



# HYPNOTES



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

## Rejuvenation

The theme of our conference, *Rejuvenation*, reminds us to Renew! Revitalize! Reanimate! Here are a few books some colleagues suggest we Read! Reread! Review! Reexamine! to be Rejuvenated.

*The Biology of Belief* by Bruce Lipton

*Clinical and Experimental Hypnosis* by William S. Kroger, M.D.

*Healing with Stories* Edited by George W. Burns

*Hypnosis and Conscious States* Edited by Graham Jamieson

*Hypnosis for Change* by Josie Hadley and Carol Staudacher

*Hypnosis for Inner Conflict Resolution: Introducing Parts Therapy* by Roy Hunter

*Hypnosis: How to Put a Smile on Your Face and Money in Your Pocket* by Shelley Stockwell

*Hypnosis: Medicine of the Mind* by Dr. Michael D. Preston

*Hypnotherapy* by Dave Elman

*Hypnotherapy Scripts: A Neo-Ericksonian Approach to Persuasive Healing* by Ronald Havens and Catherine Walters

*Hypnotic Language: Its Structure and Use* by John Burton and Bob G. Bodenhamer

*The Induction of Clinical Hypnosis and Forms of Indirect Suggestion* by Milton H. Erickson

*The New PeopleMaking* by Virginia Satir

*Psycho Cybernetics* by Maxwell Maltz

*Trance-formations: Neurolinguistic Programming and the Structure of Hypnosis* by Bandler and Grinder

## 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 its members, so they may be empowered to learn, grow, and achieve excellence in their lives, personally and professionally.

## Board of Directors

President: Patricia Scott  
Vice President: Michael Watson  
Secretary: Carol Perrine  
Treasurer: Susan Watson  
Hypnotes: Jan Rysdon  
By-Laws: **Open**  
Ethics and Standards: Ross Hester  
Website: **Open**  
Hospitality: Richard Porritt  
Social Media: **Open**

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## President's Message...

Dear HEA Members and Guests,

It's such an honor to be nominated as the new President of HEA. Actually, this will be my 2<sup>nd</sup> term, as I was also President in 2010. Yes, I have served in various positions on the Board of Directors of this marvelous group practically ever since Michael Watson introduced me to it when I moved to Florida 19 years ago. That's because it is the most friendly, fun hypnosis organization I've ever encountered, and I've belonged to many.

As I was thinking about a THEME for our next conference on April 23, 2022, the word "Rejuvenation" kept popping into my head. When I looked UP the word, I understood why. Here is one definition:

***REJUVENATION: "The action or process of giving new energy or vigor to something."***

How perfect to reflect exactly what we are all striving to do after surviving the unique challenges of the past couple of years. This organization has always been resilient, and its strength is in our Membership. Because we are a not-for-profit organization that was founded by the late, great Earl Yawman to be open to all, HEA has managed to not only survive the last couple of years, but like Phoenix out of the ashes, it has emerged stronger than ever with a renewed vigor and energy.

Just as the challenges in our own lives can either break us or make us stronger, the HEA has strengthened in its commitment to bring a variety of approaches and techniques to the hypnosis community for educational, transformational, and even entertainment purposes. That's why we attract people who are passionate about learning about the power of the Mind, whether you are a professional hypnotist or other healing arts professional, or simply a layperson looking for self-improvement. Our conferences, presenters and attendees provide an environment where everyone can benefit and learn while interacting with the friendliest, most helpful people imaginable.

For a limited time, the Board of Directors has voted to invite new attendees to the conference, as well as those who have not attended in 5+ years, to enjoy this conference for only \$5. I've always said the HEA conferences are the best deal in town, but this is UNBELIEVABLE! So, if it's been a while, or if you have never checked us out, now is the time. Also, at the one-day conference in Oldsmar, Florida, on April 23 we are featuring not 4, not even 5, but 6 fantastic presenters! Plus, a Happy Hour Social post-conference with complimentary food.

As we expand the possibilities in 2022, we hope you will continue your support if already a member, and if you haven't yet joined, will be inspired to join our HEA family.

