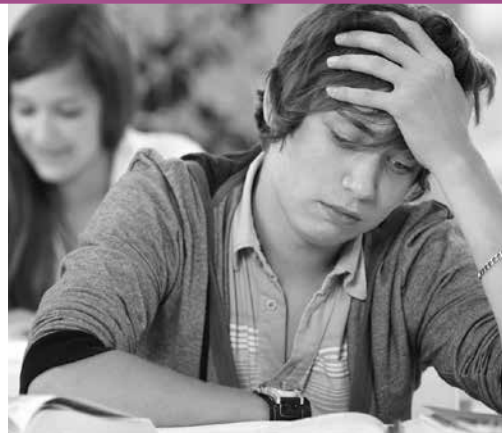


# Powerful, Practical Strategies for Reaching “I Don’t Care!” and Underperforming Students to Increase Their School Success (Grades 3-12)



A Unique One-Day In-Person Seminar Presented by

**MaryAnn Brittingham**

Outstanding Educator, Behaviorist, National Presenter, and Author

**Specifically Designed for Classroom Teachers, Special Education Staff, Title I Staff, Instructional Coaches, Behavior Intervention Specialists, Counselors, Instructional Assistants, School Psychologists, and Administrators Serving Grades 3-12**

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**Practical strategies for working with students who come to school with an “I don’t care!” response to seemingly everything – learn what is really behind their words and how to respond in simple yet effective ways**

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Begin to help students break their own self-destructive cycles with **realistic and doable strategies**

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Ideas to **prevent power struggles**, apathy and disruptive behaviors

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How to **empower students to take responsibility** rather than seeing themselves as victims

## **Illinois**

**Chicago** (Lisle) – **January 12**

**Peoria** (East Peoria) – **January 11**

**Rockford** – **January 10**

## **Kansas**

**Wichita** – **November 19**

## **Missouri**

**Kansas City** – **November 18**

(Independence)

**St. Louis** (Clayton) – **January 13**

**Springfield** – **January 14**

## **Ohio**

**Cincinnati** – **November 17**

**Cleveland** (Westlake) – **November 15**

**Columbus** – **November 16**

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CEUs and Graduate Credit Available  
See page 6 for details

# Ten Key Benefits of Attending

*'Emotionally uplifting and genius! Powerful information to encourage and revive. Reinforces everything.'*

— BARBARY REELY, TEACHER



## Who Should Attend

Educators serving grades 3-12: Classroom Teachers, Special Education Staff, Title I Staff, Instructional Coaches, Behavior Intervention Specialists, Counselors, Instructional Assistants, School Psychologists, and Administrators

### 1. Practical Strategies and Ideas to Help You Work Successfully with “I Don’t Care!” Attitudes

Practical, doable ways to respond and work with students who say “I don’t care!” ... What you can do to help these challenging students begin to develop the desire to work, be productive and put forth effort

### 2. Break the Cycle of Discouragement in Students Who “Just Don’t Care”

Practical strategies to begin to break the feeling of helplessness in students who insist they don’t care about school ... Guide students in reframing their negative thoughts and perceptions

### 3. When and Why Contracts and Punishment Don’t Work with Disruptive and Underperforming Students

Yes, there needs to be accountability, but punishment is not the answer ... Learn new ways to get students to take responsibility for their actions

### 4. Begin to Build Small Successes

Simple ways to respond to students to promote positive attitudes ... Think differently about your underperforming students to better meet their needs ... Help students become aware of their natural gifts, build on them and learn how to teach replacement behaviors

### 5. Develop Positive Relationships with Underperforming Students

Gain new insights into how to establish productive relationships ... Learn the benefits of taking the time to develop relationships

### 6. Response Strategies to Reduce “I Can’t” Language and Self-Defeating Attitudes and Thinking

Ways to reduce the “I don’t care” attitude ... Help students to recognize their fixed mindset

### 7. Practical Strategies to Empower Rather than Enable Students

In-class ideas to get more constructive and positive behavior from your unmotivated and underachieving students ... Empower your students to see their potential and reach for it

### 8. How to Respond to Students’ Procrastinating Behaviors

Explore six strategies to help you and your students overcome procrastination

### 9. Increase the Growth Mindset of Your Underachieving Students

Practical strategies to use with your unmotivated, disinterested and defiant students ... Help these students be aware of choices and steps to become more successful and motivated in your classroom

### 10. Receive a Valuable and Extensive Resource Handbook

You will receive a detailed resource handbook filled with the strategies, techniques and activities discussed in the seminar that will become a wellused reference for you year after year!

