



# The Milton H. Erickson Foundation NEWSLETTER

Vol. 27, No. 1

SPRING 2007

SM

## Inside This Issue

FEATURE INTERVIEW: <i>Patricia Arredondo, EdD</i>	1
LAUNCHING THE BUILDING FUND	2
INTRODUCING THE INSTITUTES: <i>The Milton H. Erickson Institute de Ciudad Nezahualcoyotl, Mexico</i>	4
FACETS AND REFLECTIONS: <i>A Ceremony To Remember</i>	5
CONTRIBUTOR OF NOTE: <i>JOHN D LENTZ D.Min</i>	6
THERAPEUTIC FRAMEWORKS SYSTEMIC CONSTRUCTIONS	6
<i>Remembering Jay Haley</i>	8
CONFERENCE REVIEW: <i>Brief Therapy: Lasting Impressions Conference Review</i>	14
CONFERENCE REVIEW: <i>Short Courses Reviews from Brief Therapy Conference, 2006</i>	15

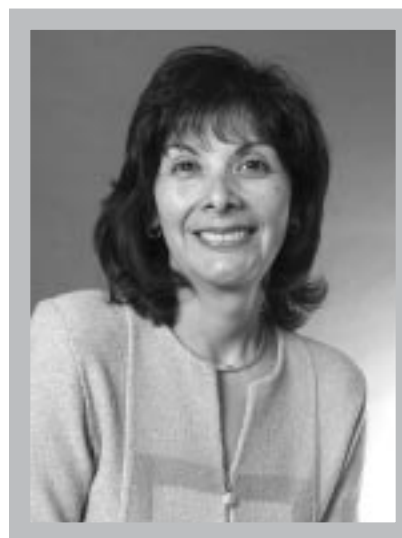
Visit Our Website:  
[www.erickson-foundation.org](http://www.erickson-foundation.org)

## FEATURE INTERVIEW

### *Patricia Arredondo, EdD*

*Patricia Arredondo, EdD is Senior Associate Vice President with University Undergraduate Initiatives and Professor of Psychology at Arizona State University. Professor Arredondo serves as President of the American Counseling Association (ACA), and was recognized as a "Living Legend" by the ACA, for contributions to the development of multicultural counseling competencies, for dedication to Latino/a issues, and for leadership in promoting a organizational change through a focus on diversity. Her latest book, **Becoming Culturally Oriented**, is published by American Psychological Association. She gave an outstanding keynote address in December 2006 in the Brief Therapy Conference in Anaheim.*

**Lilian Borges-Zeig : It is great to get together and have this con-**



**versation with you. Thank you.**

**My first question is what is your definition of Multicultural Counseling?**

**Patricia:** My definition is based on a paradigm of inclusion of a person's total identity. Multicultural Counseling encompasses people in their totality including their historical context, their family context, and

their national or cultural context. The multicultural paradigm helps me to recognize that individuals have many forces that affect how they evolve in life philosophically and pragmatically-- how they became who they are. Seeing individuals in social, cultural and historical contexts helps me understand the opportunities, or lack of opportunities, individuals have had, and the stressors they have in their life journey. Sometimes those stressors are based on parts of their identity they cannot change: their gender, their race or their sexual orientation. When I first see a person in counseling I do not focus only on the issue that is brought to therapy; but, I am thinking about the context of family, current relationships, personal history, etc. The multicultural lens is comprehensive and invites us to get to know people in their multiplicity, in their multi-dimensionality, and in their complexity. Focusing on the problem alone is not enough.

*See INTERVIEW on page 24*

## *The Tenth International Congress on Ericksonian Approaches to Hypnosis and Psychotherapy*

**December 6-9, 2007 • Phoenix, Arizona**

The Milton H. Erickson Foundation is sponsoring the Tenth International Congress on Ericksonian Approaches to Hypnosis and Psychotherapy, December 6-9, 2007, at the Hyatt Regency, Phoenix, Arizona.

A six-hour Law & Ethics Workshop will be held on Thursday, December 6, with the afternoon sessions running concurrently with Practice Development Workshops. Beginning Friday, December 7, the Congress sessions will include Workshops, Short Course presentations, Keynote Addresses, Interactive Events, an eight-session Fundamentals of Ericksonian Hypnosis Program, and Clinical Demonstrations (Live).

Keynote Addresses will be given by Ernest Rossi, Michael Yapko, and Jeffrey Zeig. The Fundamental Hypnosis Workshops will be presented throughout the Congress by Brent Geary, Lilian Borges Zeig, Stephen Gilligan, Stephen

*See CONGRESS on page 4*

RETURN SERVICE REQUESTED

U.S.A.  
Phoenix, Arizona 85016  
3606 N. 24th Street  
The Milton H. Erickson Foundation, Inc.

Non-Profit org.  
U.S. Postage Paid  
Kansas City, MO  
Permit No. 1932

## LAUNCHING THE BUILDING FUND

By Roxanna Erickson Klein RN, Ph.D.

The Board of Directors of the Milton H. Erickson Foundation is proud to announce the decision to step into the next phase of our services. With careful planning and extensive deliberation we are committed to moving forward with a physical design that will facilitate more clinical work, training and research. We are currently involved in the evaluation of various design options and target 2008 for the opening of facilities.

Our newly designed site will expand our clinical capabilities, enhance teaching opportunities and broaden access to the Archives.

In support of this directed growth, we have dedicated a Building Fund. The Fund opened with a one thousand dollar donation from Elizabeth Erickson, joined by daughters Kristina and Roxanna. The opening donation was made in honor of Martin Zeig. The Foundation welcomes contributions from our readers.

### Donations

The Erickson Foundation would like to thank the following for their generous donations to The Milton H. Erickson Foundation Building Fund: Joyce Mills, Ph.D.; and the Erickson Family in name of the late Martin Zeig.

### Special Recognition

The Japanese Association of Brief Psychotherapy recently presented a special award to Jeffrey K. Zeig, Ph.D., director of The Milton H. Erickson Foundation, Inc. The award is in recognition for his contribution, dedication, and popularization of brief psychotherapy in Japan.

**Subscribe to the Erickson Listserv:  
[www.topica.com/lists/EricksonList](http://www.topica.com/lists/EricksonList)**

## The Milton H. Erickson Foundation NEWSLETTER

**Executive Editor:** Richard Landis, Ph.D.

**Managing Editor:** Sharon McLaughlin, M.A.

**Review Editors:** C. Alexander Simpkins, Ph.D.,  
Annellen Simpkins, Ph.D.

**Institutes:** Marilia Baker, M.S.W.

**Production Assistant:** Karen Haviley

**Guest Editors:** Betty Alice Erickson, M.S., LPC, LMFT

**Contributor of Note:** Roxanna Erickson Klein, R.N., Ph.D.

**In the Spirit of Therapy Editor:** John Lentz, D.Min.

**Guest Reviewers:** Deborah Beckman, M.S., LPC,  
Maria Escalante Cortina, Christine Guilloux, D.E.S.S.,  
Will Handy, LMSW-ACP

—Board of Directors—  
Jeffrey K. Zeig, Ph.D.

Roxanna Erickson Klein, R.N., Ph.D.  
J. Charles Theisen, M.A., M.B.A., J.D.  
Camillo Lorio, M.D.  
Bernhard Trenkle, Dipl.Psych.

The Milton H. Erickson Foundation, Inc.  
3606 North 24th Street  
Phoenix, Arizona 85016-6500  
U.S.A.  
Telephone: (602) 956-6196  
FAX: (602) 956-0519

## EDITOR'S COMMENTS

In past issues we presented themes that focused in depth on specific aspects of Ericksonian applications and perspectives. In this issue, we pay homage to the breadth of Erickson's influences through his values. At the time of production of this newsletter, we received word of the passing of Jay Haley, one of the major catalysts for the introduction of Ericksonian and family therapies into modern therapy approaches. We will be dedicating our next issue to his lifetime contributions. In this issue we also pay homage to Insoo Kim Berg, a leading influence in solution-focused therapy, lost to us January 10, 2007. Both of these giants personified Ericksonian values.



When I was in graduate school, very few of my professors taught Ericksonian approaches. Therapy was fundamentally the same whether you did it with couples, families or individuals. Brief therapy was just doing regular therapy for a shorter time. Couples therapy was doing individual therapy with two people. Today, current models of couple, family and individual therapies, brief or otherwise, inevitably intersect with Erickson and Ericksonian values.

An excellent example of Ericksonian values in action is Lilian Borges Zeig's insightful interview with Patricia Arrendondo. Arrendondo expands the concept of Multicultural Counseling to include the entire person, not just stereotypic ethnicity. She epitomizes Erickson's admonition to view the person from every direction. To complement the values shared in the interview, Sharon McLaughlin reviews the CD of Lilian Borges Zeig's short course, "Diverse Spiritual Experiences: A Multicultural Approach to Utilize Spirituality in Brief Therapy."

Steve Andreas' *Case Report* supports the Ericksonian value to listen to what patients say and to respect the often indirect and multiple meaning of their communication. Gary Ruelas, in his *Therapeutic Frameworks*, presents the Ericksonian value of viewing the world through the eyes of our child within, and finding wisdom and possibilities through the eyes of our own children. From these perspectives, we often uncover new paradigms of discovery and understanding.

Our review editors, Alexander and Annellen Simpkins, present a montage of Ericksonian adaptations from the Brief Therapy Conference held in Garden Grove, California this last December. They start with a concise overview of the conference and finish up with a review of several pivotal short courses. Each of the reviews is handled with the clarity and insight that we have come to expect from this dynamic duo.

The international nature of Ericksonian values is exemplified in the Simpkins' review of the new French journal, *Hypnose Et Thérapies Brèves*. Marilia Baker continues the international connection with her elegant review of the 17<sup>th</sup> Congress of the International Society of Hypnosis (ISH), held in Acapulco, Mexico. This was an amazing conference hosted by the *Centro Ericksoniano de Mexico*. And of course we have Marilia's *Introducing the Institutes* column that presents the Instituto *MHE de Ciudad Nezahualcoyotl, Mexico*. To make it even more special, Yolanda Aguirre and Marcelo Alvarez of the institute have written a very personal *Facets and Reflections* column about the renewing of their marital vows that occurred at the seventh Erickson Congress in Phoenix. It is truly beautiful.

Along with our other articles and announcements, this issue is a fitting presentation for the Ericksonian values that are being celebrated throughout this year. We start off with the upcoming Couples Conference meeting in Garden Grove (Anaheim), California April 27-29 and end with the Tenth International Congress on Ericksonian Approaches to Hypnosis and Psychotherapy on December 6-9, 2007. Please join us at the celebration.

Rick Landis, Ph.D.  
Laguna Niguel, CA



awaken  
the power within

### Special Offer for Newsletter Subscribers!

Use this form to extend  
the current May 30th  
deadline to **JUNE 15,**  
2007!

#### FULL CONGRESS:

Deadline: ~~May 30~~  
**JUNE 15!**

\$299 U.S. Professionals

\$199 Foreign Prof/Students/  
Interns/Seniors  
(65 and above)

#### FULL CONGRESS *WITH* LAW & ETHICS:

Deadline: ~~May 30~~  
**JUNE 15!**

\$395 U.S. Professionals

\$295 Foreign Prof/Students/  
Interns/Seniors  
(65 and above)

#### POST-CONGRESS ADVANCED TRAINING DAY: \$89

Visit the Congress Site for:

Schedule of Events

Complete List of 60+ Faculty  
with Bios

Accreditation Information

Travel & Hotel Accommodation

Day Ticket Purchases

Free Educational Downloads

# The Tenth International Congress on Ericksonian Approaches to Hypnosis and Psychotherapy

December 6-9, 2007 • Phoenix, Arizona • Hyatt Regency

## SPECIAL REGISTRATION OFFER FOR NEWSLETTER SUBSCRIBERS!

1 Name (As you want it on name badge—please print) \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_  
Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
Daytime Phone \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail Address \_\_\_\_\_ University attended \_\_\_\_\_  
University Major \_\_\_\_\_ Highest degree only \_\_\_\_\_  
Professional License # \_\_\_\_\_ Physically Challenged <sup>1</sup>Yes No

2 I verify that I meet the minimum eligibility requirements to attend the 10th International Congress and that I am a (please check one of the boxes below):  
 US Professional  Foreign Professional/Foreign Student  
 Senior Citizen providing proof of age (65 years and older)  
 Graduate Student/Intern providing a certifying letter from school department indicating proof of student/intern status

3 I am registering for the following:  
 Full Conference Registration (Thursday PM - Sunday, December 6-9, 2007)  
 Full Conference Registration WITH Law & Ethics Workshops (Thursday AM - Sunday, December 6-9, 2007)  
(please indicate your choice of Law & Ethics Workshop):  Workshop 1 (4 hrs) or  Workshops 1 & 2 (6 hrs)  
( I will attend the complete *Fundamentals of Ericksonian Hypnosis* eight-session program)  
**Individual Day Tickets** (for those NOT attending the full 4-day Conference):  
 Law & Ethics Workshops 1 (4 hrs) & 2 (6 hrs) - Thursday AM, December 6  
 Thursday, All Day - December 6: 1/2 day Congress PLUS Law & Ethics Workshops 1 (4 hrs) & 2 (6 hrs)  
 Thursday, PM Only, December 6: 1/2 day Congress WITHOUT Law & Ethics Workshops  
 Friday - Dec 7  Saturday - Dec 8  Sunday - Dec 9  
 Post-Conference Advanced Ericksonian Training Workshop Day - Monday, December 10

4 I am enclosing the following amount \$ \_\_\_\_\_  
 Personal/Company<sup>2</sup> Check # \_\_\_\_\_ Make checks payable to American Continuing Education, Inc or ACEI  
 Credit Card<sup>3</sup> — please check one of the following:  Visa  MasterCard  Discover  American Express  
Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_  
Billing Address Zip/Postal Code \_\_\_\_\_ Billing Address Phone Number (\_\_\_\_\_) \_\_\_\_\_  
Name (As it appears on card) \_\_\_\_\_ Cardholder Signature \_\_\_\_\_  
 Purchase Order # \_\_\_\_\_ (Attach copy of purchase order)

5 Send this completed form with **FULL** payment and accompanying paperwork to:  
**American Continuing Education, Inc.**  
c/o Erickson Congress • PO Box 17009 • St Paul, MN 55117  
Tel: 1-651-487-3001 Fax: 1-651-489-3387 (credit card payments ONLY) Email: miltonerickson@cmehelp.com

<sup>1</sup> Hyatt Regency Phoenix is ADA compliant. Please inform the hotel about any special needs. Any special concerns must be brought to the attention of the Milton H Erickson Foundation prior to August 15, 2007, by emailing office@erickson-foundation.org or telephoning 602-956-6196.

<sup>2</sup> \*All non-sufficient funds checks will be charged a \$20.00 service fee payable by issuer.

<sup>3</sup> The charge on your credit card statement for the Conference will be listed as "CE Education Class."

#### Cancellation Policy

Requests for refunds MUST BE IN WRITING and are subject to a \$45 administrative fee. Full refunds, less the service charge, will be made if the request is postmarked by November 4, 2007. Requests postmarked from November 5 to November 30, 2007, will receive a 50% refund of paid fees. **No refunds after November 30, 2007.** No exceptions to this policy will be made. Please allow 8-10 weeks for processing. Cancellations received after November 4, 2007, will be processed in January, 2008.

# INTRODUCING THE INSTITUTES

## *The Milton H. Erickson Institute de Ciudad Nezahualcoyotl, Mexico*

Email: [instituto@hipnosisneza.com.mx](mailto:instituto@hipnosisneza.com.mx)

Website: [www.hipnosisneza.com.mx](http://www.hipnosisneza.com.mx)

Interviewed by Marilia Baker, MSW

Marcelo Alvarez, MD and Yolanda Aguirre, MA established the *Instituto Milton H. Erickson de Ciudad Nezahualcoyotl*, Mexico, in 2003. Other founding members were Juana Bengoa, MA and Patricia Bañuelos, MA. The Institute is located in the poor and disenfranchised town of Nezahualcoyotl – Nahuatl language for "the hungry coyote"- in the northeastern outskirts of Mexico City. Its logo is the *Malinalli*, meaning "dry grass from the Sunstone", representing the 12th of the 20 glyphs of the Aztec Sunstone. According to Marcelo and Yolanda, in-depth researchers of indigenous healing practices, this symbol indicates the human capacity for regeneration and rebirth, associated with higher human development. Says Alvarez: "*Malinalli* means tenacity, rejuvenation, and that



*First Graduating Class*

which cannot be uprooted forever; it is at its core *change* and rebirth (*Codex Borgianus*). We chose that logo because Dr. Erickson said that every individual has inside himself/herself all that they need to *change* and grow. Likewise, the green grass that dries out in the fields and apparently dies, becoming a wasteland, carries within itself the seeds of rebirth and renewal".

The Institute promotes intensive training in Ericksonian hypnosis, seminars, workshops, supervision, and opportunities for clinical work with underprivileged communities. A special *pro bono* psychotherapy service is provided to children with terminal illnesses and their parents. Classrooms at the Institute are named Classroom M.H. Erickson; Classroom Elizabeth M. Erickson; Library Gregory Bateson; Classroom B.A. Erickson; Classroom Jeffrey Zeig, and Classroom Ernest Rossi, in honor of the founders' mentors.

Marcelo Alvarez graduated from the National Autonomous University of Mexico (UNAM) as surgeon/physician in 1978. He also has a Masters in Sciences from the Zaragoza School of Professional Studies (1990), and received his Masters in Ericksonian Psychotherapy (2002) from *Centro Ericksoniano de Mexico*, directed by Teresa Robles. Marcelo has been teaching at the Schools of Medicine and Psychology for 27 years. In 1998 Alvarez, Aguirre, and colleagues founded the "Academia de Hipnosis y Estrategias Ericksonianas" at the Zaragoza School of Professional Studies in Mexico City. This is a group of scholars within the university, dedicated to the study and dissemination of Milton H. Erickson's work to students and other health professionals.

Yolanda Aguirre received her original degree in psychology from the Zaragoza School of Psychology (UNAM, 1984), and a Masters degree (2004) in Existential Psychotherapy – *magna cum laude* – from the *Universidad de Integracion Humanista*, in Matamoros, Tamaulipas. She has been teaching psychology for 22 years and is in private practice as a hypnotherapist since 1992. Both Yolanda and Marcelo started their self-taught studies of Ericksonian approaches in 1991, having first read Sidney Rosen's *Mi voz ira' contigo*. They have since trained with Teresa Robles and Jorge Abia, as well as with Jeffrey Zeig; Ernest Rossi; B.A. Erickson; Stephen Lankton, and Dirk Revenstorf. Both have been members of the Mexican Society of Hypnosis since 1995 and of the International Society of Hypnosis (ISH) since 1997.



*Co-Directors Marcelo Alvarez and Yolanda Aguirre*

In addition to active participation in national and international hypnosis training, teaching, clinical work and supervision at the Nezahualcoyotl Institute and other institutions of higher education, Alvarez and Aguirre are renowned authors in Mexico. Yolanda's twin volumes (2004) *La psicoterapia, un proceso de autoconstruccion: los cimientos*, and (2005) *La psicoterapia, un proceso de autoconstruccion: la propuesta*, were published by Alom Editores. Marcelo, besides contributing to professional journals and publishing the Institute's quarterly Newsletter, translated (2005, Alom) *Seminarios de introduccion a la hipnosis*, by Milton H. Erickson, edited by Dan Short. He is the author of the chapter "The Brain" in "Concierto para cuatro cerebros en psicoterapia" by Teresa Robles (Revised edition 2005, Alom). Both Alvarez and Aguirre are also the authors of *Historias para contarse y crecer juntos* (in press).

## **CONGRESS** *continued from page 1*

Lankton, Ernest Rossi, Dan Short, Michael Yapko, and Jeffrey Zeig. The Congress includes more than 60 presenters from around the world. A complete list of faculty can be found on the Congress Site: [www.erickson-foundation.org/10thCongress](http://www.erickson-foundation.org/10thCongress).

