



# HYPNOTES



A Publication of Hypnosis Education Association  
[www.HEAhypnosis.com](http://www.HEAhypnosis.com)

## Successful HEA March Conference

Attendees overwhelmingly agreed that our first-time one-day "local" conference held in Oldsmar, FL, provided them with just what they were looking for -- education and fun close to home. In addition, a new member joined our association. **We met these goals:** Become empowered by the presenters; learn new ideas and techniques; reinforce known concepts; build our membership; and interact with dynamic, positive & like-minded professionals! The Board of Directors will discuss the possibility of hosting another one-day conference in March 2016, most likely on the East Coast. The Board will be looking for a co-host, so let Carol Perrine, President, know if you'd like to be a part of creating another dynamic March conference.

## Mission

The Hypnosis Education Association is a member-run organization of a diverse group of people interested in hypnosis and the complementary healing arts. Our Mission is to provide high standards of education and quality support for our members in a friendly and warm environment so they may be empowered to learn, grow and achieve excellence in their lives, personally and professionally.

## President's Message

Hello Successful Ones:

I am very excited to bring you such good news! The HEA July 11<sup>th</sup> & 12<sup>th</sup> conference theme is:

### "Prepare for Your Success!"

Do you *feel* successful? How do *you* measure success in your life? Is it the health of your bank account, personal relationships, physical health or your clients' successes? Another way to measure your success is how you handle situations or circumstances that arise in all of *those* areas of your life.

The time to check your parachute is PRIOR to jumping out of the plane!  
PREPARE!

One common thread in each area of success is that you *prepared for your success!* Somehow, you prepared and you persevered and your patience paid off. How wonderful *it is* that this HEA conference will assist you to prepare for *even more* success in all areas of your life.

Knowledge is power and this conference is guaranteed to deliver a variety of powerful expertise that you can immediately integrate into your personal and professional life while having FUN! Here are our speakers—

- **Dr. Eric Rosen**- Clinical Hypnotherapy
- **Katheryn Napier**-Business Building
- **Diane Ross**- Sleep Hypnosis
- **Pat Conklin**- Healing Effects of Laughter
- **Tamera Fontenot**- Intake and Pre-talk Success
- **What's My Protocol?**- Technique Exchange by Attendees (see page 2)

*Continued on Page 2*

## Board of Directors

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## Table of Contents

President's Message  
**Pages 1-2**

Conference Details  
**Pages 3-7**

"Unleashing Your  
Motivational Voice"  
& Local Contacts  
**Page 8**

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## ***President's Message, Continued***

When you *feel prepared*, your body reaps the rewards of parasympathetic dominance which leads to open focus and inner calm where you clearly see opportunities available to you and even more success in all areas of your life.

The subconscious mind moves us in a 'feel good' direction, *always* and in *all* ways. This is good news! The HEA presentations prepare you to be in control of the simple formula for your 'feel good' behaviors:

**Parasympathetic dominance = inner resources = SUCCESS!**

Read all the details for this conference and hotel registration so you can Prepare for Your Success!

We are looking for audience participation during these two sessions:

- Bring your **intake form** and **discussion points** to participate in Tamera Fontenot's presentation.
- Bring scripts, ideas, background information, and anecdotal evidence for working with **anxiety issues** for the *What's My Protocol?* session.

Your participation is essential to the success of the HEA! Join or renew your membership and register, now, for the conference on our newly designed website: [www.HEAhypnosis.com](http://www.HEAhypnosis.com) Notice our new domain name!

**More good news!** The HEA July conference is being held at the beautiful and welcoming Courtyards of Marriott in Orlando.

As always, I look forward to seeing you in Orlando.

To your success,

*Carol*

Carol Perrine, President  
The Hypnosis Education Association

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## **SOCIAL MEDIA REQUESTS...**

1. Submit articles for our online blog to Debbie Lane, Website Manager, at [wisdomhypnosis@yahoo.com](mailto:wisdomhypnosis@yahoo.com)
2. Join and visit our public Facebook page and post information relevant to our members and other visitors.
3. Like and share postings, please! This will help increase visibility on the Web -- both ours and yours.
4. Post information about other members on our public Facebook page to help promote one another.

