

# WPA Convention 2011

relationship  
dementia bariatric surgery  
advocacy heroes cyberbullying  
PTSD gifted  
electronic records

## *Resilience in the Cyber Era*

mindfulness  
telehealth breast cancer  
retirement marketing personal growth  
ethics medications  
primary care

March 31—April 2, 2011

Marriott Madison West  
1313 John Q. Hammons Drive, Middleton  
800-228-9290 or 608-831-2000



# Welcome

Welcome to the 2011 Annual Convention, which offers for your edification some meditations on “Resilience in the Cyber-Era,” along with diverse CE opportunities, welcoming colleagues and intellectual challenge. There will be humor, inspiration, good food and lots of energy, all at no additional fee!

For the first time, we are offering poster sessions for CE credit, giving you more time to engage with student research teams. Luncheons will include Wisconsin Psychology Foundation awards to student researchers as well as recognition for psychologists who have made significant contributions to WPA and psychology. Sign up to join other Convention-goers for dinner after a post-CE reception. And it is never too early to begin summer planning and holiday shopping, courtesy of the RxP Silent Auction.

As we move into this 2nd decade of the century, you will hear diverse presentations from within our field as well as interdisciplinary expertise relevant to practice in our digital world. This Convention also allows you to obtain over 6 hours of ethics/risk management CE while you lower the premium on your liability insurance.

## **Are you looking for good clinical education? Come to learn about ...**

pediatric psychopharmacology    bariatric surgery    schizophrenia treatment    psychosocial  
aspects of breast cancer    dementia    giftedness    primary care behavioral health    PTSD

## **Are you looking for in-depth advanced training? Come to gain insight from ...**

three related sessions by Drs. Don Ferguson and John Weaver on Mindfulness, Neurobiology and Relationship Treatment, with clinical techniques woven throughout and rich opportunities for dialogue.

## **Are you looking for guidance in personal and professional development? Come to explore ...**

Native American healing    links between Thrill-seeking Personality & heroism    practice as a path  
for personal growth    ethical care of professional records during retirement from practice.

## **Are you interested in the future of psychology? Come to hear ...**

Dr. Frank Farley guiding us through 21st century challenges, framed in his inimitable and vivid style  
Dr. Bruce Wampold extrapolating on the power of therapeutic relationship  
Dr. Jeff Younggren, with a brand-new workshop on “Ethics & Risk Management in the Digital Era.”  
Dr. David Ballard helping us thrive by adapting to the changing landscape of practice

## **Are you wondering about ‘resilience in the cyber-era’? Come to appreciate ...**

Industrial Engineer Dr. Ben-Tzion Karsh, on promises/shortcomings of Electronic Medical Records  
Criminal Justice teacher/consultant Dr. Justin Patchin reviewing his work on cyberbullying and youth  
Dr. Nefitali Serrano exploring a vision of psychological practice in an integrated behavioral care model

## CE Credit “Code”

(1.5) = 1.5 hours of CE credit

\* = designed to meet requirement  
for education in ethics, risk  
management or jurisprudence  
— may also be used for  
general CE credit

## ***Attend and engage, relax and become enthused.***

*The WPA Board of Directors, the Continuing Education Committee, and the Wisconsin Psychology Foundation welcome you and look forward to your participation this spring in Middleton.*

*Mark Marnocha, PhD  
Chair, Continuing Education Committee*

Thursday, March 31

7:45–8:45 Registration

8:45–10:30 Opening Session

# 1. Thrive! Positioning Psychology for Success in a Changing Landscape

**David Ballard, PsyD, MBA**

**Assistant Executive Director, Marketing & Business Development  
APA Practice Organization**

This session will weave together major technology, healthcare, demographic, legislative and regulatory developments to provide insight into how the changing marketplace is affecting the professional practice of psychology. Special attention will be given to the opportunities and challenges presented by these developments and creative thinking about how psychologists can apply their core competencies to help individuals, groups, organizations and communities thrive. The program will conclude with a focus on multi-channel communication and how practicing psychologists can use websites, social media and other electronic tools to create a win-win-win scenario, benefiting psychologists, the profession and the general public.

This program is designed to help participants Identify current market trends and the opportunities and challenges they present for psychologists Explain how the application of well-crafted business strategies can benefit clients Discuss innovative ways to meet emerging needs by applying their core competencies as psychologists Explore the clinical, legal and ethical issues that require management when psychologists apply social media technologies to their professional activities. (1.5)

10:30–10:45 Break

10:45–12:15 Concurrent Sessions

## 2. Youth media & web issues in primary care medicine & mental health

**Zachary Baeseman, MD; Shawn Boogaard, MS; Katie Jacobs, MD; Mark Marnocha, PhD**

Participants will learn about screen time correlates with measures of well-being, guidelines for screening, risk factors associated with social networking (including cyberbullying & sexual behavior) and become familiar with best measures and screens for problematic internet usage. (1.5)

## 3. Student Research Poster Session

In this session, you will learn about the latest research being conducted by Wisconsin undergraduate and graduate psychology students. (1.5)

