



# OHA NORTHWEST



Official Publication of the  
Oregon Hypnotherapy Association  
Connection, Education, Support, Exchange  
**Volume 21, Issue 3 - September 2018**



## Featured Presenters



**Dr. Arlene Strugar, PsyD**

### Harnessing the Synergistic Benefits of Brain, Mind, and Body in Behavioral Change

As a Consulting Hypnotist and Amen Method affiliated educator and Brain Coach, she will share how hypnosis and the Amen Method are used in holistic Brain, Mind and Body healing and wellness coaching. The Amen Method represents a true paradigm shift in optimizing and healing the brain. An understanding of your brain type is critical by looking at your brain using SPECT scan and extensive biological, psychological, social, and spiritual intake and assessments. It provides a targeted and tailored approach to your brain and life situation.

She will also share how she incorporates the latest evidence-based research on Lifestyle Medicine and the science of behavioral change in her hypnosis and coaching practice. Based on these studies and her own research, she will demonstrate techniques you can use to bring together the power of brain, mind, and body to affect change.

Dr. Arlene Binoya-Strugar graduated with M.A. and Doctor of Psychology (Psy.D.) degrees from Colorado School of Professional Psychology with specialties in Clinical and Industrial Psychology.

She did her post-graduate studies in Business Management at New Delhi Institute, India and Dubai, UAE. She earned her BS in psychology in the Philippines.

She is a Senior Research and Social Scientist at a multinational corporation who is passionate about bridging gaps, transforming how people experience technology, and improving human lives. She is a hands-on innovator and researcher that designs primary and secondary research plans and executes for end-users, customers experience and market research to understand and support value propositions, demonstrate value proof points, adoption, and competitive assessments.

A pathfinding social scientist and requirements engineer, she believes in hands-on innovation. She is fluent in holistic models, solutions thinking, agility, and user-centered systems research methodologies including Agile Requirements Engineering. She is a skilled behaviorist with a strong understanding of cognitive sciences, psychology, neuroscience, behavioral change, lifestyle medicine, qualitative and quantitative research methodologies, including ethnography, proof of concept testing, phenomenology, heuristics, discourse analyses, focus groups, motivational interviews, participatory-action, A/B testing, psychological, behavioral, and physiological research.

As an entrepreneur, educator, healer and coach, she is a passionate holistic practitioner who believes in evidence-based healing techniques that integrate “brain-mind-body” synergy. She is a certified wellness and executive coach, certified NLP practitioner, Consulting Hypnotist, Certified Personal Fitness Trainer, Pilates Instructor, Amen Method Educator, Reiki Practitioner, Certified Holistic Nutrition Coach, and Holistic Nutritionist (Candidate).

Dr. Arlene Binoya-Strugar is the founder and owner of Braingystics, online at [www.braingystics.com](http://www.braingystics.com)



### Roi & Taylore Reiki Ranch

#### Reiki Demonstration

The Reiki Ranch was founded in 1991 by Herb Roi Richards and Taylore Vance, Reiki Masters and creators of Laser Reiki – Instant Pain Release. See info here: <http://laserreiki.com>

Located west of Adna, near Chehalis, in beautiful Washington, the Reiki Ranch operates under the umbrella of the The Assembly of Cosmic Energetic Healing (CEH).

The Reiki Ranch offers traditional Usui Reiki Certification Classes several times a year for Level One Practitioner attunement, Reiki II, and Reiki III (Master level).

[Laser Reiki](#) is offered in Level 1-4 which is 4 days, Level 5 – 2 days, Level 6 – 2 days, Level 7- 2 days and Level 8- 2 days . Learn advanced energy healing/energy medicine with Laser Reiki.

The main difference between standard Usui Reiki and Laser Reiki is the time it takes to get results. Laser Reiki is 10X faster than Usui Reiki - clearing energy blockages in moments!

*The Assembly of CEH (Reiki Ranch)*  
1673 S Market Blvd. #143  
Chehalis, WA 98532  
(mailing address)

Call us: 360-748-4426  
Email us: [reikiranch@gmail.com](mailto:reikiranch@gmail.com)

# PRESIDENT'S MESSAGE

By Joni Brewer, OHA President

It's almost time for our September meeting and I'm looking forward to the interesting talks that our presenters will bring us.

