

# OHA NORTHWEST

Official Publication of the  
**Oregon Hypnotherapy Association**

Connection, Education, Support, Exchange



Volume 19, Issue 1

March 2016

## PRESIDENT'S MESSAGE

Genvièr Martin-Bernard, President

Happy new year members and friends of the Oregon Hypnotherapy Association!

In response to suggestions we received from you over the last year, we have planned a series of interactive, educational workshops in which we will learn innovative, entertaining and useful techniques and processes.

In the fall of last year, Skip Albright and Emily Cahal shared with us their energy, methodologies and experience with pain management techniques, inspiring all of us with their enthusiasm, presence and excellence.

We invite you to join us as we kick off the year with a workshop led by Ken Iverson, in which he will direct his hypnosis and NLP background to the art of storytelling and personal story creation. Nancy Wheeler and Rosemarie Eisenberg will share their methods and experience with visual imagery. Dan Hedrick and I will demonstrate,

teach and help you replicate Inspector Marx Howell's award-winning non-verbal induction technique.

In the field of medical education, the expression "See One, Do One, Teach One" has long been referred to as a traditional format for acquiring skills based on a 3-step process: visualize, perform and replicate. In our field, the Oregon Hypnotherapy Association is a unique platform offering you a safe opportunity to practice, expand and sharpen your skills by sharing them with others.

Take advantage of this forum to enhance your teaching and speaking experience. Be published in the journal representing your profession in the Northwest. All of us on the Board of Directors will be happy to discuss with you specific techniques you might be interested in demonstrating during one of our events this year. We look forward to hearing from you!



## Featured Presenters

### THERAPEUTIC IMAGERY

Nancy Wheeler, Rosemarie Eisenberg



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### STORYTELLING

With Ken Iverson



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### SILENT INDUCTION

with Dan Hedrick



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# Featured Presenters (Continued from page 1)

## THERAPEUTIC IMAGERY

With Nancy Wheeler and Rosemarie Eisenberg

A major exciting time started in 2008, when there was an upsurge in far more sophisticated and expensive research, involving state-of-the-art blood assays and brain scans. Important studies were published showing that, yes, guided imagery could indeed produce changes in immune activity on the cellular level.

Nancy Wheeler and Rosemarie Eisenberg will give more detail at the upcoming meeting. They will also share concepts and tips from their own practices in medical hypnotherapy and guided imagery, including case studies with various medical issues. They intend to lead a discussion about where guided imagery is headed in the future. Participants will learn how to:

- Build clients' confidence in their imagery ability for healing
- Incorporate all the senses, as well as emotion into their sessions, for optimal effectiveness
- Teach clients to talk to their symptoms
- Transform their images of disease
- Call upon their "Inner Advisor" for healing

Look forward to scripts you can use for pain control, cancer, chemo and much more!

### **About Rosemarie Eisenberg**

*Certified by Gil Boyne's American Council of Hypnotist Examiners and with a BA in psychology, Rosemarie has a hypnosis practice in Eugene, Oregon. She received additional training in Guided Imagery from the Medical School of Wisconsin and the Academy for Guided Imagery (AGI). Currently certified by and a member of the National Guild of Hypnotists, and a lifelong learner, Rosemarie has taken classes from a long list of gifted practitioners. Her practice focuses on the basics: smoking cessation, weight control, stress management and wellness with an emphasis on imagery's capacity to heal body and spirit, deeply enhancing her clients' quality of life. After 30+ years in practice, Rosemarie's service to her community and the Oregon Hypnotherapy Association was honored in 2015 with the "Fellow" designation by the Oregon Hypnotherapy Association.*

## STORIES TO ENTERTAIN AND CREATE CHANGE

With Ken Iverson

Everyone tells stories! You may well remember the last time you heard a really good story as those kinds of stories stay with you for a long time. Storytelling is likely the oldest form of communication, yet very few people are 'natural' storytellers. Too many stories have no form. They have no beginning, no middle and certainly some never seem to end.

Professional storyteller Ken Iverson notes that hearing a really good story happens all too rarely. At the OHA meeting, Ken will tell stories and share simple, effective keys to telling a compelling story so your audience will eagerly wish to hear more.

This highly interactive segment of the meeting is designed to give you helpful techniques to learn, or create stories. Then you can enjoy the thrill of telling a story and having it be well received. Effectively sharing what your work is and what prospective clients may expect when working with you is a vital short story to develop.

A story will be received where a list of services may not mean as much to a prospective client. Taking this skill into your practice can be a life-changing step for you, and for your clients, who often arrive with very limiting stories they've accepted as true.

