



# American Council of Hypnotist Examiners

John Butler, President – Gil Boyne, Founder

## 27<sup>th</sup> Annual International Hypnotherapy Conference

Friday, Saturday and Sunday

September 19-21, 2014

Hilton Hotel • Pasadena, California

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### Your Conference Registration Fee Includes:

**Three days of special presentations** by 40 recognized experts sharing their experience and speaking on a wide variety of hypnotherapy applications.

**Free admission to the Exhibitors Room,** offering the best in hypnotherapy, Mind Power and Self-Improvement books, audio and video recordings, and other related products.

**Two special evenings:** *Friday* night features a hospitality event where you can connect with like minded professionals. *Saturday* night includes a special dinner plus dancing until midnight.

**24 Presentations included in your fee and access to 16 practical workshops** that will improve your business and professional skills.

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### Pre-Conference Certification Course - 15 CE Hours

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#### Learn the latest in Mind-Body medicine from a true leader in the field

#### Transcutaneous Acupuncture

Sept. 17-18, 2014

#### Norm Shealy M.D., Ph.D.

Pioneer of holistic mind-body energy healing, incorporates hypnosis, self-hypnosis and other mind-body techniques into his dynamic, holistic practice. This course offers a certification in his unique Transcutaneous Acupuncture approach (no needles, uses the mind!), offering insights and techniques of powerful mind-body healing methods.

Check in: 8:30 am; Times: 9:00 am – 5:00 pm both days. Lunch 12:00 – 1:00 pm.

**Space is limited for this workshop. Pre-registration is REQUIRED. REGISTER EARLY!**

Transcutaneous Acupuncture may be the most important advancement in health and healing in 4000 yrs. It uses these circuits to not only reverse disease and aging but to overcome stress, depression and anxiety. They are used not only to heal but to bring true Bliss into the lives of all individuals.

Working over many decades with thousands of patients, Dr. Shealy has developed a powerful structured approach, which he has named the Rings, which can be taught to clients and rapidly activated through pre-trained cues. Learn how to guide your clients through this transformative process to restore health and vitality and to promote greater states of mental, physical and emotional well-being; **to create Bliss in your own and your clients' lives.**

*Norm Shealy, M.D., Ph.D. graduated from Duke Medical School and began his career as a neurosurgeon. He realized conventional medicine has been so focused on disease that the patient is lost. But, Dr. Shealy and a team of holistic healers have created a Medical Renaissance with ancient wisdom and new holistic tools and treatments thus freeing patients to attain vitality. He founded the American Holistic Medical Association, has invented 10 medical devices and authored 30 books, so far. Dr. Shealy takes a brilliant, intuitive approach with an iconoclastic style. His most important book, Living Bliss, will be released on June 5th. **ACHE is his only West Coast appearance.***

## **Presentations**

Knowledgeable professionals share their ideas and experience in 24 75 minute presentations on a wide variety of hypnosis applications. Included in your conference registration fee.

## **Elective Workshops**

Seventeen low-cost, results-oriented workshops. To register, go to: [hypnotistexaminers.org/](http://hypnotistexaminers.org/)

## **Hospitality Event**

Join us on Friday, Sept. 19 at the Twin Palms Restaurant and Lounge, 101 W Green St, Pasadena, CA 91105. The hotel shuttle will take you there and pick you up.

Meet your colleagues and have a drink on us. Includes hors d'oeuvres, one drink, well drinks only \$5.00. A table magician will entertain you while you get acquainted with other professionals. Discounted dinners for conference attendees.

## **Exhibitors Room**

Books, audio and video recordings and other related materials and hypnotic aids will be offered for sale daily. Admittance is free to all registered attendees.

## **Saturday Evening Dinner and Dancing**

ACHE President John Butler will give the keynote address. The banquet will be followed by a live band. Admittance is included in your full conference registration. Extra tickets for banquet and dancing may be purchased for \$60.

## **Continuing Education Credit**

Thirty hours (30) Continuing Education credit from the A.C.H.E. for full conference attendance. Certificate awarded.

## **Audio and Video Recording**

Audio and video recording is not permitted at conference presentations and workshops.

## **Airport Shuttle**

**SuperShuttle:** [www.supershuttle.com](http://www.supershuttle.com). Phone: 1-800-258-3826. \$21 one-way for the first person, \$9 for each additional person in the same party. **Limo 4 U**, \$55 per vehicle one way, which goes from the airport directly to the Pasadena Hilton. Phone: 1-909-816-0919.

**Shuttletolax.com** \$20 for first passenger, \$14 for additional.

## **Accommodations**

Hilton Pasadena is located fifteen miles from Burbank Airport, within walking distance of historic Old Pasadena. A recent \$6 million renovation insures guests of modern and luxurious accommodations. Guests will enjoy the elegant surroundings as well as state-of-the-art technology. Hilton Pasadena is just two miles from the Rose Bowl. Fine dining and shopping can be found at any of the 250 shops nearby. All of the guest rooms have a lovely view of the San Gabriel Mountains or of historic Old Pasadena. For recreation, Hilton Pasadena features an outdoor swimming pool and a fitness facility. The peaceful tree lined avenues and colorful village atmosphere surrounding the hotel create a peaceful atmosphere for work or play. Special rates have been arranged for participants, (single or double occupancy) at just \$99 per night. Advance reservations are required.

