



HYPNOTES



Volume 13 #3

November 2011

JOIN US IN DAYTONA BEACH!



HEA's November conference moves to Daytona Beach!

The November meeting of the Hypnosis Education Association (HEA) will be held for the first time in Daytona Beach and it promises to be the best yet!

Our new president, Okka Holthuis, has accepted the challenge of providing a unique conference experience in a destination venue that will provide members an opportunity to share with their families a weekend at the beach.

“Our intention is to make the Awards Conference more attractive to members and to others in the community interested in hypnosis. HEA is an amazing group, run by and for our members. That makes us unique and more of the hypnotists in the Southeast at least, should be attending our meetings. We have reserved a beautiful, Old-Florida venue with a meeting room overlooking the ocean and ocean-front guest rooms at fantastic rates. Now is the time for our membership to expand and we are asking everyone to tell their friends and others interested in hypnosis to join us for this wonderful weekend.” says Okka.

So this is a call to members to share the wealth! Tell your friends and colleagues about HEA. Perhaps you could even check to locate other hypnotists in your area that you haven't met... yet and ask them. Announce the meeting in your hypnosis and mentoring groups.

HELP HEA GROW!

PRESIDENT'S MESSAGE

Dear Friends and Colleagues,

Since you made me your president, I have shared on several occasions my enthusiasm about our group and my vision for our future together. At the July conference I asked if you would like the November conference to be even more special by finding a destination location. Many of you said 'Yes!' The board went to work and after scouting and negotiation we found the El Caribe Conference and Resort Center in Daytona Beach. The hotel is right on the beach and will host our conference in just the way we want. This was a big step and I need your help to make this conference a great success.

As you might have seen on our web site already, we reserved ocean front rooms with balconies, kitchen or kitchenette, free continental breakfast, free Wi-Fi and parking for only \$69.00 per night plus tax. A deal!

Our program has been extended to offer you even more:

The **first presentation** is now Friday afternoon from 4:30 to 6:00 p.m.

Afterwards we invite you to a group meditation (hopefully on the beach) to **celebrate the energies of 11/11/11**.

You can join Maryanne Everett in the mornings on the beach and begin the days **relaxercised**.

Throughout the conference we offer **free vendor tables** to our members, you can sell hypnosis related products and whatever you feel fits. Please contact Susan Mair (HEAinformation@aol.com - Phone: 407-678-0047), she organizes these tables.

Like last year, we will have a **silent auction** (please bring something to be auctioned off) and a **50/50 raffle**; the proceeds will go to HEA.

And Here Is How You Can Help:

- **HEA has now a Facebook page**, follow the page and share it with your social networks, let us spread the word that we are here. Many hypnotists in Florida don't even know we exist, let's change that.
- **Invite friends and colleagues** to come to this conference, you know it is one-of-a-kind and worth attending and Daytona Beach is a destination. Here is a teaser you can use: *When they pay the 2012 dues by 11/5, they can enjoy the member prices for the November conference and banquet!*
- **Sign up early** and include your dinner choice, the Early Bird registration ends 10/24.

Warmly,

Okka

MEETING HIGHLIGHTS

FRIDAY

4:30 – 6:00 PM

How to Build a Web Presence That Works

Greg Graham

6:15 PM

11/11 Meditation on the Beach

7:00 PM

Crazy Gift Exchange

Saturday

8:15 – 9:00 AM

Relaxercise with Maryanne on the Beach

10:00- 10:55 AM

President's Message and Reflection on 11/11

11:00 – 1:00 Monica Dahl

1:00 – 2:30 Lunch

2:30 – 4:00 Flavio Campo

4:15 – 5:30 Roundtable with Doug MacCraw

7:00 – 8:30 Meal

8:30 - ... Award Ceremony

Sunday

8:15 – 9:00 Relaxercise with Maryanne on the Beach

10:00- 10:55 Jillian Lavelle – Holiday Hypnosis

11:00 – 1:00 Susan Mair & Angela Lambert

1:00 – 2:30 Lunch

2:30 – 4:00 Tisse Mallon (Experience Story)

Friday - 4:30 - 6:00 PM*

HOW TO BUILD A WEB PRESENCE

One That Actually Works And Gets You Clients

Greg Graham

Almost every hypnotist has a web site, but most hypnotists aren't happy with what that web site does for their business. Most of us have had marketing people talk to us about SEO (Search Engine Optimization) and getting on the first page of Google, but what does that really mean in terms of getting results?

