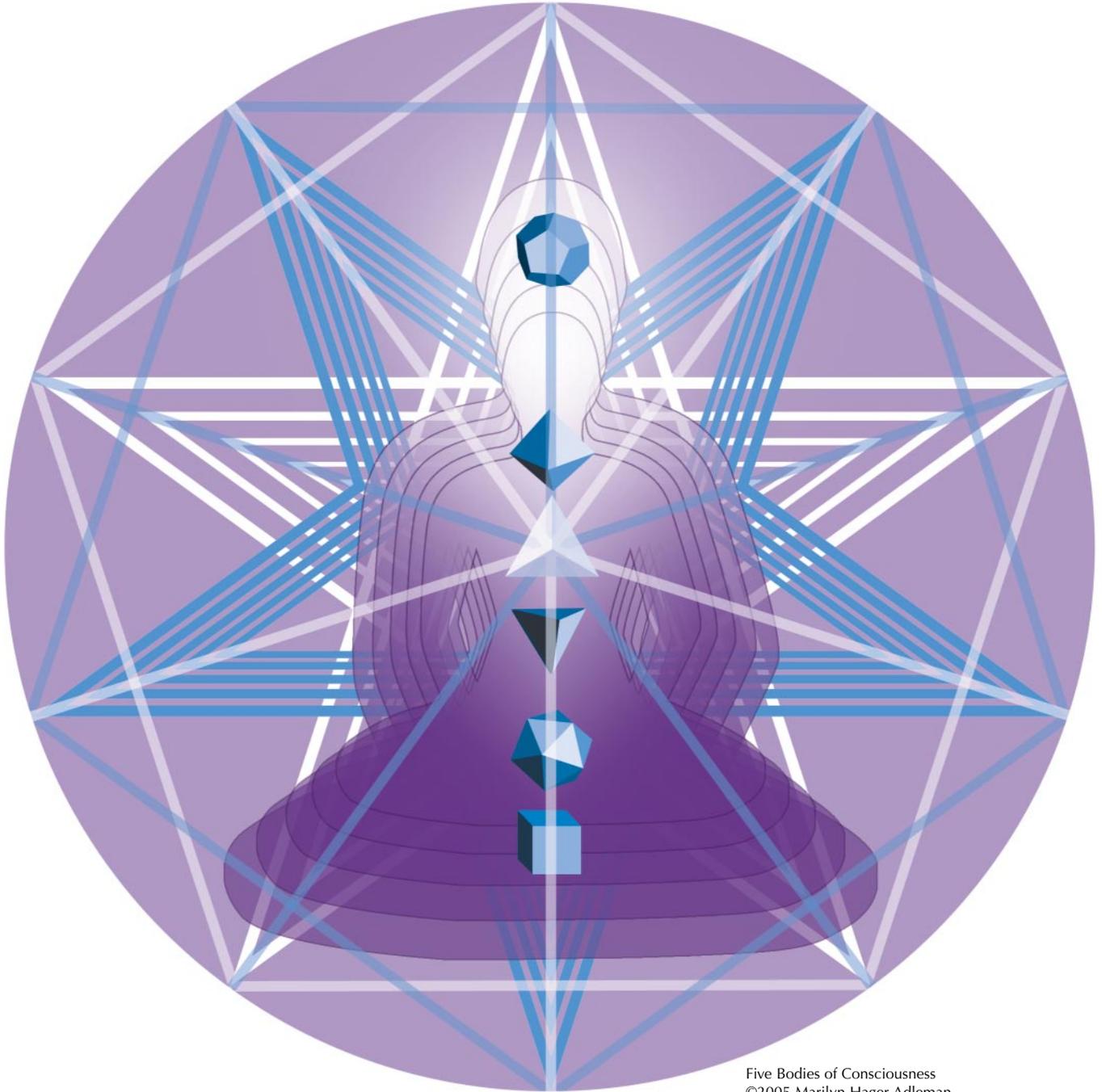


The HRA Journal

A publication of the Holographic Repatterning® Association



Five Bodies of Consciousness
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Cover Image

The image on this month's cover further emphasizes the HRA Journal's focus on the connection between Consciousness Science and Holographic Repatterning. Consciousness Science is represented by a meditating person whose crown/third eye expands in a glow of white light while platonic solids hover over the chakras. Multiple five pointed stars represent the energetic level of the five bodies of consciousness, as well as hearing and frequency vibrations, all attributes of Holographic Repatterning that are discussed in this issue's articles.

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From the President Carolyn Winter

Claiming Our Unique Identity

Since the inception of our transitional phase, several key decisions have been made that may well have caused you, as they have me, to feel a little jolted. First, Chloe Wordsworth announced her decision to change the name Holographic Repatterning. Many of us would have liked to have been consulted in this decision or have an opportunity to make suggestions as a key stake holder. But it has become clear that this is an evolving decision belonging to Chloe as proprietor of her own business and holder of the HR intellectual property.

Similarly, the Board has made recent policy decisions on requirements to maintain certification and is in the process of clarifying our international relationships. The outcomes discussed throughout this edition of the journal, may have many of you exclaiming, “What is happening?!!!”

As an organization we have become less about a learning community that supports the growth of classes around the world and more about creating a favorable environment for practitioner success. This is clearly evident in our new policy on maintaining certification.

Decision by decision we are shaping a new identity as a group and as a trade association. I am aware of the possibility that this new identity may be sending shock waves through each of you, as it might seem to affect your personal identity as an HR practitioner. Initially our organization sprouted from a community of people learning about Holographic Repatterning and spreading the word to others. We were visibly unconcerned about the success

of each individual’s practices. Unspoken perhaps was the idea that, as practitioners, we were to be homogenous in our presentation of Holographic Repatterning sessions to the public.

Now we are moving beyond our identity as learners and supporters of what is now the Holographic Repatterning Institute, and moving into our new identity as empowered practitioners. Bonding and separation anxiety is setting in. Relax... it’s a developmental part of maturing into having our own unique thriving client-based practices. Children at age 2 go through separation anxiety. It’s known as the terrible 2’s—we don’t want what mom offers but neither do we want her to not be interested in what we decide. Yet separate we must in order to become our unique selves.

The capacitor in electricity, as Chloe writes in the Bonding and Separation Repatterning in our Energetics of Relationships book, is a holding tank. In relationship it allows us to build and maintain a reservoir of energy we may draw on throughout the ups and downs of relationship. Different size capacitors are needed for different functions—we needed to draw on energy for learning Holographic Repatterning, and then for putting it out into the world. Now another size capacitor is needed to bring public awareness to each practitioner and their practice.

We are in the developmental stage of separation, separating from mom and the comfort of being told who we are, and moving into the realm of becoming ourselves, related but different. Moreover, if we draw our professional individual identity from our old model of a learning community, what we market to potential clients may be confusing. What are you selling? Whose brochure do you use, Chloe’s or your own? If it’s your own—what identity is reflected in that brochure? Does it really promote you?

For a long time the focus of our organizational activities for practitioners was built on an undertone of “are we allowed?” Rules kept this sort of thinking unconsciously in place. For example, when I signed an early agreement for certification, I also agreed that the only

advertising copy I would use would be approved by the HRA and, furthermore, that I would use copy provided for me. That copy largely promotes the idea of taking classes, not having sessions with me! Viewed under our new purpose, this policy is one that is up for review. Evaluating policies, programs and activities will continue the process of clarifying our new purpose and claiming our identity.

The fact is we are all unique in our integration of Holographic Repatterning into our own paid work. Much has to do with the skills and experiences we bring to our presentation of a Holographic Repatterning session—other healing work, training in the arts, training in business, or some other specialty that makes our use of Holographic Repatterning uniquely our own.

Our values, beliefs, skills and experiences all contribute to our identities as Holographic Repatterning practitioners. Clearly knowing that identity and planning our businesses around it will help us to effectively promote our work and build a clientele who need and want our services.

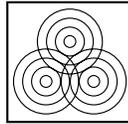
In establishing your own unique identity as a practitioner, consider these questions:

What is the purpose of your business and your definition of success? How do you know when your business is successfully fulfilling its purpose? (In the past we may have been confused that the building of local classes was our definition of success.)

Who does your business serve? And how does your business and your unique application of Holographic Repatterning serve this group? Do you serve the equestrian arts, or coach business managers, or focus on stressed-out moms with young children?

What makes your service different, unique or special? What sets you apart from other practitioners who are also applying Holographic Repatterning? Are you available in a shopping mall, healing arts center, or do you have a home business? Do you offer online services, mail order proxy sessions, or

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Dissolving the Mystery

Tara Jo Herrick

HR Practitioner, Portland, OR

We have all seen the amazing power of Holographic Repatterning and watched ourselves and our clients shift into new and amazing levels of consciousness. We know that by using our muscle-checking tool we can change vibrations in a person's body, thus shifting to a higher state of coherence... or do we? Where is the proof? What do you tell skeptics or those who inquire about what we do? The purpose of this article is to clarify questions about the amazing work of Holographic Repatterning and highlight historical research proving that energies exist inside and outside the human body. This discussion intends to help you understand changes that may be occurring when shifting into higher, healing levels of consciousness and have more confidence about explaining this mystery we call Holographic Repatterning.

All energy is consciousness. Consciousness is the internal mind and energies within the body, as well as the external energy bodies and the energetic

field in which we reside. To broaden the understanding of this concept, "five bodies of consciousness" coined by Amit Goswami, Ph.D. is highlighted. By sectioning consciousness into these five forms, it becomes clearer as to each level of consciousness accessed and the way in which energy shifts through Holographic Repatterning. Dr. Goswami labels the five bodies as physical, vital, mental, supermental, and bliss levels of consciousness.

