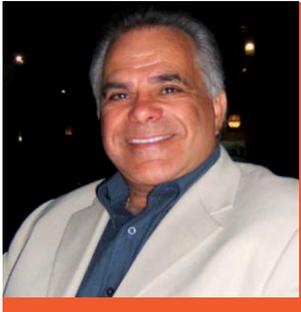


## From the Desk of the President

Dear Fellow ASCH Members:



A senior journalist at the BBC Future website recently contacted me about a story she was writing on hypnosis and its therapeutic uses. Part of her story is about safeguarding patients. She said she spoke to several clinicians and academicians in the United States and elsewhere who have all stressed the importance that “if you can’t treat someone’s condition without hypnosis, you shouldn’t be treating them with hypnosis.”

She asked for my comment as president of ASCH. She also requested my comments on the use of hypnosis for commercial purposes (e.g., stage hypnosis), and asked whether I recommend patients seeking hypnotherapy seek a practitioner with medical training.

All valid questions and points, and I wanted to provide you with my response.

“I welcome the opportunity to give feedback on this matter. First, to the best of my knowledge, ASCH, SCEH, and ISH — all of which I am a member — all agree with the statement ‘if you can’t treat someone’s condition without hypnosis, you shouldn’t be treating them with hypnosis.’

“Further, I always recommend to anyone seeking hypnotherapy that they only see someone licensed in psychology, social work, dentistry, or medicine. First, by seeing the licensed practitioner, you are assuring the provider is bound by their licensing board’s ethical code. I know of some states where you can get a ‘certificate’ in hypnosis after as little as a three-day (or less) training seminar with no other mental health training. That seems rather bizarre to me.

“As far as stage hypnosis, I find it very entertaining. SCEH had a panel of stage hypnotists present at the last day of our annual conference about three years ago, which just happened to be held in Las Vegas. That last session is usually a ‘fun’ one and not for credits. The panel was very interesting. Some in the group did provide some hypnotherapy services in their offices, such as smoking cessation. They all agreed, however, that what they did on stage was strictly entertainment, as opposed to what they did in their offices, which was meant to be treatment.

“While I had a new appreciation of stage hypnosis after their presentation, I

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### UPCOMING EVENTS

**June 16–19, 2022**  
Level 1 and Level 2 Workshops

**June 16–19, 2022**  
Individual Consultant Workshop

**June 17–18, 2022**  
Advanced Workshop: Use of Suggestions as a Clinical Tool in Managing Acute, Chronic, and Procedural Pain

**September 8–11, 2022**  
Level 1 and Level 2 Workshops

**September 8–11, 2022**  
Advanced Workshop: Understanding and Utilizing the Core Competencies of an Ericksonian Approach

**October 6–7, 2022**  
Virtual Teaching and Consultation Workshop

**November 3–6, 2022**  
Virtual Level 1 and Level 2 Workshops

**December 1–4, 2022**  
Level 1 and Level 2 Workshops

**December 1–4, 2022**  
Advanced Workshop: Utilizing Hypnosis to Improve and Enhance Performance

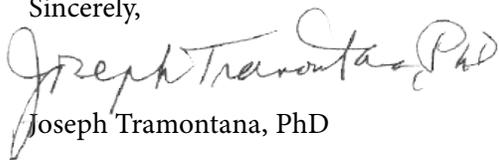
*President's Message* CONTINUED

still do not believe an unlicensed practitioner (i.e., in the mental health or medical fields) should be allowed to 'hang a shingle,' so to speak. With weight-loss therapy, for example, there are often deep-seated and unconscious emotional issues that either caused the weight gain or the issues are the result of it. Even with smoking cessation, some individuals have significant self-sabotage issues that might not come to the surface with a lesser trained provider.

"I hope this response is helpful and please feel free to contact me if I can be of further assistance. And please keep me in the loop because I am very interested in your story."

The BBC Future website is an excellent platform for those looking to learn more about clinical hypnosis. The site specializes in long-form content on scientific issues that incorporates evidence-based analysis and storytelling. I am looking forward to further consultation with this journalist. [Her article on clinical hypnosis](#) was recently published online.

