



President's Message

Scott Duvall, President

Hello fellow members and friends of the Oregon Hypnotherapy Association.

Are you feeling the excitement for our upcoming OHA meeting yet? I know I am because I've had the privilege of talking with our presenters for the September 20th meeting in which our topic is building a successful business.

As you read about our presenters in this newsletter, your level of excitement and interest will grow because all of our presenters are handpicked experts in their field.

Let's Realize a Goal

I wonder if you have ever noticed that as you set your intention on your desired outcome, the universe just mysteriously brings

you information that allows you more insight for its realization.

For me it was a book called "No Excuses!" by Brian Tracy.

I learned about the power of self-discipline from this book, the result of a recommendation given me by a brilliant young woman whom I mentor.

In this book is a seven-step method to achieving your goals. Step two of the seven steps is writing your goals down on paper - the author states that when a goal is not in writing it's like cigarette smoke: it drifts away and disappears; vague and insubstantial, it has no force, effect or power. However a written goal becomes something that you can see, touch,

read and modify as necessary.

Please Accept My Invitation

So, I'd like you to allow yourself to accept my personal invitation to write down a couple of goals for yourself and perhaps a couple that may benefit our Association. Bring them with you to our meeting at the beautiful Fairfield Inn in Lake Oswego and see what magical insights you'll receive to make your next year in business more profitable, successful and enjoyable than ever!

I'm so excited to see all of you again. Remember to invite a fellow hypnotist to attend with you because everyone knows how good it feels to share.

Points:

- Get excited! Set a goal - achieve it easily.
- Learn from the best in the business of building a business.
- Remember how awesome the June meeting was.
- Get a laugh from some humorous client session stories.

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September Meeting Preview

From Janitor to CEO

Presentation by Jean Jackson



Jean Jackson

When you decided to become a hypnotherapist and open your own business you, like magic, became every aspect of that business. Understanding that each role plays an intricate part in your success. Your business will only grow if you continue to grow and evolve in that business.

"A plan without action is just a dream wasted."
Cielito Bello

As a business owner of 3 successful businesses prior to opening Becoming You Hypnosis & Wellness Center, I am very familiar with the processes that translate into success and growth. I'll be covering a few of those processes with you that when implemented can boost your practice and confidence.

Create a Wild Demand for Your Services

How to Get the Attention of the Exact People You Are Meant to Work With

Presentation by Kara Singer, Founder of Awakening Business, AwakeningBusiness.com, mentoring and community for visionary entrepreneurs.

Kaya, in her ageless wisdom, stands as a champion for health and wellness practitioners, coaches, creatives, and educators who want to fully step into their passionate mission and grow their business from that place.

She is the author of "Clear Your Focus Grow Your Business", as well as 20 other ebooks and programs. Kaya's been an international mentor, speaker author and facilitator for 30 years. Her new book, "Wild Wisdom from a Wise Woman Entrepreneur." will be published in early 2015. Her community, Awak-



Kaya Singer

ening Business Virtual TeaHouse is a haven for women soloreneurs who know there is a woman's way of doing business. AwakeningTeaHouse.com.

Nicholas De Salvo, Founder/Creative Director, [Edge One Media](http://EdgeOneMedia.com), Portland.

Nicholas is a creative leader with over fourteen years of building online and in-store experiences for successful brands. He is an expert in concept and strategy development for interactive advertising

campaigns. Nicholas brings a proven ability to motivate and inspire creative teams to deliver superb creative work under tight deadlines.

As Founder of Edge One Media, Nicholas has:

- Led interactive concept and strategy on agency pitch efforts, including major client wins such as OHSU, Wendy's, Hitachi Maxco, Tigard Area Chamber of Commerce, Lake Oswego Chamber of Commerce, World Trade Center Portland, Bella Organic Farms, The Struble Foundation.
- Provided creative vision and art direction for the development of online experiences.
- Managed execution of all projects from concept to completion.
- Developed user interface specifications, site architecture diagrams and conducted user experience audits.
- * Supervised project teams.

Specialties

Website Design, Website Development, E-Commerce, Internet Marketing, Internet Technology, Usability, Online Media.



Nicolas De Salvo

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Taking Appropriate Action Gets Results

Editorial by Joseph Bennette

If you continue to act (behave) as you have acted in the past – based on what you believed to be true in the past – you will tend to continue to get what you have always gotten in the past. You'll continue to take the appropriate action to achieve whatever it is that you have gotten in the past – you do those actions so well by now that you are unconscious of them – you're a master at doing whatever it is that you do to achieve what you are currently experiencing. How about that, boys and girls?!

There are really only two ways to change what you get from life:

Change your beliefs about whatever it is you want.

Change your actions based on your beliefs about whatever it is you want.

Both choices are probably easier to do than you might think. The reason you don't have what you think you want is because you don't realize that you already have exactly what it is you want. It's called feedback – if you want to know the meaning of your communication with the universe, check your feedback. If you want to know what it is that you really want in life, check your life feedback.

Changing your beliefs is a matter of disassociating cause from effect. If you are poor because you don't make enough money, you have a cause-effect relationship built between being poor and not having enough money. You may have fortified this belief with substantial amounts of evidence – but all that evidence is based on the same premise – the SAME BELIEF – the

same cause-effect relationship.