**Let's get the world talking about what we share!!!**

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**ENJOY HEA BENEFITS!! JOIN US or RENEW TODAY!!**

Become a member or renew today for 2015!! Dues are only \$50 a year (January-December for all members; new members who join after the July meeting pay half the annual rate). Log on to [www.HEAhypnosis.com/join-us/](http://www.HEAhypnosis.com/join-us/) and pay your dues ASAP.

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# HEA Summer Conference

*Prepare for Your Success!!*

**Saturday, July 11 – Sunday, July 12, 2015**

At the beautiful **Courtyard Orlando** Airport Hotel



7115 North Frontage Rd., Orlando, FL 32812

[www.marriott.com/hotels/travel/mcoch-courtyard-orlando-airport/](http://www.marriott.com/hotels/travel/mcoch-courtyard-orlando-airport/)

**MAKE YOUR RESERVATION SOON!!  
THE CUTOFF DATE FOR THIS RATE IS JUNE 26**

Call the hotel at 800-321-2211 or 407-240-7200

**Mention “Hypnosis Education Association” for our special \$99/night rate**

[Or click here to book online](#)

## **Conference Pre-Registration Fees Are a Bargain:**

Members only \$70  
Board of Directors \$35  
Spouse/Partner \$50  
Non-Members \$90

**NOTE: Registration at the door will be an additional \$10. We accept cash, check & credit cards.**

Log on to [www.HEAhypnosis.com](http://www.HEAhypnosis.com) to pre-register **by July 9th**,

OR make out your check to HEA and mail to

Carol Perrine, President

PO Box 5333

Gainesville, FL 32627

**Join us at the conference!!**

*As you prepare for your success you'll also  
have fun with a caring, friendly, and most welcoming group!*

**See you in Orlando!!**

## SCHEDULE

*Prepare for Your Success!!*

### Saturday, July 11<sup>th</sup>

- 9:00 **Sign in & Mingle** – (Come early and purchase coffee & breakfast goodies at the Bistro in the hotel lobby)
- 9:30 **Carol Perrine**– President’s Welcome
- 9:45 **Praise for the Practice** – Bring your inspirational success stories to share
- 10:10 **Tamera Fontenot** - “Change Work Begins At ‘Hello’: Getting the Most from Your Intake and Pre-Talk” (Bring your intake form and ideas to share)
- 11:30 **Lunch** (on your own)
- 1:00 **Diane L. Ross** – “Deep Sleep Hypnosis: How to help your clients get a great night’s sleep!”
- 2:15 **Katheryn Napier** – “How to Capture the Audience and Gain Clients: Public Speaking to Promote Your Business”
- 3:45 **HEA member will facilitate** - “Your Success” Trance
- 4:45 **Board Meeting** (All are welcome; we meet in the conference room)
- 6:00 **Hospitality Hour in Honor of Buddy Todd, one of the Founders of HEA** -- Cash Bar; Appetizers from the Bistro provided by HEA

### Sunday, July 12<sup>th</sup>

- 9:30 **Sign in & Mingle *Even More*** (Come early and purchase coffee & breakfast goodies at the Bistro in the hotel lobby)
- 10:00 **Announcements**
- 10:15 **Dr. Eric Rosen**- “Clinical Hypnotherapy Treating DSM-5 Diagnoses”
- 12:00 **Technique Exchange** - “**What’s My Protocol?**” -- Bring your scripts & ideas about overcoming anxiety to share with participants
- 12:45 **Lunch** (on your own)
- 2:15 **“PositiveLY Pat” Conklin** – “Laugh for the Health of It! An Introduction to Laughter Yoga”
- 3:15 **50/50 Raffle Drawing & Announcements** - Who will win half the fundraising drawing loot?!
- 3:30 **Farewell:** Till We Meet in November - Leave ‘em laughing successfully! Hahaha!!

