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TA & SOCIAL RESPONSIBILITY

Getting Involved, Building Community

by Bill Cornell

We are pleased to publish this article in the initial Script of 2014 in honor of the 50th anniversary of the founding of the ITAA. We hope it will be the first of many reader contributions about their work in the area of TA and social responsibility. Let us hear from you!

After reading Jean-Paul Godet's article, "Dare We Get Involved?" in the September 2013 Script, I was inspired to write about my involvement with my neighborhood: a poor, marginalized, and predominantly African-American community in Pittsburgh.

After my sons were grown and on their own, I decided to sell our old farmhouse and move into Pittsburgh. The house, built in 1825, was home and

hearth to my sons all their lives. It was not easy to leave. Situated in the middle of acres of land, at the end of a dirt lane, the farm afforded isolation, privacy, silence, and a night sky full of stars.

My new home is on one of the busiest streets in the city, with a bus stop in front and a shockingly bright street-light shining in the windows at night. When I first moved in, prostitutes and drug dealers worked the corners opposite my house. Gone were the silence, the privacy, and the beautiful night sky. Found was a distressed but lively community that had fallen on hard times but was determined to revive and revitalize itself. Ten years earlier, 80% percent of the storefronts on my street



The Bloomfield-Garfield Corporation (BGC) board
(Bill Cornell second row, first on left)

were vacant, and 50% of the houses were abandoned. The neighborhood had become a dangerous ghetto, but it was changing, largely through the force of will of some of the residents.

Recently, Moniek Thunnissen and her daughter from the Netherlands visited us. We gave them a tour of some of the many beauties of the city of Pittsburgh and then drove them around some of the rougher, debilitated parts of our neighborhood. Moniek asked with amazement, “Where is the government?” It can be hard for many from Europe to grasp how this level of neglect and poverty can occur in the United States—whole communities abandoned by local, state, and federal governments. Sadly, this is not uncommon. All too often in our poor communities, residents who can leave gradually do, and the neighborhood collapses into resignation and passivity. While the civil rights movement of the 1960s and 1970s made dramatic changes in the lives

“I’ve learned the necessity of patiently, persistently soliciting the input of those who will be affected by a decision. This can be a long, frustrating experience, often requiring months, even years, of effort.”

of many African Americans, the scars of racism remain, and poor, black communities are too often marginalized and suffer the most.

More than 30 years ago, a Catholic priest in this community told his parishioners, “You don’t have to live this way, but if you wait for the government to do something, this is how you will continue to live. Let’s do something.” He dared people to get involved. He organized a community development group: the Bloomfield-Garfield Corporation (BGC). It was named for the two adjacent neighborhoods, one predominantly white, the other black. It took many years of hard, frustrating work to begin to stabilize the neighborhood. The BGC has a dedicated, skilled staff who have worked in the community for 3 decades. They were followers of Saul Alinsky, a white community organizer who wrote *Rules for Radicals* and fought the conditions in the ghettos of Chicago.

Typically, in the United States, marginalized neighborhoods are “saved” by gentrification, in which developers buy the cheap, nearly worthless properties and turn them into middle-class communities such that the original, poor residents can no longer afford to live there. The BGC is committed to restoring the neighborhood while keeping the residents in place, not an easy thing to do. The board is multiracial, with a wide range of ages, education, and occupations and includes long-time residents and new folks like me. It sets the policies

and priorities for the paid staff to carry out.

I have learned so much about what it takes to build and maintain a community from my involvement with BGC. The first thing was that it was possible for a working group to prioritize the needs and tasks of the community over the egos of individual board members. The issues we address are often complex and the decisions without clear and certain outcomes. Priorities and opinions often differ. The staff sometimes disagrees with the board. Debates can be intense. But the needs of the community carry the day, and once a decision is made, individual preferences are set aside, and people work together for the common good. After serving for many years on the boards of my professional associations, often dominated by competitive and posturing egos, BGC has been like a miracle.

