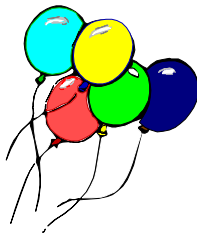


THE *Un*-WORKSHOPS. Developed by Ina Hillebrandt

A new, effective and enLIGHTened approach  
to personal and professional growth

*Humor - Comic Release™*



THE *Un*-WORKSHOPS™

For information about *Comic Release,™* other *Un-Workshops* or the  
*Pawprints Writing Clubs,™* please contact Ina at: 310-471-5048.  
E-Mail: [inah@inaspawprints.com](mailto:inah@inaspawprints.com) • Website: [www.InasPawprints.com](http://www.InasPawprints.com)



## THE Un-Workshops

The *Un-Workshops*...because we all *work* too hard!

In these tough times for everyone, and in most professions including health care, putting humor to work is **seriously important**.

That's why The *Un-Workshops* came into being. Happy people, quite simply, perform at their peak. In their professional and personal lives. And that's good for everyone. As patients and their families get a wonderful lift in health and hope, your facility gets a boost in image and revenues, and lower costs. As staff attends *Un-Workshops*, their own ability to nurture clients as well as themselves has lasting effects on morale. They want to come to work. Their clients feel better. Sick days drop, as do your costs.

As developer and primary facilitator of the *Un-Workshops*, I have witnessed the effect of its principles on community relations, productivity and service development for more than twenty years. Health care providers and administrators of senior living facilities such as the Hyatt Park Lane have reported life-altering results. Clients — Fortune 500 corporations and non-profits including Planned Parenthood, The Ford Foundation, Citicorp, CBS, Dean Witter, VISA, AT&T, IBM, Weight Watchers, Sears, Fisher-Price — have experienced not only staff satisfaction but also dramatic growth in programs, and in their bottom line.

If this concept intrigues you, then I invite you to contact me to explore how The *Un-Workshops* can benefit your facility. Learn first-hand that lightening up is a legitimate tool for conquering obstacles, and profitable.

Not to mention, it's fun!

As Victor Borge said, "Laughter is the shortest distance between two people."

*Cheers,*

*Ina*

Ina Hillebrandt, President

## RAVE REVIEWS...

"I wholeheartedly recommend Ina Hillebrandt. Her approach to helping seniors deal with loss of a spouse is unique and brought comfort to all who attended."

*Summer Rogers, Program Director,  
Classic Residence by Hyatt, CA*

"After your presentation at our Friday Seniors Outreach Luncheon a number of our group said, 'Let's do this again!' Fondly,"

*Noel Nicholson,  
Alliance on Aging, Carmel, CA*

"A few days after *Idea Magic*, during meditation, the importance of creativity came to me. I saw a door...and went through it. Now I've been tackling problems more innovatively." *Kathleen Macdonald,  
Training Director, Banana Republic*

"I would definitely recommend Ina Hillebrandt's workshops. *Comic Release* is great for team-building, and helped me see things in a new perspective...to think of using humor more to handle issues and situations more easily."

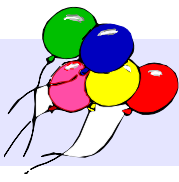
*Daryl Weiner, V.P., Educational  
Products, Apple Computer*

"Our employees stopped, re-evaluated their lives...when they're smiling, they feel important... guests are asking, 'What's your secret? Your employees are so happy!'"

*Elizabeth Grammatico, Dir., HR,  
Asilomar Conference Center, CA*

"Ina...led discussion groups...the results bore witness to her finesse...her attentiveness to what individuals wanted to say (and often wouldn't without being prodded) and her rather uncanny awareness of where the group wanted to go."

*From acknowledgments, "The Hardest  
Challenge," TIAA/CREF pub.*

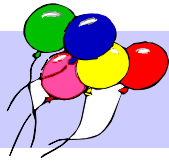


## THE *Un*-WORKSHOPS by Ina Hillebrandt

Are you looking for lively, original, yet **practical** workshops and speakers for your training or wellness programs or meetings? We would like to introduce you to Ina Hillebrandt's ***Un-Workshops***.