# Outstanding Strategies You Can Use Immediately

## What You Will Learn ...

- **Powerful strategies** for working with students who consistently say, "I DON'T CARE!"
- **Learn specific strategies** to adjust your responses to help guide students toward their own behavior change
- **Procrastination** ... strategies to move forward
- **When and why contracts and rewards don't work** with "I don't care!" students
- **Pitfalls of behavior plans** and how to revise them to work
- Rubrics to **help your students self-evaluate** their thinking
- **Learn the roles anxiety, depression and self-esteem** play in your underachieving students
- **Numerous relationship-building ideas** you can easily incorporate
- **Help students reframe** their negative thoughts and perceptions
- How to **encourage positive change** in "I don't care!" students
- **Practical methods to empower students** who have given up
- **Maintain your enthusiasm and energy** while teaching apathetic students
- **Discover ways to help your most challenging students** develop the desire to learn and work to their personal potential



*'MaryAnn Brittingham is incredibly engaging. I can begin implementing the strategies I learned today in my classes tomorrow.'*

– LAUREN WOZNIAK, TEACHER

## Practical Ideas and Strategies

Everyone wants to know how to reach their students who are unmotivated, underperforming and claim to not care about school. This innovative seminar will demonstrate successful strategies you can use in your classroom or school to make positive changes in these challenging students. Many of us are frustrated with the numerous students who have "checked out," are disengaged, unmotivated, and underperforming. We know the symptoms, but don't always know the solutions. The good news is that there is hope and there are strategies to begin to stop the cycle of helplessness these students experience. Join behavior expert, **MaryAnn Brittingham**, in this one-day seminar that will cover practical ideas, strategies and techniques to help increase your success with these challenging students. She will give you numerous ideas and strategies to help you guide students toward making positive behavior changes.



# A Message From Seminar Leader, MaryAnn Brittingham

## Uniquely Qualified Instructor

**MaryAnn Brittingham** has extensive, firsthand experience working with students who seemingly don't care about school or their achievement and exhibit difficult and challenging behaviors in a variety of settings. As a special education teacher, child/family counselor and a parent/teacher educator, she is a sought-after speaker and seminar leader. She is the author of many books including, *Transformative Teaching: Changing Today's Classrooms Culturally, Academically & Emotionally; Respectful Discipline; Motivating the Unmotivated; Dealing with Difficult Parents* and *Powerful, Practical Strategies for Reaching "I Don't Care!" and Underperforming Students to Increase Their School Success (Grades 3-12)*, the extensive resource handbook each participant will receive.

MaryAnn focuses on practical solutions to help students be successful in both the general education and the special education classroom. She brings not only her extensive knowledge of the latest behavioral strategies and techniques crucial for student success in school, but also her practical experiences as a special education teacher for over thirty-five years. MaryAnn is attuned to the realities of the classroom and the daily challenges teachers face. She is known for her high-energy, motivational seminars filled with a wealth of insights and useful ideas you can implement immediately in your classroom. **Join MaryAnn for a fast-paced day filled with strategies for your uninterested and underperforming students.**

Dear Colleague:

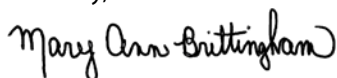
As educators, we are under increased pressure to develop a repertoire of behavioral intervention skills that will allow us to meet the needs of all students, including students with serious behavioral problems, even though there is very limited training on what really works. The usual methods, such as sticker charts and emphasis on students' performance to gain rewards or sending students to the principal's office, usually fall flat with "I don't care" and underperforming students.

When working with "I don't care" and unmotivated students, it is critical to keep in mind that you cannot change anyone except yourself, but you can assist others to make their own changes. The good news is, with the right help, students *can* learn and change their behavior. This seminar will teach you strategies to inspire students to want to change their behavior. This approach focuses on internal encouragement rather than external rewards and punishment. I will walk you through all of the steps and provide dozens of examples as well as demonstrate sound techniques and activities that can enrich what you are already doing in the classroom.

This seminar is filled with concrete strategies for classroom teachers, behavior specialists and counselors. It provides detailed and helpful suggestions that support you in anticipating and addressing repeated and often overwhelming behaviors. You will learn realistic, research-based strategies that will make a difference in how you view and respond to students.

I hope you will join me in this engaging, thought-provoking seminar to explore new ways to deal effectively with your "I don't care" students.