Break your cause-effect relationship and you break the belief. Break the belief and you set up the possibility of a NEW BELIEF – one based on a new cause-effect relationship. It's so easy – and you already know how to do it – it's your human nature to create cause-effect relationships at will.

To change your actions, simply change your cause-effect relationships (beliefs) and the action will flow like water from a spring – with NO EFFORT on your part.

Okay – the secret to making new cause-effect relationships... perception!

What? Joseph's off his noodle now!

How about an exercise to put this into perspective?

Here's a simple one you can practice that I guarantee will break up old cause-effect relationships and open doors to making new ones.

Remember – this is easy! You do it all the time so you've grown accustomed to it and maybe take it for granted. So, when we do it with AWARENESS, things get interesting.

1. Mantra #1 – “I could be wrong about this.” Say it as many times as you can every day. So long as you believe you are right, you will continue to justify your past behavior and strengthen those old cause-effect relationships into the future. Further, you'll do your best to defend your rightness (“righteousness”) – to the death.
2. Realization – “Everything I per-

ceive is feedback for ME.” – couple this step with the previous one. Your perception could be wrong! Accept it. Remember – YOU are not wrong – it is your perception we are challenging.

3. Mantra #2 – “I now have exactly what I most want.” This fortifies your responsibility for creating your life – and helps strengthen the fact that you are experiencing feedback. Couple this step with the first step – you could be wrong about this as well. You have only what you perceive that you have. And your perception could be so wrong!
4. Mantra #3 – “When I change my perception – EVERYTHING changes to support my new perception.”

Based on the above 4 steps, we ask the following questions:

- 1) In what ways could I be wrong about this?
- 2) In what ways could what I'm experiencing be feedback for me?
- 3) In what ways could I be getting exactly what I really want?
- 4) In what ways could I perceive this differently?

Reprinted from The Powerstates Blog: powerstates.com

<http://powerstates.com/taking-appropriate-action-gets-results>





September Meeting Preview (cont.)

(Continued from page 2)

Megan De Salvo, Director of Sales & Marketing, Edge One Media.

Megan is a gifted sales and marketing professional with over ten years of experience running successful sales and marketing campaigns for businesses. She is an expert in social media and brand management on the web. Megan provides strong project management skills and the ability to see and promote the value businesses provide their target market.

As Director of Sales & Marketing at Edge One Media, Megan has:

- Guided new business development efforts and set company sales strategy.
- Developed engaging social media strategies for businesses.
- Built valuable communities around online experiences.

- Created content update and administration policies for online marketing campaigns.

Specialties

Online and Offline Marketing, Social Media, Search Engine Optimization, Non-Profit Fundraising, Sales Strategy, Community Building.



Megan De Salvo

Session Stories to Remember

Unforgettable moments in the practice of hypnosis...

From Genviève Martin-Bernard

Way Out of the Box

"Genviève, understand me, I'm a red neck dude. When I get stressed, I jump out of a perfectly well-functioning airplane for God's sake. That's how I handle stress relief. Hypnosis ... this is way out of the box for me... The only reason I'm here is because I'm stuck. Nothing else worked and I don't know why. I told my wife: I spoke with this French lady. She is going to be doing hypnotherapy with me. My wife responded: Well ... Good luck with that!"

Doctor's Orders

"My doctor requested I made an appointment with you because I've been suffering from anxiety for years. This is why I'm here, but I'm very worried. My husband and I have loved each other for 25 years. We are best friends and partners. We couldn't imagine life without each other. I haven't been able to sleep since my doctor requested I see you. If you work with my mind, I will no longer have the same mind. That means my husband might no longer love me. Do you think it is possible for my husband to still love me, even if I have ses-

sions with you?"

"Let me ask you this: do you think your husband would still love you if you became happier with your life, more relaxed? If you recovered better clarity of mind? If you felt content and at peace more often?"

"Well, of course he would!"

"Well then, there is your answer."



Meeting Advance Registration Form

Fairfield Inn, 6100 SW Meadows Rd, Lake Oswego (Off I-5)

Members \$45, Non-Members \$65, Students \$35

(Add \$10 [cash or check only] if paid at the door)

Name _____ Address _____

City _____ State _____ Zip _____ Tel: _____

Numbers I wish to register: _____ Members, and/or _____ Non-Members, and/or _____ Students

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

Meeting Date:
Sept 20, 2014



- OR -

Register ONLINE at



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

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Officers and Board of Directors

President - Scott E. Duvall
Vice President - Genvièn Martin-Bernard
Secretary - Genvièn Martin-Bernard
Treasurer - Joni Brewer
Director - Howard Hamilton
Director - Joseph Bennette

- Meeting Theme - The Business of Hypnosis

Featured Presenters

Jean Jackson

Kaya Singer

Megan De Salvo

Nicolas De Salvo



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Learn more about
the Oregon Hypnotherapy
Association at
www.ohanw.org

Meeting Info

Saturday, September 20, 2014

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 the door (cash or check)

**See registration form on
reverse side of this page**

— OR —

**Register ONLINE at
www.ohanw.org**