Extending Beyond Clinical Applications

Business Development
• Training
• Resources
• Ongoing Access

A Unique Portfolio of Services
EEG/qEEG/ERP Analysis • Education

2 FREE qEEG Reports*
*Includes maps, MD report & full write-up. Offer is for new clients only and expires 12.31.11.
Introducing A New Resource For qEEG & fQEEG Clinical + Business Applications

Our Services Include Clinical Training + Business Development Support

There are many competent service providers that can deliver qEEG processing, analysis and interpretation. There are many that can provide brain mapping and neurofeedback therapy recommendations. And there are many places one can go to learn these skills in order to administer, process, interpret and provide therapeutic services in-house. For the first time, however, a portfolio of services has been created that provides all of this, and then goes beyond.

Taking those next steps, going beyond the clinical, into providing avenues for on-going staff training and educational services, or even owning and/or administering a stable and profitable facility -- these are frequently the more difficult challenges. At Brain Science International (BSI), we have created a comprehensive package of resources and service offerings. This new system effectively addresses the need for a continuum of clinical, educational and on-going business support.

Our System Offers Purposeful Flexibility

The foundation of the system we have developed is qEEG / fQEEG processing and interpretation. Rather than provide that as a single service offering, however, this unique system addresses a growing need for more comprehensive services. This new system focuses on developing needs-based, long-term partnerships with clinicians, providers and their staff. By offering the flexibility to select from a comprehensive portfolio of clinical services, business resources and educational opportunities, we stand alone in our ability to be a single-source partner.

Please give serious consideration to accessing this new approach. BSI is your full-service center for current and expanding clinical, therapeutic, educational and business needs.
The Foundation Of Our Portfolio Of Resources: Comprehensive qEEG Services

Our BSI analytic team has processed over 500,000 EEG recordings during the last decade. Members of our team began work in this area in 1974, making us one of the most experienced processors in this field.

In addition to this expertise, we offer two other unique features. We are the only center in Northern California that offers event-related potential brain mapping; further, we are the only organization in Northern California that has access to the same international, standardized database of normed, neuropsychological test batteries used by many pharmaceutical companies for drug development and clinical trials throughout the world. These tests are highly automated and computerized, capable of measuring cognitive changes in milliseconds.

The scientifically advanced assessments that we provide help to ensure accurate diagnosis and are offered completely independent of any other service offerings. Our new and expanded portfolio is built on this core competency in advanced assessment capability.

These are but a few of the reasons why partnering with BSI for qEEG and fQEEG analysis, interpretation, reporting and clinical input makes imminent sense.

Regarding Test and Information Transfer: Security systems are in place and all processes are HIPAA-compliant. Files may be submitted to the secure BSI FTP server, or sent via CD or other removable media option. Reports are returned to the secure FTP server and are made available there for viewing and downloading, or they may be sent as password-protected, compressed, encrypted email attachments. At this time, mobile transmission services are not a planned delivery option. Hard copy reports and/or overnight courier services are also available, for an additional fee.
BSI Provides A Comprehensive Clinical Services

We provide a variety of clinical services to support many individual and group practitioners, clinics and institutions. We also perform our own testing on our own clients at our own facilities throughout the San Francisco Bay Area -- the Attention & Achievement Centers. Some of our standard testing services include: dynamic database comparisons; test and re-test reliability; pre- vs. post-treatment statistics and analysis; brain performance predictors and measures; learning disability, aging-related, behavioral disorders and TBI discriminant analysis; Z score ranges and boundaries; IVA/IVA+Plus; TOVA; psychometric; Woodcock-Johnson; ADOS; auditory processing; IQ. We can provide these services to you as a fee-for-service provider, or teach you how to incorporate testing into your own facility's offerings.

Therapeutic Services

We offer interpretive services, as well as recommendations for courses of therapy. We use neurotherapy, sound sync therapy, sensory integration and neurocognitive rehabilitation. The difference between our services and others' is our team of professionals. We access the experts wherever they are -- all over the world. Our clinicians, instructors and therapists and technologists are all leaders in the field of EEG, qEEG and neuroscience. We can provide complete therapy recommendations to you as a fee-for-service provider, or train you and your staff, so that your facility can provide the most effective, advanced courses of therapy available in your area.
Portfolio Of Services & Resources

Educational Services
Attend our seminars and workshops. We offer certification programs in EEG, Neurofeedback and fQEEG. We conduct seminars in accurate diagnosis and treatment for a variety of brain disorders and conditions, including TBI and PTSD. Fellowships, of approximately two weeks’ or more duration, are part of our curriculum. These fellowships provide hands-on participation in our centers with our clients, as well as instruction from and testing by our team of experts. Off-site training, in your facility, is also available. We can train you and your staff in key clinical and business skills. Check our Web site for a listing of current and upcoming course offerings, including dates, locations and faculty. Learn the latest techniques and benefit from our knowledge, on-site at our facility, or yours.

