Hello to all my colleagues,

In the spirit of continuing to reorganize ASCH to provide a stronger, more robust society for you, I would like to bring you all up to date with the events in the last few months. Your ASCH Executive Committee and Board of Governors have been working diligently to create a plan of reorganization that will benefit us all and help us maintain our clinical hypnosis education leadership with streamlining of processes. To do this we had to modernize our structure and create new bylaws to support this.

**Current bylaws and organizational structure we are operating under:**

1. The ASCH Executive Committee (EC), which is made of elected members, meets monthly to discuss all ASCH business and strategies for growth and development. The EC presents their recommendations to the ASCH Board of Governors (BG) once a year to be voted on to move forward or be declined and reshaped in the next year.

2. The BG is comprised of the ASCH Executive Committee, representatives from each component society based on the size of their membership, and all the past presidents who are current members of ASCH. A moderator is elected from the component section representatives and presides over the BG and represents the BG on the EC, relaying information back to the BG for their yearly meeting/vote on EC recommendations.

3. There is no representative from any of ASCH’s education-related committees on the EC or reporting to the BG. Education is the single most important mission of ASCH and is largely responsible for ASCH’s fiscal solvency.

4. The Component Societies, part of the heartbeat of ASCH, were unable to share their needs and ideas directly to the EC except annually at the BG meeting which slowed both communication and action.

5. Other important committees of ASCH had no voice on the EC such as those that had to do with membership and certification.

6. Ethics and bylaws are currently committees of the BG which only meet once each year.

CONTINUED NEXT PAGE
The reorganization recommendations (we ask you please peruse the chart and new bylaws via the links below):

1. **The EC and the BG would dissolve themselves into one functional ASCH Board of Directors (BOD), meeting monthly and being able to vote on business needs or other strategic items.**

2. **The BOD would contain divisions** that represent all aspects of ASCH at the monthly meetings including: education, ethics, bylaws, Component Society, membership, nominations and elections, finance, certification approval, and a section representing ASCH’s journal. The members-at-large you elect yearly also are present and giving their input into policy and procedure, as well as strategy. While this may seem large for a BOD, it represents the whole. In one year’s time, the BOD will re-evaluate the structure to see if further revisions need to be made for streamlining. Currently the new divisions have been set up, are functioning well on the EC as nonvoting guests, as this structural change has to be passed by the BG. The EC called the BG into discussion to make recommendations to the reorganization and bylaws which are now presented to you in final format by both.

3. **ASCH Educational Research Foundation continues to be a separate structure from the BOD.**

4. **Each division has its own chairperson.** Several chairpersons had retired leaving a gap in leadership; however, we were blessed that several people stepped up to assume this role (please note that all of us are volunteers). In the future each division will elect its own chair, so to build up leadership in each division rather than rely on appointments.

5. **We sincerely wish you will sign up and join the divisions to become part of our leadership—mentoring and contributing to the future of the society.**

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**The Future**

1. **The EC and BG voted with a large majority to accept and present these recommendations to you—our members—for ratification.**

2. Any of us on the current EC would be happy to discuss your ideas, thoughts, and concerns prior to the membership vote being sent electronically to you all.

3. **We ask for all feedback to be presented by Thursday, December 23, exactly two weeks from today.** We will present the membership after this period with a link to vote to approve or not approve ASCH’s new organizational structure and bylaws.

4. **We truly believe this new structure and bylaws will help us keep ASCH on course as a leader in clinical hypnosis and providing the solid educational foundations to make you successful in your practice.**

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**Much Aloha,**

Bridget S. Bongaard, MD, FACP, HCMD
ASCH President 2020–2021

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**ABOUT THE NEWSLETTER**

The *ASCH Advisor* is published quarterly and distributed via e-mail to ASCH members.