Sincerely,



Joseph Tramontana, PhD

**YOUR NEWSLETTER, YOUR VOICE**  
**Member Submissions Welcome for ASCH Advisor**

ASCH members are invited to submit news, reviews, letters to the editor, and other material for inclusion the society's quarterly newsletter. Submissions may be edited for clarity, consistency, and to conform with ASCH's editorial style guide. Please include photos and images as appropriate.

The next issue will be distributed in mid-September. Please send any submissions — and reach out with any questions — to [marketing@asch.net](mailto:marketing@asch.net). The submission deadline is August 22, 2022.

**Shape the Future of ASCH and Volunteer to Serve on New Divisions**

At the start of the year, ASCH began a new chapter, sunsetting its former leadership structure and launching a new Board of Directors. The goal of this change was to allow the organization to nimbly adapt, change, and provide more leadership opportunities for the ASCH membership. Under this new format, the Board is comprised of various divisions, which focus on the management of crucial ASCH programs. These divisions are the heart and soul of the organization, and we need your help.

ASCH is currently looking for volunteers to join our divisions to help chart the course of the organization. Where does your interest lie? Education and training? Do you prefer to engage with the certification process or membership verification? Perhaps building the connection with components? No matter the interest, ASCH has a home for you.

Simply click and complete the form below and let us know where you'd like to engage. We cannot thank you enough for your interest as we build the ASCH of the future.

**CLICK FOR VOLUNTEER INTEREST FORM**



## CREATIVITY IN PRACTICE

Earlier this year, ASCH held four webinars focused on finding creative approaches to better provide clinical hypnosis to patients. Recordings of these webinars will be available later this summer when ASCH launches its new e-learning center.

### Examining the Need for Creativity in the Practice of Clinical Hypnosis

By Maryanna Polukhin, MD



Historically, hypnosis has become a therapeutic consideration only after the first, second, and more traditional ways of treatment have either failed or produced no satisfactory results. This is true for both medicine and behavioral health. Our patients and clients are frequently facing a wall when trying to decrease their sufferings and to improve their quality of their life. Therefore, the practitioners frequently find out that

the generic scripts that would have worked for mild or early symptoms and problems are simply not as effective as they had hoped.

The challenging cases require a more sophisticated approach, both in crafting personalized therapeutic suggestions and in helping patients stay hopeful and inspired. Practitioners in all fields find that being effective requires an acceptance of wider possibilities and unique ways to find original solutions. To achieve this difficult task, we must allow for imagination and creativity not only in our patients but also in us. The impediment is our own difficulty changing what and how we practice and letting go of the fear of doing something differently. Frequent checks along the way, feedback from clients, and checking in with mentors are all necessary steps.

We admire Milton's work for new and creative solutions but, while admiring his cases, we sometimes forget the core idea of his work: making a habit of finding a unique solution to every case, no matter how similar some cases may seem. Creativity and imagination, just like any cognitive task, can be learned and developed. While some people are more naturally inclined to develop new connections between neurons, most of us need exposure to this process and practice. As a group, we can and should create an environment where we ourselves and our colleagues feel supported and guided in the search for creative solutions rather than just teaching the facts and the protocols.

#### About the Author

Polukhin provides primary care as well as integrative holistic medicine consultations and services in her Newington, Connecticut location of Starling Physicians. She received her medical degree from Kishinev State Medical Institute (Moldova) and completed her residency at the University of Connecticut's Primary Care Internal Medicine Program. Polukhin is an ASCH Approved Consultant and is board certified with the American Board of Internal Medicine and the American Board of Integrative Medicine.

#### Creativity in Practice Participant Shares How the Sessions Impacted His Approach to Clinical Hypnosis

“I am feeling more creative as a result of having more confidence in the use of hypnosis...”

“For PTSD I would have referred the patient to a physician, if they were not already under the care of a physician, and proceeded with CBT. If, and only if, then I would have transitioned into hypnosis. Now, it is into hypnosis after a couple of get to know you visits. I find it refreshing to believe in the treatment power of hypnosis.

“Weight loss — oh what a difference this has made in my practice. I have found that the use of hypnosis to help people with calorie management is magnificent. It is difficult to convince some people to acquiesce to it as a treatment modality, but after a couple of visits, the benefits are apparent.

“Each of the series had a unique approach, all of which I enjoyed and learned from.”