### **Special Post-Congress Advanced Training Day Added!**

The Erickson Foundation has added a special post-Congress *Advanced Ericksonian Hypnosis Training Day*, Monday, December 10, 2007. The morning session, "Advanced Induction" with Jeffrey K. Zeig, Ph.D., will be followed by the afternoon session, "Advanced Indirect Language and Techniques" with Stephen Lankton, MSW, DAHB.

The full Congress offers 33.5 Continuing Education hours, with an added four hours for the Law & Ethics AM session. The complete brochure with the Congress schedule of events is available Online: [www.erickson-foundation.org/10thCongress](http://www.erickson-foundation.org/10thCongress). Online registration, accreditation, travel and hotel accommodation information also is available on the Congress site. To receive the brochure by mail contact: The Milton H. Erickson Foundation, 3606 N. 24th Street, Phoenix, AZ 85016-6500; Email, [Sonya@erickson-foundation.org](mailto:Sonya@erickson-foundation.org) (please Email complete mailing address; Subject line: Congress brochure); Tel, 602-956-6196; Fax, 602-956-0519.

**SPECIAL OFFER FOR NEWSLETTER SUBSCRIBERS! Use the registration form on page 3 to extend the current May 30th registration deadline to JUNE 15, 2007!**

## F A C E T S     A N D     R E F L E C T I O N S

## A Ceremony To Remember

By Yolanda Aguirre, MA  
and Marcelo Alvarez, MD

Instituto MHE de Ciudad  
Nezahualcoyotl, Mexico

We would like the *Newsletter* readers around the world to partake of a meaningful personal experience we went through, which has had positive and profound implications for our everyday clinical work with children, couples, families, and the communities we serve<sup>1</sup>. Even though this significant moment in our life was not *directly* experienced with Milton H. Erickson himself, we feel immensely fortunate that his wife of 44 years, Elizabeth Moore Erickson was there for us, that three of his offspring were present, and the two foremost proponents and disseminators of his work, Jeff Zeig and Ernest Rossi officiated and blessed the deepening of our marital bonds.

In 1999, while attending the Seventhth Erickson Congress in Phoenix, we decided to renew our marital vows under the symbolic blessings of Dr. Erickson at Squaw Peak. We had been married for 15 years by then, and had one daughter, Aleli, 11 years old at the time. Upon learning of our intention, the Erickson family became enthusiastically involved: Mrs. Erickson offered her suite at the hotel – since it had a full view of Squaw Peak. Jeffrey and his parents, Martin and Ruth Zeig offered to help, as well as Ernest Rossi and other friends. Says Roxanna Erickson Klein " Our mother was *so thrilled* to witness the intensity with which people felt moved and inspired by the atmosphere of the Congress as well as the unexpected ceremony of unity and joy that was anticipated, that she encouraged me to formalize things a little more...."

The Erickson sisters, Roxanna and Betty Alice, organized the ceremony and the reception with the help

...*"may your destiny be blessed with goodness"*.

of other members of the family. Roxanna also organized the ceremonial sequence and the blessings in Spanish and English. She describes the ritual: " When you, Marcelo, and your bride arrived, she in her beautiful white dress, on the arm of Martin Zeig, it was heartwarming and energizing to experience. Yolanda



*Marcelo Alvarez and Yolanda Aguirre at the ceremony. Attending the couple are Martin Zeig, Elizabeth Erickson, Jeffrey Zeig, Ernest Rossi*

brought a poster of the volcanoes Popocatepetl and Iztaccihuatl and told a love story that is traditional in Mexico. It was beautiful and brought tears to everyone's eyes"<sup>2</sup>.

This story is very meaningful to my wife, Yolanda, because she grew up on the *alameda* Iztaccihuatl, named after this tragic heroine. There was a magnificent view of the two volcanoes from her home, and she eventually painted an exquisite picture of the volcanoes and the mythic lovers. Betty Alice gave us a *double-headed* Native-American water container. The symbolism of the container has been an inspiration to us ever since – two people joined in marriage, who maintain their individuality - the two separate heads - while united in a single vision of the world and their joint mission of love.

Jeffrey Zeig officiated the ceremony, sealing it with the cheerful blessing *Mazel Tov*, which means originally "may your destiny be blessed with goodness". Our *padrino* (the best man) Ernest Rossi also blessed us emphasizing "togetherness

& sharing". Betty Alice finished with the special blessing "*Dios los bendiga...leave a trail of happiness*". Mr. Martin Zeig delivered Yolanda, my bride, whose maid of honor was Mrs. Elizabeth Erickson.

This has been a most memorable experience in our life together. Over the years, as befits good Ericksonians, we have done our best to pass on to others its multiple levels of meaning and action. As psychotherapists, we are aware of our role modeling – directly and indirectly.

This ceremony at the Seventh Congress contained so many educational and therapeutic metaphors for couples, their families and the community – in the greatest tradition of Dr. Erickson's own lifework – utilizing family examples and role modeling to educate and treat. We are very

grateful to all that, and to the opportunity to live and experience it to the fullest. Most particularly, we are grateful to the generosity that surrounded us, and the many blessings we received. We are very thankful to the Erickson family and grateful to Jeff Zeig for his generous heart – as big as the world - a heart which beats in sync with Dr. Erickson's, sharing his worldvision to all who want to listen!"

<sup>1</sup>See Introducing the Institutes column on page 4.

<sup>2</sup>According to an ancient Aztec legend Iztaccihuatl was a princess in love with Popocatepetl a fearless warrior. She promised to marry him upon his victorious return from battle. A jealous interloper misinformed her of Popocatepetl's death. Despondent, she kills herself. Her beloved follows suit. The gods turn them into twin volcanoes so they can be eternally together.

## Newsletter Advertising Rates

<i>Full Page</i>	•	9 1/4"w x 11 1/4"h	•	\$995
<i>1/2 Page/Vert.</i>	•	4 1/2"w x 11 1/4"h	•	\$595
<i>1/2 Page/Horiz.</i>	•	9 1/4"w x 5 1/2"h	•	\$595
<i>1/4 Page</i>	•	4 1/2"w x 5 1/2"h	•	\$345
<i>1/8 Page</i>	•	4 1/2"w x 2 5/8"h	•	\$225

Frequency discounts available!

Circulation: 12,000 U.S. (mailed) &  
Posted Online: [www.erickson-foundation.org](http://www.erickson-foundation.org)

Space Reserve/Art Deadline for the Fall/Winter Issue  
(mail date: August 2007): May 31, 2007

For a copy of our Rate Card/Specs contact:

The Milton H. Erickson Foundation  
3606 N. 24th Street Phoenix, AZ 85016-6500  
Fax, 602/956-0519 • Tel, 602/956-6196  
Email, [mhreg@aol.com](mailto:mhreg@aol.com)

# CONTRIBUTOR OF NOTE

## JOHN D LENTZ D.Min.

By Roxanna Erickson Klein RN, Ph.D.

Trained in a Presbyterian seminary and ordained as a minister Dr. John Lentz's background extends from theological teaching and prison counseling to private practice. These experiences make him particularly well qualified to look the spiritual interface of professional counseling.

Lentz attributes his initial interest in Ericksonian approaches to study done when he was working on his dissertation. Within the prison population, Lentz investigated the idea of responding to manipulation in ways that enhance relationships and yet maintain safety. That work led to the book Effective Handling of Manipulative Persons, described on Amazon as an excellent resource for persons new to working with inmates. Ericksonian principles facilitate the maintenance of solid boundaries yet provide tools to sidestep manipulative gestures.

During Lentz's seminary training, a professor, David A. Steere Ph.D, influenced Lentz with his forward and expansive thinking. Steere's creative ideology drew Lentz to Erickson's work. While receiving



supervision as a prison counselor/chaplain he sought to learn more about Erickson. But, attending major conferences during December simply did not fit with the holiday tides at the prison. Lentz read and listened to audiotapes of experts, but it was not until he saw demonstrations that he fully recognized the power of Ericksonian techniques. The clarity of shared trance work, so apparent visually, is not always evident in other forms of teaching.

Meeting Zeig at a seminar in 1986, Lentz became more interested in both learning and teaching Ericksonian approaches. In his professional teaching he found that many counselors had a bias against hypnosis. This was particularly true among

those who were not familiar with the work of Erickson. Lentz believes that by having a more open dialogue about the interface of hypnosis and spirituality, new understandings can be reached. By 1998, Lentz and some of his former students established the Milton H. Erickson Institute of Jeffersville, Indiana.

In addition to the book on manipulation, Lentz has written Therapeutic Metaphors, Spiritual Solutions to Anxiety and Panic and How the Word Heals. Lentz also has created a series of audio CDs on topics including anger management and forgiveness. The publications provide resources for laypersons while also offering valuable information to professionals. Reaching a broad audi-

ence is an area of special interest to Lentz. He remarked about the book on anxiety that his intent is to create a small readable book that has the power to reach out and relieve suffering.

Retired from prison work in 2000, Lentz continues to teach and recently conducted a workshop for the MFT Association of Kentucky. He maintains a private practice, and one of the things Lentz most enjoys is his work as a part-time minister in rural church 25 miles south of Shepardsville. Every sermon is hypnotically laden with positive regard and ways of enhancing relationships with God.

Lentz remains interested in the transformational therapeutic aspects of trance work. Using hypnotic principles and tools, unconscious resources and past knowledge can support positive growth and nurture sensations of love and compassion. These experiences can be transformational, even when they are not consciously memorable. Currently Lentz is exploring ideas about how to enhance effective communications; in 2006 he launched a column for the Newsletter *In The Spirit of Therapy*. Exploring personal spiritual perspectives of leaders in psychotherapy encourages introspection.

Nurturing a greater appreciation for the sacred potential of the psyche is the essence of the work of John Lentz!

# THERAPEUTIC FRAMEWORKS

## SYSTEMIC CONSTRUCTIONS *Rebuilding The Brain Remodeling The Mind*

By Gary Ruelas, D.O., Ph.D.

The Ericksonian Integrative Medical Institute of Orange County  
Orange, California

Since my early academic years I have always been awe struck by the globally accepted paradigm by which we describe our solar system formation. As children we were told about our planets and our solar system (now changed with the recent elimination of Pluto, but that is another story). We were given drawings, 3D mobiles, books and even movies that continued to bombard our brain until we completely knew this information. Even if we could not name all of the planets, we would remember the formation of orbital planes.

Later on in life I went on to the study chemistry. I learned, as much of you did, about the nucleus and transfer of energy between atoms through the movement of electron. Once again I was reminded of the formation of energy around a powerful center--how the nucleus and the orbital rings of the electron would,

on a grander scale, go on to form molecules.

Orbiting planets and atom interactions drifted to the back of my mind until, as I read books to my children (they are always offering deep insight and wisdom to my reflections) we came across the story by Dr. Seuss titled "Horton Hears The Who." Now mind you, I am not that deep of a thinker, at least not in relation to my sons. My oldest boy, who so much enjoyed this story, said "Dad, you remember how you were telling me about infinity, those numbers that never end?" I responded as every wise father would, "Yes," really not knowing what he meant or remembered. He replied, "Well maybe infinity goes both ways, like in Horton Hears The Who, it never stops getting smaller."

My son's flip in the way of thinking was not unlike Erickson who often would look beyond the accepted or obvious. It was in the late 70's when I first met Erickson. Erickson met with a small group of us in his private office, and he handed out a few cards asking for a response to indicate what was on the cards. The first card had the number 710 written on it and the second card had the number 7734.

Dr. Erickson went on to state, "Things are not always what they appear to be. It is important to look at things from all directions." That was to become the starting point of how I would begin to look at all paradigms we hold true. The medicine we are practicing these days is looking beyond what had been accepted

See *FRAMEWORKS* on next page

paradigm. Integrative Medicine is at the forefront of change, shifting paradigms and taking the best from traditional and nontraditional approaches. This exciting medicine follows Erickson's philosophy of using and enhancing internal resources. Integrative Medicine uses the bodies' own natural dynamics to facilitate healing, change and movement toward health.

The paradigm shifts of the 21<sup>st</sup> century include the idea that psychotherapy not only has a mental impact but also a physiologic and physical impact. I like to think of the medicine I practice as micro-psychotherapy and the psychotherapy as macro-medicine. We now know that cognition can have significant effects on enhancing the immune system and alter the effects and production of neurotransmitters and neurohormones. While there is now a greater acceptance that mind and body have an intimate and reciprocal interaction with one another, evidence is beginning to show that looking at the mind and body as distinctly separate entities may be an unnecessary distinction. (This is highlighted in the language of the Eastern cultures where they use the same word for both heart and mind.)

When Erickson began to provide techniques such as paradoxical intervention, confusion, and nonverbal inductions, they were all inconsistent with paradigms held dearly by psychiatry approach to mental and emotional problems. I would like to propose some additional paradigm shifts:

Old Paradigm: There is a Blood Brain Barrier – Neurotransmitters cannot be altered.

New Paradigm: We are able to help the brain developed more neurotransmitters by natural and biological methods.

Old Paradigm: Nutrition is a rare and minor issue the development and maintenance of mental health.

New Paradigm: Nutrition is essential and fundamental in both mental and physical health

Old Paradigm: If I swallow or chew it, I absorb it.

New Paradigm: Absorption of nutrients are complex and based on numerous factors. One can not assume consumption leads to absorption.

Old Paradigm: Hormone treatment is primarily for regulation of libido or menopause issues.

New Paradigm: Hormones are Neuro-Hormones. They are activators and precursors for many molecules in the brain and body, including neurotransmitters.

By looking at old assumptions from different directions, new questions evolve that lead to better answers. By the way, if you were curious about the numbers Dr. Erickson gave us, we were only able to see them as words when we looked at them upside down.

## WE'RE BUILDING ON YOUR FOUNDATION

**DONATE TO OUR FUND AND RECEIVE AN AUTOGRAPHED BOOK. FREE.**

The new building fund of the Milton H. Erickson Foundation will ensure that our educational services continue to expand, that the cataloging and preservation of our archive proceeds, so future generations can easily access the ever-growing collection of resources we offer to health care providers.

The Foundation has come into ownership of several hundred copies of vintage classic books — four of the original volumes published by Dr. Milton Erickson and Dr. Ernest Rossi. (At this time the Foundation Press is distributing updated Neurobiology Versions of these works on CD through [erickson-foundation.org/press](http://erickson-foundation.org/press), but neither hardback nor paperback of the updates are yet available.) These volumes are in their original shipping cartons and in pristine condition.

Donate to the fund now and you can receive one of these classic Erickson titles **FREE**.

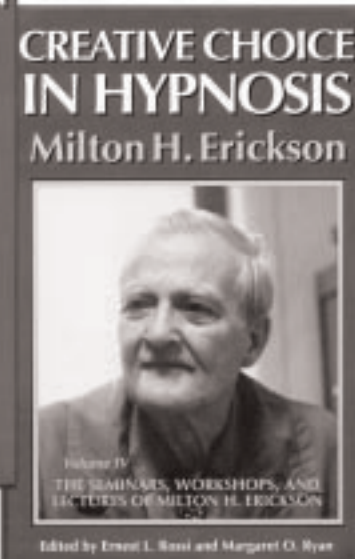
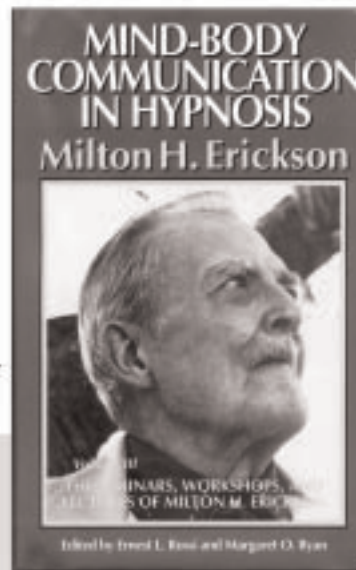
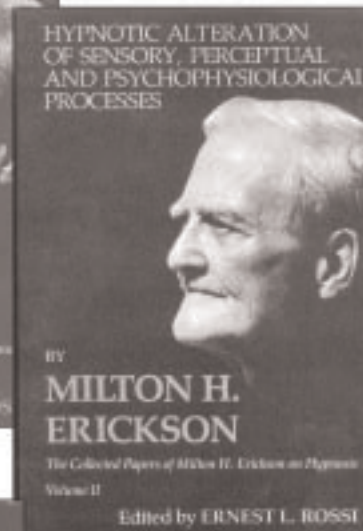
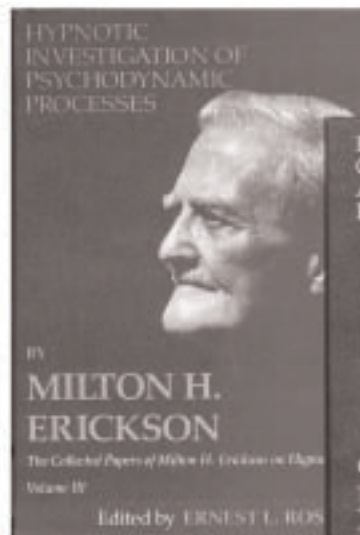
While supplies last, and with a minimum donation of \$50, we will recognize our supporters who request it with a copy of one of these four books, autographed by Dr. Ernest Rossi, or a special commemorative edition of Dr. Erickson's bookplate.

Take advantage of this opportunity to start or complete your collection while supporting the Foundation's commitment to preserving the Erickson legacy, and sharing knowledge in the behavioral sciences and the healing arts. Mail in your donation, call us — or email us at [donations@erickson-foundation.org](mailto:donations@erickson-foundation.org) — and tell us which books you want. **Remember, quantities are as limited.** And because the Foundation is a nonprofit organization, your donation may be tax deductible. Thank you for your support.

Your donation *includes postage and handling in the U.S.* — for International orders, please add \$15 to your donation for the first volume, \$10 for each additional.

**The Milton H. Erickson Foundation, Inc.**  
 3606 N. 24th Street • Phoenix, AZ 85016-6500  
 602-956-6196 • fax: 602-956-0519  
[www.erickson-foundation.org](http://www.erickson-foundation.org)

Don't want to donate right now, but you're interested in purchasing any of these rare volumes? Call, write or email us at [sales@erickson-foundation.org](mailto:sales@erickson-foundation.org) for details.



## TEN TIPS FOR CREATING A BETTER CONFERENCE EXPERIENCE

Michael F. Hoyt, Ph.D.

After thirty years of attending continuing education events--plus having personally taught numerous workshops--I have a few practical suggestions that may benefit others. Some may be more relevant for large-scale meetings, like Ericksonian Congresses and the every-five-years Evolution of Psychotherapy extravaganza, while others may be more applicable for single-presenter conferences—but all should help enhance the experience for attendees, conference organizers, and presenters alike. Get your credits for license renewal, sure, but take advantage of being out of ordinary time and space and also make it fun and get some emotional renewal.

1. Register early. Signing up as soon as you know you're going will get you the lowest registration fees, the best airfares, the cheapest rates at the preferred hotel.
2. Go with a friend. This shares costs and can insure having a dinner companion.
3. Check the Internet and local newspapers for concurrent events in the town where the conference is being held. The hotel concierge also can be helpful, on the phone or when you arrive. You may want to stay an extra day or two for sightseeing, or slip out for a few hours to a museum. Whether your taste tends toward Mahler or McCartney, concerts and plays often require booking in advance.
4. Read a presenter's book or article before the conference. This really enriches the experience of hearing her or him, and allows you to ask more informed questions. Good questions are specific and focused—no one really came to hear you editorialize or recite your resume.
5. Preview the program. If there are multiple simultaneous presentations, talk with colleagues about what they think might be useful and stimulating, then make your selections and line-up second choices in case a particular workshop turns out to be a drag and you decide to bail. It's also smart to scope out where to get lunch and coffee.
6. Sit up close. This can make the whole experience more riveting. Don't take a front-and-center seat, however, unless you're sure you're going to stay the entire session. It's distracting for presenters and other attendees to have people disappearing and climbing over others. Make sure to get clear sightlines if there are going to be projected materials (e.g., videos, Power Point).
7. Exercise good conference etiquette. As in a movie theater, turn off your beeper and the ringer on your cell phone during sessions. Don't carry on a conversation with the person next to you during the presentation (unless the speaker asks you to). I like perfume and cologne, but some people don't (or are allergic), so avoid wearing strong fragrances during meetings.
8. Look at people's faces, not just their badges. Among the joys of attending a conference are the interesting conversations that occur over breakfast and lunch, as well as those that happen late at night in the lobby or lounge. Schmooze and make new friends. Button-hole someone while standing in line: "What did you think of that?" Carry business cards and network.
9. Check out the bookstore and exhibition hall. Ask others what were the best presentations they attended, and consider buying tapes, CDs, DVDs, etc. if available.
10. Take good care of yourself. Conferences are exciting, with lots of intellectual stimulation and social opportunities, but remember to get enough sleep, eat and drink healthfully, pace yourself, and show up for the morning sessions!