Physical consciousness is the state of consciousness that is tangible. It is the sense of reality in the body; the human form. For example, a person's physical consciousness could perceive their reality as coping with daily headaches. This reality, the physical state of discomfort, is how this individual experiences the physical form of the body. If this individual then went to a chiropractor, determining that the headaches stem from a misalignment in the spine, when the vertebrae readjust, the physical reality changes. Physical consciousness shifts.

The second body is **the vital consciousness**. Vital consciousness is what many practitioners of Reiki and acupuncture refer to as the "underlying energy body," involving the vital force, qi, or prana. Holographic Repatterning works closely

with the vital consciousness, aligning the chakras and meridians for a higher level of coherence. When a client resonates with a negative statement (e.g., I am unworthy of love), this statement is stored in one (or several) level(s) of consciousness. Regardless of where the non-truth is stored, it is the vital consciousness that the modalities most directly target. For example, one session could work in the following way: in order to shift out of the non-coherent state, the client must look through the green color filter lens. Their shift takes place from a state of non-coherence to coherence when the color green absorbs into the heart chakra. In turn, raising the level of vibration and resonance of the heart chakra, thus, creating a new level of coherence. This shift occurs in the energies of the chakra (i.e., as a shift of the vital consciousness).

Mental consciousness is the realm of consciousness most notably described by Carl Gustav Jung and involves the conscious and unconscious mind. It involves both the thinking aspect of the brain as well as thoughts and memories stored in the unconscious. Asking questions in a session stimulates mental consciousness.

Supermental consciousness uses intellect and understanding that enters the mental consciousness, although the concept is more abstract. Love is the easiest notion to describe and understand supermental consciousness. Does the mind really know what love is? Can love be explained in words? Often love involves feeling and senses that the mind cannot describe. How does one know they are in love? You just know. It is implicit. The supermental consciousness can grasp the idea of love by absorbing all of the energies of the mind, heart, and soul.

Finally, **bliss consciousness** is a sea of healing energies—the culmination of all the energies outside the body. This greater consciousness is the interconnection of all people and all energies on the planet and beyond. Bliss consciousness includes the energies of all humans as well as the vacuum of "empty" space known as the Zero-point field. In basic terms, the Zero-point field is a realm of

proof arises and supports some of these notions.

Another notable figure in this area of consciousness science, Jim Oschman, Ph.D. recently presented his philosophies of consciousness at the *ParadigmShift* symposium in Portland, Oregon. He highlighted research in the field of energy medicine and presented historical research **proving** that energy exists within and around the human body. Dr. Oschman offered scientific validity to many concepts of consciousness and energy medicine that often raise more questions than provide suitable answers.

Dr. Oschman first presented work by Willem Einthoven who won the 1924 Nobel Laureate in Medicine for the invention of the electrocardiogram. Research of Einthoven and others established that organs, such as the heart, produce bioelectric fields that travel through

Many practitioners of Holographic Repatterning understand that the human energy field is certain. Unfortunately, many skeptics are still at large. Through highlighting research in this field and encouraging innovative research and science on energy medicine, perhaps we can win over the skeptics and help them understand that transformational changes occur with healing. One thing you can do, as Dr. Oschman recommends, is to expand your heart. If your heart radiates at least 15 feet from your body, it makes sense to, literally, become your therapy. Let others feel your healing energies and consciousness. Glow with the benefits of your work so others can feel the healing power of Holographic Repatterning. Then, create the dialogue with others about the science of energy medicine, the science of consciousness. By presenting Dr. Goswami's theory and the landmark research in this field, perhaps you are able to more fully understand and

of Holographic Repatterning

energy (space) at the temperature of absolute zero. In fact, it is this invisible sea of electromagnetic energy accessed in muscle checking. When a practitioner muscle checks a statement or a modality, it is the energy emitted from the client though the bliss consciousness to the physical consciousness of the practitioner's fingers (giving the "on" or "off" response). When a tuning fork, for example, shifts a client into a higher level of coherence, the vibrational sound waves move through the bliss consciousness into the vital consciousness (underlying energy body) of the client. When these frequencies come into a person's energy field, they shift the person's level of coherence from a lower to a higher state of resonance, a higher consciousness. The client is shifted into a new level of consciousness because the energies inside and around the client are no longer the same. These new vibrations put the client back into alignment.

Once aware of these five bodies of consciousness, processes of a Holographic Repatterning session may seem clearer. While it is important to remember that Dr. Goswami's five bodies of consciousness is a theory, it is also important to bring these concepts into practice when scientific

the tissues of the body and that can be recorded with electrodes placed anywhere on the body. "Since living tissues are conductors of electricity, the well-established laws of physics require that the currents set up by the heart and other muscles, and the brain and peripheral nerves, will produce fields in the space around the body. These are called biomagnetic fields," described Dr. Oschman. In fact, the electrocardiogram detects the human biomagnetic field 15 feet from the body (with suggestions that it can actually be found as far as space, although no instruments are yet that sensitive). To illustrate further, pound per pound the field of the human heart is trillions times stronger than the earth's field.

A second Nobel Prize winning example of energy research comes from the discovery of biomagnetic field measurements by Brian Josephson. From this discovery came the Superconducting Quantum Interference Device (SQUID) for studying the human energy field. Devices like the SQUID are an important next step when investigating energy medicine in that biomagnetic measurements give a clearer picture of what is happening within the physiology of the body rather than what is happening in the surface.

explain the processes of Holographic Repatterning. Perhaps you are now more prepared when someone asks, "What is Holographic Repatterning?" you can respond with confidence, "It's a process of shifting energy and consciousness."



Tara Jo Herrick resides in Portland, Oregon and is a healer and practitioner of Holographic Repatterning and Reiki. She has her master's degree in psychology and she has worked in research at the National College of Naturopathic Medicine since 2002. Her research interests included energy medicine and the psychology of health and healing.

Editor's note: For additional information, see James Oshman's presentation at: <http://www.onemedicineinstitute.org/download.html>

Paradigm Shifts in Energy Medicine

Heather Zwickey, PhD, Helfgott Research Institute at the National College of Naturopathic Medicine, Portland, OR

There's a scientific revolution afoot, and you are living it. Energy medicine, formerly embraced by a few specialty groups, is becoming main-stream in medicine.

In spite of the use of energy medicines by the general public, the scientific community has been largely resistant to accepting energy medicine. Among scientists, the medicinal effects of energy medicines are often labeled "placebo effect." Individual cures with energy medicines are often considered folklore rather than case studies simply because the scientific mechanisms explaining the actions of energy medicines are not widely known. In order for a global acceptance of energy medicines, the paradigm shift must grow to include scientists. How then is such a change inspired?

As Thomas Kuhn wrote in his book, "The Structure of Scientific Revolutions," scientific revolutions follow particular patterns. The examination of historical scientific revolutions allowed Kuhn to make some basic generalizations that appear true for most current scientific revolutions. The application of Kuhn's theory to the field of energy medicine may shed some insight as to where we are in the revolution and what we can expect to come.

Foundation

A scientific community cannot practice its trade without a set of beliefs. This belief set provides the educational foundation for new scientists. When a novice begins the study of a particular field, they are first introduced to the current set of beliefs and theories in the field with the expectation that their work will build from that set.

There are several beliefs that provide a foundation for energy medicine. For example, energy medicine is rooted in two beliefs: 1) we are all connected, and share energy between each other, and 2) there is an energy body that underlies the physical body. Disruption in this energy body results in the physical manifestation of illness. Energy medicine then uses the energy we share to heal the energy body. Students of energy medicine must grasp these core concepts in order to further understand their field.

In spite of these core beliefs, energy medicine has some obstacles to overcome. Perhaps the largest is vocabulary. The word "energy" is nebulous in meaning. Energy means something different to an electrician or a physicist or a Reiki master. Just as Eskimos have thirteen different words for snow, medicine must start to develop a vocabulary around energy.

Eventually, the core set of beliefs for a scientific community is written into a textbook. A textbook allows the knowledge to be passed from one generation to the next without needing individualized mentoring. Textbooks are designed to lead students to a conclusion about their field of study. At this point in time, energy medicine has not reached the medical or scientific textbooks.

Normal Science

We may define "normal science" as what the scientific community deems mainstream knowledge. In the case of Western medicine, normal science would include the assumption that we can define the molecular basis for a disease, design a pharmaceutical that either stimulates or abrogates the defect depending upon the nature of the disorder, give this to all patients with the disease, and they will become well.

The movement of the normal science paradigm into the mainstream occurs because there is an assumption by the public that the scientific community knows how the world works. Science columns in the newspaper and health reports on the evening news continually educate the general public to the current scientific paradigm. The scientific community is willing to defend their assumptions and pass these assumptions on to the public. "The problem with assumptions is that we believe they are truth." Don Migel Ruiz.

Although some of the assumptions made by the scientific community may later turn out to be true, the assumptions often limit directions of research. Only studies that support the current paradigm are encouraged. As Thomas Kuhn points out "Normal science often suppresses fundamental novelties because they defy the assumptions made by the scientific community."

Energy medicine is in the unfortunate position of being suppressed by the current scientific paradigm. Because the mechanism of how energy medicine facilitates healing is currently unknown, and the technology to measure human "energy" is in its infancy, the subject is often approached as non-scientific. The suppression is expressed in many ways.