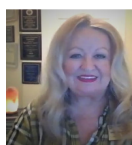
This year we are also adding some exciting new on-line events that will be for "Members Only". This grew out of the interest that was generated during Covid by having to conduct our conferences on-line. Our first "Hypnosis Hangout" was February 24, 2022, and was open to everyone, including non-members. You can find it on YouTube. From now on, Hangouts will only be available for current members. Also, we will have "Guest Presenters" for special on-line events that will also be for "Members only." If you are out of the area, you will still get enormous value from membership with these new additions this year.

Either way, you are always welcome to come and enjoy our friendly group. You can attend conferences for a slightly higher fee without being a member, although it is our member's support that allows us to continue offering quality programs. Not enough can be said about the time and dedication that our loyal Board Members and Committee Chairs have given to keep this group alive and active through the years. They all generously contribute their time and energy out of a love for the HEA, the field of hypnosis, and helping people.

Let's all get together for a "Rejuvenating" event on April 23 in Oldsmar, Florida. See you there.

Respectfully,

*Patti*



Patti Scott  
President

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# HEA Spring 2022 Conference

**Theme: *Rejuvenation***

**Saturday, April 23, 2022**

**\*\*One day only\*\***

**9:00 AM – 5:30 PM**  
**5:30-6:30 Buddy Todd Hospitality Hour**

**Courtyard by Marriott – Oldsmar**  
**4014 Tampa Rd., Oldsmar, FL**

**HEA Rate \$159 + tax/night**

**Book your group rate for 2022 HEA Spring Conference:**

[www.marriott.com/event-reservations/reservation-link.mi?id=1644511109140&key=GRP&app=resvlink](http://www.marriott.com/event-reservations/reservation-link.mi?id=1644511109140&key=GRP&app=resvlink)

## **Come join us to connect and**

- Become empowered by the presenters
- Embrace the opportunity to recruit new members & meet new people
- Have fun with a caring, friendly, and most welcoming group
- And much, much more!

### **Pre-Registration Conference Fees**


**Member -- \$35**

**Board of Directors -- \$17**

**HEA Non-member Spouse/Partner -- \$40**

**'First Time' or the 'First Time in a Long Time' -- \$5**

**Non-Member -- \$60**



Pay your  
dues online!  
Only  
\$55/year

Log on to [www.heahypnosis.com/conferences/conference-2022-spring](http://www.heahypnosis.com/conferences/conference-2022-spring)

to pre-register **by April 20,**

OR mail your pre-registration fee check made out to HEA to arrive by April 20

Hypnosis Education Association Treasurer

6081 Maggie's Circle, #106, Jacksonville, FL 32244

**Register at the door: Add \$10 to above fees** (cash, check, or credit accepted)

**\*\*\*Bring cash/checks to purchase items and to participate in our opportunity drawing\*\*\***

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## **Conference Schedule-at-a-Glance** (subject to change)

9:00 – 9:30am	Sign in & Open Socializing
9:30 – 9:45am	<b>Patti Scott</b> - President' Welcome & Announcements
9:45 – 10:45am	<b>Ashley Lynn Caputo</b> - “HypnoCrafting to Build Your Practice”
10:45 – 11:00am	BREAK
11:00 – 11:45am	<b>Ron Queeney</b> - “A Path to Rejuvenation”
11:45 – 12:00pm	BREAK
12:00 – 12:45pm	<b>Paul Levin</b> - “How Do You Know What’s Real?”
12:45 – 2:15pm	LUNCH BREAK
2:15 – 3:00pm	<b>Melanie McCool</b> - “From Burnout to Breakthrough”
3:00 – 3:15pm	BREAK
3:15 – 4:00pm	<b>Susan Watson</b> - “How to Make Change Happen”
4:00 – 4:15pm	BREAK
4:15 – 5:00pm	<b>Art Emrich</b> - “Distance Therapy”
5:00 - ???	Closing Announcements, 50/50 Drawing & Happy Hour Social with Appetizers & Libations! See you in Orlando in November!

## ~~~Conference Presentations and Presenters~~~

**9:45-10:45**



### **HypnoCrafting to Build Your Practice**

Creating Fun Workshops that Combine Hypnosis with  
Art Therapy/Crafts as a Way to Grow Your Tribe

**With Ashley Lynn Caputo**

This interactive presentation is designed to show you easy ways to create group hypnosis workshops centered around various themes that allow for a sense of connection and group interaction (something many people are truly longing for these days). The use of arts and crafts after a brief lecture builds community as well as give the attendees a physical anchor to remember the power of hypnosis and the shifts they have made. Ashley will show you step by step how she builds a workshop with a theme that ties the crafts and hypnosis together as well as lead you through an abbreviated HypnoCraft experience. Warning: You might just find yourself having fun!!

