



World Health & Education Outreach



EASTWEST
design with direction

Corporate Identity / Logos

Andrea Iorizzo
25665 Cervantes Lane Mission Viejo, CA 92691
www.creativehotlist.com/aiorizzo

Graphic Designer
949. 916. 5628
ae.iorizzo@gmail.com

US CAD
SCCS 2008
 SOUTHERN CALIFORNIA CAD SUMMIT
 Southern California's Largest Training Event

COME TOGETHER
 Integrating Data Across The Extended Design Team.

COME TOGETHER
 for a full day of Autodesk technology training with 40 different classes focused on architectural and engineering disciplines. Learn how to leverage these technologies to advance your skills while learning how to integrate your data across the extended design team.

San Diego Convention Center
 September 25, 2008

REGISTER TODAY!
www.uscad.com/cad_summit.html

Autodesk Premier Solutions Provider

COME TOGETHER
 geospatial, manufacturing, architecture, civil engineering, building engineering, design visualization

www.uscad.com

COASTAL MARINE BIOLABS
 INTEGRATIVE BIOSCIENCES PROGRAM

WELCOME TO COASTAL MARINE BIOLABS

We've taken the study of marine organisms away from tanks, tide pools, and whale-watching boats and into a setting where students will have the rare opportunity to explore the natural world through the eyes of a professional scientist. Your educational adventure will take you through the glare help forests of the Channel Islands National Marine Sanctuary and into our field season and the arctic and into our modern laboratory, teaching you the science and the sophisticated scientific tools and techniques necessary to tackle the challenges of marine biology. Most students only encounter after several years of university studies.

ONE WORLD, ONE SCIENCE

It's a simple philosophy that CMBS founders used to design our curriculum. The natural world is interconnected at every level (One World). As scientific disciplines expand and the flow of information from our learn different corners of the scientific world research, we are finding very different questions are beginning to use a set of common ideas and tools (One Science). We believe that by thinking about the world through the eyes of a multidisciplinary scientist, we can come to understand the intricate connections that bind all living systems into one world (One World, One Science). As a CMBS student, your understanding of these relationships will begin in material, but also zoom in and out from the lab as you learn the world of the cell, from the microscopic world of cells, fossils to the microscopic world of cells, fossils and genes within the creatures that call these astonishing environments their home.

WHAT WILL YOU DO AT CMBS?

Your CMBS experience will begin with SCUBA certification training by professional diving instructors. For most of our students, the exciting and rewarding experience will be their very first experience of the planet help forests - some of the most diverse ecosystems on earth. As a certified SCUBA diver, you'll be ready to swim in the clear marine environment, but this time, you'll be collecting samples for studies. You might collect samples for studies that take place in ocean temperature laboratories in ocean temperature labs, or you might be using digital photos to record some of our study organisms. In some of our study organisms, we analyze the sounds made by marine mammals, or learn some basic techniques that marine biologists are using to keep track of these fragile ecosystems.

PROMOTING INTEGRATIVE LEARNING & TECHNOLOGY LITERACY

Our 2007-2008 program curriculum consists of in-lab and classroom laboratory and field studies centered around the following areas of scientific inquiry:

- BIOLUMINESCENCE
- GENETIC VARIATION IN MARINE POPULATIONS
- BIOACOUSTICS
- CHEMICAL SIGNALS IN THE MARINE ENVIRONMENT
- BIOMATERIALS
- MICROCHEMICAL ANALYSIS
- PHYTOPLANKTON BIOMASS & COMPOSITION
- KELP FOREST MONITORING

Coastal Marine Biolabs
 1700 Spindler Drive, Suite 101
 Ventura, CA 93009
 Phone: (805) 289-9275, Fax: (805) 289-9276
info@coastalmarinebiolabs.org
 Coastal Marine Biolabs Integrative Biosciences Program, Inc. is a 501(c)(3) non-profit organization dedicated to providing inquiry-based, multidisciplinary learning opportunities for students and educators.

Autodesk Experience Tour 2008
 You're invited to attend this special event on Tuesday, June 10th, 2008 from 8:00 am to 3:30 pm.

Anahim Mall
 700 West Convention Way
 Anaheim, CA 92802
 714-750-8000

Class is free and includes a complimentary gourmet Mediterranean Lunch.

Sign up at TheAutodeskExperienceTour.com to see all what is in store.

Register now!
www.uscad.com

Autodesk

Envision the future.
 Experience it before it's real.

