



## ASPH Newsletter

July 2023

*Next Meeting: August 1, 2023*

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

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

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### **A Message from ASPH President**



Alan Handelsman 2023 ASPH President

Hello ASPH,

This year, I am especially grateful that I am an "indoor" type of person. As far as I'm concerned, the Phoenix climate is room temperature twelve months out of the year! I hope that wherever you are, that you are safe, cool, and comfortable.

Before I tell you all about our July meeting where we discussed metaphors, let me tell you a story....

Just kidding.

It was a Zoom meeting that included discussion, sharing of ideas, an effective demonstration by Kate Ellis, and, of course, a few laughs. I won't speak for any other attendee, but I left the meeting with a lot to think about. I've never labeled myself a "lifetime learner," but I still seem to learn new things, and to make new adjustments to a lot of the old things I learned long ago.

The group consensus (not always an easy feat for any group) was that we would all benefit from addressing pain at our August meeting. Yes, "Pain" will be the topic of our next meeting (not a description of it). It will be a Zoom meeting, and we can not only talk about what we do as hypnotherapists, but there will be ample time to watch and participate in demonstrations. I don't often ask people to come to ASPH meetings to complain, but in this case, I'll make an exception. Bring your aches and pains, as well as your own methods for helping others, and we can all leave the meeting feeling better than when we arrived.

If you would like to relieve some of your own pain, or someone else's pain, this is the meeting for you. I hope to see you there.  
See you on July 11th.

Smiles,

Alan Handelsman  
President, ASPH

## **ASPH General Meeting Tuesday August 1, 2023 Agenda**

1. Meeting called to order (Alan Handelsman, President.)
2. Attendees' self-introduction and brief comments about what they'd like to take away from this meeting relating to pain issues (Meeting topic of discussion)
3. Reports of Officers
  - a. Odette Fay, Vice -President
  - b. Lindsay Brady, Secretary
  - c. Debbi Combs, Treasurer
  - d. Thomas Wheeler, Parliamentarian, By-Laws/Constitution committee
  - e. Debra LeBouton, Chairperson Certification Committee
  - f. Alan Handelsman, President
4. 5 to 10-minute meditation by a volunteer (Or a volunteer that President Alan picks!)
5. Discussion (PAIN): Techniques, suggestions, comments, and demonstrations related to hypnotherapy for pain relief and pain issues.
6. (If time) Discussion of "tough cases" or successes.

7. Next meeting details
8. Motion to adjourn.

## **Minutes**

**July 11, 2023**

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

#### **Zoom Attendees**

Lynnette Baumgart, Carol Becker, Don Brady, Lindsay Brady, K M Brady (Guest) Kete Ellis, Odette Fay, Alan Handelsman, Lew Heller, Don Kelley, Debra LeBouton, Evan Lloyd, Faith Marshall (Guest), Sam Sterk, Thomas Wheeler

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

- The July 11<sup>th</sup>, 2023, ASPH general meeting was via Zoom and was presided by Alan Handelsman, ASPH President. The meeting was called to order at 7:05 PM.
- ASPH President Alan Handelsman welcomed members and guests and invited each attendee to introduce themselves and their interest in hypnotherapy and to make comments about this meeting's topic of discussion: Metaphors and Images.
- Debra LeBouton requested help to edit the ASPH certification test in a format for certification applicants to electronically complete the test. Alan Handelsman volunteered to help with the task.
- Evan Lloyd agreed to submit an article for "ASPH Hypnotherapist of the Month" section of the July newsletter and Carol Becker volunteered to submit an article for the "*Case Study of the Month*" section (Now titled "*ASPH Hypnotherapists Success story of the Month*").
- Alan Handelsman guided the group through a relaxation-meditation exercise.
- The topic of discussion was metaphors and images. As with previous meetings, the tête-à-tête among attendees and demonstration presented by Kate Ellis, proved to be insightful and inspiring.
- It was determined that the topic for the August meeting will be related to helping clients deal with pain.
- 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.

