



ASPH Newsletter

October 2023

Next Meeting: November 7, 2023

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

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

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A Message from ASPH President



Alan Handelsman 2023 ASPH President

Hello members of ASPH,

I want to thank all of you who attended our October meeting. While we weren't swamped with people who want to serve as officers of the organization, we did find enough people who will be willing to guide the ship into the uncharted waters of 2024.

As is the case with many organizations, most people are happy enough with the group – and with their own lives – that they don't even think about changing the leadership or becoming a leader themselves. Even when the old leaders are willing to take the new officers under their wings, it can still feel like a daunting responsibility. So, there are very few volunteers.

This year, I'd like to turn the offer of guidance around. Instead of becoming an officer and then receiving guidance, how about receiving the guidance *first*? If you think you might like to serve as an officer (President, Vice-President, Secretary, Treasurer), but don't know if you'd be able to perform the way you'd like in the role, there is a way to find out. You can volunteer to become an "apprentice" officer for 2024.

Let's say, for instance, that you think being Treasurer might be fun and/or rewarding. You can contact us at ASPH and tell us of your thoughts. For the next year, while you'd have no official standing, and no obligation to ever become Treasurer, our Treasurer would "show you the ropes," so that you would know exactly what your responsibilities would be.

If you decide at any time that being Treasurer isn't for you, you can tell us that, and we will thank you for considering the possibility. And that's it! At least now you won't be wondering if you were missing out. If you decide that being Treasurer is a good fit for you, then when the new year starts, you will hit the ground running, with valuable experience already behind you.

What if four people want to become apprentice Treasurers? It is my fervent wish that we are presented with just such a problem!

There is one other request I'd like to make. If you have any ideas (complaints) about how ASPH could be a more valuable organization for you and others, I'd like to hear about it personally. As an organization, we are at a point where we can be flexible and entertain any and all ideas from any and all of our members.

Even as President, I won't take your ideas for change personally. Yes, I have my own ideas, but defensiveness will fade within 10 seconds, and I am willing to be open and flexible. Sometimes a leader has to guide the group, but there are times when a leader has to follow the group. This is one of those times.

Feel free to email, text, or even call me on the phone. (602-478-8346). In recent years, I have enjoyed texting. It makes me feel like a kid again, and I have strong thumbs!

I hope to see you at our November meeting, and again at our in-person December holiday pot-luck.

Alan

Agenda
Next ASPH General Meeting
Tuesday November 7th, 2023

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.
3. Reports of Officers
4. Attending members vote to determine 2024 officers
5. 5 to 10-minute meditation by a volunteer (Or a volunteer that President Alan picks!)
6. Topic of Discussion: What is hypnosis?
7. Discussion of "tough cases" or successes (If there is time).
8. Next meeting details
9. Motion to adjourn.

Minutes

October 3, 2023

ASPH General Membership Meeting

Zoom Attendees

Alan Handelsman, Carol Becker, Debra LeBouton, Don Brady, Ellie Orsak, Kate Ellis, Lindsay Brady, Odette Fay, Patrick Powers, Thomas Wheeler

Welcome, introductions, ASPH Business and Group Discussion

The October 3rd, 2023, ASPH general meeting was via Zoom and presided by Alan Handelsman, ASPH President. The meeting was called to order at 7:37 PM.

ASPH President Alan Handelsman welcomed members and guests and invited each attendee to introduce themselves and share their interest in hypnotherapy.

Matters of Business

- A discussion was engaged in relation to increasing ASPH membership. Thomas Wheeler suggested we send a request to all past members to re-join via snail mail. However, the present ASPH database has only email addresses of past and prospective members. Kate Ellis volunteered to send Thomas Wheeler records with phone numbers and physical addresses of past members that she still has from her tenure as ASPH President. Once these records are in his hand, Thomas committed to follow through with a direct physical mailing campaign.
- ASPH Secretary Lindsay Brady reported that ASPH paid membership stands at 10 Sponsor Members, 13 Basic Members and 14 Newsletter recipients.
- Nomination for 2024 Officers were presented:
 - **President:** Kate Ellis nominated **Alan Handelsman** for the position of ASPH President. It was seconded by Odette Fay. Alan Handelsman accepted the nomination.
 - **Vice-President:** Patrick Powers nominated **Debra LeBouton** for the position of Vice-President. Alan Handelsman seconded the nomination. Debra LeBouton accepted the nomination.

