

# HYPNOTES



## President's Message

Hello Wonderful Colleagues:

As we prepare for the July HEA conference, I am *even more* excited about this particular variety of presentations that you are about to enjoy. It was an absolute pleasure to see how it all came together.

My message to you is...Be prepared to expand your awareness in all directions because... the theme for this conference is:

**“Consider *Even More Possibilities*”**

Some quotes come to mind that may be even more meaningful than you have realized previously.

Neale Donald Walsch said, *“Life begins at the end of your comfort zone.”* Neale’s quote fits beautifully with the theme for our **July 11<sup>th</sup>, 12<sup>th</sup> & 13<sup>th</sup>** Hypnosis Education Association conference: Are you aware of the feeling when you begin to approach the end of *your* comfort zone?

- Is there something more you would like to do with your clients?
- Are you getting all that you want from your professional and personal life?
- Do you dream about a life that you would prefer to live, doing what you love?
- What is stopping you? What resources do you need?
- Would you like to “Consider *Even More Possibilities*”?

*Continued on page 2*

## SATURDAY

**10:00 – 11:00**

**Jan Rysdon**

**Yes!**

*Speaking in Public  
Is MORE Than Possible*

**11:15 – 1:15**

**Dan Cleary**

**Creating Change  
A Program To Take  
To The Public**

**2:45 – 4:45**

**Dr. Sandra Landsman**

**“Mysticism, Miracles  
and Magic”**

## SUNDAY

**10:00 – 11:00**

**Dr. Stuart Sinoff**

**The Neurology of Happiness  
*The Mind/Body  
Connection***

**11:15 – 12:15**

**JoAnn Jones**

**Best Practices of  
Dave Elman  
*More Than An Induction***

**2:00 – 3:30**

**PRESENTERS FORUM  
Rysdon, Cleary, Landsman,  
Sinoff & Jones**

## President's Message Continued From Cover

Have you really listened to the famous advice of a father to his son? *“This above all: to thine own self be true...”*

You cannot be of service to any other if you do not take the time to take care of YOU! And, this conference easily gives you the opportunity to invest in your hypnosis education. Your passion and commitment are renewed with each presentation over the weekend, and that, in turn, helps you become the best that you can be for yourself and *your business* of helping others. The HEA is such a beneficial resource.

When you participate in the July conference *you will receive information* for a wide variety of possibilities to consider integrating into your professional and personal life. Your brain expands as you learn. You begin to feel better and your energy changes to a more positive, relaxed state. Now, you will access inner resources that assist you to help your clients consider even more possibilities to make the changes they desire. And, it all begins by deciding to be true to yourself and moving comfortably to the end of your comfort zone.

I speak from experience when I say that I have not only approached the end of my comfort zone, I jumped head first into areas, yet, unknown to me in my life. I did it. I had moments of doubt, panic and terror, but I did not die or even come close to it. And, now, I feel like I can fly. And, the HEA conferences get most of the credit for having just what information I needed at the time, to move beyond the fear and into a calm confidence. The HEA Rocks!

Consider this line-up of experts:

- **Jan Rysdon:** Jan brings 40 years of experience as an educator. She will teach experienced and novice speakers strategies in the art of public speaking. Learn to speak with confidence and captivate your audience of one client or a full room.
- **Dan Cleary:** Dan will teach you how to enhance your practice with a versatile and clever program to attract clients in a variety of fun and useful ways.
- **Dr. Sandy Landsman:** Dr. Sandy will explain and demonstrate Reconnective Healing©. Be a part of the wonders and benefits of quantum energy healing.
- **Dr. Stuart Sinoff:** A neurologist certified in NLP and Hypnosis, gives us his unique insight on the neurology of happiness. So much is known about the fight or flight response, so now is the time to learn to access another area of your brain!
- **JoAnn Jones:** JoAnn is the historian for the Dave Elman Hypnosis Institute and will give an in-depth look at Dave Elman's 'Best Practices' and rapid inductions.
- **The Presenter's Forum:** Back by popular demand! Bring your questions and curious nature to the final presentation of the conference on Sunday afternoon. The Presenter's Forum allows you to ask direct questions *directly* to all presenters. Learn from successful experts, glean valuable gems of information from the source; our presenters!

