



ASPH Newsletter

June 2023

Next Meeting: July 11, 2023

Zoom Meeting 7:30 p.m. (AZ time)

Our General ASPH Monthly meeting is traditionally on the first Tuesday of the month, however, since the 4th of July falls on the same day, the Executive Board has postponed It for a week. So, we will see you on July 11th at 7:30 p.m.

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

A Message from ASPH President



Alan Handelsman 2023 ASPH President

We had a hybrid meeting in June. It was the first hybrid meeting I've attended that wasn't dominated by technical issues. I hope the people who attended on Zoom enjoyed the experience. For me, it was a little like working before an audience. I was always aware that they were there and tried to talk loud enough to reach the computer in the "back row."

I want to thank Lindsay for the technical wizardry, and Lew Heller for opening his home. This time he even surprised us with some refreshments. If I knew that was part of it, I'd never miss a

meeting! And I want to thank those who attended. Wouldn't it be nice to be able to say that they were too numerous to mention?

For those who were there in person, it was a lively meeting. About half of us shared some of what we knew about muscle testing, all of us learned something new about it, and we even spent some time practicing the skills we learned. Muscle testing can be a useful skill in a session, as well as in one's daily life.

If you see someone swaying back and forth at the supermarket, they might be muscle testing: the sway test. (You hold a product, and if you sway forward, the product is good for you. If you sway backward, you may want to leave it on the shelf.) Of course, the person you see could simply be ready to faint after looking at the price!

The July meeting will not be held on the first Tuesday, which is July 4th. Here at ASPH, we are strict, but not unreasonable. The meeting will be held the next week, on the 11th. The topic we will discuss is: "Metaphors and Images." In my own practice, I'm not sure how metaphors fit in, but images are a big part of how I work. At July's meeting, you will hear from what I like to call the "panel of experts." There are always members at the meeting who will share ideas about the topic. You will come away from the meeting with a broader view, and maybe even some techniques and ideas you can begin using immediately.

The bad news about meeting on Zoom is that you have to bring your own refreshments. The good news is that you don't have to bring enough for the whole class. (And you can finally get some use out of those old jeans and orthopedic shoes.)

See you on July 11th.

Alan Handelsman
President, ASPH

ASPH General Meeting
July 11, 2023
Agenda

1. Meeting called to order (Alan Handelsman, Pres.)
2. Attendees' self-introduction and brief comments about their experience with (or lack of experience with) how Metaphors and Images can help a client achieve their goals."?
3. Reports of Officers
 - a. Debra LeBouton, Certification Committee: progress of ASPH certification protocol and certification test.
 - b. Lindsay Brady, Secretary
 - c. Odette Fay, Vice -President
 - d. Debbi Combs, Treasurer
 - e. Thomas Wheeler, Parliamentarian, By-Laws/Constitution committee
 - f. Alan Handelsman, President
4. 5 to 10-minute meditation by a volunteer (even if I must pick someone!).

5. Discussion:
 - a. Metaphors and Images, etc.
 - b. How they relate to helping clients achieve a positive behavior
6. (If time). Discussion of “tough cases” or successes.
7. Next meeting details
8. Motion to adjourn.

Minutes

June 06, 2023

ASPH General Membership in Person Live and Zoom Meeting

Attendees

In person:

Alan Handelsman, Odette Fay, Lynnette Baumgart, Thomas Wheeler, Don Kelley, Debra LeBouton, Lindsay Brady, Lew Heller

Via Zoom:

Jon Pace (Sacramento, Calif.), Carol Becker (Washington State), Debbi Combs (Colorado). Don Brady

Welcome, introductions, and Group Discussion

Note: This meeting for some reason did not get recorded so the following minutes may not be completely accurate, and some of the attendees not counted.

Lindsay Brady ASPH Secretary

- The June 6th, 2023, ASPH general meeting was held at the home of Lew Heller and via Zoom and was presided by Alan Handelsman ASPH President. The meeting was called to order at 7:00 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 blessed with a very relaxing, calming, meditative, mood-setting flute solo, performed by Alan Handelsman with his rendition of Londonderry Air.
- The topic of discussion was muscle testing techniques and their possible value for us in hypnotherapy sessions. Muscle testing can be used in a variety of ways to provide further insight into a client's situation. Several techniques were demonstrated by members, and there was time for everyone to practice some of these with other attendees. Most, if not all, of the attendees were able to gain the experience of what strong and weak muscles

feel like as a tester, and testee. As might be expected, there was a wide variety of techniques used by members, and how the information provided could be useful to the practitioner and the client.