## 4. Providing behavioral health to the masses: registries & the primary care behavioral health model

**Neftali Serrano, PsyD; Brian Sandoval, PsyD; Juliette Cutts, PhD**

Learn the definitions & characteristics of population-based care, the role of data and registries in co-managing primary care populations alongside primary care providers, and the characteristics of the Behavioral Health Consultant Model. (1.5)

## 5. Pediatric psychiatric medications for children & teens — what is new, what is effective?

**Mark Rovick, DO**

You will leave this session with understanding of clinical presentation of depression and/or anxiety in the pediatric population, acceptable ages & prevalence of treatment, best clinical practice algorithms and psychopharmacology pathways, pitfalls & pearls. (1.5)

## 6. Connected — effective & ethical marketing strategies for psychologists

**David Ballard, PsyD, MBA**

This program is designed to help participants apply marketing and communication strategies that are effective yet professionally appropriate, explore legal and ethical aspects of marketing as it relates to their professional activities and explain how the appropriate use of web-based communication technologies can benefit psychologists, the profession and the general public. (1.5\*)

## 7. Advocacy Issues

**Gregory Jurenc, PhD; Laura Lees, PhD; Justin Kuehl, PsyD; Jessica Schroeder, PsyD; Brian Wolf, PhD**

In this session, you will gain understanding of implementation of parity legislation in Wisconsin, proposed prescriptive authority legislation, impact of certified clinic rules revisions, and obstacles faced by persons seeking licensure in this state. (1.5\*)

12:15–1:45 Lunch — Presentation of Research Poster Awards  
Sponsored by the Wisconsin Psychology Foundation

1:45-3:15 Concurrent Sessions

8. Psychology of giftedness — resiliency as a function of intelligence

**Paula Hillmann, PhD**

Increase your understanding of the psychology of giftedness and creativity, learn more about guiding the social & emotional development of gifted/talented youth and appreciate how resilience is a function of intelligence. (1.5)

9. Mental health issues associated with dementia & dementia caregivers

**Kenneth Robbins, MD, MPH**

Gain understanding of mental health issues associated with dementia, caregiving and treatment strategies, and become familiar with web resources available to help caregivers. (1.5)

10. Cyberprofessionalism & health care students

**Suzanne Marnocha, BSN, PhD; Richard Holloway, PhD; Mark Marnocha, PhD**

Attendees will become familiar with research on online/Web 2.0 issues for health-care student professionals and faculty; appreciate issues/choices in online behavior that may have adverse effects on career or patient care; become familiar with policies and procedures dealing with problematic online behavior among health-care learners; understand applications of ethical principles and professionalism in the cyber-era. (1.5)

11. Neurobiology & couples conflict

**Donald Ferguson, PhD**

Participants will learn to identify symptoms of physiological arousal in couples, assist in disrupting primitive/repetitive cycles and establish a treatment plan that recognizes physiological components & primitive defenses. (1.5)

12. Driving well-being & performance with a psychologically healthy workplace

**David Ballard, PsyD, MBA**

This session will enable you to describe the link between healthy workplace practices, employee well-being and organizational performance; identify practices that foster a healthy workplace and that increase likelihood of positive outcomes and strategies for addressing barriers. (1.5)

13. Ancient prophecies of the 13 grandmothers in the modern world

**Phyllis Kasper, PhD**

This session will help participants understand how ancient prophecies bring 13 indigenous grandmothers together for peace & healing, appreciate the blend of modern technology & ancient ceremony, and find a personal mission of peace & healing. (1.5)

3:15-3:30 Break

3:30-5:00 Concurrent Sessions

14. Clinical application of computerized attention retraining in anxious adolescents

**Bradley Riemann, PhD**

Participants will gain understanding of attentional bias for threat in anxiety, learn about the computerized attention retraining program and understand empirical research supporting the use of attention retraining for anxiety. (1.5)

15. Many roads to recovery — secular options in treatment & support groups

**Henry Steinberger, PhD**

Learn about science-based treatment and key factors leading to change, a mindfulness approach to craving, and the role of secular supports. (1.5)

16. Return to work issues for patients diagnosed with PTSD

**Brad Grunert, PhD; Stephanie Zanowski, PhD**

Gain treatment strategies/techniques for working with patients who have been diagnosed with PTSD following a work-related injury and understand factors affecting treatment implementation and successful return to work. (1.5)

17. Mindfulness in individual therapy

**John Weaver, PsyD**

Learn to identify basic components of a mindfulness based cognitive therapy intervention, understand how mindfulness has impact on the therapeutic relationship and be able to apply these concepts to an individual therapy session. (1.5)

18. Updates on Medicare

**Dori Bischmann, PhD**

In this session, you will learn about reimbursement rates and potential cuts, gain understanding of the PQRI quality incentive program (which will likely evolve into a penalty program), and become aware of other Medicare changes that will have an impact on clinical services. (1.5)

13. Psychology practice as a path of personal growth

**Albert Bellg, PhD**

Participants will learn to define personal growth relevant to professional activities, identify aspects of their clinical practice that have potential for promoting personal & professional growth, and think through ways of changing their practice to better serve their own needs & personal growth. (1.5)

## Ready for a break from CE?

Meet us in the Exhibit Hall!

