



Annual Conference 2017

Orlando, Florida



AATH ANNUAL CONFERENCE
APRIL 27-30, 2017



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This complimentary Humor Connection newsletter is one of the many ways that AATH fulfills our mission to study, practice and promote healthy humor. You can join our efforts by joining AATH at www.aath.org

Letter from the President

Come Grow With Us! The AATH Board of Directors is convinced that if you try AATH membership, you will love us! We are pleased to offer a \$99 introductory **Professional Core Membership** to those who have not yet experienced the benefits of AATH membership. This offer is only available July 1-31, 2016. Join us as a community of professionals and support our mission to study, practice and promote healthy humor. Michele from our AATH office is waiting for your call, 815-708-6587. Signing up is easy-peasy online at www.aath.org/member-benefits. Take advantage of this unique offer to experience the incredible benefits offered to our members!

A special task force also reviewed our membership levels, benefits and rates and we will be implementing these changes on July 1st. It will include a small rate increase (Regular membership increases from \$140 to \$149 and Gold increases from \$195 to \$199). SO, if your membership is up for renewal, NOW is the time to jump in and renew early!

Mark your Calendars: April 27-30 2017 for our AATH annual conference. Conference chair, Sporty King and co-chair Heidi Hanna are rumored to be thinking of offering an Early Mouse Discount that includes a free tee! Watch for this offer in future Humor Connection Newsletters! One of the major benefits of AATH is a reduction in costs for conference registration as well as the opportunity for an author book signing, exhibit space and the opportunity to register for the AATH Humor Academy and CHP (Certified Humor Professional) Program. Hint - note the \$99 offer in the preceding paragraph.

Sporty King, our enthusiastic 2017 conference chair has announced that the **speaker proposal process is now available online**. You are invited to submit a proposal for our 2017 conference in Orlando April 27-30 at the Holiday Inn Orlando: Disney Springs. [Submit proposal here](#). The conference theme is "Humor: The Power and Purpose of Play." Proposals are due August 15, 2016.

With humergy,
Mary Kay Morrison
AATH President

AATH Volunteer Spotlight

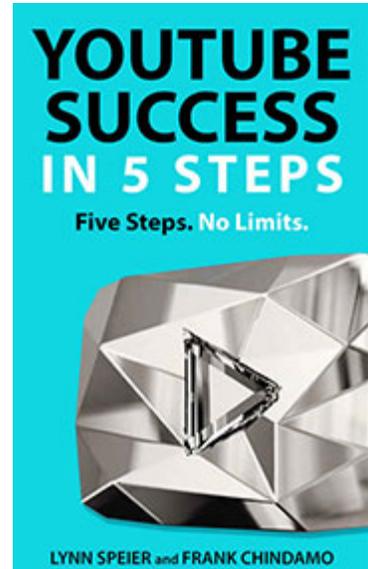
Book Review



Cynthia Keeler is not only the Logistics Coordinator for our 2017 Orlando conference, but one of our beloved Humor Academy advisors. The Level II students (Humor Buddies) in her group have greatly appreciated her energy and support. She often posts cartoons and quips for these folks on their Facebook page. Cynthia is a counselor in Winter Park, Florida. She has been a committed member and volunteer since 2012. Thanks so much Cynthia for your commitment and enthusiasm for AATH.

AATH Executive Director Honored

Kathy Velasco, Executive Director of AATH and owner of V2 Marketing Communications, our management company, was honored in December as the local recipient of the Jefferson Award. Jefferson Awards are given annually by the Jefferson Awards Foundation to local unsung heroes alongside national figures such as Ruth Bader Ginsburg, Tom Brokaw, Sonia Sotomayor, and Elie Wiesel. The Foundation was established by Jackie Kennedy Onassis with a mission to empower others to have maximum impact on the things they care about most. Kathy will be traveling to Washington, DC this month for the national awards and to be recognized for this honor.



YouTube Success in 5 Steps: Five Steps. No Limits.

by Lynn Speier, Frank Chindamo
(Reviewed by Diane Roosth)

Award winning webisode producer Frank Chindamo and Tubefilter blogger Lynn Speier co-authored a new Kindle Book titled, You Tube Success in 5 Steps: Five Steps. No Limits. This humorous guide for creatives and entrepreneurs is a refreshing tool on how to succeed on social media sites like YouTube. The authors exert that anyone with a big idea and solid execution can become the next big thing on YouTube and parlay online success into mainstream fame, fortune, a Hollywood agent, and deals with brands, TV networks, and movie studios.

Frank Chindamo is expert in the field; he has taught about web video at schools including USC, UCLA, Chapman University and Emerson College. He and Speier write about how confidence in your ideas and beliefs are key to success. We are informed how "some of the greatest successes have been dissed by naysayers." These include: Elvis Presley being "fired" after one performance and being told "he should go back to drivin' a truck;" Steven Spielberg who was "rejected

Dwayna Covey: CHP Class of 2013, Project Title - Living and Working Well with Laughter/Humor



Dwayna M. Covey, M.Ed., is a graduate of the Institute for Professional Empowerment Coaching (IPEC). She is a certified Myers-Briggs type Inventory (MBTI) Facilitator, Certified Laughter Leader, Laughter Yoga Teacher and Reiki Master. Dwayna is a member of the Coaching Center of Vermont, AATH and the International Coach Federation. She is passionate about supporting individuals and groups on their paths to positive communication, healthy work environments and intentional life choices. Dwayna's enthusiasm, authenticity and humor empower the courage in others to create the life they want. Read her column, "A Dose of Dwayna" in the Bridge Weekly, www.thebridgeweekly.com

Form an AATH Chapter!

