PPA’s Committee on Multiculturalism: **Eleonora Bartoli, Ph.D.**, Assistant Professor and Director, Graduate Programs in Counseling Psychology, Arcadia University, Glenside; **Beatrice R. Salter, Ph.D.**, private practice, Philadelphia; and **Tim Barksdale, M.A., M.S.**, graduate student, Philadelphia College of Osteopathic Medicine.

2:15-5:15
3 CE credits
introductory

(W-25) - Utilization of Personal Stories as a Means to Cultural Competence

This experiential workshop will allow participants to explore and share their own multicultural histories and increase understanding of their own cultural values/world views and their impact on their personal and clinical work. In this workshop, culture refers to race/ethnicity, gender, sexual orientation, disability, SES, religion/spirituality, etc. We will explore how to apply this approach to work with clients with various cultural backgrounds.

PRESENTERS: From PPA’s Committee on Multiculturalism: **Hue-Sun Ahn, Ph.D.**, counseling psychologist, the College of New Jersey Counseling and Psychological Services, Ewing, New Jersey; **Takako Suzuki, Ph.D.**, Assistant Professor and Associate Director of Clinical Services, Philadelphia College of Osteopathic Medicine; and **Jeffrey L. Sternlieb, Ph.D.**, psychologist and family systems associate, Lehigh Valley Hospital Family Practice Residency Program, and owner, MetaWorks, P.C., a business psychology consulting firm.

2:15-5:15
3 CE credits
intermediate

(W-26) - The Sanctuary Model and Its Impact on the Outcomes for Delinquent Youth

This workshop will identify changing a residential institution for delinquent youth from an environment that stressed “what was wrong with the youth” to “what had happened to the youth,” and how this impacted care. Data will be presented that documents an increase in positive outcomes for youth that also reduced recidivism post discharge.

PRESENTERS: From St. Gabriel’s System in Philadelphia: **Joseph Lavoritano, M.A., M.Ed., NCSP**, Executive Director; **James Black, Ph.D.**, Director of Mental Health Services; and **Martha Tavantzis, MSW, LCSW**, Director of Treatment.

2:15-5:15
3 CE credits
intermediate

(W-27) - Counter-Transference in Adult and Juvenile Forensic and Correctional Evaluations and Treatment

Psychologists working in corrections face the challenging, yet unavoidable element of counter-transference daily. This phenomenon of injecting personal thoughts and feelings into a situation with a patient whose behavior has caused serious harm to others and who may continue manifesting inappropriate behavior can cause frustration, decreased empathy, and, ultimately, burnout.

PRESENTERS: **Leslie N. Sandler, Ed.D.**, private practice, Hummelstown; and **Marilyn E. Sandler, M.A.**, practice manager and psychometrician. Dr. Sandler provides medical and psychological service to an adult county jail and juvenile detention center in Dauphin County. He is chair of PPA’s Forensic and Criminal Justice Committee.

2:15-5:15
3 CE credits
introductory

(W-28) - Pathographies: On the Uses of Cases

Pathographies are created in clinical practices, the popular press, literature, and medical and anthropological work. Cases illustrate coping and resilience, how each person and each profession conceptualizes human suffering, and how we encourage other people. We will present many cases and illustrate their uses in training, supervision and self-education.

PRESENTERS: **Edward Zuckerman, Ph.D.**, self-employed as an editor, writer and publisher, and medical consultant, Social Security Disability Determination Division, Greensburg; **David L. Zehrung, Ph.D.**, psychologist and Clinical Director, GFP Mental Health Department, Greencastle; **Elizabeth A. Ciaravino, Ph.D.**, private practice, Lakeville; **Jeanne M. Slattery, Ph.D.**, Professor, Department of Psychology, Clarion University; and **Daniel Noam Warner, Ph.D.**, Executive Clinical Director, Nuton Diagnostic and Treatment Center, Johnstown.

5:15-7:15

Annual Exhibitors’ Networking Cocktail Party

7:00-5:30

REGISTRATION

8:00-10:00
2 CE credits
introductory
Theme

(W-29) - Town Hall Plenary Session: Psychology in the Digital Age: Choices and Opportunities

In this year's Town Hall we will discuss the report of the presidential task force on how technology will affect our practices, our students, research privacy, record keeping and ethics. We will also report on PPA's initiatives, legislative activities, and the state of psychology in Pennsylvania. This workshop will include a panel of PPA leaders and staff and an address by the incoming President, Dr. Mark Hogue. The audience will be able to talk with PPA leaders and staff about the progress we have made in this last year and our continuing effort to address the needs of our membership.

