

Volume 12 - # 2 - July - 2010

Hypnosis Education Association

HYPNOTES



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The July 2010, Meeting of the HEA will be held at the: **Holiday Inn Select**, Orlando International Airport
5750 T.G.Lee Blvd, Orlando, Florida.

July 9, 10, 11, 2010

Room rate for HEA attendees is \$89 plus tax, when you book early. Call the hotel at: 407-816-0323

HYPNOTES

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MESSAGE FROM THE PRESIDENT

Imagine this.....one year has passed. It's 2011 and you are looking for a place where you can go to interact with like-minded people, learn and practice new techniques, and receive continuing education credits. You begin to search and you find the only places available are very expensive, large conferences where you are lucky if you get the chance to talk with the presenters or get to know the attendees.

Then, you begin to reminisce about the good ole' days when the Hypnosis Education Association used to have those friendly, inexpensive, informative conferences in Orlando three times a year. You remember seeing the impressive list of presenters and topics at the ones you couldn't make, feeling wonderful knowing you may be able to make the next one. You miss sitting around between talks, at lunch, and after hours with the attendees and presenters, sharing so much knowledge and skill, laughing and telling stories, and even practicing new techniques together.

WAIT – THIS MUST BE A NIGHTMARE!

Since I moved to Florida seven years ago, I haven't missed a single HEA conference. I love the people, I love the seminars, and I love the privilege of being around others in this field without an agenda. HEA was formed because they wanted a place that was open to ALL hypnotists from ALL organizations and backgrounds, with no hierarchy, no clicks, only open, honest discussion and camaraderie. Even when we disagree, we show respect and have lively debates. But now HEA is in financial trouble. Maybe we have been TOO generous, letting people attend the first time for free and paying for the banquet dinners for members many times in past years. During the past year attendance has been down in spite of having some of the top-rated programs we've ever had (according to the surveys), and many people aren't renewing their memberships.

NOW, IT'S UP TO YOU.....If you have enjoyed attending HEA meetings in the past, we need your help and support **NOW**. We invite your ideas and we are coming up with some of our own. Our Board of Directors members are volunteers, the presenters are unpaid, and we give hypnotists a forum to display and sell their products and polish their speaking skills with a friendly audience.

WHAT WE NEED..... The July meeting will determine our future (or lack of it). We have a great lineup of presenters who are generous enough to share their knowledge and we need a good attendance, we need volunteers for the Board of Directors for 2011, and we need you all to participate and spread the word. This group is about YOU, so please give us your feedback, your ideas and your presence.

Hope to see many of you on July 9th at the social gathering (One of my favorite parts) and thank you for your past and future support.

Patti Scott

SATURDAY CONFERENCE PROGRAMS

10:15 AM - Noon

How to Make Things Happen

Susan Watson, C.Ht.



Aaaargh! You want it to happen, you believe it can happen, you've done everything you can to force it to happen, but...It. Just. Won't. Happen. Susan Watson presents methods based on the work of Martha Beck (better known as Oprah's Life Coach), Koelle Simpson (recognized as the best horse whisperer in the world) and Byron Katie (author and founder of "The Work"). You'll learn a few techniques to help you use your personal power in a calm, intense, and practical way that closes the gap between dreaming dreams, and seeing them come true.

Susan Watson is a Certified Hypnotist, NLP Practitioner and Life Coach located in Jacksonville, Florida.

12:15 - 1:00 PM

Working with Surgery Patients

Duke Swann



Medical and dental surgery can be one of the most vulnerable times for clients. If they are unfamiliar with the hospital they can worry a great deal prior to the procedure, “fear of the unknown”. If they work in the medical industry or have a lot of knowledge about hospitals, employees, etc., they may become even more stressed in anticipation of surgery because they know what can happen. Both types of clients benefit from stress management before the procedure. The anxious patient requires more anesthesia and therefore more time to reach the necessary level of anesthesia and more time for recovery. In this seminar I’ll share the various techniques I’ve used that can help you when working with surgical patients.

Alfred A. (Duke) Swann is a certified hypnotist and specializes in stress management with emphasis on pre and post surgical intervention, sports performance and personal life coaching, Contact Duke: www.thehypnocoach.net

LUNCH BREAK - 1:00 - 2:30 PM

2:30 - 3:45 PM

Accessing the Healer Within

Jan Rysdon, C.Ht.



Sometimes life creates situations that make our clients or us step back, take a breath, and say... “Whoa...!” When we feel stressed by work, family, relationships; when we face situations that seem beyond our control; or perhaps when we need help to assist our bodies in the healing process for emotional, mental, or physical concerns. As healing arts practitioners, we have many techniques at hand that will help our clients and ourselves through those times. I believe we can always use new ideas to add to our toolbox, so in this interactive workshop I will present some practical ideas – “Mental Tricks for Healing” -- for you to use and share with your clients to help access the healer within.