I’ve learned the necessity of patiently, persistently soliciting the input of those who will be affected by a decision. This can be a long, frustrating experience, often requiring months, even years, of effort. Many people in poor neighborhoods have given up and have zero belief that anyone in authority will care about what they think and want. It is not easy to overcome this distrust. We experienced a rather shocking example of this last year. A grocery store compa-

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the SCRIPT

Newsletter of the International Transactional Analysis Association

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“When I joined the neighborhood board, my intention was to make a contribution, and I have. What I didn’t anticipate was how much I would learn from daring to get involved.”

ny proposed buying an empty building and parking lot to build a new grocery store. This was to be the first grocery store in the neighborhood in 30 years. All too typical of poor neighborhoods, the main grocery store had closed because there wasn’t enough profit. Thus, people were forced to buy overpriced, crummy food in “convenience” stores or take the bus to a larger market. We are a neighborhood of many elderly people and others who do not have cars. Suddenly, there was to be a real grocery store within walking distance. But it required zoning changes and neighborhood approval. The store site was opposite the black neighborhood but abutting a middle-class, white neighborhood. To our shock, many of the white neighbors organized, opposed the store (they all had cars and could easily drive to Whole Foods), and defeated the proposal. The African-American neighborhood, accustomed to these flare-

ups of covert racism, largely withdrew. The BGC dared people to stay involved. We organized community meetings, the grocery store chain decided to stand up to the opposition, and after more than a year of contentious community meetings, the grocery store won approval and is now being built. Without the involvement of the community, the BGC alone could not have turned this around.

I have also learned about the elements that create the fabric of community: housing, land use, safety, respect, schooling, jobs, churches, and police. The BGC board has committees working actively in all of these areas. Each is essential. We worked for 2 years with the Garfield community to envision a 20-year redevelopment plan, including owner and rental housing, park spaces, community gardens, and walking trails. The BGC staff has overseen the demolition of abandoned houses and the building of new, subsidized housing. We have given many families, known here as the “working poor,” the chance to buy their own home for the first time. We work with banks, and local churches do credit and finance counseling (as well as repair or build some of the houses). Every month a

“The first thing I learned was that it was possible for a working group to prioritize the needs and tasks of the community over the egos of individual board members.”

few of the blighted houses are gone and gradually replaced by new homes that foster a sense of pride and care. We provide in-school and after-school tutoring and mentoring, an employment service, and a free computer center. We work with the businesses that are returning to the community to see themselves as stakeholders and to work together for the common good of the community. We work closely with the police, insisting that our community receive the same level of police attention and protection as the wealthier (and usually whiter) communities do, and the police are now doing exactly that. The BGC staff and board members meet with the city politicians and foundations that often supply the money that make this work possible. All of these threads form the fabric of a cohesive community.

When I joined the neighborhood board, my intention was to make a contribution, and I have. What I didn’t anticipate was how much I would learn from daring to get involved. 📍

EXAM CALENDAR				
Exam	Exam Adm.	Exam Date	Location	App. Deadline
CTA Exams	IBOC	6 Aug 2014	San Francisco, USA	6 May 2014
	IBOC	14 Nov 2014	Wellington, NZ	14 Aug 2014
TSTA	IBOC	5-6 Aug 2014	San Francisco, USA	5 Feb 2014
CTA Written	All Regions (Non-Europe)	Your choice	See contact information below	Your choice
TEW	IBOC	10-12 Aug 2014	San Francisco, USA	10 Apr 2014

Write to the IBOC at iboc@itaaworld.org closer to the exam dates for further details. Also see ta-trainingandcertification.net for more information.

Share Your ITAA News and Photos

Now that *The Script* has gone digital, we hope you will take advantage of the opportunity to easily and quickly share news and photos of transactional analysis activities in your region. Send your submissions electronically to managing editor Robin Fryer at robinfryer@aol.com.

Archive Fund Reaches Its Initial Goal!

By Carol Solomon

We have done it! We have reached our initial fund-raising goal of \$38,000 to complete the first phase of digitizing the Eric Berne Archive at the University of California, San Francisco (UCSF)!

On 9 August 2014 at the TA World Conference in San Francisco, we will be unveiling the Eric Berne Collection: an online digital archive of the work of Eric Berne. This material will then be available to learners around the world forever and for free. This