- Lew Heller made a commitment to contact former ASPH members, and people who have at some time expressed an interest in ASPH. Lindsay Brady will submit to Lew Heller a database with all present members, newsletter recipients and interested prospects.
- A motion was made by Lew Heller and seconded by Debra LeBouton that the meeting be adjourned. The meeting was adjourned at 9:00 P.M. MST.

Invitation to Join ASPH

Beginning January 1st, 2024, there will be a \$10 fee for receiving the monthly ASPH newsletter. For sure that is not much of a commitment to keep in touch with what is happening at the *Arizona Society for Professional Hypnosis*. Better still, become a full-fledged member and think of it as saving \$10 on the membership fee.

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” options and avoid the initiation fee. **Join Now!**

News and your feedback

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

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

Special Request: Submit your view about hypnosis on the “About Hypnosis” page of the ASPH website <https://www.hypnosisaz.com/about/>. Look at what other ASPH members have to say about what hypnosis is and how they use hypnosis to enhance the lives of their clients. 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 and it will be added to the *About Hypnosis* page. It is certain that members and visitors to our website (who visit the *About Hypnosis* page) will agree with your opinion, question your opinion, learn from it and apply it to their sessions, or it will make their blood boil. I dare you to do it now!

Thanks!

Lindsay Brady 2023 ASPH Secretary

Case Study of the Month

By

Lindsay Brady, C.Ht.

Note: Since no one volunteered to submit a “Case Study of the Month” article, I am submitting my own.

The memory of this case was triggered by the first question on the soon to be official written ASPH Certification Test:

1. A person cannot tell a lie while hypnotized?

How would you answer this question: true or false?

Many years ago, a woman called and asked if I would hypnotize her husband, and while he was hypnotized, I would allow her to ask him some questions.

I asked, “Why do you want me to do this?”

She answered, “So I will know if he is telling me the truth. Everyone knows that a hypnotized person cannot tell a lie.”

This was very early in my career, and I thought it might be an interesting session, besides that, I probably needed the money.

I asked her to let me speak to her husband and make sure that this is something he wanted to do.

I asked him, “Do you want to be hypnotized and while hypnotized have your wife ask some questions?”

He responded, “Yes”.

I asked, “Why do you want to do this?”

He said, “Because she has promised me, she would get off my back and would never again bring up the issues if I would consent to her request.”

I asked, “Doesn't it threaten you to be asked questions while under hypnosis.”

His answer was, “Not at all, because I am telling her the truth.”

Once he was in a deep hypnotic state I said to her, “Go ahead and ask your questions.”

A few examples of her questions: “Do you love me?” “Have you ever loved anyone else?” “Do you have a secret bank account?” “Was that woman I saw you with, many years ago, really your cousin?”

When I woke him up, he turned and said to his wife, “Now are you satisfied?”

She answered, “No, I am not! Those are the same answers you have been giving me all along.”

After 50 years of practicing hypnotherapy, if a person were to make the same request, my response would be: “why don't you come in and I'll hypnotize you, and while hypnotized, give you suggestions that your husband's responses no longer trouble you and that you now confidently, and peacefully, deal with his answers.”

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 people. Please no longer withhold your narrative.



Jon Pace,

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

I grew up with asthma and allergies and chronic bouts of bronchitis, accompanied by what then would be called shyness, but reality was crippling anxiety and severe headaches. (It would take me decades to finally realize that because of Michigan's huge deposits of iron ore and other heavy metals left over from when glaciers retreated from the ice age, that iron permeated the water supply and was abundant in all the crops, that heavy metal overload blocks your body from absorbing potassium and magnesium and therefore makes you feel anxious and can cause headaches). I'm already off on tangents. Michigan has severe winters so our family would go to Florida for three months every year, thus I would change schools twice a year, amplifying the insecurities and anxieties I already had, (I went to twenty-six different schools growing up). When it was time to go to junior high, we moved to Scottsdale, and then moved to Mesa the following year. That year I came down with Valley Fever, so I didn't attend much of the eighth grade. My junior year of high school I was concerned if I was drafted to go to Vietnam how was I going to breath, but later that year I decided to take control of it and I started buying books on Hypnosis and I also became interested in handwriting analysis.

My first two books were by Melvin Powers and Leslie LeCrone, and that library would expand to about twelve volumes until someone borrowed them for a research paper and I never saw them again, so I rebuilt my library and then took it to the extreme to several hundred volumes.