Business Resources
Our BSI Associates Program is the nexus of our launch efforts. It brings together the clinical, therapeutic and educational -- all to result in a successful business endeavor. We understand what it takes to manage and run centers. We have assembled a world-class advisory board, staff and faculty to support our educational efforts. Our business credentials are every bit as impressive as our scientific credentials. We intend to provide our BSI Associates with all of the tools they will need to launch or augment their service offerings. Associates will have access to our experts their experience, as well as all of the resources we have identified, which we have established and nurtured through the years. Complete details concerning becoming a BSI Associate can be found on our Web site. Ensure that your business succeeds, that you retain your clients and that they truly benefit from treatment. Learn the real keys to business success from our experts.
The Advantages We Offer

Our Credentials
Our staff and faculty is comprised of highly respected and well-known experts. It includes M.D.s with specialties and sub-specialties in neurology and clinical electroencephalography, Ph.D.s who evaluate, treat and coach, qEEG Technologists and Diplomates, as well as neurocognitive rehabilitation trainers. The members of our world-renowned scientific advisory board, along with our staff and faculty, guide the entire organization, using their collective expertise and experience.

Our Experience
There is no company or service in the world that has more combined technical and clinical experience. Our team is expert at both processing qEEGs and providing clinical applications. Individual case consultations are provided at any time, on a one-time or on-going basis (additional fees apply.)

Our Services
BSI relies upon the latest in research and provides the most up-to-date testing techniques. Highly qualified and specialty-licensed M.D.s analyze, compare, evaluate and report all results via a secure, HIPAA-compliant reporting service. Services can also include neurofeedback and neuromodulation techniques and applications.

Training and Business Development
We recognize how important training and education are as predictors of the overall success of a neurofeedback clinical practice. Knowledge and how to apply it are key. We provide several training opportunities, both on the medical and business sides. For over a decade, the founders of BSI have been successfully running a neuropsychological, educational and treatment center for those with brain function deficiencies.

Value and Affordability
We provide our associates with competitive pricing, rapid turnaround (5 business days or less, with 24-hour expedited service available for an additional fee) and scalable services (use or access as little or as much as is needed.) Extended payments and discount plans are available for all BSI Associates.

For more information on rate structures and fee schedules for the above-listed, as well as additional services, please contact BSI directly.
Our Comprehensive Offerings
Affordable Pricing • Rapid Turnaround Time

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We Create The Right Customized Program For You

- Comprehensive Training
- HIPAA-Compliant Services
- qEEG Interpretation & MD Report
- Neurotherapy Recommendation
- Continued Access To Experts
- No Royalty Or Franchise Fees
- No Restrictions On Practice

Our Business Model
An association without restrictions, requirements and/or royalties.
1-Day Courses

Title: Introduction to Neurofeedback

Course Description:
Discover why the fields of neuropathy and neuroscience are exploding and why their applications and uses are expanding daily. In this 1-day conceptual course, you will learn the basics of the human central nervous system, brain structure and function, the different types of brain EEG activity, cortical rhythms, resting alpha and EEG – and how all of this correlates to behavioral and mental disorders. This course also provides an overview of the history and development of EEG neurotherapy, its application and the current validating research. This course is taught by leading practitioners and pioneers in the field and provides an excellent foundation. 8 hours of didactic instruction is required for BCIA certification and APA and AMA licensure.

Title: Neuromodulatory Approaches (EEG/Mag+DC Stim)

Course Description:
The inclusion of EEG brain training and non-invasive brain stimulation treatments can augment your practice. These are rapidly becoming viable treatments for multiple disorders, a few of which are ADHD, depression and anxiety. Understanding timing, placement, reinforcement scheduling and behavioral implications is critical in order for these treatment modalities to be successful. Our world-class team of instructors will provide a survey of these modalities to help you decide if they are right for inclusion in your practice.