Heidi Hanna has initiated the first local AATH chapter in California. She is ready and willing to answer your questions about the process. You can also contact Michele at the AATH office to get the AATH Regional Chapter Guidelins.

Member News

Elsagher Wins Midwest Book

from USC School of Theatre, Film & Television;" Michael Jordan "who was actually cut from his high school basketball team." Oprah Winfrey was fired from a "junior reporter job" and was told "she was unfit for television;" she wisely solicited "various opinions from teachers, mentors, and friends."

In the beginning, we are told to greenlight ourselves and turn our problems into something marketable. Identified keys to web success include: "repeatability," "choosing timeless topics," and 'creating characters with universal appeal, and avoiding local stories.' One reason we are told to do this is that according to Google, "60% of all views come from audiences who select a language other than English."

We are encouraged to find feedback friends to vet our web video-ideas, work in teams to save time and money, and develop rough ideas into viral videos and video series that appeal to the short attention spans of online viewers. The book contains many valuable links to free resources for YouTube newbies. The authors guarantee success for those who follow the informative and entertaining advice in this book.

Members who would like their book to be considered for an upcoming Humor Connection book review, should contact info@aath.org. Please use Book Review Submission in the subject line.

2016 Humor Academy Celebrations

The 6th year of the AATH Humor Academy kicked off on Thursday, April 7, 2016 with a day of intensive learning and 30 participants enrolled. Graduation was held on Thursday afternoon with 10 Students completing their third and final year of the Academy. At the conference, a

Award

AATH member, comedian and author **Brenda Elsagher** has hit a home run with her latest book. "Your Glasses Are on Top of Your Head," which showcases the humor associated with aging, has won the health category of the Midwest Book Awards. Winners were announced on May 13 in St. Paul, MN. The Midwest Book Awards are sponsored by The Midwest Independent Publishing Association. This year's awards attracted 198 titles in 30 categories. The books were copyrighted in 2015 and entered by publishers from MIPA's 12-state Midwestern region (Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin).



Brenda and her family are pictured, from left: Jehan Elsagher, Brenda Elsagher, John Elsager, Sarah Elsagher and Rox Tarrant.

Kathy Laurenhue has moved to Australia for a sabbatical. She is still actively engaged in searching for humor stories and submitted this one:

Using Comedy to Fight Oppression

The post below is especially relevant to our organization, describing how Srdja Popovic, author of *Blueprint for Revolution*, drew upon frontline experiences related to overthrowing oppressive regimes and found "comedy works -you can't laugh and be afraid at the same time, and oppressive regimes prefer that you be afraid so they can control you. So create street theater ridiculing your adversary while being totally legal.

new designation for 3-year Humor Academy graduates was offered. 19 prior graduates (formerly H.A.G.s) and the 2016 Level III graduates applied and were accepted to receive this certification. The 29 were honored with a C.H.P. pin and certificate at the 2016 Conference Banquet.

DONATIONS TO AATH ARE TAX DEDUCTIBLE: *Thank you for your continued support of AATH!*

You can write a check to AATH and send to the office or you can:

1. **[AATH 2017 CONFERENCE SPONSORSHIP](#):** There are many ways that you can be a sponsor for our AATH conference for as little as \$50.

2. **SCHOLARSHIP DONATION:** You can designate your gift to the William Fry, Patty Wooten or Ed Dunkelblau scholarship fund.

To make a tax-deductible gift to AATH, you may send check donations to the AATH office at: *220 East State St., Floor G Rockford, IL 61104*

MEMBER ASSISTANCE: If you need help with renewing your membership, or if you forget your member website log-in information, reach out to Michele St. Clair and her team at **815-708-6587**.

Violence doesn't work. You're trying to hit a much bigger opponent at his strongest point. Also, all that dying makes it a bit unsustainable.

"One of Otpor!'s most memorable and effective pieces of street theater involved white flowers stuck on turkeys:

"In one protest against Milosevic Otpor! activists in the Serbian town of Kragujevac took white flowers-which represented the dictator's despised wife, who had worn a plastic one in her hair every day-and stuck them onto the heads of turkeys, a bird whose Serbian name is one of the worst things you can call a woman. The freshly accessorized turkeys were then let loose in the streets of Kragujevac, and the public was treated to a comical display of Milosevic's ferocious policemen running around and foolishly tripping over themselves as the birds scattered and squawked all over the place.

The best part about it all was that the cops didn't really have a choice, as to let the turkeys run free was to signal to Otpor! that their insubordination would be tolerated. But once you've seen a burly cop chasing a turkey, like a character from an old-fashioned cartoon, can you ever be afraid of him again? It was an example of creative thinking that turned the security forces into a punch line in front of all the morning commuters and plenty of smirking journalists who arrived on the scene to take photos, and all it took was a trip to the poultry farm and a bit of imagination."

Popovic conveys his hard-earned wisdom with hilarity, but he also makes a point of emphasizing the rigor of nonviolent struggle.

SEND YOUR MEMBER NEWS:
info@aath.org

REMINDER: AATH is officially recognized as a 501c3 and has been vetted by UNITED WAY. If you or anyone you know makes donations through United Way, please consider designating a portion of your generous gift to AATH and please let others know of this opportunity.