



**Arizona Society For Professional Hypnosis**

**[www.hypnosisaz.com](http://www.hypnosisaz.com)**

**ASPH Newsletter Hyperlink**

**Next Meeting – Tuesday, April 5, 2016**

**6:30 – 8:30 P.M. SHARP**

**Presenter – Lindsay Brady**

**Topic – *“The Driving Force Behind the Hypnotic Process”***

**Demonstrations.... Volunteers Welcome... Invite Your Friends!**

**Meeting Location**

**Scottsdale Senior Community Center**

**1700 North Granite Reef Road**

**Scottsdale AZ 85257**

**Meeting Room 7**

**<https://maps.google.com/maps?hl=en&tab=nl>**

## **SKYPE**

Dear ASPH members,

If you are not able to make it to Scottsdale on Tuesday night, please join us via Skype by going to the link below:

<https://join.skype.com/SXmfiaHIhdQo>

To test your software, just hit the link above to make sure your software is up to date. If you have questions or want to do a sample session to test your computer hardware, feel free to call me to arrange one.

Umesh Tiwari, MD CHT  
Technical Adviser to the Board  
Arizona Society for Professional Hypnosis  
[\(951\) 443-6969](tel:9514436969) cell  
[DrUmesh@AZHypnoHealing.com](mailto:DrUmesh@AZHypnoHealing.com)

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530 E McDowell Rd, No 107-622  
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[\(602\) 490-8427](tel:6024908427) office  
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[DrUmesh@AZHypnoHealing.com](mailto:DrUmesh@AZHypnoHealing.com)

This technology requires that you have Skype on your computer or mobile device and that it must be updated to the most recent version.

For questions and concerns, you can try <http://www.skype.com> . Or you can contact me directly at the mobile number listed below.

**[\(800\) 508-2215 fax](tel:8005082215)**

**[DrUmesh@AZHypnoHealing.com](mailto:DrUmesh@AZHypnoHealing.com)**

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## **PRESENTATION – The Driving Force Behind the Hypnotic Process**

There is a phenomenon in human behavior that is most commonly called hypnosis and to a lesser degree mesmerism.

German born Doctor Franz Mesmer explained that his method of curing patients of emotional disorders, and healing them without medicine, was caused by a magnetic fluid that flowed from within him into his

patients and he called it Animal Magnetism. Many people didn't think that term explained the process very well so they just called it Mesmerism.

Scottish 17<sup>th</sup> century surgeon, James Braid, almost had it right when he called it hypnosis—a term derived from the Greek god Hypnos, the god of sleep and master of dreams. However, Braid was dissatisfied with the term and tried calling it monoideism (single-thought-ism). But, the term hypnosis or hypnotism had become so popular that it stuck and few people have ever heard of monoideism.

If Mesmer and Braid can coin a name of the phenomenon that is called mesmerism or hypnotism, why can't I? So here it is: Suggestionism.

When conducting a hypnotherapy session with a client (or a stage-show participant) the subject does go into a state of hypnosis (hypnosis being a conscious state of sleep) but nothing happens until a suggestion is given to behave in a given way. However, the driving force that causes a behavior to happen is not the suggestion, but rather the perception that is triggered by the suggestion.

I am convinced that human behavior is largely determined by our perceptions—whether in a state of hypnosis or not—it is just that a person is more open to accepting suggestions when in a hypnotic state.

I will demonstrate during my presentation to ASPH members on April 5<sup>th</sup> the validity of afore noted statements.

### **BIO – Lindsay Brady**

As a professional hypnotist since 1972, Lindsay Brady, Certified Hypnotherapist, has conducted sessions with more than 34,000 clients in a clinical setting and has hypnotized thousands more during demonstrations, stage-show performances and lectures.

Contributing extensively to the promotion of hypnosis and hypnotherapy, Lindsay served for more than 15 years as an officer of the Arizona Society for Professional Hypnosis, which is the largest and most active hypnosis organization in the United States. He acted as its President for five terms.

Recognized as a leading clinical hypnotherapist, Lindsay's reputation and high success rate have attracted clients throughout the United States and internationally. He has been featured in newspaper articles regarding hypnotherapy and has appeared on radio talk shows and TV specials concerning the phenomenon of the hypnotic process.

In 1990, he established the Lindsay A. Brady Institute for Hypnotherapy in Tempe, Arizona. The Institute offers a full range of hypnotherapy services.