For example, most clinical research studies are funded by the National Institutes of Health (NIH). The NIH sets the standards for what grants they solicit. Once they are written, grants are judged by a peer-review process. Only if the scientists accept and approve the subject matter will a grant be funded. Another method of suppression includes negative publications. In his article, "How to Think about the Mind," in the Mind/Body Issue of *Newsweek* (09/04), Steven Pinker, a Harvard professor of Neurology, claims that spirit is nothing more than neurons firing. This assertion does not support energy medicine.

Paradigms

Paradigms are formed by one or more past scientific achievements acknowledged by a particular scientific community as supplying foundation for their current work. Paradigms must be unprecedented in order to attract the scientific community and open-ended so that several groups can work on different problems within the same paradigm. From a scientific standpoint, paradigms create avenues of inquiry and allow scientists to formulate research questions, and suggest methods with which to examine those questions. As the paradigm progresses, scientists are able to define an area of relevance and, most importantly, establish meaning in their work. Science cannot be interpreted unless there is a foundation for interpretation.

When a new paradigm appears, it is typically limited in scope

and precision. Some paradigms then gain in status because they are more successful than their competitors in solving a few problems that the group of practitioners has come to recognize as acute. As a current paradigm is replaced with a new paradigm, a “paradigm shift” occurs. Although the new paradigm may be effective in solving a few problems, it is often not completely successful. However, the promise of success encourages scientists to force nature into the paradigm in order to actualize that promise.

To illustrate this process we can look at the transition from natural medicine to Western medicine that occurred in the United States in the 1920s. Prior to 1920, natural medicine was the mainstream model. Physicians were chiropractors, naturopaths, homeopaths, traditional healers, and energy workers. During this time, the major cause of death and illness was infectious disease. The discovery of penicillin and, later, other antibiotics caused a paradigm shift. At the time of the shift from natural medicine to Western medicine, natural medicine was not ineffective. Natural medicines were not, however, as effective as penicillin for treating infection. Although antibiotics do not cure every disease, the new paradigm—namely that a pill cured disease and prevented death—has since been applied to many other diseases beyond infectious disease. As time has progressed, the paradigm has matured and caused the dawn of pharmaceutical medicine.

Once a paradigm is accepted, it provides the foundation for all future experiments. Scientists interpret their results in the context of the reigning paradigm. When anomalies emerge, they are often discarded or ignored. For example, when the outcome of a research project does not fall in the range of anticipated results, it is considered a failure. Failures are most often not published. This helps “sell” the reigning paradigm.

As we look at history and then consider the current pharmaceutical model of medicine, the lesson that energy medicine must address an acute problem better than the current model is apparent. Infectious disease is no longer the primary cause of death and discomfort in the US population. This poses the question: what is that problem? Is it stress? Depression? Obesity? Cancer? There are a number of ailments that are not addressed well with a drug. Perhaps one of these will lead to the paradigm shift to energy medicine.

Scientific Revolution

When an anomaly is discovered, it may be either discarded or embraced. Scientific discovery is a result of an anomaly detected within the field of study which is then pursued rather than discarded. Often these new theories are not accepted unless there is a sort of crisis within the community. If normal science is unable to handle the crisis, the theory may be rejected and science then returns to normal. Alternatively, the problem may be labeled, but necessary tools may not be available to solve it. This theory may be set aside for the future. Finally, a new candidate paradigm could emerge. This positive result of a crisis is a scientific revolution.

In order to begin to accept a new theory, science goes through a succession of steps. The first step is an in-depth look at the anomaly and what caused it. More attention is devoted to the anomaly by the field's eminent authorities. As some scientists continue to work under the theory of the past paradigm, and others work under the new paradigm, the field begins to look quite different. Individuals in the field may begin to express discontent as competing articulations of the new paradigm proliferate. If one theory is successful, this theory may ultimately disclose the road to a new paradigm.

Where is the field of energy medicine within the process of scientific revolution? The anomalies exist. Individuals have been healed or cured with energy medicine for centuries. For many years, energy medicine has awaited the development of technology to measure the different forms of energy emitted by a healer and felt by a healee. Thus, the field had been set aside. Only recently, with the development of the SQUID (Superconducting Quantum Interference Device), have we begun to understand the energy fields that exist around people. This technology may propel us toward revolution.

Scientific revolutions result in a change in world view. Originally, scientific historians suggested that when paradigms change, the world changes with them. Kuhn, however, points out that when the paradigm changes, the non-scientific community changes right away, but the scientific community does not change right away. As soon as the scientific community changes, the world view will change over completely. This is an important observation because it emphasizes the interplay between the public and science.

The best example to illustrate the interplay between the public and science in a scientific revolution is perhaps nutrition. When a new diet is proposed, much of the public immediately changes to adopt that diet (e.g. South Beach Diet vs the Grapefruit Diet). Expert scientists in the field of nutrition then study these diets and their effects on large numbers of people. They report their results in the media, either supporting or refuting the effectiveness and health of the diet. The public then trusts that science is correct and shifts their behavior/belief to fit that paradigm.

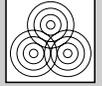
Once the new scientific theory is accepted, the old theories tend to just disappear. This is often a result of what is written in the textbooks. The scientific revolution allows the old theories to be put to rest or resolved. The process allows the group to abandon one tradition of normal research in favor of another. It also allows scientists to be able to convert the entire profession to their way of seeing science and the world. Scientific progress occurs through revolutions seen over time. No matter how reluctant a community is to change, the result of solving problems is inevitably considered progress.

Energy Medicine

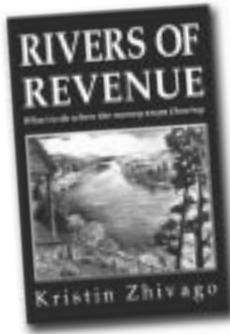
The field of energy medicine is in the midst of a scientific revolution. Conferences in the field are happening with greater and greater frequency. Field specific journals have begun to appear.

(continued on page 18)





Good PR Asks the Right Questions First



The HRA Journal conducts a second interview with Kristin Zhivago, author of *Rivers of Revenue*.

HRA Kristin, in your last interview with the HRA Journal, we talked about branding as the promise you keep. Let's say our practitioners have developed their brand, they know what their clients want and why, and now it's time to promote their business. Like most entrepreneurs, we have limited budgets for advertising, so let's talk about how to get free press coverage for our services. Where do we start with PR?

KZ Well, I am hesitant to launch into the PR discussion without first talking about the things that we're assuming HR practitioners have already done. Because any PR effort that doesn't start first with customer interviews will be more likely to fail than to succeed. This is just reality.

Any good PR pitch has to appeal to potential customers, not just the editors who write for them. If you don't honestly know what your customers want—if you're just guessing—you'll miss the mark. You must be sure of what they want. You can find out via the interviewing techniques I spell out in my book. Knowing what people really want will help you understand how you should meet their needs, given your unique skills. Now you have the basis of your pitch: "This is what people need/want, and here's how I am going to meet that need."

The fact that you know what they want—that you're not guessing—will give you an

extra boost of confidence as you create your press materials and approach the press. You'll need that confidence; successful PR takes courage and persistence.

Now I feel better about answering your question.

After your customer interviews, and after you're sure of "the promise you can keep," (your real brand), it's time to think about your story. I hesitate to use the word "story," because it sounds like something less than honest; something fabricated. But it is the best word, so we'll press ahead. What I mean by "story" is the truth—your truth and the customer's truth; where they intersect, and how they compliment each other.

This true story needs to include: the desires and needs of your customer, the solutions they've tried before, your vision of a better solution, how you created the solution to meet their need (including your training, your experience, and the lessons you learned), the success your customers have had with your solution, and how you offer that solution. This is the generic framework for every good story.

HRA What are the basics we need to know about creating a great press release for a service-based practice?

KZ When I'm working with a client to create their true story, my brain is putting that story into the form of a press release. Press releases are the main vehicle for any PR story.

The framework I described in my last answer will help you create the outline for your press release. You'll also need a strong headline, a short summary paragraph, the dateline (i.e., "Jamestown RI—April 15, 2005"), a "boilerplate" (the paragraph at the end of every release that matter-of-factly describes your company, background, and/or services), and contact information (at the very least, the name of the contact person, phone, and email address).

It's very important to follow standard

press release format, because if you don't, an editor will toss the release without reading it. Editors see dozens or even hundreds of releases every day. They are very picky about the ones they pay attention to. They have learned that the people who have their act together—the ones who provide the best material for an article—do a lot of things right, including press releases. They're the winners, the ones who are most likely to succeed. Editors pay more attention to people who are most likely to succeed.

To see some good examples, go to www.RiversOfRevenueBook.com/press.html. Read the last one on the list first, the initial launch release for my book. Note how the headline says what is being offered (new book), says who would be interested (business managers, entrepreneurs, and aspiring entrepreneurs) and why they would be interested (the book shows them how to "find the money"). This is a classic "launch release" headline.

You'll note that there are a number of other releases there, all pitching the book. This is a reminder that a PR effort does not stop with your initial release. That's just the beginning. You need to keep pitching your story from other angles.

As you can see from the headlines of the other releases, other pitch angles include a "discovery" angle, where someone "discovers" your product or service ("Entrepreneur 'devours' Kristin Zhivago's Business Growth Book"), an "announcement" angle ("Midwest Book Review Gives *Rivers of Revenue* 5 Stars on Amazon.com"), a "comparison" angle ("Author of the *Book Rivers of Revenue*, Kristin Zhivago Is 'Way Ahead' of Most Marketing Observers,"), and a "related event" angle ("No Matter Who Wins The Election, the Best After-Election Strategy is to 'Sell More'").

Other angles include "man bites dog" stories, "the world is ending" stories, and "this person succeeded in spite of tremendous odds" stories. This is only a

partial list. I'm mentioning all of these types of release types so you realize how many different opportunities you have to present your story in a new way.

