



## ASPH Newsletter

March 2023

*Next Meeting: Zoom, Tuesday, May 2, 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

In your hypnotherapy practice do you help people sleep better, fall asleep easier, stay asleep, and wake up refreshed? Would you like to help people solve their sleep problems? Or do you lose sleep worrying about it?

Whether sleep is one of your favorite issues, or one of your biggest frustrations, I encourage you to join our April Zoom meeting and exchange your ideas on the topic, ask questions, and present answers by participating with our panel of experts (Members who will be engaging in this upcoming Zoom meeting) that we gratefully call ASPH members.

(That is one of the longest sentences I've ever written!)

I guarantee at least one demonstration during the meeting, even if I put each one of you to sleep personally. I've been doing that at meetings since long before I was a hypnotherapist.

There are many opinions about ASPH Zoom meetings. Here are three of mine. (1) There were people I met at last month's meeting who would not have flown to Phoenix for an in-person meeting and would still be strangers to me. (2) There are people I've met on Zoom in the past two years who have become some of my dearest and closest friends. (3) Just as there are advantages to meeting in person that are gone in a Zoom meeting, there are benefits to a Zoom meeting that are impossible in person.

Disagree with my opinions? Come to the meeting and tell me! Hope to see you on Tuesday, May 2nd. And in person real soon.

Alan Handelsman  
2023 ASPH President

## **Invitation to Join ASPH**

If you have never been an ASPH member, and would like to join with us, go to <https://www.hypnosisaz.com/membership/> and review your options: “New Members Basic” or “New Members Sponsor.”

If you have at any time been an ASPH member, scroll down to the “Returning Members” option and re-join. **Join Now!**... This is a hypnotic suggestion!

## **Minutes**

### **April ASPH Executive Board Meeting**

**April 4, 2023**

The ASPH Executive Board meeting was called to order at 7:00 PM.

Items of discussion:

- It was agreed that the May meeting ASPH monthly meeting would be via Zoom and that the June meeting would be an in-person meeting at the home of Lew Heller (upon his consent).
- That the Certification Committee should proceed with creating a program (including a written test, an oral examination, and a hands-on demonstration of the applicant's ability to conduct a hypnosis session) that would meet the criteria for certifying ASPH members as an *ASPH Certified Hypnotist/Hypnotherapist*.
- That the ASPH Constitution and By-laws should be reviewed and amended to meet present standards and procedures.

The ASPH Executive meeting was adjourned at 7:25 PM

# **Minutes**

## **April ASPH General Membership Zoom Meeting**

**April 4, 2023**

### **Attendees**

Jon Pace, Ron Benninghoff, Patrick Porter, Alan Handelsman, Debbi Combs, Odette Fay, Lynnette Baumgart, Thomas Wheeler, David Rodriguez, Lisa Fisk, Don Kelley, Debra LeBouton, Lindsay Brady

### **Welcome, introductions and mood-setting**

The April 4, 2023, ASPH was held via Zoom and was called to order at 7:30 PM. ASPH President Alan Handelsman 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 Jon Pace (One of the founding members of ASPH in 1978) to establish a peaceful aura for the remainder of the meeting.

### **Topic of discussion and other issues related to hypnotherapy**

The topic of discussion was centered around how hypnosis can motivate clients to engage in a lifestyle to maintain a healthy, fit, and trim body. In short: how to lose weight and keep it off.

Many of the attending members related sundry methods of how to achieve and maintain a healthy trim body.

Debbi Combs requested input for helping a client deal with cancer that required extensive facial surgery and the possibility of using hypnosis to accelerate the healing process and even rebuild muscles and bone.

Again, attending members drew upon their experiences and contributed sound advice about the possibility of using hypnosis to accomplish this.

This is what the society is all about: Asking questions and sharing ways to enhance the effectiveness of hypnosis. If you didn't tune into this Zoom meeting, you missed out on a lot of really good stuff.

## **Business**

Unlike previous Zoom meetings, attendees had no difficulties whatsoever joining this meeting.

Although the problem of completing the ASPH membership seemed to be resolved, some members have had difficulties completing the membership form. Hopefully this will be resolved soon.

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

It was agreed that the April ASPH monthly meeting would be via Zoom on May 2nd 2023 at 7:30 PM.

Lindsay Brady made a motion that the meeting be adjourned and was seconded by Odette Fay. The meeting adjourned at 9:19 PM.