Submissions and articles are welcome. All submissions will be edited for content, style, and length. Newsletter material should be submitted to ASCH Communications Manager Jason Vaughan via email to marketing@asch.net.
ASCH Excited for March 2022 In-Person Return of Annual Scientific Meeting & Workshops

Resiliency and Coping Skills at Forefront of Florida Event

The American Society of Clinical Hypnosis (ASCH), in partnership with the ASCH Education and Research Foundation (ASCH-ERF), will host its 64th Annual Scientific Meeting & Workshops (ASMW) on March 3–6, 2022, at the Marriott Jacksonville Downtown in Jacksonville, Florida. Attendees can participate in a variety of workshops based on their level of interest, skill, and training. In addition, ASCH will be offering the popular Power of Words as a pre-convention workshop. Those participants who are ASCH certified can take advantage of the ten-hour Teaching & Consultation workshop.

ASCH offers multiple opportunities for ASMW participants to take advantage of 32 advanced-level workshop topics in four tracks: Trauma; Pain Management; Mind, Body, Spirit; and Level 3 topics.

“Due to an age of unrest and global pandemic, these are some of the most difficult times. Caring for ourselves and our clients is of utmost importance. Therefore, tasked with developing a theme and program for this year’s meeting, the result is a wonderful panel of plenary speakers and workshops educating on the topic of resilience,” said ASCH President-Elect Joe Tramontana, PhD.

Plenary speakers for the upcoming ASMW include two renowned clinical experts. Michael D. Yapko, PhD, a private practice clinical psychologist and author of 16 books, conducts intensive hypnosis training programs around the world. His session, “Hypnotically Catalyzing Resilience: The Merits of Encouraging Vision,” will identify ways hypnosis can be used to promote resilience, examine the consequences of a future orientation on different aspects of psychological functioning, and analyze ways a temporal orientation influences treatment results. Yapko will also present a 90-minute advanced workshop on March 4.

Plenary speaker and psychologist David Patterson, PhD, ABPH, of the University of Washington School of Medicine has 30 years of experience practicing hypnosis and experimental hypnosis. More than 200 of his publications have appeared in peer-reviewed journals and chapters relevant to hypnosis, pain control, and adjustment to trauma. His session, “Scientific Principles to Enhance and Broaden Inductions and Suggestions for Enhanced Resilience,” will detail three areas of science that can promote more effective hypnotic inductions, and evaluate language of inductions based on dissociation, neurophysiology, and social psychological principles. Patterson will also present a 90-minute advanced workshop on the last day of the Annual Scientific Meeting and Workshops.
**PRO TIP: Writing Meaningful Learning Objectives**

ASCH and ASCH-ERF follow a series of strict accreditation standards when reviewing programs to be ASCH Approved. While the program description may be solid, it is only as good as the learning objectives that accompanies it. The learning objectives are the key to creating well-organized and impactful content. It is actually the fourth step in a multi-step process for building a program.

**How Adult Learners Approach Continuing Education:**
Adult learners need to receive CONTENT (increase knowledge); retain it by making a CONNECTION with the material (influence attitudes); and find an APPLICATION to real life (improve skills and performance). Adult learners have:

1. Work and personal experiences (including mistakes) that make them open to learning
2. An interest in what is immediately relevant and will positively impact their job or personal life
3. A task-oriented mindset
4. An approach that continually asks “What’s in it for me?” (WIIFM)

**About Learning Objectives:**
Learning objectives connect the learner to WIIFM. They are a series of concise statements that define the expected goal or outcome of the program in terms of the participants’ ability to demonstrate newly acquired knowledge or skills. Learning objectives define expectations; they are measurable and used as the basis for developing a graded final project and/or assessment. Learning objectives are SMART:

- Specific to a single outcome
- Measurable
- Acceptable to the presenter
- Realistic to achieve
- Time-bound with a deadline

**Writing Learning Objectives**
A good learning objective starts with an appropriate verb or “action word” reflecting the intended outcome and level of complexity. Missouri State University has created a useful chart ([available on the ASCH website](https://www.asch.net/research-development)) for applying the verb best suited for the level of complexity. The chart breaks the verbs into six categories: remembering, understanding, applying, analyzing, evaluating, and creating.