### **About Ken Iverson**

*Ken Iverson has been telling stories for over 30 years. He offers workshops on Beginning Storytelling and Crafting Personal Stories. A founding member and past-president of the Portland Storytellers' Guild, Ken loves how stories bring people together. He hopes that those who hear his stories will be encouraged to begin telling their own stories as we all have stories that need to be told.*

*He has studied Hypnosis and NLP with Cat Wilson and Rich Aanrich at Apositiva Institute and is certified in both. He was awarded the National Storytelling Network's 2014 ORACLE Award for Excellence in Leadership and Service to the Storytelling Community in the Pacific Region (CA, OR, WA, AK & HI). He has been awarded the 2nd Place Trophy at the Seattle Folklife Festival's renowned 'Liar's Contest' - 2x, and has also been twice a featured teller in their 'Ghost Stories' event. Ken will be presenting "Why the Irish Can't Stop Laughing" at the Sherwood Library on St. Patrick's Day, March 17th at 7:00PM. This is a free show, sponsored by the Friends of the Sherwood Public Library - Sherwood Library, 22560 SW Pine St, Sherwood, OR 97140-9019. Come out and hear some fine Irish tales. You'll be glad you did. For information contact Ken by phone at 503-631-2167 or by email at [keniverson13@gmail.com](mailto:keniverson13@gmail.com).*

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## IMAGERY AND MEDICINE - HOW FAR HAVE WE COME?

By Nancy B. Wheeler

*Imagery: "the thought process that evokes the senses: visual, auditory, smell, taste, the sense of movement, position, and touch. It is the communication between perception, emotion and bodily change. A major cause of both health and sickness, the image is the world's greatest healing resource."* (Imagery and Healing: Shamanism and Modern Medicine, Jeanne Achterberg, 1985.)

Imagery as a healing tool has been used throughout the ages and in all parts of the world. Evidence of shamanism, a folk method of healing with the imagination, is at least 20,000 years old and occurred in Asia, Australia, the Americas and Europe, documented by one of the modern leaders of guided imagery, Jeanne Achterberg. Achterberg describes shamanism as the "medicine of the imagination," crediting it as the oldest and most widely used system of healing.

Ancient Greek medicine of the third millennium BCE as practiced by Aesclepius, Aristotle, Hippocrates (the "father of modern medicine") and Galen utilized imagination and dream content for healing purposes. Hippocrates considered the imagination as an organ at the literal heart of healing. The dominant healing models at the time of these civilizations was that the senses apprehended reality, subtracted its matter, and took the remainder into the psyche (soul) where it formed images. Some of these images stimulated emotional reactions, which in turn moved the four "humors" that were thought to mediate balance and health in the body. This model is not much different from what we now know about the role emotions play on peptides (rather than humors) and the immune system (pioneering work by Candace Pert) forming the field of psychoneuroimmunology (PNI).

Tibetan medicine creates a focused concentration on specific colors, sounds, deities and images that are prescribed for specific conditions and are felt to have great healing power. In India, the ancient Hindu sages believed that images were one of the ways the gods sent messages to people. They developed a wide range of specific imagery techniques as an integral part of yogic practice. Traditional Chinese medicine (TCM) has extensively employed imagery and visualization as essential elements of mind/body healing practices, as did the mystery schools, in particular the Hermetic orders, Essenes, Platonic philosophers, Gnostics, Kabbalists, Rosicrucians, and Theosophists who extracted visualization practices established in ancient Egypt and Greece

The role of the imagination in disease and therapy became progressively overshadowed and refuted by medical orthodoxy, so that by the 19th Century it was all but lost. Mesmer, (1734-1815) a charismatic pioneer in the development of hypnotherapy, was investigated by the prestigious French Academy of Sciences in 1784, which declared the beneficial effects of his treatments to be real, but attributed

their source to be "the imagination of the patients themselves" and therefore a placebo effect. Ironically, the implication of this finding was neither recognized nor further explored at the time. Prevailing attitudes in the early 1900s were summed up by the behaviorist John Watson in 1913, who heralded a half century of neglect of image psychology by declaring that imagery was "bunk," relegating it to "psychology's dead past."