### Author's address:

Michael.Hoyt@KP.org

## Remembering Jay Haley

by Michael D. Yapko, Ph.D.

When Jay Haley passed away quietly in his sleep on February 13th at the age of 83, the therapy world lost one of its most brilliant, enigmatic and influential pioneers. Jay's wife, Madeleine Richeport-Haley, the anthropologist and co-author of many of Jay's recent works, survives him and honored me by asking me to write a remembrance of Jay for the *Erickson Foundation Newsletter*. Jay and Maddy have been great friends of ours (me and my wife, Diane), ever since they moved to San Diego (La Jolla) in 1994 and became our neighbors. I had known and studied with Jay many years before he moved to La Jolla, and therefore it was very special to have the Haleys nearby.

Providing some facts about Jay's life is easy. He was born in Midwest, Wyoming July 19, 1923. He moved to California at the age of four, grew up and served in the Army, then went to UCLA where he researched films. His research led him to seek out anthropologist, Gregory Bateson, the only person he was aware of doing the kind of film analysis that interested him. While Jay was working on his Master's degree at Stanford, Bateson received some grant money to study communication and hired Jay as well as John Weakland to work on the project. Between 1953 and 1962, Bateson, Haley, Weakland, Don Jackson and William Fry conducted groundbreaking research into the nature of communication processes, especially paradoxical communications and the role of context in making meaning. The team developed the controversial Double Bind Theory of Schizophrenia and developed an elaborate communications and systemic foundation for understanding mental illness. This was revolutionary thinking at the time, and directly led to the development of the field of family therapy.

The notion of symptoms as interpersonal tactics gave rise to strategic therapy, which Jay developed, taught and wrote about prolifically, influencing therapists' ways of thinking about the process of psychotherapy in profound ways. He was innovative, thoughtful, provocative, and complex. And, he was easy to admire. It is impossible to adequately describe in a few paragraphs what Jay meant to



the therapy world in general and my world in particular. But, I will do my best to honor him with some words from my heart. Providing simple facts about his life just doesn't say enough about who Jay really was.

For newcomers to the field and those who never had the chance to meet or study with Jay personally, his genius will be found in his many books and video presentations. He was a prolific writer with nearly two dozen books to his credit, (The most recent book, *Directive Family Therapy*, is currently in press with Haworth Press.) as well as many articles and book chapters. Maddy and Jay also produced many training films on various aspects of conducting therapy and on the supervision of therapy. Although Jay was officially retired, he was almost as busy as ever. He and Maddy were eternally mid-project, whatever the current project might be. He also was teaching at Alliant International University in San Diego, meeting regularly with a small group of therapists-in-training who were much luckier than they may have realized to have such direct access to the man.

For those who knew Jay personally as a colleague, he was a highly regarded teacher, philosopher, and strong ally in striving to make the therapy world develop sensibility and effectively. Jay had little patience for the archaic rituals that became institutionalized in therapy training programs. In one vintage address he delivered in San Francisco in 1988 at the Milton Erickson Foundation's Brief Therapy Conference, he provocatively challenged everything from session lengths to session frequencies, and even how therapists charge for therapy ("Of the many ways to set a fee, the most obvious is to charge for the cure of a symptom rather than the number of hours sitting in the presence of the client" (Haley, 1988, p.15). Wryly questioning the traditions of the long-term

See HALEY on next page



therapies, he delighted in poking fun at them.

Jay's enthusiasm for the merits and intricacies of therapy never waned, even when his keen insights were channeled in the direction of being a sharp-tongued critic of some of therapy's foibles. In some ways, it was Jay's ability to see the innate contradictions and incongruities within the field, and his ability to articulate them with a dry wit and mischievous style, that endeared him to so many clinicians all over the world. In 1969, Jay published a paper in the *American Journal of Orthopsychiatry* called "The Art of Being a Failure as a Therapist." He described ways to fail, including advice on dismissing the presenting problem as unimportant; refusing to treat the presenting problem; and using labels that don't translate into good therapy. He described exactly what he saw too many therapists doing, proding professionals in ways that time has subsequently shown them that he was right to do. He was a man ahead of his time – and was thereby the catalyst for the development of modern, outcome-oriented therapies.

Jay's list of friends and admirers reads like a *Who's Who* of the therapy world. He had a very special relationship with Jeff Zeig and the Milton H. Erickson Foundation, having been the pivotal person to rocket Milton Erickson's work into a high orbit with the publication of his 1973 book, *Uncommon Therapy: The Psychiatric Techniques of Milton H. Erickson, M.D.* Jay's strategic family therapy orientation and developmental perspective were deeply embedded in the book, and sparked the enthusiasm of generations of family therapists, goal and solution-oriented therapists, and practitioners of hypnosis. Jay loved getting cards and letters from therapists, which he regularly did, who gushingly told him the only reason they became therapists was because of that book. (When I told him not long ago that I still read it every year just to remind

myself what genius is about, he quipped he thought *everybody* should read it every year-- and buy a new copy each time!)

Jay was the first recipient of the Milton H. Erickson Foundation's Lifetime Achievement Award. In 1999 The Foundation organized a Festschrift for Jay. To hear Salvador Minuchin describe his long and distinguished involvements with Jay, as well as recollections offered by other valued colleagues and friends, was a thrill. What additionally made it a thrill for me, besides the obvious delight in hearing distinguished people say such nice things about my friend and mentor, was reflecting on the many private conversations we had had in the months leading up to the Festschrift. When Jeff first proposed the idea for it, and asked for his permission to proceed, Jay was ambivalent and so did not immediately give his approval. Jay was a modest man, a quiet man who generally didn't say much more than the minimum necessary to have the maximum impact. He was truly uncomfortable with the idea of being the center of attention in an environment sure to be emotional and excessive in praise. To

Jeff's credit, he persuaded Jay to let the event go on as hoped for. It was a wonderful evening. If you want to get a sense of the company he kept and the extent to which people admired and love Jay, you can get the published proceedings of the meeting in the book, *Changing Directives: The Strategic Therapy of Jay Haley* (2001; Phoenix, AZ: The Milton H. Erickson Foundation Press). I'm proud of the fact that the photo of Jay on the book's back cover is a picture I took when we were walking the beach in La Jolla.

Maddy brought out a different professional side of Jay. As an anthropologist and accomplished filmmaker, Maddy led Jay to develop an even greater interest in issues of ethnicity. They went to Bali together to do a re-visit the 1930's project of Margaret Mead and Gregory Bateson regarding trance and healing rituals. Jay and Maddy were captivating when they told stories about things they observed firsthand that were extraordinary. As a result, Maddy and Jay produced three films on the topic. Maddy also brought out a different personal side of Jay. What a joy it

was to see the love and caring between them. I have no doubt that Maddy will carry his love in her heart forever. And I know that there are many, many people who will hold a love for Jay forever in their hearts.

Jay did not want a memorial service. Instead, he would have liked people to do something nice with their families. For those who want to make a charitable donation in his name, you can send it to either of these two places:

Shriners Children's Hospital  
2425 Stockton Boulevard  
Sacramento, CA 95817

Or


The Jay Haley Scholarship Fund  
Attention: Ava Chan-Crowder  
Alliant International University  
10455 Pomerado Road  
San Diego, CA 92131-1799

If you have any memories or thoughts you'd like to share, you can send them to: JayHaleyMemories@alliant.edu. They will be forwarded to Maddy and Jay's family.

The Milton H. Erickson Foundation Presents

# Intensive Training

## IN ERICKSONIAN APPROACHES TO BRIEF HYPNOTIC PSYCHOTHERAPY



FEATURING:

Brent B. Geary, Ph.D.,

Jeffrey K. Zeig, Ph.D.,

Stephen Lankton, MSW, DAHD,

and Invited Presenters


# 2007

'Celebrating its 20th Year!'

30 Continuing Education hours each week  
Fundamental, Intermediate, Advanced Levels of Training

For more information:  
The Milton H. Erickson Foundation, Inc.  
3606 N. 24th Street, Phoenix, AZ 85016  
Tel: 602-956-6196 / Fax: 602-956-0519  
Email: [sonya@erickson-foundation.org](mailto:sonya@erickson-foundation.org) / Web: [www.erickson-foundation.org](http://www.erickson-foundation.org)

## PHOENIX ARIZONA



**FUNDAMENTAL**  
July 16 - 20  
October 22 - 26

**INTERMEDIATE**  
July 23 - 27  
October 29 - November 2

**ADVANCED**  
July 30 - August 3

## O B I T U A R Y

*Martin Zeig*

Written by Roxanna Erickson-Klein

On January 19, 2007 Martin Zeig peacefully passed away following a long illness. Attending him at his bedside was his son, Jeff, and his daughter, Sande.

Martin Zeig was the father of Jeffrey K. Zeig, a founder of the Milton Erickson Foundation. A home improvement specialist, he and his beloved wife Ruth became interested in Erickson's work and the Foundation as a matter of pride in their son's accomplishments. Both Martin and Ruth became dedicated followers of Foundation activities making it a point to sit in the front row at major meetings. They attended every conference organized by the Erickson Foundation during their lifetimes. Soon, they gained a deep appreciation for the dynamic energy of the meetings and the manner in which training serves as a catalyst to enhance professional work. Martin once remarked to me about his sense of awe at the vast numbers of people benefiting from the meetings.

Martin was born in New York in 1924 and raised the family's three children there. When he retired, he and his wife moved to Florida. Upon Ruth's death, Martin moved to Phoenix to be closer to family.

He is survived by Jeffrey and Lilian Zeig; Sande Zeig; Edye and Rob Kasteel; four grandchildren and many extended family members.

**UPDATE OF THE ARCHIVES, 2007**

By Roxanna Erickson Klein

As the year 2006 drew to a close we initiated a welcome review of work being done to preserve and advance the Archives of the Milton H. Erickson Foundation. The five Trustees of the Archives are: Drs. Ernest and Kathryn Rossi, Dr Kristina Erickson, Dr Jeffrey Zeig and myself. During the calendar year 2006 we addressed priorities set in March of that year. Those goals appear in Vol. 26 # 2 page 14 of the Foundation Newsletter. The year brought closure to some of our activities and generative energy to others. A more detailed report will appear in the next issue, following our goal-setting meeting.

In the year 2005, the Drs Rossi and myself achieved an important and a long-term goal of acquiring rights for re-publication of the Erickson-Rossi books. During that year, Ernest Rossi updated the materials and it was re-published by the Erickson Foundation Press in the form of three CDs - the Neuroscience editions. The sales of the Neuroscience editions generated during 2006, along with a generous donation from a member of the Erickson family permitted retirement of debts accumulated during the lengthy re-acquisition process.

As part of this undertaking, the Foundation recently acquired a long lost vintage, an uncirculated warehouse supply of the un-circulated classic editions, which will now allow us to even further advance our mission of wider distribution of Erickson's work. The year 2007 brings with it a sense of celebration and promise that we will be able to continue our mission of serving the professional public in the acquisition and dissemination of the priceless materials entrusted to us.

## O B I T U A R Y

*Insoo Kim Berg*

July 25, 1934 - January 10, 2007

Written by Yvonne Dolan



Insoo Kim Berg passed away suddenly and peacefully in Milwaukee, Wisconsin on January 10, 2007. She was 72 years old.

Along with her husband, the late Steve de Shazer, Berg was primary developer of the Solution-Focused Brief Therapy (SFBT) approach. A world renowned psychotherapist, lecturer, and author, she was co-founder and Executive Director of the Brief Family Therapy Center (BFTC) in Milwaukee, and trained therapists all around the world in the SFBT approach. A prolific writer, she authored numerous articles clarifying the SF approach, and ten ground breaking books elucidating its application to a wide variety of clinical, social service and other settings. Her books, which have been translated into many languages, include among others *Interviewing for Solutions*, *Tale of Solution*, *Family Based Services*, *Solutions Step by Step*, *Children's Solution Work*, *Brief Coaching for Lasting Solutions*, and most recently, *More than Miracles* (currently in press).

Berg served on the editorial boards of the *Journal of Marital and Family Therapy*, *Family Psychology and Counseling Series*, *Families in Society*, and *Family Process*. She was a Founder of the Solution-focused Brief Therapy Association, a Clinical member and Approved Supervisor for the American Association for Marriage & Family Therapy, and was also active in the Wisconsin Association for Marriage & Family Therapy, the National Association of Social Workers, and the European Brief Therapy Association. She was a frequent keynote speaker at international conferences and regularly conducted seminars and workshops on Solution-focused Brief Therapy throughout the U.S., Canada, South America, Asia and Europe.

Born and raised in Korea, Berg studied at Ewha Women's University in Seoul, Korea prior to coming to the United States to study in 1957. She earned B.S. and MSSW degrees at the University of Wisconsin-Milwaukee, completed post graduate studies at the Family Institute of Chicago, the Meninger Foundation and the Mental Research Institute in Palo Alto, CA where was mentored by the late John Weakland. It was at MRI that she first met Steve de Shazer. She worked at the Milwaukee Family Services in the early years of her career.

Berg consulted to widely diversified range of institutions and programs including among others, human service agencies, social service and mental health centers, drug and alcohol abuse treatment facilities, foster homes, homeless shelters, battered women's shelters, correction departments, home-based family services programs, primary and secondary schools, various universities, the State of Michigan, and professional business coaching organizations.

An extremely hardworking person, she took obvious pleasure in her efforts and rarely took a day off. In her personal life, she enjoyed a wide range of physical activities including vigorous daily walks, stretching exercises, and gardening. An advanced yoga practitioner, her flexibility and balance surpassed fellow classmates half her age. She liked to read well-written novels, enjoyed classical music, but also appreciated the beauty of silence, the tranquility of nature, and knew how to savor the everyday magic of a satisfying conversation, healthful, well-prepared food, and the welcome respite of good night's sleep after a long journey or a day of hard work.

Widely recognized as a profoundly gifted clinician, Berg's impressive intellect was balanced by an abiding compassion for others, and a modest, informal demeanor. Her deeply caring attitude was punctuated by a lively sense of humor, a warm, ready smile, infectious optimism and enthusiasm. She radiated undeniable respect and absolute confidence in the self-expertise of each individual person. She affected everyone she came into contact with in profound ways both personally and professionally.

She is survived by her daughter Sarah, daughter-in-law Amy Underberg, sister CJ Kim, brother in law Marshall Perlman, brothers Haksoo, Taiksoo and Hunsoo Kim and their wives along with many nieces and nephews. She was preceded in death by her beloved husband, Steve de Shazer.



Subscribe to the  
Erickson Listserv:

[www.topica.com/lists/EricksonList](http://www.topica.com/lists/EricksonList)

By Steve Andreas, MA

Cathy was a 55-year-old single client of a colleague. Her initial complaint was that, although she was very competent in her work, she repeatedly raged at her boss and at co-workers. It soon emerged that she had a history of sexual abuse from her father, and had a very difficult time separating her own experience from others. Hence, it was hard for her to know her own needs, and defend herself from the expectations and intrusions from others. She showed what is often called "codependence," or "enmeshment." My colleague had done a lot of work with her intermittently over a period of several years, and she had made a lot of progress, but they had reached a plateau.

Cathy's sense of herself was still wobbly and unclear, and she often felt numb, as if she were "just going

through the motions," and she wanted to feel "solid in my skin." My colleague knew that one of my specialties was working with self-concept, so she asked me to do a session with Cathy while she observed.

When we first sat down, Cathy was obviously very anxious about what might happen, and her attention was intently on me, rather than on herself, and what she wanted from our session. When I asked her what she was experiencing right now, she said that she was scared. When I asked her what she was scared of, she said, "You're so big! You're towering over me." (Later she said, "At that moment I felt like a child; there I was, this little person with this big giant man towering over me, and all the bad memories of my father's abuse just rushed in!")

I immediately got out of my chair, which was a little higher than the couch she was sitting on, and sat down on the floor, at which time her whole body visibly relaxed. (Later, she told me, "If you hadn't sat down on the floor, I can't imagine how that session would have gone.")

As she told me about her outcomes for the session, she repeatedly said, "Wait, I'm getting ahead of myself." Knowing that what someone says is often literal, rather than metaphoric, I asked her to pause and

take a step backward *into* herself. This was one of those times when I fervently wished that I was recording the session on video, because her transformation was so profound—I wish change was always so easy! We spent some time consolidating this new way of being in her body. But that moment when she stepped back into herself was the key that opened a door. In the absence of video, I offer Cathy's report a year and a half later:

"When you said to 'Take a step backward'—WOW, I can still feel it—I literally stepped back into my body, back inside my skin, and I felt so *different*. At first it kind of scared me - it was unsettling because it was so unfamiliar. I felt 'connected,' I felt 'whole' in a way I hadn't known was

possible. When I took a walk right after that session, I felt 'in my body' so intensely. I felt my skin and bones, a tingling sensation all over, even the movement of my blood through my veins, and all my 'borders,' my 'edges'—where my body ends, and everything outside me begins."

"Before this, the world was kind of a 'soupy' place for me. I felt 'the same as' others. I thought everyone saw the world the same as I do, and I rarely made distinct choices—I just kind of shuffled along with the crowd. I've spent the majority of my life 'a head of myself,' in my head and in the future, rather than in my body in the present. I was making life choices based on experiences and beliefs I'd accepted as 'law' long ago and far away. I now know in my bones that I can choose, that I make choices every minute, and I no longer live from a place of fear. I know now when it's appropriate to be afraid, and when it's not. Since then I have become increasingly aware of who I am, what I want, where I stand in relation to others, and not being swayed by what others around me say or want—and this continues to grow. It's all still amazing to me. And when I sometimes 'get ahead of myself' now, I notice it, and I just take a step backward—back to myself!"

It's very important to recognize that all of Cathy's insights were the *result* (not the cause) of taking the action of stepping back into herself, and her own life.

---

*I know now when it's appropriate to be afraid, and when it's not.*

---

# "TRANCE CAMP" 2007

**Ericksonian Hypnosis  
W/ STEPHEN GILLIGAN, PH.D.**



San Marcos, CA (near San Diego)

**July 7 - 12:**

"Ericksonian Hypnosis and Extraordinary States of Consciousness"

**July 14 - 19:**

"Advanced Hypnosis and The Generative Self"

**July 21 - 25:**

"Hypnotic Trance Intensive"

**STEPHEN GILLIGAN, PH.D.**

Phone & Fax: (760) 942-1577

E-mail: selfrelate@aol.com

**www.StephenGilligan.com**

**CEU'S AVAILABLE**

**Additional Workshops:**

**July 13:**

"Words Rise Up From Silence"  
w/ Dvorah Simon

**July 20:**

"Family Constellation"  
w/ Lutz Wesel

## CONFERENCE NOTES

*The Couples Conference: Love & Intimacy*, will be held April 27-29, 2007, at the Hyatt Regency Garden Grove (Anaheim), California. The Conference offers a special Pre-Conference Law & Ethics Workshop on Thursday, April 26, 2007. Faculty includes Bader, Hendrix, Love, Madanes, Real, Siegel, Tatkin, and Zeig. The full brochure is available online: [www.couplesconference.com](http://www.couplesconference.com). Onsite registration is still available. For information contact The Milton H. Erickson Foundation, Inc., 3606 N. 24th Street, Phoenix, AZ 85016-6500 USA; Tel, 602.956.6196; Fax, 602.956.0519; Email, [Sonya@erickson-foundation.org](mailto:Sonya@erickson-foundation.org)

CAMFT's 43<sup>rd</sup> Annual Conference entitled *New Approaches in a New Century: Relationships, Addictions, and Solutions*, will be held May 17-20, 2007 at the Marriott Santa Clara in Santa Clara, Calif. For information and complete details visit the CAMFT web site: [www.camft.org](http://www.camft.org); or contact the California Association of Marriage and Family Therapists, 7901 Raytheon Road, San Diego, CA 92111; Tel, 858.292.2638; Fax, 858.292.2666.