Make your reservations at the Hilton by calling 800-445-8667 or 626-577-1000. Mention the ACHE and reserve early to receive the discounted rate. Please note there is a fee for parking. Self parking: \$18.00 (per vehicle per day) Valet: \$21.00 (per vehicle per day)

## **Hotel Location**

Experience the plethora of attractions in the Los Angeles, California area. Hilton Pasadena is 10 miles from Downtown Los Angeles, one block from Pasadena Convention Center, two miles from the Rose Bowl, and minutes from Old Town Pasadena, Universal Studios, Hollywood, Mann's Chinese Theatre, Dodger Stadium, Disneyland, Raging Waters, and Six Flags Magic Mountain. For a unique shopping and dining experience, Paseo Colorado is an easy stroll at only one block away. Fly in from Bob Hope Burbank Airport (BUR) - 15 miles away - or Los Angeles International Airport (LAX) just 30 miles from the hotel.

## **While You're in Town**

Beverly Hills - 30 miles W  
Pasadena City Center .5 miles W  
Huntington Library 2 miles SE  
Norton Simon Museum 1 mile NW  
Old Pasadena .5 miles SE

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## Friday – September 19

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### **Workshop - 9:00 am - 12:00 pm - Ticket required**

#### **HYPNOTIC PAIN CONTROL**

John Butler, Ph.D. (Med Sci)

Learning hypnotic pain control sounds simple in principle, yet many therapists and clients struggle to make full use of it. In this workshop, Dr. John Butler teaches from his extensive experience of hypnoanaesthesia to enable you to achieve successful hypnotic pain control for yourself, and in a wide range of client situations, including: clients undergoing surgery or other painful medical or dental procedures, clients in long-term (chronic) pain, and clients with deep personal issues affecting their pain experience.

*Dr. John Butler is a highly regarded hypnotherapist with over 30 years of practice as a successful clinical practitioner. Dr. Butler has taught in higher education for over 20 years lecturing in medical psychology, medical neuroscience, and other subjects in medical schools and other university departments.*

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### **Presentation - 9:00 am - 10:15 am**

#### **PARTS THERAPY THROUGH INNER CHILD AND EGO CONNECTION**

Funda Kahn

This presentation will provide a way to understand and apply the relationship of conscious, subconscious, and ego, into parts therapy. You will learn how to recognize your inner child, who resides in your subconscious as well as your ego. Exercises during the lecture will help you to understand which of these voices is talking and how to come to resolution of problems that come up during the therapy. It will be amazing to experience how this will simplify the application of parts therapy.

*Funda Kahn is a Certified Hypnosis Instructor and Certified Medical Hypnotist. She integrates and applies the principles of Huna Philosophy in her hypnosis practice, and uses the Inner Child Connection/Ego in teaching the levels of consciousness to every client prior to her sessions.*

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### **Presentation - 9:00 am - 10:15 am**

#### **STOP SMOKING INTERVENTION**

John Cleesattel

Stop Smoking interventions are among the bread and butter applications for most hypnotherapy practices. Yet, most hypnotherapists do not have a stop smoking program that consistently works with client after client. John's stop smoking intervention is so effective that it is in use by over 600 hypnotists. John will take you through the entire intervention, starting from the initial contact with the client all the way through and ending

with the satisfied client. John also focuses on teaching you the how and why of the intervention so that once the concepts are understood, you can easily conform it to your own style.

*John utilized his training as a systems analyst to conduct research to determine the actual how and why of hypnosis, trance, and how the mind works in association with them. He is the author of two books, "The Nature of Trance," and "Hypnosis Mechanica," and has developed several innovative and extremely effective techniques.*

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### **Presentation - 10:30 am - 11:45 am**

#### **TEACHING SELF HYPNOSIS FOR FUN AND PROFIT**

Duncan Tooley

Self hypnosis is the most powerful tool that hypnotists can teach. The structured "I R-E-L-A-X" method of "Self Hypnosis For Whatever You Want" is both fun and easy to teach. Potential clients learn the process in a single two hour experiential seminar. Self hypnosis seminar participants expand your potential client email list, and are primed for future private sessions when they learn how safe, easy, and effective hypnosis can be. Teaching self hypnosis classes is not only fun, but it leads to more clients and more referrals. This presentation includes instructions, script, handouts, and marketing fliers that can be customized for your hypnosis practice. Learn this easy method of teaching self hypnosis classes and expand your client list.

*Duncan Tooley, a mind-trainer, health & wellness coach, and medical hypnotist, changes lives by teaching individuals to change their mind, attitudes, beliefs, and habits. After teaching all the sciences in high school, Duncan began his 35-year career in corporate information technology, which was interrupted by illness. He cleared it after discovering the power of hypnosis.*

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### **Presentation - 10:30 am - 11:45 am**

#### **HYPNODONTICS: WORKING WITH DENTAL PROFESSIONALS**

Juan Acosta

In this lecture we'll identify the key steps to approach a dental practice and get past the gate keeper, as well as how to construct and present doctors with irresistible offers to work with you that get accepted and paid. This is a business-building workshop for professional hypnosis practitioners. If you're looking to grow your medical or dental hypnosis practice, this workshop is a MUST ATTEND. Juan works as a hypnotherapist in

an emergency dental clinic working with several dozen dentists.

*Juan Acosta manages and works as a hypnotherapist in an emergency dental clinic. He has interacted with over 800 dental patients and has worked with several dozen dentists.*

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## Lunch

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### **Workshop - 1:15 pm - 4:15 pm - Ticket required** COMING TO WHOLENESS

Tamara Andreas

The Wholeness Process is a new method developed by Connirae Andreas over the past seven years. This process is a result of asking the question, "Can modeling techniques be applied to Enlightenment, so that 'advanced' spiritual states can be accessible to anyone?"