2-Day Courses

Title: Autism -- Detection and Treatment

Course Description:
According to the CDC, as many as 1 out of every 100 children may be autistic and recent research estimates that the actual numbers may be twice that high, when mild forms of autism and Asperger’s are included. Although there is currently no cure for autism spectrum disorders, research shows that the earlier diagnosis is made and treatment begins, the better the prognosis is for good outcomes. In this 2-day workshop, you will learn how to properly distinguish between PPD, autism and Asperger’s syndrome. You will review evidence-based treatment options, including chelation, diet, neurotherapy and auditory integration training. The overall objective of this course is for you to be able to help those who are afflicted with autism, and their families, to improve their QOL.

Title: DC Stim (tDCS), Mag Stim and AVE

Course Description:
Novel, non-invasive approaches to brain modulation are fast becoming indicated as viable treatments for many disorders, including but not limited to memory enhancement, stroke, ADHD, depression and anxiety. More applications are emerging with each passing month of journal publications. Correct timing and placement are critical in order for these modalities to be successful. Our world-class team of instructors is experienced in these rapidly emerging treatment areas. A special demonstration of AVE, an inexpensive technique that has a neuromodulatory impact, is a part of this course.

Title: ERP

Course Description:
qEEG analysis defines the what and where of a disturbance, but the ERP looks at the details of sensory detection and processing, reaction times – and even the executive motor regulation and self-monitoring taking place during a cognitive task. These 2 measures combined are essential for recommending a successful treatment plan. Complete your qEEG training with this 1-day course that focuses exclusively on auditory, visual and somatosensory ERP recording, interpretation and training. Laterality, positive and negative trends, common tasks used, ERP neuropathways, ERP databases, effects on the ERP from medication, the most appropriate populations for ERP testing, as well as historical and current research, will be presented and discussed.

Title: TBI and PTSD

Course Description:
Comprehensive qEEG and ERP assessment for those suffering from head injury is essential, whether the injury is related to military or police service, sports participation or trauma from a motor vehicle accident. If utilized properly, your clients will have improved chances for better treatment and a successful clinical outcome. Psychologists, counselors, nurses, MDs and any other providers who facilitate evaluations for TBI should attend. The co-morbidity seen with TBI and PTSD as a result of injuries suffered in military operations, for example, is enormous. Differentiating these intertwined clinical entities is only possible if you have the right knowledge and ability to analyze the pathophysiology of your client’s TBI and/or PTSD. Our course provides such a depth of understanding.
3-Day Course

Title: Quantitative EEG Program $895
Course Description:
This 3-day, intensive training program will prepare you to use the quantitative electroencephalograph (qEEG). This course will cover everything from electrodes and placement, to being able to properly interpret your recordings. You will learn the art of proper recording techniques using a 19-channel amplifier and the skills to artifact and interpret the data. Every participant will have opportunities to gain hands-on experience with top clinicians and researchers right by their side. Upon completion of this course, you will be skilled and competent in all of the following: a) background, history and relevant research of the qEEG; b) basic and advanced concepts, such as phase, coherence, power, amplitude/magnitude, 10-20 electrode placement; c) proper recording techniques; and d) inspection, correction and analysis of your qEEG recordings. You will learn to use Low Resolution Electromagnetic Tomography (LORETA) and the NeuroGuide, Nx-Link, SKIL, BRC and HBI databases. This overview course will thoroughly prepare you for further training in the areas that hold the most interest for you.

4-Day Course

Title: Neurofeedback Certificate Program $1,295
Course Description:
This course provides a practical, hands-on experiential learning environment with limited class size. Each morning starts with theoretical and applications didactic. After lunch, you will be working in small groups, using actual neurofeedback equipment and software used in clinics throughout the world. While we always recommend further preparation before treating clients, you will have a sufficient level of understanding of the fundamentals in order to begin. We will cover neurophysiology and neuroanatomy, assessment and analysis, the 10-20 International EEG Placement System, instrumentation and equipment, neuromodulation, basics of qEEG analysis, training protocols and ethics. Will also cover standard treatment protocols, such as Beta or SMR training, as well as the full range of standardized clinical protocols, including the Peniston Protocol, the Othmer Method, LENS, Roshi, Z-score training and coherence training on the leading equipment in the field. This course is taught by the leading practitioners and pioneers in the field and fulfills the required 36 hours of didactic training.