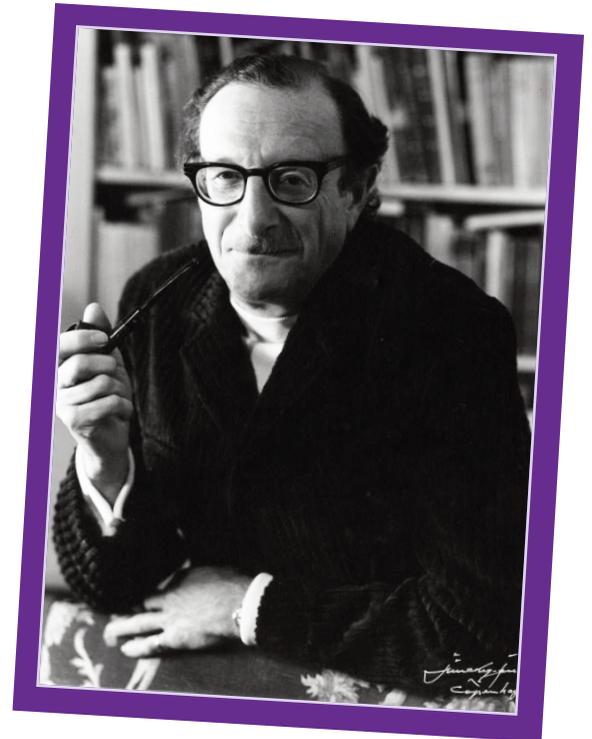
collection will complete phase one of this project and will be comprised of approximately half of the material now held at the library. The UCSF library will also have a display of Eric's papers and memorabilia on view during the San Francisco conference. All conference delegates and the public are invited to visit.

The UCSF library is also now featuring the Eric Berne Collection in its [newsletter](#) and [blog](#), and we invite you to follow our progress by clicking on the links.

During the first phase of this project, donations have been received from 80 individuals and 15 groups and associations around the world. The project was well received at the con-

"Your support will keep the legacy of Eric Berne and transactional analysis alive for generations to come."

ferences in Chennai, Osaka, and Long Beach, and we have decided to continue with our fund-raising efforts to accomplish the second



and final phase of the project. When we reach our final goal, we will have a complete digital collection of Eric Berne's work.

Please join us and become a contributor as we work to increase the size of this online treasure. You can donate easily via credit card, Paypal, or check at EricBerneArchives.org.

Your support will keep the legacy of Eric Berne and transactional analysis alive for generations to come.

The archive team members are Carol Solomon, Terry Berne, Ann Heathcote, Marco Mazzetti, and Gloria Noriega. Please send any questions to Carol by email at solomon.phd@gmail.com. 

Help Connect TAJ Donations to Interested Parties

We are happy to report that we have received several offers of donated TAJs/TABs and TA books as well as information from individuals/groups who can make good use of them. However, we do not have the staff to coordinate this project and so are looking for a volunteer to connect the donators with those who would like the materials. If you are willing to serve the international TA community in this important way, please contact Robin Fryer at robinfryer@aol.com.

Carpathia Men on the Queen Mary

by Chuck Holland

The happenings of your daily life help define and cleanse your script (Steiner, 1974, p. 76) or autonomy (Quiett, 2005). “For example, if you chose your career to please your parents instead of yourself, your choice may be script bound. The other part of your life which has been free of such controlling influences, that is based on your own creative drive and free choices is the autonomous part of your life” (Campos, 2007, p. 26). Eric Berne (1972) wrote about the Child: “He looks wistfully for heroes with similar equipment who have followed different, and perhaps happier, paths, hoping to find a way out, or a way in” (p. 136).

How we live is often determined by how merciful (Taber, 2013) we are. It is my opinion that women are better at forgiveness, perhaps because when they were young they had 12 scheduled cleansings per year. In 1975 Vann Joines penned in a pamphlet, “The way individuals can learn new and more productive patterns of behavior is to be taught

how to stroke themselves positively and get positive strokes from others for succeeding” (p. 10). Men seem to have to intentionally design support systems for themselves in their quest for autonomy. This self-mercy makes it easier to find heroes and also to become one.

Two morning meetings in the Carpathia Room of the Queen Mary during the 3-5 October 2013 USATAA Conference provided permissions, protections, and potency (Steiner, 1968, pp. 62-64) to the men who attended. As the meeting began on Friday, Jonathan Weiss said, “I make it a priority to attend these men’s gatherings because generally something good and powerful happens!” This may be because at these meeting there is authentic stroking (Weiss, 1969, p. 6).

Most of us know the story of how the Titanic sank in April 1912. Eric Berne was not yet 2 years old and living in Montreal, Canada (Berne, 2010, p. 10). When the ocean liner Carpathia heard the distress signal from the Titanic, she turned and headed full steam to the aid of the sinking ship. When we approach a tragedy in our own lives, we hope that someone hears our distress and powerfully and mercifully heads our



way (Quiett, 2005). We are all in need of heroes.