PRESENTERS: **Steven R. Cohen, Ph.D.**, President; **Mark A. Hogue, Psy.D.**, President-Elect; **Thomas H. DeWall, CAE**, Executive Director; and **Samuel J. Knapp, Ed.D.**, Director of Professional Affairs.

9:00-4:00

Annual Student Research Poster Session and Science-Practice Research Poster Session

10:30-11:00

Student and Early Career Psychologist Awards Ceremony

Please join President Steven Cohen as we recognize the accomplishments of our students and early career psychologists.

11:15-12:15

Awards Ceremony

All convention attendees are encouraged to attend this event and recognize the accomplishments of the 2010 award recipients:

- Distinguished Service Award: **Judith Blau, Ph.D.**
- Public Service Award: **The Honorable Seamus McCaffery**
- Public Service Award: **The Honorable Arthur E. Grim**
- Distinguished Contributions to the Science and Profession of Psychology: **John Gerdes, Ph.D.**
- Psychology in the Media Award: **Helen L. Coons, Ph.D., ABPP**
- Distinguished Contributions to School Psychology Award: **Donald N. Bersoff, Ph.D., J.D.**

12:30-2:15
ticket required

Psychology in Pennsylvania Luncheon: Web Marketing Best Practices for Psychologists

In this luncheon presentation you will learn how to market yourself effectively and ethically using the Internet. You will gain a better understanding of how to rank higher in the search engines, how to use a blog, the power of e-mail marketing, and the importance of social media marketing.

SPEAKER: Rich Brooks, founder and president of Flyte New Media, a Web design and Internet marketing firm in Portland, Maine, and online at <http://www.flyte.biz>.

His monthly flyte log e-mail newsletter and company blog (<http://www.flyteblog.com>) focus on Web marketing topics such as search engine optimization, blogs, social media, e-mail marketing, and building Web sites that sell. He is currently an **Expert Blogger at FastCompany.com** and a **featured blogger at MaineBusiness.com**. Mr. Brooks is a co-founder of **Social Media FTW**, an organization putting on conferences and events to educate small businesses and non-profits about the power of social media marketing. He is a nationally recognized speaker on Web marketing topics such as search engine optimization, blogging, social media, e-mail marketing and analytics. He is the "tech guru" on **WCSH Channel 6's evening news show, 207**, and has been interviewed by the Channel 6 news team for technology reports. He also teaches a Web marketing course for entrepreneurs at the University of Southern Maine's Center for Continuing Education. The **Flyte New Media** team is currently working on a new and improved Web site for the Pennsylvania Psychological Association. Following the luncheon, Mr. Brooks will present a two-hour workshop, **Web Marketing and Social Media for Psychologists**.

2:30-4:30
non-CE
introductory
Theme

(W-30) - Web Marketing and Social Media for Psychologists

Whether you're looking to grow your practice, disseminate your research, or promote your books and workshops, you'll need to understand how to leverage Web marketing to increase your online visibility, drive more quality traffic to your site, engage your visitors and get them to take action. In this workshop you'll learn how to improve your Web site's search engine visibility; why you need a blog and how to set one up; how to use tools like Twitter, Facebook, and YouTube to reach your goals; how to build your e-mail subscriber base; and how to measure and improve your results.

PRESENTER: *Rich Brooks, founder and president of Flyte New Media, a Web design and Internet marketing firm in Portland, Maine, and online at <http://www.flyte.biz>. His monthly flyte log e-mail newsletter and company blog (<http://www.flyteblog.com>) focus on Web marketing topics such as search engine optimization, blogs, social media, e-mail marketing, and building Web sites that sell. He is currently an Expert Blogger at FastCompany.com and a featured blogger at MaineBusiness.com. Mr. Brooks is a co-founder of Social Media FTW, an organization putting on conferences and events to educate small businesses and non-profits about the power of social media marketing. He is a nationally recognized speaker on Web marketing topics such as search engine optimization, blogging, social media, e-mail marketing and analytics. He is the "tech guru" on WCSH Channel 6's evening news show, 207, and has been interviewed by the Channel 6 news team for technology reports. He also teaches a Web marketing course for entrepreneurs at the University of Southern Maine's Center for Continuing Education. The Flyte New Media team is currently working on a new and improved Web site for the Pennsylvania Psychological Association.*