Howard Rodgers, PhD  
Director, The Delta Center  
Cullman, Alabama

## CREATIVITY IN PRACTICE | Series Provides Relevant, Useful Information to Enhance Care for Patients, Clients

By Susan (Suze) Kopynec, MPAS, PA-C Emeritus

Through professional ASCH training in hypnosis in late 2019 and 2020, I gained an understanding of the structure and processes involved but lacked the confidence to begin effectively using what I had learned. To change that, I participated in advanced educational opportunities and worked with an ASCH Approved Consultant, all of which have served as the catalyst for many “Aha!” moments. Confidence derived from recognizing that there is no expectation of adherence to strict dogma or details, unlike the traditional medical model I experienced. I can color outside the lines!

An ASCH membership gifts us with easy access to the “gurus” in the field who passionately share their unique hypnosis fingerprint, which evolved from their own experience with patients/clients, education, and access to experts who shared. As the value of being exposed to new ideas became more apparent to me, attending the ASCH Creativity in Practice series was a given and did not disappoint. Each of the four sessions offered easily digested information with examples and time for Q&As, adding even more relevance.

One definition of the word “creativity” describes it as “the use of the imagination or original ideas, especially in the production of an artistic work,” which is key to mutually beneficial outcomes through use of hypnosis for treatment of our patients/clients. Each of the four presentations featured as part of the ASCH-sponsored Creativity in Practice Series offered new, immediately useful tools for facilitating change in our patients/clients and the professionals working with them. Lessons learned from these four experts also nicely included encouragement to broaden and build on these from our uniquely creative perspectives. I highly recommend that members who missed the webinars access each of these to gather the many valuable pearls they offer.

Read on for my cursory synopsis of each webinar and how I have used them in my own practice.

*Kopynec holds National Board Certification as a clinical hypnotherapist (NBCCH) and is currently studying with an ASCH Approved Consultant to achieve gold-standard ASCH Certification.*

### Evoking the Clients Potential for Change: Utilizing the Multilayer Potential of the Initial Session

*Presented by David Alter, PhD, ABPP, ABPH  
on January 12, 2022*

Alter covered his topic using a dramaturgical approach that serves as a novel approach to engaging patients in the initial encounter. This alters the orientation of the patient/client to their problem, inviting openness to change while providing a non-threatening manner for professionals to engage with the patient/client. I have discovered how effectively this process is in increasing receptivity to learning through awareness of “error detection” that interrupts the repetitive thought/behavior patterns, allowing other possibilities to exist.

### Another Way to Look at and to See Our Patients and Clients and Each Other and, Perhaps, Ourselves

*Presented by Harvey Zarren, MD, FACC  
on February 16, 2022*

This presentation acknowledges the wholeness of our biology rather than the falsely driven perceptions of humans as having physical, mental, emotional, spiritual, and social divisions. This then serves as a foundation for understanding the biological framework in which a patient’s/client’s distress is created and how change can occur. Zarren stressed the need for an understanding of our own biology to learn how our creativity and relationship to others is affected by our inner state and recognizing the power we have to effect desired change in ourselves. The importance of adding love into each encounter can be key to facilitating desired change. This knowledge has encouraged me to be more observant and present in sessions with patients, leading to a perception of added comfort and enhanced relationships.

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## CREATIVITY IN PRACTICE

### Create Impact by Utilizing Musical Principles in Hypnosis

Presented by Anita Jung, LPC-S, LPA  
on April 10, 2022

Jung shared her music-filled life journey where she discovered that musical parameters, especially rhythms, are very effective ways to capture the brain and body's attention. We all know how certain songs or melodies can elicit important memories and sensations and as Jung shared, "the repetition and the rhythm create an emergence of the trance state in music as well." Music serves as a means of multilevel communication whether someone has been trained to read music, or not, as in my case. I was delighted to learn ways to incorporate music into sessions to interrupt repetitive patterns and thereby facilitate change for my patients.