5:00-6:00 Reception — Hospitality & Refreshments

6:00 Dinner — Sign up for topical (or purely social) group outings. Restaurant suggestions will be available when you arrive.

Friday, April 1

7:45-8:45 Registration

8:45-10:30 Opening Session

## 21. Surviving & Thriving for 21st Century Psychology

**Frank Farley, PhD**  
Temple University

In this session, Dr. Farley will present his views on issues he considers key for the future of psychology. He will discuss some positive and some negative features of cyberbehavior, especially in regard to youth and young adults. He will also discuss some fundamental and serious problems in the science of psychology, the scientific bases of our field, and what he believes may be a discipline at risk. The presentation will touch on significant problems with the DSM revision. He will talk about psychology in the new media-saturated century and the value of working with the media when possible. He will end his presentation with an optimist's perspective! Audience participation will be encouraged. Gain knowledge of major themes that may define both the present and the future of psychology Learn about fundamental problems associated with the scientific bases of psychology Appreciate an optimist's perspective on problems and challenges to the profession. (1.5)

10:30-10:45 Break

10:45-12:15 Concurrent Sessions

### 22. Practical applications of neuroscience & mindfulness to relationship treatment

**Donald Ferguson, PhD; John Weaver, PsyD**

Learn to identify mindfulness & cognitive approaches to complex marital problems, become able to compare & select clinical interventions in case presentations with a focus on biological arousal in the couple, and incorporate mindfulness & mind-body considerations in treatment planning. (1.5)

### 23. Why won't my very fancy & expensive EHR work the way I want?

**Ben-Tzion Karsh, PhD**

This session will help you understand the benefits & risks of working with health information technology, learn how to promote the benefits & reduce the risks and understand the challenges of making computer systems work in healthcare delivery settings. (1.5)

### 24. Psychosocial issues facing breast cancer patients

**Rebecca Anderson, PhD**

Participants will learn to appreciate psychosocial issues facing breast cancer patients and be able to identify treatment options for this population. (1.5)

### 25. Amicus Brief — Life without parole for juvenile offenders

**Michael Caldwell, PhD; Gregory Jurenc, PhD; Mariellen Fischer, PhD; Nathan Glassman, PhD; Brian Wolf, PhD**

In this session, participants will learn about the purpose and process of amicus curia briefs, understand the psychologically relevant issues of adolescent development, neuroscience and personality stability involved in the amicus brief filed on behalf of WPA. (1.5)

### 26. A Potpourri of useful medical/ medication information (even if psychopharmacology is not "your thing")

**Stephen Seaman, PhD, MSCP; Joseph Marceil, PhD**

This session will improve your knowledge & skills in identifying when medical or medication issues may be a problem, learn about resources available to access information, improve your strategy for communicating with patients & primary care providers about medical issues. (1.5)

### 27. Files & Records — the gorilla in the retirement tent

**Anthony Kuchan, PhD; Suzanne Lisowski, PhD; Wendy Freitag, PhD**

You will learn about guidelines & statutes for disposal of clinical records, how to prepare a professional will, and understand strategies to employ when decommissioning years of clinical practice. (1.5\*)

12:15-1:45

## Special Recognition Luncheon

Join us to honor: Individuals who have made contributions to the Association, the Profession of Psychology, and the Citizens of our State.

1:45-3:15 Concurrent Sessions

28. Telehealth startups — lessons learned from an early adopter

**Alan Silverman, PhD**

In this session, you will gain introductory knowledge of telehealth technology, and overview of ethics in telehealth, and an understanding of key factors to consider in starting a telehealth clinic. (1.5)

29. The thrill-seeking/risk-taking personality (T-Type), the exciting fully lived life & reflections on creating personal or public heroism in an uncertain world

**Frank Farley, PhD**

Attendees will become familiar with the concept of Type-T behavior, the role of risk-taking in personal & relationship growth & public success, and (through application of Farley's 5-D Model of Heroism) the need to understand, strengthen & encourage heroism. (1.5)

30. Treating Schizophrenia — understanding, coping & pills

**Gregory Jurenc, PhD**

In this session, you will gain understanding of symptoms & challenges of schizophrenia through the eyes of the patient, how to work with schizophrenic patients through psychoeducation, coping skills and do's & don'ts, and will become familiar with risks & benefits of common antipsychotic medications. (1.5)

31. Growing your skills in psychopharmacology

**Joseph Marceil, PhD; Laura Lees, PsyD;**

**Dori Bischmann, PhD**

From psychologists who have pursued advanced psychopharmacology training, attendees will learn about criteria for training, preparation for national examination and supervised experience, and clinical benefits resulting from psychopharmacology training. (1.5)

32. Adolescent technology use & misuse — cyberbullying, social networking & other online problems

**Justin Patchin, PhD**

In this session, you will learn to identify cyberbullying & other ways adolescents use/misuse technology to cause harm to their peers, be able to define/describe common forms of cyberbullying & the latest research in this area, and become aware of popular online environments and strategies to ensure they are used safely & responsibly. (1.5)