In Europe, however, there were pioneers of psychoanalysis developing new psychotherapeutic and medical applications based on imagery. Sigmund Freud recognized images as revealing the dynamics of the unconscious, describing dreams as the "royal road to the unconscious." Carl Jung evolved the psychoanalytic method he called "active imagination." He would invite his patients to relax and focus their attention on their symptoms and describe the images that came to mind. He reported that "at first, the client tends to watch the images with some fascination, as if at the theater, but sooner or later it dawns on them that they are being addressed by something intelligent." There were other leaders developing medical imagery at that time, including Roberto Assagioli, an Italian psychiatrist who developed *psychosynthesis* (1911), a holistic approach extensively utilizing imagery and meditation, Oscar Vogt (psychosomatic medicine), Johannes Schulz and Wolfgang Luthe, (autogenics) and Irving Oyle who derived the technique of dialoguing with an imaginary figure of wisdom and compassion or "Inner Advisor" from his readings of Jung and his personal experiences with Silva Mind Control.

Imagery again came to light in medicine in the 1970's with the startling reports by radiation oncologist O. Carl Simonton and his then wife, psychologist Stephanie Simonton, of unexpected longevity in cancer patients following the use of imagery and visualization to stimulate immune response. The Simontons taught their patients simple relaxation and imagery techniques they learned from Silva Mind Control, as well.

Although the Simontons' work stirred a great controversy in medicine, very little clinical research was done in this area until the late 1980s. The development of psychoneuroimmunology as a field of study encouraged researchers to cross disciplinary boundaries to study the effects of the mind on physiology and healing in earnest. While this research is still in its infancy, many studies have already validated the Simontons' early hypothesis that people can stimulate their immune response through imagery. Psychologists Jeanne Achterberg and Frank Lawlis, working with the Simontons, helped to formulate some of the earliest research in this area working with cancer chronic pain, diabetes and spinal injuries. The Simontons' devised a program today known as the Simonton method that utilizes guided imagery to help cancer patients. The patients picture their white blood cells attacking working cancer cells - sometimes in scenes that resembled the popular video





OHA Meeting  
Lake Oswego, Oregon  
September 2015









## IMAGERY AND MEDICINE

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game "Pac-Man." Simonton found that the more vivid the images his patients used (for example, ravenous sharks attacking feeble little fish), the better the process worked.

As Bellaruth Naparstek, another modern leader in guided imagery, said in 2011, "The data kept coming in; and after a couple of decades, guided imagery went from being a tape a few cranky, demanding, annoying patients insisted on bringing with them to chemo treatment, to becoming a respectable, recommended mind-body therapy - and a legitimate adjunct to treatment."

From 2000 to 2010, hospitals tripled their adoption rates of offerings like guided imagery (also massage therapy, meditation and Healing Touch or Reiki). The American Cancer Society now describes imagery as a useful adjunct to help people cope.

### About Nancy Wheeler

*Nancy B. Wheeler is a Certified Master Hypnotherapist, Hypno-Anaesthesia Therapist and Medical Hypnotherapist and has a Bachelor of Science degree in Human Development from U.C. Davis and a Master's degree in Public Health (MPH) from Yale University School of Medicine. She has taught for the Oregon Health Sciences University, presented at numerous workshops and has produced relaxation and guided imagery events for the public. She is a past President and Fellow of the Oregon Hypnotherapy Association. She has an active private practice in Lake Oswego for the past 20 years and a part-time practice at the Oregon coast. . [www.nancybwheeler.com](http://www.nancybwheeler.com)*

## STORYTELLING

(Continued from page 2)

*He delights in the power of words to form images that transport us to another place or time. He says, "stories have a remarkable ability to reach deep inside of us, healing our limiting beliefs and fears."*

*Ken tells original stories as well as traditional and contemporary folktales and myths from around the world for audiences of all ages.*



## SILENT INDUCTION

(Continued from page 1)

Dan Hedrick and Genvièr Martin-Bernard will demonstrate Inspector Marx Howell's award-winning non-verbal induction technique.

A 31-year veteran State Police official, Inspector Marx Howell served in the United States Marine Corps and is a graduate of the FBI National Academy. He holds a Bachelor of Science Degree in Criminal Justice and developed his non-verbal induction by combining the use of non-verbal communication with hypnosis techniques in a sequential order to enhance effectiveness.

Taking the road less traveled, we will depart from the all-too-common tendency in our field to become overly reliant on words at the expense of truly mastering the concepts behind them. We will simply learn by watching and doing demonstrations of trance inductions conducted without uttering a single word. Mastering the art of thinking and acting conceptually frees us from the boundaries of the written word, thereby allowing us to dramatically expand and enhance our knowledge and skills. Led by Dan's charismatic stage presence, we will be watching, learning and practicing a full progressive muscle relaxation induction, complete with depth testing, without uttering a single word.