2:30-4:30
2 CE credits
intermediate
Ethics

(W-31) - The Ethics of Self-Care and Safety Issues in Working with Clients

As psychologists we are sometimes in dangerous situations with clients. How do we keep ourselves safe? How do we handle conflicts between caring for ourselves and maintaining ethical standards regarding our clients? Through analysis of a vignette, participants will be introduced to the subject of ethical self-care and safety. **This workshop qualifies for two contact hours for the ethics requirement as mandated by the Pennsylvania State Board of Psychology.**

PRESENTERS: *Donald McAleer, Psy.D., ABPP, partner, Northshore Neurosciences, Erie; Molly Haas Cowan, M.A., graduate student, Indiana University of Pennsylvania; and Simone Gorko, M.S., private practice, Ardmore. Dr. McAleer is a Past President of the Pennsylvania Psychological Association.*

2:30-4:30
2 CE credits
introductory

(W-32) - Issues and Innovative Solutions to Clinician-Clergy Collaborations

This workshop will discuss the benefits and complexities of clinician-clergy collaborations. Innovative strategies for effective collaboration will also be discussed.

PRESENTERS: *William Davis Jr., Psy.D., Assistant Professor of Clinical Psychology, Widener University; Brenda Ingram-Wallace, Ph.D., Associate Professor of Psychology and Director of Counseling Services, Albright College; and Tommy Davis, Ph.D., CEO and Founder, Davis Institute for Positive Social Change, Inc., Philadelphia.*

2:30-4:30
non-CE
introductory

(W-33) - Student Advocacy, Leadership and Participation in the Pennsylvania Psychological Association of Graduate Students (PPAGS)

PPAGS is the student organization of PPA and works to increase the professional development of graduate students by involving them in PPA's activities, advocacy and governance. A panel of PPAGS members share their leadership experiences, promote student involvement, and encourage new leaders from within PPAGS.

PRESENTERS: *Marie C. Weil, M.A., graduate student, Philadelphia College of Osteopathic Medicine; Christina B. Shook, M.A., graduate student, Philadelphia College of Osteopathic Medicine; and Amanda G. Carr, M.Ed., graduate student, Lehigh University, Allentown. Ms. Weil is the Chair of PPAGS.*

2:30-5:30
3 CE credits
introductory
ECP

(W-34) - I Just Graduated! Now What? Issues Facing Early Career Psychologists

This workshop is designed to provide important information to ECPs (those within seven years of receiving their doctorate) in a panel format regarding postdoctoral experience, the EPPP and PA State Licensure Examination as well as other issues facing ECPs.

PRESENTERS: *From PPA's Early Career Psychologist Committee: Michelle Herrigel, Psy.D., Co-Chair, and clinical manager, The Devereux Foundation, Berwyn; and Allyson Galloway, Psy.D., psychologist, Baylor Women's Correctional Institute, New Castle, Delaware. Dr. Galloway is a member of PPA's Convention Committee.*

2:30-5:30
3 CE credits
intermediate
Ethics

(W-35) - Ethical Issues When Psychologists Communicate with the Public: How to Present Psychology in an Effective and Ethical Fashion

To realize our mission, we need to communicate with the public about psychology in general, and our practice in particular. This training will address how to ethically work with the media, offer presentations, and present psychology in print and electronic media. Heavy doses of discussion and humor will be offered. **This workshop qualifies for three contact hours for the ethics requirement as mandated by the Pennsylvania State Board of Psychology.**

PRESENTER: *David J. Palmiter Jr., Ph.D., ABPP, Professor, Director of Practicums and Internships, and Director of the Psychological Services Center, Marywood University, in Scranton, and private practice, Clarks Summit. Dr. Palmiter is also chair of PPA's Communications Board and an APA Public Education Campaign Coordinator for Pennsylvania.*

2:30-5:30
3 CE credit
intermediate

(W-36) - Hot Topics in High Conflict Divorce and Child Custody: Parent Alienation, Munchausen's Syndrome, Sexual Abuse Allegations

This workshop will give psychologists the tools they need to identify, diagnose, and treat families experiencing the estrangement or alienation of one parent from the children. Clinicians, both forensic and non-forensic, who treat or evaluate children and families of divorce will gain knowledge in identifying symptoms and methods of treatment to recognize these forensic problems and respond confidently. The program will include didactic and experiential learning.

