



ASPH Newsletter

February 2023

Next Meeting: Live and in Person!

March 7, 7:00 p.m.

Lewis Heller Home

5815 E. Sanna Street, Paradise Valley, Arizona 85253

Directions

Go to 58th Street and Shea, then go South. The street ends and curves into Sanna. Second house on the right. Fountain in front.

A Message from ASPH Vice-President

Odette Fay

Hello everyone. Can you believe it is March and almost a quarter of the way through 2023 already? I hope we have all established our goals for this year. With that in mind, let's talk about how ASPH can help you with your hypnotherapy practice this year. We have members with up to 50+ years of experience, and, like me, about 5 years.

It doesn't matter where you are in your practice because we are here to help you grow by offering a sounding board for ideas and questions, providing encouragement, and a safe, respected space where you can join fellow professionals in expanding your knowledge and experience in hypnosis. For most of us, hypnosis and any of its related areas is one of our favorite topics because we have a tool that can help clients (and us too) access the wise aspect of

themselves, the subconscious or unconscious. We can help them eliminate habits that no longer serve them, take them on journeys to discover their wisdom keepers, discover better sleep, lose weight, and more things than I can include here.

ASPH provides a welcoming community where we can share our experiences, successes and frustrations, and get input.

I recently had an opportunity to talk to an experienced member about questions I had regarding setting up a practice, and he kindly took the time to explain some of the nuances I didn't understand. You can't get this anywhere else.

We have an exciting meeting coming up on March 7th where we will have a chance to observe an unscripted hypnosis session led by one of our members with a "real" client volunteer. I love this format because it gives us a chance to observe other professionals in action. This is akin to the "old fashioned" mentorship or apprenticeship programs where a student could learn at the side of a master. Learning by doing, observing, and then debriefing is a powerful technique for integrating new knowledge.

Please plan on coming and arriving before the start time of 7 p.m. to start settling in as I will lead the group in a short 5–10-minute grounding meditation at the beginning of the meeting. After this we will commence with the hypnosis session. I look forward to seeing you.

Sincerely
Odette Fay
ASPH Vice-President

Invitation to Join ASPH

This month's newsletter is being sent to not only ASPH members but prospective members. If you have never been an ASPH member, and would like to join, go to

<https://www.hypnosisaz.com/membership/> and review your options of "New Members Basic" and "New Members Sponsor." If you have at any time been an ASPH member, scroll down to the Returning Members option and re-join.

If nothing else, subscribe to the ASPH monthly newsletter.

Join Now!... This is a hypnotic suggestion!

February ASPH General Membership Zoom Meeting

February 7, 2023, 7:30 p.m.

Minutes

Attendees

Alan Handelsman, Lisa Fisk, Odetta Fay, Lew Heller, Debra LeBouton, Lindsay Brady

Problems with logging into the February Zoom meeting

Some of the attendees had no problem logging into the Zoom meeting while others found it difficult. We received feedback from several members that wanted to join but gave up. This problem will be resolved by our next Zoom meeting and logging in will be easy. However, it is guaranteed that logging in to our next meeting will not be a problem, since it will be live and in person at the home of Lew Heller. All you need to do is show up!

Welcome, Introductions and Mood-setting

The February 2023 ASPH general monthly meeting was conducted via Zoom and was presided by ASPH President Allan Handelsman who welcomed the members, who were able to log in, and invited each participant to introduce themselves and comment on their reason for joining the meeting. We were then led through a brief relaxation exercise that set the mood for the evening's conversation.

Discussion

If you weren't in attendance, you should have been. Attendees engaged in many insightful, spirited, yet friendly discussions regarding the nature of the hypnotic process and how the human mind (and subconscious mind?), brain, body, neural system, and soul (spirit) interact and influence human behavior. And of course, mingled in the discussion were personal experiences, examples, opinions, unique perspectives, and thanks to Alan Handelsman, a nice helping of humor.

Business

Debra LeBouton reported that by next month's meeting an outline of the proposed ASPH Certification procedure and written test would be presented.