After high school I went to work for Motorola Semiconductor working in the shipping and warehouse areas, while going to Mesa Community College, ASU and later some college classes in Texas almost exclusively all psychology classes. Dr. Merkel at Mesa Community College helped me with the self-hypnosis technique I was using at that time. While working in the warehouse one of my coworkers said she knew someone who took the International Graph analysis Society's course in handwriting analysis and liked it, so I took it and attended the Arizona chapter meetings for several years.

One of the other organizations that I belonged to would have monthly guest speakers and one the speakers was on handwriting analysis and went to the meeting and I knew the speaker and after the meeting I was talking to a couple of young guys there and I was telling them that I belonged to the group she came from and had taken the course, etc.etc, and there was a conversation going on behind me and I was half listening and they were organizing a trip to someone's house and only six people could go and that this person was sick and that you had to have your questions prepared and be there exactly on time and you couldn't have perfume or after shave on and that you were there to listen and not debate or argue, and that the visit would be for about two hours. This group ask me if I wanted to go, I told them I had to work that Saturday, but the visit sounded like too much fun, being the sarcastic ass that I am. At the next meeting I found out that the five people that did go had a wonderful time and spent almost three hours at Milton Erickson's house. The opportunities that we squander with ignorance or just not paying attention.

During my twelve years at Motorola, I went from warehouse clerk to management and working in customer service, marketing and eventually as sales and marketing manager in Dallas, Texas. I wasn't happy about moving to Texas, but it would have a profound effect on my life. The Dallas area because of all the commerce, oil and cattle money, was a hub for motivational seminars so I was very lucky to get to go to some of best with Zig Ziegler, Ed Foreman, Brian Tracy, and many other big names, (to younger people these were the Tony Robbins of the 1970's). During this period, I also attended classes put on by Associate Trainers in Hypnosis teaching Ericksonian techniques.

I was fortunate enough to take a course from Carrol Waddell at the Path Health Foundation in Wichita, Kansas it was a very thorough beginning course and a good foundation to build on, after that Barrie Konicov of Potentials Unlimited put on a five-day course in Arlington, Texas. It was an excellent class and several in attendance went on to prominent careers in hypnotherapy. The next year I attended the World Congress of Hypnotist's in Las Vegas it was sponsored by Barrie Konicov, and it was a life changing event, I met Jim Hoke who become one of my main mentors , and I attended classes put on by Walter Sichort, Charles Tebbits, Stan Mitchell, and many other nationally known hypnotists.

At this conference I met Roy Cage who had a practice in Ft. Worth and I subsequently had some training with him, it was at this time that I transitioned from a party and campfire hypnotist to putting on seminars for small groups using the Motorola conference room in Dallas.

When I left Motorola and move back to Mesa, I opened Professional Hypnosis Clinic, Inc. in Mesa and later opened a second office in Scottsdale shared with Dr. Miles Butler. When I opened the Mesa office Cuthbert Currie came to visit me and told me that he and some colleagues had started *the Arizona Society for Professional Hypnosis* and would I please join the group. We met in someone's living room and there were four of us total at the meeting. I took on the mantle of recruiter and would routinely call and pester people to join the group, we elected Leo Gagnon as president later that year.

Sometime in the early 80's, Alan Beckstead, Leo Gagnon, and myself attended the initial NLP training at the Franciscan Retreat, being a curmudgeon, I found the chairs uncomfortable, the room way too hot and the presenters not very exciting. My statement to Alan and Leo after the second day was that you can learn all these techniques but that doesn't make you Milton Erickson, or Virginia Satire that 90 % of your success is rapport with the client not technique, or even how good you are with inductions. Probably a year or so later Alan, and Leo and myself went downtown to a seminar put on by a young twenty 23 or 24 year old enthusiastic guy totally enamored with NLP, and the guy had unlimited energy, and we very friendly towards us, because we were hypnotists attending his first "on the road show" out of the Los Angeles area. I was finally impressed and willing to listen to a very young Anthony Robbins.

For five years in the mid-ninety's, I was on the faculty of the Arizona Government Training Center, if wanted to stop smoking I would periodically put on seminars for them and the city, state government would pay for the seminar and pay them their salaries to attend.