Title: Mentorship $95-$450 /Hour*
Course Description:
Once you have completed your training, you can benefit from supervision or mentorship by tapping into the great resources at our facility. We offer a basic mentorship that meets the BCIA certification requirement. We also offer consultation -- consulting with you about complex cases or business matters, by using one of our team of experts.
*Cost varies based on the professional who is providing the consulting or mentorship.

Title: Practicum $2,500 / Week*
Course Description:
Our courses are great, but there is nothing like working with an actual patient in a real clinical setting. During the week of your practicum, you will be working with one of our experienced clinicians. You will get to practice what you have learned in our workshops with a real client. You will assist in qEEG recording and observe editing, interpretation and the decision process involved in protocol selection. You will also work hands-on, by administering EEG neurofeedback and participating in site selection, protocol setting, reward and inhibit bands and the clean up process. Learn the secrets that took us years to master and that are impossible to know unless we teach them to you. This is the next level of experiential learning.
*Accommodations and meals are not included.

*A listing of all current and upcoming course offerings, including dates, duration, location options, fees and faculty, are available at wwwBrainsInternational.com.
Our Team

Gregory Alter, Ph.D., ABPP, BCN, BCB
Gregory Alter, Ph.D. is a California-licensed psychologist and marriage and family therapist. He is board certified in clinical health psychology and in general biofeedback and neurofeedback. He has over 30 years of experience in the use of biofeedback to enhance attention and performance, as well as integrating diverse approaches from both biofeedback and the psychology of health and well-being. In addition, Dr. Alter offers educational assessments and psychotherapy. He is a member of the American Psychological Association, the National Register of Healthcare Providers in Psychology and the American Board of Professional Psychology. Dr. Alter is also a managing director of NeuroAdvantage, LLC, founded in 2004 and specializing in the clinical integration of light and sound neuromodulation, neurofeedback and biofeedback. He has also worked with the Attention & Achievement Center for over 10 years, providing clinical supervision and training in psychophysiology. He is an interpretative diagnostian for BSI.

Michael Bass, M.D.
Michael Bass, M.D. is a Board Certified Clinical Electroencephalographer and neurologist with over 30 years of experience as a diagnostician. He has developed expertise in technologies outside EEG, notably performing and interpreting electromyography, nerve conduction studies, carotid arteriography, and Doppler/ultrasound studies of cervical, cranial, and peripheral blood vessels. He has had training in quantitative EEG (qEEG). He is a graduate of University of Arkansas School of Medicine and is a member of The Association of California Neurologists and the EEG and Clinical Neuroscience Society. In addition to years of in-patient and out-patient neurology practice, His experience includes running a state hospital ward for chronic mental problems including developmental disorders and supervising the medical care for the Alameda County Santa Rita Rehabilitation Center. For several years, he has been proctor of orthopedic disability and neurological exams. He has participated in research on amyotrophic lateral sclerosis. Currently, he practices in Northern California and provides review and neurological examination services to selected clients at the Attention & Achievement Center and is an interpreting physician for BSI.

Thomas F. Collura, Ph.D.
Thomas Collura, Ph.D. has over 30 years of experience in research, development, and education in the areas of EEG, evoked potentials, brain mapping, and neurofeedback. He holds Ph.D. in Biomedical Engineering from Case Western Reserve University. He has held faculty and staff positions with AT&T Bell Laboratories, the Cleveland Clinic Foundation and Case Western Reserve University. He is currently the Founder and President of BrainMaster Technologies, Inc., Bedford, Ohio. He has published over 20 peer-reviewed journal articles and several book chapters, holds numerous patents in EEG and neurofeedback, and is currently authoring a textbook on the foundations of neurofeedback. He received the Hans Berger Award of Merit from the Association for Applied Psychophysiology and Biofeedback (AAPB), is a past president of the International Society for Neurofeedback and Research (ISNR), and a past president of the Neurofeedback Division of the AAPPB. He is a diplomate of the Quantitative EEG (QEEG) Certification Board. He currently collaborates with institutions such as Brown University, and is Academic Program Director for Stress Therapy Solutions and is a technical editor for the Journal of Neurotherapy.