## **News and your feedback**

#### **Membership page review**

Members, look at your entry on our Website's Hypnotherapists page:

<https://www.hypnosisaz.com/hypnotherapists/sponsor-members/> or

<https://www.hypnosisaz.com/hypnotherapists/basic-members/> depending on your membership classification, and make sure your information is correct. If any corrections are needed, email Lindsay

Brady at [info@hypnosisaz.com](mailto:info@hypnosisaz.com).

## Future ASPH Newsletter Distribution

Last October several ASPH members acted and initiated the resurrection of the *Arizona Society for Professional Hypnosis* from its demise caused by COVID. With the intent to revive the Society, *all* past members and perspective members were placed in the ASPH monthly newsletter database, and each month received the monthly newsletter.

Beginning January 2024 only ASPH members in good standing (in good standing means they have paid their 2024 membership dues) or those who have paid the annual \$10 “newsletter only” fee, will receive the monthly newsletter. We will still reach out to perspective members through means other than the newsletter.

Lindsay Brady 2023 ASPH Secretary

## **ASPH Hypnotherapists Success story of the Month**

By

**Carol Becker, CNLP, CCHt**

### **Story of a client’s successful change an unwanted feeling**

Mary (name changed for privacy) came to me from a referral.

She was afraid of losing her partner. They had been in a loving relationship for years, yet every time she saw him looking at another woman, her stomach clinched with fear. She was afraid that he would like that woman more, that she, Mary, was not really loved by him.

This was an ‘unwanted feeling,’ which is what I was focusing on in my marketing at that time.

Our first session was just getting to know one another, sharing personal chatty stuff. Because I knew she was feeling ‘not enough,’ I wanted to find a place in her life where she did feel enough. I asked what she did for a living and found out she was a highly successful solo entrepreneur. Mary’s clients were always recommending her to others, and in that area of her life felt very secure.

I could see her confidence and security in her word choices, tone of voice, speaking pace, facial expressions, and body language when talking about her business and how much she loved it. There was no doubt she completely embodied her feeling of being more than enough in that area.

We talked more about the feelings of not being enough when her partner does anything that would bring that feeling up. It came mostly when seeing him interact with a woman, whether friend or stranger.

I know these feelings often come from unfortunate experiences and learnings from childhood. My knowing comes from being a human being having been influenced by my childhood with some very good stuff and some not so good stuff. It also comes from learning about childhood development at the University of Arizona Tucson where I studied psychology.

My favorite tool for getting unstuck from old crap in the past is Timeline® Therapy. (Trained and certified by Tad James)

To do that with a client, after building rapport and learning what they want help with, I first introduce them to their timeline. Where they find and visualize their past, present, and future. Then we practice floating above the timeline to fun, happy experiences in the past and noticing and feeling all that VAKG NLP stuff.

For Mary, we began by anchoring some very resourceful states from when she had the most powerful feelings of being proud, confident, and secure. Seeing those events by floating above them and then floating down into being fully associated, we brought forth for each event all the visual, auditory, kinesthetic, and even gustatory sensory experiences from those times. Setting and testing anchors between break states.

After we took a short break, I then asked her to recall the feelings she gets when she sees her partner interacting with another woman. The feelings came in strong, and her entire physiology changed, but I do not keep my clients in that stage for very long even though it is not fully associated.

“Now Mary float above your timeline, way up, ten thousand feet at least, and go back to the past to the earliest time you had that fear of not being enough to be loved. It may not be a similar experience as now or even the same words involved.... just search for that feeling’s earliest time, and from this far distance above, just notice what that younger you was experiencing.

Ultimately, she realized her mother had told her younger self that she was unlovable, and no one would ever love her!

I suggested that her mother may have had a positive intent for doing that and that we’ll never know what it was. It could have been to save her from some awful thing that happened to her in the past. So, knowing that could be true, I suggested, “give that younger you a big hug, and ask that younger you if it would be ok for her to know that it really wasn’t true what your mom said and that your mom may have been trying to help you with something she couldn’t shield you from as you grew up. We don’t know those things, but what we do know is that as a grown up you have more resources now and now that younger you knows as well.”