Before you start writing releases, you should know that the PR world is in a state of tremendous upheaval right now. For years, PR practitioners created press releases and used them to pitch editors and reporters, who used the releases as background material for an article or broadcast report. That model still stands, but an additional model has emerged, thanks to the Internet.

There are now Web-based press release distribution services, which take your press release and distribute it to thousands of newsfeeds and websites around the world. The newest and most technically advanced press release distribution service is PR Web (PRWeb.com). Two older, more established distribution services, PR Newswire (PRNewswire.com) and Business Wire (BusinessWire.com), still distribute releases primarily to editors, but are also starting to ramp up their newsfeed and website distribution services.

Newsfeed portals accept these releases and display them. An example of such a portal is Yahoo! News. But these releases can also be distributed to any editor or individual who signs up to receive press releases on a certain topic, via email or an "RSS" service. RSS stands for "real simple syndication." It is a new but rapidly growing technology that allows you to "subscribe" to blogs (weblogs) and newsfeeds. It requires you to download a small "reader" software program on your computer, which will then scan the newsfeeds, blogs, and sites you ask it to scan, and download links to the latest stories.

Sorry to go into so much detail here, but it's important for you to realize how the PR world is changing. You can have PR Web display your release on their own news service, for free, by submitting it to PRWeb.com. You can also pay at least \$80 when you submit your release to PR Web, and it will also automatically appear on major newsfeeds. And, if you pay about \$240, your release will be "indexed" (searched) by the top search engines, and displayed when someone searches for you in Google.

Which brings us to a subject that I can't possibly cover in detail here: optimizing

your press release so it will appear "high" on search engine results. If you want to keep up to date on this subject, check into my blog (<http://www.revenuejournal.com>), and other sites that discuss optimization. You may also wish to subscribe to an RSS service (there are instructions for that on my blog), so you understand personally how RSS works.

The bottom line is, your release will need to appeal to people—editors, reporters, and potential customers—as well as search engines.

Will this matter to you if you're only focusing on a certain geographic area? Yes. You'd be surprised how many people use search engines to find local services.

HRA How do we get an editor or reporter to pay attention to our story, especially when the topic might seem a bit "out there"?

KZ You must remember that when you're pitching your story, the editor is your "customer." The best thing you can do is call the editor, introduce yourself, and ask the editor what kinds of stories he or she is writing right now. As you listen, think about how your story could fit into the stories that editor is covering. If nothing occurs to you, tell the person you will think about what might appeal to him or her, thank him/her, and hang up. And then do just that—keep them in mind as you keep working with new clients and introduce new services.

At some point you may get a good idea, something that will appeal to the editor. Now you have a good reason to call the editor back with a story idea. The editor will appreciate the fact that 1) you asked before pitching (because everyone should do that, and hardly anyone does) and 2) that you called back with something relevant. That editor will then put some extra effort into helping you get coverage.

If, during your initial phone call, it's obvious that you have a story that they could use, just say so. Don't pitch it; discuss it. You'll get much further.

Please note that you don't have to worry if your story is "out there." A story that is relevant to an editor isn't "out there," it's just right.

HRA Often what is most difficult is talking about ourselves from the perspective of a third party. You're very successful at writing this way; what's your secret?

KZ Well, it doesn't hurt that I've written thousands of press releases as a PR expert and strategist, and I've been on the receiving end of hundreds of PR pitches every month for more than 20 years now, because of my role as an editor and columnist. Hopefully I've learned a few things.

I would say the biggest lesson is this: Try to look at your story from the perspective of the person you're pitching. Read some of their articles before you call them (you'd be shocked at how seldom even the PR professionals do this). With so many articles published on the Web these days, there's no excuse for not doing your homework. Google the editor before you make your call. After you've read their articles, think about what they care about. Think about your story in terms of what they care about.

Then, and only then, should you call them. And don't pitch. As I said earlier, find out what they are looking for. The people who approach me this way always get my attention and respect, which is a very good place to start.

And, going back to where we started in this interview, remember that you're bringing your truth and your customer's truth to the editor (who, it might be noted, also has a "story" and a "truth").

You'll see that theme running through the press releases for my book. I interview people who have bought my book. Each reader has a unique perspective. As I listen, sometimes a press release starts to take form. It almost writes itself.

Your customer's truth will guide you, inspire you, and fortify you as you take your story out to editors. Understand their truth before you attempt to tell editors your story, and you'll be surprised at their receptivity.

For those who would like more information on PR and revenue building, contact kristin@zhivago.com or visit <http://www.zhivago.com>.

To order her book, *Rivers of Revenue*: <http://www.RiversofRevenueBook.com> or Amazon.com—where it has a 5-star average reader review rating.

In Chloe's Words

Creating Our New Possibilities

April Smith-Gonzalez, HR Practitioner, Lake Worth, FL

In this continuing series of articles designed to deepen our understanding of Holographic Repatterning theory, we look at the principles of intention and resonance as they relate to the larger context of Consciousness Science. We define consciousness as an awareness of the pulsing field of frequencies in which we exist. We look at how our intentions interact with this field.

The Power of Intention, as a basic tenet of HR, reveals a lot about the state of our consciousness. This is where our point of choice begins. When faced with a challenge, or chaos, an intention is described as “an aim that determines your actions and the outcomes you experience” (p.43 TUPS). Intention includes everything about who we are, what we do, and how we are in relationship with others. As we create these intentions, we begin to resonate with them. According to Chloe, “Creating and resonating with intentions for whatever you will be doing next is of utmost importance” (TUPS p.43). This is because non-coherent projections “interfere with the realization of your aims” (TUPS p. 43). When our system is on for our coherent intentions, we are now “resonating with a higher energy state of coherence” (TUPS p.43).

One of the fundamental concepts of HR is resonance. What does this literally mean? According to wave theory in physics, “resonance occurs when an oscillating force exerted on a system corresponds to one of the natural frequencies of the system being acted upon” (Physics Cutnell & Johnson, p.762). What this means is that, as we go through our lives, our complete system has numerous inherent vibrations that are in a constant state of motion. The intensity of this motion that we feel is related to the frequency of the wave—which corresponds to how quickly the wave is moving.

One can understand energetic waves by looking at the ocean. We see the waves dancing as they move around, colliding, and running up the beach. This is how our system operates. As we encounter frequencies that are external to our system, they combine with our own, and the resulting wave is either amplified or diminished. Thinking about the beach, you notice two waves approaching the same section of the beach. As they come together, depending on where each wave is in its phase (at the top—crest, or bottom—trough) they will combine and either increase or decrease. If a crest meets a trough, they will diminish; if a crest meets a crest, the wave will be amplified or increased. The implication is that every experience we encounter creates a shift in our internal waves either to amplify or diminish. Amplification can be either positive or negative. The ramifications of this are that two negatives do not make a positive, but a deeper trough of negativity. Conversely, two

positives can make a much larger positive impact. This is the principle of entrainment.

Entrainment happens among our own wave patterns, the wave patterns between our selves and other individuals, and our wave patterns in response to our universal environment. This is a dynamic give and take system (TUPS p. 6-7). This is what happens

sometimes regardless of what we want. This is where the point of choice comes in and we can immediately shift into the frequency wave pattern we want to entrain with. HR gives us an incredible tool with the muscle checking and subsequent repatterning to efficiently shift frequencies and wave patterns we may not consciously know exist within us. It makes sense that these wave patterns are obscured from our view because we've been genetically programmed to ignore the multitudinous processes that are continually occurring within (and without) our system. We do not have to consciously remind our bodies to

breathe, or excrete waste. Through the autonomic nervous system, these processes just happen. We don't realize how automatic the autonomic nervous system is until our system doesn't function so automatically. High blood pressure, and asthma are two examples of the body's automatic responses gone awry. Why do these malfunctions happen? Through trauma, or genetics, the body's system became entrained with a frequency pattern that is not beneficial for life. Thankfully we have the HR process to shift the patterns of vibration associated with any unhealthy life frequency we may be in tune with.

An example of waves that are polar opposites is in the umbilical check. This check corresponds to a canceling out of the energies associated with a particular frequency. The resonance is with a life-depleting frequency. When approached by a positive life-enhancing frequency that is the polar opposite, the two waves in effect cancel out completely. The net result is flat, no wave, zero frequency and amplitude. This means that the positive influence is perceived as destructive. Again the muscle check allows the practitioner to find these gremlins and through the HR process shift to a new paradigm of health and well being.

Anthony Robbins says, “Your life can change in an instant, when you decide never again or today I will begin...” With the HR process, we cement these shifts so that we continually transform our lives to express our best possible selves. We don't have to wait until our life depleting resonances create a depleted life. We transform now as our point of choice presents itself. Our gratitude and appreciation for this process is palpable. We no longer have to wait until we are hit over the head with life's bricks to say “never again” or “now I will begin.”



Healing Our Family Systems

Carin Block, HR Practitioner, Cuernavaca, Mexico

Over the last few years of my professional practice, I have been combining my knowledge of the Family Constellation technique of Bert Hellinger with the Holographic Repatterning process of Chloe Faith Wordsworth. I have also included some other elements and techniques I have studied. The clients have liked the results and have had very positive changes in their lives.

In September 2004, during the International Conference of Holographic Repatterning in Mexico, Chloe assisted at a group session I did using HR and the Constellations work. She liked the work and proposed doing a training for HR with this knowledge. Since that time, I have worked on a textbook with the objective that this knowledge be accessible to all HR practitioners to use with themselves and their clients. I believe this is my way of sharing what I have received from all my teachers, my family, my clients and life. I believe that a way to make a better world is that each one of us do better and that this is another tool to help achieve that goal.