33. Bariatric surgery assessment

**Scott Ritchie, PhD**

Participants will understand the importance of a comprehensive bariatric assessment, learn key areas to assess to maximize chance for durable weight loss following surgery, and develop questions to assess key areas for long-term success (1.5\*)

3:15-3:30 Break

3:30 -5:15 Closing Session

34. Status of the Relationship in a Modern Age: Internet Psychotherapy

**Bruce Wampold, PhD, ABPP**

**UW Madison, Department of Counseling Psychology**

There is sufficient evidence to conclude that psychotherapy is remarkably effective. However, there is very little evidence that one psychotherapeutic approach is more effective than any other. And there is much evidence that aspects of the relationship between the therapist and the patient are critical to achieving the benefits of psychotherapy, including the alliance, empathy, goal consensus, collaboration, and positive regard and affirmation. Typically, these relationship aspects are thought of as occurring the context of a face-to-face relationship. Internet psychotherapy has been shown to be effective, but it does not involve a relationship as is traditional in psychotherapy. However, social relations have changed in the digital age and the formation of the alliance, empathy, goal consensus, collaboration and positive regard and affirmation can be achieved in an internet relation. In this session, aspects of an internet relationship in therapy are explored with suggestion about when and how internet psychotherapy might be effective. Become knowledgeable of the theory and evidence about the relationship in psychotherapy Understand how the relationship is established in internet psychotherapy Learn of the effectiveness of internet psychotherapy. (1.5)

5:15-6:15 Announcement of Silent Auction Winners — Hospitality & Refreshments

6:15 Dinner — Sign up for topical (or purely social) group outings. Restaurant suggestions will be available when you arrive.

Saturday, April 2

41.

## Adventures on the Electronic Frontier: Ethics & Risk Management in the Digital Era

(6.0\*)

**Jeffrey Younggren, PhD, ABPP**  
**APA Insurance Trust**

**BONUS!**  
15% premium discount  
for psychologists  
insured through APAIT

Most of us have heard about the dual meanings of the Chinese ideograph for crisis: danger and opportunity. This is a great descriptor of the situation psychology finds itself in with the rapid development of new electronic technologies that could revolutionize the way we provide psychological services. The provision of remote (i.e., internet or telephone based) psychological services has been identified as a priority by a number of federal agencies. The Department of Defense uses these technologies to evaluate and/or treat personnel in both combat and noncombat settings. Insurance companies and Medicare are reimbursing these services in limited circumstances.

Psychologists are already involved in this process. The regulatory system, however, was designed for an environment in which services are provided in person with treatment provided face-to-face. This dated system has no provision for treatment to be provided otherwise and is struggling with how to deal with and regulate telepsychology. On the one hand, the system is based on state regulation and geared to protecting consumers within states. On the other hand, the technology has enormous potential to create progressive advancements which cross regulatory borders, raising questions about statutory authority and applicability. Even psychologists who have no interest in providing services remotely are confronted by issues having to do with Facebook, Google, cyber reviews and attacks, email, texting, Twitter, Skype, real time audio and visual technology, encryption and computer security. Can I have a Facebook page? What can I put on it? How do I secure my electronic communications? How much of my private, non-professional life is appropriate to reveal to the public? How do I control access to my private and personal information?

This workshop will address the status of digital psychology, make predictions based on the current state of affairs, review potential professional and economic advantages of using telepsychology. It will provide guidance to psychologists who wish to take full advantage of this technology before rules are established, a circumstance that will likely expose them to some risk. The workshop will review ethical rules, standards and underlying principles dealing with telepsychology and online services. It will then look at relevant laws and court decisions, government policies, jurisdictional issues and licensing board responses. In summary, this workshop will provide an overview of the evolution of regulatory policy for psychologists interested in using telepsychology and those less prone to embrace it. Finally, and most importantly, this cutting edge workshop will provide practitioners with a method of identifying risks and a process for developing a risk management strategy based on the approach presented in the Trust publication “Assessing and Managing Risk in Psychological Practice: An Individualized Approach.”

### You will be able to

- apply basic ethical principles to evaluate risks, benefits & appropriateness of using electronic communication in practice
- identify ethical, legal and disciplinary trends that will allow you to anticipate, plan and adjust your practice accordingly
- evaluate when and how to provide remote professional services in a way that minimizes disciplinary risk
- understand, apply and integrate laws and legal principles governing remote practice within and between states
- identify professional credentials that will enable you to increase professional mobility
- develop appropriate amendments to informed consent, documentation and professional consultation policies
- identify privacy and confidentiality issues that present risks to clients and be able to discuss these with clients
- evaluate and improve your competency to use electronic technology and provide remote services to your clients
- discuss and apply specific, positive, ethically based, strategies to manage disciplinary risks

### The Presenter — Jeffrey Younggren, PhD, ABPP

A Fellow of the American Psychological Association and a Distinguished Member of the National Academy of Practice, Dr. Younggren is a clinical and forensic psychologist who practices in Rolling Hills Estates, California. He also is a Clinical Professor at the University of California, Los Angeles, School of Medicine. Dr. Younggren served as a member and chair of the Ethics Committees of the California Psychological Association and APA. He consults to various licensing boards on ethics and standards of care and qualifies as an expert in criminal, civil and administrative proceedings. Recently, he testified regarding the fallibility of memory secondary to trauma and PTSD before the United Nations Bosnian War Crimes Tribunal in the Hague.