Don Cooper, Ph.D.
Don Cooper, Ph.D. is an associate professor in the Department of Psychology and Neuroscience at University of Colorado, Boulder. He received his Ph.D. in neuroscience from the Chicago Medical School in 2000. Dr. Cooper is the recipient of an NIH career award to investigate gene expression in cocaine addiction. His laboratory is funded by the NIH to study ecstasy and cocaine in the brain memory and reward system. He has served as an ad hoc member of a number of committees for the National Institutes of Health and as a chair of the National Academy of Science, Kavli US/Japan Frontiers program. He has also served as a peer reviewer for numerous journals. The long-term goals of Dr. Cooper’s laboratory are to understand information processing in the brain motivation/reward memory circuitry and characterize the adaptations and impaired neural memory mechanisms associated with depression, addiction and schizophrenia. His neurophysiology lab combines behavioral, molecular genetic and detailed electrophysiologic analysis. The overall objective is to understand how psychostimulant drugs alter neuronal impulse activity that leads to short and long-term changes in communication within the mesolimbic dopamine system.
**David Hagedorn, Ph.D., BCN**

David Hagedorn, Ph.D., has worked in various clinical and private practice settings for over 20 years. He serves as an international neuroscience and biofeedback research consultant and instructor for the Biofeedback Foundation of Europe. Dr. Hagedorn serves on the faculty at the Naval Hospital at Camp Lejeune and is an Assistant Professor of Military and Emergency Medicine at the Uniformed Services University of the Health Sciences, School of Medicine. Dr. Hagedorn consults with brain injury and post-traumatic stress research experts and also consults with providers of transcranial magnetic stimulation, direct current stimulation, and anti-aging medicine. He has a Doctoral degree in Clinical Psychology with an additional Health Psychology Doctoral Certificate. Dr. Hagedorn is Board Certified by the Biofeedback Certification International Alliance as an EEG provider. He is an approved mentor for the BCIA and holds several neuroscience committee positions. Dr. Hagedorn has been an award-winner and invited international speaker for two decades on the topics of EEG, applied neuroscience, peak performance, neurodegenerative conditions, biofeedback, post-traumatic stress disorder and traumatic brain injury/concussions. He serves as the CEO of Evoke Neuroscience, a company devoted to providing comprehensive brain assessment and training systems.

**Jay Gunkelman, QEEG Diplomate**

Jay Gunkelman, is highly experienced in EEG and qEEG processing. The first-ever qEEG Technologist, he has over 30 years of experience in his field. He received his B.S. in psychology from North Dakota State University and then became a certified registered electroneurodiagnostic technologist. After becoming the first certified qEEG technologist, he was granted Diplomate status in 2002. He has served on the boards of both the AAPB and the ISNR, where he also served as President of the Board from 2001-2002. Mr. Gunkelman has co-founded 3 entities: the Biofeedback Laboratory of the North Dakota State Hospital; Q-Pro Worldwide (Russia, Switzerland, USA); and now BSI. He served as a staff lecturer for 12 years at The Biofeedback Institute of San Francisco. He also served as a technical editor of the Journal of Neuropathy. His publications are varied and include papers published in peer-reviewed journals and scientific conference abstracts. He has co-authored a book and several book chapters. Mr. Gunkelman lectures at neuroscience meetings throughout the world. He is a co-founder and Chief Science Officer of Brain Science International.

**Ali Hashemian, Ph.D., COHC**

Ali Hashemian is the President of American College of Behavioral Medicine and co-founder and CEO of Brain Science International. He holds a Ph.D. in Clinical Psychology from Western Graduate School of Psychology and has completed The Intensive Course in Transcranial Magnetic Stimulation at Harvard Medical School. He has completed the Hearing Conservation Certification program at Portland State University, as well as the Professional Program in Neuropsychological Assessment from the University of California at Berkeley. Dr. Hashemian is a member of the Harvard Medical School Post-Graduate Association, Department of Continuing Education, ISNR, AAPB, American College of Occupational and Environmental Medicine and the American Society of Bariatric Physicians. In his role as the Director of the Attention & Achievement Center in Northern California, he has been involved in the evaluation and delivery of services, including neurotherapy and neurofeedback, to thousand of clients over the past 18 years.