One hundred and one years later, transactional analysis men mentored both by Eric and his mentees met twice in the Carpathia Room. There were young and seasoned TAers from several countries, states, and cultures. The following men experienced strokes or mercy in one or both meetings: Eric Baker, Dutch Berkeley, Tom Burton, Leonard Campos, Oded Gafni, Bernard Gentelet, Michael Harsh, Bob Hempel, Chuck Holland, Vann Joines, Vern Masse, Leonard Lang, Tom Nissley, Ray Quiett, Al Rabiei, Ravi Sethi, Felix Smith, Ken Taber, Piter van der Woude, Jonathan Weiss, and Cedric Wood.

Since the earliest TA conferences, men have met. We need healthy

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Chuck Holland is a Certified Transactional Analyst and can be reached at cwh7institute@gmail.com. This article will also be published in the USATAA-Net.

Call for ITAA Board Nominations

The following positions are open for nominations. **Deadline:** 31 May 2014.

Officers (nominations allowed from any region and elected at large by all ITAA voting members)

- President-Elect (2015)
- Secretary (2015-2017)
- Vice President Development (2015-2017)

Regional Trustee (nomination and election only by members of the region)

- India/Asia (2015-2017)

Nominations require the name and consent signature of the nominee (it may be yourself), the name of the person making the nomination, and the name of the person seconding the nomination. To be eligible for nomination, trustees may not have already served two consecutive terms of office in any position on the board. Position statements (charters) that describe the function and selection criteria for each of the officer positions are available in the Guidelines (part of the official documentation) on the ITAA website at www.taworld.org. Nominees are encouraged to read and understand these before accepting nomination.

Send nominations to ITAA Nominations Chair Sumithra Sharatkumar at sumithrask@gmail.com.

Those who accept nomination to the above positions must email a written statement and digital photo to the nominations chair as soon as possible and no later than the 31 May deadline. Statements should be a maximum of 250 words.

Election Procedures: As per the ITAA bylaws (revised 1996), if there is no more than one candidate per position, there will be no ballot, and the results of the election will be announced in *The Script* newsletter. Unopposed candidates will take up their positions following the annual general meeting (AGM) in August 2014. If there is more than one nominee for a position, a ballot will be sent to all voting members within 60 days of the close of nominations. The deadline for return of ballots is 60 days from the date of mailing. The results of the election will be announced to the candidates within 30 days after the election results are determined and to the voting membership as soon as practical thereafter. The winning candidate(s) will take up his or her (their) position(s) on 1 January 2015.

If you have not already submitted a Consent to Use of Electronic Transmissions so that you are eligible to vote electronically in the case of a ballot, we urge you to do so right away by [clicking here](#).

Reviewers Wanted for TAJ on "Loss, Death, & Dying"

Papers are coming in for the TAJ theme issue on "Loss, Death, and Dying" guest edited by Ann Heathcote and Steff Oates. We are looking for individuals with experience and expertise in this area who would be willing to act as resource reviewers for these submissions. If you can help, please send a short statement about your experience to robinfryer@aol.com.

Carpathia Men

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male peers who comfort us. As transactional analysts, we are assertive and ask for what we need. If you are a man and do not have a personal support group, start one soon for yourself. And make a note to meet with us in San Francisco in August 2014 at the World TA Conference. The theme is "TA Now: A Game Changer." Mercy is heroic action and a game changer. 📍

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The ITAA Website
www.itaaworld.org

2014 TA World Conference

**6-9 August
San Francisco**

**San Francisco
Airport Marriott Waterfront**

CTA/TSTA Exams: 5-6 August

TEW: 10-12 August



You Are Invited to the 2014 TA World Conference!



San Francisco is the birthplace of transactional analysis, and 2014 is the 50th anniversary of the founding of the International Transactional Analysis Association. It is a moving tribute to half a century of development since the heady days of 1964 that we are to meet here again to hold the 2014 World TA Conference. Please bring your ideas and new thinking to the table here, perhaps in the form of a workshop or in your participation as a delegate at this auspicious event. You will be most welcome. TA always was a game changer and still is, but only if we, as Thoreau said, “Learn to reawaken and keep ourselves awake . . . by an infinite expectation of the dawn.”

