



ASPH Newsletter
March 2023

Next Meeting: Zoom, Tuesday, April 4, 7:30 p.m.

You will receive a Zoom invite a few days before and again on the day of the meeting. If you have not yet applied for membership and would like to participate in this and future meetings, log on to <https://www.hypnosisaz.com/membership/> and choose your desired level of membership.

A Message from ASPH President



Alan Handelsman 2023 ASPH President

I cannot tell you how much I enjoyed the March ASPH meeting.

That's because I was unable to attend due to a previous commitment. But, from everything I heard, people who came enjoyed the proceedings.

Our next meeting will be on Zoom, which will give us all a chance to share our approach to what is always a very popular issue – weight loss. It seems that for as long as I've been alive – which is a pretty good sample size – every week there has been a headline in some magazine, newspaper, or TV show promising a breakthrough miracle diet or pill or something that will magically take the pounds off.

So now I am curious about the magic that you do to help people with their weight loss issues. We can discuss, ask (and answer) questions, and even demonstrate. If you have a friend who has expressed frustration with their weight, feel free to invite them to the meeting, and be a "subject." If not, I can guarantee that there will be at least one of us at the meeting who will volunteer to receive some attention. (Personally, I have food issues myself. That's how I can make the guarantee.)

For some of us, it may be an opportunity to see how well hypnosis can work virtually. It might

not be perfect, but I believe that this way of working is here to stay. And it can be very effective. The only thing I am disappointed about doing the weight loss meeting on Zoom instead of live is that I won't be able to bring the donuts!

So, plan on joining your friends and colleagues on April 4th. Share, learn, experience, laugh, and you may even leave the meeting a little thinner...

Alan

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!

Minutes

March ASPH General Membership "live and in-person" Meeting

March 7, 2023

Attendees

Sherie Hogston, Odette Fay, Lynnette Baumgart, Thomas Wheeler, David Rodriguez, Lisa Fisk, Orlando Correa, Don Kelley, Debra LeBouton, Sam Sterk, Sidora Dazi, Lindsay Brady, Vince Marario, Lew Heller and two of Lew's guests.

Welcome, introductions and mood-setting

The March 2023 ASPH general monthly meeting met at the home of ASPH member and past president, Lew Heller. Vice-President Fay Odette welcomed members and guests and invited attendees to introduce themselves and share their interest in ASPH and hypnosis.

The group was lead through a relaxation/meditation interlude by Odette Fay.

Presentation

Lew Heller volunteered to present to the group his approach to hypnotherapy and invited one of his guests, Jodi, to be a subject for demonstrating his method of resolving a genuine issue... the fear of flying and the negative emotions associated with even thinking about flying.

After leading Jodi into a hypnotic state, Lew skillfully demonstrated his prowess in drawing out events in Jodi's past that were linked to the root cause of her fear, then gave her suggestions relative to no longer experiencing fear before, during and after a flight.

Upon awakening, Jodi reported she felt peaceful and relaxed and thinking about her next flight, did not trigger the old fears or anxieties.

This is a highly abbreviated version of Lew's presentation. Nonetheless, his presentation was informative, skillfully presented and a valuable occurrence to witness.

Thanks Lew!

Business

Debra LeBouton reported there was little progress in establishing a formal ASPH certification program, but at our next meeting the committee would have some proposals for consideration.

Thomas Wheeler, ASPH Parliamentarian, pointed out that the meeting was a gathering and not an official ASPH meeting since the meeting did not follow the procedures set forth in the ASPH bylaws and constitution... for example, it was not formally called to order. Nonetheless, the “gathering” had the appearance of a successful meeting that filled the expectations of associating with fellow hypnotherapists and gaining insight into utilizing hypnotherapy to enhance the lives of our clients.

It was agreed that the April ASPH monthly meeting would be via Zoom on April 4th 2023.

Odetta Fay made a motion that the meeting be adjourned and was seconded by several members. The meeting adjourned at 9:30 p.m.

April 4th ASPH General Meeting

Agenda

- I. Hello and welcome from ASPH President Alan Handelsman

- 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. Alan Handelsman, President

- IV. **A 5–10-minute group meditation**, led by an attendee volunteer, for creating a peaceful ambiance during the remainder of the meeting.