### About Daniel Hedrick

*Daniel Hedrick began his full time Hypnotherapy practice in 2002. Although Daniel was trained in every aspect of hypnotherapy, he won recognition as "The Stop Smoking Guy."*

*Daniel's passion for his work helped create positive change for thousands of families. Everyone from CEOs of Fortune 500 companies to the guy on the shop floor, has come to Daniel to quit smoking. Daniel has helped entire companies become smoke free, creating healthier environments.*

*Daniel learned that far too many people wanting to fix a problem in their life spend most of their time focusing on the problem, instead of focusing on the solution - often overlooking the most powerful resource for change humans have - our ability to focus! We all have the ability to focus; the challenge is we shift our focus around all willy-nilly, not to mention we frequently focus on the wrong things! Our focus lacks focus!!!*

*Many of Daniel's clients and peers have commented that he belongs on stage, helping hundreds if not thousands of people at a time. This led Daniel to take his quick wit and sense of humor to the stage, where he combines Humor and Hypnosis Demonstrations to teach thousands of people how to create lasting change. Daniel quickly trains audiences how to activate the part of their mind responsible for focus, that once activated, will allow them to easily shift their focus on purpose... with purpose, for a purpose. That purpose... A better life!*

*Learn more about Daniel Hedrick's Hypnosis Entertainment at [HypnoManDan.com](http://HypnoManDan.com).*

## Meeting Preregistration Form

Fairfield Inn, 6100 SW Meadows Rd, Lake Oswego (Off I-5)  
Members \$45, Non-Members \$65, Students \$35

Name \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Tel: \_\_\_\_\_

Numbers I wish to register: \_\_\_\_\_ Members, and/or \_\_\_\_\_ Non-Members, and/or \_\_\_\_\_ Students  
(To qualify for student rate you must be currently enrolled in a course that upon graduation will result in qualification for membership in the Oregon Hypnotherapy Assn.)

I am enclosing my check for total amount due: \$ \_\_\_\_\_  
(Please make checks payable to Oregon Hypnotherapy Association)

**Meeting Date:**  
**March 12, 2016**

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**To preregister by mail,**  
**postmark by**  
**March 8, 2016**

*Add \$10 if paid after postmark by  
date or at the door\**

**Mail this registration and fees to:**  
Oregon Hypnotherapy Association  
PO Box 3511  
Salem, OR 97302

**Register ONLINE -->**  
**with a credit card**  
[www.ohanw.org](http://www.ohanw.org)



*\*Note: Your canceled check or online email confirmation of payment is your receipt. Please do not mail cash. We accept only cash or check at the door.*

### OREGON HYPNOTHERAPY ASSOCIATION

*Connection, Education, Support, Exchange*

PO Box 3511

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### Officers and Board of Directors

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### FEATURED PRESENTERS

Nancy Wheeler

Rosemarie Eisenberg

Ken Iverson

Dan Hedrick

Genvièr Martin-Bernard

## ERRATUM

In the Commemorative booklet given out at the September 2015 meeting, we incorrectly spelled Dr. Skolnik's name and made textual errors concerning the original mission and history of the Oregon Hypnotherapy Association.

It was incorrectly reported that the original purpose of the OHA was to act as a political action group and that the purpose changed over time. The OHA was organized to "Preserve professionalism in Hypnotherapy" and did not change until 2013 when the current By-laws were adopted. The Larry Law (rather than "Larry's Law") was removed by Sen. Kruse based on a letter from Gerda Skolnik in 2005.

The OHA publication referred to as "Hypnosis Oregon Newsletter" is actually "OHA Northwest, The Official Publication of the Oregon Hypnotherapy Association."

We regret and apologize for the errors.

Dr. Laurence L. Skolnik, PhD, founded the Oregon Hypnotherapy Association with the mission of "Preserving Professionalism in Hypnotherapy."



Photo courtesy of Gerda Skolnik

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[www.facebook.com/OHANW.ORG](https://www.facebook.com/OHANW.ORG)

## **Meeting Info**

**Saturday, March 12, 2016**

Fairfield Inn, 6100 SW Meadows Rd, Lake Oswego, OR

11:30 - 12:00 - Registration

12:00 - 1:00 - Catered Lunch

12:00 - 5:00 - General Meeting (5 CEUs)

**Preregister by mail using form on  
reverse side of this page**

— OR —

**Register ONLINE at  
[www.ohanw.org/meetings](http://www.ohanw.org/meetings)**

***\*\*Preregistration ends 4 days before event\*\****  
*(Registration afterwards and at door add \$10)*