Lindsay's approach to hypnotherapy is distinctly different from traditional methods and those of his contemporaries. His procedure is simple, easy and effective. His technique has been developed and refined during more than 43 years of working with tens of thousands of individual clients. Early in his career, he observed that when a person's perceptions are changed, their behavior automatically changes. In short, human behavior is not determined by what a person wants or what one is trying to

do. Rather, it is determined by how individuals see themselves, and how *they* perceive themselves responding to other people, circumstances and the events of daily life. Lindsay discovered that by simply changing a client's self-perception, the desired behavior automatically happens.

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**SHORT PROGRAM PRESENTATION - Sports Hypnosis – Sam Sterk, Ph.D.**

\*\*\*Initial interview and Assessment Tools

\*\*\* Inductions and Deepening Techniques including Rapid Inductions

\*\*\*Engaging the client in Sport Hypnosis contract vs. the hourly rates

\*\*\*The Uses of Assessment tools to pin point areas where client progress is needed

\*\*\* How Assessment tools are used to pin-point success in the Sport Psychology intervention Process

\*\*\*Hypnotic Interventions to help clients improve their Focus, how and when to Re-focus, develop Positive Self Talk; CUE words and improve Self Confidence

\*\*\*The uses of Visual Imagery to enhance Focus and performance in sports

\*\*\*Uses of Stop-Thought Techniques to enhance sports performance by clearing one's mind and not harboring on errors; how to regain Concentration when it's been lost

\*\*\*uses of Positive Self Talk Arousal Regulation and Cue words prior and during competition

\*\*\* How to have and use a Competition plan to enhance Focus

\*\*\*Hypnosis Pain Reduction techniques for the injured athlete as well as Confidence Building using Hypnosis.

\*\*\*Marketing your Sports Hypnosis skills-develop a market and additional streams of income

**BIO:**

Sam Sterk, Ph.D., is a trained Psychoanalyst, a registered Sport Psychology Consultant and has had an affiliation with the U.S. Olympic Training Center. He is certified by the American Association of applied Sport Psychology and is also a Certified Master Hypnotherapist by NGH. Dr. Sterk completed post graduate training at the New York Institute for Psychoanalytic Psychotherapy and Psychoanalysis in 1984. His Graduate education includes an MSW degree at University of Buffalo (S.U.N.A.B.) and he completed doctoral studies at Columbia University. Dr. Sterk is the Director of Peak Performance Plus LLC, a Counseling, Hypnosis and Sports Psychology practice. Sam Sterk, Ph.D. trained and was certified by Dr. Harry Aarons, an internationally renowned Hypnotherapist. In addition to his private practice, Dr. Sterk teaches a course entitled Medical Hypnosis at Midwestern University medical school. Sam Sterk, Ph.D. is certified in Hypnoanaesthesiology for pain management with the uses of Hypnosis. He has

copyrighted and trademarked the C.A.P. - the Comprehensive Athletic Profile- an assessment tool used with athletes to measure traits that are associated with athletic success. Sam Sterk, Ph.D. has presented at national conferences of the American Association of Applied Sport psychology and NGH-the National Guild of Hypnosis. Sam Sterk, Ph.D. is a published author of a memoir entitled, SAMMY'S JOURNEY. He is publishing a book entitled, WIN! Get the Mental Edge Skills in Martial Arts.

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If you would like to be one of the ASPH featured speakers for this year, contact Sam Sterk, our current ASPH vice-president.

Sam Sterk, Ph.D., CC-AASP # 177

[peakplus@aol.com](mailto:peakplus@aol.com)

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### **OFFICERS**

**President: Kate Ellis – [kellis19@hotmail.com](mailto:kellis19@hotmail.com)**

**Vice-President: Sam Sterk, Ph.D. – [peakplus@aol.com](mailto:peakplus@aol.com)**

**Secretary: Debbi Combs – [asphsecretary@gmail.com](mailto:asphsecretary@gmail.com)**

**Treasurer: Jodi Hert – [jodihert@cox.net](mailto:jodihert@cox.net)**

**Technical Adviser: Umesh Tiwari – [DrUmesh@AZHypnoHealing.com](mailto:DrUmesh@AZHypnoHealing.com)**

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### **ARIZONA SOCIETY FOR PROFESSIONAL HYPNOSIS**

Membership Renewal Form

RENEW YOURSELF WITH ASPH for another year by going to the website, [www.hypnosisaz.com](http://www.hypnosisaz.com)

and paying online, or:

Send a \$35.00 check, "PAY TO THE ORDER OF ASPH"

**Mail to:**

**Jodi Hert, ASPH Treasurer**

**16845 South 11<sup>th</sup> Way**

**Phoenix, AZ 85048**

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### ***ASPH Has Our Own Jewelry***

ASPH members can thank **Michael DeSchalit** for coming up with the idea, designing and creating an ASPH lapel pin. The pin has our ASPH logo and “Arizona Society for Professional Hypnosis” on it.