~ ~ ~ Conference Presentations and Presenters ~ ~ ~



**Change Work Begins at “Hello”**

*Getting the Most from Your Intake and Pre-Talk*

Sat.  
10:10 AM

**With Tamera Fontenot**

First contacts and intakes set the tone of your work with a client and are rich in information. If you bring all your skills to the table from the beginning, you are more likely to achieve your clients’ goals, and successful clients make a lot more referrals! This presentation will share tips/tools for building rapport, conducting useful assessments, and for blending your pre-talk into a customized trance, elegantly. We will focus heavily on the often under-emphasized process of developing clear goals, plans and outcome measures, a very hypnotic process in itself. Bring your intake form to take notes, or to share your insights on information that you find useful in your first contact!

**Tamera Fontenot** is a Florida Licensed and Nationally Certified Mental Health Counselor with over 30 years experience in the field. She owns Tampa Bay HypnoTherapy, LLC in St. Petersburg, and specializes in the use of trance work to effect rapid shifts in a client’s thoughts, feelings or behaviors. An earnest student of the hypnotic arts, she brings an eclectic approach to the work having studied with The Southern Institute of NLP; Jon Connelly, LCSW; The Florida Institute of HypnoTherapy; UPHypnosis Institute, Elvis Lester, LMHC and The Hypnosis Practitioner Training Institute (HPTI). Contact Tamara at [www.tampabayhypnotherapy.com](http://www.tampabayhypnotherapy.com)

**You Had Me At Hello: The Science Behind First Impressions** by Michelle Trudeau

Remember that famous line in the movie *Jerry Maguire* where Renee Zellweger says to Tom Cruise, "You had me at 'hello' "? Well it turns out there is some scientific evidence to back this up. People use voices to instantly judge people, researchers say... [Read the entire article at [www.npr.org/sections/health-shots/2014/05/05/308349318/you-had-me-at-hello-the-science-behind-first-impressions](http://www.npr.org/sections/health-shots/2014/05/05/308349318/you-had-me-at-hello-the-science-behind-first-impressions) ]



**Deep Sleep Hypnosis**

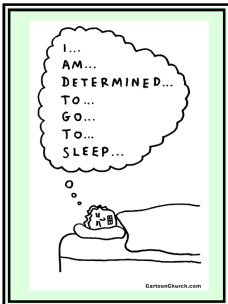
*How to help your clients get a great night’s sleep!*

Sat.  
1:00 PM

**With Diane L. Ross**

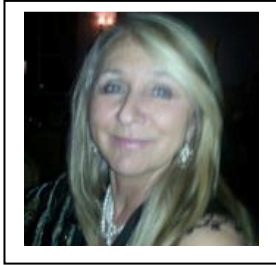


This session will help you lead clients into a good night’s sleep by teaching them about levels of consciousness and how to access those levels so that they can go to sleep easily and quickly. You will also learn how to help them go back to sleep if awakened. Learn the techniques to assure a restful sleep so that the body and mind can rejuvenate every 24 hours, on schedule. If you aren’t already offering hypnosis for insomnia, this is a great way to get started!



**Diane’s** interest in altered states of consciousness began in 1970 when she began meditating and experiencing the power of the unconscious mind. After teaching high school in California and Oregon, she was a reporter and editor at newspapers in Arkansas. In 1983 she moved to Orlando, where she has a private practice in hypnosis, NLP and meditation. Diane has recorded more than 50 self-hypnosis and meditation CDs. Her book, *Meditations for Miracles*, is available at local bookstores, at Amazon.com and can be ordered through her websites, [www.dianeross.com](http://www.dianeross.com) and [www.meditationsformiracles.com](http://www.meditationsformiracles.com). She is certified through the National Guild of Hypnotists and The American Board of HypnoTherapy. Diane is also a charter member of the Hypnosis Educational Association and a member of the International Association of Regression Therapies.





