



# AMERICAN COUNCIL OF HYPNOTIST EXAMINERS

Presents

## 28th Annual Hypnotherapy Conference

**PRE-CONFERENCE COURSES**

March 30 & 31, 2016

**THREE-DAY CONFERENCE**

April 1-3, 2016

### **LOCATION**

Embassy Suites in Glendale, California

### **Three-Day Conference Includes**

- Three days of special presentations by recognized experts sharing their experience and speaking on a wide variety of hypnotherapy applications for *all* experience levels. Register for the full conference or register for one day (your choice on registration).
- **Access to Elective Workshops.** Low-cost, results-oriented two- and three-hour workshops on a variety of subjects, each designed to improve your professional and business skills. See page 11 for pricing.
- **Free admission to the Exhibitors Room,** offering the best in hypnotherapy, mind power, and self-improvement books, DVDs, and other related products.
- **Friday Complimentary Cocktail Reception and Cheers** at the Embassy Suites Bar area.
- **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 ACHE for full conference attendance. Certificate awarded.

### **Please Note:**

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

### **Pre-Conference Courses • See page 2**

- EFT and Hypnotherapy, Katherine Zimmerman  
2 day - \$295
- The Swan Protocol, Bob Burns - 1 day - \$150
- NLP for Hypnotists: Rapid and Effective Personal Change, Mark Andreas - 4 hours - \$90
- The Generative Spirit in Hypnosis and NLP, Michael Watson - 4 hours - \$90

### **Accommodations • Embassy Suites by Hilton Los Angeles Glendale**

**Location:** 800 North Central Avenue, Glendale, California 91203 **Phone:** +1-818-550-0828

A block of rooms has been reserved for March 31, 2016 - April 3, 2016. The special room rate of \$159 per night will be available until **February 20th** or until the group block is sold-out, whichever comes first. Use code: **ACH**.

- Easy access to I-134, I-101 and I-5
- Downtown Glendale in north Los Angeles area
- Free made-to-order breakfast.
- Complimentary Evening Reception
- Bistro 800, casual dining for lunch and dinner
- Complimentary 24-hour fitness center
- Pool and whirlpool spa

### **Shuttle Services**

- [www.supershuttle.com](http://www.supershuttle.com); 1-800-258-3826
- [www.shuttletolax.com](http://www.shuttletolax.com)
- Hilton Hotel Glendale 818-956-5466. Next to Embassy Suites. Make reservation, free service, recommend tipping driver.

## Pre-Conference Courses: March 30 and 31

**March 30 and 31**

**9:00 am to 5:00 pm • Room 1 • Cost: \$295**

### **EFT and Hypnotherapy, Katherine Zimmerman**

Are you looking for a new tool to help clients? Combining energy therapy with hypnosis is incredibly effective. In this powerful 2-day workshop you will learn the Emotional Freedom Techniques™ and you will see a demonstration of how to blend EFT into your hypnotherapy sessions. These techniques can be used on their own or combined with hypnosis. The combination will bring about profound changes in your clients. Learn the Emotional Freedom Techniques™ and permanently release the emotional charge from past traumas. EFT helps you to improve your effectiveness in sessions and unleashes intuitive insights in your clients. This is a proven technique to resolve past traumas. In this training you will learn how to identify aspects and learn how to apply EFT during hypnosis.

*Katherine Zimmerman is an internationally-known author, speaker and coach, Certified Clinical Hypnotherapist, Reiki Master, and EFT Practitioner. She is the Director of the California Hypnotherapy Academy offering CE courses and an independent study program.*

**March 30 • 9:00 am to 5:00 pm • Room 2 • Cost: \$150**

### **The Swan Protocol, Bob Burns**

Welcome to The Swan, a direct path to the subconscious. Is it really the Subconscious? Ego State? Higher self? Guide? YOU can be the judge of that as you are shown, after making the initial CONTACT, how to actually communicate with this fascinating part of who we really are. The Swan Protocol specializes in communicating with the subconscious prior to hypnosis even taking place.

This fascinating “connect” is now used by many therapists, trainers, and those in the healing arts in more than 65 countries around the world as a direct contact with the subconscious and that which lies within it. A step beyond Chevreul’s Pendulum and every other ideo-motor response ever performed!

Learn this now world-famous Swan Protocol for one-on-one, groups, and self. Bob will teach his complete work of his methods and style within the therapy room. How to break down the wall and build confidence and “know how” in both the patient and the therapist.

*Bob hypnotized his first person in the early 70’s by pretending to be a hypnotist while touring as a musician with an R & B band. This scared the hell out of him and had a lot to do with him going on to university where he studied psychology, sociology, and philosophy at honours degree level. Bob works as a Clinical Hypnotist where he also mentors and teaches his methods live in his therapy rooms in Montrose, Scotland and teaches many hypnosis workshops throughout the world.*

**March 31 • 9:00 am to 1:00 pm • Room 2 • Cost: \$90**

### **NLP for Hypnotists: Rapid and Effective Personal Change, Mark Andreas**

Neuro-Linguistic Programming (NLP) is a vast field encompassing interpersonal skills, personal change methods, and processes to access human excellence in almost every profession and human activity. Get a glimpse of some of the best that NLP can offer hypnotists and hypnotherapists. Learn how your brain encodes experience and how changing these codings allows your thoughts, experience, and behavior to all change. Once we understand ourselves in this new way, it not only makes our own lives easier, but we are able to communicate and work with others with a new level of effectiveness, understanding, and influence.