Sincerely,



MaryAnn Brittingham

P.S. The focus of this entire seminar will be on **key, practical strategies to better work with your challenging students.**

*"You will learn realistic, research-based strategies that will make a difference in how you view and respond to students."*

# What Your Colleagues Say About MaryAnn Brittingham

*"There was **so much valuable information**. I don't know which idea to implement first!"*

Irene Gilbert, Teacher

*"In my many years of teaching, this was hands down the best seminar I have ever attended.*

***More valuable than words can express.** Thank you!"*

Justine, ENL Teacher

*"Really excellent seminar. It seriously **changed my outlook toward struggling students and my role** in their lives."*

Tiffani Miller, Teacher

*"This seminar **reminded me of why I started teaching** in the first place. Very inspirational."*

Audrey Roalofs, High School Teacher

*"**Powerful and engaging!** Great strategies to use right away!"*

Annette DeAngelis, High School Special Education Teacher



## About BER Seminars

### Outstanding Instructors

All programs are led by outstanding, top-rated BER national trainers

### Extensive Resource Handbook

You'll receive an extensive digital Resource Handbook full of practical strategies and resources. (For in-person seminars, registrants will also receive a printed copy of the resource handbook as long as their registration is received in the BER office at least 15 calendar days before the event.)

### Highly Interactive

You'll be able to ask questions, consult with the instructor, and share ideas with other participants

### Program Guarantee

As we have for 44 years, we guarantee the high quality of our programs. If you are not satisfied, we'll give you a 100% refund. As we have for 44 years, we guarantee the high quality of our programs. If you are not satisfied, we'll give you a 100% refund.

# Special Benefits of Attending



## Online Learning

BER offers educators a wide range of online courses that are affordable, fun, fast, and convenient. BER is now offering On Demand Video-Based courses. You may earn optional graduate-level credits for most courses. See the catalog of available courses at [www.ber.org/online](http://www.ber.org/online)

## On-Site Training

Most BER seminars can be brought to your school or district in-person or online. See the options at [www.ber.org/onsite](http://www.ber.org/onsite) or call 877-857-8964 to speak to one of our On-Site Training Consultants.

## Extensive Resource Handbook

Each participant will receive an extensive digital resource handbook giving you access to countless strategies. The handbook includes:

- Effective verbal skills to help students reframe their negative thoughts and perceptions that keep them stuck
- Techniques to overcome procrastination, apathy and other disruptive behaviors
- How to help students give up the victim stance and take personal responsibility for their choices and actions
- Steps to fill students' emotional bank accounts

**For in-person seminars, registrants will also receive a printed copy of the resource handbook as long as their registration is received in the BER office at least 15 calendar days before the event.**

## Share Ideas with Other Educators

This seminar provides a wonderful opportunity for participants to share ideas with other educators interested in practical strategies for reaching their "I Don't Care!" students.

## Consultation Available

MaryAnn Brittingham will be available at the seminar for consultation regarding your questions about unique ways to reach students who don't care about school or their achievement.

*'One of the best seminars I have ever attended. I highly recommend this to anyone working with students who have the 'I don't care' attitude.'*

– CHRISTINE KONISH, TEACHER

## Meet Inservice Requirements / Earn State CEUs

Participants of In-Person Seminars can receive a certificate of participation that may be used to verify five continuing education hours. For details about state CEUs available, visit [www.ber.org/ceus](http://www.ber.org/ceus)

## Earn One to Four Graduate Semester Credits



Up to four graduate level professional development credits are available with an additional fee and completion of follow-up practicum activities. Details for direct enrollment with Brandman University, part of the Chapman University system, will be available at this program.

## Can't Attend?

### Other Professional Development Options:



#### Related On-Demand Online Courses

A related On Demand Video-Based Online Learning course, *Motivation, Mindset and Grit: Practical, Proven Strategies to Increase Learning*, for Grades K-12, is available for immediate registration.

To enroll, visit [www.ber.org/online](http://www.ber.org/online)

# Powerful, Practical Strategies for Reaching “I Don’t Care!” and Underperforming Students to Increase Their School Success (Grades 3-12)

## Registration (LCB2F1)

- 1. **Chicago** (Lisle), **IL** – January 12, 2022
- 2. **Cincinnati, OH** – November 17, 2021
- 3. **Cleveland** (Westlake), **OH** – November 15, 2021
- 4. **Columbus, OH** – November 16, 2021
- 5. **Kansas City** (Independence), **MO** – November 18, 2021
- 6. **Peoria** (East Peoria), **IL** – January 11, 2022
- 7. **Rockford, IL** – January 10, 2022
- 8. **St. Louis** (Clayton), **MO** – January 13, 2022
- 9. **Springfield, MO** – January 14, 2022
- 10. **Wichita, KS** – November 19, 2021

FIRST NAME	M.I.	LAST NAME
<hr/>		
POSITION, SUBJECT TAUGHT	GRADE LEVEL	
<hr/>		
SEMINAR LOCATION NUMBER: _____ (Please see list above)		