8:00–9:00	Registration
9:00–12:00	Workshop
12:00–1:00	Lunch
1:00–4:00	Workshop

# Registration — CE Credit — Lodging

## Ways to Register

**MAIL** your completed registration form and check to

**WPA 2011 Convention**  
**126 South Franklin Street**  
**Madison WI 53703**

**PHONE** — Sorry, we are not able to process phone registrations. Please see the FAX and EMAIL options.

**FAX** completed registration forms to 608-251-5480 to charge your registration to VISA or MasterCard.

**EMAIL** to wispsych@execpc.com to charge your registration to VISA or MasterCard. Please complete the registration form and have it on hand when you email.

## Fees & Registration Deadlines

Fees include meetings, breaks, lunches and handout materials. Registrations received before 3-10-11 are eligible for a \$25 discount. No registration confirmation will be sent. Your check or credit card payment record is your receipt. Attendance at specific sessions is not guaranteed. On-site registration may not be permitted.

## Cancellations & No-Shows

Cancellations after 3-10-11 will have \$25 per day of registration deducted from any refund. Cancellations after 3-20-11 may be charged additional costs. No-shows are not refunded. In the case of cancellation by WPA, fees will be refunded in full.

## Special Needs

Please notify us immediately if special accommodations (mobility, sensory, dietary) would facilitate your participation. If we are informed of requirements prior to 3-20-11, we will make every effort to meet your needs.

## CE Credit

This Conference includes nearly 60 hours of continuing education for psychologists. Individuals may earn up to 18 hours of CE credit. Marked sessions (\*) are designed to meet WI Psychology Examining Board requirements for CE in ethics, risk management and/or jurisprudence. The Wisconsin Psychological Association is approved by the American Psychological Association to offer continuing education for psychologists. WPA maintains responsibility for the program and its content. The WI Psychology Examining Board recognizes APA-approved sponsors as providers of continuing education for Licensed Psychologists. Grievances about the event may be addressed WPA in writing.

## Attendance Requirements

Credit is granted to participants with documented attendance at individual Convention sessions and evaluation forms for those sessions. Attendance is monitored. **Credit will not be granted to registrants who are more than 15 minutes late, are absent for more than 15 minutes during a session, or depart more than 15 minutes early from any session. Credit will not be granted to registrants who do not submit a completed, signed evaluation form at the end of the session. Changing sessions without permission may result in loss of CE credit.** It is the responsibility of registrants to comply with these requirements.

## If You Change Your Mind ...

### Here's the Way to Do It!!

Changing sessions is allowed IF there is space remaining in the session and IF you receive permission at the Registration center. Changing sessions without permission may result in loss of CE credit, so it is important to follow this procedure!

## Other ...

March and April are characterized by variable temperatures, indoors and out. If you are "temperature sensitive", please dress in layers!

Many of us rely on cell phones and pagers — all "noise-making" equipment must be turned OFF or set to VIBRATE during Convention programs. If you must answer a call or page, please leave the room BEFORE you answer the call.

## Marriott Madison West

1313 John Q. Hammons Drive, Middleton

To reserve a room at the special rate of \$109 single/double occupancy, call the Marriott by March 3 at 608-831-2000 or 800-228-9290.

The Convention will be held just outside of Madison at the Marriott Madison West, an intimate and well-equipped hotel in Middleton, easily accessible from the Interstate, just off Highway 12-18, and a short drive to the University of Wisconsin, Monona Terrace, downtown Madison, the State Capitol and State Street. The Hotel itself has a casual restaurant and lounge, a pool with whirlpool and sauna, and a complete fitness center.

## DIRECTIONS

Take I-90 to the Highway 12-18 exit. Take Hwy 12-18 about 14 miles to Greenway exit (#252), then go West on Greenway and take a left onto John Q. Hammons Drive.

# WPA Convention 2011

## Registration Form

March 31—April 2

NAME \_\_\_\_\_ DEGREE \_\_\_\_\_

WORK ADDRESS \_\_\_\_\_  
\_\_\_\_\_ ZIP \_\_\_\_\_ - \_\_\_\_\_

WORK PHONE (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ EMAIL \_\_\_\_\_

WHICH DAYS DO YOU PLAN TO ATTEND? (Circle all that apply) Thursday Friday Saturday

WHICH DAYS DO YOU PLAN TO EAT THE PROVIDED LUNCH? (Circle all that apply — NO reply means NO lunch!)

Thursday: Yes No Friday: Yes No Saturday: Yes No

Join TODAY  
to qualify  
for member rates!

SESSION PREFERENCES (Circle all sessions you plan to attend)

Thursday 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19  
Friday 21 22 23 24 25 26 27 28 29 30 31 32 33 34  
Saturday 41 = All-Day Workshop

FEES (Circle appropriate rate)

	<u>1 Day</u>	<u>2 Days</u>	<u>3 Days</u>
WPA Member	\$145	\$245	\$335
Non-Psychologist Member of recognized WI professional assn (NOT license). Attach documentation.	\$135	\$245	\$325
WPA Student Affiliate	\$45	\$85	\$120
NON-Member Psychologist	\$195	\$300	\$450

Register TODAY  
to qualify  
for discount!

