



## EDITOR IN CHIEF

During the boom years of 1992 through 1997, J. Carol Pereyra served as general manager for The Learning Annex, the renowned purveyor of adult classes, seminars, lectures and workshops. During her stewardship the company held over 250 monthly self-help seminars in New York and Washington D.C., featuring the hottest, best-selling, self-help authors, movers and shakers of the time such as John Bradshaw, Deepak Chopra and Wayne Dyer. Her vision, hard-work and enthusiasm created a household brand that encouraged so many to expand their interests and passions in both personal and professional realms. When, in 1997, the Learning Annex was sold back to its original owner, Pereyra decided to merge her love of publishing and self-help.

Her move to the publishing industry was a logical one, having learned the ropes as vice president/comptroller of News Communication, a New York-based newspaper group that captured New York City's local life from the west side of Manhattan to the Hamptons in such publications as *Westside Spirit*, *The Queens Tribune* and *Dan's Papers*. And Pereyra's passion for self-help, while developed at The Learning Annex, is simply part of her DNA. Pereyra, often asked if her formal training is in psychology, answers, "Only if you count reading nearly every self-help book ever written." As she pursued her life-long love of self-help and her natural curiosity about human behavior, *Going Bonkers* began to take shape. One particular aspect of human nature Pereyra believes can bring health and well-being, and which she has studied in great detail, is our sense of humor. Pereyra says, "I really believe that the sound of laughter is far more contagious than any cough, snuffle or sneeze; it relaxes the body and reduces stress. A study done at the University of Maryland Medical Center suggests that a good sense of humor and the ability to laugh at stressful situations helps mitigate the damaging physical effects of distressing emotions."

Pereyra publishes *Going Bonkers* with the efforts of talented writers who are Ph.Ds in psychology and other fields, M.D.s, licensed therapists, mediators and negotiators. All have extensive expertise in their fields and have dedicated their professional lives to the promotion of self-improvement and self-help. With insights and equanimity they help us see the lighter -often solvable- side of our travails.

## SELECTED CONTRIBUTORS

From licensed sex therapist to professional organizer to anxiety disorder specialist *Going Bonkers'* contributors have the breadth, depth and credentials to offer the magazine's readers salient advice that is trustworthy without being overbearing. Whether a reader wants advice on handling an aging parent, an empty nest, a shopaholic spouse or a fear of medical procedures, *Going Bonkers* provides the expert who can address the issue.



[www.GBonkers.com](http://www.GBonkers.com)

### **Going Bonkers Magazine**

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R. Reid Wilson, Ph.D., a licensed psychologist, directs the Anxiety Disorders Treatment Program in Chapel Hill and Durham, N.C., is Clinical Associate Professor Psychiatry at the UNC School of Medicine, and also the author of *Don't Panic: Taking Control of Anxiety Attacks*, published by Harper Perennial Books, an imprint of HarperCollins. [www.anxieties.com](http://www.anxieties.com)

A speaker at the upcoming Women's Sexual Health Foundation forum in New York, Stephanie Buehler, MPW, PsyD, CST, is a certified sex therapist with a doctorate in psychology who is also the editor of the Women's Sexual Health Journal. [www.thebuehlerinstitute.com](http://www.thebuehlerinstitute.com)

Taking a compassionate approach to organizing the myriad details of life is Vickie Dellaquila, whose book, *Don't Toss My Memories in the Trash ...A Step-by-Step Guide to Helping Seniors Downsize, Organize, and Move*, is available through her website, [www.organizationrules.com](http://www.organizationrules.com)

Another Ph.D, Frederic Luskin is director of the Stanford Forgiveness Projects, and his most recent book, *Forgive for Love*, was published by HarperOne, an imprint of HarperCollins. Dr. Luskin offers workshops through the Stanford Continuing Studies Program and the Stanford Center for Integrative Medicine and Stanford Health Improvement Program and online through his website [www.learningtoforgive.com](http://www.learningtoforgive.com)

## SELECTED ILLUSTRATORS

*Jokes, cartoons and illustrated characters are an integral and beloved part of Going Bonkers.*

Long-time King Features syndicated cartoonist, Randy Glasbergen is funny. He thinks life is funny - note his "The Better Half" comic strip on the foibles of everyday married life. If you don't already think life is funny, he will change your mind. Editor in chief Carol Pereyra doesn't even have to ask him to read the story she wants illustrated; she combs through his vast store of hilarious pictures and chooses the appropriate one. And, there always is one that is just perfect. [www.glasbergen.com](http://www.glasbergen.com)

The work of Argentinean artist Pablo Santin isn't always humorous, but it's always inspired. "I work with Marcelo [Holzinger, design director]. After he's met with the team, he lets me know exactly what they're looking for. I translate that into my art." And when he does that verbal to graphic "translation", his humorous drawings can bring a smile to even the most hard-bitten sourpuss. [www.santinarte.com.ar](http://www.santinarte.com.ar)

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