*Mark Andreas lives in Boulder, CO, where he runs an NLP Personal Change coaching private practice and teaches NLP trainings in the US. In addition to his own trainings, Mark is an NLP trainer for NLP of the Rockies’ Real World NLP Practitioner Training, and he is an NLP instructor for Red Rocks Community College. Mark also cosponsors Andreas NLP Trainings along with his parents Steve and Connirae Andreas. Mark is a published author of two books.*

**March 31 • 1:00 pm to 5:00 pm • Room 2 • Cost: \$90**

### **The Generative Spirit in Hypnosis and NLP, Michael Watson**

Discussing and demonstrating principles and practices of generative trance, this program will offer a number of useful tools that you can incorporate into your work. This evocative, noninvasive approach facilitates personal evolution from the inside out and generates rich and lasting change. You’ll learn several innovative techniques that are appropriate for therapists, hypnotists, coaches, and other changeworkers as well as for personal use.

Original material in this workshop will include “The Inside-Outcome” and Generative Reimprinting.

*A trainer and teacher of NLP and hypnosis and an IACT Educator of the Year, Michael trains extensively in the US and UK. He brings thirty years of experience to his cutting edge work with Generative Trance. A student of Bandler and Grinder in the “pioneer days” of NLP, Steve and Connirae Andreas, Robert Dilts and others; Michael’s work in hypnosis is most influenced by Stephen Gilligan. Known for his lighthearted and caring spirit his programs are as delightful as they are useful. When he’s not teaching and traveling, he maintains a private practice in Orlando, Florida.*

## Conference: Friday, April 1

### **Workshop • 9:00 am to 12:00 pm • Room 1 • Cost: \$35**

#### **Self-Hypnosis, Dr. John Butler**

Dr. John Butler has taken self-hypnosis to levels that few have done, having used self-hypnosis as a sole anesthetic in surgery and for many powerful mind-body applications. People have often asked him how he did this, and this workshop is his answer. He has taught many clients and hypnotherapists powerful self-hypnosis to motivate and change themselves, including for medical and dental treatments, and he has taught self-hypnosis to many therapists for personal development and for teaching self-hypnosis to others. In this workshop John focuses on deep principles and techniques in achieving profound self-hypnosis, in addition to giving live demonstrations and expert coaching in experiential exercises for workshop participants. Guidance is given in running self-hypnosis group classes, for stress management, childbirth and many other areas.

*Dr. John Butler has been a hypnotherapist for over 35 years, and teaches internationally. He is Director of Hypnotherapy Training International. He studied many therapy systems including extensive training and co-teaching with Gil Boyne, and undertaken neurological research and teaching in medicine. His work has received high-level media attention including hypnotizing a surgical patient for anaesthesia performed live on television.*

### **Workshop • 9:00 am to 12:00 pm • Room 2 • Cost: \$35**

#### **How to Treat OCD/PTSD Through Inner Child Connection and Ego With Hypnosis and EFT, Funda Kahn**

Funda will take you step-by-step through her process to treat OCD/PTSD clients successfully and will demonstrate how you can integrate them into your practice. Handouts include protocols for this treatment. She will recreate the process and discoveries that led her to successfully manage these cases from diagnosis to resolution and will give enough examples for everyone to understand how the inner child responds to EFT and other modalities, like NLP.

Attendees will learn and experience how to:

- Connect with their inner child, who resides in their subconscious mind
- Connect with their ego
- Integrate EFT and NLP so they can change the client's mindset and belief system
- Tap into their inner child
- Learn simple parts therapy

*Funda Kahn is an oral surgeon from Istanbul, certified medical hypnotist, and a hypnosis instructor. The theme of her work is Inner Child Connection and she integrates all the alternative techniques to be able to help the child within.*

### **Presentation • 9:00 am to 10:15 am • Room 3**

#### **Trauma and the Brain/Mind/Body Connection, Debbie Unterman**

The new brain research coming out is demonstrating that the only effective way to affect your body or emotional state is by going into your unconscious mind. Hypnotists are the therapists of the future! Not only for the psychological issues, but the blurred lines will disappear as new evidence of the Brain/Body connection between virtually all pain and suffering, which can only be accessed by going to the Lower (Reptilian) or Mid Brain (Limbic system). Debbie presents cutting edge research. Learn the terminology to speak intelligently about brain regulation, the Fight/Flight/Freeze response, secure attachment, neuroplasticity and much more.

- Learn the language to reduce shame and self-judgment in our clients by explaining how our brain is evolutionary hardwired to protect us from danger.
- The freeze response and the importance of Resiliency.
- Stephen Porges' Poly Vagal theory and its role in brain dysregulation.
- How the cerebral cortex goes offline and why hypnosis is the therapy of choice for emotional healing.
- Neuroplasticity and healthy attachment.

*Debbie has been an Alchemical Hypnotherapy Trainer in Atlanta since 1988. She is a published author and has developed two therapeutic board games to help people "play through their issues."*

### **Presentation • 10:30 am to 11:45 am • Room 3**

#### **Integrative Hypnosis for Sleep, Melissa Tiers**

In this workshop you will learn an adaptable protocol for helping clients with all kinds of sleep issues. You will learn different ways of quieting the mind, calming the body, and entraining a slower brain wave state. You will learn how to induce a hypnotic ambiance button and to teach your clients how to transition from trance to sleep. It's an interesting way to get access to your clients' sleep strategies and change them from the inside.

*Melissa Tiers is the founder of The Center for Integrative Hypnosis in New York City. She is an international instructor, an award winning presenter, and a two-time recipient of the Pen and Quill award for her books. Melissa teaches classes in clinical hypnosis, neuro linguistic psychology, and mental health coaching. She is an adjunct faculty member at The New York Open Center and the Tri-State College of Acupuncture where she teaches a course on mind/body medicine.*

### **Lunch • 12:00 pm to 1:00 pm**

**Workshop • 1:00 pm to 3:00 pm • Room 1 • Cost: \$25**

***Energy Balancing Techniques for Rapid and Powerful Change, Marla Brucker***

Learn to dance with your energy by balancing your body's energy system for optimum health, joy, and vitality. Experience the power and effectiveness of these easy-to-use tools to create immediate and permanent changes. In this hands-on training, you will learn simple energy balancing techniques that can be used immediately, not only on your clients but also yourselves. Energy Balancing Techniques are quick and powerful! They help to balance the body's energy system by using the body's own feedback. This easy and effective approach will help clear negative emotions and limiting beliefs. They will also help energize your body and mind, boost the immune system, and increase your strength and vitality. These tools are a beautiful adjunct to hypnosis. Your emotional health determines the quality of your life; it is the foundation of self-confidence and the springboard to achievement. Seize that freedom for yourself and your clients with Energy Balancing Techniques.