It was agreed that the March ASPH general meeting would be live and in person at the home of Lew Heller and start time of 7:00 p.m. (not the usual 7:30 p.m. start time), and that Vice President Odette Fay would preside in the absence of President Alan Handelsman.

A motion was made to adjourn the meeting, it was seconded. The meeting adjourned at 9:30 p.m.

Next Monthly Meeting

Live and in Person

Tuesday, March 7th, 2023, 7:00 PM

Location

Lewis Heller Home

5815 E. Sanna Street, Paradise Valley, Arizona 85253

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March ASPH General Meeting

Agenda

- I. Hello and welcome from ASPH Vice-President Odette Fay
- II. Introduction
Attendees' self-introduction and a brief comment about their reason for attending this meeting.
- III. Report of Officers (Now is the time for attendees to bring up any old/new business, such as membership info, Zoom problems, etc.)
 - A. Debra LeBoulton, Certification committee chairwoman
 - B. Debbi Combs, Treasure
 - C. Lindsay Brady, Secretary
 - D. Thomas Wheeler, Parliamentarian
 - E. Odette Fay, Vice President

- IV. A 5–10-minute group grounding meditation lead by Odette Fay to set the ambiance for the remainder of the meeting.
- V. Presentation
 - A. Using a “mystery non-ASPH member,” an ASPH member will demonstrate their approach to using hypnotherapy to resolve a specific issue.
 - B. Discussion about the approach from both presenter and subject
- VI. Next meeting details
- VII. Motion to adjourn

News and your feedback

Website Redesign

The website is still being refined. Please look at it and submit any recommendations for its improvement: <https://www.info@hypnotherapy.com/>

Members, please look at your membership entry on the Website Hypnotherapists page <https://www.hypnosisaz.com>, click on Hypnotherapists, click on your category (ASPH Sponsor or ASPH Basic) and make sure your information is correct. If any corrections are needed, email Lindsay Brady at info@hypnosisaz.com.

Special Request: Members are invited to submit their view about hypnosis on the “About Hypnosis” page of the ASPH website <https://www.hypnosisaz.com/about/>. Please write an article about your take on what hypnosis is, how it works and how you apply it for enhancing the lives of your clients. Email your entry to Lindsay Brady info@hypnosisaz.com. I am certain that members and visitors to our website would be enhanced by your opinion. Thanks!

Also, the website is being optimized so it will appear higher on search engines.

Case Study of the Month

By

Lindsay A. Brady, C.Ht.
Certified Hypnotherapist

In Which Now?

Many years ago, a client came to my office to break his drinking habit. He told me he had been through the Alcoholics Anonymous' program several times but was never able to give up drinking for more than a day or two.

I asked him, "Why didn't AA work for you?"

His response was, "At the meetings the participants are admonished to confess "I am an alcoholic." Well, that's what I **don't** want to be."

He explained, "the biggest problem for me was AA's mantra to just take it a-day-at-a-time." He went on to say, "That's too long! When I think that I must go a whole day without a single drink, I get angry. I mean, to go without my toddy for a whole 24 hours seems overwhelming. But even if I do accomplish the task, then I've got to go another whole 24 hours! It's too hard to go that long without a drink!"

I retorted, "Would taking it a half a day-at-a-time be easier?"

He responded, "Well, I hadn't thought about not drinking for just a half a day. That might make it seem easier."

I asked, "If a half a day would make it easier, then why not be a non-drinker for just an hour-at-a-time? Would that be better?"

He thought for a minute then said, "Yeah, if I thought about being sober for just an hour-at-a-time, it wouldn't be so hard."

I asked, "Then how about taking it a minute-at-a-time?"

He answered, "Thinking about being completely sober for just a minute-at-a-time, makes it seem even easier."

I conjectured, "Well, while we are doing it, why not take being a healthy non-drinker a second-at-a-time?"

He responded, "Yes, if I see myself being a non-drinker for only a second, regardless of who I am with, or what I am doing, I think I can do it."

