



## ASPH Newsletter

May 2023

*Next Meeting: June 6, 2023, 7:00 PM*

**Live and in Person at the Home of Lew Heller**

**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. Lewis Heller Home is the Second house on the right— Fountain in front yard.

You will receive a zoom invite and email reminder a few days before, and again on the day of the meeting.

### **Possible Zoom Watch and Hear**

Note: We will set up a computer for watching and hearing the meeting via Zoom. There will be very little Zoom participant interaction—mostly it will be watch and hear. Although, you may be recognized as an observer if the President chooses to recognize you. This is our first attempt to have a simultaneous live meeting with a Zoom option.

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

The May meeting was via Zoom, and we met and re-met people from three different states. How nice to be a part of a national organization! We discussed sleep, and somehow, we all stayed awake for the entire time. We got to know each other a bit better. We learned about different approaches to working with people who need help sleeping. And, we didn't just talk about it, we witnessed and experienced some wonderful demonstrations.

One of the topics that came up during our discussion was muscle testing. This is a subject that is near and dear to my heart. I learned muscle testing before I learned hypnosis. It was my experience with muscle testing that led me to hypnosis. Now, I use muscle testing as part of my hypnosis practice, as do others.

Like hypnosis, muscle testing is a way of accessing information from a client (or ourselves) that most people don't know about. It can be used in a variety of ways. It can be used with another person, or by one person.

So, what a perfect time to have an in-person meeting and learn (more) about muscle testing. Because it has been around so long, and so many hypnotists also are familiar with muscle testing, we may have more "teachers" than "students" at our June meeting. Whether you are new to muscle testing, want to learn new methods, or simply want to brush up on your skills, I can guarantee you some individual attention at our June meeting.

Muscle testing can provide a new source of information, or a new way of interacting with others, or with yourself, in your hypnosis sessions, and in your daily life.

I am looking forward to seeing you in June!

Alan Handelsman  
2023 ASPH President

## Agenda June 6<sup>th</sup>, 2023 ASPH General Meeting

1. Meeting called to order (Alan Handelsman, Pres.)
2. Attendee's introduction and brief comment about their experience with muscle testing, and what they hope to learn.
3. Reports of Officers
  1. Debra LeBouton- Certification Committee
  2. Lindsay Brady- Secretary
  3. Odette Fay- Vice -President, IMDHA attendee
  4. Debbi Combs- Treasurer
  5. Thomas Wheeler- Parliamentarian, By-Laws/Constitution committee
  6. Alan Handelsman- President
4. 5 – 10 minute meditation by a volunteer (even if I have to pick someone!)
5. Discussion, demonstration, group and individual practice.
  1. Muscle testing uses, techniques, etc.
6. Discussion of "tough cases" or successes. (If time permits)
7. Next meeting details
8. Motion to adjourn

## Minutes

**May ASPH Executive Board Meeting**

**May 2, 2023**

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

Items of discussion:

- All Executive Board Members confirmed they had no problem logging on to this Zoom meeting. Although Alan Handelsman said he had a problem logging into the ASPH website using Google Chrome. This will be investigated and hopefully resolved.
- Debra LeBouton reported on the progress of establishing an ASPH Certification program and will have it ready for the Executive Board to inspect and comment on it by our June 6th meeting.
- Thomas Wheeler, Parliamentarian, commented on the restatement of the ASPH bylaws and constitution, which would combine the two documents into a single document making it more in line with present standards and procedures.
- Odette Fay recommended that ASPH should sponsor a live conference and extend invitations to the hypnotherapy community at large as well as the general public. She agreed to head a committee to accomplish this event.
- It was agreed that the June ASPH monthly general meeting would be an in-person meeting at the home of Lew Heller AND via Zoom. This will be our first attempt to include Zoom with our live meetings.
- The Executive Board meeting was adjourned at 7:30 p.m.

