



NEWSLETTER

From the President's Desk....



ASCH Colleagues,

First off, it was a pleasure to see many of you at the ISH Congress in Montreal in August. Happening once every three years, the Congress is a great way to fully absorb the scope and impact of hypnosis in healthcare worldwide. There were approximately 1,000 attendees and this was a decrease from 3 years ago. I'm sure like many of you, I'd love to see that kind of attendance at an ASCH Annual

Meeting. And far from that being a disconnected aspiration, we continue to work diligently to make robust programming and attendance a reality at the Annual. On this note, many thanks to our President-Elect Phil Shenefelt and his hardworking Program Committee on their efforts to plan our meeting. We have a phenomenal slate of speakers and presenters for San Antonio '19. More information is available on the ASCH website.

Let's go back to Montreal for a moment. At the ISH meeting, I had the honor to represent ASCH along with Past President Eric Willmarth at an inaugural 'Meeting of the North American Societies': ASCH, SCEH, APA Div. 30, NPHTI, and ISH. Joining us was Don Moss, John Mohl, Pam Kaiser, Julie Linden, and Bernhard Trenkle. We used the meeting to analyze declining interest in hypnosis, brainstorm collaborative efforts to remediate this problem, and further ways our societies can work together to advance the ethical research, practice, and training in and of clinical hypnosis. We are exploring a SCEH-proposed Efficacy Standards Task Force in hypnosis. Additionally, we would like to make this meeting an annual occurrence, with the hopes that this can foster better relations between our societies.

On the subject of building bridges, I'd like to take a moment to introduce another area that ASCH is moving towards: portability of training. Our Executive Committee spent part of its in-person August meeting brainstorming how we can partner with major organizations and hospital systems to take our training model to actual places of practice. To put a twist on the old 'Field of Dreams' adage: maybe we need to "build it" there so they don't need to "come" here. We have identified a first potential partner, and are working to make inroads on this front.

Another major initiative this year has been overhauling ASCH's marketing strategy. There is a long, twisted history in this area with our society full of unrealized potential. I like to tell people that ASCH is like the 'double decker bus trying to make a U-Turn.' When you have a large multi-disciplinary society with entrenched

UPCOMING EVENTS

ASCH at Sea
January 20-27, 2019
Mexican Riviera Cruise

2019 Annual Meeting
March 28-31, 2019
San Antonio, TX

Regional Workshop
May 2-5, 2019
Bellevue, WA

Regional Workshop
June 20-23, 2019
Alexandria, VA

Regional Workshop
September 19-22, 2019
Oak Brook, IL

Regional Workshop
December 5-8, 2019
Orlando, FL

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From the President's Desk (continued)

patterns, and a structure that often elicits déjà-vu, change can be evasive. What we are trying to do this year is simplify our focus to potential healthcare audiences (versus the general public). We are also working to drill down to the basic definitional aspects of hypnosis and ASCH's mission, and then create varied, targeted messages on the applications of hypnosis by subject. Finally, we are working on various streams of marketing - from social media to video to more traditional methods like brochures. Our hope is to collate this all into a concrete, tangible scope of focus with clear goals and tasks for a new Task Force to begin tackling by the end of my Presidential year.

I'd also like to take a moment and identify some areas of progress and thank the individuals and groups associated with that progress:

Regional Workshops. Our Regional Workshop Committee (also known as the Education Committee) has been a tour de force this year, led by the indefatigable Lane Wagaman. In my last letter to you, I mentioned with great pleasure our outstanding Denver Regional in April that was a huge attendance draw. The trend continues – our summer Alexandria Regional continues to be a success each year, with over 120 participants. I'm thrilled with those numbers. Even more meaningfully, I'm proud of the great programming and training that has been a staple of these meetings. When you create meritorious content, people want to show up. Thank you to our dedicated and hardworking RWC and faculty members! This is also a good opportunity to welcome our three newest members of the RWC: Maggie Dickens, Atousa Safavi, and Akira Otani. We're glad to have you on board!