*Dr. Brucker has been practicing in the area of performance enhancement, hypnotherapy, and counseling since 1978. She has worked in hospitals, mental health clinics, educational institutes, and social service agencies. Marla has been teaching hypnotherapy since 1991 and is Executive Director and CEO of the Motivational Institute of Hypnotherapy, a certified hypnosis school in San Diego. She also conducts seminars and leadership training programs in Energy Therapies, Peak Performance and Psychokinesis. Marla is in private practice, working with individuals and groups.*

**Workshop • 1:00 pm to 3:00 pm • Room 2 • Cost: \$25**

***Time Quest Trance-Formation™ A Profound Journey Towards Self Love, Forgiveness, and Much More, Kevin Cole***

Embark on a quest for Trance-Formation and powerful learnings during this highly experiential workshop. Kevin Cole will guide you through the journey of Time Quest Trance-Formation™. Unlike traditional regression work, which has its place, Time Quest Trance-Formation is designed to help you...

- Overcome challenges from your past
- Experience how to live passionately in the present
- And ultimately discover and live your true purpose

And to do so with...

- As little pain as possible
- As much pleasure as possible
- As quickly, efficiently, and safely as possible

You simply do not want to miss this extraordinary introduction to this truly Trance-Formational methodology.

*Starting with himself and moving on to others, for almost 20 years Kevin Cole has been helping individuals overcome personal challenges from their past, learn and experience how to*

*live passionately in the present, and ultimately discover and live their true purpose in life. Along with keeping busy with his private practice in Las Vegas, Kevin also travels internationally as a trainer of NLP, Hypnosis & Life Coaching.*

**Presentation • 1:00 pm to 2:15 pm • Room 3**

***Healing the Fear That Binds You, Bette Epstein***

This learning experience will teach the best tools ever for letting go of fear. Fear is one of the most common reasons clients call the hypnotherapist for help. And fears have prevented each of us, at sometime in our lives, from living to the fullest. Bette will begin by teaching a few "immediate" trance inductions, including how to do your own self work. She will teach techniques such as using the right/left brain split, light/shadow deepening, and going through the process of finding and eliminating the root cause of the fear. A lot of fears in adults were programmed during childhood by parents and others in authority. But, we also induce these fears into our own psyche during conscious experiences. Please bring a list of your own fears, and we will use some of them as class examples in addition to the more common ones such as flying, deep water, childbirth, putting in your contacts, etc.

*Bette Epstein is the primary teacher and director of Heartsong Hypnotherapy Training Center in Dallas, Texas. Bette is well-known for her work in Sexual Dysfunction, in working with children, and with adults experiencing mid-life crisis and grief. She is a published author, a dowser, a mother to many, a grandmother, mentor, stand-up comic. And, she works frequently as a palliative care counselor. Bette is a very casual teacher, so expect to learn a lot and have a great time. She lives with her very large brown Pittie and a red-heeler who speaks English.*

**Presentation • 2:30 pm to 3:45 pm • Room 3**

***Hypnosis for Chronic Pain Control, Patrick Coleman***

100 Million Americans have chronic pain. Opioids and non-steroidal anti-inflammatory medications become the drug treatment of choice for chronic pain. An estimated 20% of American adults state that chronic pain interferes with sleep. Prescription pain medication overdoses killed 15,000 people in 2008. Hypnosis is an effective drug-free treatment that can offer immediate and lasting pain relief. Attendees will learn:

- Rapid induction techniques
- Pain management with psychoanalgesics
- Hypnosis for improved sleep patterns
- Individualized pain management techniques based upon your practice setting (dental, childbirth, headaches, muscle and sports pain)
- Client centered self-hypnosis for pain management

*Patrick learned hypnosis at 9 years old to control pain from a serious jaw injury. He is a second generation clinical medical hypnotherapist, specializing in noninvasive pain control and behavior modification.*

**Workshop • 3:00 pm to 5:00 pm • Room 1 • Cost: \$25**

***Hypnosis for ADD/ADHD, Zoilita Grant***

Hypnosis skills are very effective to help children, adolescents, and adults with ADD. A person who feels positive about themselves is able to accomplish anything they choose. This is difficult with the outside world's reactions to ADD. As a Hypnosis Practitioner, you have ideal tools to help build self-esteem, develop positive self concepts, improve motivation and performance, set goals and achieve them. Learn new powerful hypnosis applications and techniques to build upon your current skills. Latest research shows that hypnosis is as beneficial for ADD as medication. Excellent handouts and scripts included.

*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, 35 of those years as a psychotherapist specializing in hypnosis, and the last five as a life and business hypnotic-coach. She has a line of professional hypnosis products available to schools and individuals. She specializes in using hypnosis coaching small business owners as well as speaking and presentations.*

**Workshop • 3:00 pm to 5:00 pm • Room 2 • Cost: \$25**

***Do You Have a 2-minute Elevator Pitch?***

***Liza Boubari***

What is your story? When we think about networking, we usually picture ourselves at a job fair or happy hour. But what about when you're standing in an elevator or in line at Starbucks? Of course, it isn't quite as easy as turning to the person behind you in line and launching into your elevator pitch. Networking by traditional means can feel awkward enough, but when it comes to trying to network with people who aren't close to expecting a networking overture, you need to approach carefully. Building your business is to brand yourself. Who you are, your specialty, and how to attract the right leads and clients depends upon what you convey. You will learn easy steps and specific tips on sharing your story, the art of networking, social media, and taking your business from business cards to branding yourself as the expert.