Why is it important to work with the family system? Bert Hellinger says that eighty percent of personal problems have systemic causes. You all belong to a family system to which you are linked by strong and invisible ties. The information of each of the members of your family system—even if you never actually knew them or received any information about them—is stored in your unconscious. This is what is called the family consciousness. The family consciousness is what “dictates” how to act by the rules of the family system to which you belong. The family consciousness is the part of yourself that wants every member to have a balanced place within the system and it’s the one that “makes” you act and feel in a determined way to be a part of your family system.

When there are unresolved issues in your family system, these can affect you profoundly. An unresolved issue is what hinders the ability of a member of the system to feel at peace. It can be an event that happened many generations ago and of which you have no knowledge, for example: your paternal grandfather left a pregnant woman to marry your grandmother. This unfinished issue can express itself in your life as sickness, depression, troublesome relationships, fear of commitment, unhappiness, addictions or psychic disturbances. This way, it’s possible that you are

“entangled” with your family system in patterns that don’t let you live fully or freely.

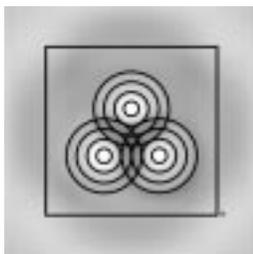
There is an unconscious connection with the family system that is given through the love you have for it. In this way your destiny is guided by the coherent and non-coherent patterns of the system to which you belong. Nonetheless this same love that binds you to the non-coherent patterns of the system, when it becomes conscious, is also the strength that heals you.

With the strength of the conscious love and the knowledge of the family system, the family soul is healed and the love can flow again. So when you restructure and order the inner images of your family system, your system heals and frees you to live at a more coherent level. This happens because you are a part of a system and, like holograms, if you heal a part the whole is healed, too.

What are the benefits of the Family Constellation work combined with H.R.?

1. It combines the essential aspects of the work with family systems and organizations in a clear and accessible form. You do not need a training in family therapy to use it.
2. It can be done in individual or group sessions, in person or in proxy.
3. The positive changes can be verified by the consultant. The transformation is evident when we compare the images and sensations with what we had at the beginning of the session.
4. The work is done in a very loving, soft and deep process.
5. It can be done on oneself.
6. Even if we do not have specific data about the systems of our biological families, the information can be obtained and transformed into positive change.
7. The new book includes seven repatterning and specific modalities to heal family systems.

Editor’s Note: Carin is just completing the final repatterning for her book. She’ll preview the training in Spanish and then hopes to have the English version complete by late fall of 2005. When Carin is ready, the US HRA would like to offer a teleseminar so she can introduce this new material to our members.



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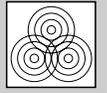
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Victoria Benoit, M.C., HR Practitioner and Teacher, Phoenix, AZ



How did you first learn about Holographic Repatterning?

It was 1991 and I was getting my Master's degree in Counseling. I felt I needed to "clean my slate" to be more effective when I counseled others, so I thought it was important for me to be in counseling myself. Then, with my boyfriend, I went for a couple's session with Chloe.

My experience with Chloe—that one session with her—was like a year's worth of psychotherapy. So I started doing less psychotherapy and had private sessions with Chloe once a month for a year. While I was finishing my graduate program, I began taking Holographic Repatterning classes. In 1994, I got my certification and in 1996 I got my teaching certification. I am certified to teach Empowering through Transforming Unconscious Patterns and am currently in training to teach Chakra Patterns.

What is your professional and educational background?

My first career was as a Medical Ultrasonographer. I specialized in Ob/Gyn and was at the top of my field in Chicago. Patients specifically requested me to do ultrasound on their unborn children. As a result of doing the ultrasound procedure so much, I got a work related injury on my right arm. At that time, it felt like a tragedy. I was put on workman's compensation and forced to re-career. I went for vocational rehabilitation, and eventually returned to graduate school for counseling. One of the gifts of this seeming tragedy was that I was the first person in the state of Arizona to have a Masters Degree paid for. Along the way I found Holographic Repatterning. After working in the Counseling field for almost one year I realized that I was getting more results on the weekends when I was seeing private clients in my home doing Holographic Repatterning than I was all week working at the agency. I made a commitment at that time to devote myself to having a full-time practice using only Holographic Repatterning.

How did you create such a healthy Holographic Repatterning practice?

After getting certified, I began seeing Holographic Repatterning clients and took steps to build up my practice. I opened the doors for the "Center for Extraordinary Outcomes" in 1996. One reason I was successful as a practitioner was that every other week I did a free two-hour demonstration in the waiting room area of my office. I remember one demonstration where 19 people showed up and 15 of them scheduled an appointment. One way I maintain my practice, besides doing sessions, is to ask my current clients to spread the word. I have also cultivated a solid referral source that sends me new clients on a weekly basis for which I am very grateful.

What does Holographic Repatterning mean to you?

Freedom! Freedom from my past, so I can live my life powerfully, and create the life I love. It's a tool I use weekly when I need it to clear the pathway for communication and new possibilities. It helps me move forward with creating the life I love, as well as balancing out my professional and personal life.

How do you apply Holographic Repatterning in your own life?

When I realize I'm reacting to or am being activated by someone's communication, I'll sit down and do a session on myself. After that, I call the person to clear up any misunderstanding. Another way I use HR is to keep my relationship with my assistant (team leader) at an optimal level by doing sessions. We do sessions together to more easily reach our goals. I also do session exchanges every two weeks in which I give myself the privilege of receiving a session in exchange, usually over the phone. Another way I use HR is, if I notice a pattern over time, I'll do a session. For example, I recently noticed a pattern that when I don't have an answer for people I don't call them back. I would wait until I had an answer then I would pick up the phone. This would sometimes be days or weeks which is inconsistent with who I am and my intentions. After seeing this, I scheduled a session with a practitioner.

If I'm going to another type of healing practitioner, such as an acupuncturist or chiropractor, I'll always do an intention that I get value out of it and do a modality. I'll do like-wise if I'm going to a dance lesson. Right now I'm on the interim board for the HRA certification team. I am the practitioner for the team and, at least every two weeks, I do a session for the team. The results have been miraculous! We work so much more efficiently and we are having fun!

Can you give a few examples of sessions that stand out?

I can give you one more example that had to do with me. There were six HR practitioners who advertised in a holistic directory we have in Phoenix. They told Chloe they weren't getting much response. Chloe asked me, and I said I was doing great with the ad and it paid for itself within two months. People were calling me, asking questions, and booking appointments. I told Chloe that every week I did sessions on improving my practice and that any advertising I did drew clients. This system works!

An example of a session that stands out occurred with a client who had asthma. He used an inhaler every day. Once we identified the core fear, he took a huge breath of air and, in the following year, he has used his inhaler only twice. I recall another session with a client where we did a birth process repatterning and were able to reenact her birth. The client felt that her birth was kind of ordinary. Her statement was that she had to be different. More specifically, she believed that to be interesting she had to be different. Her father died when she was seven and needing to be different was her way of avoiding the pain. The most beautiful part of the process was similar to one of those

(continued on page 17)

Technology Literacy Challenge

April Smith-Gonzalez, HR Practitioner, Lake Worth, FL

For business owners, technological literacy is vital in our modern world. From your carpet cleaner who lives next door to large powerhouse companies like Microsoft, everyone who runs a business utilizes these tools. How can these tools help us as HR practitioners?

First of all, word processing skills enable practitioners to type faster than they can write during a session. This allows more time to connect with the client, and it's easier to be more accurate with the client's words. Practitioners can set up a basic form within a word processing program into which session notes can be typed. With this file set up it is easy to either print the notes out for the client, or e-mail it to the client.

The next area of literacy is e-mail, which includes issues such as connection to the other person, and navigation through one's chosen e-mail program. Carolyn Winter uses technology in many facets of her successful HR practice. In a recent interview, she had the following to say about e-mail: "I use e-mail to remind my clients of session appointments. I e-mail copies of session notes if appropriate. Post session e-mails continue the relationship and connection with clients. I e-mail past clients to remind them that I'm still here. The most important thing to remember about e-mail, or a web page for that matter, is that behind the computer screen is an actual person. An individual is attempting to convey something to you. There is a heart connection and energy field there. You can choose to treat them like a stranger and delete them, or choose to find out who they are and create a warm relationship."

The challenge is to make the e-mails personal not impersonal. One other aspect to consider with e-mails is that brief messages are generally all the eyes have time for, so there is no need to write a book in each e-mail.

Carolyn also mentioned the importance of using text only e-mail instead of the more graphics oriented html format, because not everyone can receive html formatted e-mail. Every e-mail address, however, can receive text mail. Another



relationship building technique with email is to include your signature line. Within many e-mail programs, there is a feature that allows one to add a "signature" to their messages with a standard few lines that can include one's name, web address, phone number, and even a quote or greeting. Use of a signature line makes it easy for recipients to contact you by mail, telephone or email and makes it easier for them to forward your contact information to referrals. Additionally, some programs allow for a digital business card to be attached to each message as a file.

Personal web pages offer another source for marketing and business promotion. Like e-mail, web pages inform the public about one's business. In today's world, a personal website makes a business credible. This provides an easy way for the public both locally and globally to search and find your website. The most basic website is usually a three-page website. This is comparable to a yellow page listing. A website is an easy way for clients to refer others to you, and it is easy for new clients to find you. You can also have a link on your page to the HRA website where information about Holographic Repatterning can be found. The primary focus of a website should be to create a web presence for your business to enable potential clients to easily discover your services and to access your services with ease. It is an opportunity to build a relationship with your clients or potential clients. In marketing terms, Holographic Repatterning is a "high scrutiny product," so a web site gives the practitioner options to educate potential clients who have never heard of Holographic Repatterning.