The 5<sup>th</sup> *Forum of the Confederation Francophone D'Hypnose et de Therapies Breves*, will be held May 17-19, 2007, in Liège, Belgium. The theme for the event is, "Creativity and Innovation." For information: Web, [www.cfhtb.org](http://www.cfhtb.org); Email, [forumhypnose2007@misc.ulg.ac.be](mailto:forumhypnose2007@misc.ulg.ac.be)

The Fifth International Conference on Applied Psychology: *Applied Psychology and Cultural Pluralism in the European Space*, will be held May 30-June 3, 2007, at the Expovest Timisoara, Romania. For complete information including registration fees, schedule of events, and hotel accommodation visit the Conference site: [www.eupsiro2007.org](http://www.eupsiro2007.org)

The Society for Clinical and Experimental Hypnosis (SCEH) is sponsoring the 58<sup>th</sup> Annual Workshops and Scientific Program Conference, "The Science of Hypnosis – The Decade Ahead." The Conference will be held October 24-28, 2007, at the Embassy Suites Hotel Anaheim South, in Anaheim, Calif. For further information on the Conference and the Call for Papers and Workshops Proposals, go to the Conference Web Site: [www.sceh.us/conference/index.htm](http://www.sceh.us/conference/index.htm)

The *Tenth International Congress on Ericksonian Approaches to Hypnosis and Psychotherapy*, sponsored by The Milton H. Erickson Foundation, Inc., will be held December 6-9, 2007, at the Hyatt Regency Phoenix, Phoenix, Ariz. Sessions include Law & Ethics, Practice Development Workshops, Keynotes, Interactive Events, Clinical Demonstrations, and an eight-session Fundamentals of Ericksonian Hypnosis Program. A post-Congress *Advanced Ericksonian Hypnosis Training Day* will be held on Monday, December 10, 2007. To receive the brochure by mail contact The Milton H. Erickson Foundation, 3606 N. 24<sup>th</sup> Street, Phoenix, AZ 85016-6500; Tel, 602.956.6196; Fax, 602.956.0519; Email, [Sonya@erickson-foundation.org](mailto:Sonya@erickson-foundation.org).

View the complete brochure on the Congress site: [www.erickson-foundation.org/10thCongress](http://www.erickson-foundation.org/10thCongress). Online registration, accreditation, faculty bios and workshop hand-outs, hotel and travel accommodation also is available, and free educational downloads also is available.

The 11<sup>th</sup> Congress of the European Society of Hypnosis (ESH) in Psychotherapy and Psychosomatic Medicine, "Hypnosis & Hypnotherapy: Trauma and Pain," will be held September 17-21, 2008, at the Lecture Hall Centre in Vienna, Austria, with a special Pre-Congress on EMDR, September 16, 2008. For further information visit the Congress Web Site: [www.esh-hypnosis.org](http://www.esh-hypnosis.org)

**Call for Papers:** Abstracts for papers, workshops and posters contact Henriette Walter: [henriette.walter@meduniwien.ac.at](mailto:henriette.walter@meduniwien.ac.at) All abstracts regarding dental issues should be sent directly to Albrecht Schmierer: [ASchmierer@aol.com](mailto:ASchmierer@aol.com) Deadline for Abstract submission is January 31, 2008.

## WEB NEWS

### NEW RESOURCES LINK ADDED TO FOUNDATION HOMEPAGE

[www.erickson-foundation.org/pr/](http://www.erickson-foundation.org/pr/)

The new link provides downloadable PDF order forms for books, audio and video recordings, brochures for upcoming Foundation conferences, and links to additional organizations offering psychotherapy-related workshops and programs.

### ONLINE NEWSLETTER

Visit the *Milton H. Erickson Foundation Newsletter* web page with easy-to-read PDF versions of new and archival editions. Go to: [www.erickson-foundation.org](http://www.erickson-foundation.org) and click on 'Newsletter'. Join the Foundation E-mail mailing list and be the first to receive the most current published editions!

### JOIN THE FOUNDATION E-MAIL MAILING LIST!

Be the first to receive Conference announcements and registration specials; information on audiotape/videotape, and CD/DVD specials from the Erickson Press; automatically receive the Online version of the Erickson Newsletter and more. Sign-up on the Foundation's web site: [www.erickson-foundation.org](http://www.erickson-foundation.org) *The Erickson Foundation will not sell or rent your E-mail address to any person or organization.*

### THE ERICKSON LISTSERV - Join the Discussion!

This Internet discussion group addresses Ericksonian approaches to hypnosis and psychotherapy. Additionally, list members have access to a web site featuring papers, photographs, and a matching service for workshop presenters and those in need of training.

**TO SUBSCRIBE:** <http://www.topica.com/lists/EricksonList>

Or send a BLANK e-mail to: [EricksonList-subscribe@topica.com](mailto:EricksonList-subscribe@topica.com)

## UPCOMING TRAINING

DATE	TITLE / LOCATION / LEADER	CONTACTS
2007		
4/27-29	The Couples Conference: Love & Intimacy / Anaheim, Calif. / Invited Faculty	1.
5/9-17	Comprehensive Training Program / Singapore / Jeffrey K. Zeig, Ph.D.	2.
5/17-21	Ericksonian and Self-Relations Approaches to Anxiety: Keeping Your Ship Balanced / Carnival Cruise - Imagination, Miami, Fla. / George Glaser, LCSW	3.
5/19-25	Ericksonian Clinical Hypnotherapy – Master Class / Hong Kong / Zeig	4.
6/1-2	MSCH Conference / Minneapolis, MN / Invited Faculty	5.
6/14-17	Ericksonian Therapy / Istanbul, Turkey / Zeig	6.
6/22-24	Family Therapy / Graz, Austria / Zeig	7.
7/12-15	Master Class – Intermediate Hypnosis / Taipei/Kaoshung, TAIWAN / Zeig	8.
7/16-20	Intensive Training in Ericksonian Approaches to Brief Hypnotic Psychotherapy - <i>Fundamental</i> / Phoenix, Ariz. / Brent Geary, Ph.D., Stephen Lankton, MSW, DAHB, Zeig, and Invited Presenters	1.
7/23-27	Intensive Training in Ericksonian Approaches to Brief Hypnotic Psychotherapy - <i>Intermediate</i> / Phoenix, Ariz. / Geary, Lankton, Zeig, and Invited Presenters	1.
7/26-29	Intensive Supervision Workshop in Ericksonian Clinical Hypnotherapy - Master Class / New York City, NY / Zeig	9.
7/30-8/3	Intensive Training in Ericksonian Approaches to Brief Hypnotic Psychotherapy - <i>Advanced</i> / Phoenix, Ariz. / Geary, Lankton, Zeig, and Invited Presenters	1.
8/11-12	Anxiety and Depression / Sao Paulo, BRAZIL / Zeig	10.
8/18-19	Ericksonian Hypnosis / Rio de Janeiro, Brazil / Zeig	11.
8/29-9/2	Ongoing Supervision Training / Mexico City, MEXICO / Zeig	12.
10/18-21	Intensive Supervision Workshop in Ericksonian Clinical Hypnotherapy - Master Class / New York City, NY / Zeig	9.
10/22-26	Intensive Training in Ericksonian Approaches to Brief Hypnotic Psychotherapy - <i>Fundamental</i> / Phoenix, Ariz. / Brent Geary, Ph.D., Stephen Lankton, MSW, DAHB, Zeig, and Invited Presenters	1.
10/29-11/2	Intensive Training in Ericksonian Approaches to Brief Hypnotic Psychotherapy - <i>Intermediate</i> / Phoenix, Ariz. / Geary, Lankton, Zeig, and Invited Presenters	1.
12/6-9	Tenth International Congress on Ericksonian Approaches to Hypnosis and Psychotherapy / Phoenix, Ariz. / Invited Faculty	1.

Subscribe to the Erickson Listserv:  
[www.topica.com/lists/EricksonList](http://www.topica.com/lists/EricksonList)

## CONTACT INFORMATION:

1. The Milton H. Erickson Foundation, Inc., 3606 N. 24th Street, Phoenix, AZ 85016-6500; Toll-free tel, 1-877-212-6678; tel, 602/956-6196; fax, 602/956-0519; E-mail, [office@erickson-foundation.org](mailto:office@erickson-foundation.org) ; Web: [www.erickson-foundation.org](http://www.erickson-foundation.org)
2. Lucy Heng: [wpclucy@yahoo.com.sg](mailto:wpclucy@yahoo.com.sg)
3. Diane Lindner, LCSW; Florida Society of Clinical Hypnosis, 8227 SW 82 Place, Miami, FL 33143; Tel/Fax, 305/598-9992 or 800/239-3364; Email, [dianefsch@aol.com](mailto:dianefsch@aol.com) ; Web, [www.fsch.org](http://www.fsch.org)
4. George Zee; Email, [gzeesj@yahoo.com](mailto:gzeesj@yahoo.com)
5. Delle Jacobs; Email, [djac126@earthlink.net](mailto:djac126@earthlink.net)
6. Email, [tamerdvc@yahoo.com](mailto:tamerdvc@yahoo.com)
7. Philip Streit; Email, [dpst@aon.at](mailto:dpst@aon.at)
8. Email, [tc.tsai@msa.hinet.net](mailto:tc.tsai@msa.hinet.net)
9. Helen Adrienne; E-mail, [HAMSW@aol.com](mailto:HAMSW@aol.com) ; Tel, 212/758-0125
10. Sofia Bauer; Email, [SOFIAMFBAUER@aol.com](mailto:SOFIAMFBAUER@aol.com)
11. Jairo Mancilha; Email, [jairo@pnl.med.br](mailto:jairo@pnl.med.br)
12. Juan Francisco Ramirez Martinez / Email: [juan\\_francisco@mac.com](mailto:juan_francisco@mac.com)

To submit a listing for Upcoming Trainings, please send dates, title of workshop, venue, city/state/country, list of presenters, and complete contact information ONLY. Information must be sent in the format above. A \$10 fee, per listing, is required. Deadline for the 2007 Summer Issue (mailed August) is June 30, 2007. All workshop submissions are subject to approval by the Erickson Foundation. For more information, please contact the Erickson Foundation at 602/956-6196; [mhreg@aol.com](mailto:mhreg@aol.com)

## Radio Show to Air Master Therapist Series

Phyllis Chase, MA, MFT, host of the Los Angeles radio show "Shrink Rap" (KCSN-FM 88.5), will feature interviews with the country's top therapists including Nicholas Cummings, Albert Ellis, Drs. John and Julie Schwartz Gottman, Harville Hendrix, Arnold Lazarus, Scott Miller, Christine Padesky, Ernest Rossi, Daniel Siegel, Irving Yalom, and Jeffrey Zeig. The interviews began early March and will air every fourth Tuesday starting March 27th at 6:30PM. KCSN is streamed worldwide on [www.kcsn.org](http://www.kcsn.org) and [www.shrinkbuzz.com](http://www.shrinkbuzz.com).

PAID ADVERTISEMENT

### MILTON H. ERICKSON INSTITUTE OF DALLAS 2007 TRAINING SCHEDULE

FEATURING BETTY ALICE ERICKSON, MS, LPC, LMFT  
WITH DEBORAH BECKMAN, MS, LPC AND WILL HANDY, LCSW  
AND SPECIAL GUEST PRESENTERS FOR LEVEL III

Level I: Fundamentals of Ericksonian Hypnotherapy - April 19-22

Level II: Intermediate Skills in Ericksonian Hypnotherapy - July 19-22

Level III: Advanced Ericksonian Hypnotherapy - October 18-21\*

\*Dates Subject to Change

Thurs (2-8PM) • Fri/Sat (9AM-6PM) • Sun (9AM-3PM)

Limited to 8 Participants Per Session

Tuition: \$435 - Materials, Textbook,  
Three Working-Lunches & One Working-Dinner Included

For Information & Registration:

Deborah Beckman & Will Handy, Education Coordinators  
Call 214.824.2009 • E-mail: [therawill@earthlink.net](mailto:therawill@earthlink.net)

# CONFERENCE REVIEW

## Brief Therapy: Lasting Impressions Conference Review

December 7-10, 2006

Anaheim, California

Brief Therapy: Lasting Impressions held December 7-10, 2006 made a profound impact on the participants who left with valuable learnings that will impact their lives and the lives of their clients for a long time.

A broad range of formats offered a venue for every learning style. Keynotes, presentations, demonstrations, dialogues, conversation hours, discussion panels and teaching workshops offered ways to enhance psychotherapy effectiveness, gain CE credits, and inform participants concerning ongoing developments in the field. A handout CD for participants supplemented the presentations. Whether large or small, formal or informal, the feeling was intimate.

Learning in many venues gave experiences permitting participants to actively engage in individually meaningful ways at many levels.

Expert faculty came from many varied backgrounds and schools of therapy. Each presenter welcomed participants to walk new paths and learn first-hand how to implement the journey, step-by-step. The presenters gave clear, detailed concepts, and principles so that everyone could take home substantive material to ponder and grow from over time. And many varied perspectives, often in small group settings, fostered interactive participation by means of thought-provoking and mind-expanding point-counterpoint discussions.

Not only were the actual presentations and workshops educational, informative and inspiring, but so were the CDs and DVDs created on site, extending the exciting material further and permitting selective attendance to the conference for those who may not have been fortunate enough

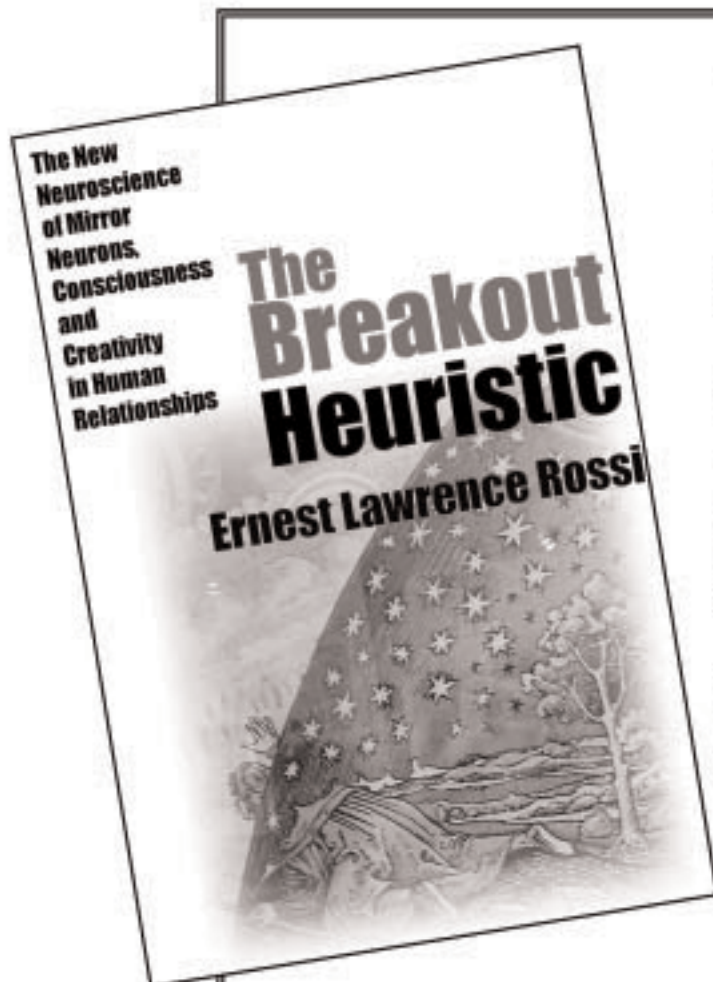
to be able to go--a wonderful potential for learning! Described in other sections of the newsletter, DVDs and CDs are available to represent the proceedings in a professional and interesting format that will permit delving deeper into a topic or presenter. Training in many varied areas is offered. These media will help professional psychotherapists as well as students to improve, increasing their artistry and facilitating effectiveness.

On Wednesday, Steven Frankel PhD presented a pre-conference, six-hour workshop to update practitioners on law and ethics, elucidating the clinical decision-making process. Among the issues covered were confidentiality and note taking, ethical codes, suicidal and potentially violent patients, high conflict couples, and other ethically complex situations that can emerge during psychotherapeutic interventions. Frankel gave sound, principled advice to attendees on how to cope ethically with these issues when they emerge. Frankel

pointed out potential legal tangles that can result from well-intentioned supportive interactions, and indicated how to arrange matters in such cases so that these difficulties are either less likely to become troublesome for the therapist, or can be defended. The information he offered was invaluable.

The keynote addresses each day brought the entire convention together into one enormous hall. Each offered topics at the forefront of our profession. Daniel Siegel, MD showed how brief therapy makes lasting change through neurological transformations. Erving Polster, PhD, with his wisdom as an experienced master, returned us to basics with his gentle, sensitive, and at the same time incisive clinical demonstration. Patricia Arrendondo, EdD, showed how skills with the multicultural dimension can reach deeply into the cultural core identity of the individual for effective change. Nicholas Cummings, PhD., ScD. gave a therapeutic dose of reality about our field, with career-saving advice for implementing innovation into practice. Cloe Madanes, Lic Psic, HDL, shared

See *IMPRESSIONS* on next page



## THIS APRIL GET YOUR MIND ALTERED

How do our minds and brain re-create each other in a perpetual spiral of insightful breakthroughs?

How do significant life experiences update the neural networks of our physical brain every day?

The papers in this challenging new volume by Ernest Rossi trace the source of intuition and insight experienced in *The Breakout Heuristic* to the implicit or unconscious level during dreams, therapeutic hypnosis, psychotherapy, rehabilitation, and creative work in general. Rossi also recounts personal vignettes of his early creative development, poignant moments with Milton H. Erickson, and his recent stroke recovery.

Mark your calendar to order your copy this April. Because this latest book by Rossi could be your path to the "ah-ha!" experience.

2007 • ISBN: 978-1-932248-29-6 • Hardcover • Illustrated • Price \$59.95



The Milton H. Erickson Foundation, Inc.  
3606 N. 24th Street • Phoenix, AZ 85016-6500  
602-956-6196 • fax: 602-956-0519  
sales@erickson-foundation.org  
www.erickson-foundation.org/press

her years of expertise in working with one of the most intractable problems: spousal abuse, providing a clear-cut, effective method for lasting solutions.

On Thursday morning, thirty-six Short Courses offered many diverse opportunities for growth in understanding and technique from a wide variety of models of psychotherapy with something of interest for practitioners in many areas of psychotherapy. The afternoon was filled with longer interactive workshops. Topics included very brief therapy, spirituality, humor, role models, reframing, multicultural concerns, deconstruction, instant trances, sleep problems, substance abuse for individuals, fam-

ilies and couples at all phases of life, from childhood through middle and old age.

"Friday was a day of clinical demonstrations, long anticipated, wrapped in ribbons of wisdom," commented one of the Short Course presenters and attendees, Deborah Beckman MS. The entire day was devoted to one-hour interactive events including dialogues, conversation hours, topical panels, and clinical demonstrations. Through these briefer sessions, participants had the opportunity to learn different faculty perspectives.

Saturday and Sunday, both full days, were devoted to workshops that

promoted active learning. Therapists had more opportunities to enhance their general acuity and therapeutic acumen as well as to learn specific skills or work with targeted populations, expand their toolbox into new therapeutic methods, and integrate the spiritual dimension into psychotherapy.

