



Economic Stimulus? There May Be No Better Time to Maintain Your Professional Alliances!

Times are tough! Earlier this year, the markets dipped to a 12-year low, and while they seem to be stabilizing, for many of us, full economic recovery seems to be a distant reality.

As with everything in life, we have choices to make. We can choose to cry doom and gloom or we can do everything possible to improve the situation. While the markets may be low, interest in bio and neurofeedback is high. Pick up any newspaper or public media publications and you are likely to find an item on the subject. As the general public seeks solutions to their own healthcare needs, bio and neurofeedback have an important position to play in offering non-pharmacologic alternatives. Now is the time to seize the opportunity.

One of the most important things that you can do now is to maintain your professional alliances. There is no better time to be active in organizations like AAPB and BCIA. In doing so, you give yourself an edge. Just as your family is always there to support you, your professional family—your professional association—is there to provide a network of resources that can make the difference in support of your career.

The single highest-rated benefit of AAPB is networking. Here are some of the networking and professional support opportunities that are available to you as part of the AAPB family:

- The Clinician's Tool Kit—as an AAPB member, you have access to this outstanding resource offering clinicians support in providing facts about psychophysiology and biofeedback to consumers, help in answering questions about CPT codes and insurance concerns, justification for the use of bio and neurofeedback, and examples of the media's interest in our field and how you might approach the media in your community.
- The Annual Conference—you will not find an atmosphere that exemplifies a "family" gathering more than the AAPB Annual Conference. The educational offerings are extensive, advanced, and always of high quality. The overriding value of the education is the openness of sharing among peers and a willingness to help each other in advancing their careers. The social activities are the epitome of networking and professional information exchange.
- AAPB's searchable online membership directory offers members the capability to locate others in their area or others of interest to initiate additional networking.
- Our Divisions and Sections are designed to provide opportunities for individuals with similar professional interests to share clinical challenges, research, and other information. Divisions and Sections have the opportunity to meet during the AAPB annual meeting. They also have listservs that allow for an ongoing dialogue throughout the year—an excellent way to stay abreast of technology changes and updates in your specific areas of interest.
- AAPB's Teleseminar series offers an opportunity to participate in exceptional education without incurring the cost of travel. A sampling of some of the topics that have been presented include: "Brain Anatomy and Psychology for Biofeedback and Neurofeedback Therapists," "Differential Diagnosis and Management

of Headaches," "Psychophysiological Issues in Fibromyalgia: From Theory to Treatment," "HRV and Trauma," and much more.

- AAPB's Job Board and Classified Ads offer the opportunity to find positions available, post help wanted listings, find clinical equipment for sale, or post items to be sold.
- There are many more services to help you maintain your competitive edge. To mention a few, there is the journal, Applied Psychophysiology and Biofeedback; our newsmagazine, Biofeedback; the online newsletter, AAPB Presidents Letter; and AAPB's outstanding publications including The Neurofeedback Book and our newly published Biofeedback Mastery: An Experiential Teaching and Self-Training Manual. Our new edition of Evidence-Based Practice for Biofeedback and Neurofeedback is the only publication of its kind providing up-to-date empirical data and clinical research detailing the efficacy of bio and neurofeedback.

As you consider your options for riding out the current economic storm, it is important to know that your professional association is there to help. We can always accomplish more collectively than anyone can achieve on their own. While it may not always be obvious, we are continually working behind the scenes to influence better insurance coverage, greater public awareness, enhanced acceptance throughout the healthcare community, and gain recognition for the non-pharmacological, long-term benefits offered by psychophysiology and biofeedback services.

Again, these are difficult times. Don't overlook the invaluable resource that you have before you. And don't be shy about offering your assistance and involvement in committees and other volunteer activities. Volunteer involvement is one of the best ways to network and stay connected with your professional family. Make the right choice! Get involved—and maintain your professional alliances.

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