***Ashley Lynn Caputo** is a certified, clinical hypnotherapist, trainer, speaker, reiki master, and teacher of yoga and meditation. She is wrapping up her Yoga Therapy training and combines her life’s learnings in her signature HypnoYogaTherapies® approach to assist her clients to achieve the life of their dreams. She is a member of IACT, IMDHA, IAIH, ICBCH, and HEA. She owns and operates Unwind the Mind Hypnosis & Wellness, LLC in Tampa, FL. She has presented at several hypnosis conferences. Contact Ashley at [UnwindTheMindLLC@gmail.com](mailto:UnwindTheMindLLC@gmail.com) [www.UnwindTheMind.com](http://www.UnwindTheMind.com)*

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**11:00-11:45**

**A Path to Rejuvenation**

**With Ron Queeney**



This presentation is an opportunity to observe or experience a short version of one of my favorite transformation patterns. I begin with a short journey everyone would be familiar with, practitioners and non-practitioners as well. You may discover 3 basic tools we all possess that help us create all the successes and the challenges we create throughout our lives. The same tools can create opposite outcomes. I'll explain how to use these tools to create the symbols and patterns of rejuvenation and create the life you want, desire, and deserve. Isn't it time you Discover and Energize Your Superpowers?

*Ron helps people create the life they want, desire, and deserve! He helps empower groups and individuals to access their Unlimited Possibilities. Originally Certified through UP Hypnosis Institute in Palm Harbor, FL, he believes we all have a Purpose, Gifts, and Superpowers. Contact Ron at [www.TampaHypnosisCenter.com](http://www.TampaHypnosisCenter.com)*



**12:00-12:45**

**How Do You Know What's Real?**

**With Paul Levin**



Ask this question of the general public and you will get answers like, "What I see is real" or "God is real." Traditional science tells us that there is exactly one *real*. However, quantum physics and metaphysics tell us that nothing is real. And yet, at the same time, real can be anything you want it to be. Wait, what? Real can be anything you want?

When we tell ourselves the right story, the one that enables us to create what we want, then our reality, and the reality of your clients, transforms. This presentation will explore the nature of such stories, and the transformative power of one in particular.

*Paul Levin, certified in Hypnotherapy and NLP, is the published author of the book "Your Life Sucks No More; The Ultimate Guide to Manifesting Your Perfect Life." Paul is an Emotional Breakthrough Mentor, a speaker, and an author. Once a depressed computer engineer, Paul now lives his life from happiness, joy and inner peace. He teaches those struggling with negative emotions how to break through those barriers to a perfect life. Contact Paul at [paul@IDeserveAPerfectLife.com](mailto:paul@IDeserveAPerfectLife.com) <http://IDeserveAPerfectLife.com>*

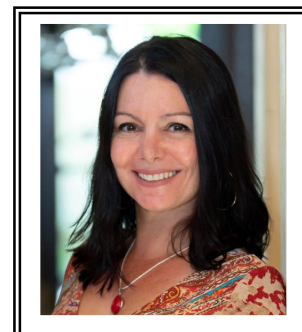
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2:15-3:00

## From Burnout to Breakthrough

With Melanie McCool

The WHO has named ‘overworking’ a leading cause of death, and there is little question that people find themselves working long hours, sacrificing their health and happiness as a result. My work with entrepreneurs is focused on facilitating burnout rejuvenation and turning their attention to the future with enthusiasm so they are equipped to reach their highest potential. In this talk I’ll outline the process to take clients ‘from burnout to breakthrough’ so they live a life of true prosperity.



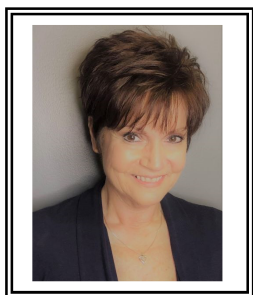
***Melanie McCool** is a Clinical Hypnotherapist and a Certified Master Trainer of Hypnosis. Melanie works with entrepreneurs who are driven to succeed, but don’t want to sacrifice what they love to achieve their income goals. With more than 20 years’ experience as an entrepreneur, she combines the neuroscience of success, money mindset, sales confidence training, hypnosis and NLP to quickly remove subconscious blocks and end the cycles of procrastination and self-sabotage. Contact Melanie at [Melanie@mindworxco.com](mailto:Melanie@mindworxco.com) [www.mindworxco.com](http://www.mindworxco.com)*

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3:15-4:00

## How to Make Change Happen

With Susan Watson



Gandhi once said “Be the change you want to see in the world.” As hypnotherapists, or any type of change agent practitioner, it is helpful to understand the 3 phases of transformation so that your clients can be the change they want to see.