Experience Tour 2008
 Enjoy lunch with U.S. CAD!
 To show our appreciation we would like you to join us for a gourmet lunch to be enjoyed along with a dynamic presentation on Integrated Project Delivery (IPD).

We invite you to join us for a delicious Mediterranean Lunch!
 There will be coffee and much more fun!

www.uscad.com

About Brainwaves

The brain is part of the Central Nervous System, which processes all the information received from the senses. The electrical activity in the rhythmic activity of brainwaves, which is controlled by thought and action (Barlow & Durand, 1995). Electrical activity is necessary for the transmission of messages within the neuron.

Brainwaves are often categorized into four basic frequency bands: alpha, beta, gamma, and delta. Beta waves are associated with active states of alertness. Beta waves are further divided into detailed categories: Alpha waves are associated with states that are quiet and relaxed, such as meditation or visualization exercises. (Crane/Soutar, 2000). This waves are connected to deeply relaxed states of arousal, as in daydreaming or trance-like states such as yoga.

Delta waves are associated with deep states of sleep. Research has shown that although any one brain wave state may predominate at any given time, depending on the activity level of the individual, the remaining three brain states are present in the mix of brainwaves at all times although some may be present only at the trace level.

Enhancing Your Brain's Performance through Neurofeedback

Cornelia Santschi, Ph.D., is a licensed psychologist in New York and New Jersey, specializing in neuropsychology, the study of brain-behavior relationships. She earned her doctorate from the City University of New York, completed a one-year internship at the Long Island Jewish Medical Center, and a two-year postdoctoral program at New York University Medical Center. She also completed certification in neurofeedback training. Dr. Santschi currently directs the Neurophysiology and Neurosurgery at Saint Barnabas Medical Center in New Jersey, specializing in both adult and pediatric populations.

Neuropsychology is concerned with how learning, thinking and behavior relate to the structure and function of the brain. In clinical practice this discipline is used to identify cognitive strengths and weaknesses, detect neurological conditions, and determine therapeutic options. Dr. Santschi's practice extends from diagnostic in-office assessments to hospital-based evaluations as well as cognitive testing during intra and extra operative cortical mapping.

In research and clinical therapy, Dr. Santschi integrates her knowledge of brain-behavior relationships with her training in EEG neurofeedback and her experience in mind-body medicine. She incorporates both neurofeedback and her corporate health neurofeedback as well as body scan, meditation techniques including yoga to reduce system severity frequency in people with neuro-psychiatric, and stress-related conditions.

Cornelia Santschi, Ph.D., Neuropsychology Service
 Institute for Neurology & Neurosurgery
 Saint Barnabas Medical Center
 Ambulatory Care Center, Suite 101
 200 South Orange Avenue Livingston NJ 07039
www.saintbarnabas.com
 973-322-2580

Q&A

How are training sessions conducted?
 The neurofeedback equipment is a two laptop computer setup. Electrodes are placed on the forehead near the brain regions requiring training. These are connected to a small amplifier box. The laptop directly to the computer system. The laptop detects brainwaves and amplifies them for viewing on the therapist's computer screen viewing one of several simple video screens. Parameters are established for reward learning activity when it meets the right criteria, showing the brain that it is moving in the correct direction. If the EEG falls to meet parameters, the game stops or points do not accrue.

How does neurofeedback work?
 When people suffer from trauma, injury, pain or excessive stress, they get a resulting imbalance in their brainwave patterns. Excessive low or high frequencies can lead to either over-arousal or under-arousal. The brain is amazingly adaptable and capable of learning. Neurofeedback is about what to change. Neurofeedback helps to restore and better integrate the brain's particular pattern. The feedback provided to the brain to well regulate, brainwaves (EEG) slow down to a particular pattern. The feedback provided challenges the brain to maintain this balanced "high performance" state. Gradual learning to retain this optimal functioning pattern results in reduced symptoms.



EAST WEST
 design with direction

Promotional Materials

Andrea Iorizzo
 25665 Cervantes Lane Mission Viejo, CA 92691
www.creativehotlist.com/aiorizzo

Graphic Designer
 949. 916. 5628
ae.iorizzo@gmail.com



Packaging



EAST WEST
design with direction

Andrea Iorizzo
25665 Cervantes Lane Mission Viejo, CA 92691
www.creativehotlist.com/aiorizzo

Graphic Designer
949. 916. 5628
ae.iorizzo@gmail.com