*Liza Boubari, founder of HealWithin, Inc., is a Certified Clinical Hypnotherapist, Certified Stress Management Consultant with a thriving hypnotherapy business in Glendale, CA. Liza has appeared on the cover of **Business Life Magazine** as one of the Women Achievers in 1995, and again in 2014. She was one of the prestigious award recipients of "Women of Courage" in 2010 by the City of Glendale's Commission on the Status of Women. July 15, 2011—Liza was recognized as the Outstanding Small Businesswoman at the 12th Annual Women in Business Luncheon, making her one of 21 exceptional women whose professional skills and commitment to community have made them outstanding leaders and role models.*

**Presentation • 4:00 pm to 5:15 pm • Room 3**

***Ethics and the Potential Risks of Technology for Helping Professionals, Kym Maehl***

For the helping professional, the use of digital technology can be both useful and detrimental. Finding the balance between maintaining an online presence, such as Facebook, while maintaining a professional presence, can present ethical challenges that stand to disrupt the therapeutic relationship that we strive to create. Awareness of the potential pitfalls the use of technology can present is the beginning in avoiding ethical dilemmas and therapeutic instability. Dr. Maehl will provide an overview of challenges technology can create for hypnotherapists including confidentiality and privacy issues, personal disclosure, and dual relationships. Open discussion and brainstorming will be encouraged to help identify other potential problem areas specific to hypnotists and hypnotherapists.

*Dr. Kym Maehl is a Transformational Life Coach & Clinical Hypnotherapist in Northern Nevada. She has been a counselor for 25 years and teaches classes in counseling, self-hypnosis, and dream interpretation. She is a published author.*

**Workshop • 5:00 pm to 7:00 pm • Room 1 • Cost: \$25**

***Hypnosis Plus, Gaye Wilson***

Did you enter the hypnotherapy realm of helping professionals with another skill set, practice and/or modality already in place? Or do you find yourself attracted to other processes, sensing that they would add a powerful aspect to your hypnotherapy practice? In this workshop you will learn about a number of complementary modalities that meld beautifully with hypnosis to offer your clients just the right combination of techniques to help them most effectively.

*Gaye Wilson, a registered nurse with a masters degree in both nursing and psychology, graduated from The Hypnotherapy Training Institute in September 1996, became a Reiki master teacher/healer in 1997, and began to utilize energy tapping processes in her practice about the same time.*

**Workshop • 5:00 pm to 7:00 pm • Room 2 • Cost: \$25**

***Facet Therapy: Cooperation Through Communication, Stephanie Jaeger***

Faceting is a revolutionary form of hypnosis that helps with the resolution of inner conflict that can be associated with abuse and/or trauma. It can be successful as having access to memories of the event(s) is not necessary for teaching clients to move from survival mode into a thriving perspective for their lives. This process helps people identify patterns and behaviors that are in direct conflict with their life goals and learn to resolve them. It utilizes a form of non deep trance hypnosis and working with the heart space to move from a pattern of surviving to one of thriving. This procedure can be taught to someone to use

personally, which gives people the self-care resource they so greatly desire. This complimentary technique can help professionals move clients out of the cycle of crisis of being a survivor into a life of thriving.

*Stephanie Jaeger is a Clinical Hypnotherapist, a Minister with The Eternal Life Church, and is currently pursuing graduate studies in Philosophy. She is a team-building and corporate efficiency expert. She established and runs a non-profit organization, The Sheltered Heart Foundation, and proprietary workshop series to address abuse and trauma. She is an expert in identifying and modifying negative behavioral patterns. Her revolutionary programs have taught thousands how to replace negative thoughts and actions with positive patterns that produce desirable results.*

**Presentation • 5:30 pm to 6:45 pm • Room 3**

***Self-Hypnosis for Everyday Life, Eve Demey***

Eve will explore the power of auto suggestion and how to teach our patients to use self-hypnosis to control pain, deal with stress, cope with anxiety, and overcome a lack of

motivation/procrastination. She will tailor the workshop according to attendees' needs. Bring your personal questions, client and/or practice questions. Eve will demonstrate how to utilize self-hypnosis in each situation.

*Eve Demey is a Hypnotherapist with over twenty years of experience. She currently works in private practice at the Stress Management Center. She also teaches hypnosis to Depth Psychologists and Psychotherapists at the Pacifica Graduate Institute in Santa Barbara. Eve combines her professional training as a Clinical Hypnotherapist with her skills as a Psychotherapist and a Massage Therapist. Thus, she is able to offer her clients a unique, multi-leveled, and personally tailored therapy that promotes effective mind-body healing.*

**Complimentary Cocktails • 6:00 pm to 7:30 pm**

What's the only thing better than a Happy Hour? Happy times with other Hypnotherapists! ACHE Board invites YOU to join us for Complimentary Cocktail Reception and Cheers at the Embassy Suites Bar area.