This simple, gentle method offers:

- An effective approach to resolving specific emotional issues
- A way to move beyond "fixing problems" into true personal evolution
- A process that resolves inner conflict and tensions
- A wonderful way to address sleep issues to fall asleep more easily; experience a deeper, more restful sleep; and have a deeper relaxation even while still awake
- A process that, at an advanced level, can be used even while life is happening to release stress and create greater ease
- and much more

*Tamara Andreas, M.M. is an international transformational seminar leader for Core Transformation and for the Wholeness Process. An NLP trainer, Master Practitioner and Post-Master level. She is also co-author of the ground-breaking book, Core Transformation, with the developer, Connirae Andreas.*

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### **Presentation - 1:00 pm - 2:15 pm**

THERAPEUTIC KINESIOLOGY (MUSCLE TESTING)

Marla Brucker

The body and mind remember everything as it has been recorded in the nervous system. In this hands-on presentation, students will learn: how to use Muscle Testing for diagnostic purposes, how to read the body's energy system; how to work and read the subtle truths of the subconscious mind; and how to correct inconsistent readings.

*Marla Brucker is an accomplished motivational trainer and seminar leader. Marla has her Doctorate in*

*Clinical Hypnotherapy, is a Registered Hypnotic Anesthesiologist, a Master Practitioner in NLP, and is certified in BioEnergy.*

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### **Presentation - 1:00 pm - 2:15 pm**

YOUR CLIENTS WANT THE MAGIC, THE WOW, THE HYPNOTIC PHENOMENA!!!

Why you want to Use Hypnotic Phenomena

William Mitchell, B.A., M. Div., BCH, CI \*

Clients come to a Hypnotist for the Wow, the Magic! A Hypnotist, unlike a talk therapist, has powerful resources available collectively known as Hypnotic Phenomena. The Hypnotic Phenomena is the Wow, the Magic that allows clients to make powerful breakthroughs! Our unique offering is inducing Hypnotic Phenomena such as Amnesia, Hallucinations, Age Regression, Analgesia, Hypnotic Dreams, Post Hypnotic Suggestion etc. Your business and reputation will grow dramatically when you learn to use powerful and relevant Hypnotic Phenomenon.

*William Mitchell B.A., M. Div., BCH, CI, FAAIM has hypnotized thousands of individuals since 1997 in groups and private sessions. He is the founder of Personal Motivation Hypnosis Clinics with a primary focus on Weight Control and Smoking Cessation.*

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### **Presentation - 2:30 pm - 3:45 pm**

BOUNDARIES

Richard Neves, Ph.D.

As a therapist and/or instructor you have boundaries. Your clients have boundaries. Learn how to identify boundaries and work with them to create more creative and resourceful states. Frequently, the boundaries our clients have set for themselves do not allow them to change or are the reason they are in distress to begin with. The boundaries we, as healers, set, assist or inhibit our ability to help clients move out of their un-resourceful states. This is a fast-paced class that will give you tools to work with, change and enhance boundaries, your own and your clients, to become more resourceful, more creative problem solvers.

*Richard Neves, Ph.D., has been in the field of hypnotherapy for over 30 years. Dr. Neves teaches hypnosis, NLP and many other programs, and is considered an expert in the field. He is a caring and intuitive instructor*

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### **Presentation - 2:30 pm - 3:45 pm**

THE ART OF INDUCTION

Michael Mezmer

In this presentation Michael will show you how to embrace your clients' expectations, more fully develop your personal image as a hypnotist, excite your clients'

imaginations, and enhance the hypnotic experience for your clients. Michael will also focus on "The Art of Induction" and break down the key factors that lead to successful inductions, and will discuss how to develop creative fractional induction scripts, the importance of the pre-talk, enhancing our story telling skills, and his personal master technique for rapid inductions.

*Michael Mezmer studied under Gil Boyne and is an A.C.H.E. Clinical Hypnotherapist who holds a degree in Psychology from California Coast University. Michael is a multiple award winning hypnotist and phenomenist who has toured to 24 countries worldwide.*

**Workshop - 4:30 pm - 6:30 pm - Ticket required**

**PTSD: DISCOVERING AND RELEASING THE SYMPTOMS**

Joan Courtney

By the time you leave this workshop, you will be able to: Define PTSD, know the causes of PTSD, be knowledgeable in the major areas where hypnotherapy and NLP can help, recognize the most common symptoms as they arise, know how to develop trust and safety in your sessions, learn two helpful processes for this population, and learn how to begin to support your client's independence. Each process presented will be explored and demonstrated. You will practice each technique, gaining confidence in your ability to use each one. This course is practical and hands-on, preparing you to be able to work with your PTSD clients as you soon as you walk out of the door.

*Joan Courtney is a Certified Clinical Hypnotherapist and a Neurolinguistic Programming (NLP) Practitioner. Having over 25 years of experience in this field, Joan has been referred clients who have symptoms of PTSD through the Veterans Administration, helping veterans to release these symptoms.*

**Workshop - 4:00 pm - 6:00 pm - Ticket required**

**SPIRITUAL MIND MANAGEMENT**

Dennis Parker

"Be Renewed In the Spirit of Our Mind"

This Workshop will teach hypnotherapists new Spiritual Mind Management Hypnotherapy Protocols and Techniques, as applied to Psychosomatic Induced Illness and Dis-Ease. Attendees will learn a working model of our spiritual mind, which controls the brain, and then the brain controls the body. This new expanded understanding of the mind/body connection is invaluable to assisting clients with their thoughts that are creating dis-ease in the brain. Learn new ways to assist your clients to heal naturally as they eliminate

dis-ease. You will learn the imagination is a prime contributor to the amount of emotional content being created, and how to assist clients to adjust their imaginations.