### List additional registrants on a copy of this form

SCHOOL NAME	
<hr/>	
SCHOOL MAILING ADDRESS	
<hr/>	
CITY & STATE	ZIP CODE
<hr/>	
SCHOOL PHONE NUMBER	HOME PHONE NUMBER
(      )	(      )

### Registration confirmations and login details are sent via e-mail

E-MAIL ADDRESS (REQUIRED FOR EACH REGISTRANT)	
<hr/>	
HOME MAILING ADDRESS	
<hr/>	
CITY & STATE	ZIP CODE
<hr/>	

## IMPORTANT – PRIORITY ID CODE: ELCB2F1

## METHOD OF PAYMENT – Team Discount Available

The registration fee is \$279 per person, for teams of three or more registering at the same time, the fee is \$259 per person. **Payment is due prior to the program.** No cash, please.

- A check (payable to **Bureau of Education & Research**) is attached
  - A purchase order is attached, P.O. # \_\_\_\_\_ (Be sure to include priority ID code on the P.O.)
  - Charge my:     MasterCard     VISA     Discover
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- Billing Zip Code: \_\_\_\_\_ 3 Digit CVV Code: \_\_\_\_\_ (Found on back of card)

Please print name as it appears on card

## FIVE EASY WAYS TO REGISTER:



**REGISTER ONLINE at: [www.ber.org](http://www.ber.org)**



**EMAIL this form to: [register@ber.org](mailto:register@ber.org)**



**PHONE toll-free: 1-800-735-3503**  
(Weekdays 5:30 am - 5:30 pm Pacific Time)



**FAX this form to: 1-425-453-1134**



**MAIL this form to: Bureau of Education & Research**  
915 118th Avenue SE • PO Box 96068  
Bellevue, WA 98009-9668

## Program Hours

All **In-Person** Seminars are scheduled 8:30 a.m. – 3:15 p.m.  
Check-in is 8:00 a.m. – 8:30 a.m.

## Fee

The registration fee is \$279 per person, \$259 per person for groups of three or more registering at the same time. Call us at 1-800-735-3503 for groups of ten or more. **Payment is due prior to the program.**

Fee includes seminar registration, a certificate of participation and an extensive digital resource handbook.

**For in-person seminars, registrants will also receive a printed copy of the resource handbook as long as their registration is received in the BER office at least 15 calendar days before the event.**

## Meeting Sites and Hotel Accommodations

Seminars will be held at the following sites:

- Chicago: Sheraton – Lisle, (630) 505-1000
- Cincinnati: Holiday Inn & Suites Eastgate, (513) 752-4400
- Cleveland: DoubleTree – Westlake, (440) 871-6000
- Columbus: DoubleTree Columbus Worthington, (614) 885-3334
- Kansas City: Stoney Creek Hotel – Independence, (816) 908-9600
- Peoria: Holiday Inn & Suites – East Peoria, (309) 698-3333
- Rockford: Hilton Garden Inn, (815) 229-3322
- St. Louis: Clayton Plaza Hotel – Clayton, (314) 726-5400
- Springfield: Holiday Inn & Suites, (417) 865-8600
- Wichita: Aloft Hotel, (316) 744-1100

If needed, please make your own hotel reservations by calling the appropriate hotel listed above.

## Cancellation/Substitutions:

100% of your paid registration fee will be refunded if you can't attend and notify us at least 10 days before the seminar. Late cancellations made prior to the event date will be refunded less a \$15 service fee. Substitutions may be made at any time without charge.

## Program Guarantee

We stand behind the high quality of our programs by providing the following unconditional guarantee: If you are not satisfied with this program, we'll give you a 100% refund of your registration fee.



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# Powerful, Practical Strategies for Reaching “I Don’t Care!” and Underperforming Students to Increase Their School Success (Grades 3-12)



An outstanding one-day In-Person Seminar

Includes an extensive Resource Handbook

**Best Practices for Reaching “I Don’t Care”  
and Underperforming Students**

# Practical Ways to Reach Students Who Don’t Care About School or Their Achievement (Grades 3-12)

LCB2F1

# Powerful, Practical Strategies for Reaching “I Don’t Care!” and Underperforming Students to Increase Their School Success (Grades 3-12)



In-Person Seminar



## A Unique One-Day In-Person Seminar

Presented by

# MaryAnn Brittingham

Outstanding Educator, Behaviorist,  
National Presenter, and Author

**Practical strategies for working with students who come to school with an “I don’t care!” response to seemingly everything – learn what is really behind their words and how to respond in simple yet effective ways**

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**How to empower students to take responsibility rather than seeing themselves as victims**