## How to Capture the Audience and Gain Clients

Public Speaking to Promote Your Business

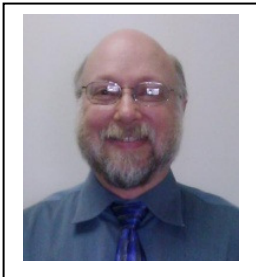
Sat.  
2:15 PM

With Katheryn Napier

Everyone knows Hypnosis is great to Stop Smoking or Control Your Weight and improve your Golf Game. How about their **FEARS** ! This is a great way to always get clients when you have an opportunity to do public speaking. By Bi-Passing their Critical Factor (The Conscious Mind) and going straight for the Sub-Conscious Mind and shaking them up which will help jolt their thoughts on the benefits of hypnosis. And have a little fun in the process.

**Katheryn** studied hypnosis with Gerald Kein at the Omni Institute of Hypnosis in Deland, Florida. She was certified in basic and advanced hypnotherapy and then went on to become a Board Certified Clinical Hypnotist. She has over 1,500 combined hours training with Dr. George Von Hilsheimer, William Baldwin and the National Guild of Hypnotists. Katheryn is a Universal Life counselor/Minister, a Reiki practitioner, and a cancer survivor. One of her greatest joys is working with other cancer survivors to help eliminate the side effects of chemotherapy. Katheryn Napier is also the founder of Avalon Hypnosis in DeLand and Lake Mary, Florida and brings over 20 years experience in the field of healing and hypnotherapy. Visit Katheryn at [Katheryn@AvalonHypnosis.com](mailto:Katheryn@AvalonHypnosis.com) and [www.AvalonHypnosis.com](http://www.AvalonHypnosis.com). Join 1500 friends and like Katheryn Napier on Facebook - and like both Avalon Hypnosis and Energy of Avalon.

Communication skills are essential for promoting yourself and your business. By participating in promotional activities and speaking about your brand, you'll gain exposure and reach new customers... This is one of the best ways to advertise your business and expand your reach.  
[www.improslutions.com/benefits-of-public-speaking-for-small-business-owners/](http://www.improslutions.com/benefits-of-public-speaking-for-small-business-owners/)



## Clinical Hypnotherapy Treating DSM-5 Diagnoses

[DSM-5 -- Diagnostic and Statistical Manual of Mental Disorders]

Sun.  
10:15 AM

With Eric L. Rosen, Ph.D., C.Ht.

This presentation will familiarize both licensed and unlicensed clinicians with the new DSM-5 and explore how to utilize various hypnotic techniques for specific diagnoses. This presentation will teach participants how to 'unpack' the code into targeted symptom presentations for which hypnotherapy provides salient, expedient, and highly effective interventions toward creating relief, healing, and hope for those seeking help. Sample scenarios will be provided with opportunities for participants to generate a working hypnotherapy approach for respective diagnostic codes in an interactive way.

**Dr. Eric L. Rosen, C.Ht., FPPR**, is a licensed psychologist specializing in working with children, adolescents, adults, families, and couples. He is IACT and IMDHA Certified, and is a certified IACT Master Trainer of Clinical Hypnotherapy. He holds practice at Family Psychological Services of Palm Harbor, Inc., and is also an adjunct instructor with The Florida School of Professional Psychology-at Argosy (Tampa), where he teaches assessment, psychotherapy, psychopharmacology, and clinical hypnotherapy in their A.P.A. accredited Psy.D. Clinical Psychology Doctoral Program.

