



# OHA Northwest

Official Publication of the  
Oregon Hypnotherapy Association  
Connection, Education, Support, Exchange  
Volume 22, Issue 2 - June 2019



## Featured Presenters

### HYPNO-GUERILLA MARKETING

Scott Duvall



Scott Duvall is a certified consulting Hypnotist, Neuro-linguistic programming (NLP) practitioner, Reiki Master and teacher, and a Certified Mindfulness Meditation Instructor. He is a member of the National Guild of Hypnotists Inc. as well as past President, current Vice President, and Fellow of the Oregon Hypnotherapy Association, and co-founder of the Institute for Conscious Expansion.

Scott integrates the transformational properties of hypnosis, NLP, and energy psychology with the science of concentrated thought, to help his clients in changing their limiting beliefs, thoughts, and habits; empowering them to achieve their optimum potential mentally, physically, emotionally and spiritually.

Scott enjoys art, photography, music, and philosophy. He holds a level four Black Belt from The Professional Martial Arts Center in the Wu Ying Tao System.

Scott is an international speaker presenting on subjects ranging from optimum performance, creativity, hypnosis, meditation, spirituality, and self-empowerment.

For more information on what Hypnosis, NLP and Meditation can do for you feel free to call Scott at 503 238-4428 or visit his web site at

[www.pdxhypnosis.com](http://www.pdxhypnosis.com)



*Don't you just LOVE how you feel when you read my words?*

### HYPNOBIRTHING®

Kadie Barber



Kadie Barber is a HypnoBirthing® Childbirth Educator, HypnoBirthing® Certified Master Trainer, Certified Consulting Hypnotist, and Certified Birth Doula (DONA). Her work centers on helping mothers feel safe and supported as they navigate the childbearing season. She encourages families through education and advocacy to make informed choices, and empowers mothers to have a positive birthing experience. She believes each baby has a unique birth story, and through birth, we become the parents our babies need us to be.

Kadie is passionate about teaching. In addition to helping expectant parents prepare for a fulfilling and gentle birth experience, she also certifies aspiring HypnoBirthing® Practitioners and helps birth professionals and hypnotherapists who wish to diversify their skill set.

Born and raised in Hawaii, Kadie now calls Oregon 'home,' along with her husband and two HypnoBirthed daughters.

# PRESIDENT'S MESSAGE

*By Joni Brewer, President*

The sun is shining, the days are warm and it's time to get outside. This is a time for walking, hiking, biking, gardening, trips, festivals, and backyard BBQ's. The long, lazy days of summer are here. Meeting with old friends, renewing long ago relationships, and making new friends. One of the places that we meet with friends, some we know, some we haven't been introduced to yet, is our OHA summer conference. It was wonderful to see so many new people join us for our spring conference and I'm excited to see more in June.

Back in March, Mike and Michael from 5ive Marketing showed us the 5 P's of marketing – People (in the middle), Product, Price, Promotion, and Place. What we learned will enable us to evaluate any marketing we do and help us steer our businesses in the correct direction. I've been using what I learned to help grow my business – what paths to pursue, changes to make, a consistency in message. It's nice to have that birds eye view so then I know where to focus.

I'm looking forward to what Scott Duvall will be teaching us about Hypno-guerilla marketing. Just the name conjures up an interesting image doesn't it? When I think about guerilla warfare tactics, I think of people sneaking in and out. Getting into places where large armies can't go. Being light on their feet, ready to change direction, thinking outside the box and always keeping their goal in mind. More of a mindset than specific tactics to use without thought because "That's the way we've always done it." I don't know exactly what Scott will be teaching but I do know that everyone who hears his talk will come away with many useful ideas they can use to increase their business.

In March we were fortunate to witness and then participate in the generative change process of NLP with Larry Dillenbeck. It was truly an eye-opening experience and I'm so glad to have this tool for my clients and for my own self-work. The final chart that he presented with the multiple layers was rather mind-blowing and will take some time and training to fully explore and integrate. Although I may never use this to its fullest potential, there are certainly aspects of it I use now in my practice and that my clients benefit from.