Jan Rysdon, Certified Hypnotherapist -- Medical Specialist, is the owner of Happy Heart Hypnosis LLC in Palm Harbor, FL, where she works with Patricia Scott and Katie Coffin at UP Hypnosis Institute. Jan specializes in hypnosis for medical, surgical & dental procedures, medical issues, pain relief, stress, smoking cessation, and emotional issues. She has used self-healing techniques along with self-hypnosis for over twenty years and teaches her clients strategies and techniques to help them access their inner healers.

4:00 PM- Business Meeting

SUNDAY CONFERENCE PROGRAMS



10:00 - 11:45 AM

From Overweight to WOW!

Jeff Belyea, Ph.D.

This presentation will show you how to guide clients to achieve their ideal weight without diets or pills, change their relationship with food and learn to live at WOW! with Wisdom, Optimism and Wellness.

Jeff is an artist and writer with a PhD in Communications and more than 25 years of experience as a hypnotist and personal coach. He has worked with a broad range of individual and corporate clients on goal achievement strategies, and is a frequent seminar presenter at various venues around the country.

12:00 - 1:00

IMPROVING VISION AND RELIEVING EYESTRAIN

An Hypnotic Approach

Ann Harman



Ann will give an overview of her study and experience in visual improvement and cover the following alternative ideas about vision: Bates Method - Exercises for the Eyes; Physiology of vision - Why relaxation of extraocular muscles can affect visual acuity; Meir Schneider - The guy who was born blind and taught himself to see: incorporation of full body exercise along with Bates method; The Feldenkrais Method - A different approach to eye exercise, by reprogramming the brain; “Take Off your Glasses and See:” the emotional aspects of vision. She’ll cover the importance of relief of eyestrain: Visual acuity, headache relief, chronic tension of neck and body in general, effect on “triad of balance”, and the importance of peripheral vision per research of Hubert Godard.

Hypnotic applications will be discussed and practiced, as well as Palming, a classic Bates approach, done as a hypnotic process and differentiating movement of eyes from neck, Feldenkrais Method as a hypnotic process. (if time permits)

Ann Harman is a retired osteopathic physician who specialized in manual therapies for people with pain and disabilities. She is a Guild Certified Practitioner of the Feldenkrais Method® of Movement Education and teaches continuing education classes for health care professionals, as well as health education for the lay public. She graduated from Florida Institute of Hypnotherapy in 2009, and is certified by ACHE as a hypnotherapist. Visual improvement is an interest that she has pursued over the years.

LUNCH BREAK - 1:00 - 2:30 PM

2:30 - 4:00 PM

Marketing & Advertising

Your Hypnosis Practice

Open Forum Discussion

Moderator: Carol Perrine



Carol Perrine is president and founder of Life Enhancing Dynamics, Inc. where she conducts hypnosis training and educational presentations. She has a Bachelor of Science degree in psychology (Univ. of FL-Gainesville) and was recognized as an Outstanding Researcher in behavioral psychology. Certified through the Florida Institute of Hypnotherapy, she's a Certified Medical Hypnotherapist (UP Hypnosis Inst.) with specialty certifications in Smoking Cessation & Fibromyalgia.

Carol is a member in good standing with the American Council of Hypnotist Examiners, the International Medical and Dental Hypnotherapy Association, The Hypnosis Education Association and the National Guild of Hypnotists and an adjunct faculty member with Alpha University. www.LifeEnhancingHypnotherapy.com

BUILDING YOUR CONFIDENCE

By Dr. Anne Spencer

As we watch with delight athletic performances by skaters and basketball players both in person and on the television we continually marvel at the ability of these athletes. What is even more rewarding is to observe the confidence that they exhibit as they enter the arena. Their heads are held high, they have a smile on their face and they are ready for the event! Many if not all have an air of winning about them that is magnetic. What a thrill to see the power of controlled concentration that these young men and women exhibit. They are single-minded in the attainment of their goal.



YOU too are a born winner, a champion. Just think of all those potential brothers and sisters that didn't make it when you were conceived. You won your very first race on that day!. Allow that feeling of winning to be with you as you go about your daily life. Express yourself as a winner to all the other winners that you meet this very day. As you begin to look, feel and know yourself as a winner and realize that your family and friends are winners too; your sense of self-worth grows. With this feeling flowing through your veins your confidence builds. Decision-making is strengthened and goals are realized.

Like all good athletes it is now your job to perfect yourself to the best of your unique ability. It is called practice, practice and more practice. The following are ways that you can, through the power of your beautiful and rich imagination, practice self-confidence.

Einstein said, "Imagination is more important than knowledge."

First, begin to allow yourself to get in that wonderful daydream state that you used as a child. Begin to actually daydream about yourself doing a particular task with complete assurance and confidence, that you are doing it perfectly, right now. Feel what you feel, see what you see, smell what you smell, hear what you hear, know what you know, and now sense how good that feels. Let a smile light your face and send a feeling of delight throughout your body.