Greg will talk about strategies and tools for getting *real* results - results that will actually let you reach the people you want to reach and build your practice!



Greg Graham brings a unique combination of "left brain" and "right brain" experience to our profession. After majoring in psychology and sociology for his undergraduate degree, his career took more of a business track (jobs for psychology majors were few and far between). He earned an MBA degree and spent the better part of his career doing computer systems work for large companies. A few years ago, he decided he'd had enough of the corporate world, and eventually gravitated back to what originally interested him in school -- how our minds work, and what can be done to help people live happier, more rewarding lives.

Greg established a new practice in Tampa, Florida two years ago, and has been on an ongoing journey of discovery to find out what marketing methods and promotion activities get the best results to spread the word about the wonderful gifts our profession can provide to people.

**** This is our first conference including programs on Friday and so we will record Greg's program and provide a link to all attendees as a part of your weekend package.***

Excerpt from the Dalai Lama's BOOK OF WISDOM

The basic fact is that all sentient beings, particularly human beings, want happiness and do not want pain and suffering. On those grounds, we have every right to be happy and to use different methods or means to overcome suffering and to achieve happier lives. It is worthwhile to think seriously about the positive and negative consequences of these methods. You should be aware that there are differences between short-term interest and long-term interest and consequences - and the long-term interest is more important. Buddhists usually say that there is no absolute and that everything is relative. So we must judge according to the circumstances.

According to my experience, it is clear that if each individual makes an effort then he or she can change. Of course, change is not immediate and it takes a lot of time. In order to change and deal with emotions it is crucial to analyze which thoughts are useful, constructive and of benefit to us. I mean mainly those thoughts which give us peace of mind, versus those thoughts which create uneasiness, fear and frustration.

Crazy Gift Exchange



FRIDAY NIGHT - 7:00 PM - ?

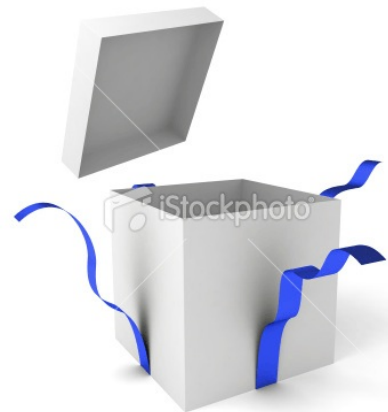
One of our most endearing traditions for the Awards ceremony weekends is our Crazy Gift Exchange. For those who are new to our group, it works like this:

- Each person brings a wrapped gift (\$5 - \$10 value is fine)
- All the gifts go in a pile.
- Each person places three slips of paper with their name on them into a grab-bag.
- The first time your name is drawn, you pick a present from the pile and open it.
- The second time your name is called you can take a gift from anyone else in exchange for the one you already have.
- The third time your name is chosen you can again exchange your gift with anyone - EXCEPT -
- Anyone whose name has been chosen three times can opt to keep whatever gift they have.

This really is hilarious! Gifts range from the sublime to the absurd with the caveat that we bring something we would like to take home. There have been puppets, and Buddhas, candles, shiny objects of all sizes and knick-knacks of any description. Many people cruise the thrift shops in their area to find precious objects at great prices. All that matters is that this is fun for all!

Also, as usual, there are plenty of finger foods and if you like to cook, perhaps you can bring some treat to share. HEA will of course supply some of the basics: soda, coffee, tea, beer and wine, plates, forks, etc. We have a full kitchen in our beautiful third floor meeting suite with a HUGE balcony overlooking the beach.

This is such a wonderful time to meet new friends and see our HEA family that it is always a delight. So plan to join us early and stay late.



Saturday 8:15 - 9:00 AM

RELAXERCISE ON THE BEACH

Maryanne Everett

Saturday - 10:00 - 10:55 AM

PRESIDENT'S MESSAGE

Okka Holthuis

Saturday - 11:00 AM - 1:00 PM

HYPNO-THERAPEUTIC TIME

Strategies for Eliciting Positive Change

Monica Geers Dahl



In our social foundation, we have concepts of past, present and future and language to express these forms of time. In our society, it is common for stories to have a beginning, middle and end. Some societies have the idea that there are only two forms of time, Now and all other time. Even calendars differ from society to society.

You may notice more than one way to measure time, such as by a clock, another manner for measuring time is by subjective experience. Remember when you were a child? Time seemed to stretch out forever. As an adult, there isn't enough time in the day. Your perception of time changes. As a child, you must focus on the task at hand in order to learn how it is done. As you get older, you do more and more on "automatic". Once you've learned to do something, often you do it the same way for as long as you do it, unless something or someone comes along to teach you how to do it better. As long as you are doing it automatically, you don't have to pay attention and that moment of automatic activity eats up a bit of time.