Programs We Offer Serve Our Clients in:

- ◆ Wellness, Stress Reduction
- ◆ Training
- ◆ Team Building
- ◆ Needs Assessment
- ◆ Keynote Addresses
- ◆ Conference Modules
- ◆ Patient/Family/Community Services



## WHAT IS AN *Un*-WORKSHOP?

The *Un-Workshops* are workshops, seminars and lectures based on the theme of light but powerful delivery of practical tools and techniques. *Un-Workshop* programs enrich the lives of people professionally and personally, thereby **improving the effectiveness and profitability of organizations**. And, as importantly, the *Un-Workshops* **enhance the health of attendees and everyone with whom they come in contact** by relieving stress and helping people attain balance in everyday living.

The *Un-Workshops* as a whole are based on the scientific finding that we all **work** very hard to accomplish things, when in fact, if we stop being so serious at least some of the time, we achieve a great deal more.

The lighten up approach, the springboard for the programs highlighted below, has been highly effective with individuals, health care professionals and the Fortune 500 companies and key not-for-profits Ms. Hillebrandt has worked with for more than twenty years.

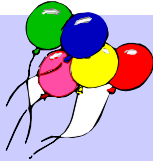
Her work guides these organizations to function more efficiently and productively, by using unique tools to motivate and inform employees about different ways of working so that they reach their own peak levels of performance.

***“Comic vision often leads to serious solutions”***

Malcolm Kushner

***“There is a foolish corner in the brain of the wisest man.”***

Aristotle

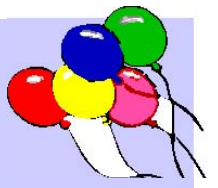


## **HOW THE SEMINARS AND *Un*-WORKSHOPS CAN BE APPLIED**

Our sessions are available in hour-long, half-day, all day and two day sessions. The *Un*-Workshops can be used as a separate module of your training or wellness programs, serve as on-going support vehicles for staff, patient, family or community members, or as an unusual, refreshing segment at conferences. Ms. Hillebrandt is also available for keynote addresses.

In addition to individual workshops and speaking engagements, we can tailor a program to help your organization on an on-going basis. Ms. Hillebrandt has a good deal of experience doing needs assessment work, and has helped a number of organizations identify points of strength and weakness in service delivery, patient relations, employee motivation and performance. She then works with key staff to design programs to eradicate trouble spots and significantly improve the bottom line. Please see the appended Case Histories for specific examples.

## NURTURER, NURTURE THYSELF!



This program is aimed at the Caregiver, both private and among the professional health care community.

Nowhere is it more apparent that self-nurturing is critical than it is among caregivers. Burnout is all too frequent, because so often the care giver is spending so much time and energy on the person who is ill that he or she “forgets” to take care of their own needs.

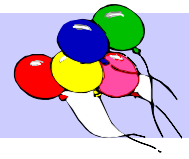
But as Ina’s own therapist pointed out to her when she heard about her own brother’s cancer metastasizing, “You must take care of yourself. If you don’t, how can you take care of your brother?”

Among health care professionals, the situation is tough no matter how detached and professional, and highly skilled one is. As one nurse put it, “Imagine how you feel dealing with fourteen patients on a cancer ward, and then how you feel as you lose ten of them?” These caregivers are dealing with life and death issues, plus the burden of easing patients’ and families’ worries. All too often, the professional care giver, like close family and friends of ill patients, finds him- or herself feeling anxious and pressured, or a victim of compassion fatigue.

So, this Un-Workshop has been designed to give both private and professional caregivers support. Plus an armload of practical ideas for “remembering,” and giving themselves permission to take time to give themselves the care and nurturing they need.

One set of tools centers on the appropriateness of laughter to the care giver. While we realize this may sound frivolous, we have found it is anything but. As Abraham Lincoln said after telling a joke to his shocked Cabinet during the Civil War, “Gentlemen, if I did not laugh I should surely die, and you need this medicine as much as I do.”