## **Minutes**

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

**May 2, 2023**

### **Attendees**

Jon Pace (Sacramento, Calif), Carol Becker (Washington State), Mary Gallagher (South Carolina), Alan Handelsman, Debbi Combs, Odette Fay, Lynnette Baumgart, Thomas Wheeler, Don Kelley, Debra LeBouton, Lindsay Brady (Arizona)

### **Welcome, introductions, and Group Discussion**

- The May 2<sup>nd</sup>, 2023, ASPH general meeting 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 led through a relaxation/meditation period by Lindsay Brady with emphasis on using hypnosis to enjoy peaceful sleep.
- The topic of discussion was related to helping clients fall asleep, stay asleep, go back to sleep, and awaken refreshed. Every attendee contributed their take on the topic. If you were not one of the attendees, you missed out on discovering some wonderful insights to helping clients (or yourself) to sleep well and enjoy doing so.

- Attendees were advised that the June ASPH monthly general meeting would be an in-person meeting at the home of Lew Heller as well as via Zoom.
- A motion was made by Lindsay Brady and seconded by Debbi Combs that the meeting be adjourned. The meeting was adjourned at 9:00 P.M. MST.

## **New Members**

**Diana Wiggins** (Sponsor Membership)

LEHP, FDN-P, Certified Medical Hypnosis, Certified Tobacco Treatment Specialist, Certified Weight loss, Member of ICBCB, Master Transformational Coach

**David Rodriguez** (Basic Membership)

Ph.D., CTH

**Don Brady** (Basic Membership)

Diploma HMI Master hypnotist

**Lindsay Martin** (Basic Membership)

Certified Hypnotist

## **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!

## **News and Your Feedback**

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

Members, please look at your membership entry on the Hypnotherapists Website page <https://www.hypnosisaz.com>. Click on Hypnotherapists, then 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 to enhance 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 love to hear your opinion. Thanks!

# Case Study of the Month

## Jon Pace

Certified Hypnotherapist, Board Certified Hypno-anesthesiologist, life member Mensa

In 1983 one afternoon with no appointment a gentleman came in and identified himself to my receptionist as Detective Dick Tracy, I went to junior high and high school in Mesa, so there is a number of people in Mesa that would enjoy playing a practical joke on me. I told my receptionist I would see him knowing full well that a prank was about to take place. This was not the case at all. Dick Tracy came in and presented all of his credentials as a detective for Eugene, Oregon, and he said he was working on a murder investigation. He was in Arizona interviewing a prior roommate of the suspect in the case. The suspect in the case had made a statement that she had never owned, or had never even held or shot a gun. The prior roommate of the suspect revealed to the detective that she had owned a gun and that they had gone several times out in the desert around Florence and use a specific cactus as a place to go target shooting. He had taken the prior roommate to where she thought the cactus was located and they were unable to locate it.

Detective Tracy was interested in me working with a witness to see if we could refresh her memory. I told him that I didn't have video equipment available to follow specific forensic protocols, he assured me that wouldn't be necessary as none of this would be admissible in court. They wanted to locate the cactus, cut it down and ship it to Oregon to match the lead in the cactus with the ones retrieved from the three victims in Oregon, as no weapon was ever found in the investigation.

The prior roommate came in for the first session, we went through a couple of regressions, with the standard suggestions of; remembering all the senses of the day, bright or cloudy day, the smells of being in the desert, the temperature of the air, the attitudes and conversations that took place, any specific landmarks she could see, condition of road, paved, dirt, county road or a road that is never graded, straight, or lots of dips and curves. I use the metaphor of a sand clock that like the grains of sand the individual bits of information are buried by subsequent grains of sand and when we do the regression, we are turning that sand clock over and re-exposing those grains of sand and we can then have access to those memories. I also gave her a post hypnotic suggestion that her subconscious mind would continue to sort through those buried memories in her dreams and more information would become available to her conscious mind. In her second session she made more headway in recalling information, and they were able to locate the area where the target shooting took place. The detective shipped the cactus to Oregon where I assume they matched bullets with the victims.