One way Carolyn Winter uses her website is to offer a free abbreviated group proxy session relating to specific topics each week. This provides clients, visitors, and referrals an opportunity to discover how group proxy sessions work when offered online. Carolyn also offers a full range of session options all available for purchase on her website. In addition to Carolyn, other practitioners use their websites to promote special series of group proxy sessions. With the appropriate setup, payment can even be made right on the site. Of course, a phone number should be included so that anyone who does not feel comfortable with giving out information on the web can easily contact you directly.

Another aspect of website planning is giving thought to a strong business plan. One's website should reflect who you are, what you are about, and what you are known for doing. Key questions are: "What is your business identity?" and "Who are you looking for as clients?" A marketing strategy that works needs to be well thought out and included through the pages of your website. This requires that one clearly define their own ideal for their business.

One further aspect of technology is the use of a newsletter. How does one construct an e-mail newsletter that is informative and of benefit to one's business? What should be included? How does one find subscribers? What is the law regarding SPAM? These topics will be considered in the next issue.

If your challenge is that you simply do not know how to use the program (or even turn on the machine), a variety of courses are available to teach these basic skills through local communities and online. In today's business world, it is to our advantage to learn to use technology, including e-mail. Basic computer skills are a sign of literacy and are part of the basic skills taught to children K-12. In Canada, for example, as Carolyn states, "Computer skills are now considered a part of basic literacy standards. Students cannot graduate from high school without being able to send and receive
(continued on page 16)

Pilot Teleseminar from the Holographic Repatterning Association Counts towards Maintaining Your Certification Credits

To support our practitioner members, the Holographic Repatterning Association is offering an innovative 16 hour teleseminar (8 two-hour classes) conducted by Ardis Ozborn that will count towards maintaining your practitioner certification.

The teleseminar is titled: "Advanced Skills Development: Deepening Our Understanding and Awareness of the Five Elements, Within and Without." The series will focus on our responsibilities as energetic beings, and enhance our ability to recognize and transform non-coherence within ourselves and others.

Ardis says: "We are all energetic beings, constantly broadcasting the state of our energy to others. As responsible practitioners, we must do our own work first so that what we broadcast to and exchange with others is highly coherent and supportive.

The teleseminars will teach practitioners how to recognize and respond to our client's energies through a deeper understanding of the Five Elements. Participants will learn how to perceive Five Element non-coherence through voice tone, body posture and language.

Ardis adds: "I find that all my relationships improve when I bring my

understanding of the Five Elements to them. When someone reacts in a negative or highly charged way to something I have said or done, I am able to respond in a more coherent way when I factor in the elemental energies at play."

Advanced Skills Development: *Deepening Our Understanding and Awareness of the Five Elements, Within and Without*

8 Weeks – \$300

Weds. at 4pm PT, 7pm EST

July 20–Sept 7, 2005

We will use the material in the HR *Meridian-Five Element*, book along with some additional information to complement what we already have. In this eight-week course, we will learn to make energetic assessments so we know where to go and where not to go and why. This results in using our knowledge of the Five Elements to support being kinder human beings and stronger practitioners.

The first two classes will focus on our personal responsibility as energetic beings. Each of the next five classes will target a specific Element discussing how

it shows up within our self and in our client's lives. The final class will be a co-creative summary and practitioner wrap-up. Participants will receive a certificate of completion.

Each class will include a written topic of instruction from Ardis, interactive teachings and a repatterning as time allows. Requirements for participation include completion of all foundation classes through Meridians and Five Elements.

To sign up for the class, and for more information, please go to our website, www.holographic.org. You can sign up and pay for the class on-line. Or call Gail Glanville at 401 423-2480. Cost for the entire 8 week series is \$300, payable to the Holographic Repatterning Association. Classes start Wednesday July 20 at 4PM Pacific Time and 7PM East Coast time. They will continue every Wednesday through September 7, 2005.

We recognize that some people may not be able to participate in the entire series. You can take just one two-hour class for \$65. If you have to miss one in the series, there will be other two and four-hour teleseminars available in the fall which will allow you to make up what you have missed, and thereby maintain your certification.

From the President *(continued from page 3)*

in-person only? Do you add your own understanding in visible ways. Do you do special follow-ups? What makes your service different?

Collectively, our Association's identity reflects the identity we hold individually. This is a huge shift from where we were a year ago when most of us considered our identity as part of Chloe Wordsworth's business of learning Holographic Repatterning. If you have been struggling with building your own HR business, you may want to review these identity questions.

When we know who we truly are as individual practitioners and then come together for a common purpose, our capacitor for supporting each other increases in size, and more energy is available to support us. We plug into

something more as we become clear about who and what we are, our purpose and who we serve.

This strength of clarity and knowing who we are fuels our heart-felt gratitude to Chloe for creating Holographic Repatterning in the first place, and for providing the training we've all enjoyed. Now this same strength and clarity helps us to become proactive with our marketing and keeps us open to new and extraordinary opportunities.

Our HRA identity will continue to evolve as we focus on our true purpose and develop new policies for supporting our membership through training, marketing and communications.

Your participation in this evolving process is most welcomed—in fact it's

necessary! Currently we are recruiting leadership for next year's conference and for a marketing committee, both key areas for expanding our identity. If you have an interest in either area please contact the membership chair Kathie Joblin at membership@holographic.org.

Participate in the discussion and share your comments on identity at the JUMP site blog discussion of the month. Visit <http://www.lighttravels.com/jump2it/enter.asp> OR send your comments to president@Holographic.org. Selected commentaries will be published in the next edition of the journal.

It's About the Story

Gail Noble Glanville, HR Practitioner, Jamestown, RI

Last December I started writing articles for a local paper that appear every other week in Jamestown RI. The articles appear in a "Wellbeing" section. My target audience is primarily entrepreneurs, so I want the articles to convey Holographic Repatterning principles of hopefulness and positive resolution without too much focus on the problem and with minimal HR jargon.

The greatest gift in writing these stories is that it has made me aware of the trap we fall into as practitioners of resonating with the wound instead of with the wholeness. In order to write these articles I have to resonate with a whole new kind of wholeness. I have to write in terms of practical results anyone can grasp. I have to write in language that anyone can grasp. These articles are all about Holographic Repatterning but don't say a word about it. I do include a one sentence author's bio at the end which includes "Holographic Repatterning Practitioner."

The following article links the new possibility to the original wound and compensating pattern in language anyone can understand. It brought me some nice new business.

When you find it increasingly difficult to set and fulfill your goals, chances are you're stuck in an old story. The solution is to find and re-write your story, using its original components to take you to a higher level.

There's probably a story in your head right now. It's driven by an unconscious resonance. It makes you wonder, "Why can't I get where I want to be?" Intense frustration, stress and procrastination result.

There are stories that you have internalized and stored in your body as resonances. Most of these are "problem-solution" stories that began with early chaotic experiences. A similar experience today can trigger your resonance with your old problem-solution story. Suddenly your present decisions, goals and objectives are driven by a story hidden in your past. What you are attempting to do today has nothing to do with today, and everything to do with something you internalized long ago. You are stuck in the rut of an old story, and it is "telling" you.

This means that both your life decisions and your business decisions are intensely personal. In fact, without knowing it, your business emerges out of the inner life story you most resonate with.

Let's say you have defined your customer's problem and offer a product as the solution. You tell yourself: "I have a great solution to this problem and I'll be successful." But what if you are attracted to the customer's problem because it matches the old problem that you resonate with? Nothing wrong with that, on the face of it; you know the problem well. This is your potential strength. But it means you are resonating with the problem, not a solution. Your strength can be a limitation if you haven't faced the story and found a solution.

You have to go back and shift your resonance to the story's

solution, not to its problem. And, once you've identified the problem story, you have to also rewrite the solution story. Why? Because you have to get out of the rut.

Here's a specific example. Let's say you are a car dealer. Your old, rut story is that you were held back in school, so you spent a lot of time rebelling. This was a linear, same-level response. "Hold me back? I'll show you. I'll rebel." This response may have worked (sort of) when you were a child, but it's not going to help you gain success as an entrepreneur (or an adult). You'll have trouble with your suppliers, salespeople and customers, who will match your resonance and rebel against you.

But this very story holds a vein of gold for you. It contains your greatest potential and points you towards resolution and expansion.

With the right insight, you can re-write your story to say: "Because I deeply understand everything about being held back, my car dealership promises the freedom of the open road. We specialize in fast red convertibles. My staff and I do everything we can to help you enjoy a feeling of freedom—on the open road with the top down and the big sky above you. Why drive in a box, when you can fly in the open air?"

You have resolved your story to align with a simple appealing promise, i. e. freedom. Everyone resonates positively with freedom. And now you have a fresh story that motivates you, your staff, your suppliers and your customers. It offers a higher-level solution. It means that you are free to respond appropriately to your customer's needs. You're no longer caught in the rut of an old story; you're telling a resonant new one that's truly all your own.

