

HUMOR CONNECTION



Association for Applied
& Therapeutic Humor



The Home for Humor & Laughter Professionals

July 2018

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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



Beth Slazak, CHP
2018-2019 AATH President

It is HOT here this month!

We have been setting record high temperatures and that can cause challenges. Remember to combat heated bodies and heated tempers with some cool humor. This year's conference – "Too Soon?" will address using humor under times of duress, and it is an important topic for our field.

Please help keep tempers low and humor high this summer with well-timed fun. Host a giggle fest in air-conditioning with friends, gather everyone in the shade for some guffaws, or dip into your chuckle bank every time you dip into the pool. My goal – laugh till I cry.

And then attend the conference to learn more on this topic from the best

in the field!

- Beth

Save the Date

Our AATH 2019 conference, **Too Soon? The Timing of Humor** will be held on April 4-7, 2019 at the DoubleTree, Chicago-Oak Brook in Oak Brook, Illinois.

Watch your inbox for opportunities to apply for scholarships and to present research at the conference. They will be coming soon!



Episode 22: Gina Barreca

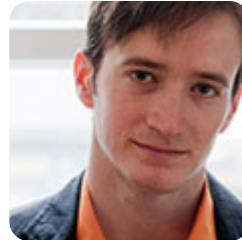


"If you lean in, will men just look down your blouse?" is the new book and this week on Laughbox we discuss that and a lifetime of laughter with Dr. Gina Barreca! What an honor it was for me to spend some time talking to someone who

isn't afraid to tackle the tough issues and is able to get people to listen because of her smart humor. You're not going to want to miss this episode!

[Gina Barreca](#)

Episode 23: Drew Tarvin



Are we there yet? I have to go to the bathroom! I'm hungry! Yes, I've been on enough road trips with my kids to know that they're not as fun as you imagine before the trip begins. But that's because I travelled with them and NOT Drew

Tarvin! Drew's a comedian, speaker, author, entrepreneur and spent a year traveling to ALL 50 states and sharing a laugh with the residents there. On this week's episode, he shares a little about his travels and how you can curate the comedy in your own life to make a positive impact for yourself and those around you. Take a listen....but have a pen and paper ready ahead of time (you're going to want to take notes)!

[Drew Tarvin](#)

Member News



San Angelo's Piccolo the Clown spreads healing of 'Prescription Humor'

Our very own **Kathy Keaton** talks about her work as Piccolo and the impact it has made on those around her.

[Check it Out!](#)

Beth and Mr. Rogers

As the new Mr. Rogers documentary hits movie theatres near you, a popular interview is with our own **Beth User, CHP**.

Here's an article on her story.



Check it Out!

Are your meeting participants paying attention?

That's what the Business News Daily wanted to know in their June 22nd article, so of



course, they included **Paul Osincup's** ideas.

Check it out!

Got Stress? You know who to call!

Heidi Hanna, CHP, was interviewed on June 29th in an HLN feature on Stress in America. Check it out below!



Jim-Bob joins The Mighty Schmucks!



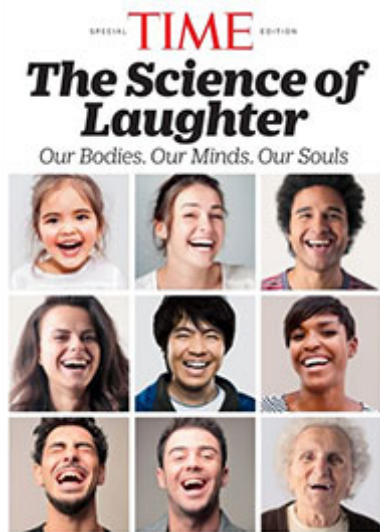
Jim-Bob Williams is featured in the article "Charleston gets new improv comedy group" in the July 11th issue of the Charleston Gazette. Jim-Bob is the, ahem, more "senior" member of the group in the center of the photo.

Check it Out!

The Science of Laughter

Past AATH president and Lifetime Achievement Award recipient, **Allen Klein** and member and frequent speaker **Dr. Lee Berk** were both included in Time magazine's special edition of The Science

of Laughter that was published at the end of June. Pick it up!



SoCal Chapter of AATH Meets

We had a good attendance for a summer Saturday, June 16: Mary Laskin hosted, Karyn Buxman, Jill Knox, Nanciann Horvath, Sue Stevenson (accompanied by the unofficial chapter mascot, Skipper) attended in person, while Frank Chindamo, Steve Sultanoff, and Dorothy Pincus joined by Zoom. We had a surprise guest join us after the meeting started, Deborah "Deb" Harbinson and a friend, who were in town from Arizona for a Palliative Care Conference.

Mary Laskin will be taking over from Heidi Hanna as Chair of the Chapter. We spent most of the meeting discussing this year's conference in San Diego. Feedback overall was positive, especially in regards to the Comedy for Caregivers event. It was felt that it added a lot of value by establishing connections to the community.

[Read More...](#)

Lions Health, Day 2: Fear factors, pharma humor and how can we win next year?

June 20, 2018 - 9:08 am

CANNES, France—Pharma is getting funny, and it's working. That's one Lions takeaway for attendees from Syneos Health, whose execs reflected on the sessions and shortlisted work in a cabana where staff was setting up for a party, but allowing visitors into its shade on sufferance. "I'm just excited to see pharma continue to experiment with its emerging humorous voice, and trying to figure out how to talk about healthcare in a light way," said Leigh Householder, EVP and managing director of innovation and insight.

She listed a few examples on this year's awards shortlist, including a Danish campaign for sunblock, Help Dave, featuring a woeful sunbather with unfortunate tan lines, and the Lions-winning social campaign for Takeda's antidepressant Trintellix, created by McCann New York and Klick Health.

“We’re just starting to see how pharma brands are figuring out how to infuse a little bit of the humor our patients have, and I’m really liking it.”

“And it gives them a much more human voice because of it,” chimed in Sam Cannizzaro, executive creative director of GSW Advertising. “Humor makes it more youthful... brands can feel more real, authentic, conversational, rather than using data point after data point after data point.”

[Click for more info](#)

Book Review

Naked

By David Sedaris

Reading this collection of stories in my front yard means laughing- out of control, even stopping pedestrians on the street. Sedaris regales us with stories about his family from North Carolina- Mom his confidant and wise teacher, helps him grow up to be strong amid imaginatively clever sisters plus his red- necked brother.

You may see your own father in David’s patriarch, as he saves dough, wears clownishly mismatched colors and worships golf. I found the wardrobe of his father beyond hysterical, even as I tolerate my father- in- law, who at 89 wears pants labeled “starting line-up.” This book is truly medicinal.

David’s hindsight is 20/20 on travelogues, his former deranged employers and his one true love, Hugh. His sparkling vocabulary and timing combine well with the characters, who will take you out of yourself into a supreme humor release. He has found the funny bone and tickles it incessantly.

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