None of the above scenario was divulged in court, it was quite some time before I was able to find out any additional information. This was part of the investigation of Diane Downs who earlier in 1983 in Oregon claimed that a bushy haired stranger had come up to her car and shot her superficially in her shoulder, and then shot her three kids in the back seat, Cheryl Downs, who was eight, was killed, her brother Danny who was four was paralyzed from the waist down, and Christie the oldest was nine was in a coma for some time, but was able later in the year to identify her mother as the only shooter. The story gets quite complicated involving a love affair Diane had with someone who didn't want any kids.

The whole story was documented in a book written by Ann Rule called *Small Sacrifices* and subsequently in a made for TV movie by the same name. Farrah Fawcett played the part of Diane Downs and Ryan O'Neal played the part of the boyfriend. In the movie everything that actually took place in Arizona is changed to Utah.

Diane Downs is currently in the women's prison in Chowchilla, Ca for her life sentence plus fifty years'. She is not incarcerated in Oregon because she escaped and had to be recaptured.

The unique things we get to experience as hypnotherapists.

Jon Pace

## **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 people. Please no longer withhold your narrative.



**Carol Becker, CNLP, CCHt**

In 2013, Carol retired from a 47-year career in aerospace mechanical design and manufacturing engineering and turned her passion into her self-described 'retirement career' as a Dementia Consultant and Hypnotherapist. She was inspired to pursue that unique path after overcoming her own memory loss due to a devastating brain infection.

In 1985, awakening from the coma and working to recover the words she used to know and the abilities she used to have, Carol began research into memory and how the brain works. The research, seminars, and various workshops, plus her own resources and intuition sparked a passion to bring what she learned to help others who are dealing with memory loss. After coaching herself back to functioning, she returned to her career as an aerospace mechanical design and manufacturing engineer.

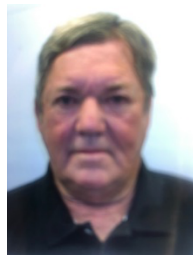
A certified Clinical Hypnotherapist, Master Practitioner in NeuroLinguistic Processing and TimeLine® Therapy, and a Trauma Therapist, after the coma she added Nightingale Dementia Therapy Consultant to her tool kit.

She coaches dementia clients and their caregivers who are experiencing confusion, frustration, and loss to reduce the overwhelming stress, fear, and anxiety that can plague their life. Together they develop a unique person-oriented shared action plan, enabling both dementia partners to move forward on their dementia journey with knowledge and actionable coping skills.

Carol also volunteers with the Alzheimer's Organization and the HOPE Dementia Support Organization in Vancouver Washington, as a caregiver support group facilitator, providing a private and non-judgmental venue where they can openly express their frustrations, fear, and anger, while learning from each other how to manage the challenging and ever-changing behaviors of their loved one.

"I have worked over 50 years helping people understand themselves and others."

Website: [www.resourcesbybecker.com](http://www.resourcesbybecker.com)



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 Briana 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.

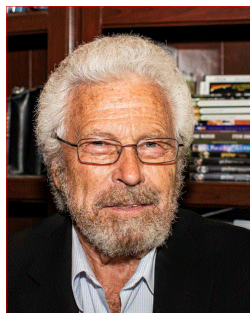
In 2000, my search led me to Robert O'Connor in Phoenix, and I became a Certified Hypnotherapist. I retired as a musician in 2009, and have focused on hypnotherapy and teaching my methods worldwide.

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!



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](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 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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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

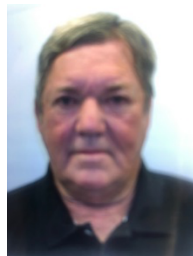
in the country. As a result, he was awarded the coveted Life Saver Award by the ACS. Only one person a year receives this honor, and no other hypnotist ever received it.

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.

## **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 Briana 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.

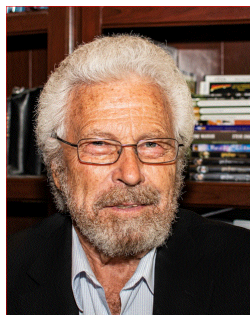
I use hypnosis to help the client create a series of inner experiences that allow them to naturally alter perception. To me, perception isn't just what we see. It is all that we sense with our five senses, what we think, feel, believe, and how our body reacts. In short, perception is our total experience 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!



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 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.