So, after leading him through my hypnotic induction, and asking him to perceive all the benefits of being sober, I suggested, "Now, you are sober for one second-at-a-time."

Five years later, he made another appointment to deal with a different matter. Before dealing with his new issue, he told me that he had not had a drink since he left my office five years earlier. He said, "I still associate with people who drink a lot, but as long as I maintain the mindset that *this* second I am sober, taking a drink doesn't even enter my mind."

After congratulating him on his accomplishment, I responded, “Your session with me five years ago was a stimulating conversation that spawned a very powerful concept that has significantly helped my clients achieve their desired behavioral changes with greater ease.” I went on “I don’t know why I didn’t think of it at the time, but I keep wondering why we stopped at being sober a second-at-a-time? Why not be sober *'now'*-at-a-time? (As I tapped my finger on the desk to emphasize its shortness).”

He rejoined, “yeah, that’s a great idea. As I think about it, now is a very, very short time!" So short (he tapped his finger on the desk) this one is gone! Yes! I understand how taking *'now'*-at-a-time would make it even easier.

Because of this scenario that took place many years ago, regardless of the issue for which a client makes an appointment, at some point in their session I ask them, “Have you ever wondered how long now is (Again, with the tap of my finger to emphasize its shortness)?

Now is a very short time, but somehow, we can’t get out of it.

I reason with my clients: You cannot change your past behavior and you cannot change your future behavior. So what I am wondering is in which *now*, had you planned to be sober? In which *now*, did you plan to be a non-smoker? In which *now*, did you plan to have events of the past not trouble you? In which *now*, had you planned to let go of your anger? In which *now*, had you planned to enjoy life’s experiences while dealing with unpleasant and challenging issues.... Ad infinitum.

Without exception, my clients agree that they cannot change their past behavior *now*, nor can they in this *now*, change their future behavior. So, when giving hypnotic suggestions, I always state them in the present.

Here are a few examples:

- Now, drinking is no longer an issue. Now, you feel, behave and act as though you never did drink... or, never did smoke...etc.
- Now, you enjoy peace and peace of mind and a sense of wellbeing.
- Now, events that used to trigger fears and phobias, no longer do, right now.
- Regardless of the events in the past that have triggered your anxieties, it is now as though they never happened. Now, you are confident in your ability to deal with issues as they arise.
- Now, the behavior of other people no longer troubles you.

So, stop reading, and while pondering these ideas, have a wonderful *now*.

Lindsay Brady, C.Ht.
Certified Hypnotherapist

Featured ASPH Hypnotherapist of The Month and Past Months

To be a “*Featured ASPH Hypnotherapist of the Month*,” email your bio and picture to Lindsay Brady, ASPH Secretary, at info@hypnosisaz.com. For sure, every member would like to hear the story of how and why you chose to be involved in hypnotherapy and your unique approach to apply the hypnotic process for enhancing the lives of other people. Please no longer withhold your narrative.



Lewis Heller
Certified Hypnotherapist, MD, MBA

Lewis Heller is a spiritual force dedicated to assist fellow human beings to live their best lives.

He was focused on becoming a psychiatrist since the 8th grade having observed so many emotional issues that people needed help resolving. He completed his undergraduate education at Haverford College where he was Phi Beta Kappa. Haverford is often mistaken for Harvard and often mispronounced. When he was there, the school was ranked higher than Harvard and there were a number of students who came to Haverford who were accepted at Harvard. They came to Haverford feeling it provided a better education. He started medical school at the University of PA again focusing on moving into the field of psychiatry. Dr. Heller took an advanced psychiatry program at the Institute of the Pennsylvania Hospital for several months after completing his first year of medical school. It was during that time that Dr. Heller realized how poor were the mechanisms available for helping people with behavioral health. Forty-five years later nothing has changed. Today, many psychiatrists realize that we do not know the true effects of medications being prescribed. Many have negative impacts on a patient's care. Electroshock therapy appears barbaric at best. He has seen several clients who were damaged by ECT. At that point a change in career led Dr. Heller to working as an ob/gyn for 17 years. There were some other options, but Dr. Heller felt that a lot of traditional medicine was not getting at the root of what needed to be addressed. This has also not changed much in 45 years.