### Creatively Transforming Potentially Challenging Clinical Situations Into Therapeutic Moments

Presented by Stephen Lankton, LCSW, DAHB  
on May 3, 2022

Stephen Lankton treated us to a webinar filled with stories and metaphors sprinkled with his experiences while working with Dr. Milton Erickson, showcasing unusual methods of addressing issues for challenging cases. Lankton encouraged us not to lose sight of the goals of therapy: "Evoke and re-associate needed experiential resources, replace symptoms with required experiences, perceptions, behaviors, feeling, and thoughts, and help create, correct, and update self-images to mediate and empower future actions." My biggest takeaway was in stepping back from an initial impression of difficulty and instead utilizing that very behavior or situation to effect positive change. That change in focus enables me to see the positivity and possibilities in the previously perceived barrier(s), and brings to mind a quote by Erickson: "Allow yourself to see what you don't allow yourself to see," which is what happens when our negative interpretation prevents us from seeing a useful way forward.

## New Members and Certificants (APRIL 2022 – MAY 2022)

### NEW MEMBERS

Brian Austin, LCSW  
Full Member

Grace Bingley  
Student Affiliate Member

Rana Duncan, EdD, MSW  
Full Member

Brenda Freeman  
Full Member

Mara Hallisey, MA, LMFT  
Full Member

Stephen Hedt, MS, PA-C, CHT  
Full Member

William Jefferson, LCSW, LMFT  
Full Member

Philip Katner  
Student Affiliate Member

Cristina Lara, LPC-S, LCDC,  
LSOTP  
Full Member

Marilyn Lowrance  
Full Member

Patricia Michlik, LPC  
Associate

Alynda Randolph  
Full Member

Jennie Schneider-Jimenez  
Student Affiliate Member

Angela Stovall, LMHC  
Full Member

Emily Thomas  
Student Affiliate Member

Kathryn Wingard, LCMHC, ATR  
Full Member

Cheryl Yadon, LMHC, LPC  
Full Member

### NEWLY APPROVED CERTIFICANTS

**Jeffrey Kinderdietz, PhD**

**Ian Newlin, MS, LCMFT**

## Forty-Nine Words for Stress Reduction

BY DAVID WARK, PhD, ABPH



Last year I published an article in the *American Journal of Clinical Hypnosis*, Volume 63 (1) on treating the stresses experienced by renal dialysis patients.

Subsequently, I shortened and re-designed the treatment protocol for use by people experiencing a wide range of stressors: family, social, and employment. My 13-year-old granddaughter and her siblings took the work and developed a very beautiful website: [www.49words.org](http://www.49words.org).

Recently it was added to the list on [www.voice4comfort.com](http://www.voice4comfort.com), a website in English and Ukrainian, with resources for refugees (both adults and children) experiencing stress.

I call your attention to those websites and suggest you spend just a few moments exploring them. You may come away with a few new ideas and an appreciation for what we — with our special skills — can offer to those trying to repair the world.

## Advanced, Teaching and Consultation Workshops Promote Greater Understanding, New Approaches

After a break over the summer, ASCH will again offer in-person advanced workshops in September and December. A Teaching and Consultation Workshop, offered virtually, is scheduled for October.

### Understanding and Utilizing the Core Competencies of an Ericksonian Approach September 8–11, 2022

Instructors: Anita Jung, LPC-S, LPA and George P. Glaser, LCSW, DAHB

During the past four decades, many therapeutic masters have articulated their notions about the meaning of an Ericksonian Approach and what it takes to be an Ericksonian therapist. Typically, these practitioners describe Ericksonian approaches in a condensed manner that include one or two primary descriptive elements. This workshop is a great opportunity to enrich your sense of the wonder and creativity that are foundational elements of an Ericksonian approach while simultaneously learning to help clients and patients tap into their creativity toward healthful therapeutic ends.

Each day of this multi-day seminar will include engaging lectures, stimulating group discussions, small group practices, instructional videos, discussions, and time to connect and interact with colleagues and friends. For those who have been looking to immerse yourselves in a comprehensive Ericksonian approach to therapy deeply integrated with clinical hypnosis, this workshop will allow you to confidently learn and develop the skills to advance both your use of Ericksonian principles and clinical hypnosis.

*Registration opens June 20, 2022.*

### Teaching and Consultation Workshop October 6–7, 2022

TCW is a ten-hour virtual workshop designed for those individuals who have attained ASCH Certification and are seeking Approved Consultant status. The TCW includes an introduction that addresses professional continuing education standards, workshop learning objectives, and fostering of positive working relationships among participants and workshop faculty.