This experiential learning will be an invitation to identify an area that you feel "stuck", to identify the emotional load attached to the stuckness, to practice mindfulness and release of stuckness through exercises that shift memory / time / space perspectives. Come prepared with a project that you want to achieve and have not yet conquered, and explore how you can shift your level of motivation toward greater action in achieving your goals using time strategies.

Monica Geers Dahl has been in private practice as a hypnotherapist based in Key West, Floridas since 1985. By 1989, the local medical doctors were demanding that she explain what she was doing with their patients who had been "stuck in allopathy." She compiled "what works" in hypnosis, and offered a pilot program in 1994. In 1995, she slowed her private practice to start an accredited degree program, graduating in 2010 with an Ed.D. in Counseling Psychology. Monica Dahl's Website is: keywesthypnosis.com

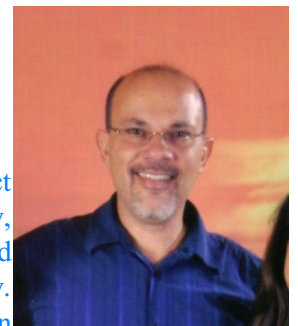
Saturday - 2:30 - 4:00 PM

COMING FULL CIRCLE

Advances in Molecular Biology Shed Light on the Mind/Body Problem

Flavio Souza-Campos

The mind/body problem attempts to explain how different things, mind and body, can affect one another. This is important to hypnotherapists because, if the mind cannot affect the body, developing mental interventions for the elimination of disease is futile. Conversely, the public would be at a loss if hypnotherapists failed to develop such techniques if the mind can affect the body. Geneticists have demonstrated favorable changes in gene expression resulting from the relaxation response.



Flavio Souza-Campos studied engineering and philosophy at Florida International University. His Ph.D. in biomedical engineering delved into the etiology of degenerative diseases and the relationship between medical paradigms and health care provision. He started practicing hypnotherapy in 1996, established the Miami chapter of IACT in 1998 and was awarded the IACT Humanitarian award in 2000. Flavio practices hypnotherapy full time, teaches basic through advanced courses, is a frequent guest on local radio and TV programs, and directly trained several successful hypnotherapists.



Saturday - 4:15 - 5:30 PM

**ROUNDTABLE DISCUSSION
COMMON GROUND**

Stage, Sports and Clinical Hypnosis

Moderator: Doug MacCraw

As always, the roundtable discussions are interactive opportunities to engage leaders in their fields of expertise and explore subjects and approaches in new ways. This is your chance to participate and even direct the program. Ask the questions you want and share your experiences with the group.

Saturday - 7:00 PM - ?

AWARDS BANQUET





Stockings are Filled with Prosperity

Jillian LaVelle

*The hypnosis script that follows is an excerpt from the **Holiday Hypnosis Handbook** by Jillian LaVelle*

I invite you to get into a relaxed and resourceful state of mind. Please close your eyes, assume a comfortable position and we will begin. Focus on your breathing. Notice the cycle of your breath. Exhale... pause... inhale... pause... exhale... pause. There is a beat, a rhythm, and a measure. Take a moment to exhale more fully. This opens your lungs to taking a deeper breath. Think about the respiration... then the deeper inspiration. Slow it down to allow for more inspiration to come into your body... your life. The breath feels good... Your thoughts become calm and comfortable, your body relaxes... your emotions relax... You relax on all levels. With the next inspiration you relax your body... releasing all the stress with the respiration. Next inspiration you relax your mind... releasing all thoughts of stress with the respiration. The next inspiration you relax your emotional self... releasing all stress with the respiration. The next inspiration you relax your spiritual self... releasing all stress with the respiration. This feels so natural, so good. You now breathe freely. You feel balanced and comfortable. You breathe at your own pace.

Allow your mind to focus your attention on the space between your eyes. Centering on your mind's eye. Inhale fresh, clean oxygen into that space. It feels good. Exhale completely on the respiration. Breathe in inspiration into your mind's eye. Exhale comfortably. Allow an image of a beautiful fireplace in a grand room to naturally emerge from your active imagination into the space between your eyes. This is your place of prosperity. Create it anyway that you would like. Notice how beautiful it is. Use all your senses. You approach it knowing that something very special is going to happen. Your unconscious mind knows the special nature of your inner temple in your mind's eye. Imagine yourself approaching the fireplace. You are ready with your holiday stockings. These represent your goals, your desires, your wishes. You can create as many stockings as you like in any style that you wish. One for each goal, each dream that you want to achieve at this time. The special grand room of prosperity senses your energy and restores you. You are ready to co-create prosperity and abundance in your life. You are ready to revitalize your inner spirit with the prosperity of the inner sanctuary. It is amazing.