Make your decision to continue your hypnosis education at the July HEA conference in the Ramada Suites of Orlando Florida. (See the HEA Website for room reservation information)

You may find that investing in your hypnosis education helps you begin to live comfortably while you continue on, beyond your self- imposed limits. Be true to you and expand your comfort zone! Earn CEU's for the weekend, too!

Find the details about our incredible presenters and how you can Join and Register for the July conference, on our website: [www.hypnosiseducationassociation.com](http://www.hypnosiseducationassociation.com) If you have any questions, please give me a call. (352) 328-8163

**I look forward to seeing you there!**  
*My best, Carol Perrine*  
**President, Hypnosis Education Association**



## **HEA Summer Conference**

**July 11th - 13th, 2014**

**Come and join us at the**

**Ramada Suites Orlando Airport,**

**7500 Augusta National Dr , Orlando, FL - 32822**

Call 407-240-3939 to make your room reservation NOW!

The block of rooms reserved for the HEA ends JUNE 30th!

Mention "HYPNOSIS GROUP" for the special rate of \$74/night

## SCHEDULE

### Friday, July 11th

6:30-? Hospitality Night - In the Holiday Inn Lounge - (Light food and beverages provided) In honor of Buddy Todd, one the Founders of the HEA.

***It is more than Okay to bring a favorite Nosh to share!***

### Saturday, July 12th

9:00 - 9:30 Sign in & Mingle

9:30 - 10:00 President's Welcome - Carol Perrine

10:00 - 11:00 Jan Rysdon - "Yes! Speaking in Public Is MORE Than Possible!!"

11:15 - 1:15 Dan Cleary - "Creating Change"

1:15 - 2:45 Lunch (on your own)

2:45- 4:45 Dr. Sandra Landsman - "Mysticism, Miracles and Magic"

**5:00 - 6:00 Board Meeting (All are welcome)**

### Sunday, July 13th

9:30 - 9:45 Sign in & Mingle Even More

9:45 - 10:00 Announcements

10:00 - 11:00 Dr. Stuart Sinoff- "The Mind/Body Connection"

11:15 - 12:15 JoAnn Jones - "Best Practices of Dave Elman,  
More Than An Induction"

12:15 - 1:45 Lunch (on your own)

1:45 - 2:00 Drawing for 50/50 Raffle (50% goes to the HEA)

2:00 - 3:30 Presenters' Forum: Jan Rysdon, Dan Cleary, Dr. Sandra Landsman,  
Dr Stuart Sinoff & JoAnn Jones

3:30 Farewell: Till We Meet Again, Continue to Consider *Even More*  
Possibilities

Saturday, 10:00 - 11:00



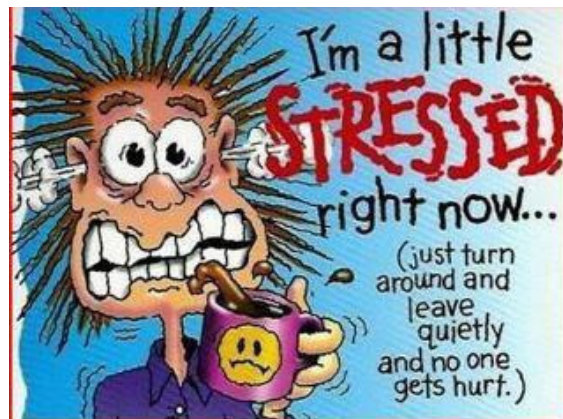
Yes!

*Speaking in Public Is MORE Than Possible*

*Jan Rysdon*

As we all know, when we contemplate speaking in public, adrenaline may start pumping into the body causing an array of unwelcome or welcome feelings from jittery butterflies to being pumped up and excited. If you suffer any degree from what we call “fear of public speaking” and want to change those feelings, or if you are a skilled speaker who wants to enhance your presentations, come to the conference and learn some strategies to get your butterflies to “fly in formation” and your presentations to “sing from the heart.” We’ll practice many of the strategies, discuss speaking engagement proposals, and do some trance work. You’ll discover **even more possibilities** that will help you become a more confident, comfortable, and captivating speaker.