- **Secretary/Treasurer:** Alan Handelsman nominated **Lindsay Brady** for the position of Secretary/Treasurer. Debra LeBouton seconded the nomination. Lindsay Brady accepted the nomination.
- Alan Handelsman presented an idea of inviting members who would like to become future ASPH Officers to be mentored by present officers to enable a smooth transition into a vacated position. This proposal will be discussed at a future meeting.
- The ASPH certification program is intact and ready to certify members as an *ASPH Certified Hypnotist*. To meet the requirements for certification, go to the ASPH By-laws at

<https://www.hypnosisaz.com/wp-content/uploads/2023/09/ASPH-Bylaws-Restated-September-2023.pdf>

and scroll down to: ARTICLE XII / CERTIFICATION OF ASPH MEMBERS

ASPH members who are ASPH Certified Hypnotist are encouraged to volunteer to teach non-certified members to do hypnosis your way and to administer the written test in accordance with the by-laws.

Discussion

The topic of discussion was related to choices. Here are some ideas that were spawned by the discussion:

- Change “I want to do it” to “I choose to do it”
- Change “I have to” to “I get to”
- Change “I wish to” to “I intend to”
- Change “I need to do it” to “I do do it”
- Don’t get in your own way by rejecting an idea just because someone “tells “you to do it. Choose to consider the value of the idea, and if it holds merit, choose to do it even if it is someone else’s idea
- Patrick Powers reminded the group of the late ASPH president Don Rice’s admonition: “Keep it Simple Stupid.”

Other Stuff

- It was announced that the next general meeting will be via Zoom on the 7th of November at 7:30 PM.
- Odette Fay confirmed that the December holiday party meeting will be pot-luck at the home of Lew Heller.
- The topic of discussion for the November meeting will be “**what is hypnosis?**” This topic should generate a lively debate.
- Since the 5 to 10-minute meditation was somehow overlooked earlier in the meeting, Lindsay Brady volunteered to lead the group through his relaxation approach before adjournment.
- A motion was made by Kate Ellis and seconded by Debra LeBouton that the meeting be adjourned. The meeting was adjourned at 9:32 P.M. MST.

ASPH Hypnotherapists Success story of the Month

By

Lindsay Brady, C.Ht.

Since the topic for next month's ASPH meeting is “*What is Hypnosis*” (and since no member volunteered to submit a success story article) I have chosen to put forth my definition of hypnosis and to explain the driving force behind the hypnotic process. This article was inspired by the comment made by Patrick Powers at our last ASPH meeting as he reflected on a principle taught by our late ASPH president Don Rice: “keep It Simple Stupid” (KISS). My hope is that this article will trigger a spirited debate about hypnosis at our November meeting and inspire fresh insights into keeping it simple.

What is “hypnosis?”

I define hypnosis as a “conscious state of sleep” (*you* might call it a trance state). While in a *conscious state of sleep* our client’s brain is open (and uncritically) receptive to suggestions.

However, being in a *conscious state of sleep* (or in a trance) is not the *process* that makes hypnotherapy work! Nor does it define the discipline called hypnosis or hypnotism. I propose that a better term to describe the discipline would be *Suggestionism* and the practitioner who administers it a Suggestionist.

Regardless of what we call the discipline, the driving force that causes a client to rid themselves of unwanted behavior and to experience a favorable behavior is simple:

Suggestions create *perceptions* in the mind of the client. Those *perceptions* are a message to the client’s brain. The client’s brain uses its neural connection with every cell of the client’s body and automatically creates the behavior that causes the suggested behavior to happen.

With every client, I lead them through a series of demonstrations that confirm the validity of this Mind-brain-body sequence. Simply by changing a client’s self-perceptions their behavior automatically changes.

Regardless of your method and approach as a hypnotherapist, if your client experiences their desired behavior at the end of a session, then it is the right approach. Nonetheless, I would argue that if this happens your methodology successfully changed your client’s self-perceptions... How they now *see* themselves.

When I talk about perceptions, I mean *mental* perceptions. Sure, we perceive our environment with our five senses, which is a good thing and most certainly influences our behavior, however, our brain cannot distinguish the difference between what is *really* real and what is mentally perceived to be real.

This mind-brain process is always going on during our every-day conscious state; yet as it relates to causing a client to achieve their desired physical, mental, or emotional behavior; the process is most effective when the client is in a *conscious state of sleep*... hypnosis.

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 your 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.



Ryan Today
C.Ht., CLC

Amid addiction and auto-immune disease fueled hopelessness and homelessness, in 1998 Ryan discovered a thought experiment that changed everything for him and those he shared it with.

Again and again, he saw addictions and bad habits begin to simply fall away without much thought or effort. Pain was reframed and faded. Overwhelm ceded to peace of mind as hard things became easier. Emotions became fun and fueled amazing experiences instead of self-destruction and suicidal dilemmas. Drama faded from relationships while new supportive relationships appeared. Old goals and desires vanished as new opportunities that never could have been dreamed of before came into view. All without directly addressing each issue.

Seeing this effect led to an insatiable and infectious curiosity for the mechanics of how we perceive, feel, act, and influence the world around us, which in-turn influences us. This led Ryan to study behavioral psychology, marketing, systems-thinking, neuroplasticity, and even placebo science while starting to officially life coach in 2001.