Arlene will be helping us with brain/mind/body connection. Most of us are already aware of these connections and see the changes every day in our work. We work with the mind and observe the changes in the body. The brain is part of the body so it makes sense that the brain changes as well. Most of us don't have fMRI machines so those changes are less visible. The people that do have access to those machines have done some fascinating studies that certainly show the changes the brain is making when the person "changes their mind."

We will also be learning more about Reiki and how that might be useful to our practices. One of the things I enjoy about the OHA is the openness to new ideas of the members. It's wonderful to be exposed to many different modalities to see what's out there; we don't have to use it, but it may be a perfect fit for someone that comes our way and we'll know who to refer to.

If we have time we will also be doing a round table. This will be a time that we can take any questions that you may have, share what we're doing in our practices or talk about something that we've heard that intrigues us.

Hypnoughts Live 2018 was a great experience again this year. I'm impressed by the fact that there's something for everyone, whether you're just starting out, working at increasing your business, looking to learn a new technique, or wanting to put a little spoon bending in your repertoire. As a nurse, massage therapist, Anatomy and Physiology instructor, and hypnotist I understand that benefit of continuing education. If I'm on the front edge of what works I'm better able to help my clients and that's what it's all about. OK, I also get a nice shot of dopamine when I can see someone that was afraid of heights climbing a rock face with their kids.

Those of us that were able to go to HTLive this August will be sharing some of what we learned throughout the coming year during our member meetings. We certainly won't be able to share everything, classes were from 8:00am – 5:30pm for 3 days, but we'll talk about some of the things that we think our members will benefit from the most or find the most interesting. If you have a topic that you'd like to hear about please let Joni, Scott or Joseph know, this is your association and your opinions are important.

**See you soon!**



If you have something that you would like to share at one of our meetings please let one of the people on the Board of Directors know, we would love to add you to the roster of presenters. If there's a specific topic that you would like discussed or a presenter that you would like for us to bring in please let us know that too. We look forward to hearing from you!

*After 15 years as a nurse and 10 years as a massage therapist Joni took a detour into law as a volunteer coordinator for Court Appointed Special Advocates (CASA.) Law was a really bad fit and she felt that she needed to get back into healing which is when she found out about hypnosis and subsequently trained under Patrick Glancy. She's very grateful for the instruction that she received and that she was able to practice on "real people" with Patrick to guide her.*

*Joni became an active member of OHA August 2010 and then took on the treasurer role in January of 2013 where she has served since. The breadth and quality of training provided by OHA continually surprises and impresses her and the friendships that have developed are invaluable.*

*It seems cliché but watching people transform into their healthy selves, with the ability to move forward with their lives, not being chained to the past, in whatever way that looks for that person, is what Joni loves about practicing hypnosis. Currently Joni sees clients in her Salem office and by Skype.*

*You can reach Joni at 503-910-7186 or [Joni@BrewerHypnosis.com](mailto:Joni@BrewerHypnosis.com).*



## REPORT — HYPNOTHOUGHTS LIVE 2018

By Tish Paquette, Associate Editor.

Las Vegas is known for amazing shows and varied entertainment, crowds, gambling, heat and cigarette smoke... and anyone who has been there is nodding while they recall their visit.

However, did you know over the six years of its inception, HypnoThoughts Live has become known as the most attended and talked about hypnosis conference in the world, stating that, "it is not a Revolution but an Evolution of hypnosis."

Their philosophy and vision is simple when planning such an event. They want to make it fun, to encourage presenters to share their expertise, to play nice with everyone without politics or favorites, and to offer new presenters every year, all while challenging seasoned presenters to bring something new.