Applying these best practices in writing learning objectives will strengthen applications for ASCH approved external programs. Please reach out to the ASCH Education Team if you have any questions or comments.

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**Participants Needed:**
Research Study Exploring African American Counselors and Clinical Hypnosis

ASCH member and doctoral candidate Harmony McGuire is conducting a qualitative study on the use of clinical hypnosis by African American counselors in professional practice. She is currently seeking participants for this study.

She will be conducting individual interviews in two parts. The first interview will take approximately 60–90 minutes via Zoom and will be audio and video recorded. The second interview will be a short follow-up interview that will last about 30 minutes (pseudonyms will be used in the research documents.)

If you have questions, are interested in participating, or know of practicing professional counselors who meet this study’s criteria, please contact Harmony McGuire at hmcguire1810@ucumberlands.edu.
It was with great sadness that we learnt of the passing of our dear friend and colleague, Maggie Phillips. She was truly a giant in the field of Ego State Therapy and her work leaves with all of us a legacy of great gifts. Not only did she make a significant contribution to the fields of trauma, dissociation, clinical hypnosis, somatic experiencing for trauma, and chronic pain management, but she also contributed greatly to the foundational intervention model of Ego State Therapy that is used worldwide today. She was particularly interested in the interface of trauma, dissociation, and emotional and physical pain conditions.

Maggie lived and worked as a licensed clinical psychologist in private practice in Oakland, California. She was the director of the California Institute of Clinical Hypnosis and past-president of the Northern California Society of Clinical Hypnosis. She has served on the faculties of the American Society of Clinical Hypnosis (ASCH), American and European Congresses of Ericksonian Hypnosis and Psychotherapy, the Eye Movement Desensitization and Reprocessing International Association (EMDRIA), the Esalen Institute, the European Society of Hypnosis in Psychotherapy and Psychosomatic Medicine, the International Society of Hypnosis (ISH), the Professional School of Psychology, the Society for Clinical and Experimental Hypnosis (SCEH), the International Society for the Study of Dissociation (ISSD), the International Transactional Analysis Association (ITAA), the University of California at Santa Cruz, Ego State Therapy International (ESTI) and Somatic Experiencing International.

She was co-recipient of the Cornelia Wilbur Award from the International Society for the Study of Trauma and Dissociation and recipient of the President’s Award and the Crasilneck Award for the best new writing in the field of hypnosis from ASCH. Maggie presented, amongst others, training in hypnosis, psychotherapy, chronic pain, somatic experiencing, Ego State Therapy, and mind-body healing in the United States, Canada, France, Italy, South Africa, Australia, Scandinavia, Hong Kong, China, Malaysia, and Japan.

In an interview for the ESTI Newsletter (Newsletter 2 of 2015), she was asked what she regarded as her contribution to psychology. “I’ve always been interested in how to combine different methods and ideas. Years ago, I published a paper on AIDS based on my work with several AIDS patients. I realized that my approach was something like the ‘AIDS Cocktail.’ I think that’s a good metaphor for my approach.”

As a young clinical psychologist Maggie moved to California, where she met Steve Gilligan, a well-known Ericksonian therapist. She attended the Ericksonian Congress in Phoenix, Arizona and became an enthusiastic follower of the ideas of Milton Erickson. His utilization approach helped her to connect well with her clients and to teach them that they had resources and solutions within them that could be used to resolve many of their symptoms and difficulties. She remained fascinated with this approach, and as a passionate Ericksonian psychotherapist, Maggie became involved in the activities of the Northern California Society of Clinical Hypnosis, which was affiliated with the American Society of Clinical Hypnosis, which was affiliated with the American Society of Clinical Hypnosis. She served on the board of this society, became its president, and during this time met Dr. Claire Frederick and Dr. Shirley McNeal who were also active in the society. Frederick convinced her to start attending the ASCH annual conferences. During the first congress she attended in 1990, Frederick encouraged her to attend the workshop of Jack and Helen Watkins. She was mesmerized by what they were teaching, namely, an approach they referred to as Ego State Therapy. She found that Ego State Therapy was what had been missing in her hypnotic interventions.
and discovered that clients, who did not respond to her usual applications of direct and indirect suggestions, responded very favourably when asked to find and communicate with various parts of the self. The ego state approach allowed her to effectively help traumatized clients and basically opened a new therapeutic approach for her to use in her work. This approach she shared with all of us.