- John Heath, ITAA President



In San Francisco we will celebrate our history and our fraternity: how we were, how we have been, and how we are today. The San Francisco Conference is taking place 50 years after the publication of *Games People Play* and the official founding of the ITAA, and it looks like it will be an excellent chance for a celebration. But most importantly, we will be there together, from all around the world, to show how we bear witness today to the same basic values that have always characterized transactional analysis: our wish to serve the human community, our trust in people, and our willingness to stay connected in a single, whole community whose boundaries are our planet’s boundaries. Fifty years on, we are embodying Eric Berne’s cross-cultural vision with our commitment to staying together, developing together, and sharing together our international flavor. Of this we can be proud!

- Marco Mazzetti, EATA President

Call for Proposals:

www.proposalspace.com/calls/d/309

Deadline: 31 January 2014

For more information and to register:

www.2014worldtaconference.org

or contact

**Conference Chair Lucy Freedman at
2014worldtaconference@usataa.org**

KEYNOTE

Emotional Impact: Harnessing Psychological-Level Communication

Jeffrey Zeig

This presentation will speak to what is happening all the time at the psychological level, where our transactional analysis game theory says that payoffs occur. Jeffrey Zeig, PhD, has known of TA since early in his career, has organized significant conferences (at which Mary and Robert Goulding were frequent presenters), and has said that he is deeply honored to speak at our World Conference. His current area of interest is extracting implicit codes of influence from various arts, including movies, music, painting, poetry, and fiction. These codes can be used to empower professional practice and everyday communication.



Jeffrey Zeig

Jeff is the founder and director of the Milton H. Erickson Foundation, having studied intermittently with Dr. Erickson for more than 6 years. He has edited, coedited, authored, or coauthored more than 20 books that appear in 12 foreign languages. Dr. Zeig is the architect of The Evolution of Psychotherapy Conferences, considered the most important conferences in the history of psychotherapy. He also organizes the Brief Therapy Conferences, the Couples Conferences, and the International Congresses on Ericksonian Approaches to Hypnosis and Psychotherapy. Dr. Zeig is on the editorial board of numerous journals and is a Fellow of the American Psychological Association (Division 29, Psychotherapy) and of the American Society of Clinical Hypnosis. He is a Distinguished Practitioner in the National Academy of Practice in Psychology of the National Academies of Practice. A psychologist and marriage and family therapist in private practice in Phoenix, Arizona, Dr. Zeig conducts workshops internationally in more than 40 countries and speaks at major universities and teaching hospitals, including the Mayo Clinic, Menningers, and MD Anderson.

TA 101

Vann Joines, PhD, TSTA, and Josephine Lewis, PsyD, TSTA, will teach a TA 101 course at the 2014 World Conference in San Francisco. The course will be held just before the conference, on 5-6 August 2014, 9AM to 5PM daily. The TA 101 is a comprehensive introduction to the theory and practice of transactional analysis. As developed by Eric Berne, TA is both a theory of personality and human interaction and a methodology that can be applied in psychotherapy, counseling, education, and organizational consultation. This course provides a new perspective for understanding human behavior and effecting change. The format is a combination of lecture, group discussion, experiential exercises, and fun under the leadership of two certified Teaching and Supervising Transactional Analysts. Attendance at the TA 101 gives participants credit toward the Transactional Analysis Practitioner Certification in USATAA and continuing education credits.



Vann Joines



Josephine Lewis

Photos Needed for Conference Slideshow on “TA Around the World”

TA is alive and well in more than 65 countries around the world. Most of us will not have the pleasure of visiting many of these places to see the natural beauty and meet the people. Therefore, to celebrate 50 years of the ITAA and the 2014 TA World Conference, Carol Solomon is developing a photo presentation that will showcase the richness of our worldwide presence. We invite you to participate by sending five favorite photos of your country and people to solomon.phd@gmail.com. Please note your name, city, state, and country. Deadline: 1 May 2014. We look forward to hearing from you!

Symposia on Applying TA

SYMPOSIUM ON PSYCHOTHERAPY AND COUNSELING

Therapeutic Methods in Transactional Analysis: Current Perspectives and Emerging Developments

Organized by Richard Erskine

The therapeutic methods of transactional analysis have evolved over the past 50 years. This day-long symposium for psychotherapists and counselors will feature seven distinguished transactional analysts from around the world who have contributed to the growth and development of TA and are continuing to advance the theory through their work. The symposium is for practitioners who want to glean best practices to incorporate into their own work. Through a series of brief presentations and a roundtable discussion as well as whole-group explorations, participants will identify and articulate the contemporary methods of transactional analysis that are most effective with their clients.