As a first attender I can say they did just that with 161 presenters/workshops and a plethora of such diverse topics it would make your head spin - such as: The Power to be Anything You Want, Insomnia, Past Life Regression, Habits and Addiction, Stage Hypnosis, Sexual Suggestibility, Mentalism, Test Anxiety/Peak Performance, Hypnotic Public Speaking, Healing Relationships, Build Your Career, Marketing, Hypnotic Pre-Talk, Depression, Hypnosis for ADD, Job Interviewing Skills, Hypnotic Outsourcing/Explode Productivity, Instant and Rapid Inductions, Chakra Balancing and even Spoon Bending. Yes that's right, spoon bending, it was awesome...

I really enjoyed the experience. It felt so international because of all the nationalities represented by the hotel staff, presenters, and attendees. I forgot I was still in the USA. Gaining more skills, opening up to new possibilities, getting rid of what's not working and moving on to what is, building confidence and excitement back in the profession were just a few of the gems I brought back with me.

I truly endorse this conference and believe everyone should experience it at least once in their career. I talked with so many people and learned their reasons for attending. For example, one man named Michael from Seattle was attending for himself. He was not a hypnotist but was struggling with some issues and thought it might help him. He was so excited and pleased with what he was learning. He said hypnosis now made sense to him.

All and all a favorable experience. It was well-organized and run smoothly, friendly, offering great camaraderie, wonderful varied topics, and opportunities for learning. My only complaint was that it was held in a venue where smoking was allowed. This made me long for the Pacific Northwest.

Oregon and OHA were well-represented at HypnoThoughts Live. Here are comments about their experiences from a few members and future members of OHA.

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Carrie East, @Carrie East Hypnosis

This was my 2nd year attending the HypnoThoughts Live (HTL) conference.

The 2018 conference, in my eyes, was even better than 2017. Maybe I just felt more comfortable because the setting and format was familiar to me.

What impressed me most was experiencing the reality that the conference leaders, Scott Sandland, Richard Nongard, Richard Clark, and Richard Rumble, walk their talk. It feels like a rarity these days to find an organization where the collective ego of the leadership is put on the back shelf and does not drive, even covertly, the organization's mission.

My realization that this is the case with HTL occurred as I listened to Scott Sandland deliver his keynote speech. He voiced his desires, sincerely and passionately. Although he expressed more than 2, these points really stood out to me -

- 1) To raise the organization to a position of inspiring and mentoring leaders.
- 2) To not merely keep current with the scientific information that is driving our evolving knowledge and techniques, but to be leaders, taking the industry and belief systems to the quantum level!

The environment was warm and welcoming. It was easy to express one's beliefs and ask questions without risk of judgment or shaming.

The population of both instructors and students was diverse and inclusive. Lunch time was the same for everyone, and was provided at no cost, encouraging all to participate together. I was encouraged to sit down at a table of people you don't know and create new acquaintances. These new acquaintances frequently turned into mentorships and long-lasting, close friendships.

All inclusive fun activities were planned for each evening. It was so much fun to gather in a completely relaxed venue where the outcome was laughter, mingling and camaraderie - even teamwork with the bowling tournament!

Finally, we can't overlook the opportunities, specials and new products that are generally only offered at conferences and trainings, where leaders in their field will make their products available at a far more affordable price. Who doesn't love a great deal, right?

I have never had such an enjoyable experience in a professional conference with my peers and instructors.

I think this says it all. I can't wait for HypnoThoughts Live 2019!

Debbie Taylor,  
@president.vivawebhost.com

This was my first HypnoThoughts Live and it was awesome!

## REPORT — HYPNOTHOUGHTS LIVE 2018 (CONT.)

The planning and organization of this entire event was flawless. All the presentations were clearly marked, and maps of the venue were available in a variety of formats.

I was impressed with the quality of the lunches provided with registration, and the variety of foods to accommodate a variety of dietary preferences.

The evening events were a blast and gave us a chance to socialize and meet many of the people we passed in the hallways throughout the day.

In regard to the presentations, there is no doubt that each of the presenters is an expert in their field. The majority of presentations I attended were excellent, with some so popular there was standing room only.

However, being good at what you do and being good at presenting to an audience are two different skill sets. I would like to see some type of screening for future presenters to ensure professional level presentations in the future.

This was a learning experience for me. Although I attended a few presentations that were less than satisfying I will be back again and again. This event, along with the pre and post conference workshops, is worth its weight in gold. I highly recommend attending this conference.