**Conference: Saturday, April 2**

**Workshop • 9:00 am to 12:00 pm • Room 1 • Cost: \$35**

***Make a Bundle of Money Conducting Weight Loss and Stop Smoking Seminars, Diane Edwards***

Weight Loss and Stop Smoking Seminars can be immensely lucrative. For the hypnotherapist who conducts them, some full-time, they can provide a very comfortable living. Also, some therapists in private practice find them an excellent means for introducing people to hypnosis and then moving these people into private therapy programs for other problem areas. Some of what will be covered in this class:

- Choosing the best towns and cities for your seminars
- The best days to advertise and conduct your seminars
- How to successfully market your seminars
- Why it's so important to create back-of-the-room sales
- How to turn attendees into private clients
- How to create corporate seminars
- Equipment needed
- Ideas for added profits
- How to use discounts to your advantage
- Sample of sign-in registration form
- Script for weight and smoking session

*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. If you want to learn from a seasoned and well-qualified Hypnotherapist, come to this workshop!*

**Workshop • 9:00 am to 12:00 pm • Room 2 • Cost: \$35**

***Churchill's 15-Step Hypno-Healing Process, Randal Churchill***

This form of Hypno-Healing is a 15-step interactive process that is designed to help improve physical conditions, as a complement to professional medical diagnosis and treatment. It can be useful in many cases for health issues, injuries and hereditary conditions. The process includes ideomotor signals for subconscious permission. The onset of the condition is reviewed and the possibility of a range of underlying causes and influences is explored. This process honors and harnesses the tremendous awareness and healing capabilities of the subconscious, including through encouraging the client's own visualization regarding both the condition and creative healing solutions. Subconscious guidance is also sought regarding self-hypnosis practice for healing reinforcement. The demonstration and discussion will be followed by a practice.

- Learn a new combination of methods to help heal physical issues.
- Realize a deeper recognition of the range of potential subconscious influences of physical difficulties.
- Develop hypno-healing skills.
- Explore a range of ways to seek awareness of the client's subconscious.
- Understand further methods for harnessing the power, insights and creative solutions of the client's subconscious.

*Randal Churchill is past President of the ACHE. He is founder and Director of the Hypnotherapy Training Institute, one of the*

first state-licensed hypnotherapy schools (1978). He is author of two award-winning books.

**Presentation • 9:00 am to 10:15 am • Room 3**

***Ten Quickies for Hypnotists and Hypnotherapists, Michael Watson***

Fast paced and filled with useful tools. A treasury of little-known creative techniques that you can add to your skill base and increase your choices when working with clients in hypnosis. Included are The One Minute Induction, The Skyscraper Deepener, Shoulder Press Induction, The Godiva Chocolate Compulsion Creator, Submodality Enhancement, Inner Critic, The Depotentialization Process, the renowned 57 Chevy Technique, Chaining Anchors and more.

**Presentation • 10:30 am to 11:45 am • Room 3**

***Waltzing With Wolverines: Working With “Troubled” Teens, Mark Andreas***

Learn the key principles to building relationship and trust with any teenager, whether “troubled” or not. Want to know how to set effective boundaries, how to avoid ever getting into a power control battle, and how to have a whole lot of fun in the process? In a job where average length of employment is measured in months, and many last only weeks, Mark Andreas not only survived, but thrived while working round-the-clock with troubled teens. Whether you are a parent, a teacher, a youth leader, or anyone wanting to connect with and support the teens in your life, come learn how to build relationships that are simultaneously more empowering for you and the teens you work with.

**Lunch • 12:00 pm to 1:00 pm**

**Workshop • 1:00 pm to 3:00 pm • Room 1 • Cost: \$25**

***How to Help Anxious Clients Thrive, Kathy Moore***

What works with one anxious client doesn't necessarily work with another. The first hour of this 2-hour workshop explains the mechanism that is anxiety, what it does in the brain, how to lessen its effects and specifically the hypnosis protocols that work with various anxiety-producing situations. I will also share resources that I have found to be particularly helpful over the years in working with the anxious client. In Hour 2, I encourage students to bring questions regarding clients they are currently working with or have worked with in the past. This will be a question-and-answer coaching session and no question is off limits.

*Kathy Moore is a Board Certified Hypnotist, recognized hypnotherapy instructor, motivational speaker and small business marketing consultant. Her hypnosis specialty is Anxiety. Her Anti-Anxiety Session on Youtube has been viewed by over 40,000 people. Kathy's approach to Anxiety Elimination is eclectic and highly effective.*

**Workshop • 1:00 pm to 3:00 pm • Room 2 • Cost: \$25**

***The Magical Arts of Listening and Presence, Judith Simon Prager***

Right brain/left brain labels may be an oversimplification, but let us imagine (imagine!) that, instead of relying on techniques, plans, protocols, we could just “know” how to be with our clients to bring them back to themselves when they are lost, to reflect their wholeness. There exists an invisible world of communication we can tap into. Through listening and presence, we may gain the exact opening into their freedom. Milton Erickson, MD, was a genius at this, saying, “Trust your unconscious; it knows more than you do.” When we step aside from the literal, we are all built to use our intuition rather than the more limited tools we think we bring into the room. Here you may learn what might be called “Non-verbal first aid for the soul”—some insights into the power of your intuition and our interconnection and ways to experience that magical ability.

*Judith Simon Prager, PhD, is a certified clinical hypnotherapist with a PhD in psychology and a private practice where she specializes in trauma.*

**Workshop • 1:00 pm to 3:00 pm • Room 3 • Cost: \$25**

***Build Instant Trust and Rapport From Client Tree Drawings, Hena Husain***

This program will teach how you can build trust and rapport instantly with your clients by interpreting their tree drawings. By using these drawings to communicate to the client about their personality and life without even looking at their intake. Understanding the meaning behind things such as colors they use, size of tree, the location of the tree on the page and their family life. Individuals will learn advanced tools to read deeper meanings to tree characteristics to enhance your practice.

- Is your client open to change or not?
- Does your client have self-esteem issues?
- Do they have strong family structure?
- Do they live in the past or in the future?
- How stressed are they?
- Hidden meanings to more roots, trunk and branches
- Do they have any childhood trauma? At what age?