Next, close your outer eyes and open your inner eyes. Imagine yourself walking with confidence; hear yourself talking with confidence; see your friends responding to you in a positive way. Your words mean a great deal to them. They respectively listen and value your opinion. Take a deep breath and imagine yourself in another situation acting with confidence, walking and talking with confidence. As you continue to practice in the garden of your imagination you get better and better. You are building a strong mental awareness in your mind. Once this is firmly established in your subconscious mind you will begin to act the part in your outside world. Keep

drawing from your storehouse of positive experiences that have been successful. As you role-play them over and over they become a model for new behavior. Step into your birthright û that of a winner.

In closing may I quote James Allen? “Mind is the master power that molds and makes. And man/woman is mind, and evermore she takes The tool of thought, and, shaping what she will, Brings forth a thousand joys, a thousand ills; She thinks in secret, and it comes to pass: Environment is but her looking glass.”

Anna H. Spencer is the editor and publisher of Subconsciously Speaking magazine. And is celebrating 74 years on this planet. Hypnosis for Health and Happiness... Hypnosis counseling and education - contact her: dranna@wowway.com



STRATEGY FOR SUCCESS

Georgina Cannon



No, it's not a riddle, it's a basic, pragmatic decision that all successful entrepreneurs make at the start of their business. Steve Jobs did it so did Ray Croc. And the answer depends more on the relationship with your own heart and soul than it does with your bank account. Until you know the answer to that question, you can't even begin to plan for success. Because you won't know what success is for you, until that question has been answered.

The overall strategy for business success falls into five main areas. Each one is important and critical for success. Each one can be adapted and shaped to fit your personal and business goals – your answer to that first question.

1. Know What the "It" Is You're Selling.

What makes you different from your competitor? What is the benefit to the client... what are they buying and why should they buy it from you?

2 Who Is Your Target Audience?

Better to hone in on a target group to start with. And market to them in their language Even Coca Cola does that!

3 Marketing.

Use whatever it takes to reach your target audience It doesn't matter how good you are. If they don't know you're there they won't know how to find you!

4 Watch Your Cash Flow.

Don't spend it before you get it Modern up-to-date furniture goes wasted if there's no client to see it. And the Bailiff doesn't care about good taste!

5 Keep Your Eye on the Ball.

Everyday, do something that will bring in the business. Don't get sidetracked into other games Like the successful athlete, the single focus usually wins the game.

Georgina Cannon is Director of The Ontario Hypnosis Centre School and Clinic and the Canadian Hypnosis Centre, which publishes the practitioner self help workbook "Business in a Binder", plus other books, CD's and tapes for health care professionals to grow their business. Reprinted from The Link magazine.

LOCAL CHAPTER MEETINGS

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Contact: Santiago Aranegui
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Palm Harbor, FL:

Contact: Patricia Scott
(727) 943-5003

Jupiter, FL:

Contact: Sandra Landsman
(561) 575-0547

Jacksonville, FL:

Contact: Susan Watson
(904) 553-2646 or
Ben Edmonson (904) 387-4489

The Transformation-All-Stars Team

FREE Teleconferences, second Monday of each month:

<http://health.groups.yahoo.com/group/Transformationallstars>

Because he believes in himself, he does not try to convince others.

Because he is content with himself,

he does not need the approval of others.

Because he accepts himself, the whole world accepts him.

from the Tao Te Ching:

From the Editor

AGENDA - WHAT'S YOURS?

What is your agenda? Seems like a simple question and yet it is one that, like each of us individually, keeps changing.

Do you ever wonder about what may be motivating the actions of people, groups or organizations when it seems that the actions are in conflict with stated goals?

Whew! I'm not certain that I know what I said there, much less what I meant to say. Here's the deal: individuals and by extension, groups, are dynamic, they are in constant motion and their actions have effects. As hypnotists we are trained to be effective communicators. Choosing HOW we communicate and the skill we express in the process is part of what makes us unique - just like everybody else.

HEA has an agenda as well. Our agenda or at least a major aspect of it is to provide a venue for hypnotists to continue their education. This education may be expressed in the form of new techniques, perhaps in offering a place to learn the craft of presentation and discovering the front of the room as a comfortable place to express our thoughts and insights. This magazine offers you the opportunity to share your views in the written form. In short, HEA's agenda is about learning, sharing and community.

In order to continue, HEA needs you to participate. Here is a great resource, yet it costs money to operate. All of the officers and committee members donate their time and energy, so we can't 'cut back' there. We need more people in attendance, more participation at the conferences.

Consider that HEA is unique: we aren't in business to make a profit and that may be the greatest challenge. We are by and for the members and for that to work, we need members to step up and participate. Tell your friends and associates about HEA. Bring guests to the meetings whether they are hypnotists or not, there is great information and lots of fun to be had!

Right now HEA is in crisis. What each of us does now and in the next few months will determine the future of this group. Give what you can afford whether it be sharing with your friends, donations of time or money to improve our situation, working with one of the committees to open membership and spread the word. Whatever you can do - DO IT NOW!

Thank you in advance,

Dan Cleary