### Laney Coulter, @Loving Kindness Hypnosis

Intense, fun, friendly, lots of new learning, smoky, loud, noisy, lots of laughter, young crowd, new ideas, crappy food, some excellent food, great pool, entertaining, makes me feel so happy I live in Portland.

### Scott Duvall, @PDX Hypnosis (as attendee and presenter)

The energy was up and exciting and educational and fun. As a presenter, I found it pretty straightforward—you just show up for your presentation, the

helpers hook you up and take care of background stuff, very easy. The HypnoThoughts group is very well organized.

It helps to have gone to this convention before so then you understand the layout and perhaps some different styles of speaking that allow one to relax and embrace their own style. It's an open group meeting, they are very supportive and add to the experience of being a speaker.

### Judith Auslander, @Wise Heart Coaching and Hypnosis

It was really exciting to attend my first HypnoThoughts Live Convention after being a hypnotherapist on my own for four years.

It was great to meet people that I had only seen online face-to-face. The classes were wonderful. I was able to open up my mind and learn many different ways of doing the work I love.

It is difficult when you're there for the first time to know which classes to choose as there are so many different teachers and ideas and opportunities. My suggestion is talk to people, ask them what their thoughts are and just step into classes and see what they have to offer. My mind has been opened to so many new and different ideas. I wish there was a magic pill that I could take that would help me learn all this new information and absorb it all.

The positives are too numerous to even try to list. The negative is Las Vegas itself — smoke, gambling and all that. Wish it could be moved to a smoke-free environment where there are more places to go and visit.

Those are my only suggestions, oh and to get lots of sleep beforehand.

### Rick East

For the second year I have accompanied my wife to Las Vegas while she

attended the HypnoThoughts Live conference. I have no interest in gambling or the smoky, artificial world of the casinos, so while she took classes, I went out to see, hike and explore the variety of nature the area has to offer and was never disappointed.

Though not a hypnotist, I am very supportive of my wife and have very good friends who are hypnotists. I have deep respect for what they do and relate well to the science behind hypnosis. Each day I would return from my adventures and meet up with my wife and friends. But there was something about the conference this year, a buzz, an excitement that was expressed by my wife and friends as they described the topics and presentations.

Since I have been on my own personal journey of expansion and awareness, I listened to their comments and realized these classes are relevant to me. My wife has suggested and encouraged me to consider registering for 2019, and so have some friends. They all saw (even if I did not) that taking some of the courses would help my journey.

Even as an “outsider” I met and was accepted by many people. There is an enthusiastic camaraderie among the hypnotists, which is very impressive, and maybe this outsider wants to be a part of that excitement while expanding my journey. Can't wait to explore HTL 2019!

I would like to reiterate, this is definitely worth experiencing at least once in your career. Come with an open mind and you will not be disappointed.

Some final suggestions would be to remember you paid for your experience, therefore you can go to as many classes or as few as you desire without guilt. I don't recommend filling up every moment. Pace yourself, and

*(Continued on page 8)*

## FACTORY RESET IMAGERY

By Joseph Bennette

Sometimes our digital devices can acquire cruft that slows their performance or interferes with their operation. Maybe mine has picked up a bit of malware or is starting to act in odd ways.



To fix that condition, most modern smartphones, tablets, laptops, and desktop computers include a “Factory Reset” option that returns the software to its initial condition when it was first installed on the device.

What if I could do that with my own software – my beliefs? I assume my mind is more sophisticated than my smartphone, and so capable of factory resetting beliefs one-at-a-time.

Let’s start by identifying some belief or chronic behavior you don’t like. Maybe you feel that your skill at some task has degraded over time. Maybe you’ve developed an annoying or destructive habit. Perhaps there is a persistent or nagging mental block you’d like to overcome.

Bring to mind a recent incident in which you noticed the behavior you want to change. Note the judgments you have about yourself in relation to this memory. *<short pause>*

Got it? Okay, let’s proceed with the factory reset for this belief!

Relax your body – to set the hardware in ready mode for the reset.