As we evolve the new HRA, dedicated to Practitioner success, my wish is that each one of us use the HR principles to create resonant new stories that are wholly and truly all our own. Ask yourself if you are resonating with your old story and attracting clients because they have similar wounds, or if you're resonating with a higher level of wholeness so that you attract people who are really ready to change their old patterns and hop into shiny, red convertibles, right along with you! GNG

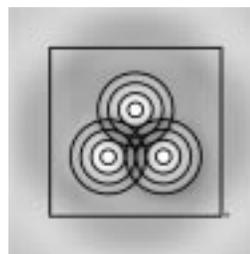




Theresa Larson, HR Practitioner and Seminar Organizer, Colorado Springs, CO

The Practitioner's Corner showcases the words you use to describe what you do as a Holographic Repatterning practitioner. We invite your submissions, along with your ads, to illustrate how you are communicating your services. Here is how Theresa Larson describes what she does:

“Holographic Repatterning is a process using biofeedback to create and support anything positive you want more of in your life! It was developed by Chloe Faith Wordsworth over 25 years of study and practice of many healing systems. Practitioners of HR acknowledge the inherent goodness, strength and wisdom within all beings as they empower themselves and others to manifest higher states of coherence.”



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Technology *(continued from page 13)*

e-mail, do a virus scan, do basic internet search skills, and determine if it's safe to open an attachment.” Here in the US, computer labs exist in almost every school, and the trend is that all high school graduates have such basic skills.

If we make technology a friend and tool, and invest some time to learn how to use

it, we will be equipped with a powerful tool with which to grow our businesses. Here is the challenge: Before you receive the next HRA Journal, look into one aspect of technology that you have not previously employed to see how it can help grow your business. If you do, you will create momentum in your business

and your life that can propel your business forward into new and better territory. Let us know about your success and we'll include it in the next technology article.



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Coming Next Issue...

The next issue of the Holographic Repatterning Association Journal will continue this year's theme of the relationship between Holographic Repatterning and Consciousness Science. If you have interesting information or data that you would like to contribute, contact Andrew Adleman at 310-376-3840 or email to: hradesign@holographic.org

Victoria Benoit (continued from page 12)

moments between people that will never be forgotten — I got to give her what she wanted in her birth. Now she smiles all the time, feels light and easy. One of the things I'm moving into is creating a healing weekend for HR practitioners to attend in order to clear their birth experience.

I've helped people clear patterns in order to prepare for surgery and have a speedy recovery. I've also helped people such as real estate agents, physicians and attorneys get ready for and pass major exams.

How do you see HR within the scope of consciousness science?

In the movie "What the Bleep," there's a part about how we create neural paths, like "I am ugly, I am ugly, I am ugly." I think in HR we release that neural pathway and we replace that neural pathway with a new pathway. For example, if a client has something such as the memory of abuse, the more details we get, the more we can release the connections so that event will impact the client's life less and less. It no longer needs to be seen as if they are a victim or survivor of the incident. They can get past that and become so cleared of it that it becomes another life experience. So Holographic Repatterning is actually releasing the neural pathways from what stops us in life to what sets us free to live the life we love.

Do you have a vision for the future of HR?

Well, let's see — I see Chloe on Oprah with her book! I see Holographic Repatterning becoming so sought after that you have to wait to see a practitioner. I see a building for the HR Institute where, for example, students can gather and get the support they need in their certification process. I really want to see students feel that they have somewhere to go to get their certification. I could see students getting all their observations in one week and by the end they are certified. I see a future where children run up to their parents and ask for a session. "Johnny at the playground called me a name," or "Nobody picked me for the team today." "I need a session, Mommy."

I also see a vision of Holographic Repatterning being an elective training in the counseling degree programs of universities throughout the country. Personally, I'd like to get a grant and send HR practitioners into jails, school systems, hospitals. For example, every hospital and every school could have a Holographic Repatterning practitioner.

I've been doing Holographic Repatterning since 1991, and not a day goes by that I'm not grateful for this process. Every day is an opportunity to help people have the life that they love, the careers they love, the relationships they love, the health and vitality they love.

Victoria Benoit, M.C. is a Holographic Repatterning teacher and practitioner in Phoenix, Arizona. Her website is: www.ExtraordinaryOutcomes.com. To book a session call 602-864-7662!

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Contact Carolyn Winter directly for more information:

phone: 416.410.2349
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The HRA Journal is Seeking Articles on the Following:

- Consciousness Science
- Expanding the understanding of Holographic Repatterning in the larger universe.
- Branding and Marketing
- Practitioner Tips and Experiences
- Interviews
- Book Reviews

Please submit ideas for articles to us at
hrjournal@holographic.org

We are offering a free business card-sized ad to anyone whose article is printed in the HRA Journal.

Note: The HRA Journal does not want to promote or reference any particular religion.

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For more information, please go to HRA
Website: www.holographic.org

ParadigmShifts (continued from page 7)

Because the public has started to embrace energy medicine, scientists are studying it. In addition to testing the effectiveness of energy medicine for different ailments, scientists are working to discover the mechanisms involved in the action of energy medicine.

As practitioners, we can help the shift by educating the public. We also need to increase the vocabulary. Just as Eskimos have thirteen words for snow, energy workers need to expand the vocabulary for energy. When you witness the suppression of energy medicine, understand that it is part of the process of the revolution. Awareness of the revolution and how scientific revolutions occur may help us to further shift the paradigm. There are truths in energy medicine remaining to be discovered, truths that, once discovered, will form a permanent part of human knowledge. These truths continue to drive us forward.



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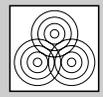


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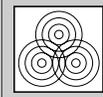
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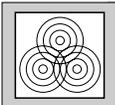
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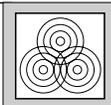
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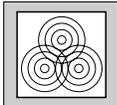
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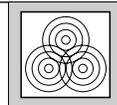
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| Jean Campbell | +27-41-484-5401 | Mt. Croix |
|---------------|-----------------|-----------|

SPAIN

| | | |
|-----------------------|------------------|------------|
| Marie Jeanne Childers | +34-93-684-81-17 | Barcelona |
| Didac Mancera Artacho | +34-610-52-07-42 | Barcelona |
| Fatima Matos Moreira | +34-93-458-78-66 | Barcelona |
| Olga Sacristan | +34-983-231-961 | Valladolid |
| Elissa Akka Sanchez | +34-91-437-70-91 | Madrid |
| Rosario Velasco | +34-983-473-232 | Valladolid |

U.K.-ENGLAND

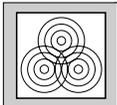
| | | |
|-------------------------|-------------------|----------------------|
| Josie Airns | +44-1626-774461 | Devon |
| Rachel Blackwell | +44-1647-277231 | Devon |
| Marina Duskov | +44-1344-762181 | Berkshire |
| Christina Edlund-Plater | +44-1803-862803 | Totnes/Devon |
| Jacqueline Finn | +44-776-586-3309 | London/Herts |
| Barbara A. King• | +44-7968-754242 | Solihull, W-Midlands |
| Joelle Mann | +44-1865-51-11-05 | London/Oxford |
| Katheryn Nicholls | +44-1647-440583 | Devon |
| Jeanne Wareing | +44-7967-212-444 | Lancashire |

SCOTLAND

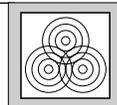
| | | |
|------------------|------------------|----------------|
| Sarah Gibbons | +44-1314-663-195 | Edinburgh |
| Joanna Harris | +44-1309-690-655 | Findhorn |
| Joanna Legard | +44-1463-236-498 | Iverness |
| Joanna Legard | +44-1309-691-793 | Findhorn |
| Helen Nicoll♦ | +44-1505-842-273 | Renfrewshire |
| Susie Seed | +44-1644-460-257 | Castle Douglas |
| Catherine Vardi | +44-1738-840004 | Perthshire |
| Georgia Wolfson♦ | +44-141-423-2164 | Glasgow |

UK-WALES

| | | |
|---------|-----------------|-------|
| Rainbow | +44-1650-511918 | Powys |
|---------|-----------------|-------|



■ HR SEMINARS ■

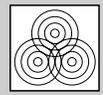


This information was current as of press time. Please check with the local organizer before making travel arrangements. For most recent updated information visit the HR website at www.holographic.org

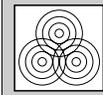
| | | | | |
|---------------|-----------------|------------------|---------------------|---------------|
| Dates: | Teacher: | Location: | Coordinator: | Phone: |
|---------------|-----------------|------------------|---------------------|---------------|

EMPOWERING YOURSELF WITH HR

| | | | | |
|---------|------------|---------------------|---------------------|-----------------------------|
| 5/20/05 | Josie | Findhorn, Scotland | Jo Harris | Fiona@011-44-1309-691-843 |
| 5/21/05 | Ana | Cuernavaca, Mexico | Carin Block | carinblock@yahoo.com.mx |
| 5/21/05 | Hebe | Mexico City, Mexico | Lorenza Herrasti | lorenzaherrasti@hotmail.com |
| 5/22/05 | Meryl | New York, NY | Meryl Chodosh-Weiss | 212-628-8260 |
| 5/27/05 | Ardis | Las Vegas, NV | Sonia Kara | 702-269-0815 |
| 5/27/05 | Leopoldina | Mexico, D. F. | Leopoldina Rendon | medusas@cableonline.com.mx |
| 5/28/05 | Hebe | Mexico City, Mexico | Hebe Aloï | hedits@prodigy.net.mx |
| 6/03/05 | Josie | Devon, UK | Lyndsay McQuade | 011-44-1752-774-592 |
| 6/04/05 | Kenya | Portland, Maine | Sally Herr | 207-879-6007 |
| 6/05/05 | Leopoldina | Mexico City, Mexico | Leopoldina Rendon | medusas@cableonline.com.mx |
| 6/09/05 | Sylvi | Austin, TX | Sylvi Salinas | 512-389-3990 |
| 6/18/05 | Mary | Tulsa, OK | Mary Cameris | 918-488-8454 |