By 1987, Dr. Heller had incorporated nutritional medicine into his practice. He worked directly with Dr. Abram Ber and Dr. Johnathan Wright who were pioneers in this area. In the early 90s Dr. Heller took

some programs with Deepak Chopra to learn mind body medicine incorporating that as well into his practice. Ultimately Dr. Heller met and worked with Don Rice. Dr. Heller was initially certified through Don and NGH but has developed his own advanced programs for hypnotherapy over the years. Don at the time was considered one of the top if not the top hypnotherapist in the country. For several years in the early 2000's Don and Dr. Heller provided several programs training physicians in hypnotherapy.

Dr. Heller stopped his formal practice of ob/gyn in 1997 but was recognized by an organization as having tremendous competency in the field and has been providing training programs for the past decade for doctors preparing to pass their oral ob/gyn board exam. Ask any ob/gyn and they will tell you this is the most terrifying exam they have ever had to take. So in addition to preparing with the clinical information, Dr. Heller prepares them emotionally for the exam.

So for 27 years, Dr. Heller has been doing hypnotherapy as a passion. He has worked with and helped thousands of people with all types of situations. When people ask him what types of things he works on, he says if you can think of it, I have probably helped someone with that issue.

I sometimes start off by saying UFO abductees and exorcisms but the list is pretty much anything you can think of.

I am fortunate to have some other wonderful souls that support me in my endeavors along the way, especially my wife. Donna. We have been married for 38 years and have two children Briena age 30 and Oren age 27.

This post has been written for those who wish to know more about my background. There are a few things I left out like I am an MBA and have done work for a number of health plans including BCBS of AZ but these are not what I consider spiritual endeavors. However, I do my best with my training and expertise to do good! For the past several years I have chaired the Peer Review Committee, The Credentialing Committee and the Pharmacy and Therapeutics Committee at Health Choice BCBS of AZ. I guess it would be fair to say I know quite a bit about all aspects of physical and behavioral conditions and how it is all connected

Remember, love is the answer, what's the question?

One last thing. I wrote a book about ten years ago called Results not Typical which I believe can be ordered through Amazon.



Alan Handelsman
Certified Hypnotherapist

I am writing this article in first person. If that seems egotistical, then I humbly ask you to remember that things aren't always what they seem. I became a hypnotherapist not because I was born perfect and can impart wisdom from on high. I became a hypnotherapist because I needed so much help, I thought I could get a professional discount.

In 1973, I first performed as a professional musician. I also taught private flute, saxophone and clarinet lessons. In addition to playing in theaters, casinos, and ballrooms, I toured the U.S. and Japan with the Glenn Miller Orchestra in the early 80's.

My experience as a musician helped me in a variety of ways. I learned what it took to master skills, physically, mentally and emotionally. As a teacher, I developed systems to help others master a variety of needed skills.

I also learned to meditate in 1973. Yes, I was seeking help as early as that. Meditation helped me immensely and became a consistent part of my life.

The first exposure I can remember to hypnosis was about 1979, when I asked my brother, who was studying psychology, to teach me how to hypnotize myself and others.

Even with meditation and self-hypnosis, I still suffered with performance anxiety and depression. I continued my search for help and collected many helpful methods. I learned a lot about the areas of energy psychology and dowsing, among others. I developed methods and tools to help myself and others, and even began presenting them at conferences and seminars across the United States, and as far away as England and Norway.

In 2000, my search led me to Robert O'Connor in Phoenix, and I became a Certified Hypnotherapist. I retired as a musician in 2009, and have focused on hypnotherapy and teaching my methods worldwide.

I use hypnosis to help the client create a series of inner experiences that allow them to naturally alter perception. To me, perception isn't just what we see. It is all that we sense with

our five senses, what we think, feel, believe, and how our body reacts. In short, perception is our total experience at any given time. People can argue with our analysis, and even our wisdom. But it is hard for a person to argue with their own experience. That is part of the power of hypnosis.