Hypno-birthing is something I became interested in when my daughter was pregnant. Visions of us working together, her labor and delivery being a wonderful experience, the bonding of the 3 of us danced in my head. Alas, it was not to be. Still, they say, "Choose a niche to grow rich" and I thought about hypno-birthing. After more consideration I realized that particular niche wasn't for me.

You might think that Kadie Barber's talk on hypno-birthing



won't be of much interest to me but there you would be wrong. I've been to enough of these conferences now that I know I'll come away with some gems. It may be a new way to re-frame pain. Perhaps a new language pattern that I haven't heard before. Maybe she'll make a comment about marketing, pricing, scheduling, or group sessions that will spark an idea for my business. I don't know what it will be, but I'll be listening for it. As with Larry's talk, I'm sure there will be aspects of Kadie's presentation that my clients will benefit from.

As always, we want to hear your thoughts and ideas to make this organization more useful to you. What would you like to see more of? What would you like to have less of? Where do we need to make a slight change? If we have time, the board will be answering any questions that you might have, and we'll open up the floor for general sharing of ideas. We have an amazing group of people here and I love how we're all willing and eager to help and share our ideas with each other.

I know it seems a long way away, but your board is already starting to plan next year's agenda. Planning far in advance is the best way to get the speakers we want presenting on topics that are of interest to you. This is another place we value your input - it's your organization after all. Are you doing something that you think may be unique, different, or rarely used by others? Have you heard of an interesting technique or process you'd like to learn more about? Please let us know so we can get our 2020 schedule in place.

Whether it's hiking, biking, traveling, or lounging I hope you have a wonderful summer. I look forward to seeing you at our June 22 conference!

- Joni



# PERSUASION AND COMPLIANCE

By Scott Duvall, CHt, NLP

Have you ever wondered how advertisers in as little as 30 seconds can influence you to purchase their products or services? Or, even better yet, how you can utilize their methods to connect with new clients and amplify your protocol in a way that allows you to quickly help clients create the changes in their life that they desire?

In the late 1970s I had the honor of apprenticing with a very successful portrait studio that over the years led to becoming the primary portrait photographer for one of the West Coast's most successful photographic studios. The owner of these studios was a master at marketing and influence.

I was amazed by the thousands of individuals and families he persuaded to experience our services and artistic creations. Take a moment and imagine having a new client come through your door every 20 minutes, seven days a week, and averaging thousands of dollars in sales per client.

Well, looking back now, I understand why my mentor was so successful. It was because he integrated the principles of compliance and persuasion that actually activate the human mind to comply.

Authorities like Robert Cialdini, PhD, author of "The Psychology of Persuasion and Influence" and the book "Pre-suasion," as well as Elden Taylor, author of "Self-hypnosis and Subliminal Technology," agree that by ethically using the science and principles of pre-suasion, persuasion and influence, we create experiences and connect to associations that triggers what psychologists call the Brain's Organic Compliance Response System.

These neurological conditioned responses have been honed by tens of thousands of years of human interactions, motivated by our need to be consistent and comply with others to survive. Think of these principles as an unconscious neurological yes set or placebo neuro-activating truisms.

As hypnotists and Neuro-linguistic programming practitioners, we can use the principles of compliance and persuasion to activate our clients' or prospective clients' brains organic compliance response program to be more malleable in accepting the changes that are needed for them to achieve their positive intended

outcomes.

Understanding these principles of compliance and persuasion also gives us the opportunity to market our services and products more easily and effectively, allowing us to not only have a more successful practice, but also enjoy the fruits of our labor and to have a more prosperous and abundant life.

Imagine, within 30 seconds having the ability to ethically influence a prospective client in a way that automatically stimulates them to comply, purchase or to accept an idea. It's been proven that it's happening to all of us thousands of times a day unknowingly. As we watch TV, movies or listen to public speakers we are subconsciously being influenced.

Recognizing the principles of persuasion and influence we can free ourselves from being manipulated unknowingly, and through intention utilize them to activate the brain to more easily, naturally and organically achieve our desires in life.

Join Scott Duvall, consulting Hypnotist, Neuro-linguistic programming practitioner and mindfulness-based meditation instructor at our June 2019 Oregon Hypnotherapy Association's conference and discover what the principles of persuasion and influence can do for you and your practice.