Maggie authored numerous papers and articles in the areas of Ego State Therapy, clinical, medical, and Ericksonian hypnosis, and the treatment of post-traumatic and dissociative conditions. She has written four books, including *Healing the Divided Self* (written with Frederick). In this book they presented the SARI model, a four-stage method of using hypnotic Ego State Therapy to heal the self that has been fragmented through trauma. Her second book, *Finding the Energy to Heal*, combines the principles of energy psychology with hypnosis, EMDR, imagery, and somatic experiencing to heal mind body symptoms and disorders. Her last two books, *Reversing Chronic Pain* and *Freedom From Pain* (written with Dr. Peter Levine), focus on a ten-step model to reverse the effects of chronic pain, and the use of somatic experiencing to prevent and resolve pain conditions that result from trauma, respectively. From the aforementioned it is clear that she made significant contributions to the fields of Ericksonian psychotherapy, somatic experiencing, Ego State Therapy, and in the areas of pain and mind body healing.

Maggie and I closely collaborated on the idea of establishing an international academic forum for Ego State Therapy. This idea led to the establishment of Ego State Therapy International. She served on the board of ESTI since its inception in 2011 and also served as newsletter editor.

On a more personal level, who will forget her love for Ego State Therapy, her enthusiasm for psychotherapy, and of course, her tremendous sense of humour. She was a great mentor, master teacher, and friend to her students and colleagues alike, always encouraging, motivating and sharing her knowledge. She leaves a legacy of gifts to all who knew her and also to future generations.

What struck me most about Maggie was her passion for and commitment towards democratic values, racial equality, the rights of women and the LGBTQI community.

Let we all carry her values and the gifts she left us.

Woltemade Hartman, PhD
On behalf of Ego State Therapy International (ESTI) friends and colleagues

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Aaron T. Beck, MD, co-founder of Beck Institute for Cognitive Behavior Therapy, passed away peacefully in his home early in the morning on November 1, 2021 at the age of 100.

Widely known as the father of cognitive behavior therapy (CBT), an evidence-based form of psychotherapy that has been demonstrated to be effective for an array of psychiatric problems, psychological disorders, and medical issues, Beck’s contribution to the field of mental health has been recognized across the globe. Since he developed CBT in the 1960s, the practice has become one of the most prevalent forms of psychotherapy practiced across geographic and cultural boundaries. It has been demonstrated to be effective in more than 2,000 studies.

Throughout his career developing, researching, and teaching CBT, Dr. Beck authored or co-authored over 600 published works related to the field. He received over 50 academic awards for his research and contributions to the field of mental health, including the Heinz Award for the Human Condition in 2001 and the Albert Lasker Award for Clinical Medical Research in 2006. His most recent work was the development of recovery-oriented cognitive therapy (CT-R), a revolutionary new form of CBT that may change the future of psychotherapy.

Beck’s legacy lives on through the tens of thousands of practitioners who will continue to use CBT to provide effective mental health treatment for countless patients, and to the continued development of CT-R. The Aaron T. Beck Fund has been established in Dr. Beck’s name at the Beck Institute.

*Click here* to read the entire press release.

Image: Diane Yapo, 1990 Anaheim Evolution Conference
As 2021 winds down I have found myself reflecting on how we as an organization have responded to the destabilizing events of the past year. One of my earlier articles was encouraging all of us to use the disruptions of our “normal” as opportunity. One word comes to mind: evolution! I see things developing and I’m excited. I hear comments from some component section members, like “The changes almost make me want to volunteer for ASCH,” are encouraging, and I’m hopeful.