## **May 2nd 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**
  - A. Debra LeBoulton, Certification Committee Chairwoman
  - B. Debbi Combs, Treasure
  - C. Lindsay Brady, Secretary
  - D. Thomas Wheeler, Parliamentarian
  - E. Alan Handelsman, President
- IV. 5–10-minute group guided imagery meditation, led by an attendee volunteer, for creating a peaceful ambiance for the remainder of the meeting.
- V. Discussion: How to use hypnosis for falling asleep, wake up refreshed and go back to sleep if you wake up during your sleep time.

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](mailto: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](mailto: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**

**David Rodrigues**

Transpersonal hypnotherapy healing results will almost always exceed results from overrated medicines, medical treatments, and alternative approaches. Some people call these transpersonal hypnotherapy healing results “miracles.” The purpose of this case study is neither to acquiesce or dispute such claims, but rather to present one of many healing cases from my practice as a Transpersonal Hypnotherapist.

My ex-girlfriend, Suzan, who I loved deeply and whom I have known for many years, is testimony to such healing. This is true even though we continue to disagree in some significant phases of our lives.

When I first met Suzan, she was very slender. Some people may have viewed her as a skinny young lady on a very strict diet. As we dated, I learned about her health issue; hypoglycemia. [The online Merriam-Webster definition of hypoglycemia is “abnormal decrease of sugar in the blood.”]

According to Louise L. Hay’s book, “You Can Heal Your Life,” the root cause of hypoglycemia is being overwhelmed by the burdens in life.

About three years into the relationship and facing some challenges in it, I proposed to Suzan a transpersonal hypnotherapy session to speak with her higher self (Divinity) for suggestions on how we could improve our relationship. Fortunately, she was open to that suggestion.

Much to my surprise, in that session, her Divinity guided her to go to a past-life. In that previous life-time her dying moments were not in peace. Instead, those dying raw emotions manifested in this life time as an energetic -hypoglycemic- dysfunction.

Once that was revealed, I addressed it by transmuting the energy through the “Optional Visual Emotional Clearing Therapy Model.” Then I announced to Suzan, “You will now be able to eat anything and everything your heart wishes for.”

I should have known better. For her entire life she has been a soul that dreams math and numbers. She has a Bachelor of Science degree in mathematics. Her life, until that session, had been pure numbers and science. On the other hand, even though my undergraduate college degree is in accounting, my life was different.

Days after that session, I suggested for her to visit the doctor and be tested for hypoglycemia. She did. Her results were negative and without any comments or major changes in her eating habits, she continued with her “normal life.” A couple of months later, she went overseas to visit her relatives and upon returning she had a big smile which told me something was up. She had medical tests conducted over there and the results for hypoglycemia were also negative.

And from that time on, she hasn’t stopped eating what she wants. After some twenty pounds heavier, my ex-girlfriend is willing to give her testimony about my practice with Transpersonal Hypnotherapy and to continue referring me clients as well.

## **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](mailto: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.



Thomas A.D. Wheeler

Thomas A.D. Wheeler, the current ASPH Parliamentarian, is a Retired U.S. Army Major and holds a Bachelors Business Degree from Arizona State University and a Masters in Human Resources (Training Focus) from ATU/Texas A & M. He was originally trained by Rene’ Pfalzgraf of NLP Arizona, not only as a Hypnotherapist, but trained and certified in Neuro-Linguistic Programming and Reiki as well.

Sometimes life takes a turn; Wheeler had gone through a number of courses in the Rio Salado Chemical Dependency Program working toward eventual Certification, when in the aftermath of 9/ 11, his U.S. Army Unit was activated for Mobilization Activities and then eventual Deployment to Iraq, where he eventually served four tours, leading into his eventual retirement and return to civilian life.

A lifelong learner, Wheeler went through Re-Certification and Specialization with the NLP Training and Coaching Skills Institute under Bill Thomason, giving him skills into Business and Consulting application of Hypnosis and NLP Techniques. While still undergoing training, Wheeler took the opportunity to co-partner a unique Sustainability-Focused Veteran-Owned Business with a fellow Vet and once that operation is stabilized; plans a dedicated return into Hypnosis specializing on working with Veterans.

The Post-COVID Lockdown had a harsh effect on many Business' and Professional Organizations (like ASPH); At this time, Wheeler is taking this opportunity to request volunteers for anyone interested in working with him in an outreach program to better communicate the resources of ASPH to the Public-at-Large and help rebuild membership.



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

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

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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*.

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**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](mailto:leboutond@gmail.com)

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**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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### **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.