Registration Fees

**YOUR DONATION WILL SEND A STUDENT TO THE CONVENTION**  
Add a tax-deductible donation of \$10 or \$25 or more to your registration fee to support  
WI Psychology Foundation scholarships for student attendance at the Convention.

Scholarship Donation

### STUDENTS: TWO WAYS WE CAN HELP YOU ATTEND!

Work for WPA March 31 and/or April 1 in exchange for all or part of your registration fee for those days.  
Apply for financial support through a WPF Scholarship.

Contact WPA at wispsych@execpc.com or 608-251-1450.

TOTAL ENCLOSED  
or CHARGED

(If received by March 1  
you may deduct \$25)

### CREDIT CARD PAYMENT

Card # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_  
(on back of card)

Name on Card (PRINT) \_\_\_\_\_

Address (with Zipcode) where you receive your Credit Card Bills \_\_\_\_\_

SIGNATURE \_\_\_\_\_

# WISCONSIN PSYCHOLOGICAL ASSOCIATION

126 S Franklin St, Madison WI 53703 • Phone 608-251-1450 • Fax 608-251-5480 • Email wispsych@execpc.com

## MEMBERSHIP APPLICATION

### COMPLETING THE APPLICATION

Non-student applicants must apply for highest level of membership for which they qualify. APA Fellows, Members or Associates complete parts 1 & 3 Nonmembers of APA complete entire form. Applicants for Student Affiliate status complete entire form regardless of APA status.

### MEMBERSHIP CATEGORIES (CHECK CATEGORY FOR WHICH YOU ARE APPLYING)

- Member Apply for Member status if you received a doctoral degree based on a psychological dissertation or from a program primarily psychological in content and conferred by a recognized graduate school. Include evidence that you are engaged in study or work that is primarily psychological. Members may vote and hold office. (Dues are \$325. **First-time new members** pay \$125 in their first year, \$225 in their second year.)
- Associate Apply for Associate status if you completed two years of graduate study in psychology at a recognized graduate school and are engaged in work or study that is primarily psychological; or if you received a master's degree in psychology from a recognized graduate school, had a year of psychological experience, and are engaged in psychological work or graduate study. Associates do not vote or hold office. (Dues are \$205)
- Student Affiliate Apply for Student Affiliate status if you are an undergraduate or graduate psychology student. You must be endorsed by two members of the department in which you are registered and document your student status annually. Students do not vote or hold office. (Dues are \$50)
- Out of State Affiliate Apply for Out of State Affiliate status if your primary professional employment is not in Wisconsin. You must document annually that you are a member in good standing in another state psychological association affiliated with the American Psychological Association. Out of State Affiliates do not vote or hold office. (Dues are \$175)

Part 1

### GENERAL INFORMATION

NAME Last \_\_\_\_\_ First \_\_\_\_\_ Middle \_\_\_\_\_ SS# \_\_\_\_\_

Highest Degree \_\_\_\_\_ Date Obtained \_\_\_\_\_ Granting University \_\_\_\_\_ Department/Major \_\_\_\_\_

CURRENT POSITION \_\_\_\_\_ AGENCY/ORGANIZATION \_\_\_\_\_

WORK ADDRESS \_\_\_\_\_  
 \_\_\_\_\_ ZIP \_\_\_\_\_ PHONE # ( ) - \_\_\_\_\_

HOME ADDRESS \_\_\_\_\_  
 \_\_\_\_\_ ZIP \_\_\_\_\_ PHONE # ( ) - \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

**LICENSE**  
 WI Psychologist  
 Generic # \_\_\_\_\_  
 School # \_\_\_\_\_  
 Other State \_\_\_\_\_  
 State # \_\_\_\_\_

**APA STATUS** Date \_\_\_\_\_  
 \_\_\_ Fellow \_\_\_\_\_  
 \_\_\_ Member \_\_\_\_\_  
 \_\_\_ Associate \_\_\_\_\_  
 \_\_\_ Nonmember \_\_\_\_\_

**APA MEMBER #**  
 \_\_\_\_\_

Part 2

**EDUCATION** University \_\_\_\_\_ Major \_\_\_\_\_ Dates Enrolled \_\_\_\_\_ Degree Obtained \_\_\_\_\_ Psychology Credits \_\_\_\_\_

Undergraduate \_\_\_\_\_  
 Graduate \_\_\_\_\_  
 Master's Thesis \_\_\_\_\_  
 Doctoral Dissertation \_\_\_\_\_

Registered at least part-time as psychology student? Yes " No" (If Yes, attach copy of Student ID) Expected completion date: \_\_\_\_\_

### PRESENT EMPLOYMENT

<u>Position/Title</u>	<u>Employer</u>	<u>Starting Date</u>	<u>Time Spent in Psychological Work</u>
Supervisor _____	Duties: _____		

### PREVIOUS EXPERIENCE (Exclude minor student positions. Indicate whether part or full time.)

<u>Position/Title</u>	<u>Employer</u>	<u>Employed From/To</u>	<u>Time Spent in Psychological Work</u>
1. _____	Supervisor _____	Duties: _____	
2. _____	Supervisor _____	Duties: _____	

### FACULTY ENDORSEMENTS - Needed for Student Affiliate applicants.

My signature below verifies that I, a faculty member in the \_\_\_\_\_ Department at (school name) \_\_\_\_\_, certify that the applicant is a registered student in that department.