For most diagnoses all that is needed is an ounce of knowledge, an ounce of intelligence, and a pound of thoroughness.  
~~~Anonymous



## What's My Protocol? Overcoming Anxiety

Sun.  
Noon

Technique Exchange

This session will offer audience members the opportunity to share their ideas, background information, scripts, and anecdotal evidence for working with clients who desire to overcome anxiety issues. [If you wish, bring 20 copies of your handouts to share.]



Sun.  
2:15 PM

## Laugh for the Health of It! An Introduction to Laughter Yoga

*How laughing purely for the sake of it may well be  
the best thing you'll ever do for your health!*

With "PositiveLY Pat" Conklin



Got stress, pain, or conflict? Treat yourself to a mini vacation from "seriosity" in a spirited and spirit-lifting hour of Laughter Yoga! Created in 1995 by a physician, Laughter Yoga is a fun, physical technique for reaping the health benefits of laughter without humor. It blends easy, playful "laughter exercises" with yoga-style breathing to enhance physical, mental, and emotional well-being. As silly as it may sound, Laughter Yoga is a seriously powerful tool for calming stress, easing pain, and connecting with others. Come prepared to experience a host of joy-producing techniques ... and leave feeling *PositiveLY* great!



**"PositiveLY Pat" Conklin** is a living example of the healing and transformative power of laughter. She is a certified Laughter Yoga teacher and trainer, speaker, 20-year veteran of the fitness industry, professed biology nerd, and RSSP (recovering seriously serious person). As [Laughter Yoga Orlando's](#) principal positivist and fundraiser, Pat delivers seriously fun and effective laughter programs throughout Central Florida. Her work (laughter) has been highlighted in print, film, and television, most notably on the National Geographic Channel's 2014 Crowd Control series in a social experiment testing the power of laughter to elevate mood in—of all places—the DMV.

**ENJOY HEA BENEFITS!! JOIN US or RENEW TODAY!!**  
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# Unleashing Your Motivational Voice

Bradley Beatty -- [www.copypastearticles.com/unleashing-motivational-voice/](http://www.copypastearticles.com/unleashing-motivational-voice/)

When a person finds himself as if he were perpetually trapped in an unmotivated rut, it is only natural for one to gather strength from someone else's words, to listen to wise advice from motivational speakers. Look up and there it will be — the rope connected by words that a person could use to pull himself up from that self-inflicted void.

But in worse cases, when life hits a person really hard, there is no other helping hand other than the ones that are his. People use ideas or real-life scenarios to inspire themselves to work further. These are the fuel that keeps a man going. Without them, there will be no will to take that next step. There will be no progress.



Motivations can include goals. And goals can be short-term or long-term. Sometimes, they can even be directed toward people. Motivations include desires and hopes that make a person happy.

So what happens when a person loses his motivation? He will have an existential crisis. When this happens, it is common to look for a shoulder to lean on. It is natural to listen to the wise words of others. But what if there is no one to talk to? What if a person doesn't have his "others?" What if motivational speakers are not around?

The last option is to dive deeper into one's self. There is a famous quote that goes, "Advice is what we look for when we already know the answers."

If a person would gather all the strength left in him — regardless of how much or how little there is — that is enough to pull himself upward. Motivational speakers are not gods; they are not heroes, not martyrs, but they are people. And they are just the same as others, made of bones and flesh, with a beating heart and a soul. But what differentiates them from others? They have courage and they have strength. They know that nothing will happen if they let doubts and fears dominate them.

Here are some tips to living a motivated life on your own:

## 1. Breathe:

It is the easiest way possible to live, literally and metaphorically. Breathe deeply and feel the world as it goes around. Embracing the reality as it is and mixing it up with little wonders will make life easy. Breathe. This is one of the many things that people take for granted. This action is so natural and common that it has been forgotten.

## 2. Dream.

Look farther to the horizon, gaze at the stars, and think of all the things that are just waiting right at the corner. There is so much more to life than not greeting the things that a person wants. Life is made of so much more.

## 3. Break up with the past.

Nostalgia gives people the wicked idea that everything else was better in the past. But what is the past? It is dead and it is gone. It is like a pressed flower: alluring and beautiful, yet decomposing and cold. It is always good to look back at the younger times but dwelling so much on this will make a person stagnant and prevent him from growing. So say goodbye to the past and make goals for the future. But do not use the future as an escape from the present. Live in the moment and make the best memories.

## 4. Silence everything and what will be heard?

A man's own voice. A voice so powerful that it can transform and manoeuver the world. If that voice is still alive, then there is still hope. That voice is a man's very own motivational speaker.

### **LOCAL CONTACTS**

**Miami:** We are looking for a contact

**Palm Harbor/Tampa Bay:** Patricia Scott (727) 943-5003

**Jacksonville:** Susan Watson (904) 553-2646

If you would like to be added, please contact Jan Rysdon, Editor, at [happyheart@tampabay.rr.com](mailto:happyheart@tampabay.rr.com)