PRESENTERS: *From PPA's Child Custody Committee: Jane Iannuzzelli, M.Ed., M.A., private practice, Media; Eve Orlow, Ed.D., M.A., private practice, Center for Psychological Service, Ardmore; and Steven R. Cohen, Ph.D., private practice, Southampton. Dr. Cohen is the President of the Pennsylvania Psychological Association.*

2:30-5:30
3 CE credits
introductory

(W-37) - Traumatic Brain Injury Assessment and Rehabilitation: A Continuum of Care

This workshop will help participants understand the assessment and rehabilitation of traumatic brain injury (TBI) on a continuum of care. First, we will cover the definition, identification, management and rehabilitation of Mild TBI from the acute to chronic stages. Second, neuropsychological assessment and rehabilitation of moderate to severe TBI will be presented.

PRESENTERS: *From the University of Pittsburgh School of Medicine: Tad T. Gorske, Ph.D., Assistant Professor, Division of Neuropsychology and Rehabilitation Psychology, Department of Physical Medicine and Rehabilitation; and Jamie E. Pardini, Ph.D., Neuropsychologist and Assistant Professor, UPMC Sports Medicine Concussion Program, Department of Orthopedic Surgery.*

2:30-5:30
3 CE credits
intermediate
Ethics
ECP

(W-38) - The Good, The Bad, The Cultural Ethics of School Psychology

This workshop will explore cultural diversity issues as they may impact early and late career psychologists in school and select clinical settings. While there will be a brief review of legal/ethical issues, a significant portion will be dedicated to processing the acculturation model of ethics. Within that context, the presenter will address ethical and supervisory concerns of working with culturally diverse individuals and supervisees in multiple settings. Several activities (i.e., case studies) and handouts will be made available to participants. **This workshop qualifies for three contact hours for the ethics requirement as mandated by the Pennsylvania State Board of Psychology.**

PRESENTER: *Yuma I. Tomes, Ph.D., Director, M.S. School Psychology Program, Philadelphia College of Osteopathic Medicine.*

2:30-5:30
3 CE credits
intermediate

(W-39) - Intergenerational Conflicts among Immigrant Families

This presentation will explore intergenerational conflicts among immigrant families as examining the ways issues manifest among varied ethnic groups, within group differences, and role of acculturation. We further discuss and generate ideas for a culturally responsive approach to solutions. Personal experiences, video clips and findings from the literature will be utilized

PRESENTERS: *From PPA's Committee on Multiculturalism: Richard F. Small, Ph.D., ABPP, Director, Spring Psychological Associates, Sinking Spring; Lavanya Devdas, MSW, graduate student, Gannon University, Erie; and Takako Suzuki, Ph.D., Assistant Professor and Associate Director of Clinical Services, Department of Psychology, Philadelphia College of Osteopathic Medicine. Dr. Small is a Past President of the Pennsylvania Psychological Association.*

2:30-5:30
3 CE credits
intermediate

(W-40) - Sexual Diversity: What Every Psychologist Needs to Know

Although it is one of the most important areas of human functioning, for various and complex reasons psychologists tend to avoid exploring sexuality with clients (McCarthy & Thestrup, 2009). This workshop will present current research on sexual diversity as well as current, science-informed information about sexual dysfunction and intervention.

PRESENTERS: **Steve K. D. Eichel, Ph.D., ABPP**, private practice, Newark, Delaware, and forensic psychologist, Office of the Public Defender (DE); and **Debra Lee Laino, M.S., M.Ed., DHS**, sex therapist in private practice and mental health counselor, Claymont Counseling Center, Wilmington, Delaware. Dr. Eichel is a member of PPA's Convention Committee.

4:30-5:30
1 CE credit
introductory

(W-41) - Organ Jargon: Emotional Pain Expressed Physically

The link between emotional and physical disorders is well documented in literature. This presentation offers approaches for helping clients understand possible emotional issues being expressed through physical symptoms (particularly pain) from an Individual Psychology (Adlerian) perspective. The specific strategies are framed within a holistic perspective.

