



**Applied Behavior Analysis and Organizational Behavior Management Conference**  
***“A Conversation About Punishment: 3 Perspectives”***  
**Friday, February 4, 2011**



*Florida Institute of Technology*  
School of Psychology  
Applied Behavior Analysis  
150 W. University Blvd.  
Melbourne, FL 32901-6975

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*presenting the fifth annual*  
**Applied Behavior Analysis and Organizational Behavior  
Management Conference**

***“A Conversation About Punishment:  
3 Perspectives”***

**Friday, February 4, 2011  
9 a.m.–4 p.m.**

**Gleason Performing Arts Center**



# Applied Behavior Analysis and Organizational Behavior Management Conference

## “A Conversation About Punishment: 3 Perspectives”

“To ignore a natural phenomenon and its implications for a technology of behavior is akin to ignoring the physical nature of the universe.”

—Tim Vollmer, (2002)

Punishment works, by definition. To remove any procedure linked with punishment from the available interventions to be implemented is problematic. On the other side of the same coin, however, it is equally, if not more disadvantageous, to rely on punishment procedures in the absence of empirically validated function-based procedures. Is it possible that a balance between these two extremes can be struck? To fully realize the power of Behavior Analysis as a means for creating lasting changes in behavior, we must explore that very possibility.

### Conference Speakers

#### Merrill Winston, Ph.D., BCBA

Dr. Winston specializes in the analysis and treatment of severe behavior disorders with special populations. His range of treatment experience includes feeding disorders, self-injury, severe aggression, language acquisition and skill acquisition problems. Dr. Winston is a popular speaker at conferences and conducts presentations on a wide variety of topics in behavior analysis including psychotropic medication usage, mental illness, autism, exceptional student education, assessment and treatment of behavior problems, IEP goal selection and measurement, and a variety of conceptual issues as they relate to conducting behavior analysis and treatment with a broad range of populations. Dr. Winston has worked in a variety of settings including private homes, group homes, large institutions, secured facilities, schools and day-treatment programs. He is an experienced expert witness and frequently consults with attorneys, parents and advocates of persons with disabilities.

#### Matthew Israel, Ph.D.

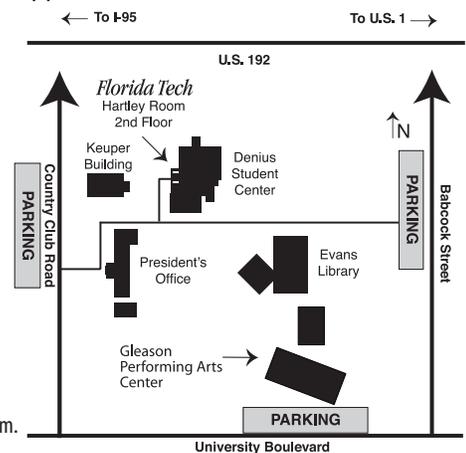
Matthew Israel studied behavioral psychology under B.F. Skinner both as an undergraduate and graduate student. In 1971, Dr. Israel opened a school that would provide behavioral treatment to children and young adults with autism and/or conduct/psychiatric problems. Today that school is the Judge Rotenberg Educational Center (JRC), which serves 225 residential students with a staff of 927, including 13 behavioral clinicians. JRC has a near-zero rejection/expulsion policy, uses no or minimal psychotropic drugs, and is uncompromising in its use of a consistent behavioral education and treatment program. Although JRC is widely known for its use of supplementary skin-shock aversives when positive-only procedures are insufficiently effective, its positive reward systems and use of computerized self-instructional systems are extensive and unique. In 2010 Dr. Israel and his colleagues published the largest case study of the behavioral treatment of aggression with supplementary skin shock in the literature.

#### Aubrey Daniels, Ph.D.

Aubrey C. Daniels is the world's foremost authority on applying the scientifically proven laws of human behavior to the workplace. His management consulting firm, Aubrey Daniels International (ADI), works with business leaders such as DaimlerChrysler, Blue Cross Blue Shield, NASA, Roche Laboratories and Westinghouse to develop management strategies that reinforce critical behaviors vital to their long-term success. Daniels is the author of several best-selling books widely recognized as international management classics. His books have been translated into Japanese, Chinese, Korean, Spanish and French and have been licensed in China, India, Indonesia, Japan, Korea, Romania and Saudi Arabia. A passionate thought leader and an internationally recognized expert on management, leadership and workplace issues, Daniels has been featured in USA Today, The Wall Street Journal, The New York Times, The Washington Post, Fortune, CNN and CNBC. Daniels received his doctorate from the University of Florida, where he also earned his master's degree and was a member of Phi Beta Kappa.

Register early by  
mail or pay at the  
conference.

There will be an exhibitor's forum in the Hartley Room of the Denius Student Center from noon to 1:30 p.m. Those interested in participating should e-mail [conversation3perspectives@gmail.com](mailto:conversation3perspectives@gmail.com).



### ABA/OBM Conference Registration Form

Early Registration deadline: Monday, January 10

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
Affiliation \_\_\_\_\_  
Phone \_\_\_\_\_  
E-mail \_\_\_\_\_

Fee: \$40/person before Jan. 10, 2011; \$50 at the door; Florida Tech Students Free (deli lunch is included)

I wish to pay my fee of \$ \_\_\_\_\_ by:

- Enclosed Check (Make check payable to Florida Institute of Technology and mail with form to Florida Tech, School of Psychology, Society for Performance Management, 150 W. University Blvd., Melbourne, FL 32901-6975.)
- Pay by Credit Card
- I am a BCBA or BCaBA and would like to earn 4.5 CEUs for my attendance at no additional charge—compliments of ABA Technologies Inc., a BACB-approved provider of Type II CEUs for BCBA, BCABA and Florida CBA (Provider # OP-02-0023).

#### CREDIT CARD INFORMATION

Name (on card) \_\_\_\_\_  
Card Number  Visa  MasterCard  Discover  AmEx

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Please charge my credit card \$ \_\_\_\_\_

Signature \_\_\_\_\_