Brief Therapy: Lasting Impressions left its mark-- from the optimistic findings about mirror neuron and brain plasticity to the effectiveness research that indicates that many forms of therapy can work. The message, change is possible from brief intervention, was uplifting and

inspirational. Even the most intractable problems can be replaced by solutions and growth. Beckman offered her lasting impressions, "Over and over again, presenters demonstrated that brief therapy does not mean shallow -- depth, in or out of trance, is possible." The voice of another participant spoke for all when he said at the final closing remarks session, "The being I am now is not the same being I was four days ago!"

**Reviewed by:**  
C. Alexander Simpkins Ph.D.  
and: Annelen Simpkins Ph.D.

C O N F E R E N C E R E V I E W

*Short Courses Reviews from Brief Therapy Conference, 2006*

**1) Expectation: The Principles and Practice of Very Brief Therapy:**

Rubin Battino, MS  
CD# BT06-SC7\*

**2) Carpe Nocturne: Reclaiming the Night:** Deborah Beckman, MS

CD#BT06-SC21\*

**3) When Effective Brief Interventions Outcome Won't Hold: A Systemic Constructions Perspective for Analysis and Treatment:**

Richard Landis, PhD and Gary Ruelas, DO.  
CD#BT06-SC16\*

**4) Journey Through Midlife: Yours and Your Clients – Are You Ready?:**

Marilia Baker, MSW  
CD#BT06-SC38\*

**5) The Hero Within:** Christine Guilloux, DESS

CD# BT06-SC01\*

\*All CDs Available at [www.erickson-foundation.org](http://www.erickson-foundation.org)

Rubin Battino clearly laid out the rational and method for very brief therapy. "It is the expectation of the therapist that therapy can be very brief and very effective that allows them to work in the brief therapy mode." Brief therapy uses second-order change, external to the system and often paradoxical, to alter perspective. Reframing is the technique that helps clients find new interpretations and responses. Other techniques include "As if," for example, getting clients to act as if they are happy for a day, and "tasks," which give clients something to do and imply that they will make important discoveries. "Precise use of vague language" such as, "go to a healing place," evokes generalizations drawn from client-generated metaphors. Very brief therapy is always solution oriented, not problem centered. If you are successful, the client will need only one session.

**Carpe Nocturne: Reclaiming the Night:** Deborah Beckman, MS

Many clients exhibit sleep disorders, and therapists can treat them directly. Deborah Beckman addressed problems with sleep using reframing methods and lucid dreaming. You can't expect to appeal to reasoning because, "the person you are talking to at 2 pm is not the same person at 2 am." Therapy "adds to the dreamscape" so that the client can interact with the nightmare differently; dreams become less threatening and more hopeful, utilizing natural abilities such as the spontaneous capacity to be creative and comfort oneself. "Our goal is to get those abilities back on board in the middle of the night, so people don't feel discon-

nected in the night," to help clients actively participate in their dreams. Then clients can become "their own hero of the heart."

**When Effective Brief Interventions Outcome Won't Hold: A Systemic Constructions Perspective for Analysis and Treatment:** Richard Landis, PhD and Gary Ruelas, DO, PhD

Richard Landis and Gary Ruelas offered the Systemic Constructions Perspectives Human Interaction Model that looks for new solutions when typical therapeutic interventions fail. Thanks to Erickson, many modern therapists are out-of-the box thinkers, yet they still get stuck sometimes. Landis and Ruelas turned to physiological screening tests when all else has failed. These tests reveal deficiencies that can be replaced and excesses that can be removed. Through extensive case examples, the speakers guide the listener in how to get use this method and acquire test kits to integrate this treatment alternative into private practice.

**Journey Through Midlife: Yours and Your Clients – Are You Ready?:**

Marilia Baker, MSW

Marilia Baker presented a rich collection of stories and resources to help guide the passage into midlife. Baker expressed the optimistic view that it is never too late for a positive transition, even in the nineties. The middle passage is a time for redefining and reorienting the old self. By midlife, many have suffered losses such as children leaving home, and the death of parents. But with loss and challenge comes potential for change. The journey should reach deep: "What do I want *really*? Where am I going *really*? And who am I choosing to go with me?" When transition goes well, there is a renewal, a rebirth. Therapists can help guide the transition by becoming aware of the issues, to know yourself, master techniques to liberate your spirit, and to your own self be true!

**The Hero Within:** Christine Cuilloux, DESS

Christine Guilloux explored the "hero within." We learn from direct and indirect experience. Direct experience involves trial-and-error learning, but indirect experience comes from modeling and from what people describe their experiences. "We learn from the stories we create from the stories other people create from their own experiences." This process gives us firm foundations for ourselves. It is important to think about the heroes who inspire our spirit. "Milton Erickson listened carefully to utilize models from his patients, in order to help them to grow, to lighten up, to become an everyday hero." What would we like to live more fully in our lives? Think of the qualities shown in the stories of your heroes and how you can make these qualities live in you, so you can integrate them into your life.

To purchase recordings from the 2006 Brief Therapy Conference, please use order form on pages 26 and 27 of this issue.

# D V D R E V I E W

## *Behavioral Entrepreneurship*

30-hour DVD Course

Nicholas Cummings, Ph.D., ScD

Cummings Foundation for Behavioral Health, 2006

"Behavioral Entrepreneurship" by Nicholas Cummings, Ph.D., Sc.D. is a unique set of 30, one-hour DVDs offering a complex course on entrepreneurship for healthcare professionals. This course teaches principles that apply widely to business in general, by incorporating examples from a range of highly successful business people that can inspire psychologists toward creative innovation.

Cummings begins by pointing out that during the process of training to be a psychologist, students are usually not taught the principles and concepts essential to a successful business career. In fact, psychologists often come out of their training thinking there is something bad about business. Cummings believes that healthcare can be a positive, ethical business that brings great benefit to others. He proposes that psychologists should be in charge of the institution that provides care, but the fact that they are not has many negative consequences. According to Cummings, at this time there is no course teaching psychologists concepts for an entrepreneurial business in behavioral healthcare. Therefore, he designed this course.

There are many ways of being entrepreneurial in our field, and they can be taught and learned. Cummings defines an entrepreneur as "one who organizes, manages, and assumes the risk of an innovative business enterprise." Entrepreneurs are not a special class of gifted people, nor are they one type, cast from one mold. Cummings proceeds to describe his approach to developing skill as a leader who sees an opportunity, is willing to take risks, and then takes charge to shape his or her dreams into a real-world successful enterprise: behavioral healthcare.

While Cummings lectures, he organizes with Power Point conceptual outlines, illustrations, case studies and regular summaries of his material, which carefully guide his viewers through the 30-hour series. With clarity and poise, in a relaxed, natural manner, Cummings teaches and inspires his viewer with questions and personal anecdotes. He presents entrepreneurial patterns, principles, and lifestyles for developing a behavioral healthcare business, or adapting for other businesses that could involve psychotherapy. Cummings describes the necessary resources that a country needs to be chosen for the enterprise, as well as a helpful history of healthcare for the entrepreneur to analyze and learn from. Lists of constructs and developmental concept maps, as well as history and statistics about successful entrepreneurship follow.

The organization of the course according to Cummings is to "begin at 35,000 feet and end at ground level." The first group of DVDs covers behaviors, attitudes, and personality traits of successful entrepreneurs and the personal qualities necessary for acquiring them. The second set covers startup and exit strategies, leadership characteristics, choosing a supportive team, delivering top quality services, and using finances, such as stocks and compensation. The next set applies the principles presented earlier to behavioral health care, illustrated by his experiences with American Biodyne and several other enterprises, including Kaiser Permanente. Several DVDs are devoted to case studies of entrepreneurs through interviews from experienced CEO's: Christopher Howard from North Star Investors, Stuart Feigin, a Venture Capital specialist and pioneer from Oracle Corporation, and American Biodyne executives, Jeffrey Bragman and Derik Volpa, and Herbert Dorken, former Deputy Director of California Department of Mental Health and now Scientific Director of the Cummings Foundation. The presenters describe what they, and others they worked with, have done, providing real-life examples. The last group of DVDs presents more detail on American Biodyne, and concludes with lessons learned. The DVDs are accompanied by a syllabus with PowerPoint slides, a bibliography, and true-false questions for each segment. CE credits also can be earned.

*Behavioral Entrepreneurship* will put a "fire in your belly" and get you to think in creative ways, to explore new possibilities for a successful mental health business. We recommend this inspiring course as an excellent road map of the promising world of entrepreneurship in behavioral healthcare.

## NEW!!! Practicing Therapy in the 21st Century: The Series

instructed by **Nicholas Cummings, PhD, ScD**

*Psychology's leading entrepreneur who has founded 22 successful profit and non-profit entities*

### Course No. 1: Entrepreneurship, is available now

Step-by-step, this course walks you through the attitudes and attributes of mental health entrepreneurship, as gleaned from Nicholas Cummings' direct association with innovators who have literally changed the world, as well as from his own skills honed over sixty years of successful entrepreneurship.

Innovation, translating it into practice, creating a business plan, forming a company, marketing and other endeavors necessary for success in the new healthcare economy are demystified. Along with the instructor's own experiences, guest speakers include one of the four founders of Oracle who took it from an idea to one of the nation's leading companies.

30-DVD course including syllabus for 30 CE hours - \$295 plus S & H

FREE audio download - Cummings' Behavioral Health as Primary Care:  
Psychotherapy's Future as a Primary Care Profession



Nicholas Cummings

Past President,  
American Psychological  
Association

Distinguished Professor,  
University of Nevada, Reno

President,  
Cummings Foundation for  
Behavioral Health

Board Chair, CareIntegra

**"Clinicians must learn the business of psychological practice. Learn from Nick how to successfully practice in the 21st century, or go the way of the dinosaur..."**

— Jeffrey K. Zeig, PhD  
Director, The Milton H. Erickson Foundation

learn more and order at [www.erickson-foundation.org/Cummings/21stCentury.html](http://www.erickson-foundation.org/Cummings/21stCentury.html)



## *Simplicity and Intensity in Brief Therapy*

Clinical Demonstration by Erving Polster, Ph.D.

Brief Therapy - Lasting Impressions Conference

December 7-10, 2006

DVD # BT06-DV13

[www.erickson-foundation.org](http://www.erickson-foundation.org)

Erving Polster is one of the grand old gurus of Gestalt Therapy, and it was a decided pleasure to observe his clinical demonstration, both in person and on DVD. This was especially so since my first training was in Gestalt Therapy.

Polster started with a ten-minute chat about what he was going to do, and noted things for us to observe. To quote some of his statements: "Psychotherapy via Gestalt Therapy is a 'safe emergency.' ... Honor clients for their own style of communication. ... Meeting of minds is crucial to simplicity and intensity. ... We are just folks. ... Take everything at face value. ... Have small steps take on importance—need to make small things interesting. ... Part of the process is engagement. ... Respond to clients as you would to people who are not in therapy."

The volunteer was a therapist who has been in practice for eight years, and who couldn't get beyond "wanting to be perfect." She had trouble when clients disappeared without closure for her. Polster said, "I know the feeling. You need to negotiate the price you are paying. Tell me how you suffer with it." And moments later, he asked, "What would it take for you to be just human?" And a bit later, "Who would be the definitive person to forgive you?" When she responded, "It would be me," he said, "A psychologist would say this, not a person. That's such bullshit. People in your life matter to you. You are vulnerable

*And isn't that what being an effective therapist is all about—being able to be fascinated by each and every one of our clients?*

to them. Who's getting you?" The definitive person turned out to be her mother, and Polster gently got her to talk to her mother. This dialogue (which needed to be heard) resolved when she was able to forgive her mother and herself. Polster said, "We all have bad moments. You hate to be judged by your worst moment. It's not fair to be judged by your worst moments. You'll gather more and more sense of proportion. It's good to talk to you. Can you feel that?" She could and did. It was obvious to the audience that she had gained perspective on what had concerned her, and that she left this brief session with a sense of having learned and experienced useful things about herself.

In the question and answer period, Polster said, "I am so glad to be fascinated with the people I work with. She fascinated me." And isn't that what being an effective therapist is all about—being able to be fascinated by each and every one of our clients? People are after all, endlessly fascinating, are they not?

You need to watch and listen to this master therapist to get a sense of how a warm and compassionate human being can connect with someone in a magical therapeutic alliance, and observe how that can lead to change. This is a DVD to cherish.

**Reviewed by:**

Rubin Battino, MS

Yellow Springs, OH

PAID ADVERTISEMENT

**Now you can order on line also using *PayPal*®**

Classic audio, video and book materials by: Milton H. Erickson •  
 Kay Thompson • André Weitzenhoffer • Humberto Maturana • David Cheek •  
 Gianfranco Cecchin • Richard Landis • Gary Ruelas • Terry Argast

Exclusive from SCSEPH

***Now You Wanted A Trance Demonstrated Today***

**by Milton H. Erickson, M.D.**

• **Teaching Video / DVD**

**Erickson demonstrates and describes his philosophy of psychotherapy and hypnotic approaches to:**

**Dissociation • Age Regression • Mind / Body Separation  
 Amnesia / Hypernesia • Positive / Negative Hallucinations  
 Arm Levitation • Deepening • Trance State Identification  
 Direct / Indirect Inductions • Utilization of Resistance...**

• **Annotated Transcript**

- **rhythm-formatting**  
 to give you what Erickson said as well as the rhythm and the way he said it
- **literature-based analysis**
- **the subject's experiences of Erickson's interventions**
- **content and process indexes.**



To order on line or for further information

log onto

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

***The Southern California Society for  
 Ericksonian Psychotherapy & Hypnosis***

30011 Ivy Glenn, Suite 205, Laguna Niguel, CA 92677  
 Phone: 949-495-1164 Fax: 949-495-0323 Email: [info@SCSEPH.org](mailto:info@SCSEPH.org)

## C D R E V I E W

**Topical Panel: Brief Therapy for Depression**

Mary Goulding, MSW, Christine Padesky, PhD Peggy Papp, LCSW, and Michael Yapko, Ph.D.

Brief Therapy Conference 2006

CD#BT06 TP09

[www.erickson-foundation.org](http://www.erickson-foundation.org)

Depression is one of the most all-pervasive and fastest growing problems that therapists face in everyday practice. A well-attended presentation on depression included a panel of experts, Mary Goulding, Peggy Papp, Christine Padesky, and Michael Yapko. Goulding, with her no-nonsense directness said, "People depress themselves." She tells her clients, "Even though there may be many reasons for your depression (I was born at the wrong time, born the wrong sex, tore my mother up, etc) your first job is to stop depressing yourself." She forms a contract with them to stay alive for a week, a month. Once clients decide to live, they can realize that their depressing thoughts have nothing to do with their real essence. They stop depressing themselves and make room for change.

Papp believes that depression takes place within intimate relationships, and this is where the therapeutic work should happen. She delineated different gender styles of depression: Women ask for help while men do not tolerate feelings of helplessness. Women define their problems in relationships. Men see their problem as a question of performance. Caregiving is also different, and so depression worsens because the husband might treat the depressed wife as having a problem to solve, and give her advice. But what the wife really needs is to be heard. Most people have trouble asking their partner for what they really need, and this gets them into the "nitty-gritty of the relationship," in which they can make necessary changes to overcome depression.

Padesky reviewed the course that treatments have taken since the 70's when depression was seen as a mood

disorder or just a biological problem. But even though medication and psychotherapy have similar outcomes in the short term, medication fails over a two-year period. Seventy percent of people who stop taking medication will have a relapse as compared to thirty-five percent after cognitive behavioral therapy. And with booster therapy, only ten percent relapse. She encourages practitioners, "Don't take a mood focus but instead teach skills that help them over a lifetime to recognize depression coming on and head it off at the pass." Then, the next time they feel depressed, they can help themselves.

Yapko views depression as a complex of many different facets. It often begins with anxiety that starts a decade before depression's onset. "By the time depression strikes, it's not out of the blue. The risk factors have been in place for years." He explained that research has shown that people actively participate in predictable cognitive, relational, and problem-solving patterns that induce depression, and therefore it can be treated. But, Yapko believes that the root of depression is a social phenomenon that is contagious: "Moods, perspectives, and values spread." So, instead of focusing on individuals, ask what values and ways of living bring on depression. According to the World Health Organization, depression is the fourth greatest cause of human suffering, and the numbers are growing especially among children. Psychotherapists should be working on prevention by giving skills to at-risk populations that prevent the onset and reduce relapses. "Psychotherapy tends to be a mop up process," he states. "What about prevention? There are dozens of studies with high-risk populations. Prevention works!"

**Reviewed by:**

C. Alexander Simpkins Ph.D.

Annellen Simpkins Ph.D.

## C D R E V I E W S

1) **Conversation Hour: Effective Communication for Therapy**

Betty Alice Erickson MS, LPC, LMFT

CD#:BT06-CH3

2) **Topical Panel: Essential Aspects of Brief Therapy**

Mary Goulding MSW, Frances Vaughn PhD, Jeffrey Zeig, PhD,

Steve Andreas, MA

CD#:BT06-TP12

3) **Workshop: BEING the Best Therapist: Increasing Acuity**

Jeffrey Zeig, Ph.D.

CD#BT06-WS50

At the 2006 Brief Therapy Conference held in Anaheim, CA many programs uncovered how to be more a more effective therapist, and these two CD's are excellent examples of therapeutic wisdom from experts. Betty Alice Erickson discussed effective communication in therapy. Therapists should be truthful, not with stark, harsh truths, but rather with truth that touches on reality while pointing to the positive. As Betty Alice said, "Are your parents terrible? Well, here you are, you made lemonade out of whatever lemons you were given!" The most vital component for all therapeutic communication is love. When asked how her father, Milton Erickson, affected them, all the contributors to her recent book, *Milton Erickson An American Healer* answered, "He loved me and made me know I was okay."

This theme of love was heard in the topical panel on "Essential Aspects of Brief Therapy." Mary Goulding described her contract-focused approach that encourages people to learn to like themselves, even love themselves. She said, "People will cure themselves with their health. Don't dwell on their pathology."

For Frances Vaughn, one of the central ingredients is "deep listening." Listen on multiple levels of awareness: "Heart and mind and body and soul need to be included in paying attention." Look for what's missing. And as therapists we should listen to ourselves so that we don't get in the way.

Jeffrey Zeig told his "third favorite Erickson story" about how Erickson led him to give up pipe smoking in 1976 by describing a friend of his who was an awkward pipe smoker. As Erickson rambled on about every possible detail about smoking, he subtly led Zeig to make the discovery for himself to give up the habit and the awkwardness that went with it! Zeig explained a number of helpful principles of Erickson's therapy including utilization, individualized treatment, positive expectancy ("Of course you can be happy"), building responsiveness, and having an outcome in mind.

Steve Andreas described working with an adolescent crack addict. He began therapy by seeming to teach the client what he wanted to learn, which was to know when he would be burned on a drug deal. But actually, Andreas taught him the perceptual skills of be centered in difficult situations. The client's parents were upset. But a few weeks later, the client came in and said he didn't want to hang out with those drug people anymore. Could Andreas help? "Give them what they want, and if you can, get what the larger system wants too. Try to dovetail systems. But always start with the client... An ounce of framing is worth a pound of reframing."

In a workshop on therapeutic acuity, Zeig gave active exercises to participants to learn how to "turn on your gaze and get into an acuity state," as he was taught to do by Erickson. This important point was made abundantly clear when the workshop divided into small groups and attempted a memory game. Next, trance was induced. When awakened, the group tried again and found that memory improved dramatically for all. To become able to notice subtle detail, ambiguity, something missing, redundancy and any other important cues requires an openness without projecting a personal frame of reference onto a situation. Therapeutic acumen can be trained with practice along with a willingness to alter consciousness and allow the "acuity state" to happen.