You place the stockings onto the fireplace in any manner you choose to attach them. They look beautiful. Your mind is filled with expectation of the stocking being filled to the brim! You are filled with enthusiasm and excitement. You notice the treasure house within. You can access it anytime that you wish and as often as you wish. Everything is there. Yet one room is off to the side. It is your personal treasure room... it has been neglected. One glimpse of this room and you know what you need to do. You set about cleaning and organizing the room. As you do this task of blessing your inner treasure house, it is restored and now producing in your life. You place good energy into it, and it returns that energy ten fold. You have prosperity now showing in your life from expected and unexpected sources. The more you clean and organize you feel the energy of the room restore, and it produces services, good, and money in your life from a wide variety of sources. As you clean and organize this room, any prior blocks on prosperity coming into your life are removed. Any misconceptions about money is also cleared away. You may find that people suddenly pay off past loans, or offer you opportunities that were blocked in the past. You are co-creating a positive prosperity consciousness.

If you have a specific goal, then your temple will help you create the experience. The universe opens up new options that were blocked in the past and is creating a life experience with a higher level of prosperity. This reflects by increased services, goods, and money flowing to you from expected and unexpected sources. Your bank account prospers, your investments are led into a positive, profitable direction. Your money and investments work for you and prosper you 24 hours a day. You invest wisely. All is good. It is a joy to know that the energy within your prosperity temple is in alignment with your unconscious mind and your greater good. All benefit from your heightened prosperity consciousness. That is beautiful. Abundance is now yours with your new level of high prosperity consciousness. Now return to the main room with the fireplace. Look at your beautiful stockings. Your stockings are filled with prosperity. Breathe in the freshness of the new ideas in your mind. Breathe in the new level of high prosperity into your heart. With the next breath, breathe in the new level of prosperity into your entire body. Notice where in your body you are storing the feelings of prosperity, abundance, and joy. Thank the power of your unconscious mind for manifesting this wonderful prosperity in your life. Exhale fully and then breathe in prosperity into your body. Exhale fully and breathe in perfect joy into your life. Empower your mind to work with the powerful images we have just woven into your unconscious mind. Empower your mind to work together with those images. Empower yourself with your next deep breath to manifest abundance in your life. When all these images have fully been accepted into your unconscious mind for integrating into your present life experience, then gently come back to this time and place. When your programming has been accepted completely on all levels, then gently open your eyes.

Sunday 10:00 - 10:55 AM

Holiday Hypnosis

Jillian LaVelle

Rich in imagery and symbology, the holidays are powerful anchors in our lives. These sessions are wonderful for all children and the adult's inner child. Because of our experiences and history, some holidays hold a certain emotional charge to them. Some positive, some painful. This work is designed to celebrate the holidays and also deal with transforming the energy in the lives of our clients who have issues with those same holidays. The symbology of each unique holiday creates powerful impressions in our unconscious mind. We will tap into this amazing inner power to create positive outcomes. Every month has a holiday and some months have several. For this presentation we will work with the Christmas holiday. Your unconscious mind is Santa Claus. Let's use the power of the positive holiday energy to create positive experiences and memories for our clients. Scripts included.



Jillian LaVelle is the founder of the International Association of Counselors and Therapists. She is currently on the teaching faculty of Alpha University. Jillian authored two books: The Empowered Therapist: Practice Building Techniques and 101 Hypnotic Suggestions: The Masters Edition. She is currently writing the Holiday Hypnosis Handbook. Jillian LaVelle received the Lifetime Achievement Award from the International Hypnosis Federation. Recently, Jillian relocated her private practice to Clearwater, Florida.



Sunday 11:00 AM - 1:00 PM
PLUGGING THE HOLE IN
HOLISTIC MEDICINE

Susan Mair and Angela Lambert



Often, we think of integrative or complementary medicine as a mixture of east and west, alternative and allopathic. During this presentation, you will begin to refresh your wonder of the ‘What If’ in applying treatment modalities. We will discuss the potency of using a multidisciplinary approach of holistic therapies during a treatment session. You will be presented with case histories, and watch a demonstration of the blending of energy healing and acupuncture. Do we have a volunteer?