For more information on what hypnosis can do for you feel free to contact Scott Duvall at 503 238-4428 or visit [www.pdxhypnosis.com](http://www.pdxhypnosis.com)



# ABOUT HYPNOBIRTHING®

By Kadie Barber, CHt

No matter how you structure your practice, knowing the fundamentals of HypnoBirthing® will help you connect with any client preparing for the birth of their baby.

The HypnoBirthing® class is a comprehensive and complete childbirth education course, designed to remind mothers of the simplicity of birth itself. The classes teach techniques for relaxation and visualization, and how to assist, rather than resist the natural birthing instincts. It is about empowered parents, welcoming their babies into the world in a 'Celebration of Life.'

My presentation will cover:

- How women's bodies are designed for birth
- How to assist, rather than resist the natural birthing instincts
- Prenatal bonding techniques
- Rapid and instant self-relaxation techniques and deepening techniques
- Breathing techniques for labor and birthing
- Hypnotic relaxation and visualization
- The Birth Companion's role in birthing
- Avoiding artificial induction and achieving a natural start to labor
- Releasing negative emotions, fears and limiting thoughts.
- Preparing for labor – birthing with your baby
- Positions for descent and birthing
- Introduction to breastfeeding
- Family bonding with your baby

Hypnosis can help laboring mothers visualize their birth in a positive way as their body remains comfortably relaxed.

The roots of HypnoBirthing® come from neuroscience and how the brain can physically, chemically, and emotionally affect the body. This science leads into the philosophy that HypnoBirthing® is Instinctive Birth: the proven premise that women have the innate ability to call upon a neurological, physiological, emotional, and spiritual response to birth stimuli without the necessity of external device, manipulation, thought, or deliberation.

There are many options for 'hypno' birth classes. Many of them include similar techniques and information to prepare for birth. With more than 25 years of experience, HypnoBirthing® (the Mongan Method) is a tried and proven method with thousands of couples experiencing the benefits of safer, calmer, more comfortable birthing.

Look for the Gold HypnoBirthing Emblem: it is a sign of both credibility and professionalism for practitioners internationally. Trained HypnoBirthing® educators are successfully teaching women and their birthing companions to trust birth and release all fear and limiting thoughts. HypnoBirthing® practitioners can be found in 45 countries throughout the world.

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## FEATURED BUSINESS

### BELA LIFE COACHING AND HYPNOTHERAPY

*By Tish Paquette, OHA Board of Directors*

Bela Friedman is a certified life coach, certified clinical hypnotherapist/CHt, and NLP practitioner, and is also an active member of The Oregon Hypnotherapy Association. Bela is a soft-spoken, warm hearted individual who is very perceptive and intuitive, and has the ability to assess quickly and put her clients at ease. Her client sessions are in person at the Sage Center for Wholeness and Health in Beaverton, or by phone or Internet.

As with so many of us, Bela did not start in her current practice for many years. In fact, it wasn't even on her radar for decades. She spent more than 30 years in a public relations career working in Los Angeles and Beaverton, and prior to that as a newspaper reporter for the Santa Monica Outlook and the Beverly Hills Independent covering Beverly Hills City Hall. She discovered public relations while working as a newspaper reporter. She first worked for two PR agencies as an account executive and media director for a few years and then had the opportunity to start her own business as a public relations media specialist specializing in healthcare clients. But she had a difficult marriage and soon found herself as a single mother of two small children. She diligently and strategically provided a home for her family, but long hours and heavy concerns were her constant companions.

After months of prodding from a neighbor, she attended a business networking group where she not only acquired several new clients, but also met her husband to be. Though gifted in different areas, their combined skills and interests made them the perfect team. They eventually married and moved to Oregon in 1988, and soon expanded their household to three children.

She continued her public relations business and enjoyed working with clients in Oregon, Washington and California as well as mentoring young women new to the PR field. But after three decades, she yearned for a more meaningful and heartfelt career where she could help people on a deeper and spiritual level.

Being a seeker herself and after years of introspection and soul searching, she got up the nerve to leave public relations and began to hone her skills to help understand and equip the people she met. On her soul-searching sojourn she expanded her interests to meditation, energy work,



Korean yoga and Tai Chi, and life coaching and hypnotherapy.