**Reviewed by:**

C. Alexander Simpkins Ph.D. & Annellen M. Simpkins Ph.D.

San Diego, California

## Healing Migraine Headaches

By John D. Lentz M.Div  
Healing Words Press, 2003  
[www.healingwordspress.org](http://www.healingwordspress.org)

*Healing Migraine Headaches; A Self Hypnotic Spiritual Tool* is a 45-minute audio CD presented by Dr. John Lentz. In his brief introduction Lentz tells the listener about his training as a licensed professional counselor and ordained minister. He describes the CD as a recording that offers integrated self-healing. Engaging faith with sophisticated tools of science can bring about lasting change. His approach shows respect for the whole being—mind, body, emotions and faith.

In his salutation, Lentz congratulates the listener in a most positive

steady as a calm heartbeat.

His initial induction includes standard suggestions about positioning, dissociation of the conscious from unconscious, enjoying the sensations of conscious being and the feelings of comfort. "Which part of you will begin to feel that comfort?—Will it begin in the head, the heart, or the body?" To deepen the trance, Lentz engages a sense of wonderment that is as effective as it is unremarkable. He speaks to the underlying philosophy that change emits from the unconscious; constructive transformation creeps in slowly and positively.

Lentz elicits transformation in subtle, focused ways. Word choices are precise and intentional—some examples include a metaphor of entering a well, a cool pleasant place, and also of soaring up into the light. Lentz suggests that the unconscious

grace and forgiveness are the medicine to restore the soul to the path of righteousness.

Overall, I enthusiastically recommend this audio CD which illustrates deft and effective integration of posi-

tive, growth-oriented healthy suggestions from an unfamiliar direction.

**Reviewed by:**  
Roxanna Erickson Klein RN, Ph.D.  
Dallas Texas

## CD REVIEWS

### CD Reviews from Brief Therapy Conference 2006

1) *Keynote Address: Principles and Strategies for the Prevention of Spouse and Partner Abuse*

Cloé Madanes, Lisc Psic, HDL  
CD#BT06-K5

2) *Workshop: Cognitive Therapy for Personality Disorders*

Judith Beck, Ph.D.  
CD#BT06-WS5

Working strategically is essential for solution-oriented, short-term therapy. Cloé Madanes offered a powerful, clear-cut method for working with abusive couples. As a therapist who believes action comes first and thought will follow, Madanes treats the problem in the context of the entire social system: Everyone comes to the sessions. No matter how sordid the situation, the therapist must retain her optimism and believe that change is possible. Respect is another important component that will help to counteract the severe disrespect which victims of violence are subjected. Madanes offers solid advice for how to aggressively reorganizing the entire family hierarchy and using the family system to protect the victim and guide the perpetrator to change. "The family is the ultimate self-help group in our society. When we see families, the self-help function of the families is not happening. Our goal is to restore the self-help function."

---

*As dysfunctional assumptions are brought to light, patients are given tools to combat them and substitute more realistic beliefs.*

---

One of her innovative steps for treatment is for the offender to get down on his knees and beg forgiveness until the entire family agrees he is being sincere. Eventually the couple learns how to create positive memories that set them on a healthy course.

Judith Beck showed how the cognitive-behavioral approach can be used with Axis II patients. Using fairness and calm sincerity, Beck begins by forming a strong therapeutic alliance. The session takes the form of a structured interview with the goal of helping the client feel better by the end of the hour so they can have a better week. The middle of the session deals with a current problem that draws on clearly defined techniques such as Socratic questioning: "What is the evidence that your thought is true?" As dysfunctional assumptions are brought to light, patients are given tools to combat them and substitute more realistic beliefs. Clear-cut tools, including homework assignments, are available for clients to take home and use when problematic thoughts and feelings arise between sessions. Beck ends each session by requesting feedback from the client by asking, "Is there anything I could do differently next time?" This strengthens the alliance and helps to keep the therapy keyed to the client's needs.

**Reviewed by:**  
C. Alexander Simpkins Ph.D.  
Annellen Simpkins Ph.D.

---

*He repeatedly and consistently affirms the capacity of the unconscious as a resource to bring about positive change within the individual.*

---

way, setting the stage for self-reflection. Lentz speaks with a gentle, soft voice embellished with a barely perceptible regional accent. He begins by asking for God's blessing for the journey to be undertaken, and gracefully adds that no matter how many times one takes this journey, the unconscious will bring about positive change.

Lentz talks informatively about the unconscious as separate from one's awareness, and about the trance experience. He repeatedly and consistently affirms the capacity of the unconscious as a resource to bring about positive change within the individual. This theme is continued throughout the recording and is reinforced as the mechanism for experiencing comfort, and embracing self-love.

As Lentz begins the trance induction, he continues to speak with positive affirmations while his cadence slips into a steady, metronomic rhythm. Hypnotic in its own way, the pattern creates a distinctive effect that facilitates re-entry into trance with repeated listening. It is an unspoken post-hypnotic suggestion that is as

mind listens to God, and as the journey to self-evolution progresses Lentz incorporates more Biblical references and passages, thus reinforcing the progress. One powerful suggestion is the clarification that as one changes, others around respond in a different manner, perhaps responding in a more positive way or even feeling better about themselves.

As I listened to the CD I enjoyed it very much. I found it both relaxing and enriching. The audio quality is satisfactory, a clear *acapella* embellished at the beginning and ending with guitar strumming. Lentz's voice is distinct and the words clear. The only element that was not so clear was indirect manner in which the topic of headaches was addressed. Unquestionably, Lentz elicited deep trance filled with a multitude of healing suggestions. Though these suggestions for well being and enhanced love of self may bring about resolution of stress or anxiety headaches, I am wondering whether or not I missed a link. The spiritual elements of the CD spoke of intimately feeling God's love heal, respecting one's self, feeling God's forgiveness, and that

## C D R E V I E W

## *Diverse Spiritual Experiences: A Multicultural Approach to Utilize Spirituality in Brief Therapy*

Brief Therapy Conference 2006

CD#BT06-SC05

[www.erickson-foundation.org](http://www.erickson-foundation.org)

Lilian Borges-Zeig presented her workshop, *Diverse Spiritual Experiences: A Multicultural Approach to Brief Therapy*, as a short-course at the Brief Therapy Conference 2006, held in Anaheim California. Due to the pluralistic nature of the U.S., multicultural training for therapists is required in many States. In this workshop, Borges-Zeig manages what many courses about diversity too often have missed: recognizing how vast the subject is, and that surveying generalizations of several different ethnic groups is insufficient. Instead, Borges-Zeig examines one facet of culture, the spiritual beliefs of clients, and how that varies amongst cultural groups as well as individuals. While recognizing the impossibility of becoming fluent in the religions of the world via one workshop, she expertly provides the tools for attendees to identify and utilize their clients' specific spiritual beliefs in therapeutic work.

Borges-Zeig begins with establishing that, "Cultural differences and similarities are based on individuals' membership in defined identity groups such as gender, race, ethnicity, sexual orientation, age, national origin, physical capabilities, religion and class.... Spirituality and religion are part of people's worldview, values, traditions and identity." Because spirituality is a part of clients' belief system, in therapy it is imperative for clinicians to identify clients' perspective on spiritual matters, and how that perspective relates to presented symptoms in order to design interventions that will match the client's experience. This differs from scientific and psychoanalytic views that often see religion as unimportant, or an evidence of immature thinking.

Borges-Zeig provides an overview of the religions of several ethnic groups in order to provide a framework for therapists to use in discovery of a client's individual beliefs. Those beliefs then can be employed in therapeutic situations. She discusses specific case examples to illustrate this process. Also provided are methods of exploring the symbolic meanings clients have for their symptoms, their model of the problem, and how those models can shape interventions.

One case involved a Catholic woman who was suffering psychologically because she had had an abortion. Although she had other issues that were being addressed in therapy, she linked her depression with an abortion she had had ten years prior. Borges-Zeig developed healing rituals with the woman that brought her religious beliefs into the intervention. Some of the tasks for the woman included naming the baby; having a shower for the baby; donating the gifts to the church; and requesting a mass in the baby's name. If possible, she was to have the baby's father attend the mass. The tasks addressed some issues the patient had about her abortion due to her religious background, including guilt, alienation, helplessness, shame, and fear of going to purgatory. All of these reflect the importance of honoring the woman's feelings about the baby, and the significance that having an abortion meant in consideration of her religious beliefs and her connection to her church.

Borges-Zeig points out that therapists need to be sensitive to, and able to work with beliefs, that are not their own. For example, in some cultures hearing voices is not a bad thing to be removed by medications or hospitalization. It is seen as a good thing. The voices are seen as a blessing, a visit by the spirits, something to be anticipated.

The sound on the CD itself, is clear. Lilian Borges-Zeig is originally from Brazil, and particularly suited to present this topic not only as a professional but one who has personally experienced moving to the United States from another country. The presentation is eloquent, well organized, and provides information with a richness that keeps the listener attentive. The information provided is important, and more than one review is recommended in order to catch each nuance. The recording is highly recommended, and appropriate for seasoned, as well as novice clinicians.

### **Reviewed by:**

Sharon McLaughlin, MA  
Rohnert Park, CA

## C D R E V I E W S

### **CD Reviews on Neuroscience for Therapists**

#### *Dialogue: The Role of Neurophysiology in Brief Therapy*

Ernest Rossi, PhD and Pat Love, EdD

CD#BT06-DT03

[www.erickson-foundation.org](http://www.erickson-foundation.org)

#### *Social Connections and Neural Connections: How Promoting Neural Integration Can Make Brief Encounters into Lasting Change*

Daniel Siegel, MD

CD#BT06-K1

[www.erickson-foundation.org](http://www.erickson-foundation.org)

New research findings in neuroscience are influencing and inspiring therapeutic work. With a new paradigm comes new potentials. Ernest Rossi explained how some of the latest discoveries in neuroscience are relevant to therapists. Like Freud's groundbreaking uncovering of the unconscious 100 years ago, researcher's recent discovery of mirror neurons offers new paradigms. Mirror neurons are the connectors between the outside world and our deep physiology. So, when physiology sees something interesting, it's not just a cognitive space, but also turns on mirror neurons. A signal goes to our genome that brings on a new pattern of gene expression. Then, a truly new thing gets encoded, and new neural networks are made.

Rossi's hypothesis is that what maintains the interactivity is novel stimuli that bring about new connections in consciousness. These novel experiences turn on our genes to reconstruct our consciousness. This process occurs over a 90

minute cycle. Therefore, therapists can utilize these mind/body rhythms to induce trance during the quieter part of the cycle and present novel experiences for the more active time. Erickson was sensitive to this cycle and Rossi has developed an innovative hypnotic approach that incorporates these cycles to best work in accord with natural neurological and physiological processes.

Love, who joined Rossi in dialogue on the role of neurophysiology in brief therapy, said that what attracts her to neurophysiology is that it is so hopeful: "The hand I've been dealt is not the final hand. It's so hopeful to believe that this is not the end of the story... You literally can change your brain." Research findings give therapists evidence about how the brain changes and why novelty helps. "We can use neurobiology as a map and feel confident when we ask clients to go into new territory."

In a keynote address, Siegel defined the mind as an embodied and relational process that regulates the flow of energy and information. Mental health is the flow of an integrated system. Therapists can "take the pulse of mental health" by figuring out what parts are rigid or chaotic, and where there is harmony. Therapists should take a broad view, showing how the mind changes in a relational setting that involves the body. The way to work in therapy is through nine domains of integration leading to an ultimate transpirational integration within a larger universal context. Siegel believes that the more we know about the brain, the better. The mind influences what is going on in the brain, and so the mind can change the brain. "Therapists are the neuro-sculptors. We are contributing to making the world a better place."

### **Reviewed by:**

C. Alexander Simpkins Ph.D.  
Annellen Simpkins Ph.D.

*A new French-written Journal :*  
*la revue HYPNOSE ET THÉRAPIES*  
*BRÈVES*

Edited by Patrick Bellet, bellet.pat@free.fr

Subscriptions through the publisher: Daniel Renson, Editions Métawalk, 45, avenue Franklin Roosevelt, 77210 Avon, FRANCE.

One year subscription: 4 issues and a special issue a year: 34 euro for France; 39 euro for Foreign Countries and DOM-TOM.

Correspondent for the United States:  
Christine Guilloux, DESS  
Paris, France

In the last few years, hypnosis and brief therapies have engendered great interest in the general public, as well as with psychotherapists and other health professionals. It is from this perspective that it seemed appropriate to create a new journal to provide and share techniques, information, and updates that demonstrate how dynamic and effective these therapeutic methods and approaches can be.

Psychoanalysis and the other psychotherapies derived from it have evolved everywhere in the world. France is one country where psychoanalysis is still a prominent form of psychotherapy. Brief therapies started in England and the United States in the 1940's as a counterbalance to long-term therapies. Brief therapies have become highly respected for their efficiency.

These new perspectives in psychotherapy posit that there are many different answers to one question; many different meanings to one situation; and many different ways to view an event. There are many open doors to reframe paradox. As the editor, Patrick Bellet, says, "Those approaches help us to move from a psychology of depths to a psychology of spaces."

*Hypnosis and Brief Therapies* opens readers to new discoveries. These approaches offer patients enlightening perspectives, focusing on the "how" and leaving the "why" aside in order to make links, associations, and promote enduring change. They also offer alternatives to the over-use of medication.

The first issue, in May 2006, presented a number of articles including:

- A History of Brief Therapies;
- Hypnosis in the Wind;
- Metaphors, Reframing and Changes;
- Hypnotic Diplomacy in the Core of Marital Conflicts

The second issue, in August 2006, included:

- Mastering Letting Go,
- Hypno-Sedation: a New Anesthesia Technique;
- Hypnosis and Bronchial Fibroscopy;
- Hypnosis in a Pediatric Hospital Setting;
- Learn How to be Humble with your Patients.;

*Hypnosis and Brief Therapies*, a journal written in French, opens doors to worldwide, state-of-the-art research and new approaches in the field. It is widely distributed and sold in newsstands and by subscription.

Articles in *Hypnose & Therapies Breves* cover a broad range of topics including working with varied populations with many promising applications. The journal also includes perspectives on historical figures and biographies of contemporary masters, including Ernest Rossi and Milton Erickson. Well-written, artistic and thoughtful, this journal is an excellent addition for any French-speaking psychologist, psychiatrist, or medical doctor.

**Reviewed by:**

C. Alexander Simpkins Ph.D.  
Annellen M. Simpkins Ph.D.

*Help for the Helper: The*  
*Psychophysiology of Compassion Fatigue*  
*and Vicarious Trauma*

By Babette Rothschild, MSW with Marjorie Rand, Ph.D.

published by Norton, 2006

253 pp

ISBN 0-393-70422-X

*Help for the Helper* could save your career. Gathering recent research in brain function, PTSD, and empathy, Babette Rothschild explores what we can actually do to ward off our occupation's greatest hazards. What do we mean by such familiar terms as *burnout*, *empathy*, and *countertransference*? Rothschild's answers demonstrate how we pick up our clients' emotions and reactions and burden ourselves with problems that aren't ours. Better yet, she provides step-by-step methods to release those burdens by remembering that we are not our clients, and we do not need to re-experience their pain in order to help them.

Rothschild must be blessed with great clarity of mind. She shows an astute understanding of problems and pitfalls; her book is admirably well organized; and her writing is straightforward. We can easily extract the important information she offers.

To understand a client's world, we need empathy. But Rothschild demonstrates that this ability -- used without awareness, can literally make us sick, tired, anxious, or depressed -- even induce a vicarious form of PTSD.

The author notes that though we must understand the client's feelings, we don't necessarily need to feel all of them ourselves. "It is not possible to help a desperate person if the therapist herself is feeling desperate. One person in the room must be able to maintain objectivity or ... identify and engage helpful action. ... [I]t is up to the therapist to establish enough separation to maintain her ability to help." This may seem obvious, but as Rothschild notes, many therapists resist any limitation on "feeling with" a client.

The book calls for hard work; including self-scrutiny and careful practice of mental, emotional, and behavioral skills, within the therapeutic session and beyond it. Rothschild looks at what we do with our faces and bodies, how we construct images of the experiences our clients describe; and how our nervous system signals when we pick up too much distress in a session. Then she provides experiments, asking the reader to discover which interventions restore a state of calm and clear thinking.

Many interventions consist of skillful methods whereby the therapist can recall such basic facts as *I am a body as well as a mind; I am here, now, in this place; I have edges that distinguish me from this other person; I am using my mind in specific ways, and I can make choices about how I use it.* That so many therapists desperately need these reminders points to problems in how we are trained. Too often, therapy is still regarded as a purely mental process, losing sight of the fact that mind and body are a unified entity. It is alarming that so many of us forget our physical selves as we work, or as Rothschild notes, that we repeatedly terrorize ourselves with through-the-victim's-eyes images of our clients' traumas without noticing that we are doing so.

Rothschild asks each therapist to determine which of the many techniques she offers will prove helpful. In *Helping the Helper*, she gives admirably specific ways we can support ourselves with a dictum that is older than our profession: "Know thyself."

**Reviewed by:**

Will Handy, MSSW, LCSW  
Milton H. Erickson Institute of Dallas

# BOOK REVIEW

## *Ideomotor Signals for Rapid Hypnoanalysis* *A How-To Manual*

Dabney M. Ewin & Bruce N. Eimer

Charles C Thomas Publisher, LTD.

\$63.95 hardcover, \$43.95 paperback

ISBN 0-398-07629-4

This is the long awaited manual from a widely respected master, Dabney Ewin, written in collaboration with a remarkable practitioner in his own right, Bruce Eimer. Ideomotor signaling and hypnoanalysis, as described by Ewin and Eimer, provides in just a few sessions the opportunity for the depth of insight-oriented therapy.

The ease and efficiency of communicating via ideomotor signaling is intriguing. The potential for deep and insightful therapy with hypnoanalysis is appealing. "This approach is not like psychoanalysis in terms of aiming to change the overall personality. It is directed at one specific problem at a time with attention being devoted to solving that problem." (pxxi) And rapid does mean rapid, as many distressing issues are resolved within four to six sessions, sometimes within a session or two. Definitely intriguing.

In Part I, Basic Concepts, the initial intake process is carefully crafted to clarify and expedite the direction of therapeutic treatment. Included is the directive that we are actually taking two histories from the client: Our left brain is taking his or her left brain history and our right brain needs to be alert to the history offered by the client's right brain. After establishing the four signals ("Yes," "No," "I do not know," and "Will not say,"), the first question asking for an ideomotor response is, "Is it all right with your deepest feeling mind for me to help you with this problem?" A yes response seals the therapeutic alliance. Alliance at hand the therapist can begin directing questions based on the seven common causes of psychosomatic illness identified by D.B. Cheek and L.M. LeCron (Cheek and LeCron 1968.). Each of these - conflict, organ language, motivation, past experience, identification, self-punishment and suggestion - are more thoroughly discussed in subsequent chapters.

Part II, Basic Applications - in Chapter 10, Treating the Cognitive and Emotional Components of Persistent Pain, the distinction between pain and suffering is described. The authors advise that constant pain syndrome "may not be amenable to any treatment other than hypnoanalysis" (p131) when the client states that the pain is constant, NEVER goes away, and "I live with it." Ewin recog-

*Rapid hypnoanalysis also relies on multiple opportunities for reframing and for the client to signal accepting new understanding on the subconscious level.*

nizes the fear of death hidden within "I can live with it" as part of his "triad approach" (mental disorientation, fear of death, and pain) to constant pain syndrome. Several case transcripts offer his approaches to relieve the suffering.

In Part III, Annotated Clinical Session Transcripts, Ewin accomplishes a remarkable single-session cure of pain due to a hypersensitive scar.

This how-to manual is wonderfully complete and includes the requisite forms, procedures, and trance language in the appendices. Especially welcome is the Ideomotor Analysis Worksheet for inquiring through the seven common causes of Cheek and LeCron. However, you may want to take the time to reformat these into a more standard size.