*Registration opens July 18, 2022.*

### Utilizing Hypnosis to Improve and Enhance Performance December 1–4, 2022

Instructors: Dana Lebo, PhD and Rob Staffin, PsyD, ABPH

If a picture is worth a thousand words, then an experience is worth a thousand pictures. This workshop will set the stage for participants to experience their work as a performance. Through a combination of didactic and experiential learning, they will understand and experience how “being hypnotic” enhances performance. Whether it is recovering from the pandemic, improving athletic, artistic, professional, or personal skills, or moving through a process of change, participants will leave the program with a toolbox of ideas, skills, and actions to enhance their own as well as their clients’ performance — and in the process — to boost mental health.

*Registration opens September 26, 2022.*

## UPCOMING WORKSHOPS

MORE INFO ONLINE  
[www.asch.net/workshops](http://www.asch.net/workshops)



### September 8–11, 2022

Lincolnshire Marriott Resort  
Lincolnshire, Illinois

Level 1 and Level 2 Workshops

Advanced Workshop:  
Understanding and Utilizing  
the Core Competencies of an  
Ericksonian Approach

### October 6–7, 2022

Teaching and Consultation  
Workshop  
Virtual

### November 3–6, 2022

Level 1 & Level 2 Workshops  
Virtual



### December 1–4, 2022

Wyndham Orlando Resort and  
Conference Center  
(Celebration Area)  
Kissimmee, Florida

Level 1 and Level 2 Workshops

Advanced Workshop: Utilizing  
Hypnosis to Improve and  
Enhance Performance

Greetings Colleagues,

The current focus for myself as Component Society Division Chair is on identifying information to get the needed structure for our division in place and identifying people interested in serving as volunteers. This includes identifying nominations and election of our division chair as well as identifying members to serve on a committee to work with the chair on identified initiatives of the Component Society Division (CSD). Although we are in the process of developing the role of the Component Society Division Chair, the basic duties are known. The chair attends the monthly board meetings which are typically 90-minutes and provides input into the business of the board. The chair is also a liaison to the component sections. I have done the liaison role through holding Component Society president town halls and networking meetings. Other duties include responding to occasional emails and participation on board subcommittees periodically. I have truly enjoyed getting to know so many component society presidents and exchanging ideas. The role of

CSD chair provides opportunity to guide the development of relationships with both ASCH and the different component societies.

We held a Component Society Leadership meeting on May 25. All Component Society presidents were invited to attend to provide their input into shaping the organizational policy and procedures for our division. I greatly appreciate the leaders from eleven of our component sections taking time to share their thoughts and provide input. It is important that each component society provides input as we create our new operational structure with updated policy and procedures.

We discussed several things during our 90-minute meeting. The main areas of discussion included nominations and forming a committee, term of service, qualifications for the division chair, the need for a support structure for the chair, useful content for our annual report, the relationship of component sections with ASCH, and interest in hearing more about activities and initiatives taking place

on a component level. The feedback provided will be shared with the ASCH Board of Directors and brought to the strategic planning session the board will have in August.

As mentioned in prior newsletters there have been some draft proposals developed on how the relationship between ASCH and its Component Societies could be developed. Serving on the Component Society Division Committee would be a way to further those initiatives.

While we are in the process of developing these, please do not hesitate to send me your thoughts and suggestions on what you think would be beneficial in our CSD as well as if you have anything you'd like me to represent at the board meetings. Please send me suggestions for both the new division chair and people to serve on the committee.

Debbie Benschung, LCSW

*ASCH Component Society  
Division Chair*

debbenweb@gmail.com

## ASCH ADVISOR NEWSLETTER

COMMUNICATIONS MANAGER

Jason Vaughan

COMMUNICATIONS ASSISTANT

Martha Campbell

CONTACT US AT

marketing@asch.net

## ABOUT THE NEWSLETTER

*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 the ASCH office via email to marketing@asch.net.

## SUBMISSION SCHEDULE

For consideration of inclusion, please send articles and content to the ASCH office by these dates:

<i>Issue</i>	<i>Materials Due</i>
September 2022	August 22
December 2022	November 21

# Your Generosity Ensures a Next Generation of Clinical Hypnosis Practitioners

ASCH-ERF currently manages two scholarship funds for students: 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.

[ASCH-ERF Scholarships](#)

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