*Jan Rysdon has been an educator for over 40 years and has used and taught self-hypnosis techniques for over 25 years. As a college professor of oral and written communication, she gave many presentations at educational conferences, was an EXCEL Fellow at the University of South Florida 1998-99, and was recognized in Who’s Who Among American Teachers, 1997-1998, 1999-2000. She received the Instructional Technology Council e-Learning 2005 Award for Outstanding Online Course after creating the online Public Speaking course at St. Petersburg College. She also founded a chapter of Toastmasters at St. Petersburg College. Today, as a Stress Management Consultant and Consulting Hypnotist in the New Port Richey, FL, area she helps her clients by teaching them techniques and strategies to become stress hardy, manage weight, prepare for medical procedures, overcome obstacles, and to feel better mentally, emotionally, and physically as they achieve their goals. Visit her website: [www.JanRysdon.com](http://www.JanRysdon.com)*

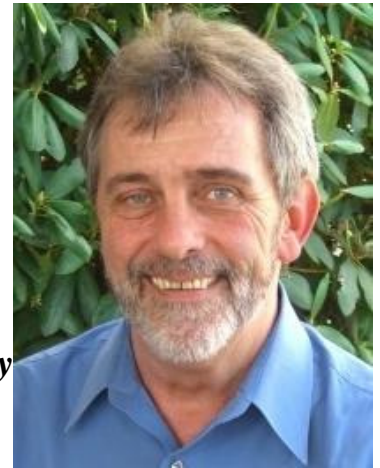


**Saturday, 11:15 AM – 1:15 PM**

## **CREATING CHANGE**

**A Program You Can Take Directly to the Public**

**Daniel Cleary**



As a marketing tool, Creating Change can become an effective way to attract people to your practice who feel that life is good and just want to explore how to make it better. Consider that many practitioners rely upon people feeling they NEED SOMETHING and come to us as a form of intervention.

This program can be delivered by the practitioner, as a one-hour lecture or in a variety of workshop formats in your practice.

Creating Change is also in many ways an outline of our first session with clients, whatever the presenting issue.

Developed to assist rapid and continuing enhancement of innate skills and abilities, this workshop offers a deeper understanding of how we create the life we live.

Discover the role motivation and the way in which we learn guarantees success and find the previously hidden influences impacting our thoughts and behavior.

With this program, you can develop an on-going Self-Hypnosis class that is light-hearted and enjoyable for all and as an added bonus, creates clients who may not have considered going to a hypnotist in another context.

- ◆ · **Identify the motivations for change.**
- ◆ · **Shift desperation to inspiration.**
- ◆ · **Clarify the steps to success.**
- ◆ · **Understand reinforcement and encouragement.**
- ◆ · **Learn to craft effective suggestions.**

*Daniel F. Cleary is an internationally recognized **Pain Relief Educator and Hypnosis Instructor**, teaching throughout the United States and Europe. His specialties include pain relief and personal transformation. He has been a course director for Pain Week from 2007 - 2012, where his programs are approved for continuing medical education units.*

*Dan is the author of: **LITTLE BOOK OF CHANGE - A Primer to Hypnosis**, **CHANGING PAIN - Relief is Realistic**, and **TARGETING PAIN - A Practitioners Guide to Relief**.*

**Contact Dan at his Website: [www.danclearyhypnosis.com](http://www.danclearyhypnosis.com)**



**Saturday, 2:45 - 4:45**

## **Mysticism, Miracles and Magic**

### **Reconnective Healing© & The Reconnection©**

**Dr. Sandra Landsman**

Steeped in the morphic energy field of Reconnective Healing® and The Reconnection® I am overjoyed to share some of the concepts of this quantum energy healing. It is a simple, direct efficient and effective in bringing about *physical, mental, emotional* and *spiritual* healing for my clients and myself.

My quest has been to find ways to make my clients' transformational journey easier, quicker, joyful, loving and freeing as they attain *physical, mental, emotional and spiritual health*. My goal has always been to encourage/allow everyone to make the choices and changes in their life as they travel their path.

Join me, Dr. Sandy, The MagicSpirit, on an incredible journey as you experience energy that is extraordinary and wonderful. Give yourself a treat. I invite you to be present as you experience this beneficial process. Some members of the audience will be invited to experience a brief demonstration of a Reconnective Healing Session.