This pin looks really nice and can be a good little advertisement and conversation starter for your hypnosis practice.

2016 ASPH new and renewing members receive their pin for free this year when they attend a meeting and ask for a pin. Replacing a pin will cost \$5.00.

Thank you, Michael for your idea and your effort. What a great idea.

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### ***Tuesday Meetings: 6:30 PM – 8:30 PM***

Certificates & C. E. U. Credit Hours Awarded for Attendance to ASPH members (2 credits per meeting).

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### ***ASPH Website***

[www.hypnosisaz.com](http://www.hypnosisaz.com) is the domain for Arizona Society for Professional Hypnosis. [Click here](#) for a link that takes you directly to the newsletter posted online.

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### ***Attention All Practicing Hypnotherapists:***

If you wish to have your “professional hypnotist” contact information listed on the ASPH website, please send your name, areas of expertise, your website address, business name, city, address and location (cross streets), phone number, email address, and a picture of yourself (optional) to Jodi Hert at [info@hypnosis.com](mailto:info@hypnosis.com). The one-time cost is \$35.00. You can also hand all your information and payment to Jodi at an ASPH meeting.

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### ***Notes from the Secretary: Debbi Combs***

Send all announcements of future events [seminars, classes, presentations, etc.] to Debbi Combs at [asphsecretary@gmail.com](mailto:asphsecretary@gmail.com).

A reminder ... The cut-off date to add event information to the monthly newsletter is the 13th of the month following the last meeting. Please submit your event information on or before that date via email to [asphsecretary@gmail.com](mailto:asphsecretary@gmail.com).

Member Newsletter Announcements should be approximately 1/4 page and ready to cut and paste into the newsletter. All newsletter announcements must be directly connected to enhancing hypnosis techniques and therapies or serve as a support to the business and profession of hypnosis and hypnotherapy.

If you submit anything to be included in the newsletter or on our ASPH website, please make sure you have not infringed on anyone else's copyrighted material. Permission is necessary from a copyright owner to use their copyrighted material. If we believe information has possibly been copyrighted, we will want to see the permission before we will print anything to our newsletter or website.

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To help grow your hypnosis/hypnotherapy business, check out this link:

<http://arizonaguide.com/events-calendar> . It is a monthly calendar of Arizona events that you may want to attend and hand out your business cards and meet people.

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**A GIFT FROM KATE ELLIS, OUR ASPH PRESIDENT**

The professional lending library currently has over 900 sundries of all sorts; Books from 1913 through to 2015. We have videos, of which many I have converted into digital format of DVD's. There are CD's, Cassettes, Magazines, Scripts and so much more. I am very pleased with the amount of training materials for basic hypnosis and related fields to advanced training and techniques.

This library is exclusive to the ASPH membership and is free... of course unless you do not return materials. When you would like to visit, simply ring me up to arrange an appointment. If you are interested in donating hypnosis and related materials, please let me know, I would be most happy to help you declutter and allow something that assisted you along the journey of professionalism.

Do Enjoy. Kate Ellis, CChT The Healing Quest (480) 695-1936

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A private discussion group for ASPH members has been organized by Tom Hajek at [asph@googlegroups.com](mailto:asph@googlegroups.com). Any ASPH member may comment, post, and participate in discussions.

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**HYPNOTHERAPY FOR PEOPLE LIVING WITH A NEUROCOGNITIVE DISORDER (ALZHEIMER'S AND OTHER DEMENTIAS) will be held in Scottsdale on April 9th and 10th**

Why this training is important: An estimated 5.4 million Americans have Alzheimer's disease alone. This **does not** take in to account those living with other types of dementia (*there are over 100 types of dementia*), nor those who do not have a formal diagnosis, in which case the numbers could be doubled. With the aging population and one in eight people age 65 and over having Alzheimer's

disease, it won't be too long now before someone comes to see you for help – help with the challenges brought by dementia.

When you take this class taught by **Dr. Daniel Nightingale**, the **world leader** in the use of hypnotherapy for people living with dementia and the only one teaching this; he will share his knowledge, experience and skills with you, including how to do a proper assessment and why working with dementia clients is different.

***Dr. Nightingale will share the techniques that he used in his Alzheimer's Care Today study that showed amazing results.***

Then when you get that knock at your door from a person living with dementia, **YOU** will be the hypnotherapist that can actually help them.