**Cynthia Kerson, Ph.D., BCN, BCB, QEEGT**

Cynthia Kerson, Ph.D., BCN, BCB is certified in both biofeedback and neurofeedback. She completed her master’s degree in humanistic psychology at Sonoma State University and her Ph.D. in applied psychophysiology at the University of Natural Medicine. She specializes in neurofeedback training for learning disabilities, pain, depression and anxiety. Her comprehensive training techniques are focused on meditation and mind-body awareness. Dr. Kerson has published several papers and articles, is a mentor for BCIA and a member of SABA. She is a frequent presenter at the annual meetings of the Association for Applied Psychophysiology and Biofeedback. She has presented at both annual and regional meetings of the Biofeedback Society of California, where she was past Executive Director, from 2004-8. She has also been a featured speaker at ISNR. In addition to her more academic pursuits, she frequently consults with the media, contributing her expertise to television and radio news and programs, as well as magazine and newspaper articles. She serves as the Director of Educational Services for BSI.

**Dirk De Ridder, M.D., Ph.D.**

Dirk De Ridder, M.D., Ph.D., is a professor of neuromodulation and neurosurgery in Antwerp, Belgium. As founder and director of the BRAI²N (Brain Research Center Antwerp for Innovative & Interdisciplinary Neuromodulation) and the TRI Tinnitus Unit (Tinnitus Research Initiative), he uses both EEG and fMRI navigated non-invasive (TMS, tDCS, TACS, LORETA neurofeedback) and invasive (implants) neuromodulation for research and treatment purposes.
Joel F. Lubar, Ph.D., BCN

Joel Lubar received both his B.S. and Ph.D. from the Division of the Biological Sciences and Department of Biopsychology at the University of Chicago. He has published more than 125 papers, authored numerous book chapters and eight books in the subject areas of neuroscience and applied psychophysiology. He is also a sought-after editor, currently serving as one of the editors of the Journal of Neurotherapy. He has held the positions of Assistant Professor at the University of Rochester and Full Professor at the University of Tennessee, where he continues on as a professor emeritus. He is a past president of ISNR and AAPB, is a BCN-EEG senior fellow, is a licensed psychologist, a qEEG diplomate and is listed in the National Register of Health Care Providers in Psychology. He is invited to speak and present regularly at international workshops, seminars and congresses. Dr. Lubar’s early work was responsible for developing the use of EEG biofeedback (neurofeedback) as a treatment modality for children, adolescents and adults with ADHD. Currently, more than 1500 healthcare organizations use the EEG biofeedback protocols that Dr. Lubar has developed.

Margaret MacDonald, M.D., BCN

Margaret MacDonald, M.D., BCN, QEEGT has over 20 years experience in medicine, psychiatry, and neuro-behavioral rehabilitation, using biofeedback and neurofeedback. She is BIA and qEEG certified and has taught workshops at several conferences. Her current position is in neuro-injury research at the Department of Defense and Veterans Administration Brain Injury Center at Fort Carson, Colorado.

Lonnie Nelson, Ph.D.

Lonnie Nelson earned his Ph.D. from the University of Arizona in 2004, and completed a post-doctoral fellowship in rehabilitation psychology at the University of Washington’s Harborview Medical Center. After completing an additional research development fellowship at University of Colorado, he joined the Department of Defense and Veterans Administration Brain Injury Center (DVBIC) in 2007 at the Richmond, Virginia Veteran’s Affairs Medical Center site. He transferred to the Fort Carson DVBIC site in 2008. His primary research focus is the remediation of cognitive function following traumatic brain injury through brain-based interventions, focusing on neuroplasticity and cortical reorganization.

Juri Kropotov, Ph.D.

Juri Kropotov, Ph.D. has earned three doctorates: in theoretical physics, in philosophy and in neurophysiology. From 1970 to 1990, he practiced at the psychiatric clinics of the Institute of Experimental Medicine and Institute of the Human Brain at the Russian Academy of Sciences in St. Petersburg. His work with psychiatric patients included electrode implantation for neurological research, evaluation, diagnosis and therapy. For this research, in 1985 he was awarded the country’s highest scientific award -- the USSR State Prize. His scientific interests are now focused on Quantitative EEG and normative data bases, event-related potentials (ERPs), neurotherapy (neurofeedback, IDCS, DBS), QEEG/ERP markers of psychiatric and neurological disorders. In 2009, his book, entitled Quantitative EEG: Event-Related Potentials and Neurotherapy, was published. Upon publication, he received the award for the year’s most significant publication in the field of neurofeedback from the Foundation for Neurofeedback and Applied Neuroscience. In 2009, he was also awarded the Copernicus Prize, an award presented by the Polish Neuropsychological Society. Dr. Kropotov has published more than 200 papers and authored 9 books. He is currently the Laboratory Director at the Institute of the Human Brain at the Russian Academy of Sciences (St. Petersburg) and a Professor at the Institute of Psychology at the Norwegian University for Science and Technology (Trondheim).