*Hena specializes in tree drawing analysis and energy medicine. She is an author and inspirational speaker who has been interviewed on television, the radio and has been in the newspaper. She is a multi-disciplinary therapist with certifications in NLP, TLT, EFT, Reiki, medical hypnosis, and energy medicine. She is the founder and director of Balance For Life, a network of human development offices located in Michigan, USA.*

**Workshop • 3:00 pm to 5:00 pm • Room 1 • Cost: \$25**

***Unstuck Marketing: Target Your Customers in a Snap, Joan Courtney***

Is your business stuck in low gear, yet you have dreams of flying? Still recovering from the 2008 recession? Or are you just starting out and wonder how to bring in clients? Come learn a simple process to map out your road to marketing success on a single page. Techniques for having a clear message for your business and needed action steps will be presented and explored. On leaving this workshop, you will have the basic tools to not only know how to fire up your practice, but how to keep it flying! This workshop is good for both seasoned professionals and those new to their practice. Attendees will learn:

- How to find your most important customer base
- What client problems are you solving?
- Who is your competition?
- How to know if you are being effective
- How to develop a dynamic tag line

*Joan Courtney, C.Ht. has been a hypnotherapist for over 25 years. Also having a business background, she has assisted both start-ups and ongoing businesses to become stronger in their practices. Joan lives and works in a rural, remote town of 4,000 people with no other area to draw from. Using this marketing system Joan has built a busy full-time, self-supporting practice with a waiting list of clients. Come learn what she does to have this level of success.*

**Workshop • 3:00 pm to 5:00 pm • Room 2 • Cost: \$25**

***The Why, What and How of Medical Hypnosis, Melissa Roth***

Learn how to get medical referrals and what to do when you get them. This lecture will cover some of the most common issues seen in a medically oriented hypnosis practice (IBS, fibromyalgia, chronic pain, migraines, autoimmune diseases, etc). It will tell you how to get started and how to work with the most common problems seen in a medically oriented practice. Do you have enough clients? If not, maybe medical hypnosis is just what the doctor ordered to jump-start you to a full time, busy practice.

*After healing her own severe IBS and fibromyalgia illnesses using self-hypnosis Melissa became a hypnotherapist and has specialized in medical applications for chronic illnesses. Melissa was the original medical hypnotist. She lectured at conferences and schools for almost 10 years when she was the only person talking about working with physicians and using hypnosis to work with people with health challenges that do not respond to conventional medicine. Now, medical applications of hypnosis are among the fastest growth areas in the hypnotherapy field.*

**Presentation • 3:00 pm to 4:15 pm • Room 3**

***HypnoCoaching for the Special Needs Client, Rachel Raucher***

Have you wondered how you can utilize your skills as a hypnotist to better assist the special needs client? Have you been confronted with and confounded by how to reach those clients with processing difficulties, attention issues, and learning disabilities?

We know that not all brains are the same and we need to know how to adapt our skills to better reach those who are wired differently.

Rachel has developed a very effective and skillful blend of coaching, hypnosis, and explicit skills training. Working with special needs individuals represents a new, emerging market for hypnotists and hypnotic coaches. Learn:

- Differences between coaching, hypnosis, and Hypno-Coaching
- Utilizing coaching strategies with special needs clients
- Role of NLP and hypnosis with special needs clients
- Role of associated therapies and techniques: EMDR, Edukinesthetics, BrainWorking Recursive Therapy (BWRT) and mindfulness, meditation, and yoga
- How to market and package your services, including offering long-term coaching of the special needs client as well as stress management for the caregiver, parent coaching, and work on self-forgiveness for the parent/caregiver

*Rachel holds advanced degrees in Psychology and Special Education. After twenty years as a therapist and special needs educator, Rachel became a certified hypnotist. She currently runs a successful business in which her case load is over fifty percent special needs adults and children. Seeing a tremendous need within the special needs population for the benefits of hypnosis, she has developed a very effective and skillful blend of coaching, hypnosis, and explicit skills training to help her clients move to a higher level of independence and functioning.*

**Presentation • 4:30 pm to 5:45 pm • Room 3**

***Owning the Therapy Room, Bob Burns***

In 75 minutes Bob will address one of the biggest challenges that is faced by many therapists (new and experienced). Indeed how many of them never truly manage to kick start their career.

And there is uncertainty in what they are doing and saying in (and outside) the therapy room and indeed a certain lack of confidence in themselves.

Yes, there are several who laugh on hearing this but as the saying goes: "There is lies, damned lies and statistics."

In a world where many professionally trained therapists are seeing 2 to 3 clients a week, when being mentored this is the one main answer they give as a reason why they don't do what they need to do. This is found to be in America, Europe, and indeed from our Antipodean friends.

In this talk Bob will address these issues and give focus, tips and indeed reveal how these challenges, through activity knowledge and know-how can be very quickly defeated.

**Presentation • 5:00 pm to 6:15 pm • Room 1**

***Crafting Effective Metaphor Scripts, Roger Dent***

Whether you would like to reduce your reliance on someone else's prepared scripts or just want some simple tools to quickly improve your approach to creative sessions, you won't want to miss this presentation. As hypnotherapists, we know that the subconscious mind responds amazingly well to metaphors. When used properly, focused, descriptive storytelling can influence the subconscious mind and lead to exceptional results in any hypnotherapy session. Learn how to identify subtle signs from your client and translate them into just the right powerful images. Develop skills and confidence to know when metaphors and powerful imagery will get the best result and how to craft your session comfortably. Learn:

- When metaphors will work at times when other strategies might not.
- How your clients tell you the images that will influence them.
- How to develop scripts that impact the right senses.
- Steps to quickly develop effective metaphors.
- Why sessions that you create work better than "prepared" scripts.

