

Newsletter October 2022

Next Zoom Meeting: November 8th 7:30 PM Sharp

You will receive a Zoom invite to the November Zoom meeting if you are in the ASPH database. Future invitations will be extended to those who have submitted their application for ASPH membership or the ASPH newsletter.

WWW.hypnosisaz.com

A Message from ASPH President



Alan Handelsman
2022 ASPH President

I have been asked to perform the duties of President once again as we move forward. Before I accepted the position, I thought about what ASPH has meant to me, and about what ASPH has to offer as an organization, to its members and to the community.

What I found is a vision for the immediate future of the organization that includes taking some steps. Some are steps forward, and some can be considered as steps backward. There are things we did in the past that worked very well and might very well work again.

What Can ASPH Offer to Its Members?

Connection/Community

ASPH can offer its membership a chance to be a part of a community. We are not always like-minded, but we do share a passion for – or at least an interest in – hypnosis and hypnotherapy. Knowing others who share your interests, developing relationships, exchanging experiences and ideas, or simply “hanging out,” can be invaluable.

In the “old days,” we’d start every meeting with each person, member, or guest, introducing themselves, and telling the group why they came. While I personally

Let's Get Reacquainted

Hello fellow ASPH members, past, present, and future.

Please allow me to introduce myself. My name is Alan Handelsman. I had the honor of serving as President of ASPH for two years, 2005 and 2006. By most standards, it was a successful term. At the end of 2006, we had more members, more money in the account, no arrests, and no convictions.

forgot most of their names quickly, it was helpful to get an idea of who was participating, and what they wanted from attending the meeting.

Of course, knowing who was sitting with you at the meeting created a better chance of relationships developing outside of the meetings.

Exchange Of Ideas

Another part of the meeting in the old days was when members would share successes or problems they were having with a specific client or issue. If they were "bragging," the rest of us would get an idea of what went right. It was encouraging to hear about people feeling better and doing better with the help of hypnosis.

When a member shared a problem, there were usually five or six other members who offered suggestions and ideas. This was always my favorite part of the meeting. I would leave the meeting not only with the speaker's knowledge and opinions, but with five or six different opinions. It was encouraging to know that others were having the same problems I was, and to hear that there are varied solutions that were worth consideration.

In my experience, these discussions were always held in an atmosphere of respect, acceptance, and support. No one said, "That won't work!" The tone was more like, "That's true. And you might also consider...."

These ideas were coming from members, or colleagues, or friends. These were people we knew, who we could talk to, because we were already introduced, and who we could follow up with at the next meeting, or between meetings.

Outreach

ASPH can make it easier to reach out to colleagues, and to the general public as well. Members will have the opportunity to share their contact information on our website. We will be introducing two levels of

membership. A Basic Membership that offers all the benefits of ASPH members in the past, while those who choose to participate as a Sponsor Member will have their own section on the ASPH website where they can promote their practice. It's kind of like having a mini website of their own with pictures, articles, videos, blogs, reviews, etc.

Speakers?

Times have changed. It is now possible to get hundreds or thousands of speakers from all over the world on your computer screen in seconds, twenty-four hours a day. ASPH cannot compete with that.

But we can offer interaction. Even in Zoom meetings, which we are planning for at least the near future, interaction and community will be the key. We've always had members willing to share, and I'm sure that will continue.

I believe that ASPH can be very effective in achieving the goals of connection, exchange of ideas, and outreach. It has a history of members with a wide range of experience, talent, viewpoints, and skills. It can be a source of relationships, support, and inspiration.

That's my vision of our ASPH. We invite you to be a part of the "new" ASPH. To connect, to learn, to give, to experience, to laugh, and to enjoy.

Alan Handelsman
President, ASPH

What's New

Website Redesign

Initially, the *Arizona Society for Professional Hypnosis* was established as a resource for hypnotists to gather and to learn from one another. Its secondary function was to establish hypnosis as being a legitimate method for changing unwanted behavior. To accomplish these goals back then was a laborious process—placing

classified ads in newspapers and scouring newly published Yellow Pages looking for hypnotists who were advertising for their first time.

However, in the past forty-four years things have changed, not that ASPH's goals have changed, but the way to accomplish them have.

Many hypnotherapists who have recently joined the ranks of our discipline have never heard of ASPH or even know that such an organization exists; to find them it is essential to have an outstanding presence on the internet and social media.

To accomplish this, with the brilliance of our website master, Natalie Swanson, we have a newly redesigned ASPH Website that is geared not only to promote hypnotherapists to join our ranks, but to effectively expose the benefits of hypnotherapy to the public. It is our goal to have the ASPH website come up on the first page of major search engines when someone searches for hypnosis and all the key words associated with hypnotherapy.

To see the website, go to: www.hypnosisaz.com

Two Levels of Membership

The *ASPH Executive Board Members* have approved two levels of membership and a free newsletter.

The *Basic Membership* offers all the benefits ASPH members have experienced in the past, while the *Sponsor Membership* provides each member their own section on the ASPH website where they can promote their practice. It's kind of like having a mini website of your own with pictures, articles, videos, blogs, reviews, etc. (For only an additional \$45 a year)!

- New Basic Membership fee is \$90 (\$45 initiation fee + \$45 annual dues)
- New Sponsor Membership fee is \$134 (\$45 initiation fee + \$45 annual dues + \$45 Sponsor fee)
- Renew Basic Membership fee is \$45.