*<though unnecessary, a brief induction into a light hypnagogic state may be useful at this point>*

Imagine looking at a computer screen that represents your mind. Like your smartphone or laptop computer, on the screen are links to various apps. And, like any modern computer, there is a settings icon. Tap that icon to open the setting control panel.

Scroll down to the Backup & Restore option. Tap to open it.

First, let’s make a backup – just in case. Tap backup and follow the prompts. We’re a fast computer so backup should take just a few seconds. *<pause>*

Back in the previous screen, you’ll notice a Factory Reset icon. Tap it. In the resulting screen, find the factory reset button for the belief associated with the issue you want to change (hint: it will be blinking, flashing, or otherwise stand out).

In a moment, I’ll ask you to tap the reset icon. Before you

do that, I want to make sure you understand that pressing the factory reset button will return your mind to a condition before your current condition arose. You may have to sign back in to your accounts, make new choices, and reset your preferences for some apps.

After you tap the button, you may feel the reset in your body as a shudder, shake, or shiver. Or it may feel subtler. Just notice, allow, and continue the reset.

After you tap the button, you may be asked to acknowledge that you’re sure you want to reset – tap the “Yes” or “OK” icon to continue.

Ready? Great! Recall the issue you want to change. Got it in mind? Good, then...

### Tap the reset button!

*<long pause to allow time for the reset – maybe 30-60 seconds>*

In a moment, I’ll count to three, at which time you’ll return to normal consciousness, feeling refreshed as though you’d just taken an energizing nap.

Before I do that, allow the factory reset change to propagate through your body-mind. Feel it flash through your nervous system to every cell. Let a refreshed image of you appear on the screen of your mind. Say to yourself with some conviction, “It is done.” *<long pause>*

It’s time to return. 1-2-3, awaken!

I recommend letting the imagery “sink in” for a few minutes in silent contemplation.

*Joseph Bennette is a Certified Hypnotherapist and Fellow of the Oregon Hypnotherapy Association. He was trained in Rapid Eye Technology at the Rapid Eye Institute, Salem, Oregon, and holds a Master level certificate (Trainer). He completed graduate and post-graduate programs in hypnotherapy at American Institute of Hypnotherapy and American Pacific University. He currently serves as Secretary of the Oregon Hypnotherapy Association.*

*Joseph co-authors the [Aha Zone blog](#).*



## 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)

**Event Date:**  
**September 22, 2018**

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**To preregister by mail,  
postmark by  
September 19, 2018**

*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**

**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

Salem, OR 97302

Phone/Text/Msg: (503) 902-1122

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

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

President — Joni Brewer

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## **FEATURED PRESENTERS**

**Dr. Arlene Binoya-Strugar**

*Harnessing the Synergistic Benefits of Brain, Mind,  
and Body in Behavioral Change*

**Roi & Taylore Reiki Ranch**

*Reiki demonstration*



## HYPNOTHOUGHTS LIVE

(Continued from page 5)

give yourself some downtime. There is definitely sensory overload.

Lastly, drink plenty of water, get fresh air and take Vitamin C (medical approval) pre-flight, during and after the conference. It will help boost your immune system and keep you optimum while experiencing cigarette smoke and other toxins.

Well, that's it. I'm SO looking forward to seeing you there next year... a great place to fill your toolbox.

BTW -

You don't have to regret not attending HypnoThoughts Live 2018. I assume you're coming to our September 22 OHA event. When you come, let's sit and chat about it! Those of us who attended are excited to share what we've learned. I'm looking forward to sharing the experience with you.

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*

In addition to serving as associate editor of OHA Northwest, Tish Paquette serves on the Board of Directors of the Oregon Hypnotherapy Association. She has an active practice in Gresham, Oregon.

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



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the Oregon Hypnotherapy Association at

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Official Page: [facebook.com/ohanw.org](https://facebook.com/ohanw.org)  
Fan Group: [facebook.com/groups/ohanw](https://facebook.com/groups/ohanw)

### 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!**

## Event Info

**Saturday, September 22, 2018**

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

**\*\*Preregistration ends 3 days before event\*\***  
(Registration afterwards and at door add \$10)