We continue to have a lot going on. The increased collaboration with ASCH and ASCH Component Societies continues. The ASCH component initiatives workgroups have formed and are currently working on proposals for ASCH around component society needs in the areas of accredited continuing education, administrative assistance, and marketing. Please give a big thanks to those participating in those work groups: Rob Staffin, Stephen Glass, John Hall, Dana Lebo, Lee Goldman, Karen Slaton, and Dave Boyer. I again invite you to get involved to help shape our growth as we move forward. Please reach out to me directly or speak with your components leadership team about wanting to get involved.

Another exciting development centers around a piece of feedback I’ve received from several component society leaders around the challenges in offering the Level 1 and/or Level 2 hypnosis workshops. This is an easy problem to solve with component societies working together to offer virtual workshops. I am currently gathering names of those components that want to participate in offering a multiple component society sponsored Level 1 course. A few of us who have been leading Level 1 hypnosis training in our component societies are willing to assist in organizing a collaborative training. Please let us know if you want to be included in this pioneering joint Level 1 course offering or if you’d be interested in a joint advanced hypnosis training.

If you have not read the ASCH President Bridget Bongaard’s letters providing information on the proposed restructuring of the society, you can find the information on the ASCH website under the News tab. One of the most exciting things for component societies under the proposed new structure is we would have a seat at the table, a vote throughout the year, and the ability to bring up our concerns directly with the board.

Warm Regards,

Debbie Bensching, LCSW
Chair, ASCH Component Section Committee
debbenweb@gmail.com

**Forty-Nine Words for Stress Reduction**

By David Wark, PhD, ABPH

Recently I published an article in the *American Journal of Clinical Hypnosis* (2020), 63, No. 1, 36-48 titled “Hypnosis and End-Stage Renal Disease: Review and Treatment.” The objective was to present an eyes open, alert, self-directed treatment to help kidney patients reduce any stress effects from their dialysis treatment. Subsequently, I found that many other patients could use the same treatment to deal with a variety of stress problems. They could apply the technique after a brief practice session and use it unobtrusively. I’m very pleased to inform readers that my granddaughter Anika and her team have developed a website for individual, independent teaching and practice that includes an audio recording. Readers or clients can visit [www.49words.org](http://www.49words.org) to download the exercise, read why it works, and hear the instructions.
NEW MEMBERS, CERTIFICANTS, AND APPROVED CONSULTANTS  (JUNE–DECEMBER 2021)