And as a nurse attending an Un-Workshop put it, “Lightening up on ourselves is a great idea. I think every professional care-giver should attend, maybe regularly. It’s a great stress reliever, and in our work we face a lot of stress every day.”



**A-MUSE YOURSELF!™** – This unique program for staff, patients and families draws on love of animals and the outdoors to inspire people to *want* to read, and to write. Materials are accessible – short, short “tails” – such as “Moonlit Fox,” “Stupid Ear Tricks” and “Toilet Lips” – that hit people’s funny bones, lift the spirits, and move readers to “think differently.” Proven to cause listeners to *volunteer* to read aloud, spark creativity among budding authors, and “unblock” the reluctant. Stories the author wrote are personal, and inspire readers to write from the heart – a very powerful tool for expressing oneself, and for catharsis. Participants will get a boost in morale, enhance their writing skills, and gain self-confidence. They’ll learn special creative writing techniques, and how to compose in a new short story form. Authors are also invited to illustrate their stories.

*New: How to Write Your Memoirs...Fun Prompts to Make Writing...and Reading...Your Life Stories a Pleasure* © 2004 Ina S. Hillebrandt, in book form, is now available for adult clients and families. Ideal as a way to help families learn about the lives of their elders, and draw closer together in difficult times of convalescence or life transitions. We can come in to work with patients or provide coaching/training for staff.

Our writing programs are perfect for:

- ◆ Young patients (ages 6-teen)
- ◆ Adult Patients, Family Members
- ◆ Seniors – Patients and Family Members
- ◆ Staff – *A fun way to get well-needed relief from the pressures of dealing with the stress of the workday, and nourish creativity*

*Materials can be compiled in a book of writings and illustrations, and put on the “Pawprints” website, [www.InasPawprints.com](http://www.InasPawprints.com). The illustrated stories by patients and families are also a wonderful PR tool for the medical facility, and provide a big lift in the mood and spirit of the authors, artists.*

*Some comments from adult attendees:*

- “Makes my week!”
- “Expands my mind.”
- “Opened the floodgates to memories long buried but not forgotten.”
- “Enlivening, spirited discussions in writings.”
- “Interesting and inspirational.”
- “Wonderfully uplifting.”
- “Ina pulls things out of you you didn’t know were there.”
- “It’s just plain fun!”



Grief Lifters was developed by Ina in response to a request by Teachers Insurance and Annuities, TIAA/CREF to help develop materials for their members to help them deal with the loss of a spouse. The program has grown since its inception, from interviews and exercises developed among over 100 widows and widowers cross the country.

Meetings are held on a weekly basis in your facility, with a ten week to ongoing program possible. Attendees find they actually can get their feelings out in a safe environment, and begin to heal and grow. Comments include:

"This is to recommend *Grief Lifters*<sup>TM</sup> and *Pawprints*<sup>TM</sup>, two excellent workshops that encourage people to deal with life issues in new, creative ways. We, at the Felicia Mahood Senior Multipurpose Center, have had the good fortune of being able to offer these workshops to our seniors. The response from the participants has been overwhelmingly positive and appreciative. Ina Hillebrandt, the President and founder of the *Un-Workshops*, has made a positive impact on all of the participants in her two workshops here at the Felicia Mahood Senior Multipurpose Center. I highly recommend these workshops to anyone who has experienced a loss in their life or who would like to realize their own growth potential in ways they never experienced or thought possible."

*Sherrie Berlin, Recreation Coordinator, Felicia Mahood,  
City of Los Angeles Department of Recreation and Parks*

"I wholeheartedly recommend Ina Hillebrandt. Her approach to helping seniors deal with loss of a spouse is unique and brought comfort to all who attended."

*Summer Rogers, Program Director, The Park Lane, Classic Residence by Hyatt*

"Thanks, Ina. I haven't been able to talk about how my husband died...it's over 10 years. I'm already beginning to feel better."

*Marie M., Boston, MA*

"Your class has been the most helpful to me. I am overcoming my pain and grief due to your help, your kindness and your expertise."