Angela Lambert earned the titles of Doctor of Oriental Medicine and Acupuncture Physician, from the Florida College of Integrative Medicine, where she also earned a Bachelor’s degree in Public Health. She received Brain Wave training at the Menninger Clinic and is a Licensed Massage Therapist. Previously, she worked as a hot tar roofer, house painter, and spent 15 years working in the fields of Mental Health and Chemical Dependency. She also holds a Bachelor’s degree in Criminology.

Susan Mair is a certified Hypnotist and Master Practitioner of Neurolinguistic Programming (NLP). She is skilled in Energy Medicine, both as a Reiki Master and Certified LuxMani Practitioner. She is a member of the International Association of Counselors and Therapists, and an Officer of the Hypnosis Education Association. Previously, she worked for the Federal government, and holds a Master’s degree in Public Policy.

Angela Lambert and Susan Mair are partners in Alternative Health Blueprint in Winter Park, FL.

They can be reached through their website, www.AlternativeHealthBlueprint.com, or info@AHBorlando.com.



Sunday - 2:30 - 4:00 PM

EXPERIENCE STORY

Tisse Mallon

Do we fall in love with the main characters in our favorite books and movies because they are happy, satisfied and completely fulfilled? Nope. We fall in love with them because of **how** and **why** they pursue their goals and **what** they learn on their journey.

In our own lives, we tend to get so caught up in our actions that we easily forget the **how**, **what** and **why** of our being. Join us for Tisse’s unique and fun interactive workshop. STORY will help you expose insights and get clarity on whatever you’re dealing with in life whether it's managing your business, strengthening your relationships or finding inner peace.

Fall in love with the main character of your story.

Self-proclaimed expert on the How of Happy, Tisse Mallon, is an Orlando based Life Coach, Inspirational Speaker and Arts Advocate. Tisse has been studying personal growth philosophies and techniques for over 7 years and now develops interactive workshops whose aim is to reconnect individuals with the truth that exists within their being and thereby help them fall in love with themselves .

*"Our power lies within our core. It sits there rather impatiently longing for us to discover it, saying Now? Now? Now? and so on... **This** is the source of every discomfort." Tisse Mallon*

YOU CAN REGISTER ONLINE!

To register online, go to www.hypnosiseducationassociation.com

Questions? Call Susan at 407-678-0047

Conference Fees

Before Oct. 24th	Event	Fee \$
Members	Conference & Banquet	\$60.00
Spouse/Domestic Partner	Conference	\$40.00
Spouse/Domestic Partner	Banquet	\$35.00
Non-members	Conference & Banquet	\$99.00

After Oct. 24th	Event	Fee \$
Members	Conference & Banquet	\$75.00
Spouse/Domestic Partner	Conference	\$45.00
Spouse/Domestic Partner	Banquet	\$45.00
Non-members	Conference & Banquet	\$119.00

Book your hotel room early to assure your best rate!



The November meeting will take place in beautiful Daytona Beach Shores.

The hotel is right on the beach.

El Caribe Resort & Conference Center

2125 S. Atlantic Ave., Daytona Beach Shores, Fl 32118 **For Reservations call: 800-**

445-9889 and mention HEA

The price per room/night is \$69.00 + tax.

LOCAL CHAPTER MEETINGS

Miami Chapter - Contact: Santiago Aranegui (305) 267-0117 or (305) 267- 8277

Palm Harbor Chapter - Contact: Patricia Scott (727) 943-5003

Central Florida Chapter - Contact: David Doug MacCraw (352) 978-3635

Jupiter Chapter - Contact: Sandra Landsman (561) 575-0547

Jacksonville Chapter - 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>

Pay your 2012 dues!

For information: Susan Mair 7900 Dunstable Circle, Orlando, FL 32817

Phone: 407-678-0047 Make checks payable to: HEA

HYPNOTES

Published three times annually in conjunction with our conferences.

Published by Hypnosis Education Association

7900 Dunstable Circle, Orlando, FL 32807

Officers and Directors

President:	Okka Holthuis	Ethics:	Ross Hester
Vice President:	Carol Perrine	By-Laws:	Jan Rysdon
Secretary:	Lynn Groves	Website:	Greg Graham
Treasurer:	Susan Mair	Hypnotes:	Dan Cleary
Membership:	Carol Perrine	Hospitality:	Buddy Todd
Programs:	Okka Holthuis		