In addition to seeing clients, Motorola would contact me projects that wanted me to help with, so I would balance to two things for many years, in the early nineties they needed help with getting microchips delivered overseas without being delayed in customs or getting lost in transit, so I started Pace Air Cargo Express and we were doing emergency pickup and deliveries locally but also we were hand carrying boxes of computer die overseas. I personally made 104 trips to Kuala Lumpur through Singapore, many trips to Hong Kong, Taiwan, South Korea. In addition, about 50 trips to Glasgow, Scotland, London, Hamburg, Munich, Toulouse, France. The most grueling three trips to Norita Japan in four days. The reason I mention all of this is that without constantly hypnotizing myself for jet lag, and keeping my equilibrium from getting me airsick and not overindulging in business class food and drinks, these endeavors would not be successful.

A friend of mine's dad left him a tree service in Sacramento, Ca and went up there but after a year he called and needed help keeping up with all that was involved and asked me to come and take it over. I liquidated Pace Air Cargo Express and moved to Sacramento and quickly became a Certified Arborist. The last few years in preparing to retire I have been involved in acting doing background so far, and also doing voice overs for various projects, and I still record hypnosis programs for people. I work primarily with actors and do self-hypnosis seminars for actors and voice over artists.

So hopefully this will be the last year for the tree business, and I will do more and more hypnosis seminars and maybe even land some better roles in acting.



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



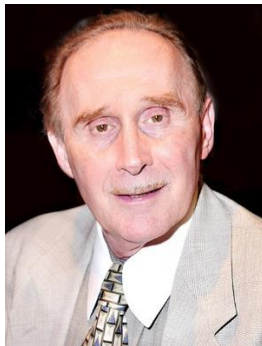
Thomas A.D. Wheeler

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 lead Dr. Heller to working as an ob/gyn for 17 years. There were some other options, but Dr.

Heller felt that a lot of traditional medicine was not getting at the root of what needed to be addressed. This has also not changed much in 45 years.

By 1987, Dr. Heller had incorporated nutritional medicine into his practice. He worked directly with Dr. Abram Ber and Dr. Johnathan Wright who were pioneers in this area. In the early 90s Dr. Heller took some programs with Deepak Chopra to learn mind body medicine incorporating that as well into his practice. Ultimately Dr. Heller met and worked with Don Rice. Dr. Heller was initially certified through Don and NGH but has developed his own advanced programs for hypnotherapy over the years. Don at the time was considered one of the top if not the top hypnotherapist in the country. For several years in the early 2000's Don and Dr. Heller provided several programs training physicians in hypnotherapy.

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

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

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

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

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

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

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



Alan Handelsman
Certified Hypnotherapist

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

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

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

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

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

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

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

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

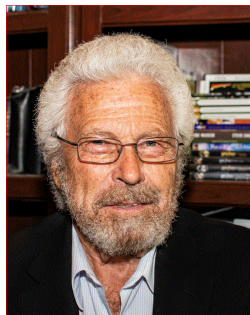
our five senses, what we think, feel, believe, and how our body reacts. In short, perception is our total experience at any given time. People can argue with our analysis, and even our wisdom. But it is hard for a person to argue with their own experience. That is part of the power of hypnosis.

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

Alan Handelsman
602-478-8346

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

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



Lindsay A. Brady, C.Ht
Certified Hypnotherapist

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

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

Lindsay has contributed extensively to the promotion of hypnosis and hypnotherapy and has been featured in news articles regarding hypnotherapy and has appeared on radio talk shows and TV specials about the phenomenon of the hypnotic process.

In 1990, he established the Lindsay A. Brady Institute for Hypnotherapy in Tempe, Arizona. The Institute offers a full range of hypnotherapy services, including teaching practitioners (one-on-one) how to apply his method of hypnotherapy.

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

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

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

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



Debra LeBouton, B.CH, Ph.D.

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

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

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

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

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

Debra can be contacted at:

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



Kate Ellis, CCHt

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

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

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

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

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

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

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

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

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

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

Contact Information:

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

Email: kellis19@hotmail.com

Website: www.thehealingquest.com

Phone: (480) 695-1936



MORT BERKOWITZ, CH, HEC

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

During the 1990's and 2000's Mort's frequent flyer mileage increased dramatically when he crisscrossed the country with his show, "*Adventures in Hypnotism.*" He performed at college campuses, company conventions, corporate banquets and as a headliner in major comedy clubs. Ultimately, he performed the show in every state in the nation. 'Dr Mort' as he was known during his show business career was twice nominated for the coveted "Entertainer of the Year" award by the National Association of Colleges and Universities.

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