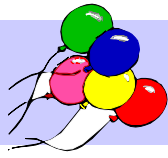
*Love you, Addie Jacobbs*

"As a participant in the Grief Lifters group I can only offer the highest praise for Ina Hillebrandt. Having attended several such groups, hers is the most beneficial and instructive. Thank you for affording me this necessary tool to my period of adjustment."

*Earl Boretz*

NOTE: *Grief Lifters* is featured in a program on aging by Intelcom.org, the online college educational organization. Segment #17 of their series entitled, "Our Families, Ourselves," the program is being aired by a number of PBS stations in the U.S. It is also available to subscribers to Intelcom.org.



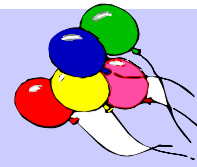


## IDEA MAGIC

An *Un-Workshop* on Creativity, ***Idea Magic*** furnishes participants with tips and tools to conquer problems in new program design, service delivery, patient relations, communications (advertising/public relations and among employees), image, names, snags at efficiency and more. To promote creative problem-solving, ***Idea Magic*** is a strong program sparking staff to devise practical yet imaginative solutions to the many challenges facing the health care industry today. ***Idea Magic*** can be used in a variety of ways: Training; New Product/Service Development; Patient and Family Care Service Enhancement; Strategic Planning; Communications Enrichment.

**\*\**Idea Magic* offers a double benefit**, fulfilling both marketing and human resources goals. The program will provide your organization with practical, well-targeted ideas for new products and services, or service delivery. At the same time, the unique environment created in these sessions builds employee morale and greatly enhances team-building. If you're interested in getting the most for your dollar, this program is a wise choice.

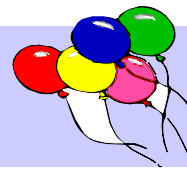
# ***UN*-WORKSHOPS AND SEMINARS FOR FAMILIES/COMMUNITY**



The UN-Workshops offer the following programs for patients' families and the community:

- ◆ ***Nurture Thyself!***<sup>TM</sup> – Give yourself permission to take care of yourself as you help a loved one through illness. Self-care empowers you to do so much more for the other person. Powerful, easy-to-use tools to help you cope.
- ◆ ***Idea Magic***<sup>TM</sup> – Unleash Your Creative Talents
- ◆ ***Grief Lifters***<sup>TM</sup> – Dealing with loss by letting up on yourself. A powerful, yet gentle healing program soon to be made a part of an educational series on the Internet.
- ◆ ***Comic Release***<sup>TM</sup> – Transformation, Risk and Change through the Power of Humor
- ◆ ***Manifest Your Destiny***<sup>TM</sup> – Get what you want by laughing, and a rich set of special visualization techniques
- ◆ ***Fun 'N' Mentals***<sup>TM</sup> – ***The Lite Approach To Weight Control***
- ◆ ***Pawprints Writing Clubs***<sup>TM</sup> – Animal “tails” and other fun exercises that will inspire you. Get a mental lift, write out those frustrating feelings, and the happy memories, with style! ***Memoir Writing classes also available! Patients/clients can create a great gift for families and friends, staff and everyone they know!***

## WHY CHOOSE THE *Un*-WORKSHOPS?



Ina Hillebrandt, President of the *Un*-Workshops in Los Angeles, is a nationally known workshop leader, speaker and author. She has held positions in health care, and has served as a consultant and group facilitator to Fortune 500 companies and key non-profits for more than twenty years. Recognized for her insight into human development and injection of humor into the worksite, Ina is expert at inspiring people to perform at their peak professionally and personally. Hillebrandt's work helps clients enhance health and well-being, develop more balance in daily living, and more self-esteem. *Un*-Workshops also promote patient/customer and employee satisfaction, teamwork, productivity, creativity, effectiveness and enhanced communications, all of which contribute to substantial improvements in revenues.

Hillebrandt's list of clients includes IBM, CBS, Citicorp, PepsiCo, VISA, Weight Watchers, a number of airlines and other Fortune 500 companies, plus a number of not-for-profits such as CUNY/The Rockefeller Foundation, and The Alan Guttmacher Institute/Planned Parenthood, The American League of Theatres and Producers, the Life and Health Insurance Societies of America. She served on a drug addiction agency, and worked in Hansen's disease, and has led support groups for more than twenty years.

