



**SOUTH CAROLINA  
CHILD CARE TRAINING SYSTEM**

The mission of the Center for Child Care Career Development is to improve the quality of all early childhood programs in the state of South Carolina through the professional development of early childhood teachers.



**SOUTH CAROLINA  
CHILD CARE TRAINING SYSTEM**

**CENTER FOR CHILD CARE CAREER DEVELOPMENT**

P.O. Box 5616  
Greenville, South Carolina 29606-5616  
864-250-8581  
Toll Free: 1-866-845-1555  
[www.sc-cccd.net](http://www.sc-cccd.net)

**TRAIN THE TRAINER  
SEMINAR SERIES 2010**



**SOUTH CAROLINA  
CHILD CARE TRAINING SYSTEM**

# TRAIN THE TRAINER SEMINAR SERIES 2010

Featuring **John Medina**

**CENTER FOR CHILD CARE CAREER DEVELOPMENT**

# TRAIN THE TRAINER SEMINAR SERIES 2010

WORKSHOP BY JOHN MEDINA

**ALL NEW**

## BRAIN RULES

During this session, participants will be introduced to several of the author's brain rules on how adults learn. Exploring scientific discoveries and utilizing practical application, Dr. Medina will share information on the following brain rules:

### Rule #4

Attention: we don't pay attention to boring things

### Rule #5

Short-term memory: repeat to remember

### Rule #6

Long-term memory: remember to repeat

### Rule #9

Sensory integration: stimulate more of the senses

### Rule #10

Vision: Vision trumps all other senses

You don't want to miss this dynamic presentation revealing Dr. Medina's expertise on how adults really learn. For additional information, visit [www.brainrules.net](http://www.brainrules.net).

## ABOUT THE TRAINER

**John J. Medina** is a developmental molecular biologist and research consultant. He is an affiliate Professor of Bioengineering at the University of Washington, School of Medicine. He is also the director of the Brain Center for Applied Learning Research at Seattle Pacific University. Medina has a lifelong fascination with how the mind reacts to and organizes information. As the father of two boys, he has an interest in how the brain sciences might influence the way we teach our children.

**Space is limited. Sign up early!**

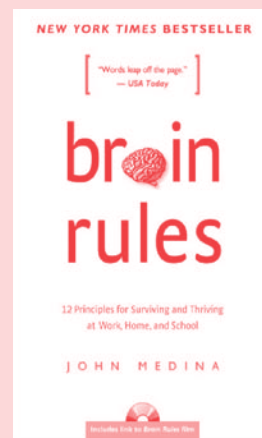
**The fee for this one-day seminar is \$15.00**

*(non-refundable)*

★ 5 hours of DSS credit in Professional Development

All participants will receive a paperback copy of John Medina's New York Times Bestseller book, *Brain Rules*. The first 150 registrants will receive a copy of the book *Brain Rules* autographed by John Medina. This will be the only opportunity available to obtain a signed copy. Book signing will not be available at this event.

Upon receiving your registration form and check, CCCC staff will send an email confirming your attendance and will inform you of your registrant number. Directions and a map will be included in your confirmation email.



[www.brainrules.net](http://www.brainrules.net)

## LOCATION

Midlands Technical College Auditorium, Airport Campus,  
Columbia, SC  
1260 Lexington Drive  
Columbia, SC 29170

Free parking will be available on the entire campus.  
You do not need a parking pass or sticker.

## SCHEDULE

8:30 am	–	9:30 am	Registration
9:30 am	–	12:00 pm	Seminar In Session
12:00 pm	–	1:00 pm	Lunch Provided
1:00 pm	–	3:30 pm	Training Session

Lunch will be provided for this event. If you have special dietary needs, please contact Becky Dixon at 864-250-8682.



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Please fill out and return to CCCC. Registration and fees must be postmarked by the deadline date below to reserve your space. Purchase order numbers are accepted as payment. We do not accept faxed registrations without a form of payment.

SEMINAR BY JOHN MEDINA

[ ] **BRAIN RULES**

**Friday, September 10, 2010** (\$15.00 Fee) \$ \_\_\_\_\_

Midlands Technical College, Airport Campus, Columbia, SC

Registration deadline – August 2, 2010

Total amount enclosed: \$ \_\_\_\_\_

**Space is limited to 400 participants. Sign up early!**

The first 150 registrants will receive a copy of the author's book, *Brain Rules* autographed by John Medina.

Name: \_\_\_\_\_  
First Last

Job Title: \_\_\_\_\_

Employer: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Daytime Phone #: \_\_\_\_\_

Address: \_\_\_\_\_  
Street

City State Zip

Please enclose check for the total amount, made payable to CCCC.

Return to:

The Center for Child Care Career Development

P.O. Box 5616

Greenville, SC 29606