PRESENTER: **Rebecca LaFountain, Ed.D.**, Assistant Professor of Psychology, Penn State Harrisburg, and Executive Director of the North American Society of Adlerian Psychology.

5:30-7:30
ticket required

Early Career Psychologist (ECP) and Student Networking Reception

8:00-1:30

REGISTRATION

9:00-11:00
2 CE credits
introductory

(W-42) - Geropsychology Training Initiative: Pennsylvania's Service Provisions for Diverse Older Adults

This workshop examines the growing demand and widely accepted competencies for psychologists providing psychological services to diverse older adults. Results will be presented from PPA's Committee on Multiculturalism Geropsychology Training Initiative's survey of Pennsylvania doctoral programs. Innovative strategies will be reviewed for increasing geropsychology training opportunities in Pennsylvania.

PRESENTERS: *Amanda Carr, M.Ed., neuropsychology psychometrician, Good Shepherd Rehabilitation Hospital, Allentown; William Davis Jr., Psy.D., Assistant Professor of Clinical Psychology, Widener University, Chester; and Angella Egwaikhide, M.A., M.S., C.P.R.P., graduate student, Pacific Graduate School of Psychology, Palo Alto, CA.*

9:00-12:00
3 CE credits
intermediate
Theme

(W-43) - The First E-mail Constructed MMPI-2 Workshop

All workshop participants will construct the topics covered in this MMPI-2. Prior to June 1, e-mail your questions to the presenter at: rmgordonphd@rcn.com, to help create the workshop. Ask anything from "How can I expand my practice by providing MMPI-2s?" to "Is the MMPI-RF better?" This will be a digitally co-created workshop.

PRESENTER: *Robert M. Gordon, Ph.D., ABPP, private practice, Allentown. Dr. Gordon is a Past President of the Pennsylvania Psychological Association.*

9:00-12:00
3 CE credits
introductory

(W-44) - How You Talk to You: The Dialogue in Your Head Affects Your Clients, Your Family and Yourself

How we talk to ourselves impacts how we feel and see the world. Common defenses against emotions arise when we feel uncertain or bad about ourselves. Using SAVI (the System for Analyzing Verbal Interaction) for non-"noisy" self-talk, can support a more authentic relationship with ourselves that has immediate transfer to our work with clients.

PRESENTER: *Anita Simon, Ed.D., private practice, Harrisburg. Dr. Simon is the founder of SAVI Communications and has been a SAVI trainer since 1965.*

9:00-12:00
3 CE credits
introductory

(W-45) - Treating Depression and Related Medical Disorders Using Short-Term Psychodynamic Therapy

This program illustrates a short-term, active and focused psychodynamic approach, ideally suited for those typically considered unmotivated, resistant or untreatable, which facilitates change in briefer periods than traditional therapy. Videotape will illustrate the successful treatment of severe depression, chronic fatigue and fibromyalgia, within the context of severe passive-aggressive personality disorder.

PRESENTER: *Steven S. Shapiro, Ph.D., private practice, Malvern. Dr. Shapiro is a senior faculty member for the Accelerated Experiential Dynamic Psychotherapy (AEDP) Institute in New York, New York. He has a Certification in AEDP from AEDP.*

9:00-12:00
3 CE credits
introductory

(W-46) - Behavioral Health Needs of National Guard and Reserve after Deployment

The Combat Stress Intervention team is working on a three year Department of Defense funded research project on the mental health needs of the returning members of the National Guard and Reserve. This is a \$6 million, three year effort aimed at trying to identify the unique needs of these military members. Most are returning to rural areas, and the research project has identified the specific needs that the members of this rural community might have. Data have been collected on 750 members of the National Guard and Reserve that have been deployed and returned back to civilian duty. This symposium will provide not only a knowledge of the needs that they have identified in the survey they completed, but also a knowledge of military culture to assist psychologists in providing therapeutic services to members of the National Guard and Reserve and their families.

PRESENTERS: From Washington & Jefferson College in Washington, Pennsylvania: **Michael Crabtree, Ph.D.**, Professor of Psychology and the Principal Investigator on the Combat Stress Intervention Program (CSIP); **Mary E. Schaffer, M.A., MPC**, Research Associate.