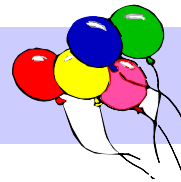
In the non-profits, Ina has worked with patients, and also helped organizations understand the attitudes of the public for targeting information and education campaigns to serve the needs of both. Her work on Social Security was presented to the Greenspan Commission, for example. And she has been involved in films and other programs for the elderly. She has also been delivering her Grief Lifters™ to seniors for more than fifteen years in Los Angeles and many other U.S. locations, and the Pawprints Writing Clubs™ to young people and adults for more than four years in Los Angeles, New York and over the internet.

Ms. Hillebrandt has spoken to many professional and business organizations, including The Commonwealth Club of California in San Francisco and The Esalen Institute. She has experience in a wide variety of locations in the U.S. and in some areas abroad, and has a great deal of information at her fingertips about differing needs and customs of people from a variety of backgrounds. She has appeared on numerous television and radio programs. As of this writing she is appearing online and on PBS stations around the U.S. in an Intelcom.org online college education series on aging.

Education: Ms. Hillebrandt holds an A.B. in Anthropology from the University of Pennsylvania, with graduate work in social psychology and anthropology at Tulane University.

Books: *Pawprints*, the book of furry memoirs, became a best seller on Amazon.com, and the foundation for Hillebrandt's literacy and kindness to animals program, Pawprints Literacy Plus™. She also created a curriculum guide for teachers entitled, "*The Student Prints*. Other books include *How to Write Your Memoirs...Fun Prompts to Make Writing...and Reading...Your Life Stories a Pleasure!*", *DIVING BOARDS: First Lines and Titles for Stories -- OR -- If You See A Man Alone on the Beach in Mexico, It Means His Wife is Upstairs, Throwing up in the Room*, the first in a series of humorous self-growth books. Hillebrandt also edits and publishes books of students' works. Adult stories, both memoir and fiction, are published in the *Stories From The Heart* series; Vol. 2 was named a best seller by Amazon.com best. She also publishes the KidPrints series by and for children, privately issued to the young people and host organizations for classes; plans are to make these available on a wider basis.

## TESTIMONIALS ...



"Ina's work tickles the intellect and creates a new way of seeing ourselves, the world and our place in it. In fact, just being in Ina's presence calms the soul and heals the rough spots we may have experienced."

Tom Beardslee, Associate Vice President, Dean Witter

"Comic Release is a great idea. I think every professional care-giver should attend, maybe once a month. It's a great stress reliever, and in our work we face a lot of stress every day."

Sarah Hawthorne, RN, Carmel, CA

"I would definitely recommend Comic Release. It's a great way to relieve stress. Thanks, Ina for an insightful day. I learned a lot about myself and how humor is a valuable tool to deal with stress. And how to improve our relationships with other people. Plus it was fun playing with everyone!"

Barbara Murphy, Owner, Portofino Café

"I really enjoyed Comic Release and would certainly recommend it! Humor is important and a lot of people forget and don't use it. It's a great way to get frustration out of your system and move on."

Dick Coppin, Vice President-Investments, Prudential Securities

"Ina's energy is inspiring, therapeutic and magical. Since I've known her these past two years, I have become one with my gastrointestinal tract." Larry Yurdin, Computer Consultant, Austin, TX

"During the time Ina was working with the group on writing, she was actually glowing...I have written things I never would have thought of without coming to this class."

Crystine Julian, Published Poet, Drum Circle Facilitator and Corporate Consultant

"Ina is a healer. When my friend Jane talks the stories she's writing in Ina's class, she's happier than I've seen her in years. The classes provide a place for community and sharing that's sadly missing in our lives today."

Diane Slade, therapist and artist, Napa, CA

"When the stories in 'Pawprints' were read aloud to the educators in our workshop, there was a warmth in the room....Thanks, Ina, for all that you do."