Little did he know he was beginning to develop an entirely new way of understanding and using hypnotherapy to become students of and collaborators with the body and mind, rather than using hypnosis to boss it around.

In 2008 he met his mentor, Lindsay Brady C.Ht. and 5-term President of the Arizona Society for Professional Hypnosis. Both were immediately struck by the similarities in the underlying psychology of how they facilitated change, like making problems a

“non-issue” among other things, despite wildly different methodology and timelines. As Lindsay observed when they first met, “Fascinating, you do a lot of what I do, but I do it in an hour, not over time!”

Inspired and intrigued, Ryan immediately began to study, dissect, and successfully model Lindsay’s unique but well-honed and time-tested process for tackling specific issues in one session. This freed him up to play with how their differences and similarities could be combined in different ways, leading to better collaboration with Lindsay at a higher level to benefit both their work.

From that investment, some very simple but profound truths about the human condition were revealed, culminating in the new field of Biohypnotherapy: A body-first approach that uses brief but deep states of hypnosis to help busy, distressed, or unmotivated people rest, repair, and improve biological functions in a way that automatically leads to compounding positive changes in how they feel, act, and influence the world around them. A feel-good, body-with-mind, approach with little to no effort or time stressing solutions, metrics, advice, and goals, etc. like mind-over-body formats.

A Biohypnotherapist helps a client first experience then learn how to get back into states of hypnosis, where the body is physically asleep, but consciousness is fully retained, on-demand. It is in this state of deep peace and calm that one can think more clearly and

work more closely with to enhance what is known as Innate Intelligence; the biological intelligence(s) -the cells, senses, systems- that govern your reality and potential in life.

Working with our own Innate Intelligence, we improve the body’s natural ability to address compulsions, trauma, stress response, healing and pain relief, decision making, diet and digestion, energy production, detoxification, cognitive functions, etc. all on its own, without the need for the client or a practitioner to address each specific issue.

As Ryan says: “It’s really hard to do the right thing when you feel like garbage! ...even harder to know what that might even be. Without clarity or power to change the issues that plague us, things keep getting worse, despite our best intentions and efforts. So, we take an indirect, inside-out approach to addressing serious and complex issues in a way no other method can.”

He is now curious if Biohypnotherapy can spark large-scale change, stating that “No matter how good we may be as professionals, if we only work on singular issues at a

time, one client at a time, we will never see positive change sweep around the world in our or our children's lifetime." So, after honing the approach through private sessions and stage presentations, Ryan will soon be launching an online training and book called "Bio-Surfing". There he will reveal the thought experiment that started it all, as well as the science, practices, and strategies that make Biohypnotherapy so effective in his 1-1 work.

If you would like a free advanced excerpt of Bio-Surfing, call, or send a text with the word "bio" to 480-788-MIND. To learn more about what Ryan is doing in the world to create better relationships inside-out visit www.RyanToday.com and the body-first Biohypnotherapy technique at www.SomaHypno.com.



Odette Fay

Ed.M. in Adult Education, CHt, NLP, QHD

I received my Master's in Adult and Vocational Technical Education from the University of Illinois, Urbana/Champaign and completed training in Hypnotherapy through the Southwest Institute of Healing Arts and later U-Solutions based out of Florida. I'm also certified in Integrative Neuro-Linguistic Programming and Quantum Human Design along with experience in Appreciative Inquiry, Emotional Freedom Technique, and other useful tools.

My philosophy is that it's never too late to change, to grow, and learn, and that life-long learning is a gift we give to our soul. For many clients, once the career is winding down, it's only then that there's the opportunity to explore what's really meaningful. I've found that hypnosis, EFT and Quantum Human Design are powerful tools for exploring what the unconscious knows and wants our conscious mind to perceive. For the analytical type people reading this, it helps to have a structure around the questions of why we are the way we are thus the Human Design!

While always interested in hypnosis and anything to do with the mind beyond the conscious, it wasn't until 2015, that I experienced my first hypnosis session, and it was around selling my house fast and at the price point I wanted. Reverend Anne, a minister I knew, had recently completed hypnosis training in Milwaukee, WI. I bought a package of three sessions (because I wanted a deal!). I knew that in order to be successful in my goal, I had to have my mind – conscious and subconscious – dialed in properly and really believing that the house would sell as I wanted. After the third session, I listed the house and 11 days later had a clean offer. Wow, hypnosis really works I decided. By the way, given the state of my

house and a few things missing, like central air that was a significant event which surpassed anything the real estate agents thought could happen.

