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Association for Behavior Analysis International

Press Release For Immediate Distribution

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The World's Leading Experts in Behavioral Science to Gather in San Antonio: Behavior Analysts Present Latest Advances in the Scientific Study of Behavior

San Antonio, TX: The Association for Behavior Analysis International (ABA) continues to promote its mission at its 36th Annual Convention. Studies in behavior analysis explain everyday human behavior from greening actions to the treatment for autism. This year the convention will take place in San Antonio from May 26 through June 1 and will present new developments in the field of behavior analysis.

The program includes events across many areas of behavior analysis, including autism; business and industry; clinical, family, and behavioral medicine; education; social and ethical issues; and human development. ABA's most robust program to date, the convention includes 1,552 presentations, among which are posters, panels, symposiums, papers, invited addresses, workshops and meetings. Major topics at the convention include:

- *How behavior analysis will help save the planet:* Discussions of recent studies of ways to impact "green" behavior in order to improve the environment.
- *How behavior analysis will help save the economy:* Discussions of behavioral changes that increase performance and create a productive company cultures that result in increased ROI.
- *How behavior analysis will help save lives:* Discussions of the latest research and programs designed to treat autism and to improve quality of life, mental health and education.
- *How behavior analysis will help us understand each other:* Discussions of the basic research behavior analysts are conducting to help enhance our understanding of human behavior and decision-making.

The convention, which will be held at the Henry B. Gonzalez Convention Center in San Antonio, is expected to attract approximately 4,400 attendees from 40 countries, including scientists, applied researchers, undergraduate and graduate students, teachers, parents and consultants.

Credentialed members of the news media may attend free of charge with advance approval. Please contact Dr. Matt Normand by Monday, May 24, 2010 to reserve your press pass or to schedule interviews.

About ABA International

The Association for Behavior Analysis International is a nonprofit professional membership organization with the mission of developing, enhancing and supporting the growth and vitality of behavior analysis through research, education and practice. Founded in 1974, the association has approximately 5,500 members worldwide, and its affiliated chapters have a total membership of 14,000 worldwide. More information is available at www.abainternational.org.