PRESS KIT · MEDIA PACKAGE

Stacy Braiuca

LCSW, MSW, MPH | The Squirrel Wrangler™

"Got Techxiety™? I solve that, from the inside out."

ABOUT

Stacy Braiuca is America's Techxiety™ Specialist — a licensed clinical social worker, transformational mentor, and nervous-system-first tech educator whose work sits at the intersection of clinical psychology, NLP, and digital culture.

With more than **30 years of clinical experience** and three-state LCSW licensure (MO, AR, KS), Stacy created the **Threshold Crossing™** transformation program — a proprietary 6-step **Calmware™** protocol that guides coaches, therapists, and heart-centered entrepreneurs from chronic tech overwhelm to strategic clarity. Her methodology draws on Nervous System Regulation, NLP Decision Destroyer, Hypnotic Induction, Cognitive Reframing to **SourceGPT™** (intuition as inner AI), Somatic Anchoring, and MER® Future Pacing.

As founder of **Acorn Apps Toolbox** ("Innovating tiny tools for big minds since 2001"), Stacy is a recognized voice on AI ethics in mental health, the neuroscience of digital distraction, and what it means when a clinician spends 20+ years solving technology anxiety before it had a name. She brings deep clinical credibility together with hands-on tech fluency — a rare combination that makes her a sought-after speaker, trainer, and media contributor.

FAST FACTS

CREDENTIALS
LCSW · MSW · MPH

LICENSURE
Missouri · Arkansas · Kansas

NLP CERTIFICATIONS
Master Practitioner: NLP, MER® & Hypnosis (2022)

COACHING CREDENTIALS
Spiral Dynamics® · VitalSpark® · ICF (in progress)

SIGNATURE PROGRAM
Threshold Crossing™ + Calmware™ Protocol

AUDIENCE SERVED
Therapists · Coaches · Heart-Centered Entrepreneurs

KEY MESSAGES FOR MEDIA

1. **Techxiety™ is biological, not a personal failure.** The nervous system doesn't know the difference between a charging grizzly bear and an unread inbox — Stacy's work names this and solves it at the root.

2. **AI won't replace empathy — but practitioners who ignore it may lose relevance.** Stacy provides a clinical bridge for mental health professionals entering the AI era with their ethics and identity intact.

3. **You can't out-app your anxiety.** SourceGPT™ — your intuition — has always been your most powerful intelligence. Technology should serve your nervous system, not hijack it.

CREDENTIALS & AFFILIATIONS

- Licensed Clinical Social Worker — 3 states (MO, AR, KS)
- Master of Social Work (MSW) & Master of Public Health (MPH)
- NLP Master Practitioner — Society of NLP (2022)
- MER® Master Practitioner (2022)
- Certified Hypnosis Master Practitioner (2022)
- Certified HWH Hypnotic Coach
- Spiral Dynamics® Change Readiness Coach (2023)
- VitalSpark® Adaptive Leadership Coach
- ICF Coaching Credentials (in progress)
- Noomii Advisory Board Member (2025)

> "If you don't remember your tomorrow, you'll miss your today."
>
> — Stacy Braiuca, The Squirrel Wrangler™

MEDIA & SPEAKING TOPICS

- **Got Techxiety™? The Biology Behind Tech Anxiety**
- **Threshold Crossing™: From Overwhelm to Clarity**
- **AI Ethics for Mental Health Professionals**
- **NLP & Nervous System Regulation**
- **SourceGPT™: Intuition as Your Inner AI**
- **Digital Overwhelm in Coaching & Therapy**
- **Wrangling Inner Squirrels: The 2 A.M. Overthinker**

MEDIA AVAILABILITY

Available for: Podcast interviews, panel discussions, keynote presentations, workshop facilitation, expert commentary on AI & mental health, written contributions, and conference keynotes.

Format flexibility: Virtual sessions hosted in her Virtual Space at **stacybraiuca.com/consult**, or in-person events nationwide. Open "Coffee" Networking & Office Hours at **stacybraiuca.com/events**.

Response time: Media inquiries typically answered within 24 business hours.

Got Techxiety™ · Techxiety™ · Threshold Crossing™ · SourceGPT™
Registered fictitious names, State of Missouri