<u>SIGNATURE</u> PRINT name after signature	<u>MAILING ADDRESS</u>	<u>WORK PHONE</u>
1. _____		
2. _____		

Part 3

### I SUBMIT THIS APPLICATION FOR WPA MEMBERSHIP AND CERTIFY THAT:

1. I accept and agree to abide by the ethical standards established by the American Psychological Association.
2. I have not been found in violation of ethical/legal codes for psychology in any jurisdiction. (Attach clarification if answer is no)
3. Information herein is true to the best of my knowledge. Supplementary materials accurately represent my qualifications.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Dues are payable with application. Contact WPA Office to discuss installment payment options.

# Faculty

**Rebecca Anderson, PhD**, teaches at the Medical College of WI in Milwaukee.

**Zachary Baeseman, MD, MPH**, is a first year Family Medicine Resident with the Fox Valley Family Medicine program of the UW School of Medicine & Public Health in Appleton.

## David Ballard, PhD, MBA

David Ballard is Assistant Executive Director for Marketing and Business Development and lead of the Psychologically Healthy Workplace Program (PHWP) for the American Psychological Association and APA Practice Organization. He is on the Board of Directors of the Health Enhancement Research Organization and The Health Project/C. Everett Koop National Health Awards and aids on the National Business Group on Health Workplace Emotional Wellness Advisory Board. Dr. Ballard has provided research and consultation services to government agencies, medical schools and universities in public health, prevention and health care finance and has experience in management, marketing and consumer research. He has been interviewed by *The Wall Street Journal*, *The New York Times*, *The Washington Post*, *Newsweek* and *Forbes.com*. He received his doctorate in Clinical Psychology and his MBA in Health and Medical Services Administration from Widener University.

**Albert Bellg, PhD**, spent 15 years as a teacher/researcher in a major medical center and 14 years working for cardiology practices. His recent move to private practice reflects a new stage in his personal and professional evolution.

**Dori Bischmann, PhD**, is WPA liaison to WPS - Medicare Carrier Advisory Committee. She works at Aurora Health Care in Milwaukee and Aging & Mental Health Associates, Waukesha.

**Shawn Boogaard, BS, MS**, is a Health Educator with the Fox Valley Family Medicine program of the UW School of Medicine & Public Health in Appleton.

**Michael Caldwell, PsyD**, works at the Mendota Juvenile Treatment Program in Madison.

**Juliette Cutts, PhD**, is a postdoctoral fellow at Access Community Health Centers in Madison.

**Donald Ferguson, PhD**, Infinite Relationships in Verona, has 25 years of experience as a psychologist, speaker and author.

**Mariellen Fischer, PhD, ABPP**, practices at Associated Mental Health Consultants in Milwaukee.

**Wendy Freitag, PsyD**, practices at Personal Performance Empowerment in Wauwatosa.

**Nathan Glassman, PhD**, is in private practice at Glassman & Stanik Consulting in Milwaukee.

**Brad Grunert, PhD**, has 30 years experience as a rehabilitation psychologist with primary focus on PTSD treatment and return to work.

**Paula Hillmann, PhD**, practices at Advanced Learning Resources in Waukesha.

**Richard Holloway, PhD**, is Associate Dean of Student Affairs and Associate Chair, Dept of Family and Community Medicine, Medical College of Wisconsin

## Frank Farley, PhD

Frank Farley is LH Carnell Chaired Professor at Temple University in Philadelphia. Born and raised in Alberta, Canada, he received his doctorate from the Institute of Psychiatry at Maudsley & Bethlem Royal Hospitals, University of London, England. He was a professor at UW Madison for 28 years before moving to Philadelphia. Dr. Farley is a former President of APA and six of its Divisions, American Educational Research Association, International Council of Psychologists and has been on boards of many national and international psychological organizations. He is a Fellow of the American Association for the Advancement of Science, New York Academy of Sciences, APA and nine APA Divisions, Association for Psychological Science, AERA, Canadian Psychological Association, Society for Scientific Study of Sexuality and more (when in Wisconsin, he was a Fellow of WPA). Dr. Farley is in regular demand by the media, including the Today Show, ABC Nightline, CBS Evening News, CNN, MSNBC, NPR, Time, USA Today. A favorite annual activity is attending the Indy 500 with such Wisconsin psychology leaders as Rick Hurlbut, Randy Daut, Nick Bisenius and Patrick Kane!

**Katie Jacobs, MD**, is a third year Resident with the Fox Valley Family Medicine program, UW School of Medicine & Public Health, Appleton.

**Gregory Jurenc, PhD**, teaches in the Psychology Graduate Program of Cardinal Stritch University and is Director of the WPA Advocacy Cabinet.