The symposium will address the therapeutic effectiveness of various methods, such as explanation, interpretation, confrontation, contracts, empty-chair work, rededication, reparenting, self-inquiry, attunement, relational involvement, cocreated narratives, bodywork, transactions and transference, supportive regression and deconfusion of Child ego states, decontamination and decommissioning of Parent ego states, and so on.

The morning will open with Richard Erskine (Canada) on "A History of TA Methods" followed by brief talks by Charlotte Sills (England), Tony White (Australia), Maria Teresa (Resi) Tosi (Italy), Amaia Mauriz (Spain), John McNeel (USA), and Ray Little (Scotland). A roundtable discussion among presenters will follow, and then time will be allotted for a large-group exercise and discussion.

In the afternoon, each of the seven symposium presenters will conduct a workshop on how they apply various transactional analysis methods in their therapeutic practices, in the process elaborating on the themes of the morning's panel presentations and roundtable discussion.



Richard Erskine



Charlotte Sills



Tony White



Maria Teresa Tosi



Amaia Mauriz



John McNeel



Ray Little

SYMPOSIUM ON EDUCATION

Reaching the Next Generation: A Symposium on Working with Children

Organized by Kim McClelland

In this symposium we will answer the question, "How do we reach and teach transactional analysis to children and their parents in order to change the game for the next generation?" This all-day gathering will explore the art and techniques of using TA to reach children and adolescents in the classroom, the therapist's office, and beyond. We will also learn about the exciting Transactional Analysis Proficiency Award for Children and Young People (TAPACY) program. To begin, a panel of experts will share their best practices for what works with children and adolescents and why transactional analysis is an effective tool for change with youngsters. Then, experiential, thought-provoking breakout sessions will offer an in-depth look at specific tools, theories, and techniques.



Kim McClelland

Symposia on Applying TA

SYMPOSIUM ON ORGANIZATIONS

Game Changers: New Paradigms in Organizational Transactional Analysis

Organized by Sari Van Poelje

In the organizational symposium we will focus on game changers in business. The rise of information systems, diminishing world markets, and our increasing inability to deal with waste are forcing a shift from the logic of power to the logic of sharing. In this new paradigm, cooperation, anticipation, and innovation are the game changers.

According to the dictionary, a game changer is: (1) a company that alters its business strategy and conceives an entirely new business plan or (2) a visionary strategist who uses creative innovation to alter his or her business plans or conceives an entirely new idea that completely changes the way a situation develops.

There are many innovative companies today that are truly game changing. Multinationals are now also adopting the game-changer paradigm. Here is one great example of a game changer: A toy rubber dinosaur that grew when placed in water proved an inspiration for a Shell senior research scientist. As a result, he invented a synthetic rubber seal that swells on contact with water and can withstand enormous heat and pressure



Sari van Poelje

Matti Hemmi

underground. By swelling as soon as water appears, the seals prevent water from entering the well and keep the oil flowing, lengthening a field's life.

During the symposium, we will explore game changers in our world today. One of our speakers will be Matti Hemmi, who is now famous for his ideas on innovation and daring to dream. The other speaker is the CEO of an innovative company who will speak of stimulating game-changing ideas

in business. This will be followed by a roundtable discussion about the evolution of game theory and game-changing ideas in transactional analysis by a panel of international organizational Teaching and Supervising Transactional Analysts.

During the symposium there will also be an innovation market for game-changing ideas to create a better world. The game changers who bring in these ideas will be mentored by our speakers, and the participants at the conference will be involved in supporting them. Our game-changer criteria will be: (1) novelty—is the idea truly and fundamentally new and different? (2) value—could the idea create substantial new value if it works? and (3) credible plan—is there a plan to manage execution by enough qualified people? Send your ideas today to www.intact1.com or Sjp.intact@gmail.com.

Conference Accommodations

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Make your hotel reservations before 10 July 2014 to secure our special conference rate.

The San Francisco Airport Marriott Waterfront in Burlingame, California, overlooks the San Francisco Bay and offers complimentary 24-hour shuttle service to/from the San Francisco (SFO) airport and a nearby BART public transportation station. BART is the vital connection to top attractions near the hotel, including downtown San Francisco, Fisherman's Wharf, and Chinatown.