9:00-12:00
3 CE credits
intermediate
ECP

(W-47) - Generation Y in the Workplace: Managing the “Me First” Generation

Participants will gain insight into the psychological, cultural, environmental and social aspects that have shaped Generation Y (born approximately 1980 to 2000). Specific areas of concentration include Generation Y's unique self-esteem, motivation and relationships with their parents that affect the workplace. Solutions to assist those who supervise Generation Y in the workplace will be given.

PRESENTER: **Nicole Lipkin, Psy.D., MBA**, Owner and Executive Director, Equilbria Psychological and Consultation Services, LLC, Philadelphia.

9:00-12:00; 1:00-4:00
6 CE credits
introductory

(W-48) - An Introduction to Hypnotic Assessment

Research (Kirsch et al., 1995) suggests that adding hypnosis to cognitive-behavioral psychotherapy increases the effect size by one-half a standard deviation. This workshop will introduce participants to a protocol for assessing their client's hypnotic responsivity, and will include both an administration and interpretative manual for understanding and implementing those assessment results.

PRESENTER: **Ronald Pekala, Ph.D.**, Staff Psychologist and Biofeedback Clinic Director, Coatesville Veterans Administration Medical Center, and private practice, West Chester.

9:00-12:00; 1:00-4:00
6 CE credits
intermediate

(W-49) - Prolonged Exposure Therapy for PTSD: An Evidence Based Treatment

This program briefly reviews the diagnosis of PTSD as well as the research on effective treatments. It will also focus on Prolonged Exposure (PE) Therapy, including its rationale and implementation. Using PE with special populations such as adolescents and those who are substance dependent will also be discussed. Prolonged Exposure Therapy is one of the two treatments adopted by the Veterans Administration as an evidence based treatment for PTSD.

PRESENTERS: **David Yusko, Psy.D.**, Psychotherapist, Center for the Treatment and Study of Anxiety, University of Pennsylvania, Philadelphia; and **Aaron Brinen, M.A., M.S.**, graduate student, Philadelphia College of Osteopathic Medicine.

11:00-12:00
1 CE credit
introductory

(W-50) - 5 Simple Steps to Access Your (and Your Clients') Intuition

Well developed intuitive skills improve the psychotherapy we do. We empower our clients when we teach them to access their own intuitive knowing. In this presentation you will learn a simple, straightforward technique for assessing intuitive awareness which will enhance your therapy skills. You can teach this to clients.

PRESENTER: **Jeannette Samenen, Ph.D.**, private practice, Phoenixville.

1:00-4:00
3 CE credits
introductory

(W-51) - Disability Laws: Implications for College-Bound Students with Learning Disabilities

This program will examine the issues that face students with learning disorders as they transition from high school to college. Three fundamental legislative acts (Section 504, IDEA, and ADA) and their impact on postsecondary educational institutions and the protection of students with disabilities will be examined.

PRESENTERS: *From Immaculata University: Marie C. McGrath, Ph.D., Assistant Professor, Department of Graduate Psychology; and Valerie Vogel Ross, B.S., graduate student. Dr. McGrath is also a consulting school psychologist in Pennsylvania.*

1:00-4:00
3 CE credits
introductory

(W-52) - The Forgiveness Solution: Enhancing Enlightened Well-Being and Decreasing Stress

The Forgiveness Solution presents powerful techniques to increase love, peace, happiness, joy and healed relationships and decrease anger, hurt, guilt, shame, fear, grievances and sadness. Participants will learn to use and experience transformational forgiveness imagery, energetic forgiveness techniques, forgiveness affirmations and affirmations that enhance well-being. The workshop includes lecture, paired and group exercises.

PRESENTER: *Philip Friedman, Ph.D., private practice, Plymouth Meeting.*

1:00-4:00
3 CE credits
introductory

(W-53) - Pennsylvania's Response to Disaster and Emergency: The Nickel Mines Amish Shooting

In 2006 a gunman shot 10 girls, killing 5 and critically wounding 5 in the Nickel Mines Schoolhouse in Lancaster County. In this presentation you will learn about the disaster mental health system that responded to the needs of the responders, victims and the community.

PRESENTERS: *Simone Gorko, M.S., private practice, Ardmore; and Brenda Pittman, B.A., Coordinator of Emergency Medical Services and the Critical Incident Stress Management Team for Lancaster County.*