I have one more story about the power of the mind. I should backtrack a little to childhood. When I was in first grade, I had the start of a bad cold, and my friend Robin was supposed to come over next day for a play date. My mother said if I was sick, she wouldn't be able to come over. I had already seen shows on healing, people levitating, etc. and was intrigued by the power of the mind. That night I prayed, or intended, that when I woke up in the morning, I would be healed and not have a cold. Guess what? My play date went through. I remember waking up, laying in bed observing how I felt, and realizing that I did not have any symptoms of a cold. I went downstairs and stood next to the refrigerator breathing in the air and feeling healthy. Keep in mind, I was already an analytical child and was testing out how I felt. That was my first experience with the power of the mind. I was still young and hadn't yet been indoctrinated by society with belief codes of what is and is not possible. Hypnosis, I believe, can take us back to that point where we can skip through the belief codes and negativity, and reach a spot in our subconscious where many things are possible without judgment.

During an online hypnosis conference, I was introduced to Subliminal Therapy developed by Edwin K. Yager, Ph.D, a clinical Professor in the Department of Psychiatry at UCSD School of Medicine. It's a powerful technique for reaching the very wise and powerful part of our mind. Since I'm a bit analytical, I like that you can also test the veracity of the experience with Centrum (not the vitamin; this is the term Yager used – remember he was at a university so had to be careful with his language). I used this with clients and have had astounding results. It's not because of me but because the client was able to access this powerful part of the mind that can heal, provide knowledge, and wisdom.

The first time I met my daughter's boyfriend, Aric, he said this...he didn't want a "soul killing job/career." I was so impressed that at 27 years old, he already realized this and was willing to pursue his soul's passions. In my experience in corporate, myself included, that is exactly what people have experienced. They get training to set goals but not heartfelt goals; they learn to communicate with others but not communicate with their deepest being; and as, Thoreau said, "Most people (men) lead lives of quiet desperation and so go to their graves with their song still in them."

I firmly believe that hypnosis, in particular, and the other sets of tools that I use, can help a client discover more about their true nature; what they came to do; rediscover their joy and passion. It is never too late to discover one's true self and joy.

In Memory of Lynnett Baumgart, CHT

Note: Lynnett was slated to be the ASPH Hypnotherapist of the month. With her passing I have extracted the following from her website (L.A. Brady)



*Lynnette Baumgart, Certified Clinical Hypnotherapist (CHT)
1958 - 2023*

I help individuals who want to connect with themselves more deeply for healing (physical, emotional, mental and/or spiritual), to connect more deeply with spirit, who seek spiritual growth and have a desire to understand themselves better, seeking to remember their true essence and remove any programming they have absorbed during their lives.

Throughout my research and practice, I found the fastest and most powerful results occurred when working with the 'super conscious mind' through hypnotherapy. The body is an expression of the mind, which in turn is the expression of the spirit and the soul. The current body (in this lifetime) represents the stage that spirit has attained. Healing can be enhanced when connected through Spiritual Hypnotherapy with your higher self, inner spirit and soul consciousness.

I have always had an interest in metaphysical aspects of life as I had seen spirits and had other unusual experiences. While in college, I started reading books about Shamanism, psychics and sixth sense abilities. While exploring all of this, I developed an interest in holistic, natural and complementary healing for wellness. My journey working in this field began as a health coach - I was trained in and learned all about nutrition, working with herbs, yoga, etc. But I realized that no matter how many tools (diets, exercises, etc.) people were given to make changes, if their thoughts and mindset did not change, they were unsuccessful in truly healing. At that point I turned to Hypnotherapy and for over 20 years now, I have been giving private sessions, group guided meditations and workshops. I look forward to assisting you with this amazing journey!

In Memory of Don Kelley



Don Kelly, Ph.D., CHT

Donald Gene Kelley passed away on August 11, 2023. He was currently a Professor Emeritus in the Department of Engineering at ASU. Don was an active Rotary member in Tempe. He was a ASPH Certified Hypnotist and served on the ASPH Certification Committee. He enjoyed his short ASPH membership. His funeral is at Sun Valley church on Ray road at 10:30 am on Sept 9th. We will miss his kind, pleasant presence.



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.

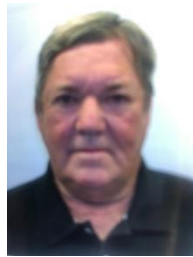
A certified Clinical Hypnotherapist, Master Practitioner in NeuroLinguistic Processing and TimeLine® Therapy, and a Trauma Therapist, after the coma she added Nightingale Dementia Therapy Consultant to her tool kit.

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



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.

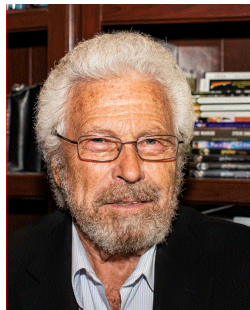
In 2000, my search led me to Robert O'Connor in Phoenix, and I became a Certified Hypnotherapist. I retired as a musician in 2009, and have focused on hypnotherapy and teaching my methods worldwide.

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, 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.