*Dennis Parker is a Board Certified Hypnotherapist Examiner, Instructor, and Approved School Operator. Dennis owns and operates "Certified Hypnotherapy Training School" in Farmington, Utah. Dennis is a motivational/inspirational public speaker.*

**Workshop - 4:00 pm - 6:00 pm - Ticket required**  
**WORKING WITH THE EGO STATES**

Roberta Swartz

Therapeutic changes occur when the ego states work in harmony. This is the goal of analytical hypnotherapy. When the ego states function in balance, greater health and happiness occur. Clients who experience this new way of living, feel an internal support system that can bring permanent relief and resolution of their problems. Attend this informative workshop, and acquire professional prowess and confidence in guiding your clients through the inward journey of their ego states. We'll explore the roles and interactions of these often abstract concepts in understandable ways. There will be a live session demonstration so you may observe this process in action. This will include age regression and Gestalt work along with re-education and integration of new ideas.

*Roberta Swartz has been helping people lead healthier, more productive lives since 1984 through professional presentations, interactive workshops, classes and private hypnotherapy sessions.*

**Workshop - 6:30 pm - 8:30 pm - Ticket required**

**HYPNOTIC COACHING: HYPNOSIS FOR THE 21ST CENTURY**

Zoilita Grant

Combine the profession of live coaching with the power of hypnosis. Get the in-depth skills of a life coach, including advanced coaching skills, client management, and marketing. As a type of life coaching, hypnotic coaching focuses on the client's goals to create success. This class combines the tools and techniques of life coaching added to the power and punch of hypnosis. You will learn to identify the key elements in a successful Life Coaching contract, how to establish coaching presence, when and how to use the Hypnotic Coaching formula, committee work to establish the successful achievement of the client's goals, client management and development, and how to market successfully for a thriving practice.

*Zoilita Grant is an internationally known hypnotic-coach. She has dedicated her life to teaching people to use the power of their mind to create successful lives for over 40 years. She specializes in helping hypnosis practitioners become more successful.*

**Workshop - 6:30 pm - 8:30 pm - Ticket required**  
PROFESSIONAL HYPNOSIS FOR MEDICAL, AND DENTAL SETTINGS

Patrick Coleman

Learn rapid five step verbal induction to eye catalepsy, the five physical signs of hypnosis, deepening and managing the clinical trance. Hand shake eye gaze induction for the medical office and clinical therapy setting getting people out of pain on the fly. Dental chair induction and numbing the gums. Clearing your mind for the next client. Rules of the mind and transitions to suggestions. The laws of psychic phenomena and sympathetic trance. This workshop will bring you eminence among your peers and the confidence to hypnotize them...Fast! Gain knowledge and techniques useful for everyone from the beginner to the adept.

*Patrick Coleman is a second generation Certified Clinical Hypnotherapist, Approved instructor and Designated Examiner of the American Council of Hypnotist Examiners. Patrick is passionate about passing on what he's learned in the last 31 years.*

**Workshop - 7:00 pm - 10:00 pm - Ticket required**  
RAPID GRIEF RESOLUTION

Kevin Cole

Learn how to help your clients overcome grief and heartbreak in their life in a more rapid way than with traditional methods. This workshop will include Kevin's specific criteria of assisting clients in overcoming their challenges, and achieving their goals. Learn about the different kinds of grief and heartbreak and the different approaches for them. Learn how to help your clients experience the two most significant emotions that they desire and need in order to overcome their hurting: Self Love & Forgiveness. Learn what kinds of questions to ask a client that is hurting emotionally and when it's appropriate to refer them out. Learn a simple yet highly effective technique for helping clients overcome grief and heartbreak. Learn how to establish and maintain rapport with grieving/heart broken clients, even when you can't possibly relate to their situation on a personal level.

*For over 18 years Kevin Cole has been helping individuals overcome personal challenges from their past, learn & experience how to live passionately in the*

*present, and discover and live their true purpose in life. Kevin also travels internationally as a trainer of NLP, Hypnosis & Life Coaching.*

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**Saturday - September 20**

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**Workshop - 9:00 am - 12:00 pm - Ticket required**  
TEACHING GROUPS TO INCREASE YOUR PROFIT

Katherine Zimmerman

Teaching can help you whether you are just starting your practice or would like to attract more clients. Would you like to get your name out into the community and be paid for it? Would you like an opportunity to educate groups of people about the benefits of hypnotherapy? You can accomplish all this and more by teaching workshops. At least 30% of my students book private sessions following a workshop! In this workshop you will learn cost effective methods that work well in today's market, and how to advertise your workshops for maximum exposure and profitability.

*Katherine Zimmerman is an internationally known author and speaker, Certified Clinical Hypnotherapist, Reiki Master, and EFT Practitioner. A prolific author Katherine has published 15+ books since 1994.*

**Presentation - 9:00 am - 10:15 am**

EASY WAYS TO AMAZE & EDUCATE YOUR CLIENT

Carm Blacconaire

Learn the easiest ways to educate and amaze your clients or groups with simple demonstrations. In this session you will experience and learn how to use these simple, but effective, techniques. You may have seen some of them before, but now may achieve a better understanding and expertise in performing them. Let's have some fun!!