There is more information and the link to register is here (there is a discount or ASPH members): <http://dementiatherapyspecialists.com/calendar-of-events/>

**Dr. Daniel J. Nightingale**  
**Clinical Dementia Specialist & General Psychotherapist**  
**Fellow of the Royal Society of Medicine**

[\(928\) 899 0647](tel:9288990647) (Prescott)

[\(480\) 725 7996](tel:4807257996) (Scottsdale)

[Dementiatherapyspecialists.com](http://Dementiatherapyspecialists.com)

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**SPORTS HYPNOSIS CERTIFICATION-A ONE DAY SEMINAR**

**By**

**Sam Sterk, Ph.D.**

**Date: Saturday, April 16, 2016**

**Time: 9:00-6:00 PM**

**Place: Office 9035 East Kalil Dr. Scottsdale, AZ 85260**



Sam Sterk, Ph.D., CC-AASP # 177

Course Highlights: Everything you want to know about Sports Hypnosis. April 16 from 9:00-6:00 pm- Sports Hypnosis Certification which includes a handbook, catered lunch and a professional certificate at course completion.

\*\*\*Initial interview and Assessment Tools

\*\*\* Inductions and Deepening Techniques including Rapid Inductions

\*\*\*Engaging the client in Sport Hypnosis contract vs. the hourly rates

\*\*\*The Uses of Assessment tools to pin point areas where client progress is needed

\*\*\* How Assessment tools are used to pin-point success in the Sport Psychology intervention Process

\*\*\*Hypnotic Interventions to help clients improve their Focus, how and when to Re-focus, develop Positive Self Talk; CUE words and improve Self Confidence

\*\*\*The uses of Visual Imagery to enhance Focus and performance in sports

\*\*\*Uses of Stop-Thought Techniques to enhance sports performance by clearing one's mind and not harboring on errors; how to regain Concentration when it's been lost

\*\*\*uses of Positive Self Talk Arousal Regulation and Cue words prior and during competition

\*\*\* How to have and use a Competition plan to enhance Focus

\*\*\*Hypnosis Pain Reduction techniques for the injured athlete as well as Confidence Building using Hypnosis.

\*\*\*Marketing your Sports Hypnosis skills-develop a market and additional streams of income

\*\*\* All participants will receive a handbook and a Professional Certificate of Accomplishment from Peak Performance Plus

To Register:

Call: 480-767-0956 Cell: 480-861-6718 or Email: [peakplus@aol.com](mailto:peakplus@aol.com)

Pay by check or credit card (Visa or Master Card)

Professional Courtesy= When you register by April 7, 2016 you're eligible for a 10 % discount from \$279.00 to \$251.10

Sam Sterk, Ph.D., is a trained Psychoanalyst, a registered Sport Psychologist, a Certified Hypnotherapist and he's had an affiliation with the U.S. Olympic Training Center. His Graduate education includes an MSW degree at University of Buffalo (S.U.N.A.B.) and he completed doctoral studies at Columbia

University. Dr. Sterk is the Director of Peak Performance Plus LLC, a Counseling, Hypnosis and Sports Psychology practice. In addition to his private practice, Dr. Sterk teaches a course entitled Medical Hypnosis at Midwestern University medical school. Sam Sterk, Ph.D. is certified in Hypnoanaesthesiology for pain management with the uses of Hypnosis. He has copyrighted and trademarked the C.A.P. - the Comprehensive Athletic Profile- an assessment tool used with athletes to measure traits that are associated with athletic success. Sam Sterk, Ph.D. has presented at national conferences of the American Association of Applied Sport psychology and NGH-the National Guild of Hypnosis. Sam Sterk, Ph.D. is a published author of a memoir entitled, SAMMY'S JOURNEY. He is publishing a book entitled, WIN! Get the Mental Edge Skills in Martial Arts.

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### **Public Speaking, Mass Hypnosis Techniques and Charisma:**

#### **Boost Your Confidence and Skills and Learn Hypnotic Speaking Techniques to Influence Your Audience - 4/30/16**

**A one day training program with the following objectives:**

**1. Improve your confidence with public speaking - I have successfully worked with a number of public figures to improve their confidence and skills with public speaking. The program utilizes hypnosis techniques designed specifically to improve public speaking abilities and confidence.**

**2. Improve your charisma - Did you know that charisma can be measured and improved and is the number one element companies are seeking when looking for a CEO? One of my clients actually told me that she watched one of her colleagues climb the corporate ladder to get to the top. To quote my client, "She could not add up 2 + 2 but she was charismatic, and I could not figure out at the time why she kept getting promotions."**

**Through the use of hypnotic methods, participants can gain a focused understanding of the elements of charisma and can begin to development them internally.**

**3. Learn the same "mass hypnosis" techniques utilized by many influential leaders - Barack Obama used these techniques to win elections. Many of these techniques enabled Hitler to rise to power and control in Germany. The program is designed to make**

you aware of successful mass hypnotic techniques and how you can enhance your ability to influence.