Michael Linden, Ph.D., BCN, BCB

Michael Linden, Ph.D. is a licensed Clinical Psychologist and a Board Certified Biofeedback and Neurofeedback Therapist. Dr. Linden has been the director of Attention Learning Centers and Attention Performance Centers in Southern California since 1988. He has specialized in qEEG assessment and neurofeedback treatment of children, adolescents and adults with ADD and Autistic Spectrum Disorder since 1982. His studies with students using qEEG-based diagnosis and EEG biofeedback as an alternative to medication yielded promising results. These results have been featured in the LA Times, and on television specials, including Dateline NBC, ABC & NBC News, on the NBC special “Autism: The Hidden Epidemic”, and most recently on CBS’s “The Doctors.” Dr. Linden was instrumental in the development of the qEEG Scan (Theta/ Beta ratio) with Drs. Joel Lubar and Vince Monastra in the late 1990s and recently discovered 6 subtypes of autism and two types of Aspergers based on qEEG map research (Journal of Applied Psychophysiology and Biofeedback, 2010), which has greatly improved the success of neurofeedback and is beginning to be utilized with other treatments for ASD.
Jaime Piñeda, Ph.D.
Jaime A. Pineda, Ph.D. received his doctorate in neuroscience from the University of California, San Diego (UCSD). He is currently an Associate Professor in the Departments of Cognitive Science and Neuroscience at UCSD, as well as Director of the Cognitive Neuroscience Laboratory. His current research interests range from neural plasticity and brain-computer interfaces to, most recently, the relationship between EEG mu rhythms, mirror neurons, action comprehension and autism.

Meyer Proler, M.D.
Meyer Proler, M.D. is a graduate of Baylor University, College of Medicine, and is certified by the American EEG Society Board of Qualifications, as well as the American Board of Electroencephalography, with special competence in Quantified EEG. He has been a clinical assistant professor in the Department of Neurology at Baylor University for over 14 years and has had numerous scientific papers published. Dr. Proler is a member of the American Medical Association, the American Academy of Clinical Neurophysiology and the American Academy of Neurology, among others. Dr. Proler is a medical advisor for many clinicians and qEEG interpretation service providers.

Barry Sterman, Ph.D.
M. Barry Sterman, Ph.D. is Professor Emeritus, Departments of Neurobiology and Biobehavioral Psychiatry, UCLA. His seminal work in the operant conditioning of cats’ brains in the late 1960s paved the course for neuromodulation practices today. He has written over 100 peer-reviewed articles, over 30 book chapters and 6 books in the area of operant conditioning in animals and humans, specializing in epileptiform and sleep brain behaviors. Dr. Sterman is a frequent lecturer and sought-after speaker on the topic of neuromodulation.

Gabriel Tan, Ph.D., ABPP
Gabriel Tan, Ph.D. is a licensed clinical psychologist with specialty certification in clinical health psychology from the American Board of Professional Psychology (ABPP). He is a diplomate-fellow in advance psychopharmacology, a diplomate in qEEG, holds certification in clinical hypnosis and behavioral medicine and is a senior fellow in biofeedback (both peripheral and EEG). Dr. Tan is currently serving as Associate Professor and Director of the Clinical Psychology Program at the National University of Singapore. His prior position was at the Michael E. DeBakey VA Medical Center in Houston, where he spent over 20 years working with veterans. He held a concurrent academic appointment as an associate professor at the Baylor College of Medicine. He has recently completed two book chapters, one focused on neuromodulatory approaches to pain management, the other on neurofeedback and epilepsy. Professor Tan is the recipient of 10 research grants, is a member of the editorial board for the journal Pain Medicine and Psychological Services and is a past president of the AAPB.