Enhancing Web Presence. Our Enhancing Web Presence Task Force, led by Holly Forester-Miller, followed through on an initiative 2-3 years ago by our late Past-President Assen Alladin. This task force has massively boosted and improved ASCH's presence on many social media platforms. Our EC thanks all of the members of this task force for their hard work and service to ASCH! Although this Task Force has been disbanded as part of our marketing re-organization - their efforts brought web presence enhancement into the mainstream of our organization... catching us up with a lot of other societies at long last. We plan on featuring web presence engagement efforts as part of our integrated marketing efforts. As their final act, the task force worked with the EC on ideas for brief, targeted marketing videos that ASCH can create.

Eager to get involved? Contact our Central Office or e-mail me – we have committees for whom we are looking for dedicated volunteers if it's the right fit.

You might also wish to consider writing informational articles about hypnosis and ASCH, in partnership with local and national professional organizations that you are a part of. As an example, I just joined the Anxiety and Depression Association of America (ADAA) and broached the idea of a blog post on integrating clinical hypnosis with anxiety treatment. It came out this week, and ADAA promoted it to an audience of 30,000 subscribers. That's a lot of great exposure for ASCH and hypnosis. What ideas do you have? Let's get the word out about what ASCH has to offer professionals and the public.

As you can see from this update, there is a lot happening right now in our society. I'm excited to pass the baton in early 2019 to Phil, and look forward to working with our newly elected 2019-2020 EC to continue our society's progress.

With gratitude,

Your President,

Eric Spiegel

Letter from the Editor



Once again, I welcome you to another ASCH Newsletter as we are about to bring a close to another successful and productive year. As our President, Dr. Eric Spiegel, noted in his letter the ASCH Regional Workshop “has been a tour de force.” Our Denver Regional in April had a very successful attendance draw and the Alexandria Regional lived up to expectations as one of our best-attended workshops. There are many colleagues who deserve a “shout-out” for their continued dedication to our society and service over the past year. I join Eric in extending my appreciation to everyone for their tireless service and continued support of ASCH and its mission. Or simply stated, “Yeah, what he said.”

The 2020 Election results are in! I want to personally congratulate our newly elected ASCH leaders and representatives. Once again, we remain in very capable hands with a dedicated group of professionals who will serve the best interests of our society.

I am very excited about the Regional Workshops we are offering in 2019. In January, you can sail the seas with Dr. Carolyn Daitch as she provides an advanced workshop on treating anxiety using CBT, Mindfulness, and Clinical Hypnosis. In May, we are very fortunate to offer a Regional Workshop including an Advanced Workshop on pain management with internationally renowned experts on hypnosis and pain management, Drs. David Patterson and Mark Jensen. Then there is our Annual Workshop, “Reframing Their Alamo” this March in San Antonio featuring plenary speakers Drs. Michael Yapko, Shirley McNeal, D. Corydon Hammond, and Richard Kluff.

We also revived our “Meet the AJCH Authors” in this newsletter and it is my pleasure and privilege to recognize and highlight the contributions of Past ASCH President, Richard P. Kluff, M.D., and Daniel P. Kohen, M.D. to the American Journal of Clinical Hypnosis.

I hope everyone had a safe and wonderful holiday season and I wish everyone the best of 2019!

It remains my honor to serve as Editor of this Newsletter and I welcome your comments, suggestions, and especially submissions for our Clinical Corner.

David B. Reid, Psy.D.
Charlottesville, VA

Programs Approved for ASCH Credit

March 2019

International Society of the Study of Trauma and Dissociation (ISSTD) Fundamental Training in Clinical Hypnosis

March 27-29, 2019 (20 hours)

New York, NY

Contact: Reinhild Draeger-Muenke, PsyD, LMFT

E-mail: rmuenke@aol.com

All programs seeking ASCH approval for continuing education credits towards membership or certification only will need to complete a formal submission to ASCH’s Standards of Training Committee. ASCH does not grant profession specific credits such as CME or CEU for external programs.