Hans Cole, Director Roots & Shoots, Jane Goodall Institute

"I tried a number of grief classes. And then I found Ina's. Thank God." Reva Markus, L.A.

"Thank you, Ina, for helping our Dad get through the pain of losing our Mom, and for bringing us closer. We've been anxious to read the stories he wrote about the family, and surprised to read about the (fictional) family of Mo Cat. We're glad they're making other people laugh."

Family of Earl Boretz, member of Grief Lifters and Pawprints Writing Club

"I highly recommend Grief Lifters and Pawprints, two excellent workshops by Ina Hillebrandt that encourage people to deal with life issues in new, creative ways. We, at the Felicia Mahood Senior Multipurpose Center, have had the good fortune of being able to offer these workshops to our seniors. The response from the participants has been overwhelmingly positive and appreciative."

Sherrie Berlin, Recreation Coordinator, Felicia Mahood Senior MultiPurpose Center,  
City of L.A. Department of Recreation and Parks

"I wholeheartedly recommend Ina Hillebrandt. Her approach to helping seniors deal with loss of a spouse is unique and brought comfort to all who attended."

Summer Rogers, Program Director, Classic Residence by Hyatt, CA

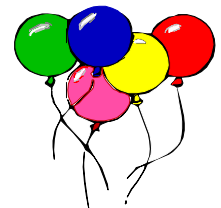
# CLIENTS AND SPEAKING ENGAGEMENTS PARTIAL LIST

The Alliance on Aging  
The American Association of Public Opinion Research  
American Council of Life Insurance  
The American League of Theatres and Producers  
Apple Computer  
AT&T  
Carmel Valley Racquet Club  
CBS  
Classic Residence, by Hyatt

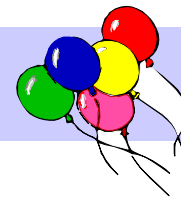
The City of Los Angeles, Department of Recreation and Parks  
The Commonwealth Club of California  
Esalen Institute  
The First Theater of California  
Fisher-Price  
Garden Health and Fitness Club  
Health Insurance Association of America

IBM  
Krystal Foods  
Merrill Lynch  
The Monterey Chamber of Commerce  
Monterey Peninsula College  
The National Association of Catering Executives  
Pilgrim's Way bookstore  
Portofino Café  
Qualitative Research Consultants Association  
The Inn at Spanish Bay, Pebble Beach  
Private Series on Fun 'N' Mentals, Berkeley, Calif.  
Professional Women's Network  
Special workshop for schizophrenics

Charles Schwab & Co., Inc.  
Scott Paper Company  
Sears  
Shearson Lehman Brothers  
J. Walter Thompson  
Weight Watchers International  
Women in Management  
World Future Society  
Xerox



# RATES



Our rates include a detailed preliminary discussion with your management, so that we can tailor our program to your specific needs. Rates for a keynote, half-day, full day and two day program are available. Printed classroom materials for up to 25 attendees are included. A materials charge may apply for books and basic materials for larger groups, depending upon the *Un-Workshop* selected.

Travel outside the Los Angeles area is additional and billed at cost. We can arrange facilities, food and beverage for the *Un-Workshops*, should you desire, at cost plus 10%.

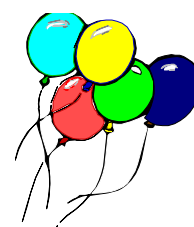
\*\* In addition to keynotes, half and full day workshops, Ina is available on an hourly basis for on-site classes, coaching and one-two hour programs at your facilities. Please contact us to discuss your program and budget needs.

For scheduling and information please contact:

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President, The Un-Workshops  
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Los Angeles, CA 90049  
V: (310) 471-5048  
F: (310) 497-5653  
E-mail: [InaH@InasPawprints.com](mailto:InaH@InasPawprints.com)  
http: [www.InasPawprints.com](http://www.InasPawprints.com)

*Humor - Comic Release*

◆ Creativity - Idea Magic ◆



◆ Grief Lifters ◆

*THE UN-WORKSHOPS™*