*Roger Cooper Dent, MBA, CCHt., has a successful hypnotherapy practice in Santa Rosa, CA and has partnered with other hypnotherapists, physicians and psychologists on the development of effective metaphors and guided imagery scripts.*

**Presentation • 5:00 pm to 6:15 pm • Room 2**

***The Key Belief That Prevents Change and How to Change it Fast!, Andrew "Duff" McDuffey***

In this interactive 75-minute class, you will be introduced to some of the most important scientific research that relates to personal change from Carol Dweck at Stanford University. Learn what makes the difference between people who give up too easily and those who love a challenge—and how to make the switch! Realize when and where you and your clients have a fixed vs. a growth mindset. Begin to explore the structure of how you maintain a fixed or growth mindset automatically, without having to think about or practice it. Watch a demonstration of changing from a fixed mindset to a growth mindset rapidly using advanced change techniques.

*Duff has worked as a personal change coach since 2003, using NLP and hypnosis to create change at the unconscious level. He also has taught Introduction to Ericksonian Hypnotherapy and Introduction to NLP. He has also assisted as a coach on numerous Core Transformation trainings. Duff manages the publishing company Real People Press, owned by Steve and Connirae Andreas.*

**Cocktails/No Host Bar • 6:00 pm to 7:00 pm**

**Dinner and Dancing • 7:00 pm to 12:00 am**

ACHE President John Butler will give the keynote address. The banquet will be followed by a live band.

**Conference: Sunday, April 3**

**Workshop • 9:00 am to 12:00 pm • Room 1 • Cost: \$35**

***Working With Anxious Clients, Charles Montagu***

For many of our clients, anxiety lies at the heart of their presenting issue: from those suffering from depression, OCD, and chronic worrying through to addiction and social and other phobias. Charles will show you how to help the client to identify the fear that lies at the heart of their problem, and demonstrate his unique approaches to effective healing. You will learn how to hypnotize the most anxious client, techniques for building confidence at a deep core level as well as an integrative transformational process that will dynamically improve your success rate. There will be live demonstrations, as well as a comprehensive workbook, given only to those delegates attending the full presentation, containing methodology and scripts.

*Charles trained and interned with Gil Boyne in the 1980's and has served on the Board of ACHE for the past 20 years. He is on the Board of the British Council for Complimentary Medicine.*

*He has run a successful medical and holistic clinic in Central London for more than 25 years. He is a trustee of Eric Clapton's Crossroads Foundation and numerous other charities.*

**Workshop • 9:00 am to 12:00 pm • Room 2 • Cost: \$35**

***Self-Directed Neuroplasticity: A Complete System for Rewiring the Brain, Melissa Tiers***

In this workshop you will learn an easy to share protocol proven to rewire old patterns and create new ones. You will experience six different power tools that reroute the brain as they reduce anxiety, compulsions, and cravings. We will be practicing the four step meta pattern to neutralize triggers and condition in new responses. You will also learn about the most exciting research to come out of neuroscience in the past decade. Memory reconsolidation allows us to rewrite both explicit and implicit memories in the brain. This system integrates hypnosis, NLP, energy psychology and practical neuroscience in a

protocol that empowers your clients and keeps your sessions full of dopamine. You will learn:

- Bilateral stimulation
- Backward spin
- Peripheral vision anchor
- Heart coherence
- Fast meridian technique
- Vagal tone tune-up
- Four step meta pattern
- Memory reconsolidation process

**Mentoring Panel • 9:00 am to 11:00 • Room 3**

Do you ever have a client that just stumps you? You've done everything that is supposed to work but it hasn't. Maybe there's a technique you need help with. Or do you need more clients and don't know why they aren't coming your way? Your marketing and networking efforts just aren't drawing clients into your practice. Get the help you need. Our panel of experienced hypnotists will answer your questions about clients, techniques, marketing, or any other hypnosis question.

**Workshop • 11:00 am to 1:00 pm • Room 3 • Cost: \$25**

***Expert Techniques of Hypnosis, Michael Mezmer***

Michael will be teaching multiple techniques that will strengthen, empower, and take your hypnotherapy practice to another level. As a student of both Gil Boyne and Ormond McGill and having traveled to 24 countries around the world, Michael brings a unique view on the practice of hypnosis and hypnotherapy. This year Michael will be teaching for the first time ever his use of pendulums for stress management work and his insight into the effects of subliminal suggestions. Learn the Mezmer version of the hypnotic gaze, the Mezmer versions of a variety of suggestibility tests, and the Mezmer rapid induction. Don't miss this opportunity to learn from a master who hypnotizes thousands of people every year.

*Michael Mezmer is a certified Clinical Hypnotherapist and one of the world's top stage hypnotists presenting his shows worldwide. He consults to the Unger Medical Group in Rancho Cucamonga, CA using hypnotherapy to aid patients with a variety of issues.*

**Lunch • 12:00 pm to 1:00 pm**

**Workshop • 1:00 pm to 3:00 pm • Room 1 • Cost: \$25**

***The Mindset to Go From Survival, to Success, to Significance, Scott Sandland***

Many hypnotists start their careers looking to help as many people as possible without a clear understanding of what it takes to get there. While there are many different ways to do the work and get results, there are patterns that can emerge. Questions about how to break even get you started, and transition to how to be most effective. What

are the questions you need to be asking yourself to make the transitions from survival to success or from success to significance? This high tempo class will help you create an actionable plan to earn the results you've been waiting for.