NEW MEMBERS

Ronald Alexander, PhD, DBSM
Full Member

Cameron Alldredge
Retired Life Member

Dennis Alvarez, PsyD
Student Affiliate Member

Kira Baum, ND, LAc
Full Member

Sonal Chowdhry
Student Affiliate Member

William Conde
Associate

Renzo Costa
Student Affiliate Member

James Davidson, LMFT(A) and LPC-MHSP(A)
Resident/Intern

Kerry Diana, LPC
Associate

William Dicks, MD
Associate

Kathryn Dietzway, LCSW
Full Member

Anna Eckhardt, LCSW-R, CCLS
Full Member

Stella Evans, MD
Associate

Ellen Freise-March
Full Member

Ruth Haddock, PhD
Full Member

Tanya Hanrihan, LMFT
Associate

Rayna Havelock, LPC, NCC, LMHC
Associate

Joe Hoffman
Associate

Rebecca Huston
Full Member

Frances Isaacs
Student Affiliate Member

Katherine Jewett, MA
Student Affiliate Member

Adam Johnson, PsyD
Full Member

Dianne Kamenetsky
Associate

Pauline Kesteven
Full Member

Karen Ku
Associate

Chanda Marcus, LCSW, CSAC, CAADC, SWMAC
Associate

Mark McAlpin, MSW
Resident/Intern

Brigitte McClellan
Associate

Ira Michaelson
Associate

Kayla Mines, PsyD
Full Member

Lisa Morphopoulos, LCSW
Associate

Morgan Otto-Berglund, LCSW
Full Member

Tara Paine, LCSW
Associate

Hope Rollner, PhD
Associate

Maurene Schneider, RN, MSN, NEA-BC
Associate

Olga Shteiman
Full Member

Jennifer Simpkins
Resident/Intern

Neal Sinha, BSW
Student Affiliate Member

Helena Soholm, PhD, LMHC
Author

Stephanie Soulies, MS, LCMHCS, NCC
Full Member

Peter Stefanovich, MD
Full Member

Molly Stewart
Full Member

Monica Wong, MSW, RSW, HBCE
Full Member

Lindsay Woodall
Student Affiliate Member

Jane Young
Full Member

NEWLY APPROVED CERTIFICANTS

Janet Bock, MSN
Anna Eckhardt, LCSW-R, CCLS
Rebecca Huston, MA, LPC
Lisa Joyce, LPC
Eric Moser, LMHC
Natasha Mroczek, PsyD
Wade Petree, PsyD
On December 2–5, 2021, 65 faculty members and participants met near Orlando, Florida for Level 1, Level 2, and Advanced Workshops. The program was the first time faculty and workshop attendees were able to meet face-to-face since 2019.

The American Society of Clinical Hypnosis-Education and Research Foundation (ASCH-ERF) sponsors three levels of instruction through its professional training in clinical hypnosis. For 2022, six workshops have been scheduled in both virtual and in-person formats. ASCH-ERF makes every effort to hold workshops in all regions of the United States. Next year’s workshops will take place in Virginia, Illinois, and Florida.

The Level 1 workshop, the first part of a series in the certification program for clinical hypnosis, is intended for licensed health professionals, including physicians, nurses, psychologists, dentists, counselors, social workers, and those in related fields. This training is a requirement of full ASCH membership.

Level 2 workshops focus on strengthening skills, strategies, and applications of clinical hypnosis. Level 1 taught “how to” do clinical hypnosis, and Level 2 builds on this skill set and refines and furthers development to add the when, why, and where to the “how to.”

Advanced level workshops build upon the curricula from Levels 1 and 2; recent workshops have focused on behavioral medicine, health psychology, hypnosis and pediatrics, and mind-body medicine.

Session capacities are purposefully set low to ensure participants are given the opportunity for active participation and provided the required attention and oversight by faculty (especially in small group activities).
2022–23 Election Results

In October, ASCH members in good standing cast their ballots to elect the society’s leadership for the 2022–2023 membership year.

**PRESIDENT-ELECT**
Louis F. Damis, PhD, ABPP, FASCH

**SECRETARY**
David Alter, PhD, LP, ABPP, ABPH, FACHP

**FIRST MEMBER-AT-LARGE SEAT FOR YEAR #1**
Cheryl Bemel, PhD, LP

**FIRST MEMBER-AT-LARGE SEAT FOR YEAR #2**
Jeff Feldman, PhD

**SECOND MEMBER-AT-LARGE SEAT FOR YEAR #1**
Lane Wagaman, EdD

**SECOND MEMBER-AT-LARGE SEAT FOR YEAR #2**
Wendy Lemke, MS, LPC, LCDC

ASCH wishes to congratulate the new slate and thank all of those who participated in the recent elections.

Your Generosity Ensures a Next Generation of Clinical Hypnosis Practitioners

ASCH-ERF manages two scholarship funds for students at the present time: the Mutter Scholarship Fund for Student and Early Career Professional Training and the Betty Alice Erickson & Kay Thompson Student Scholarship Fund.

At any given time these funds carry varying levels of money that is available to help students dependent upon the generosity of our donors. To learn more about these scholarships—and more critically—make a donation to ASCH-ERF, click the link below.