My style of hypnotherapy has been influenced by my experiences with performing, teaching, energy work, and my hypnosis mentors. My approach centers around ending the inner conflict that is always present when a client presents an issue. Once we turn our "inner enemies" into inner allies, we have the power to enjoy our new choices, and new ways of thinking, feeling, and behaving.

Alan Handelsman
602-478-8346

AlanHand@aol.com (It might be outdated, but I think of it as *retro-chic*.)
www.mbsHypnotherapy.com

Note: Since no ASPH member responded to my request to be the *Featured ASPH Hypnotherapist of the Month*, I volunteered myself!



Lindsay A. Brady, C.Ht
Certified Hypnotherapist

As a professional hypnotist since 1970, Lindsay Brady, Certified Hypnotherapist, has conducted hypnotherapy sessions with tens of thousands of clients in a clinical setting and has "hypnotized" thousands more during demonstrations, stage-show hypnosis performances and lectures. Recognized as a leading clinical hypnotherapist, Lindsay's reputation, and his high success rate of helping his clients achieve their desired behavior (with a single session), has attracted clients throughout the United States and internationally.

Lindsay was among the founding fathers of the *Arizona Society for Professional Hypnosis (ASPH)* and has served for more than 18 years on the Executive Board of ASPH and has acted as its president for five terms and is the present secretary of the Society.

Lindsay has contributed extensively to the promotion of hypnosis and hypnotherapy and has been featured in news articles regarding hypnotherapy and has appeared on radio talk shows and TV specials about 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, including teaching practitioners (one-on-one) how to apply his method of hypnotherapy.

Lindsay's approach to hypnotherapy is different from traditional methods and those of his contemporaries. His hypnosis procedure is simple, easy and effective and has been developed and refined during more than 52 years of working with hypnotherapy clients.

Early in his career, Lindsay observed that once a person's self-perceptions are changed, their behavior automatically changes. In short, human behavior is not determined by what a person wants or what a person is trying to do; rather, their behavior is determined by how they "see" themselves, how they perceive the world around them and how they perceive themselves responding to other people, circumstances, and the events of daily life. By changing a client's self-perception while in a hypnotic state, their new chosen behavior just happens.

Lindsay prefers to call the phenomenon that is called hypnosis, Suggestionism or Perceptionism, but he still calls it hypnosis.

In fact, His next book is titled: *They Called it Hypnosis*.



Debra LeBouton, B.CH, Ph.D.

Debra LeBouton has been practicing clinical hypnosis for over 30 years. She learned at an early age to put herself "asleep" while using self-hypnosis. She didn't know how valuable that lesson would be. Debra attended Mesa Community College and ASU. She searched through the curriculums trying to find a good fit for herself and potential clients. After taking a break from attending school, she and her husband went into the furniture business. Still yearning for knowledge and experience, Debra turned towards hypnotherapy as a means to help people find their own answers.

She took a class from the American Board of Hypnotherapy to learn technique. She followed up with private tutelage from Lindsay Brady and ASPH. American Pacific University offered her an opportunity to delve into unknown waters thus attaining a B.CH and Ph.D. in hypnotherapy.

Many clients later, Debra obtained invaluable experience in how to teach, reach and solve some of the mysteries of every day life. NLP certified with experience in EFT, she continues to help and guide those who seek her out.

Debra has worked with all kinds of physical problems along with emotional ones including pain management, cancer, anxiety, grief, depression, smoking, weight loss and addictions.

She served as a past president, secretary, and treasurer for ASPH in the 1990'S. Still learning and growing, Debra practices in Florence AZ. She can make you laugh. Everyone needs to laugh... often.

Debra can be contacted at:

480-264-1399 Business phone please leave a message or email her at: leboutond@gmail.com



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 dis-order. 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.

Contact Information:

Office: 6925 E. 5th Ave Ste 101, Scottsdale, Arizona 85251

Email: kellis19@hotmail.com

Website: www.thehealingquest.com

Phone: (480) 695-1936



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.