More information on the external approval process can be found at www.asch.net.

2019 ASCH Annual Programming

“Reframe Their Alamo – Achieving Resilience Through Hypnosis to Rally to New Freedom of Mind, Body and Spirit” March 28-31, 2019

**61st Annual Scientific Meeting and Workshops
Hyatt Regency San Antonio Riverwalk
San Antonio, TX**

Pre-Conference Session

Thursday, March 28, 7:30-11:45 am (4 CE/CME)
**Empowering Clients to Make Better Decisions:
Resilience is Good, but Prevention is Better**
Michael Yapko, PhD

Plenary Sessions

Plenary #1: Thursday, March 28, 1:00 - 2:00 pm
(1.0 CE/CME)
Where’s the Strength in Ego-Strengthening?
Michael Yapko, PhD

Plenary #2: Friday, March 29, 7:45-8:45 am (1.0 CE/CME)
Hypnotic Ego Strengthening: Where We’ve Been and the Road Ahead
Shirley McNeal, PhD, ABPP

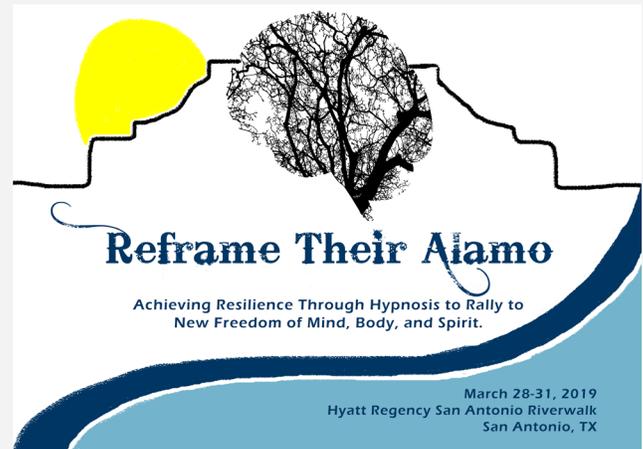
Plenary #3: Saturday, March 30, 7:45-8:45 am (1.0 CE/CME)
Practical Lessons I’ve Learned from the Old Masters
D. Corydon Hammond, PhD, ABPH

Plenary #4: Sunday, March 31, 7:45-8:45 am (1.0 CE/CME)
The Search for Synergy: How Hypnosis and Psychoanalysis Can Enhance Each Other in Patient Care
Richard Kluff, MD, PhD

Teaching and Consultation Workshop

Friday, March 29, 9:00 am-5:45 pm and Saturday, March 30,
9:00 am-12:00 pm (10 CE/CME)

This workshop is designed for anyone wishing to become an Approved Consultant or who would like to offer a course on hypnosis



Power of Words: Effective Clinical Communications Workshop

Friday, March 29, 9:00 am - 4:45 pm (6 CE/CME)

What you say, how you say it, and when you say it has powerful implications.

Open to all licensed or nationally certified health care professionals and medical, nursing, psychology, and dental students regardless of level of degree. A special registration rate of \$99 is available (for this workshop only) for health care professionals holding lower than a Master's degree and graduate students in accredited graduate health care programs.

Fundamentals of Clinical Hypnosis (Level 1/Basic) Workshop

Thursday-Sunday, March 28-31 (20 CE/CME)

Refining Skills and Treatment Applications (Level 2/Intermediate) Workshop

Thursday-Sunday, March 28-31 (20 CE/CME)

ASCH-approved workshops are taught by faculty with a wide range of health care experience in various disciplines who will demonstrate and teach workshop participants the concepts, principles, and processes of hypnosis. These workshops are comprised of a mix of didactic presentations, demonstrations, experiential exercises, and faculty led small group practice tailored to the specific needs, interests, and learning styles of workshop participants.

Advanced Level Workshops

Thursday-Sunday, March 28-31 (Up to 21 CE/CME)

Advanced level participants registered for the full meeting will be able to choose which educational offerings to attend from a list of 28 workshops on a wide variety of topics.