James Thompson, Ph.D., BCN
James Thompson, Ph.D. holds both Master and Doctorate degrees from Pennsylvania State University in Kinesiology (specializing in sports related brain injury, TBI or concussion) and Psychophysiology. He is an Associate Fellow of the Biofeedback Certification International Alliance. Dr. Thompson specializes in the use of neurological and physiological testing and training techniques for assessment and active care in rehabilitating TBI and performance enhancement. He is the Director of Brain Injury Research Programs at the International Brain Research Foundation and the Neurophysiology Program Director at the Comprehensive Neuroscience Center in New Jersey. Dr. Thompson is the author of several articles and book chapters. He is the Founder and Chief Science Officer of Evoke Neuroscience, a company devoted to providing comprehensive brain assessment and training systems.
Become A BSI Associate*

Experience A New Level Of Clinical And Financial Success

We understand the importance of advanced testing, accurate diagnosis, effective treatment and ongoing therapy. We know what we have encountered in all of our years in practice, so we are aware of your needs, from both a clinical and financial perspective.

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<td>Forces you to use certain equipment</td>
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</tr>
<tr>
<td>You must pay a % of sales revenue to them monthly</td>
<td>Yes</td>
<td>Never</td>
</tr>
<tr>
<td>You must pay a % of your sales for advertising</td>
<td>Yes</td>
<td>Never</td>
</tr>
<tr>
<td>You have to offer the same services as all others</td>
<td>Yes</td>
<td>Never</td>
</tr>
<tr>
<td>You cannot offer other services</td>
<td>Yes</td>
<td>Never</td>
</tr>
<tr>
<td>Forces you to use their name-</td>
<td>Yes</td>
<td>Never</td>
</tr>
</tbody>
</table>

*You do NOT have to be a BSI Associate for us to process your EEGs. By becoming an associate, however, you will elevate your standing and move up to the next level of professional commitment, development and quality.

We are one of the world’s leading neurofeedback centers. BSI can be your partner and your guide -- to success!
Starting a new business venture can be an intimidating experience. There is so much to learn. Where do you begin? That is why franchising has been exploding. You can benefit from someone else’s experience and follow their model. But many franchisees quickly discover that although it was a good foundation at the beginning, it later on became a hindrance. Most franchisors require that you follow their model exactly which, in many cases, may not be the right model for your particular market and may not match your past experiences. Having to adhere to the franchisor’s systems and processes may, in fact, actually deprive you of the creativity and individuality that initially motivated you to start your own business! And franchisors require substantial payments over time, such as those that are due monthly in the form of royalties. Many franchisees quickly discover that the early benefits they experienced as a result of becoming a franchisee turn out to be very expensive when they are faced with 20 years or more of continuous monthly and other payments.

Through our affiliate relationship with the American College of Behavioral Medicine, which for many years has operated several Attention & Achievement Centers in Northern California, we can teach you what we know about the business of neuromodulation. This includes:

- How we generate leads
- How we advertise our services
- How we get referrals from MDs, schools and psychologists
- How we answer inquiries
- How we convert callers to initial consults
- How we handle the initial consults
- How we convert leads to clients
- What screening assessments we administer
- How we decide on which therapy is the right one
- What assessment tools we use and why
- How we reduce no shows/late cancellations
- How to reach out to people outside
- How we encourage completion of programs
- How we measure outcomes progress
- How we work with schools
- How we bill insurance for our services
- How we work with distant clients
- How we record and process qEEGs
- How we do EEG neurotherapy
- And much much more

Learn From Out Experience, So You Won’t Have To Learn The Hard Way!
You will get hands-on experience learning from what we do, how we do it and why. Then you can decide how much of it you will use and apply in your own business. No contract, no mandates, no royalties. Just $19,950.00 for up to 3 weeks of training at our facility (meals and accommodations not included).

Because of the relatively low cost of starting in neurotherapy, many people are tempted to try it on their own; however, they quickly realize that the years of training and experience can make a world of difference.
The nature of the services we offer are educational or business consulting. These services are not a franchise or a business opportunity offering. There is no guarantee of success in any business venture. Unlike a franchise, the owner can operate their business in any way they see fit, offer any services they choose, in compliance with local codes. They can call their business what they choose and charge what they wish. No guarantee of success is implicitly or explicitly indicated by BSI, its affiliates or employees. All business carries financial risk. BSI takes no responsibility for any loss or damage. Business owners should investigate and insure in order to comply with all local laws and regulations.