*Dr. Sandra Landsman, PhD, CHt noted author of the forthcoming book **Mysticism, Miracles and Magic: Metaphysics Made Easy**, international clinical consultant, speaker, and seminar/workshop leader. Her expertise in **Alternative Healing and Hypnosis** grew out of her innovative work with clients with severe emotional issues such as **the Schizophrenias and Affective Disorders**.*

#### **Contact information:**

**[DrSandraLandsman@gmail.com](mailto:DrSandraLandsman@gmail.com)**

**[www.TheMagicSpirit.com](http://www.TheMagicSpirit.com)**





*Sunday, 10:00 – 11:00*

## **THE NEUROLOGY OF HAPPINESS**

### **The mind – Body Connecton**

**DR. STUART SINOFF**



Much more is known about the Sympathetic Alarm System (Flight, Flight, Freeze) but why not go to *HAPPINESS*? This presentation will cover the Anatomy of Happiness. You will learn about the brain mechanisms of the Autonomic Nervous System from a “scientific” point of view. It appears that the available information about sadness, depression, and anxiety -- from a Neuroscience perspective, is so large that it is becoming incomprehensible. On the other hand, there is a limited database about *HAPPINESS*. There is a teleologic model of how the mind works that is informed by RRT and several other influences, medical and hypnotherapy combined. I have years of allopathic study combined with a deep interest in hypnosis and NLP to bring you a presentation that will enlighten you in a most interesting way about *HAPPINESS*.

*Stuart Sinoff, M.D. is Board Certified in Psychiatry and Neurology and also holds a Sleep Medicine Board Certification. He is currently the Director of the Morton Sleep Lab in Clearwater, FL. Stuart has worked in the field of Neurology, Neuro-ophthalmology, Dizziness & Balance Disorders for many years. In his medical practice he also does change work with patients. Stuart is a certified NLP practitioner and has multiple hypnosis certifications and numerous trainings. He brings a Neuro-anatomy/physiology perspective to Hypnotherapy that is largely informed by Jon Connelly's RRT, Michael Watson's-Stephen Gilligan's Generative Trance, and the Spirit of Milton Erickson.*







*Sunday, 11:15 – 12:15*

## **Best Practices of Dave Elman**

### **More Than An Induction**

***JoAnn Jones***

Dave Elman, (1900-1967) known for his rapid inductions, trained medical professionals around the world in the art of medical hypnosis. The Dave Elman course in Hypnosis covered much more than his "Rapid Induction" technique. You will be introduced to the best practices found in that course, covering semantics and practical applications. This presentation includes demonstrations of Dave Elman inductions. You will receive an in-depth look, not only at Dave Elman's inductions, but other aspects of his teachings. You will easily take this information and integrate it into your own hypnosis practice.

*JoAnn Jones is the Director of Gulfside Hypnosis, Gulfcoast Hypnosis Training Center located in West Pasco County. She is a certified trainer for the National Guild of Hypnotists and the historian for the Dave Elman Hypnosis Institute.*

*JoAnn is a member of The National Guild of Hypnotists, UP Hypnosis Institute, and the West Pasco Chamber of Commerce in her community.*

*Additional certifications/trainings include Medical Hypnosis, Forensic Hypnosis Trainer, Advanced trainer in Rapid and Instant Inductions, Regression Techniques, Emergency Hypnosis, Self Hypnosis Trainer, Reiki Master, and fitness training.*

*JoAnn enjoys her hypnosis practice in New Port Richey, FL.*

*JoAnn Jones can be reached at 727-457-1719*

*E-Mail: [MJRJ8125@aol.com](mailto:MJRJ8125@aol.com)*



*I had this article in my 'Saved' file. I believe it was originally published in The Huffington Post, in 2009. I trust you will enjoy it as I have. As of August 2013, he was still Chairman of the Board at St. Lukes.*

*Dan*

## **97 YEAR OLD DOCTOR ~ THIS IS WHAT HE HAS TO SAY .....**



At the age of 97 years and 4 months, Shigeaki Hinohara is one of the world's longest-serving physicians and educators. Hinohara's magic touch is legendary: Since 1941 he has been healing patients at St. Luke's International Hospital in Tokyo and teaching at St. Luke's College of Nursing. After World War II, he envisioned a world-class hospital and college springing from the ruins of Tokyo; thanks to his pioneering spirit and business savvy, the doctor turned these institutions into the nation's top medical facility and nursing school. Today he serves as chairman of the board of trustees at both organizations. Always willing to try new things, he has published around 150 books since his 75th birthday; including one "Living Long, Living Good" that has sold more than 1.2 million copies. As the founder of the New Elderly Movement, Hinohara encourages others to live a long and happy life, a quest in which no role model is better than the doctor himself.