*Carm has been in the field of hypnosis for over forty years. He has currently been Chairman of the "Mid-America Hypnosis Conference" for the past seventeen years. Carm does group presentations, private sessions, stage hypnosis, corporate sessions, and various classes involving hypnosis.*

**Presentation - 9:00 am - 10:15 am**

METAPHORS OF MOVEMENT: AWAKENING THROUGH METAPHOR

Mark Andreas

Metaphor has long been recognized as a powerful tool, both in hypnotherapy, and for thousands of years of human communication and storytelling. Learn how to

uncover these metaphors and how to engage them at a physiological and neurological level. This presentation will introduce this new method, include a group demonstration and discuss how the Metaphors of Movement process is fundamentally different from established uses of metaphor in hypnotherapy.

*Mark Andreas lives in Boulder, CO where he runs a Personal Change coaching private practice assisting people in achieving life-goals and resolving limitations.*

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**Presentation - 10:30 am - 11:45 am**

**GETTING RID OF ANXIETY...FOR GOOD**

Jane Ann Covington

Nearly 20% of U.S. adult population has some form of Anxiety (NIH). For many, anxiety can become excessive and uncontrollable with negative side effects to daily living, relationships and their careers. The wide variety of anxiety can range from stress and worry, all the way up through phobias. The Covington Method Process relieves near term and life long anxiety, with no side effects, except to provide for the greater potential of happiness and well-being.

*Overcoming childhood and adult anxiety was the ultimate key to freedom for Jane Ann Covington. Her continued keen study on stress and coping in the late 1970's at UCSF further prepared her in the development of a strategy for effective client and student based use today.*

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**Presentation - 10:30 am - 11:45 am**

**MANIPULATION, MALFEASANCE, AND MEMORY MADNESS: HOW HYPNOTISTS CAN PREVENT MAJOR ERRORS IN HYPNOTHERAPY**  
Ken Kern M.D., M.P.H.

Every hypnotist seems to have an anecdote about misapplied hypnotic techniques that result in harm to clients, and many are aware of news articles that describe malfeasance created by hypnotists. However, documented actual malpractice cases involving civil litigation and compensation for injury caused by hypnosis are extraordinarily rare. The lecture will conclude with a group hypnosis session aimed at helping hypnotists integrate lessons related to integrity, personal responsibility, and professionalism into their self-beliefs as therapists.

*Dr. Kenneth A. Kern, is a retired cancer surgeon now working in the field of cancer drug development at a major pharmaceutical company. He has extensive training in hypnosis.*

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**Lunch**

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**Workshop - 1:15 pm - 3:15 pm - Ticket required**

**VERBAL FIRST AID AND WAY BEYOND**

Judith Simon Prager

Locking ourselves in our heads, we have lost the connection with the many other ways to communicate that exist in the animal world, prenatally, in our body language and in our imaginations. We are constantly communicating, always receiving input, and always sending electro-magnetic signals non-verbally. We communicate through our heart-field, through chemicals of emotions with fetuses, with our eyes, with our scent. When we work with clients, from the moment they call for an appointment we can begin the contact. Learning verbal and non-verbal first aid will help your clients, help young would-be and pregnant mothers learn these methods, help people learn self-healing, help couples to communicate better, help us tune-in to each other and the world around us, and help us to know we are part of one wholeness.

*Judith Simon Prager, Ph.D., is a certified clinical hypnotherapist with a Ph.D. in psychology and a private practice where she specializes in trauma. She is co-author of *The Worst Is Over: What To Say When Every Moment Counts.**

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**Presentation - 1:00 pm - 2:15 pm**

**TRANSFORMATION THROUGH REGRESSION  
HYPNOTHERAPY**

Randal Churchill

Hypnotic age regression often provides an opportunity for powerful therapy. Some therapists limit the possibilities for healing by a standard procedure of emotionally detaching the client during regression. However, openness to the subconscious emotions can frequently offer greater potential for more profound transformation. This presentation includes an overview of many of the forms and functions of regression, including Churchill's 15 Steps in Emotional Clearing Regression. Uses of ideomotor methods, determining the appropriateness of revivifying a traumatic event, recovered memories, responsibilities of the therapist, and how to avoid influencing memories will be described.

*Randal Churchill was the first President of ACHE. He is the director of the Hypnotherapy Training Institute in Corte Madera, CA. He is the award winning author of *Regression Hypnotherapy; Become The Dream: The transforming Power of Hypnotic Dreamwork and Catharsis in Regression Hypnotherapy.**

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**Presentation - 1:00 pm - 2:15 pm****5 MINUTE MIGRAINE RELIEF**

Melissa Roth

Reducing the likelihood of a migraine occurring and getting rid of it once it starts can be challenging. Studies show that hypnotherapy in many cases is more beneficial than medications in reducing and preventing migraines. Conventional hypnotic approaches typically do not work to reduce the pain or the incidence of recurrence of migraines. However, the techniques taught in this class are so simple any hypnotherapist can use them to get the migraine sufferer out of pain in 5 minutes or less and then to prevent their pain from coming back.

*Melissa Roth became a certified clinical hypnotherapist after healing herself from several debilitating illnesses using self hypnosis. She specializes in medical applications of hypnotherapy. She is an award winning hypnotherapist, speaker and author.*

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**Presentation - 2:30 pm - 3:45 pm****BECOME A SPECIALIST IN WEIGHT LOSS WITH HYPNOSIS**

Diane Edwards

Weight loss, while lucrative, is also one of the most complex and difficult areas in which a hypnotherapist can work. Don't miss out on this opportunity to supercharge your private practice and multiply your clientele with referrals from happy, successful weight loss customers. Don't miss this informative seminar from an expert in the field.

