

OHA NORTHWEST

Official Publication of the
Oregon Hypnotherapy Association

Connection, Education, Support, Exchange



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PRESIDENT'S MESSAGE

Genvièr Martin-Bernard, President

Greetings members and friends of the Oregon Hypnotherapy Association!

As we embark on a new fall of collaboration, cooperation and exchanges, our organization is receiving increasing interest from members of other professions. Licensed clinical psychotherapists, counselors, social workers and other health oriented professionals are joining our events and activities to expand and deepen their approaches, techniques and modalities.

More than ever, we are entering an era of collaboration and exchanges, within our profession and beyond. In recent years, the American medical field has developed a coordinated care approach aiming at offering patients access to various wellness options and modalities. Our board of directors is now interacting and communicating

with the boards of other professions to best serve and respond to the needs of those seeking our expertise. We are at the dawn of a new climate of cooperation that far surpasses the trends of the past, and is bound to have a profoundly positive impact on all professions involved, as well as those we serve.

As Henry Ford stated: "Coming together is a beginning; keeping together is progress; working together is success."

In my journeys living and working in many countries around the globe, I have never quite experienced the depth of solidarity, support and collaboration that so inspired me in the spirit of the people of the United States of America. In any of our endeavors, we stand stronger when we stand



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Featured Presenters

Making Professional YouTube Videos

Brighton West



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The Power of Body Language

Danielle Baker



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Social Media Marketing

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MAKING PROFESSIONAL YOUTUBE VIDEOS

Brighton will talk about different types of video that hypnotherapists can use to scale their practice - from generating new leads, to establishing authority, to working with clients remotely. Video is a great medium to connect with potential clients and let's them get to know, like and trust you before their first office visit. Brighton will also cover how you can use tools you have in your pocket (or can download for free) to make and share high quality video to grow your business.



Brighton West is a videographer that specializes in helping professional coaches, therapists and consultants use online video in their practice. Brighton grew up with a 20 pound VHS camcorder and hasn't stopped making videos since. He's worked in narrative and documentary short film and web series. Brighton loves helping professionals spread positive messages using online video - and helping them design those messages to grow their professional practice. Brighton is based in Portland, but works with clients worldwide helping them DIY their video presence. Learn more at authenticwestfilms.com.

THE POWER OF BODY LANGUAGE

Did you know you have a secret superpower?

You have the power to be the most confident, intuitive and memorable person in the room. Without even saying a word.

Grab your cape and join Danielle Baker in her dynamic workshop on The Power of Body Language. In this workshop, Danielle will give you actionable tips and strategies on:

- How to optimize your first impression
- Build trust with patients and clients
- Engage, listen and interact in an authentic & meaningful way
- Decode hidden emotions through micro-expressions & non-verbal communication

In a world so focused on the words we say: in interviews, on our resumes and in conversations, most people are missing out on how we say those words, the nonverbal behind the verbal. You have the ability to harness the power of nonverbal communication, to revolutionize the way you present yourself, to change the way you engage with patients and clients and to utilize a unique skillset to become the best version of yourself.

Are you ready to level-up your success?

Website: DanielleMBaker.com

Danielle M. Baker is a Certified Body Language Trainer and Coach through the Science of People, a human behavior lab in Portland, OR. Danielle has presented to and trained professionals, entrepreneur groups, rotary clubs, women, students and more.

Most people don't realize how important body language and nonverbal communication is in our daily lives, so she has the amazing opportunity to help people harness their inner super-power.

As a native Floridian and graduate of the University of Florida, Danielle now resides in Portland, OR.



REPORT ON GOVERNMENTAL ACTIVITIES

Steven Ruiz Bettencourt, MS, QMHP, CHT

As the OHA board secretary, I have been given the task of staying updated on the proposed legislative action which was forwarded to Oregon Legislature by the work committee called the LEW (Licensure Exemption Work Group). This committee is comprised of two members each from the Oregon board of Counselors and Therapists, the Oregon Board of Social Workers and the Oregon Board of Psychological Examiners. A unanimous decision was reached by the LEW Committee to delete the education exemption which allows unlicensed practitioners (us) to practice alternative modes of “therapy” in Oregon. This exemption has existed since 2009.