The hotel is ideal for its convenience to both the airport and downtown attractions. Additionally, it is situated by the water, offering a beautiful setting in which to connect with yourself, others, and nature during your stay.

Hotel address: 1800 Old Bayshore Highway, Burlingame, California 94010, USA

Reservations: single = \$149 + tax; double = \$149 + tax

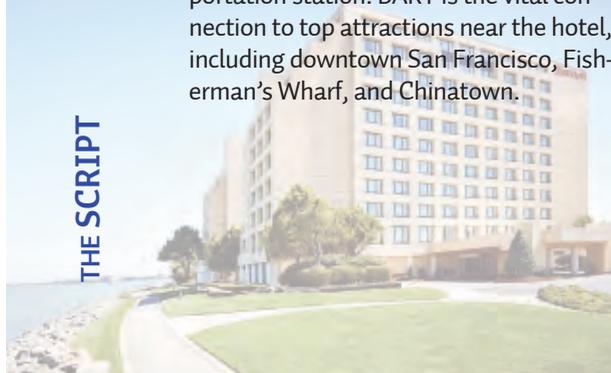
Make your reservations before 10 July 2014 as part of our room block to receive the discounted rate. If you call, ask for

the "World TA Conference" rate. To reserve online, visit <http://bit.ly/18PPjbf>. Visit our conference website for more details about the facilities. Facilities at the conference hotel are wheelchair accessible. If you need an accessible room or other arrangements, contact Dianne Maki, Registrar, at register@usataa.org.

Alternate Accommodations: Lower-cost accommodations (\$109 to \$119 per night plus tax) are available within a 5-minute taxi ride from the conference hotel. Email register@usataa.org for details.

JANUARY 2014

THE SCRIPT





The Palace of Fine Arts

THE SAN FRANCISCO BAY AREA is an ideal location for our conference with its theme of “TA Now: A Game Changer.” The conference location acknowledges 50 years since the publication of *Games People Play* and the formation of the ITAA by coming home to the center of early TA growth. The location is also ideal because it is home to many game changers. From the power of innovative organizations generating the latest products to the power of one person organizing a protest, this area is known as a hub of change. Whether it is a high-tech breakthrough or a high-touch social movement, change that happens here is felt across the globe. We hope that you will join us for this conference, soak in the information, make new connections, experience the location, and leave somehow changed. And that your change will be felt in your corner of the world!

Weather

Compared to other months, August in San Francisco is typically drier, although you may want to have a small umbrella with you. Bring along a hooded jacket or sweater for the foggy and cooler mornings. Layered clothing will serve you well because the weather varies throughout the day. Your feet will thank you for choosing comfortable walking shoes. The average high temperature is 70°F/21°C. The average low temperature is 56°F/13°C.

Sights to See, Things to Do

There are many different environments and things to do in San Francisco and the surrounding area and a variety of ways to experience them. We hope you will plan your trip to enjoy some of these places and activities and will be providing additional information on the conference website.

Palace of Fine Arts, the Presidio, and Marina Green:

Escape the hustle and bustle of downtown San Francisco with a visit to the marina area. At the historic Palace of Fine Arts, the picturesque rotunda and lagoon offer a tranquil background for daydreaming, photography, and quiet strolls. In addition, the theater here often offers plays and concerts, so check local listings to see what is playing in August. Within walking distance is the Marina Green, with its fabulous views of the bay, sail boats, and the Golden Gate Bridge. Nearby is the old Presidio, now the site of miles of beautiful hiking trails and interesting attractions.

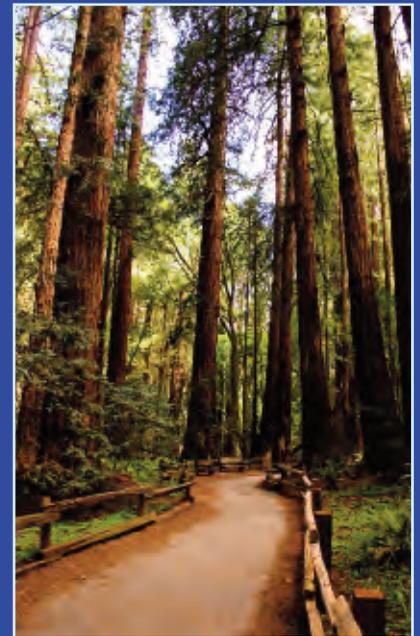
Napa Valley: Plan a retreat and relax in the nearby world-famous Napa Valley. This premier travel destination offers wine tours, golfing, art, culture, and more. Enhance your stay with a tour and tasting or even extend it by adding a reservation at a quaint bed and breakfast. Visit: <http://visitnapavalley.com/>.