*Scott Sandland is a hypnotist specializing in working with medical, dental, and mental health providers. Scott is the founder of the largest hypnosis resource on earth, HypnoThoughts.com. He has been a presenter at medical schools, dental schools, medical conferences, and almost 50 hypnosis conferences. He is the co-founder of The Newport Clinic, The Hypnosis Practitioner Training Institute, HypnoThoughts Live, The HypnoStore, and more. He has keen insights into the realities of the industry and is eager to share his experience with his peers in the profession.*

**Workshop • 1:00 pm to 3:00 pm • Room 2 • Cost: \$25**

***Hands on Hypnosis, Timothy Trujillo***

Hands-on methods have been a part of hypnotic technique throughout its history. Today, the widely practiced combination of hypnosis and reiki is used to help restore both mind and body. In this program, Timothy Trujillo brings his tailored combination of both verbal and non-verbal hypnosis, reiki, qigong, and acu-point treatment. This synthesis provides a comprehensive intervention method to reduce pain and distress, invoke rest and sleep, and stimulate healing responses. Each participant will give and receive treatment, making this not just a class, but a healing experience.

*Timothy Trujillo is a natural healthcare provider, educator, and author. Incorporating hypnotherapy, reiki, acupuncture, homeopathy, reflexology, and aromatherapy, he is an expert in pain relief, trauma recovery, and immune disorder management. He is one of the world's foremost authorities on the use of hypnosis in the management of HIV/AIDS.*

*As founder of First Medicines, he has helped to deliver this system of care to HIV/AIDS-impacted populations in Los Angeles since 1996 and has led outreach projects in Guatemala, India, New Orleans, Egypt, and Oklahoma, reaching beyond HIV care to address traumatic distress in survivors of tsunami, hurricane, tornado, and civil war. He was awarded the Medaille d'Excellence by the International Human Rights Consortium.*

**Workshop • 3:00 pm to 5:00 pm • Room 1 • Cost: \$25**

***Parts Therapy, Roy Hunter***

Parts therapy is based on the concept that we have various aspects of the subconscious that influence our behavior and is an effective way to help people resolve inner conflicts. There are other variations of parts therapy (such as ego state therapy) overviewed in the workshop. Roy has organized parts therapy into a step-by-step process that has passed the test of time.

*Roy Hunter learned hypnotherapy from Charles Tebbetts in 1983 and has written several hypnotherapy texts recommended in many hypnosis schools around the world. His workshops are*

***Continued on page 12***



AMERICAN COUNCIL  
OF HYPNOTIST EXAMINERS

# 28th Annual Hypnotherapy Conference

Embassy Suites in Glendale, California

**PRE-CONFERENCE COURSES**  
March 30 & 31, 2016

**THREE-DAY CONFERENCE**  
April 1-3, 2016

## Registration and Enrollment Form

To register, complete the form below and mail with your check payable to ACHE. Send to: ACHE, Conference Registration, 3435 Camino del Rio S., Ste. 316, San Diego, CA 92108.

Or you may register online at [www.HypnotistExaminers.org](http://www.HypnotistExaminers.org) or call 619-280-7200 with credit card info.

Name \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Country \_\_\_\_\_ Email \_\_\_\_\_

### **Member Status**

Check the box indicating your current status:

- I am a student member
- I am currently a member
- I am not a member/membership lapsed

### **Pre-Conference March 30-31, 2016**

Register for 1- and 2-day pre-conference workshops. At the door price: add \$30

- EFT and Hypnotherapy, Katherine Zimmerman - 2 day - \$295
- The Swan Protocol, Bob Burns - 1 day - \$150
- NLP for Hypnotists: Rapid and Effective Personal Change, Mark Andreas - 4 hours - \$90
- The Generative Spirit in Hypnosis and NLP, Michael Watson - 4 hours - \$90

### **Current Members - Full Conference Registration**

Membership must be current to qualify for these prices. Registration is not complete until full payment is received.

- All three days - \$299 Ends Jan. 15, 2016; after \$350

### **Not a Member - Full Conference Registration**

Not a member or membership lapsed. Registration is not complete until full payment is received.

- All three days - \$350 Ends Jan. 15, 2016; after \$395

### **One Day Only**

Banquet included with full conference registration only. Register for one day only. At the door price: \$179

- Friday - 9:00 am - 7:00 pm - \$159
- Saturday - 9:00 am - 6:30 pm - \$159
- Sunday - 9:00 am - 5:00 pm - \$159

### **Workshop Tickets**

May be purchased in advance or at the registration desk. 3 hr. workshops - \$35 each; 2 hr. workshops - \$25 each

- 2-hour workshop - \$25
- Three 2-hour workshop tickets - \$70
- 3-hour workshop - \$35
- Three 3-hour workshop tickets - \$95

### **Totals**

Total for Pre-Conference Courses: \$ \_\_\_\_\_

Total for Conference: \$ \_\_\_\_\_

Total for Workshops: \$ \_\_\_\_\_

**Total Amount Enclosed:** \$ \_\_\_\_\_

### **Refunds**

The registration fee, less a \$55 processing charge, will be refunded if your notice of cancellation is received in writing prior to March 8, 2016. No refunds will be given after that date.



# AMERICAN COUNCIL OF HYPNOTIST EXAMINERS

3435 Camino del Rio S  
Ste 316  
San Diego, CA 92108

—

*in demand around the world, and he has taught parts therapy in over 15 different countries since 2010.*

**Workshop • 3:00 pm to 5:00 pm • Room 2 • Cost: \$25**

***Nutrition and the Brain, Attila Kun***

What are free radicals, oxidative stress? How do you prevent aging? Learn how to help your clients deal with ADD/HD, toxic emotions, the issues and lifestyles that promote Alzheimers and more. Learn how to promote your brain's neuroplasticity to remap the brain's neuronet, to change and create new positive associations. With focused concentration, guided visualization, hypnosis, relaxation,

meditation, yoga and positive power programming we can change your thoughts, your actions, and your behaviors. Learn how to do this for yourself and your clients.

*Attila J. Kun CCHt. is a Clinical Hypnotherapist, a Clinical Hypnotherapy Instructor, and a Hypno Coach. He founded the Hypnosis Academy Hungary.*

**Conference closes at 5:00 pm**

**Bookstore closes at 5:30 pm**

**Details Inside • Register Today**



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