*Diane Edwards is owner and operator of the San Diego Hypnosis Clinic. She is a leading authority in all addictive behaviors, providing effective, affordable hypnotic services since 1989. As well as being in private practice, Diane has traveled all over the country offering unique, innovative group programs for both weight and smoking, and has been featured on many radio and television programs.*

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**Presentation - 2:30 pm - 3:45 pm****TURNING CLICKS INTO CLIENTS: HOW TO MAKE MORE MONEY WITH YOUR WEBSITE**

Craig Eubanks

When you start a business people tell you, "You gotta put up a website!" But rarely do they tell how to use your website effectively as part of your overall marketing strategy. In this eye-opening session you'll discover how to turn website visitors into clients by leading them through a step-by-step buying process, using the same simple 5-Step Marketing Funnel used by top Internet Marketing companies. Also, you'll discover

a simple tweak you can make that instantly changes the relationship you have with prospective clients and builds trust in you and your business.

*Craig was trained in direct response copywriting by the legendary John Carlton, and is certified by Digital Marketer Labs as an expert in Email Marketing and Funnel Optimization. His sales copy and conversion strategies have been responsible for over \$8 million dollars in sales for his clients.*

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**Workshop - 3:30 pm - 6:30 pm - Ticket required****WHAT TO DO WHEN YOUR "GO TO" DOESN'T WORK**

Scott Sandland

Lots of us have favorite techniques. Whether it's an induction, stop smoking script or anything else, we all have processes that work really well a high percentage of the time. But, do you want that percentage to be your ceiling? What do you do when the client doesn't get the results? This class discusses what to say and how to react to the client, and it also discusses what to think through, and how to approach things from a new perspective to find the best solution for each client, not just the average one. This class will challenge you to challenge yourself in new and fun ways.

*Scott Sandland, creator of Hypnothoughts and HPTI, is a highly sought out practitioner and speaker. He practices in medical and dental offices, and the nation's largest chain of drug and alcohol rehab centers. His style is practical and fun.*

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**Workshop - 4:00 pm - 6:00 pm - Ticket required****HOW TO GET CLIENTS TO PAY FOR PACKAGES**

Håkan Källving

The combination of clients & last minute cancellations of sessions are quite frustrating and could be easily avoided. Learn how you can free yourself from this hassle, forever. It is about commitment and the "trick" is how it is presented. You'll be surprised to find that the clients that are seriously committed will have no problem paying you for a 3 or 4 session package in advance. Sorting out the ones that are not committed is always better since they are not the kind of clients you would have wanted anyway. This will put both you and your clients at ease and it is a much better foundation for the actual therapy work when the money issue is out of the way.

*Håkan Källving runs the Hypnotism Institute of Stockholm (Hypnosinstitutet i Stockholm) in Stockholm, Sweden. He is an international certified clinical hypnotherapist and has been featured in various media as an expert in hypnosis.*

**Workshop - 4:00 pm - 6:00 pm - Ticket required**  
TRANSPERSONAL AND SUPRAPERSONAL  
HYPNOTHERAPY

Timothy Trujillo

Hypnotherapy is a transpersonal therapy in and of itself. The hypnotic state allows the individual to experience a sense of "self beyond the self." This is the root at which cognitive and behavioral changes occur. Hypnotic metaphors and journeys allow experiential programming to further serve the expanded self. The hypnotherapist may also employ other identity-enhancing methods such as gestalt dialogue, dream work, regression, artificial reincarnation, divination, shamanism, ritual, and ceremony. Beyond liberating one from a fixed ego, the events add greater dimension to the persona, a suprapersonal transformation to a more richly faceted self. Learn the fundamentals and methods of transpersonal hypnotherapy and their application to a variety of settings.

*Timothy L. Trujillo is a widely respected authority in hypnosis for pain relief, trauma recovery and immune disorder management. As founder of First Medicines, he has helped to deliver this system of care to HIV/AIDS-impacted populations since 1996.*

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**7:00 pm Keynote, Dinner and Dancing**

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**Sunday - September 21**

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**Workshop - 9:00 am - 12:00 pm - Ticket required**  
EFFECTIVE INSOMNIA RELIEF

Charles Montagu

Approximately 10 million people in the U.S. are using prescription sleep aids. Yet, none of them restore natural sleep and many of these create their own problems for their users. Insomnia blights many of the lives of those who suffer from it. Learn a process that effectively eliminates the struggle with sleep. The skills you learn at this workshop will transform lives. The clients you help with this issue will be the source of multiple referrals. You will receive comprehensive handouts and scripts.

*Charles Montagu is a long time member of ACHE and runs a thriving hypnotherapy practice in London, England. He is a knowledgeable and energetic presenter.*

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**Presentation - 9:00 am - 10:15 am**

HOPE IS REALISTIC

Michael Ellner

Are you ready to ride the Mind-Body Medicine Wave? Are you interested in learning a reality based model and related techniques that are informed by the latest scientific research, medical theories and my extensive experience? Learn a novel and effective way to attract and help clients feel and heal better, get unstuck, stay on track, take the suffering out of pain, overcome their fears and anxieties, put their medically unexplained symptoms into remission and generally be more effective in their lives. Learn how easy it is to market intentional relaxation training to the medical community, the media, and potential clients.