**Registration is
Now Open!**

MEETING REGISTRATION

For detailed meeting information and to register on-line go to: www.asch.net.

HOTEL INFORMATION

This Annual Scientific Meeting and Workshops will be held at the Hyatt Regency San Antonio Riverwalk, at 123 Losoya Street in San Antonio, TX. ASCH has contracted a limited number of rooms at a discounted room rate of \$180 per room per night, plus applicable taxes.

Reservations will be taken on a first-come first-serve basis until the contracted block is full. Any unbooked rooms will be released to the general public on March 5, 2019. So book early to receive the group rate. Call the hotel directly at 210.222.1234 to make reservations for this event or use the web link provided here: https://sanantonio.regency.hyatt.com/en/hotel/home.html?corp_id=G-CHYP

**Register
before
2/28/2019 to
take
advantage of
special Early
Bird pricing!**

COMPONENT SECTION

ORDER

Annual Component Section Reports

Component Section Presidents– you should have received the the Annual Component Section Report forms via e-mail earlier this month. Please complete the forms and return them with the requested information to assoc-dir@asch.net by February 1, 2019. If you have any questions regarding the forms or need assistance completing them, please contact Catherine Kasper at 630-980-4740 or assoc-dir@asch.net. The forms will also be posted to the Board of Governors' discussion group on Basecamp.

These reports are a way for ASCH to keep in touch with Component Sections and to make ASCH aware of all the great work that Component Sections have done throughout the year. With these reports ASCH asks for a roster of all current members of Component Sections so that ASCH can determine representation for the Board of Governors Meeting at the 2019 Annual Meeting. If no report is received, or not all the information is complete, this could lead to a Component Section not being represented at the Board of Governor's Meeting.

Notice of Meetings

ASCH Membership Meeting

Friday, March 29, 2019 from 6:30-7:30 AM

ASCH Board of Governors Meeting

Friday, March 29, 2019 from 7:30-11:00 PM

Both meetings will take place at the Hyatt Regency San Antonio Riverwalk located at 123 Losoya Street in San Antonio, TX and are open to all ASCH members.

2019

Start of the Year By Giving to a Great Cause



In the spirit of the season, we are asking you to consider donating to The Mutter Scholarship Fund for Student and Early Career Professional Training. This fund will be used to assist students and early career professionals attend ASCH-ERF programming throughout the year.

Each donation is tax deductible (Tax ID: 36-2427458).

Donations can be made online here: [https://www.asch.net/Education/](https://www.asch.net/Education/MutterFundDonation.aspx)

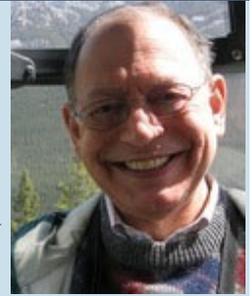
[MutterFundDonation.aspx](https://www.asch.net/Education/MutterFundDonation.aspx)

Thank you for your generosity!

Meet the AJCH Authors

Richard P. Kluff, MD

I received my M.D. from Harvard Medical School in 1968, did my psychiatry residency at the University of Pennsylvania 1969-73, and took analytic training at the Psychoanalytic Center of Philadelphia. I am Clinical Professor of Psychiatry at Temple University School of Medicine, and on the faculties of the Psychoanalytic Center of Philadelphia and the China America Psychoanalytic Alliance. I am currently in full-time private practice in Bala Cynwyd, PA, where I see a wide variety of patients, many of whom suffer posttraumatic and dissociative disorder diagnoses, or who have come to impasses in previous psychotherapies.

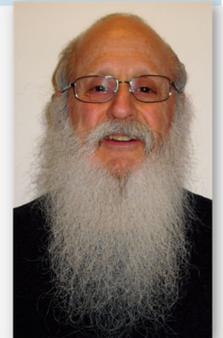


My favorite three AJCH publications represent very different aspects of my work in hypnosis: developing techniques for the treatment of dissociative disorders, the close study and exploration of clinical phenomenology, and enhancing safety in the use of hypnosis.