- Renewal Sponsor Membership fee is \$90 (\$45 annual dues + 45 sponsor fee).
- New members are hypnotherapists who have never been an ASPH member.
- Renewal members are hypnotherapists who have at any time been a member of ASPH.

For more information about joining ASPH and the benefits of being a member go to hypnosisaz.com/membership.

ASPH Monthly Newsletter's New look

The ASPH newsletter has a new format that includes a monthly *Message From Our President*, a *What's New section* to keep you informed of changes and upcoming events, *Minutes of Our Past Meeting* and a section that give special recognition to "*Featured ASPH Hypnotherapists*" of the month.

Minutes of Last Meeting

Attendees

(ASPH Executive Board Members only)

- Alan Handelsman
- Odette Faye
- Lindsay Brady
- Debbie Combs
- Kate Ellis

Topics of Discussion

At our last Executive Board Meeting, it was determined that monthly ASPH meetings would be Zoom meetings and that from time to time we would have face-to-face in person meetings, i.e., our annual Holiday Gathering. It was also agreed that there will be two classifications of membership and a free subscription to our newsletter.

For details read the entirety of this newsletter then go to hypnosisaz.com and join.

Featured ASPH Hypnotherapists of the Month



Kate Ellis, CCHt

Kate Ellis, ccht, M.Div is a Certified Clinical Counseling Hypnotherapist.

She is a consultant and teacher exploring psychological growth through understanding hypnosis, healing modalities, intuition, creativity, semantics and spirituality.

She is the owner of *The Healing Quest Clinical Counseling Hypnotherapy*.

The Healing Quest specializes in the relief and remission of anxiety and panic attacks. She has created a three-session protocol which is 99.99% effective in the eradication of anxiety/panic attacks. Often this includes phobias and addictive behaviors. She aids and instructs in techniques of self-hypnosis, habit control, behavior modification, transpersonal exploration, and mindfulness for over 30 years and encourages individuals to discover their own creative and intuitive abilities. How to be self-sufficient self-empowered and actualize innate potentiality. "These are the goals that motivate her hypnotherapy practice.

Kates Calling is to eradicate anxiety and panic attacks for as many people as possible. Anxiety and panic attacks are not a life sentence.

She writes: My journey and explorations into hypnosis began from an advertisement in a local Chicago, IL newspaper of a hypnotherapist giving a lecture. I was barely familiar with the subject and was intrigued having spent years in my own healing journey of an existential crisis compounded by an anxiety/panic disorder. I was able to correct and heal my own psyche however was reticent on boarding an aircraft, where the first attack occurred. During the lecture, Mr. Ron Tater mentioned he could mitigate phobias as well as taught and certified hypnotists. I made an appointment, attended one session and 3 months later I was on a plane, and never looked back. I spent the next subsequent 15 years studying hypnosis and other healing modalities.

She was trained by: The Hypnosis Foundation of Chicago 1988, The American Association of Hypnotherapist Examiners and is Certified with The National Guild of Hypnotists 1993, the Association of Counselors and Therapists and Brookside Counseling and Hypnotherapy Institute. Mental Health Role: Counselor Credential Type: Certificate Accrediting Institution: IACT Year: 1991. Ordained Minister in 2008 with The Universal Life Church.

Kate served as President of *the Arizona Society For Professional Hypnosis (ASPH)* in 2016 & 2017; Vice President 2013 & 2014 & 2015.

ASPH was founded in 1978 ASPH and is Arizona's only independent professional Hypnosis & Hypnotherapy organization. It is one of the largest active Hypnosis & Hypnotherapy membership groups in the country.

Kate was an instructor at Scottsdale Community college in Arizona, former faculty with Moraine Valley Community College and St. Xaviers University in Illinois.

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Featured ASPH Hypnotherapists of the Month



Mort Berkowitz, CH, HEC

Dr. Mort Berkowitz has been a certified hypnotherapist for over 50 years. Early in his career his school of hypnotherapy was one of only 2 schools accredited by the state of California. He is past president of the *California Professional Hypnotists' Association* and past vice-president of the *Arizona Society for Professional Hypnosis (ASPH)*. He was founder and director of the Medical Hypnosis Center in Los Angeles, Oklahoma City and Phoenix. His private practice in those cities and his unique approach and success with his smoking cessation clients was noticed by the American Cancer Society and in 1987 they asked him if he would develop a similar program for them. He accepted the challenge and subsequently conducted group smoking cessation clinics throughout the Midwest and South for seven years. It was a 2-session program with 40 – 50 people in each group. The American Cancer Society followed these people for a year and concluded that Mort's was the most successful group smoking cessation program in the country. As a result, he was awarded the coveted Life Saver Award by the ACS. Only one person a year receives this honor, and no other hypnotist ever received it.

During the 1990's and 2000's Mort's frequent flyer mileage increased dramatically when he crisscrossed the country with his show, "*Adventures in Hypnotism.*" He performed at college campuses, company

conventions, corporate banquets and as a headliner in major comedy clubs. Ultimately, he performed the show in every state in the nation. 'Dr Mort' as he was known during his show business career was twice nominated for the coveted "Entertainer of the Year" award by the National Association of Colleges and Universities.

He claims to be retired, but occasionally takes appointments with past clients and desperate referrals. Although claiming to be retired from hypnotherapy, he is most certainly not retired from an active life.