Fisherman’s Wharf: The classic San Francisco experience awaits you and your family at Fisherman’s Wharf. At this popular tourist destination, you will discover delicious seafood, entertainment, shopping, views of the Golden Gate Bridge, the ferry to Alcatraz, and perhaps a group of sea lions at the enchanting Pier 39.

Chinatown: San Francisco’s Chinatown is the largest outside of Asia as well as the oldest Chinatown in North America. It is one of the top tourist attractions in San Francisco and offers a wealth of restaurants, theaters, and shops.

Muir Woods:

Just north of San Francisco lie the towering Muir Woods, named after game-changer John Muir. He was an early environmental activist whose inspiring writings and tireless efforts on behalf of preserving nature resulted in the establishment of many national parks, including Yosemite Valley and Sequoia National Park (also in California).



Muir Woods

Conference Schedule & Sponsorship

Conference Schedule Overview

Preconference

Sunday-Monday August 3-4

ITAA Board of Trustees

Tuesday-Wednesday August 5-6

Trainers' Meeting and Examinations

Tuesday-Wednesday August 5-6

TA 101: Introduction to Transactional Analysis with Vann Joines and Josephine Lewis

Tuesday-Wednesday August 5-6

Regional and San Francisco tours available

Wednesday Evening August 6

Keynote and Welcome Reception

Thursday August 7

Early Morning Programs

Conference Opening Sessions

Invited Guest Speaker

TA Associations Presidents' Meeting

Lunch

Workshops

ITAA Annual Membership Meeting

Optional Evening in San Francisco

Friday August 8

Early Morning Programs

All-Day Symposia

Psychotherapy/Counseling

Working with Children

TA in Organizations

Women's Gathering

Lunch

Workshops/Symposia

USATAA Membership Meeting

Saturday August 9

Early Morning Programs

Opening of the Eric Berne Archives

Keynote Address by Jeff Zeig:

"Emotional Impact: Harnessing Psychological-Level Communication"

Lunch

Papers, Discussions, and Workshops

Closing Session

Evening Reception

Gala Dinner and Dance

Postconference

Sunday August 10

TA World Council on Standards

Postconference Workshops

Monday August 11

Postconference Workshops

Sunday August 10–

Tuesday August 12

Training Endorsement Workshop

Sponsorship Opportunities: Excellent to Extraordinary

The conference committee is crafting an event that will inform and inspire you. We couldn't have done this without your input. Thank you to everyone who let us know what you want to learn about. The number-one request: Bring in an expert on neuroscience. We are poised to deliver. To do this, we need your help.

We have the opportunity to bring in several speakers from outside TA who are well-known authors and presenters. They have offered to lower their fees substantially. In addition to meeting demands within our TA community, we believe that these outside speakers will attract more people to our conference, spreading the value of TA to a larger audience. To do this, we need to raise approximately \$5000 for honoraria and travel expenses. We welcome any amount you would like to contribute.

In addition to bringing in outside voices, we eagerly seek funding to assist in translating our TA speakers from English to other languages. We welcome any amount you would like to contribute to this cause as well.

Additionally, we have set up the following sponsorship levels:

Premier Sponsors help subsidize the cost of the following:

1. Program book: includes a full-color advertisement on the back cover of the program

2. Participant bags: includes your logo and message on one side of the bag given to all participants
3. Translation: helps cover costs for volunteer translators to attend the conference; includes a flyer of your choice placed in the participant bags
4. Speaker honoraria/expenses
5. Conference recording and editing

All five premier sponsorships include recognition as a sponsor in the program book, on the website, and at our opening reception. You may designate your choice of sponsorship or state no preference. Contribution: \$1000.

Event Sponsors help subsidize the cost of the following:

1. Social program entertainment
2. Volunteer lunch tickets
3. Welcome reception for Berne contemporaries (Two available. You will be invited!)
4. Stipend for performers
5. Presenters' gifts
6. Extra care for our esteemed most senior members

Event sponsorships include recognition as a sponsor in the program book and on the website plus a half-page ad in the program book. Contribution: \$500.

To learn more about sponsorship opportunities, visit <http://www.2014worldTAconference.org/sponsorship>.