On April 27, 2016, as announced by Genvièr at our last OHA conference, the OHA board attended an open forum of a LEW meeting to state our objections to the proposed deletion of this important licensure exception. We learned that the final draft had already been sent to the legislature for consideration, and will be put on a list of 150 concepts for consideration to either support or not support by our legislature. The LEW draft is now in the Governor’s office for review.

I spoke with Dr. Charles Hill, president of the OBPE, on Thursday, August 18, 2016 and he was gracious enough to do his best to clarify this procedure and their intentions. Dr Hill is concerned that there is no official regulation of alternative Practitioners which includes Hypnotherapists, Art therapists, Dance therapists, etc. He also shared that the three boards all agree that without regulation, Alternative Practitioners were practicing psychology without a license which, in their opinion, may put the public at risk.

Dr. Hill said that the September legislative session has about 150 bills and concepts to consider so they may not even get to the “Exception” issue. However, if they do, it would affect our ability to practice unless a separate Board of Alternative Practitioners was approved by the Governor’s office or at the very least, some kind of specific Oregon registry would be required to keep track and potentially regulate us.

It appears that a subcommittee may be formed to approach this complicated issue which would be comprised of the LEW members and one member from each Alternative field of practice. The OHA board has unanimously recommended our OHA president, Genvièr Martin-Bernard, as our official representative to this proposed subcommittee.

This is a simplified version of this issue, but essentially it is at the forefront of our attention. Genvièr is an excellent resource to consult with regarding questions about not go-



ing beyond our scope of practice, what specific language to use or avoid in our advertisements etc. We, the OHA board, will continue to stay involved in this process and keep our members informed.

Steven Ruiz Bettencourt, MS, QMHP, CHT, serves as Secretary to the OHA Board of Directors and is the owner of Peaceful Warrior Wellness Services,

LLC, in Hillsboro, Oregon. Learn more about his practice at www.peacefulwarriorcounseling.com

OHA HAS A NEW WEB SITE!

More specifically, it has a new look. In our continuing effort to serve our members and the public they serve, the Oregon Hypnotherapy Association announces a new mobile-friendly web site design.

You’ll find the same information as before—

- Event dates and places
- Membership Directory
- Training opportunities
- Email group
- Information about Hypnosis (FAQ)
- Past issues of this Journal

OHANW.org

The Membership Directory has also undergone a transformation—making it far more accessible, mobile friendly, better search engine optimization (SEO), with improved search, security, and analytics so we can better track visitors.

Each listing in the Directory now includes a “Leave a Comment” section to encourage clients to participate in word-of-mouth advertising by leaving a comment.

Since initiating the new Directory in February, we’ve seen a 300% increase in visitors and a 200% increase in time each visitor spent looking at a listing.





SOCIAL MEDIA MARKETING

(Continued from page 1)

With almost two decades of award-winning experience in digital marketing, Guy Edwards of Brainjar Media makes it easy for anybody to promote their business online. You don't have to be an Einstein to follow these 5 secrets to marketing success online. You will learn to:

- 1) Learn your competitor's strategy with 1-Click!
- 2) Identify how your customers are trying to find you online with 1-Click!
- 3) Improve your ranking on Google with a single sentence
- 4) Learn the 7 elements to a perfect web page
- 5) Confirm all the above with visual analytics

Learn easy step-by-step essentials to building your own small business website. Designed for any skill set, Guy Edwards will walk through the budget-conscious options and tools to build a successful competitive business website from scratch.

Guy Edwards starts with an easy to understand approach to strategy. He will help with a competitive analysis so you don't have to guess what your competitors are doing. Then it's all about finding the right keywords. Should you target "weight loss" or "lose ten pounds". These choices make a difference when people are looking for your services.

Finally, Guy Edwards gives you very simple keys to building effective pages on your website. How do you get people to call you? It's easier than you think.

The class comes with materials you can take home, so you can confidently apply everything you learned during the presentation.

Guy Edwards specializes in social media marketing and search engine optimization. No matter how crowded the internet gets he helps client's websites get found.