*Michael Ellner has been repeatedly honored for inspiring his students to develop flexible toolboxes and helping them develop the skills and abilities to effectively utilize their tools within a client centered context.*

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**Presentation - 9:00 am - 10:15 am**

REPURPOSING AN AGING POPULATION  
THROUGH HYPNOSIS

Roger Cooper Dent

As our population ages, many vital seniors leave the regular workforce with hopes of finding more satisfying occupations. Many search for new purpose in their lives, some are looking for more enjoyment or personal reward. Hypnosis provides an ideal vehicle to "kick-start" one of life's greatest transitions by identifying areas of highest interest, focusing on positive change, and moving beyond the subconscious obstacles from past careers. In this presentation you will learn: how to increase your practice with interesting and positive clients, key techniques to increase client satisfaction (and referrals!), and critical components of successful sessions, presented through actual case studies.

*Roger Cooper Dent became a Clinical Hypnotherapist after several years of teaching in the public school system and a twenty-seven year career in corporate management.*

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**Presentation - 10:30 am - 11:45 am**

SPORTS HYPNOSIS

Art Emrich

Serious athletes learn early on the various physical and technical components of their sport. Most do not spend a similar amount of time and energy learning about the impact of their mental/emotional discipline. You can make the significant difference they are

looking for. Add competence and confidence to your ability to work with sports clients, regardless of their sport or their level of previous success—from Little League to the pros. You will learn what to say and what to do from their very first visit to your practice  
*Art established U-Solutions, LLC, as the Head Coach. The “U” stands for unconscious, where all the best solutions reside. He has been using hypnosis and NLP to assist clients since 1980. Art is certified as a Master Practitioner and Trainer of hypnosis and NLP.*

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**Presentation - 10:30 am - 11:45 am**

RECOVERY SUPPORT FOR ADDICTIONS: KEYS AND RESOURCES TO IMPROVE OUTCOMES  
Amelia Loomis

This presentation will focus on what works in the field of addiction recovery and applications for hypnotherapy. Participants will learn about evidence-based models of intervention and critical aspects of recovery that can be included in clinical hypnosis practice to ensure better outcomes. This includes: transforming blocks, a richer sacred path, motivation and willingness to change, strengthening coping strategies, reducing harmful behaviors, asking for help, and other key principles of recovery. This session will identify guided imagery to explore the optimal use of the “wisdom from within,” and other related principles to support recovery.

*Amelia Loomis, MSW, CHT, ACSW has a background in clinical social work, philanthropy, grant writing, and program development. She is the founder of LodeStar Transformations®*

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**Lunch**

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**Workshop - 1:15 - 3:15 Ticket required**

COPING WITH MENOPAUSE: CONTROLLING EMOTIONS AND MANAGING SYMPTOMS

Liza Boubari

Learn the full process of Menopause, from the premenopausal stage to the comfort of a new womanhood. Get a deeper look into the physical and emotional effects on the body and mind as a woman’s power to reproduce declines. Liza will cover the basic lifestyle behaviors that play a part in a healthy transition such as, diet, exercise and attitude. Liza will discuss the use of hypnosis and behavior exercises to help women ease the process of Menopause. You will learn how best to use guided imagery and hypnotic suggestions to help your clients take control of their emotions and the

physical trials of Menopause, helping them to feel more comfortable, positive and confident in their new stage of life.

*Liza Boubari, founder of Heal Within, Inc., is a Certified Clinical Hypnotherapist, Certified Stress Management Counselor, a Certified Domestic Abuse Consultant and a Certified Massage Therapist. Liza specializes in women’s issues.*

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**Workshop - 1:00 - 3:00 - Ticket required**

THE PRE-TEEN OR CHILD CLIENT. WHAT DO I DO?

Del Morrill

This workshop assists therapists to become skilled in helping children transform their lives and obtain their goals. Attendees will gain confidence to use hypnosis and other imaginative methods with children, in a creative way. Participants will experience the creativity and flexibility available to them in working with young people, through the means of visualization, hypnosis, story-telling and other imaginative methods.

*Del has been using hypnosis in her personal guidance work since 1986. She specializes in all kinds of children’s issues as well as depression, anxiety, chronic health problems, learning and memory issues and stage and athletic performance.*

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**Presentation - 1:00 pm - 2:15 pm**

REWRITING YOUR MYTH

Bette Epstein

This presentation is about re-writing the story of YOU. Your expectations of where you thought your life would be by now were probably very different from where you actually are. The characters you cast into important roles in your life story may not be reading their lines, nor performing as you intended. There may have been death or a divorce, job loss or friendships gone awry, or any number of incidents that caused your original script to change or be in a need of change. For this work you need: To accept that you are powerful over your situation, a determination to heal, an excellent hypnotherapist, an open mind. This work can be successfully used in self-work, as well as with clients.

*Bette founded Heartsong Hypnotherapy Training Center in Dallas, Texas in 1990. She has taught hypnotherapy in many states of the US, the Ukraine, Israel and Central America.*

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**Presentation - 2:30 pm - 3:45 pm**

THE ART OF SELF-TALK

Helen Hess

Automatic thoughts can be a plague to hypnotherapists and their clients. Automatic self talk constantly “programs” the subconscious. This presentation goes beyond, “cancel, cancel” and “positive affirmations.” Once we return the role of director to the conscious mind, the role of servant to the subconscious mind, and recognize that we all are in trance most of the time, we can simply and easily “in the moment” change the programming. The process I demonstrate will show the hypnotherapist how. Practice of the process, and a copy will be provided.