4. Practice the techniques you have learned by delivering a speech to the group - The best way to internalize what you have learned is to actually use this opportunity immediately to practice the techniques you have learned. Extra training on these techniques offered at no extra charge on Monday, May 2, 2016 from 7 to 9 PM. You are welcome to bring friends and family to observe at that time!

Unleash your public speaking with energy and passion combined with the power of mass hypnosis techniques!!!

Program Cost is \$249.00

Time: 8:30 AM to 5:30 PM - Working Lunch Provided

Optional training at no charge Monday 5-2-16 from 7-9 PM

Location:11120 N Tatum Boulevard, Suite 101, Phoenix, AZ 85028

Contact: Lewis Heller at [602-502-4000](tel:602-502-4000) or

[lewisheller@mac.com](mailto:lewisheller@mac.com) to register.

**SIGN UP NOW!**

**This Program is limited to 6 attendees.**

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**NOTE FROM ASPH SECRETARY:** David Harrod informed me that the following conference is **ONLY** for medical professionals such as doctors, psychologists, nurses and those practicing Chinese medicine. Call ahead to confirm your eligibility.

**2016 CONFERENCE – SOCIETY FOR CLINICAL AND EXPERIMENTAL HYPNOSIS**

67th Annual Workshops and Scientific Session

October 6-10, 2016

Hilton Boston/Dedham & William James College (just 20 minutes outside Boston)

Details: [www.sceh.us/2016-conference](http://www.sceh.us/2016-conference)

Anne Doherty Johnson

Executive Director

Society for Clinical and Experimental Hypnosis

P: [617-744-9857](tel:617-744-9857) F: [413-451-0668](tel:413-451-0668)

W: [www.sceh.us](http://www.sceh.us) E: [anne@sceh.us](mailto:anne@sceh.us)

The Future of Clinical and Experimental Hypnosis in the Era of Health Care Reform

Info can be found here:

<https://mam.memberclicks.net/2016-conference#callforPapers>

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Thanks for viewing this important material. Hypnotists Donald H. Rice, CCH, PIN & Sandi Graves, BCH have personally created and recorded every one of the KISS Audio Downloads. You can count on each and every download to be very professional and to make the changes you want and need. **Enjoy, Don**

***Donald Rice, CH***

***[\(480\) 577-0264](tel:4805770264)***

***[DonRiceClinics.com](http://DonRiceClinics.com)***

***[HypnosisComedyShow.com](http://HypnosisComedyShow.com)***

***[KISSHypnosisScripts.com](http://KISSHypnosisScripts.com)***

***[HypnosisAudioSite.com](http://HypnosisAudioSite.com)***

***[GastroBandHypnosis.com](http://GastroBandHypnosis.com)***

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**Networking**

The following members are available to easily network among ASPH members. If you would like to have your contact information included in this list of ASPH members, please email [info@hypnosisaz.com](mailto:info@hypnosisaz.com) with your name, phone number and email address.

Lindsay Brady [hypnotherapist@lbrady.com](mailto:hypnotherapist@lbrady.com) 480-966-8571

Sandi Graves [sandi@arizonafamilyhypnosis.com](mailto:sandi@arizonafamilyhypnosis.com) 480-628-5436

Phil Hamilton [phil@trancepathways.com](mailto:phil@trancepathways.com) 602-330-6886

Alan Handelsman [alanhand@aol.com](mailto:alanhand@aol.com) 602-478-8346

Robert J. O'Connor [rjocstar@juno.com](mailto:rjocstar@juno.com) 602-593-4006

Martha Reed [martha@insightsforlife-coach.com](mailto:martha@insightsforlife-coach.com) 623 249-5888

Sam Sterk [peakplus@aol.com](mailto:peakplus@aol.com) 480-767-0956

Tina Sacchi [Tina@TinaSacchi.com](mailto:Tina@TinaSacchi.com) 623-261-6167

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**Social & Professional Networking on the Internet:**

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

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

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

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

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

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and paying online, or:

Send a \$35.00 check, "PAY TO THE ORDER OF ASPH"

***Mail to:***

***Jodi Hert, ASPH Treasurer***

***16845 South 11<sup>th</sup> Way***

***Phoenix, AZ 85048***