After attending the Art Institute of Chicago he went to work with large publications to help them transition from print publication to online subscriptions. He has pioneered e-commerce for businesses and distance learning courses for major universities. After a write up in The Wall Street Journal Guy worked with several advertising agencies in Portland.

Guy now owns Brainjar Media, a company that develops and markets websites for a wide range of organizations including corporations, small-businesses and non-profits. Brainjar's most notable clients are Animal Planet, Intel, Pendleton Woolen Mills, NASCAR, and Travel Oregon.

PRESIDENT'S MESSAGE

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together. Free falling from an aircraft recently, dropping from 13,000 feet at 120 mph, only to find our main parachute failing to properly open, brought once again to my mind the importance of effective team work and collaboration.

Working with colleagues here in the Pacific Northwest, I found such richness and depth of excellence in sharing techniques, findings, research and results, and expanding our knowledge, understanding and approaches.

This is precisely the role of our organization. We encourage you to take advantage of our forum to share your specific areas of expertise and knowledge with others. We learn best by teaching, presenting and demonstrating what we know. Take advantage of our professional platform to present your unique skills and approaches. Develop your teaching and speaking experience. Be published in the journal of your profession in the Northwest. Become a speaker with the Oregon Hypnotherapy Association.

We look forward to seeing you next month, on Saturday, September 24th, at the Fairfield Inn in Lake Oswego, for the Fall Conference of the Oregon Hypnotherapy Association!

Please note: Forensic hypnosis and brain rewiring are not licensed medical professions. We do not diagnose, treat or prescribe. We work in collaboration with your physician and licensed medical team to enhance your wellness and release limitations and obstacles to your functioning at your maximum potential and living life to the fullest.

Genvièr Martin-Bernard serves as President of the Oregon Hypnotherapy Association and has a practice in Lake Oswego. More at genviehypnosis.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:
September 24, 2016

**To preregister by mail,
postmark by
September 21, 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



**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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Director - Douglas Meacham
Director - Emily Cahal

FEATURED PRESENTERS

Guy Edwards
Danielle Baker
Brighton West

5 QUICK STRESS BUSTERS

By Doug Meacham, Member OHA Board of Directors

How do you react when your plans fall through? Do you roll with the punches? Or does anxiety keep you from enjoying life? To a great extent, our personality determines how we deal with stress in our lives, but here are 5 things to help keep your stress under control:

1. Sleep more. It's very common in our society to exist on less than 6 hours of sleep a night. But experts keep telling us we need at least 8 hours. Not just to rest our bodies, but to rejuvenate our minds. "Tired" and "cranky" seem to go hand in hand. Don't use your bedroom to watch the news or finish up some work from the office. Make that room your haven, a place to relax and escape the day. Have a hot cup of tea, take a warm bath, or read a paperback to help you unwind.

2. Have faith. Saying a short prayer in times of stress can give you a sense of calm, especially when the situation is one you really have no control over. Studies have shown that people who trust in a higher power have lower blood pressure. Being able to forgive people also can affect your blood pressure. Holding a grudge is not good for your health!

3. Turn it off. The convenience that cell phones have added to our lives can actually be a double-edged sword.

We depend on them so much it seems we can't live without them. This increased accessibility means not only can our loved ones reach us at any time, but so can work. If your employer legitimately needs to have your cell phone number, make sure you set clear limits on when you can and cannot be reached. Your time off is yours.

4. Take a holiday. It doesn't have to be a fancy vacation resort. A day at the beach, or an afternoon at the park will do. Just anywhere you can be and not think about the bills, work, or whatever tensions you may have. It's important to take time for yourself, so do it! You'll feel better with a fresh outlook.

5. Treat yourself. Sign up for a yoga class at your local gym or community center. The costs are nominal, and you'll feel more relaxed after even just one session. A monthly massage or a spa treatment is also a great way to recharge. You'll walk out feeling like a million dollar bowl of jelly.

Stress is unavoidable. But what we do about it is up to us. Experiment with these suggestions and see what works for you!

More at www.greshamhypnosiscenter.com

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Learn more about
the Oregon Hypnotherapy Association at

www.ohanw.org

Find us on Facebook:
www.facebook.com/groups/ohanw
www.facebook.com/OHANW.ORG



Meeting Info

Saturday, September 24, 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

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