*Helen Hess, NP, Cht.,BFRP has been a nurse since 1975, a psychiatric nurse practitioner since 1995, a clinical hypnotherapist and Bach Flower Registered Practitioner since 2005.*

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**Presentation - 3:30 pm - 4:45 pm**

IDEOMOTOR FINGER RESPONSES

Alan Jensen

It is one thing to induce the hypnotic state, it is another to accomplish professional outcomes while in this most useful altered state of consciousness. Too often the Hypnotist clamors for a hypnotic script. This means the Hypnotist simply needs more training. The Ideomotor Finger Response IMFR clinical protocol is a valuable therapeutic technique because it establishes reliable hypnotic communication with patients, and enables clients to establish rapid symptom management and etiology. Learn how to quickly establish IMFR in a fun atmosphere and broaden the hypnotist’s professionalism. Participants will learn how to quickly integrate this valuable professional tool.

*Dr. Jensen’s dissertation on The Treatment of Disease with Medical Hypnosis and other Strategies, began his career research and practice in Natural Healing Immunotherapy to Maximize Immune System Function.*

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**Presentation - 3:30 pm - 4:45 pm**

ASPECTING

Stephanie Jaeger

Aspecting is an innovative process of identifying old belief systems, patterns or subconscious commitments. It is especially helpful in working with survivors of abuse or trauma, as you can rapidly get to the decision they developed at the time of the wounding event. Learn how to identify these “aspects” swiftly and get “them”

into a state of cooperation and learning that will give your subject the choice to change the nonproductive subconscious into one that is positive for sustainable transformation.

*Stephanie Jaeger is an expert in identifying and modifying negative behavioral patterns. She works with individuals and couples, specializing in abuse and trauma.*

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## Call for Volunteers

To volunteer at the A.C.H.E. book table please contact Virginia (Ginny) Matsuda at [vmatsuda@juno.com](mailto:vmatsuda@juno.com)

To volunteer as a room monitor please contact Dennis Parker at [wdennisparker@msn.com](mailto:wdennisparker@msn.com)

Details for Volunteers are available at <http://hypnotistexaminers.org/conference>

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*Join us as we celebrate and advance hypnotherapy and the ACHE.*

**American Council of Hypnotist Examiners**  
 27<sup>th</sup> Annual International Hypnotherapy Conference  
 Pasadena, California  
 Sept. 17-18, 2014 Pre-Conference Course  
 Sept. 19-21, 2014 Three-day Conference



**Registration Form**

Name \_\_\_\_\_ Daytime Phone \_\_\_\_\_  
 Address \_\_\_\_\_ Email address \_\_\_\_\_  
 City \_\_\_\_\_ State/Zip \_\_\_\_\_

1. Complete the form & make your check payable in US dollars to ACHE.
2. **Mail to:** A.C.H.E. / Conference Registration  
 3435 Camino del Rio S., Ste. 316, San Diego, CA 92108
3. Make your room reservations directly with the hotel 800-445-8667 or 626-577-1000 and mention that you're attending the ACHE conference to qualify for the special conference room rate of \$99/night. Rooms are limited, call early.

**Refunds:** The registration fee, less a \$45 processing charge, will be refunded if your written notice of cancellation is received prior to Sept. 5.

- Pre-Conference Course** - at the Hilton  
 Transcutaneous Acupuncture, Sept. 17-18, 2014
- Current ACHE members w/conference registration  
 \$425 by June 30 or \$475 after June 30
  - Not Currently ACHE certified  
 \$475 by June 30 or \$525 after June 30

- Fees - 3 Day conference**
- Current ACHE members  
 \$299 by June 30 or \$350 after June 30
  - Not Currently ACHE Certified  
 \$350 by June 30 or \$385 after June 30

- One day attendance- By June 30, 2014** - \$129
- Friday only - 9:00 am - 10:00 pm
  - Saturday only - 9:00 am - 6:00 pm
  - Sunday only - 9:00 am - 5:00 pm

- One day attendance - After June 30, 2014** - \$159
- Friday only - 9:00 am - 10:00 pm
  - Saturday only - 9:00 am - 6:00 pm
  - Sunday only - 9:00 am - 5:00 pm

**Workshop tickets** may be purchased in advance or at the registration desk.

**Elective Workshops**

**3 hour workshops - \$35 each**

- Hypnotic Pain Control
- Coming to Wholeness
- Rapid Grief Resolution
- Teaching Groups
- What To Do When Your "Go To" Doesn't Work
- Effective Insomnia Relief
- Three 3-hour workshop tickets - \$95

\$ \_\_\_\_\_

**2 hour workshops - \$25 each**

- PTSD, Discover & Release Symptoms
- Spiritual Mind
- Hypnotic Coaching
- Working With Ego States
- Hypnosis in Medical & Dental Settings
- Verbal First Aid
- Get Client to Pay for Packages
- Coping with Menopause
- Transpersonal & Suprapersonal Therapy
- The Pre-teen or Child Client
- Three 2-hour workshop tickets - \$65

\$ \_\_\_\_\_

Conference fee \$ \_\_\_\_\_

Total for workshops \$ \_\_\_\_\_

Total for Pre-conference \$ \_\_\_\_\_

Total amount enclosed \$ \_\_\_\_\_

Mail form with check payable to A.C.H.E.  
 Or Register online: [www.hypnotistexaminers.org](http://www.hypnotistexaminers.org)  
 Or call with credit card information: 619-280-7200