- Kluff, R.P. (1982). Varieties of clinical intervention in the treatment of multiple personality. *American Journal of Clinical Hypnosis*, 24, 230-240. (Milton Erickson Award Winner)
- Kluff, R.P. (1987). The withheld eye-roll sign. *American Journal of Clinical Hypnosis*, 30, 9-19. (Milton Erickson Award Winner)
- Kluff, R.P. (2012). Issues in the detection of those suffering adverse effects in hypnosis training workshops. *American Journal of Clinical Hypnosis*, 54:3, 213-232. (Milton Erickson Award Winner)

Daniel P. Kohen, M.D., FAAP, ABMH, FASCH, FSCEH

I received my M.D. from the Wayne State University School of Medicine in Detroit, completed a Pediatric Internship at Children's Hospital of Michigan and Pediatric Residency and Chief Residency at the Oklahoma Children's Memorial Hospital/University of Oklahoma Health Sciences Center. During the time, I was in the Indian Health Service/U.S. Public Health Service in Arizona, I began training in Clinical Hypnosis and was very fortunate to learn from Milton Erickson and many of his personal students (Kay Thompson, Bob Pearson, Marion Moore, et al) during my first 2 workshops in the late 1970's.



Thereafter, I was on the Faculty of the University of Minnesota Medical School for 35 years, helping to create and later Directing the resident curriculum and Pediatric Fellowship training program in Developmental-Behavioral Pediatrics. Since retirement from the Medical school 4 years ago, I have been in a half-time private practice with Partners-in-Healing of Minneapolis and have spent the rest of my time developing and teaching in NPHTI, the National Pediatric Hypnosis Training Institute.

My personal focus in my work with children and families, my writing, and my teaching has always been to focus on how we listen and how we talk. Of my several publications in AJCH over the years my favorites are:

- Kohen, Daniel P., Mahowald, M.W., and Rosen, G.R. (1992). Sleep Terror Disorder in Children: The Role of Self-Hypnosis in Management. *American Journal of Clinical Hypnosis*. 34(4), 233-244.
- Wark, D.M. and Kohen, D.P. (1998). Facilitating Facilitators' Facilitation: Experience with a New Training Model for Teaching Leaders of Hypnosis Practice Groups. *American Journal of Clinical Hypnosis* 41(1), 75-83.
- Kohen, D.P. (2011). Chronic Daily Headache: Helping Adolescents Help Themselves with Self-Hypnosis. *American Journal of Clinical Hypnosis*, 54(1), 32-46.
- Kohen, D.P., Kaiser, P., Olness, K. (2017). State-of-the-Art Pediatric Hypnosis Training: Remodeling Curriculum and Refining Faculty Development. *American Journal of Clinical Hypnosis – Special Issue: Hypnosis Education* Sugarman, LI (Ed) 59, 292-310.

Election Update

About the Newsletter

The ASCH Newsletter is published quarterly.

Newsletter Deadlines:

Articles should be received in the central office by the following dates for inclusion:

Fall - September 1st;
Winter - December 1st;
Spring - May 1st;
Summer- July 1st.

Submissions:

Submissions are welcome. All submissions will be edited for content, style and length. Newsletter material should be submitted via email to:
assoc-dir@asch.net.

The results from November's election are in, thank you to all that participated in the election as both candidates and voters.

Congratulations to our 2019-2020 Executive Committee!

President-Elect

Anita Jung, MS, LPC-S, LPA, FAPA

Secretary

Wendy Lemke, MS, LP

Treasurer

Ran D. Anbar, MD

Member at Large, Dentistry

Dov Glazer, DDS, ABHD

Member at Large, Medicine

Bridget Bongaard, MD, FACP, HCMD

Member at Large, Psychology

David Reid, PsyD

Member at Large, Masters Level

Lorna McKenzie-Pollock, LICW

ASCH- ERF Trustee

Carolyn Daitch, PhD

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