**"Energy comes from feeling good, not from eating well or sleeping a lot.** We all remember how as children, when we were having fun, we often forgot to eat or sleep. I believe that we can keep that attitude as adults, too. It's best not to tire the body with too many rules such as lunchtime and bedtime.

All people who live long regardless of nationality, race or gender share one thing in common: None are overweight... For breakfast I drink coffee, a glass of milk and some orange juice with a tablespoon of olive oil in it. Olive oil is great for the arteries and keeps my skin healthy. Lunch is milk and a few cookies, or nothing when I am too busy to eat. I never get hungry because I focus on my work.. Dinner is veggies, a bit of fish and rice, and, twice a week, 100 grams of lean meat.. Always plan ahead. My schedule book is already full until 2014, with lectures and my usual hospital work. In 2016 I'll have some fun, though: I plan to attend the Tokyo Olympics!

There is no need to ever retire, but if one must, it should be a lot later than 65. The current retirement age was set at 65 half a century ago, when the average life-expectancy in Japan was 68 years and only 125 Japanese were over 100 years old. Today, Japanese women live to be around 86 and men 80, and we have 36,000 centenarians in our country. In 20 years we will have about 50,000 people over the age of 100...

Share what you know. I give 150 lectures a year, some for 100 elementary-school children, others for 4,500 business people. I usually speak for 60 to 90 minutes, standing, to stay strong.

When a doctor recommends you take a test or have some surgery, ask whether the doctor would suggest that his or her spouse or children go through such a procedure. Contrary to popular belief, doctors can't cure everyone. So why cause unnecessary pain with surgery I think music and animal therapy can help more than most doctors imagine.

To stay healthy, always take the stairs and carry your own stuff. I take two stairs at a time, to get my muscles moving.

My inspiration is Robert Browning's poem "Abt Vogler." My father used to read it to me. It encourages us to make big art, not small scribbles. It says to try to draw a circle so huge that there is no way we can finish it while we are alive. All we see is an arch; the rest is beyond our vision but it is there in the distance. Pain is mysterious, and having fun is the best way to forget it. If a child has a toothache, and you start playing a game together, he or she immediately forgets the pain. Hospitals must cater to the basic need of patients: We all want to have fun. At St. Luke's we have music and animal therapies, and art classes.

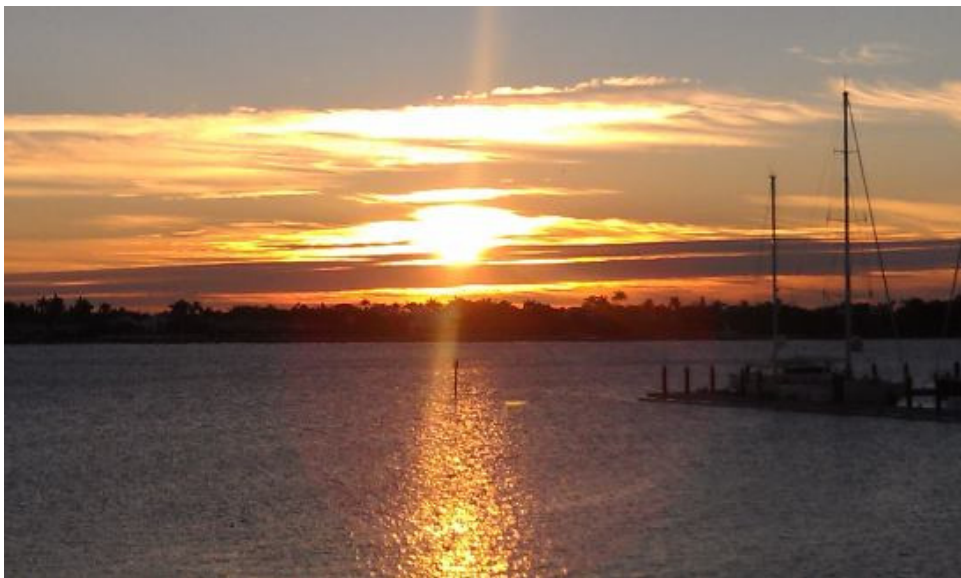
Don't be crazy about amassing material things. Remember: You don't know when your number is up, and you can't take it with you to the next place. Hospitals must be designed and prepared for major disasters, and they must accept every patient who appears at their doors. We designed St... Luke's so we can operate anywhere: in the basement, in the corridors, in the chapel. Most people thought I was crazy to prepare for a catastrophe, but on March 20, 1995, I was unfortunately proven right when members of the Aum Shinrikyu religious cult launched a terrorist attack in the Tokyo subway. We accepted 740 victims and in two hours figured out that it was sarin gas that had hit them. Sadly we lost one person, but we saved 739 lives.