For some Ericksonians, this book could seem a bit stiff or formulaic until you read the author's continued insistence on listening for, and using, the client's own language. Rapid hypnoanalysis also relies on multiple opportunities for reframing and for the client to signal accepting new understanding on the subconscious level. (Note: the authors offered their preference for the term "subconscious" rather than "unconscious" because some clients assign negative connotations to "unconscious"). It is wise to be familiar with formal, detailed resources to use to resolve a deeply imprinted psychosomatic symptom, a symptom that began as a solution. Very intriguing and worth the wait.

### Reference:

Cheek, D.B., and LeCron, L. (1968)

Clinical Hypnotherapy

New York, Grune & Stratton

### Reviewed by:

Deborah Beckman, MS

The Milton H Erickson Institute of Dallas

## Pioneers of PSYCHOTHERAPY

Have you ever wished you could watch the most celebrated practitioners of our time as they conduct therapy?  
Now you can!



Learn more about this exciting collection • [www.erickson-foundation.org/pioneers](http://www.erickson-foundation.org/pioneers) • phone: (602) 956-6196 • fax: (602) 956-0519

**UNDERSTANDING  
DISSOCIATIVE DISORDERS  
A Guide for Family Physicians  
And Health Care Professionals**

By Marlene E. Hunter, M. D.  
Crown House Publishing Ltd. 2004  
[www.crownhouse.co.uk](http://www.crownhouse.co.uk)  
ISBN: 190424246

Understanding Dissociative Disorders offers a series of chapters about this condition, starting with a useful metaphor that compares these disorders to a post office with many post office boxes. "Some of the boxes are closed, some locked tight, some with doors ajar -- but there is only one post office" (pp.viii).

The book includes figures such as the one about Attachment relationships and the formation of a cohesive identity (pp.ix). This figure is useful for learning how important relationships are for the development of identity, metacognitive capacities and the maturation of the orbitofrontal cortex. The development of the orbitofrontal cortex is directly related to the quality of the attachment relationship.

I really love working with children, thus I was focused on a section where the author states that if trauma happens in the first five to eight years, then a dissociative identity disorder may ensue.

Post-traumatic Stress Disorder may lead to the appearance of dissociation. Our mind utilizes dissociation as a means to protect itself from pain. Severe stress, occurring over a long period of time, changes the biochemistry of brain and body. In the past it was thought that these changes were permanent. Now it seems this may not be the case. The author states, "With the advent of the new theories of neurogenesis, it is perhaps possible that neurogenesis can indeed be achieved" (p. 75).

The book has information about panic attacks, hypervigilance, hyperarousal, flashbacks and nightmares. Reading it made me realize how important a therapist's role is when dealing with a person who has been exposed to a traumatic situation. A quick and effective intervention can prevent a painful dissociation, and with time, healing can be promoted.

Chapter Eleven addresses Eating Disorders such as anorexia and bulimia. In order to explain how both sexual and emotional abuse can be determining for the appearance of dissociative disorders, Hunter narrates a detailed case report.

Useful information about sexual dysfunction is found in Chapter Thirteen. By reading about an actual case, readers can understand how all types of abuse -- emotional, physical and sexual -- can lead to sexual dysfunction, with corresponding ego states. It is also interesting to learn how "both male and female patients may have homosexual or bisexual ego states, which may further confuse the issue." (page 115).

People may have been traumatized by someone who was supposed to protect them during childhood. In this case attachment process erodes.

An example of this can be found in Chapter Fifteen "For Children with Dissociative Parents," (p.127) where there is an explanation about the importance of secure attachments during childhood for developing our personality. The mother is seen as the primary caretaker. If attachment is not well achieved, we might consider working with the parental system, not only with the child.

Chapter Sixteen, Neurophysiology, includes diagrams that explain how stress can "shut down" the thinking brain, especially the language areas. Information about defense mechanisms including projection, denial and distortion are included. Last but not least, if readers are interested in reading more about dissociative disorders, they can find additional information in Chapter Seventeen "Research and References".

This book is simply magnificent. I recommend it.

**Reviewed by:**  
María Escalante Cortina MA  
México City, Mexico

B O O K R E V I E W

**Expectation  
The Very Brief  
Therapy Book**

By Rubin Battino MS  
Crown House Publishing Limited  
[www.crownhouse.co.uk](http://www.crownhouse.co.uk)

and  
Crown House Publishing Company LLC  
[www.CHPUS.com](http://www.CHPUS.com)

10-digit ISBN 1845900286

13-digit ISBN 978-184590028-1

*Expectation The Very Brief Therapy Book* attracts people just by reading the title. I was interested in the introduction, where Rubin Battino recalls an impressive talk by the psychologist Moshe Talmon on how he got interested in single-session therapy.

The author describes his practice, "It is simply how I work as a very brief therapist" and then continues: "By 'very brief' I mean that I rarely see my clients more than one or two times- usually it is just once." (Introduction: xv-xvi).

Since the first time I got in touch with Ericksonian psychotherapy, I have liked learning from people who were Dr. Milton H. Erickson's students. Bill O'Hanlon's approaches such as Inclusive Therapy ought to be taken into account by anyone with an interest in brief therapy. This therapy can be extremely effective for people who suffer from complex dissociative and posttraumatic stress problems. Utilizing statements such as "You can forgive and not forgive at the same time" helps to accept how seeming opposites or contradictions can coexist without a problem (p.68). Anyone interested in doing "Brief, Respectful Therapy" (p.71) should read this chapter. It includes a list of techniques such as the use of humor resources and normalization, that can be very useful both for expert and novice therapists.

Lucas Derk's Social Panorama is addressed in Chapter eight. A client can be stuck spatially in a particular social panorama. Here a "brilliant solution is to have clients alter and adjust their social panorama and their position in it so that they are no longer bound or controlled by the old

configuration" (p. 75). The author works with "personification", the mental representation of somebody. There are techniques for eliciting and working with people's abilities.

Chapter 12 is about George W. Burns' book *Nature - Guided Therapy: Brief Integrative Strategies for Health and Well-being*. (1998), where we can learn how nature is an initiator of health, healing and well-being.

Chapter 14 includes hypnotic techniques from Ernest Rossi's Rapid Methods such as ideomotor signals and his overall framework of change using hypnosis, presenting basics for understanding of what makes up a hypnotic trance. Readers are encouraged to search the bibliography of hypnosis and Milton H. Erickson's approaches. His work is explained in Chapter nine where we can learn about utilization, metaphors and ordeals. I loved reading something Dr. Erickson once said: "Insight into the past may be somewhat educational. But insight into the past isn't going to change the past. You may have insight but it doesn't change the fact. Your patient has to live in accord with things of today. So you orient your therapy to the patient living today and tomorrow, and hopefully next week and next year." (p. 87).

Should we feel that we have gotten stuck when treating a client, we could read Chapter 18 "When All Else Fails". Here, we find great tips for our repertoire.

The book dedicates a section to the use of Narrative Therapy and another one about rituals and ceremonies.

I met Dr. Rubin Battino during the 6th Brief Therapy Conference on December, 2006 and I had not read this book then. Next time I see him I will both thank and congratulate him for writing such a useful book. I truly recommend it.

**BIBLIOGRAPHY**

Burns, G., 1998, *Nature-guided therapy: Brief integrative strategies for health and well-being*. New York: Brunner/Mazel (Taylor & Francis Group).

**Reviewed by:**  
María Escalante Cortina MA  
Mexico City, Mexico

## INTERVIEW

*continued from page 1*

**Lilian: What does a professional need in order to be a good multicultural therapist?**

**Patricia:** The first thing a therapist needs to consider is how he or she became the multi-dimensional person they are. Think about the different parts of themselves: the roles they play in life, their gender, sexual orientation, age, ethnicity, etc.

**Lilian: The person needs to understand who they are in the world and what impact they have in other people?**

**Patricia:** Absolutely. When we walk into a room we have a social impact. When clients see you for the first time, they are making an appraisal of the therapist based on how we look. The same thing happens when we see clients. It goes beyond transference and counter-transference because it encompasses the images we have from other people in other contexts. The client may have some of those images. As I mentioned, the first thing therapists need to do is to pay attention to their multidimensionality and understand it in order to see our clients the same way.

Second, therapists need to be curious about the client. They need to have a curiosity that indicates they do not delimit their relationship to the problem presented.

**Lilian: By "being curious" you also mean being aware of the stereotypes we carry so we do not impose them on clients?**

**Patricia:** "Who is this person?" I am sitting here with you and thinking: "Who is Lilian? How did she become who she is? What were her antecedents? What has influenced her? What are the issues that impacted her over her lifetime? What are the issues today?"

We all evolve as cultural beings and I changed some values due to experiences I had in my life. The multicultural paradigm helps us understand there are no right values. Values are relative to education, relative to upward mobility, socioeconomic status, culture, etc. It is an imposition to say: "this low socioeconomic family or parents don't value education

because they did not graduate from high school, they did not go to college." As therapists we had the privilege of higher education, of being upwardly mobile. Oftentimes we may misjudge people because they appear to us to be not following a pathway that we deem appropriate. Perhaps, they had to make decisions about how to manage their economics, and what they could do on behalf of their children.

This is the second part that therapists have to consider from a multicultural perspective: Understand your own values sets and how those values create barriers. If they are unexamined we may impose those values on another person. The multicultural paradigm invites us to question a lot of the assumptions we make about the clients. Sometimes these assumptions are inaccurate.

**Lilian: Multicultural counseling started in late 60s, early 70s. We developed to a point where we have multicultural competencies taught in universities training programs, and professionals are aware of the multicultural dimension in therapy, etc. What is the growing edge in the multicultural arena? What needs to be developed in the future in terms of the multicultural field?**

**Patricia:** Multicultural awareness never ends. The multicultural competencies that we developed in the 80s, 90s and in the early 2000s are guidelines for how to think about the role of culture and the multidimensionality of culture in our lives and in therapy. The guidelines help us to think about the therapists we are and help us to develop knowledge about people from other cultural backgrounds. The guidelines can help us to develop our practice, and modify the methodology. We may apply in therapy genograms to explore someone's cultural history, or incorporate some cultural values like "personalismo" to promote relationship-building. Personalismo is a Latino value which allows the relationships to be personal and the client to get to know the therapist when both therapist and client have a sense of being from a similar culture.

I once had client from Guatemala. She was older than me, was sent to

me by an employee assistance program. There was nothing wrong with her medically so they thought she had to see a therapist. She came in and I started doing my regular, "Hi, how are you, who are you, etc." After I found out who she was she asked me who I was. It was very sweet, very polite, and very considerate and it was necessary for her sense of comfort, and for her to see me authentically. It did not hurt the relationship. We did some work for a couple of months.

In this case, knowing who she was in relationship to her whole family was crucial to understand why she

**Patricia:** That is a good question. I would say I have been a principled leader. I live by principles. I am forthright about them, and I clearly articulate those principles. When it comes to the profession of counseling, I have taken risks that other people would have shied away from. For example, I have led women's initiatives in the ACA in the early 80s when it was not so popular to do that. I felt women were invisible and I was frustrated that competent women were not being recognized, and only men got awards. I thought there was something wrong with that picture. I pushed the idea of women supporting

---

*I already have said that it is important to understand people in their historical context, and the historical context for an immigrant is one you cannot circumscribe to their past because they are carrying their past with them.*

---

was feeling sad and depressed. We need to appreciate the sense of loss and family separation for an immigrant. She was working here and her son and his family were in Guatemala. She was sending money to them, but she was lamenting the fact she could not go to her son's graduation from dental school. She was helping to support him to become a dentist, but she could not go to be part of the celebration. (I think she was undocumented. I did not ask.) I was focusing more on the sense of separation and alienation. Her son would come to visit her, but it was not the same. There was loneliness and she needed to have endurance. But I think that is the story of many immigrants. I already have said that it is important to understand people in their historical context, and the historical context for an immigrant is one you cannot circumscribe to their past because they are carrying their past with them. Most immigrants do.

**Lilian: You were recently recognized as a "Living Legend" by the American Counseling Association (ACA) and you are the immediate past president of the Association. It is incredible to have your work recognized like that. What an honor. What do you think is your major contribution?**

and mentoring other women. I promoted professional leadership development for women. I initiated that within the ACA in a forthright way and it is still going on. I created a stream of consciousness as well as practice.

In the multicultural area, at ACA we initially focused on guidelines coming from our African-American leaders. We owe a lot to those early leaders. At the same time we needed to put the "multicultural" word into practice. I was able to develop professional relationships with my African-American colleagues and then support the inclusion of Latinos, American-Indians and Asian and Pacific Islander's groups. I mentored groups of people so that they could have a place at the table for decision-making and for professional leadership. I did it in collegial, supportive manner – and these professional endeavors continue today.

**Lilian: You set the standards so they could keep working that way.**

**Patricia:** Right. It was putting multicultural competencies into practice.

We have to do the same things with each other that we say that we should do with clients. I have been

*See INTERVIEW on next page*



forceful about multicultural competencies. At first they were not accepted. I kept lobbying so that colleagues would see that this paradigm is essential. I encouraged others. Then I focused on Latinos. I wanted to be sure that professionals in the United States understood that Latinos were a growing force.

**Lilian: I read in the Arizona Republic that 50% of newborns in Arizona are Latino. I also read in the APA Monitor about the percentage of immigrants that graduate from college. Latinos are among the lowest number. What needs to be done there?**

**Patricia:** We cannot continue to allow the disparity. Higher education, K-12 school districts, and the public sector need to work together as partners to ensure that the student population under 18 succeeds academically and graduates from high school and goes to college. Early childhood education programs, when children are learning to read, is a key time to intervene. But when children come from homes where their parents have not gone to college, it might not be easy. First-generation parents need to be helped and become involved with their children's learning. The public schools need to work with the universities and with community agencies to ensure the success of school children because they represent the future. Arizona Latino children, primarily Mexican-American children, are the future of Arizona. We cannot ignore that reality because it's essential to Arizona's economy.

**Lilian: You worked to place multicultural perspectives into everyday practice in organizations.**

**I'm thinking about international colleagues who are going to read this newsletter. How can we address their concerns?**

**Patricia:** Multiculturalism is not a US phenomenon. Every country is a multicultural country. For example, there is a French national identity, but France is still a multicultural country because it is home to people from backgrounds that are not necessarily French. There are immigrants who came to France to escape oppression and find a new home.

Internationally, when we think

about multi-dimensionality, religion has a role. Latin American countries historically have been Catholic. The same is true of some European countries. Part of our identity is our religion. We can examine the way a person's religious heritage is accommodated in many spheres of life. Jews, for example, are a minority in the world, and they can still be marginalized no matter what country they inhabit. We can examine the intersection of culture and religion in one's country of origin. In counseling we cannot merely think about the religious part of a person. We cannot merely think about how religion has influenced values and attitudes about gender and sexual orientation. In many ways religion teaches us to be prejudiced. Religious groups are value-laden and cause people to form judgments about others based on these beliefs. In an international context, culture and religion work hand-in-hand.

I'm reminded about research by a Dutch social scientist, Geert Hofstede. He studied national values in more than 50 countries. He describes these national values as "transcending institutions." Those institutions included schools that are greatly influential in shaping identity. He examined cultures according to values such as masculinity versus femininity, individualism versus collectivism, power distance and predictability. There are countries that are masculine in their orientation, and masculinity permeates the values of that country so that women may be second-class and have less status than men. A second national value is individualism versus collectivism. The US is built on individualistic principles. Collectivism is more valued in Latino countries. That does not mean that Americans do not have collectivistic feelings, but those values are not as prominent as they are in other countries where there's more of a tribal or kinship system. The third national value is power distance. The United States is low on power distance because it's easy to have access to people in power. We are a democracy. A citizen can write to the President and be critical of the President, which provides a lot of freedom. Countries that are high in power distance have more layers between the common person and power sources. This can include

countries where there is a monarchy or dictatorship or military government in which citizens have little voice. The fourth value has to do with certainty versus uncertainty. In some cultures people are able to look forward to life with a lot more predictability and continuity. We have that luxury in many ways in the United States. On the other hand, in some African countries there is continuing social turmoil including revolutions. Citizens there live under tremendous amounts of uncertainty.

Another issue that is currently important especially in some European countries, including France, Italy and Germany, is the national identity confusion. There is a lot of dissonance because their national identity and intrinsic values are being affected by the immigrants who have settled there. For example, in England there are many immigrants from India and Pakistan and Jamaica, etc. That phenomenon perhaps is creating a new English identity. The dissonance between old and


new is creating identity confusion in the country. To some extent this is happening in United States because there are so many immigrants in large cities.

**Lilian: How do you see the difference between what is happening in Europe and what is happening here in the United States?**

**Patricia:** In the United States we have so many different nations who settled here from its inception. The US has been home to immigrants, home to slaves, and home to American Indians. That's different from European countries. The US had a whole different foundation. We been grappling with cultural identity issues for 250 years, and we continue to grapple with them. Countries where there has primarily been one national cultural identity do not have the same experiences addressing cultural diversity.

**Lilian: It was wonderful to talk to you today. I learned a lot. Thank you**

New from the Milton H. Erickson Foundation Press



**brief therapy:  
lasting impressions**  
Edited by Jeffrey K. Zeig, Ph.D.

Brief Therapy brings together an international collection of experts in this rapidly growing field. A wide variety of topics are addressed in the areas of principles and practice, contemporary perspectives, therapeutic approaches and more. This is an essential resource for today's practitioner.

**2002 About 400 pages  
Hardcover  
List Price: \$44.95  
ISBN: 0-9716190-4-2**

**Foundation Press  
Ordering Information**  
www.erickson-foundation.org/press  
Phone: 602-956-6196  
Fax: 602-956-0519

ADVANCE ACCLAIM

"This inclusive and up-to-date compendium by renowned experts presents a wealth of clinical knowledge that will inform and advance the practice of brief therapy for both experienced and novice practitioners. Highly recommended."  
**Arnold A. Lazarus, Ph.D.**  
*Author of Brief But Comprehensive Psychotherapy: The Multimodal Way*

"Brief Therapy is *de rigueur* in the practice of contemporary psychotherapy. Learn from some of the best in the field and improve your effectiveness. Required reading for the tyro, for the expert, for the professor...for you!"  
**Cloe Madanes**  
*Executive Director, The Robbins-Madanes Center for Strategic Intervention*



# AUDIO CDs & VIDEO DVDs

## AUDIO CDs

**Brief Therapy: Lasting Impressions Conference**  
December 7-10, 2006 • Anaheim, California

CD Price: \$16 (US) per CD.

Sessions coded WS (workshops), LE (law & ethics), CS (case supervision workshop) are sets of 2 and therefore count as TWO CDs: Price \$32 (US).