- V. Discussion: How to use hypnotherapy for clients who are seeking a way to reduce body fat and how to keep it off.

- VI. Next meeting details

- VII. Motion to adjourn.

News and your feedback

The website is still being refined. Please look at it and submit any recommendations for its improvement: <https://www.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 will be enhanced by your opinion. Thanks!

Case Study of the Month

By
Debra LeBouton, Ph.D. B.Ch. C.Ht

I am writing this case history as a tribute to a very special person. We had each other's back through thick and thin. My best client ever... He loved me more than life itself. Here is his story.

A diagnosis of prostate cancer came into being. After several options were discussed with the urologist. I asked the doctor what he would do. He said he would play the waiting game for now and that is what we did. I told the doctor what my expertise was in and he gave me his blessing and he commented that it was a good thing that this wasn't pancreatic cancer. I believe cancer is cancer and if it is your time to transition you will. I also believe that answers and tools to life are all around us at all times.

Ken was great at hypnosis. He went deep and easily could access the right imagery that fit his experiences. I asked what superhero he admired most other than Spiderman. Ken was a Navy veteran and admired the Navy Seals. If perhaps the military caused his problem then the military would fix it.

With my help, Ken created a scenario where the Navy Seals would work with special weaponry to obliterate the cancer cells. I would pat his hand each time “Navy Seals” were mentioned. He could recount with great detail the actions of each of the Seals. They worked around the clock. Ken had a schedule for them to follow. He kept them fed and hydrated and made sure they were rested and well.

Ken and I concocted a morning breakfast drink. Full of protein and vitamins and tasty too, this went directly to the Seals. This drink made them even more powerful at fighting the cancer cells. The Seals took care of their environment keeping it clean and safe for the next crew on duty.

Ken and I would have discussions about this outside of hypnosis. I would pat his hand when the Navy seals were mentioned. You could almost see the change in brain waves. He seemed to enjoy the battle he was winning. He was a Navy man through and through.

On the way to the urologist to see if the cancer was gone, I asked Ken what he thought the results would be. He looked at me and with an uncanny sense of conviction and stated that he was certain the cancer was gone. Being the “fence-sitter” that I am, I wanted the medical diagnosis.

Cancer free. Ken looked at me knowingly with a grin on his lips. I did the happy dance and gave him a kiss and a hug. I told him how powerful he is as he held my hand a bit tighter.

I lost Ken in May of 2022. He was cancer free but a more deadly and insidious disease took over. I used hypnosis for a while to keep him comfortable but this affliction was Ken's start to

transitioning. I am grateful I had a husband who gave me the confidence to succeed at what I do and one that loved me effortlessly and completely. I miss him.

Je t'aime mon coeur!!!

Debra LeBouton PhD.

L. A. Brady Translation from French: I love you, sweetheart. I love you, too, sweetie.

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.



Sam Sterk, Ph. D.

Past ASPH President

Sam Sterk, Ph.D., CMPC #177 is a trained Psychoanalyst, and certified and registered in Sport Psychology (AASP) as a Sport Psychologist and a Certified Hypnotherapist. He's a director of Peak Performance Plus LLC. The services provided include Counseling, Sport Psychology and Hypnosis-Hypnotherapy. Dr. Sterk has had affiliations with the U.S. Olympic Training Center as a Sport Psychologist. Dr. Sterk teaches courses called Medical Hypnosis at Midwestern University Medical school.

Sam Sterk's Books:

WIN! GET THE MENTAL EDGE SKILLS IN MARTIAL ARTS

WIN 2! TRAIN AND MASTER SPORT HYPNOSIS

WIN! GET THE MENTAL EDGE SKILLS IN GOLF

HANNAH'S VISIONS, a suspense mystery thriller, which earned “Finalist” in the 2017 AZ Author's Association annual writing competition. Austin Macauley published HANNAH'S VISIONS.

HANNAH'S VISIONS: THE APPOCALYPSE-published by Austin Macauley in 2022.

These books are available on Amazon.com and Kindle Direct Publishing.com



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.

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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.