Along with her life coaching and hypnotherapy training at Apositiva Institute, she met mentors along the way that assisted in her profession. Six months after starting her coaching and hypnotherapy business, a bad fall in her home seriously challenged her business growth when her injuries included three hairline fractures of her pelvis. She was bed ridden for weeks and on heavy medications but still wanting to serve, she immersed herself with planning future workshops, thanks to suggestions from her teacher, coach and mentor, Cat Wilson. And when Bela could walk with crutches, she saw clients at her residence.

When asked what she specializes in, her answer was that she focuses on "coaching to the gap," the place that is hidden behind the issues and really focuses on empowering her clients addressing their confidence, procrastination, achieving success and stress management. In addition to coaching and hypnotherapy, she uses NLP, EFT, journaling, guided visualization, gratitude, meditation and breathing techniques to compliment her coaching and hypnosis. She also offers workshops dealing with feeling stuck, fulfillment manifestation, turning stumbling blocks into stepping stones, and vision boards for a variety of topics. Bela loves doing work that inspires women and gives them a platform to share their inspiration as well. She has started a Be Inspired! Women's Circle that meets the third Saturday of each month.

*(Continued on page 8)*

## Event 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)*

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

### **\* Notes:**

- Your canceled check or online email confirmation of payment is your receipt.
- Please do not mail cash.
- Post at least 4 business days prior to event.
- Add \$10 if payment not received by event date or if paid at the door.
- We accept only cash or check at the door.

**Register ONLINE  
with a credit card**

**[ohanw.org](http://www.ohanw.org)**

## **OREGON HYPNOTHERAPY ASSOCIATION**

*Connection, Education, Support, Exchange*

### **Officers and Board of Directors**

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## **FEATURED PRESENTERS**

**Scott Duvall**

*Hypno-guerrilla Marketing*

**Kadie Barber**

*HypnoBirthing*

### **Contact Us**

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## FEATURED BUSINESS

(Continued from page 6)

When asked what keeps her inspired, she reflected on her childhood. An only child, she was born in a displaced person's camp in Landsberg Am Lech, Germany. Her parents were Holocaust survivors. Eventually they made it to America via New Orleans and lived in Kansas City, Missouri, and then Los Angeles. She watched her father go to work at the American Can Company factory and her mother worked at Berkson's Department Store. These examples taught her about hard work, compassion for others and not taking any one or anything for granted and to be grateful for each day. These experiences have allowed Bela to express her compassion and understand the loss and depression that others may carry. For this reason, she inspires others by telling them, "Look to your intuition and come from your heart."

Because of this empowerment focus, Bela, Cat Wison and Rebecca Hufford are co-authoring an inspirational book, "Lessons from a Fall and other Tales of Experience, Learning and Contribution." The book includes their own true stories of courage and contribution. It will be published this fall.

We are thankful that Bela Friedman is a member of our association and encourage fellow members and friends to support her and her work to further expand the field of hypnosis and other helpful modalities. She can be reached by phone at 503-939-2269 or by email [belafriedman@gmail.com](mailto:belafriedman@gmail.com). Her website is [www.belacoaching.com](http://www.belacoaching.com).

*I hope you found this article useful. I suggest creating your own directory of like-minded colleagues with their specialties. Then meet for coffee, talk, learn, share, and practice.*

*With utmost respect and gratitude on this journey of discovery, your fellow traveler,*

*Tish*

[emergencereadingsandreiki.com](http://emergencereadingsandreiki.com)



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the Oregon Hypnotherapy Association at

**OHANW.ORG**

Find us on Facebook at  
Official Page: [facebook.com/ohanw.org](https://facebook.com/ohanw.org)  
Fan Group: [facebook.com/groups/ohanw](https://facebook.com/groups/ohanw)

## **Event Info**

**Saturday, June 22, 2019**

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)

Members \$45

Non-Members \$65

Students \$35

(Add \$10 if paid at event)

(We accept only cash or checks at event)

## **2019 Event Dates**

Put these event dates on your calendar:

Spring: **March 23**  
Summer: **June 22**  
Fall: **September 28**

*Earn 5 CE credits for each event you attend!*

**See you then!**