We live in a state of constant change, experiencing quantum leaps frequently. Transformation Type™ is a fun and easy way to understand the 3 phases that bring conscious awareness to how we self-motivate, handle change, and produce results within those quantum leaps. It is a preferred pattern that influences how we think, feel, and act in all that we do.

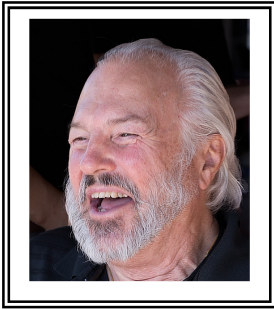
Once you understand your Transformation Type™ and that of your clients, you’ll create an environment of mindfulness, emotional intelligence and awareness of hidden patterns.

***Susan Watson** works with individuals who want to initiate and navigate change with ease. As a Certified Hypnotherapist, Master NLP practitioner, Certified Coach and Soul Realignment Practitioner, Susan helps clients identify and resolve the hidden patterns in their strengths, values, and beliefs. Clients stay centered, feel calmer, focus better, and get the results they want. Based in Jacksonville, FL, she works with students and clients virtually and in person. Contact Susan at [susan.watson2@gmail.com](mailto:susan.watson2@gmail.com) [www.affiliatedhypnosis.com](http://www.affiliatedhypnosis.com)*

4:15-5:00

### Distance Therapy

With Art Emrich



There is an energetic universe that we can tap into to deliver powerful interventions to help our clients. This model enables you to overcome the tyranny of time, distance, and technology. It proposes that we can send “messages” to our clients and loved ones and nourish them in ways that they are desperate to experience.

*Art will be 2 weeks into his 83<sup>rd</sup> year on the planet when this meeting occurs. He was discovered by hypnosis and NLP over 40 years ago and has been busy ever since using a Learn-Teach-Learn protocol that has served well. He enjoys bringing information about hypnosis and NLP to those who have a curiosity and hopefully a commitment to using them to make the world a better place. Contact Art, **Head** Coach, U-Solutions, LLC, Sarasota, FL, at [abemrich@comcast.net](mailto:abemrich@comcast.net)*

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## November 2021 Conference Update ...

**ELECTIONS...** [NOTE: Officers serve a term of two years. President and Secretary begin terms on January 1<sup>st</sup> of even years; Vice President and Treasurer begin terms on January 1<sup>st</sup> of odd years.] Many thanks to these officers for agreeing to serve the HEA in upcoming years:

- **Patricia Scott, President** for 2022-2024 term
- **Carol Perrine, Secretary** for 2022-2024 term
- **Michael Watson, Vice President** for remainder of Vice President term 2021-2023

Other Board of Director members who will serve...

- **Susan Watson** - Treasurer
- **Richard Porritt** - Hospitality Chairperson
- **OPEN** - By-Laws Chairperson
- **OPEN** - Social Media Chairperson
- **Jan Rysdon** - Publications and Publicity Chairperson - *Hypnotes* Editor
- **Ross Hester** - Ethics Chairperson
- **OPEN** - Webmaster

**Contact Us**

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 Email: [HEAcontact101@gmail.com](mailto:HEAcontact101@gmail.com)  
 Website: [www.HEAhypnosis.com](http://www.HEAhypnosis.com)

**Lifetime Members**

When a member has made great contributions to HEA and the field of hypnosis, the president may award the status of Lifetime Member to honor that member. Lifetime members are exempt from paying annual dues; they do pay conference and banquet fees; if a Lifetime Member is a presenter, then the conference fees are excluded.

These are our Lifetime Members:

2005	Lynn Groves
2008	Joan Pataky
2010	Michael Watson
2013	Ross Hester
2015	Patricia Scott
2018	Carol Perrine
2018	Jan Rysdon