**Ben-Tzion Karsh, PhD**, is Associate Professor of Industrial and Systems Engineering at the UW Madison, where his specialty is human factors engineering.

**Phyllis Kasper, PhD**, recently retired from Aurora Behavioral Health in Manitowoc. She has 19 years experience with Ojibwe healing and 5 years with Ute & Cheyenne traditions.

**Anthony Kuchan, PhD**, is Emeritus Professor at Marquette University and is Ombudsman of the WPA Professional Issues Committee.

**Justin Kuehl, PsyD**, works in the Behavioral Health Division of the Milwaukee Regional Medical Center.

**Laura Lees, PsyD**, specializes in eating disorders at her private practice in Wauwatosa.

**Suzanne Lisowski, PhD**, operates a consulting practice in Milwaukee and is a member of the WPA Professional Issues Committee.

**Joseph Marceil, PhD**, has over 30 years in practice in Watertown and is President of the WPA Psychopharmacology & Prescriptive Authority Interest Section.

**Mark Marnocha, PhD**, is Associate Professor at UW Health Fox Valley Family Medicine Residency in Appleton.

**Suzanne Marnocha, BSN, PhD, CCRN**, is Undergraduate Program Director and Assistant Dean, College of Nursing, UW Oshkosh.

**Justin Patchin, PhD**, teaches Criminal Justice at UW Eau Claire and researches risks and rewards of online social networking.

**Bradley Riemann, PhD**, is the Clinical Director of the Obsessive-Compulsive Disorder Center and Cognitive-Behavioral Therapy Services at Rogers Hospital in Oconomowoc.

**Scott Ritchie, PhD**, has over 25 years experience working with individuals with eating disorders and over two years conducting bariatric surgery evaluations.

**Kenneth Robbins, MD, MPH**, is Medical Director of the Geropsychiatry unit at Stoughton Hospital, and clinical professor at UW Madison.

**Mark Rovick, DO**, is assistant professor for the Department of Psychiatry and Behavioral Medicine at the Medical College of Wisconsin.

**Brian Sandoval, PsyD**, is a postdoctoral fellow at Access Community Health Centers, Madison.

**Jessica Schroeder, PsyD**, practices at Healthy Connections in Appleton.

**Stephen Seaman, PhD, MSCP**, is at Fort Healthcare in Fort Atkinson and has over 30 years clinical practice.

**Neftali Serrano, PsyD**, is Director of Primary Care Behavioral Health at Access Community Health Centers in Madison.

**Alan Silverman, PhD**, is developer of telehealth clinic procedures and research at Medical College of Wisconsin.

**Henry Steinberger, PhD**, practices at Advanced Psychotherapy and Recovery Options in Madison.

## Bruce Wampold, PhD, ABPP

Bruce Wampold joined the UW Madison faculty in 1991, where he is Professor and Chair of the Department of Counseling Psychology and Clinical Professor of Psychiatry. His work involves understanding psychotherapy from empirical, historical, evolutionary and anthropological perspectives. He has published meta-analyses and analyses of data demonstrating that efficacy of psychotherapy emanates from contextual features, not specific ingredients of treatment. This work culminated in *The Great Psychotherapy Debate: Models, Methods, and Findings*. He served on the APA Presidential Task Force on Evidence-Based Practice in Psychology, Performance Improvement Advisory Group, and Task Force for Advancing Practice. His research has been published extensively. among others. Dr. Wampold is a Licensed Psychologist, a Diplomat in Counseling Psychology and a Fellow of the American Psychological Association (Divisions 12, 17, 29, & 45). He is the 2007 recipient of the American Psychological Association Award for Distinguished Professional Contributions to Applied Research.

**John Weaver, PsyD**, practices at Stress Management & Mental Health in Waukesha.

**Brian Wolf, PhD**, practices in Racine and chairs the WPA RxP Workgroup.

**Stephanie Zanoski, PhD**, works in the Medical College of WI Dept of Plastic Surgery.

# Wisconsin Psychological Association

126 South Franklin Street  
Madison Wisconsin 53703

Brought to you by the creativity, hard  
work and enthusiasm of the WPA  
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## Silent Auction

The RxP Workgroup is sponsoring a Silent Auction at this year's Convention. Funds raised will assist in our continuing efforts to obtain prescriptive authority for specially trained psychologists in our state.

Lucky individuals in the past gave winning bids for such items as a week-long lakeside getaway in Michigan, photography and other original artworks, Brewers and Bucks tickets, stained glass, wearable art and jewelry ...

If you have something you would like to donate to the Silent Auction, please contact Brian Wolf at [kenowolfpack@wi.rr.com](mailto:kenowolfpack@wi.rr.com) or Anne O'Brien at [amobrienphd@gmail.com](mailto:amobrienphd@gmail.com). You can bring items the first day of the Convention, or we can make arrangements to get them from you if you are not able to attend the Convention itself.

Your generosity last year — in donating items as well as in bidding on them — exceeded our expectations. We hope you will do the same this year! Bring your checkbook, cash or plastic to give a donation to our RxP effort and get something of immediate value in return.