Science alone can't cure or help people. Science lumps us all together, but illness is individual. Each person is unique, and diseases are connected to their hearts. To know the illness and help people, we need liberal and visual arts, not just medical ones..

Life is filled with incidents. On March 31, 1970, when I was 59 years old, I boarded the Yodogo, a flight from Tokyo to Fukuoka. It was a beautiful sunny morning, and as Mount Fuji came into sight, the plane was hijacked by the Japanese Communist League-Red Army Faction. I spent the next four days handcuffed to my seat in 40-degree heat. As a doctor, I looked at it all as an experiment and was amazed at how the body slowed down in a crisis.

**Find a role model and aim to achieve even more than they could ever do.** My father went to the United States in 1900 to study at Duke University in North Carolina. He was a pioneer and one of my heroes. Later I found a few more life guides, and when I am stuck, I ask myself how they would deal with the problem.

*It's wonderful to live long. Until one is 60 years old, it is easy to work for one's family and to achieve one's goals. But in our later years, we should strive to contribute to society. Since the age of 65, I have worked as a volunteer. I still put in 18 hours seven days a week and love every minute of it."*



## EDITOR'S NOTE

### *When you think about Hypnosis Education Association – What do you think?*

Do you think: “Where else can I get so much for so little?” Perhaps, like me, you think: “WoW! I get to hang out with some of the best and brightest hypnotists anywhere!” (*I love the Friday night hospitality gala!*)

I wonder about the way our members value what we have together here in this association. H.E.A. is the only association that I know of that is by and for the members. We are a 'Not for Profit' association and unfortunately, we have been living up to that title more than we might, as more members attending may allow greater flexibility in our choice of venue and services..

Consider that we offer presentations by leaders in our profession; many, if not most, of our presenters are also presenting programs for the major hypnosis organizations in the country. Our meetings offer opportunities to meet, greet and actually spend time with a wide variety of practitioners who utilize hypnosis, NLP, and other modalities. In addition, we provide a venue and support for practitioners who in sharing their perspectives and insight, may happen to be new to the front of the room. We have been meeting as H.E.A. for over fifteen years and when we remember that many of us met in The Florida Association for Professional Hypnotists, we can add another twenty-five years to our history. *This is AMAZING!*

So what is it that you value most? And as you think about that, consider what about H.E.A. you would like most to share with others. We are an ASSOCIATION; we promote hypnotic awareness and education to anyone interested in learning. Our members SHARE their knowledge and experience freely. The board of directors volunteer their time and energy to make our meetings excel.

Yet in large part, H.E.A. remains almost a secret in the hypnosis community. What would it be like when more members brought their friends and colleagues to our meetings? There are hundreds of hypnotists practicing in Florida who have never heard of H.E.A. How can we begin reaching out to connect with them and expand our community? Do you know of hypnotists or other practitioners in your area who would enjoy the same things that you do, if they only knew?

Thanks to Carol for programming such a dynamic July meeting and thanks to you for calling a friend or even a practitioner in your area that you have yet to meet and inviting them to attend and perhaps, in the future, join and share with us in the community of Hypnosis Education Association.

*In peace, Dan*

## **LOCAL CHAPTER MEETINGS**

**Miami - Santiago Aranegui - (305) 267-0117 or (305) 267- 8277**

**Palm Harbor - Patricia Scott - (727) 943-5003**

**Jupiter - Gloria Alexander – (561) 683-4220**

**Central Florida – Doug MacGraw – (352) 978-3635**

**Jacksonville - Susan Watson - (904) 553-2646 - or - Ben Edmonson □ (904) 387-4489**

**Stuart – Beth Campbell – (772) 419-8007**

### **Pay your 2014 dues!**

**Contact:**

**Greg Graham**

**17 Tahitian Drive, Ellenton, FL 34222**

**(813) 421-0833**

**You can also renew your membership online.**

## **HYPNOTES**

Published three times annually in conjunction with our conferences.

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### **Officers and Directors:**

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