There is a magic that happens at the moment of learning what it was in the past that created the problem, the unconscious mind seems to immediately change the feelings without being told to change or how. I could see Mary’s physiology change as she virtually hugged her younger self.

I believe the pre-timeline work gave the subconscious mind all the resources it needed to immediately make the change.

I also believe that once the subconscious mind knows it is safe to deal with that past stuff, it creates understandings and connections to help the client in ways that I could never imagine. Even though we then proceed to future-pace the learnings, the unconscious mind is already far ahead.

After a sip of water and a bit of small talk, Mary told me she had seen counselors and psychologists and many sessions for this problem. She was astounded at how fast in just these few minutes she could change how she felt. I told her that when the conscious mind and subconscious mind get together on the same intention, in a safe environment they make things happen and it can seem like magic.

Most of the time I just use conversational hypnotherapy and light trance. One of my trainers said, “We are always in trance anyway.”

## **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.



Evan Lloyd

JD, C.Ht., NLP Certified, Stage hypnosis Certified

As a distinguished medical malpractice attorney, Evan Lloyd from Payson, Arizona, brings a unique set of skills to the courtroom by incorporating the remarkable practices of hypnosis and neurolinguistic programming (NLP) in his legal strategy. Having studied hypnotherapy under the guidance of Lindsay Brady, NLP techniques with William Horton, and stage hypnosis under Richard Barker and Anthony Galie, Evan has mastered the art of leveraging these methods to enhance his clients' testimonies and deliver compelling narratives. Evan utilizes three key tools to help clients remember the events surrounding their injuries with greater clarity, which allows the witness to eloquently present their stories to the jury.

#### 1. Enhancing Memory Recall:

Evan first went to Lindsay Brady as a client. He was struggling with his first semester of law school and was worried he would have to drop out. In one session, Lindsay not only helped Evan get his grades up, but he also let Evan down a path to understand how the mind works. With an in-depth understanding of hypnotherapy techniques acquired through Lindsay Brady's teachings, Evan Lloyd adeptly guides clients into a relaxed and focused state of mind during testimony preparation. By using these practices, attorneys can help their clients transcend mental barriers or traumatic blocks that might hinder accurate recollection of crucial events. Under Evan's expertise, clients may vividly recall intricate details that were previously elusive, bolstering the strength of their medical malpractice case with valuable evidence and a comprehensive account of the incident.

#### 2. Facilitating Effective Storytelling:

William Horton's tutelage in neurolinguistic programming has equipped Evan with a powerful tool to enhance clients' communication during trials. By understanding each client's preferred representational system—whether visual, auditory, or kinesthetic—attorneys can align their language and communication style accordingly. This personalized approach ensures that the client's narrative resonates deeply with each juror, fostering a stronger emotional connection and a clearer understanding of the profound impact of the medical malpractice on the client's life. Dr. Horton taught Evan to utilize specific words and phrases like “imagine, notice, feel and understand” to focus a juror on the most important parts of the story.

#### 3. Building Empathy and Credibility:

Having honed his skills in stage hypnosis under the mentorship of Richard Barker and Anthony Gailly, Evan Lloyd knows not only how to keep a jury entertained, but more importantly, how to infuse his clients with confidence and composure on the witness stand. By employing relaxation techniques and mental rehearsals during trial preparation, attorneys can empower their clients to overcome anxiety and perform more convincingly during cross-examinations. The projection of credibility and authenticity, as taught by Evan, allows clients to earn the empathy and trust of the jury, resulting in a more favorable perception of their case.

#### Conclusion:

In the fiercely competitive realm of medical malpractice law, Evan Lloyd's extensive training in hypnotherapy, neurolinguistic programming, and stage hypnosis proves to be a powerful advantage. His collaboration with renowned mentors has equipped him with a potent repertoire of techniques to enhance client testimony and craft compelling narratives. By delving into clients' subconscious minds to unlock hidden memories and using NLP principles to tailor storytelling, attorneys can emulate Evan's approach, resulting in powerful and resonant presentations that sway juries in favor of their clients, ultimately securing favorable outcomes in medical malpractice cases.



**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](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 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 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, Ill 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.