### CLINICAL DEMONSTRATIONS

- ❑ BT06-CD1 Experiential Hypnotherapy JEFFREY ZEIG
- ❑ BT06-CD2 Adlerian Brief Couples Therapy to Increase Intimacy JON CARLSON
- ❑ BT06-CD3 Connecting with the Inner Self in Psychotherapy STEPHEN GILLIGAN
- ❑ BT06-CD5 Redecision Therapy MARY GOULDING
- ❑ BT06-CD6 Strategic Treatment of Obsessive Compulsive Disorder REID WILSON
- ❑ BT06-CD7 Multi-Dimensional Problem-Solving with Hypnosis MICHAEL YAPKO
- ❑ BT06-CD8 Clinical Supervision & the Self of the Therapist: A Multicultural Perspective KENNETH HARDY
- ❑ BT06-CD9 Working with Couples PAT LOVE
- ❑ BT06-CD10 Introducing Hypnosis into Psychotherapy STEPHEN LANKTON
- ❑ BT06-CD11 Big Dreams During Important Life Transitions ERNEST ROSSI
- ❑ BT06-CD12 Couples Therapy: Dismantling Negative Projections ELLYN BADER

### CONVERSATION HOURS

- ❑ BT06-CH1 Aging PEGGY PAPP
- ❑ BT06-CH2 Collaborative, Strengths-Based Therapy w/ Self-Harming Adolescents & Their Families MATTHEW SELEKMAN
- ❑ BT06-CH3 Effective Communication for Therapy BETTY ALICE ERICKSON
- ❑ BT06-CH4 End of Life Therapy for the Dying & Their Caregivers FRANCES VAUGHAN
- ❑ BT06-CH5 Aging & Sexual Desire MICHELE WEINER-DAVIS
- ❑ BT06-CH6 The Person of the Therapist JOHN NORCROSS
- ❑ BT06-CH7 Contact & Awareness ERVING POLSTER
- ❑ BT06-CH8 Integrative Brief Therapy: Use of Self JEFFREY KOTTLER
- ❑ BT06-CH9 Abuse in Families FRANK DATTILIO
- ❑ BT06-CH10 Creating & Adjusting Effective Personal Boundaries STEVE ANDREAS
- ❑ BT06-CH11 Spousal Abuse CLOÉ MADANES

### DIALOGUES

- ❑ BT06-D1 Erickson's Use of Implication to Change Behaviors, Attitudes & Beliefs ANDREAS & GILLIGAN
- ❑ BT06-D2 Metaphor KOTTLER & LANKTON
- ❑ BT06-D3 Role of Neurophysiology in Brief Therapy LOVE & ROSSI
- ❑ BT06-D4 Brief Sex Therapy WEINER-DAVIS & ZEIG
- ❑ BT06-D5 Multicultural Therapy HARDY & MCGOLDRICK
- ❑ BT06-D6 Overstating/Understating the Merits of Hypnosis in Treatment ERICKSON & YAPKO

### KEYNOTES

- ❑ BT06-K1 Social Connections and Neural Connections DANIEL SIEGEL
- ❑ BT06-K2 Simplicity and Intensity in Brief Therapy: A Clinical Demonstration ERVING POLSTER
- ❑ BT06-K3 Imperatives for Multicultural Counseling Competencies PATRICIA ARREDONDO
- ❑ BT06-K4 Practicing in the 21st Century: Success or Failure? NICHOLAS & JANET CUMMINGS
- ❑ BT06-K5 Principles and Strategies for the Prevention of Spouse and Partner Abuse CLOÉ MADANES

### SHORT COURSES

- ❑ BT06-SC1 The Hero Within GUILLOUX
- ❑ BT06-SC3 The Use of Expectation in Solution-Focused Brief Therapy REITER
- ❑ BT06-SC4 Utilization Sobriety: Incorporating the Essence of Body-Mind Communication WALSH

- ❑ BT06-SC5 Diverse Spiritual Experiences-A Multicultural Approach BORGES ZEIG
- ❑ BT06-SC7 Expectation: The Principles and Practice of Very Brief Therapy BATTINO
- ❑ BT06-SC8 Skills Acquisition Therapy WENIGER
- ❑ BT06-SC9 Rapid Access to Emotion in Couples Therapy SOLOMON
- ❑ BT06-SC10 Creative Applications of Rossi's Mind-Body Approach in the Brief Therapy Treatment GREGORY
- ❑ BT06-SC11 Behavior, Language and Reframing: A Reality Therapy Approach WUBBOLDING
- ❑ BT06-SC12 Guiding Internal Body Conversations for Pain Management and Healing HERNANDEZ
- ❑ BT06-SC13 Instant Trances: and Other Things You are Doing Right, Accidentally and on Purpose LENTZ
- ❑ BT06-SC14 Toward a Multicultural Pedagogy: Bringing Diversity-Mindedness into Family Therapy NIXON
- ❑ BT06-SC15 Applications of Voice Therapy in Your Clinical Practice FIRESTONE, CATLETT
- ❑ BT06-SC16 When Effective Brief Intervention Outcomes Won't Hold LANDIS, RUELAS
- ❑ BT06-SC17 How Do You Deconstruct an Atomic What If? DOWLING
- ❑ BT06-SC18 Using Personality Adaptations as a Guide to Brief Therapy JOINES
- ❑ BT06-SC20 Brief Treatment with the Borderline Personality MUNION
- ❑ BT06-SC21 Carpe Nocturne: Reclaiming the Night BECKMAN
- ❑ BT06-SC22 Connecting with Kids: Experiential Therapy for Adolescents JAFFE
- ❑ BT06-SC23 Creating Playful Impressions: A Trance-Sending Approach BLUE
- ❑ BT06-SC24 A Compass to Guide Us Within the Diversity of Psychotherapy Models ALMEIDA MELIKIAN
- ❑ BT06-SC25 U-Turns: Avoiding Therapeutic Dead Ends SHIMABUKURU, BLONDINO
- ❑ BT06-SC26 Ericksonian Principles in Effective Clinical Supervision BARNUM, SHERMAN
- ❑ BT06-SC27 Brief Treatment of Substance Use Disorders PACKARD
- ❑ BT06-SC28 Unhooking from People Who Push Your Buttons! HUMPHREY, A & M SARGENT
- ❑ BT06-SC29 Longevity - Brevity - Levity: Working Briefly with the 65 plus Crowd N & P BARRETTA
- ❑ BT06-SC30 Emotional Fitness for Couples: Ten Sessions to a Healthy Relationship GOLDSMITH
- ❑ BT06-SC31 Reframing: The Essence of Therapy? HATTEN
- ❑ BT06-SC33 How Brief Does It Get? Walk-in, Single Session Therapy HARPER-JACQUES, ET AL
- ❑ BT06-SC34 Brief Therapy for Resolving Writer's Block and Other Creative Dilemmas SESTITO
- ❑ BT06-SC35 Assisting Brief Therapy with Visualizations WASSERMAN
- ❑ BT06-SC36 Journey Through Midlife: Yours and Your Clients - Are You Ready? BAKER

### TOPICAL PANELS

- ❑ BT06-TP1 Brief Therapy with Couples — BADER, DATTILIO, LOVE, MCGOLDRICK
- ❑ BT06-TP2 Psychotherapy: Art or Science? — LANKTON, MILLER, POLSTER, VAUGHAN
- ❑ BT06-TP3 Homework Assignments — BECK, CARLSON, WILSON, YAPKO
- ❑ BT06-TP4 Brief Therapy with Children & Adolescents — HARDY, MADANES, PAPP, SELEKMAN
- ❑ BT06-TP5 Use of Humor in Brief Therapy — ANDREAS, CARLSON, ERICKSON, SELEKMAN
- ❑ BT06-TP6 Cross-Cultural Issues — MCGOLDRICK, HARDY, KOTTLER, BORGES
- ❑ BT06-TP7 About Milton H. Erickson — ERICKSON, GILLIGAN, LANKTON, ROSSI
- ❑ BT06-TP8 Brief Therapy for Anxiety Disorder — BECK, DATTILIO, PADESKY, WILSON
- ❑ BT06-TP9 Brief Therapy for Depression — GOULDING, PADESKY, PAPP, YAPKO
- ❑ BT06-TP10 Person of the Therapist — BADER, KOTTLER, NORCROSS, ROSSI
- ❑ BT06-TP11 Setting Goals in Brief Therapy — GILLIGAN, LOVE, MILLER, NORCROSS
- ❑ BT06-TP12 Essential Aspects of Brief Therapy — ANDREAS, GOULDING, VAUGHAN, ZEIG

### CASE SUPERVISION WORKSHOP (Counts as 2 CDs)

- ❑ BT06-CS1 Case Supervision on Spousal or Partner Abuse CLOÉ MADANES, JEFFREY ZEIG

## LAW & ETHICS PRE-CONFERENCE WORKSHOPS (Count as 2 CDs)

- BT06-LE1 Law & Ethics Update for Clinicians 1 STEVEN FRANKEL  
 BT06-LE2 Law & Ethics Update for Clinicians 2 STEVEN FRANKEL

## WORKSHOPS (Count as 2 CDs)

- BT06-WS1 Interpersonal Neurobiology and Neural Integration DANIEL SIEGEL  
 BT06-WS2 What Works in Therapy SCOTT MILLER  
 BT06-WS4 The Four Pillars of Relationship Change ELLYN BADER  
 BT06-WS5 Cognitive Therapy for Personality Disorders JUDITH BECK  
 BT06-WS6 Brief Adlerian Psychotherapy JON CARLSON  
 BT06-WS7 Enhancing Relationships CLOÉ MADANES  
 BT06-WS9 Paradoxical Partners: Brief Therapy and Life Focus Groups ERVING POLSTER  
 BT06-WS10 The New Neuroscience of Creativity, Brain Growth, and Healing in Psychotherapy ERNEST ROSSI  
 BT06-WS11 Brief Strategic Treatment of the Anxiety Disorders R. REID WILSON  
 BT06-WS12 Cognitive-Behavioral Techniques with Couples FRANK DATTILIO  
 BT06-WS13 The Problem is the Solution: Symptoms as Identity Transformers STEPHEN GILLIGAN  
 BT06-WS14 Psychotherapy Relationships That Work JOHN NORCROSS  
 BT06-WS15 Pathways to Solutions with Self-Harming Adolescents MATTHEW SELEKMAN  
 BT06-WS16 Spiritual Issues in Psychotherapy FRANCES VAUGHAN  
 BT06-WS17 The Sex-Starved Marriage MICHELE WEINER-DAVIS  
 BT06-WS18 Handling OCD: The Four Primary Homework Assignments R. REID WILSON  
 BT06-WS19 Couples Workshops as a Form of Brief Therapy BADER & PEARSON  
 BT06-WS21 Brief Adlerian Psychotherapy for Couples JON CARLSON  
 BT06-WS22 Working with Contemporary Latino Families PATRICIA ARREDONDO  
 BT06-WS23 The Neglected Self in Self-Relations Psychotherapy STEPHEN GILLIGAN  
 BT06-WS24 The Ericksonian Process of Change in Therapy: The Basic Foot Print STEPHEN LANKTON  
 BT06-WS25 Leaving It at the Office: Psychotherapist Self-Care JOHN NORCROSS  
 BT06-WS27 Connectedness: Inside and Outside ERVING POLSTER  
 BT06-WS28 Mirror Neurons and the Neuroscience of Therapeutic and Psychotherapy ERNEST ROSSI  
 BT06-WS29 The Improvisational Therapist: Staying Alive MATTHEW SELEKMAN  
 BT06-WS30 It Takes One to Tango MICHELE WEINER-DAVIS  
 BT06-WS31 Cognitive-Behavioral Techniques with Families FRANK DATTILIO  
 BT06-WS32 Transforming Troublesome Internal Voices STEVE ANDREAS  
 BT06-WS33 Healing and Spirituality in Therapy BETTY ALICE ERICKSON  
 BT06-WS34 Aging and Long-Term Care MARY GOULDING  
 BT06-WS35 Making Changes Last JEFFREY KOTTLER  
 BT06-WS36 How to Improve a Relationship Without Talking PAT LOVE  
 BT06-WS37 Enhancing Your Clinical Creativity PEGGY PAPP  
 BT06-WS38 Think Deeply! Cognitive-Behavioral Therapy and Hypnosis MICHAEL YAPKO  
 BT06-WS39 Children, Families and Trauma: A Relational Approach KENNETH HARDY  
 BT06-WS40 Introducing and Using Hypnosis in Brief Therapy STEPHEN LANKTON  
 BT06-WS41 Advanced Techniques of Hypnosis and Therapy JEFFREY ZEIG  
 BT06-WS42 The Prevention of Spouse and Partner Abuse CLOÉ MADANES  
 BT06-WS43 Changing for the Better: Tools for Creating Rapid and Lasting Change BETTY ALICE ERICKSON  
 BT06-WS44 Using Redecision and Transactional Analysis MARY GOULDING  
 BT06-WS45 Bad Therapy: Lessons from Prominent Therapists and Famous Clients JEFFREY KOTTLER  
 BT06-WS47 Therapy with Angry and Aggressive Adolescents: A Systemic Approach Treatment KENNETH HARDY  
 BT06-WS48 Building Expectancy with Hypnosis MICHAEL YAPKO  
 BT06-WS49 Core Questions STEVE ANDREAS  
 BT06-WS50 BEING the Best Therapist: Increasing Acuity JEFFREY ZEIG  
 BT06-WS51 Treating Troubled Adolescents PEGGY PAPP

## VIDEO DVDs

Price: \$59 (US) per DVD

Please check the DVDs you wish to order

## CLINICAL DEMONSTRATIONS

- BT06-DVD1 Clinical Demonstration 1: Experiential Hypnotherapy JEFFREY ZEIG  
 BT06-DVD2 Clinical Demonstration 2: Adlerian Brief Couples Therapy to Increase Intimacy JON CARLSON

- BT06-DVD3 Clinical Demonstration 3: Connecting with the Inner Self in Psychotherapy STEPHEN GILLIGAN  
 BT06-DVD5 Clinical Demonstration 5: Redecision Therapy MARY GOULDING  
 BT06-DVD6 Clinical Demonstration 6: Strategic Treatment of Obsessive Compulsive Disorder R. REID WILSON  
 BT06-DVD7 Clinical Demonstration 7: Multi-Dimensional Problem-Solving with Hypnosis MICHAEL YAPKO  
 BT06-DVD8 Clinical Demonstration 8: Clinical Supervision & the Self of the Therapist: A Multicultural Perspective KENNETH HARDY  
 BT06-DVD9 Clinical Demonstration 9: Working with Couples PAT LOVE  
 BT06-DVD10 Clinical Demonstration 10: Introducing Hypnosis into Psychotherapy STEPHEN LANKTON  
 BT06-DVD11 Clinical Demonstration 11: Big Dreams During Important Life Transitions ERNEST ROSSI  
 BT06-DVD12 Clinical Demonstration 12: Couples Therapy: Dismantling Negative Projections ELLYN BADER

## KEYNOTE ADDRESS/CLINICAL DEMONSTRATION

- BT06-DVD13 Keynote Address/Clinical Demonstration: Simplicity and Intensity in Brief Therapy ERVING POLSTER

## Your Order:

\_\_\_\_\_ Individual CDs\* @ \$16 (US) each = \_\_\_\_\_

\_\_\_\_\_ 12-CD Special: Order 12 CDs for \$169 (US)

\*Workshops (WS), case supervision workshops (CS), law & ethics (LE) count as 2 CDs and cost \$32

\_\_\_\_\_ Individual DVDs @ \$59 (US) each = \_\_\_\_\_

Arizona residents add 1.8% sales tax = \_\_\_\_\_

Domestic (US) shipping: 5% of total = \_\_\_\_\_

International shipping: 10% of total = \_\_\_\_\_

TOTAL AMOUNT DUE = \_\_\_\_\_

## Your Payment Information:

(Please indicate whether payment is credit card, check, or purchase order)

Personal/Company Check # \_\_\_\_\_ (Make checks payable to Milton H. Erickson Foundation)

Credit Card - please check one of the following:

Visa  MasterCard  Discover  American Express

Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Name (As it appears on card) \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

Purchase Order # \_\_\_\_\_ (Attach copy of purchase order)

## Your Billing Information:

Name: \_\_\_\_\_ Profession: \_\_\_\_\_

Degree: \_\_\_\_\_ College/University: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Country: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Email address: \_\_\_\_\_

## Your Shipping information (if different from billing information):

Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Country: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

**Please send/fax this form with payment to:**

Mailing address: Milton H. Erickson Foundation, Inc • 3606 N 24th Street • Phoenix, AZ 85016

Fax number: 602-956-0519 • Phone number: 602-956-6196

Email address: [Sales@erickson-foundation.org](mailto:Sales@erickson-foundation.org)

**Thank you for your order! Please allow 3-4 weeks for shipping.**

**All sales are final.** Return defective items for replacement to the Milton H. Erickson Foundation **within 60 days of receipt**, along with a copy of your sales receipt and reason for your return.

## DONATIONS

The Milton H. Erickson Foundation, Inc., would like to thank the following colleagues for their very generous donations to the Erickson Foundation, and the Erickson Foundation Archives, since the last issue of the Newsletter: Grethe Bruuu, Phyllis Duffy, Tara Economakis, Edward Gelardin, Maria Gomori, Lars Kaine, Dr. Karolis Kazlauskas, Ernest & Ruth McCray, Julien Mercure, MA, Naomichi Moribayashi, Gene Schwartz, Noboru Takaishi, Mary Jane Turner, and Daniel & Lynda Ziskin.

The Foundation also would like to extend a special thank you to the following presenters from the recent Brief Therapy Conference (December 2006), who generously donated their honorariums to the Milton H. Erickson Foundation: Betty Alice Erickson, M.S., LPC, LMFT, and Jeffrey K. Zeig, Ph.D.

Donations earmarked for the Milton H. Erickson Archives go directly to assisting with expenses for restoring the audio- and videotapes from the late Milton H. Erickson, M.D., along with tapes from past Milton H. Erickson Foundation Conferences from 1980 through 2004. This extensive restoration process will make these tapes, CDs, DVDs, and other materials available to mental health professionals around the world for training purposes.

If you would like to make a donation to the Milton H. Erickson Foundation, Inc., please use the Subscription/Donation form below. We thank you for assisting the Foundation in continuing its efforts in providing the highest quality training and educational materials to mental health professionals around the world.



### The NEW Foundation Web Site is Online!

[www.erickson-foundation.org](http://www.erickson-foundation.org)

#### JOIN THE FOUNDATION E-MAIL MAILING LIST!

Be the first to receive Conference announcements and registration specials; information on audiotape/videotape, and CD/DVD specials from the Erickson Press; automatically receive the Online version of the Erickson Newsletter and more. Sign-up on the Foundation's web site: [www.erickson-foundation.org](http://www.erickson-foundation.org).  
*The Erickson Foundation will not sell or rent your E-mail address to any person or organization.*

### Newsletter Subscription and Donation Form

#### PLEASE MAKE YOUR SELECTION(S) BELOW:

- Please find my donation of \$\_\_\_\_\_ to support the activities of The Milton H. Erickson Foundation, Inc. (The Foundation is a non-profit corporation and donations may be tax deductible within IRS guidelines.)
- I am not currently on your U.S. mailing list. Please add my name so that I may receive the NEWSLETTER and other information about activities sponsored by The Milton H. Erickson Foundation.\* (NOTE: Students must supply a letter from their department indicating full-time graduate student status in an accredited program.)
- I prefer to receive the Foundation Newsletter via Email and **NOT** by mail/post. Please remove my name from your mailing list and add me to the Foundation Email list.
- I have moved, please correct my address as stated below.
- I no longer wish to be on The Milton H. Erickson Foundation mailing list. Please remove my name from your list.

\*PLEASE NOTE: Beginning January 2007, The Milton H. Erickson Foundation Newsletter will no longer be sent outside of the United States.

Please view the Online Newsletter at: [www.erickson-foundation.org](http://www.erickson-foundation.org)

**Eligibility:** The NEWSLETTER is available to professionals in health-related fields including physicians, doctoral-level psychologists and dentists who are qualified for membership in, or are members of, their respective professional organizations (e.g., AMA, APA, ADA). The NEWSLETTER is also available to professionals with mental health-related graduate degrees (e.g., MSW, MSN, MA or MS) from accredited institutions. Applications from graduate students in accredited programs leading to a degree in the above fields will be accepted if they supply a letter from their department on letterhead stationery certifying their full-time status.

Please accept my donation of: \$\_\_\_\_\_

- VISA  MasterCard  AMEX  DISCOVER

Account Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Cardholder's Signature: \_\_\_\_\_

- Other (PLEASE, DO NOT SEND CASH): \_\_\_\_\_ (Checks made payable to The Milton H. Erickson Foundation, in US Funds, drawn on an American Bank)

#### PLEASE PRINT CLEARLY:

Name: \_\_\_\_\_ Highest Degree: \_\_\_\_\_

University where highest degree earned: \_\_\_\_\_ Major: \_\_\_\_\_

Street Address: \_\_\_\_\_

City \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

#### RETURN COMPLETED FORM TO:

The Milton H. Erickson Foundation, Inc., 3606 N. 24th Street, Phoenix, AZ 85016-6500

TOLL-FREE in the U.S. 877/212-6678 ♦ Phone, 602/956-6196 ♦ Fax, 602/956-0519 ♦ E-Mail, [Sonva@erickson-foundation.org](mailto:Sonva@erickson-foundation.org)