■ HR SEMINARS ■



| Dates: | Teacher: | Location: | Coordinator: | Phone: |
|---------|------------|---------------------|-------------------|----------------------------|
| 6/24/05 | Leopoldina | Mexico City, Mexico | Leopoldina Rendon | medusas@cableonline.com.mx |
| 8/12/05 | Lourdes | Cuernavaca, Mexico | Brigitte Bret | brigittebret@hotmail.com |
| 8/20/05 | Mary | Tulsa, OK | Mary Cameris | 918-488-8454 |

FUNDAMENTALS OF HR

| | | | | |
|-------------------|------------|---------------------|---------------------|----------------------------|
| 5/21/05 - 5/22/05 | Josie | Findhorn, Scotland | Jo Harris | Fiona@011-44-1309-691-843 |
| 5/28/05 - 5/29/05 | Sylvi | Kansas City, MO | Teri Bybee | 913-219-6788 |
| 5/28/05 - 5/29/05 | Ardis | Las Vegas, NV | Sonia Kara | 702-269-0815 |
| 5/28/05 - 5/29/05 | Leopoldina | Mexico City, Mexico | Leopoldina Rendon | medusas@cableonline.com.mx |
| 6/04/05 - 6/05/05 | Josie | Devon, UK | Lyndsay McQuade | 011-44-1752-774-592 |
| 6/04/05 - 6/05/05 | Ardis | Tulsa, OK | Mary Cameris | 918-488-8454 |
| 6/10/05 - 6/11/05 | Sylvi | Austin, TX | Sylvi Salinas | 512-389-3990 |
| 6/25/05 - 6/26/05 | Leopoldina | Mexico City, Mexico | Leopoldina Rendon | medusas@cableonline.com.mx |
| 6/25/05 - 6/26/06 | Meryl | New York, NY | Meryl Chodosh-Weiss | 212-628-8260 |
| 8/13/05 - 8/14/05 | Lourdes | Cuernavaca, Mexico | Brigitte Bret | brigittebret@hotmail.com |

TRANSFORMING PRIMARY PATTERNS

| | | | | |
|-------------------|---------|--------------------|---------------|--------------------------|
| 5/15/05 - 5/16/05 | Ardis | Scottsdale, AZ | Ardis Ozborn | 480-481-9023 |
| 6/10/05 - 6/11/05 | Lourdes | Cuernavaca, Mexico | Brigitte Bret | brigittebret@hotmail.com |
| 6/25/05 - 6/26/05 | Ardis | Kansas City, MO | Teri Bybee | 913-345-1113 |
| 7/08/05 - 7/09/05 | Ardis | Las Vegas, NV | Sonia Kara | 702-269-0815 |
| 7/15/05 - 7/16/05 | Ardis | Austin, TX | Sylvi Salinas | 512-389-3990 |

TRANSFORMING UNCONSCIOUS PATTERNS

| | | | | |
|-------------------|---------|--------------------|---------------|--------------------------|
| 5/17/05 - 5/18/05 | Ardis | Scottsdale, AZ | Ardis Ozborn | 480-481-9023 |
| 5/27/05 - 5/28/05 | Lourdes | Cuernavaca, Mexico | Brigitte Bret | brigittebret@hotmail.com |
| 6/27/05 - 6/28/05 | Ardis | Kansas City, MO | Teri Bybee | 913-345-1113 |
| 7/10/05 - 7/11/05 | Ardis | Las Vegas, NV | Sonia Kara | 702-269-0815 |
| 7/18/05 - 7/19/05 | Ardis | Austin, TX | Sylvi Salinas | 512-389-3990 |
| 8/05/05 - 8/06/05 | Lourdes | Cuernavaca, Mexico | Brigitte Bret | brigittebret@hotmail.com |

TRANSFORMING CHAKRA PATTERNS

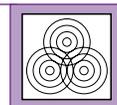
| | | | | |
|---------------------|---------|---------------------|---------------|--------------------------|
| 5/20/05 - 5/21/05 | Chloe | Scottsdale, AZ | Ardis Ozborn | 480-481-9023 |
| 6/17/05 - 6/18/05 | Ardis | Salt Lake City, UT | Marja Shelley | 801-209-7714 |
| 7/15/05 - 7/16/05 | Lourdes | Cuernavaca, Mexico | Brigitte Bret | brigittebret@hotmail.com |
| 8/12/05 - 8/13/05 | Ardis | Las Vegas, NV | Sonia Kara | 702-269-0815 |
| 8/20/05 - 8/21/05 | Ardis | Kansas City, MO | Teri Bybee | 913-345-1113 |
| 8/26/05 - 8/27/05 | Ardis | Austin, TX | Sylvi Salinas | 512-389-3990 |
| 9/16/05 - 9/18/05 | Lourdes | Guadalajara, Mexico | Brigitte Bret | brigittebret@hotmail.com |
| 10/07/05 - 10/09/05 | Lourdes | Cuernavaca, Mexico | Brigitte Bret | brigittebret@hotmail.com |

TRANSFORMING MERIDIAN PATTERNS

| | | | | |
|---------------------|---------|---------------------|-------------------|--------------------------|
| 5/23/05 - 5/24/05 | Chloe | Scottsdale, AZ | Ardis Ozborn | 480-481-9023 |
| 6/20/05 - 6/21/05 | Ardis | Salt Lake City, UT | Marja Shelley | 801-209-7714 |
| 8/15/05 - 8/16/05 | Ardis | Las Vegas, NV | Sonia Kara | 702-269-0815 |
| 10/01/05 - 10/02/05 | Ardis | Kansas City, MO | Teri Bybee | 913-345-1113 |
| 10/07/05 - 10/08/05 | Chloe | Austin, TX | Sylvi Salinas | 512-389-3990 |
| 11/18/05 - 11/20/05 | Chloe | Cuernavaca, Mexico | Lourdes Fernandez | lourdesfp@aol.com |
| 12/02/05 - 12/04/05 | Lourdes | Guadalajara, Mexico | Brigitte Bret | brigittebret@hotmail.com |



HR SEMINARS



PRINCIPLES OF RELATIONSHIP

| | | | | |
|---------------------|-------|--------------------|-------------------|-------------------|
| 7/29/05 - 7/31/05 | Chloe | Scottsdale, AZ | Ardis Ozborn | 480-481-9023 |
| 8/19/05 - 8/21/05 | Chloe | Santiago, Chile | Luz Marmanentini | luzms@hotmail.com |
| 9/09/05 - 9/11/05 | Chloe | Cuernavaca, Mexico | Lourdes Fernandez | lourdesfp@aol.com |
| 12/09/05 - 12/11/05 | Chloe | Bellingham, WA | Jennifer Johnson | 360-384-1415 |

A NEW VISION

| | | | | |
|---------------------|-------|--------------------|-------------------|-------------------|
| 6/17/05 - 6/19/05 | Chloe | Cuernavaca, Mexico | Lourdes Fernandez | lourdesfp@aol.com |
| 8/12/05 - 8/14/05 | Chloe | Santiago, Chile | Luz Marmanentini | luzms@hotmail.com |
| 11/04/05 - 11/06/05 | Ardis | Kansas City, MO | Teri Bybee | 913-345-1113 |
| 4/22/06 - 4/24/06 | Ardis | Bellingham, WA | Jennifer Johnson | 360-384-1415 |

ENERGETICS OF RELATIONSHIP

| | | | | |
|---------------------|-------|--------------------|--------------------------------------|-------------------------------|
| 8/26/05 - 8/28/05 | Chloe | Santiago, Chile | Luz Marmanentini | luzms@hotmail.com |
| 10/14/05 - 10/16/05 | Chloe | England | Katheryn Nicholls & Sarah Gibbons | 011-44-164-744-0583 |
| 11/04/05 - 11/06/05 | Chloe | Madrid, Spain | Akka Sanchez & Olga Sacristan | 636.170.140 or 605.104.057 |
| 11/25/05 - 11/27/05 | Chloe | Cuernavaca, Mexico | Lourdes Fernandez | lourdesfp@aol.com |
| 11/03/06 - 11/05/06 | Chloe | Bellingham, WA | Jennifer Johnson | 360-384-1415 |

HOLDING THE HEALING SPACE

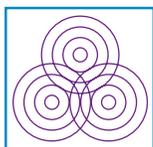
| | | | | |
|-------------------|-------|-----------------|---------------|--------------|
| 4/22/05 - 4/24/05 | Shady | Toronto, Canada | Kathie Joblin | 705-326-7873 |
|-------------------|-------|-----------------|---------------|--------------|

ADVANCED MERIDIAN SEMINAR

| | | | | |
|---------------------|-------|--------------------------|--------------------------------------|--------------------------------------|
| 9/16/05 - 9/18/05 | Chloe | Scottsdale, AZ Part 1 | Ardis Ozborn | 480-481-9023 |
| 9/20/05 - 9/22/05 | Chloe | Scottsdale, AZ Part 2 | Ardis Ozborn | 480-481-9023 |
| 10/22/05 - 10/23/05 | Chloe | England, Part 1 | Katheryn Nicholls & Sarah Gibbons | 011-44-164-744-0583 |
| 10/28/05 - 10/30/05 | Chloe | Vallodolid, Spain Part 1 | Akka Sanchez Olga Sacristan | 636-170-140 or 605-104- 057 cells |

PRACTITIONER DEVELOPMENT

| | | | | |
|---------------------|-------|---------|--------------------------------------|---------------------|
| 10/19/05 - 10/20/05 | Chloe | England | Katheryn Nicholls & Sarah Gibbons | 011-44-164-744-0583 |
|---------------------|-------|---------|--------------------------------------|---------------------|



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Phoenix, Arizona 85028-3053 USA

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