

# The HRA Journal

A publication of the Holographic Repatterning® Association



*Photo: Brian Gadbery/CTO Sunflowers along Interstate 70 west of Burlington, Colorado, USA. Courtesy Colorado Tourism Office*

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**Cover Image**

This issue's cover, a photograph of a sunflower, by Brian Gadberry of the Colorado Tourism Office, was chosen to coincide with the early success of Chloe Faith Wordsworth's new book, *Quantum Change Made Easy* and the marketing strategies being set forth by the HR Association. The cover photo represents the excitement and joy that is bursting forth from the HRA as Resonance Repatterning makes a bold appearance to the world, much as a sunflower's face gleefully presents itself during the summer season.

The Holographic Repatterning Association is a 501(c)(6) not-for-profit organization formed to promote, educate and advance the interests of students and practitioners of the Holographic Repatterning Process for Positive Change. The *HRA Journal* is published four times annually at a yearly subscription cost of \$50 US. HR Association members receive the *HRA Journal* as a benefit of membership. If you are not an HR Association member but would like to subscribe, please call 1-800-685-2811 or sign up online at [www.holographic.org](http://www.holographic.org).

**The HRA Journal**

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©Brian Gadberry/CTO  
*Sunflowers along Interstate 70*  
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## From the President

Carolyn Winter

### Standing for Success

On June 30th, 2007 the HRA crossed another significant milestone in our journey to become a strong and successful Trade Association. Our interim plan for phasing out the Level 1 category announced in August of 2005 came to an end and is now replaced by our student practitioner category.

The shift in membership category has been met with a range of reactions, depending, of course, on whether you had a level 1 membership or not. Admittedly the reactions are not all positive and I know that there are some who are very disappointed. Some people have asked why the board of directors did not phase level 1 practitioners in as full certified members. Certainly with some level 1 members practicing as long 7 years, this seemed a reasonable suggestion. However, our records show that hundreds of people at one time earned a level 1 certificate and that only a small percentage had ever been observed or otherwise had their skills validated as a competent practitioner. To admit this group to the membership category, where practitioners invested heavily in their process of gaining competence and being validated, seemed even more unfair. It also put the association on shaky ground to validate practitioners as a whole.

For those of you considering certification today, the process has improved immensely with a new level of continuity. Our certification process is not actually new—just more transparent. First of all, we have a certification board dedicated to maintaining the standards and receiving and approving

applications for certification. Today, a student practitioner who has completed the basic 6 courses will embark on a journey of practice to demonstrate 3 levels of coherence outlined in the detailed certification handbook. The handbook itself is a wonderful resource that may actually serve anyone wanting to improve their practitioner skills. Student practitioners have their own online community to connect with others, get support and easily find teachers who are available for observations and study groups. The map to certification is defined and accessible if you plan for it. The process itself offers the structure and support that was long over due. Our intention is that the process be as valuable to the practitioner as the end result and will serve your professional goals very well.

Our organizational stand on certification supports a much broader vision of possibility to support the personal, professional and financial success of all practitioners. The roots of the HRA were founded loosely on 'getting the word out' about the power of Resonance Repatterning (then known as Holographic Repatterning). For many practitioners it was a goal that seemed monumental with all of the challenges of describing the work, the miracles of having sessions or the value of learning the process for yourself. But today, with the advent of Chloe Wordsworth's new book, "Quantum Change Made Easy" and many web strategies being employed by the HRA, we are seeing the beginning signs of a quantum leap in visibility for the work we do. For one thing—our phone is ringing with members of the public who 'just found us on the web' and want to know where there is a practitioner in their area. We would like to tell them about you.

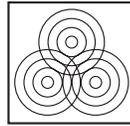
In Chaos theory, they talk about a quality known as emergence. When organizations become coherent all members are entrained, the field of energy is amplified, the actions and contributions of each member are leveraged by the pool of the whole. Each person can now be, do and have more. In this graced state of organizational coherence, emergence activities blossom. Co-operative efforts

are easy to initiate, the results benefit many. This means that you don't have to keep re-inventing the wheel. For example, when you do a World Peace Hologram group session at your next introductory evening—you will find out how others have done it with resources at the HRAMembers.org website—the RadioCast on "How to Give an Intro Session" by Victoria Benoit is one example. We are also working on having free downloads that you can access to help you out. Participants of the World Peace Hologram benefit, practitioners as a whole have their work promoted, and it comes back to you in amazing unimagined opportunities and success. As each one of us "does our thing" to promote ourselves, we are promoting each other. The amplified field is unstoppable—the quantum leap—inevitable.

As an organization, we want to move into that quantum leap with the unshakable knowing that we can offer the world practitioners who are competent, compassionate and caring. Our certification standards represent a credibility for each person that builds trust among a main stream scrutinizing public.

To now former level 1 practitioners who are still in the process, we want to acknowledge your journey and encourage you to keep going. It's not a race. It is a quest, one you have to do for yourself—but not alone. Your association is there for you if you reach out—there are teachers who would love to hear from you and help you map your next steps. There is an entire website for you to activate resources and there is the www. WorldPeaceHologram.org program where practitioners would be happy to repattern you along the way. We need you to join the group of certified practitioners as never before. Please know that there is a board of directors, certification board and institute all rooting for your success because deep down, we know that together we are more—much, much more.

Yours with love,  
Carolyn Winter, *Still the prez of HRA*



Edge of the Clouds, © 2007 Satu Viitanen, www.satustudio.com

# Orientation to the Elsewhere



**by Dorinda Lee Hartson,**  
Resonance Repatterning Certified  
Practitioner and Teacher,  
Parks, Arizona

Adapted from the soon-to-be-  
published book:

*EVENTS IN THE ELSEWHERE:  
Tips for Travel on the Internal  
Landscape*

© Dorinda Lee Hartson, 2007

*Always check your inner state  
with the lord of your heart.*

*Copper doesn't know that it's copper,  
until it's changed to gold.*

*Your loving doesn't know its majesty  
until it knows its helplessness.*

—from *The Mouse and the Camel*  
by Rumi

Our *internal landscape* – the heart, mind, and spirit – is a place where we move about in different ways than we do in the outside world. This inner terrain can often seem like a foreign country, difficult to navigate with intractable habits and patterns of behavior that make us wonder, “Who am I and how did I get here?” We may feel unknown to ourselves as if our *internal landscape* were an *elsewhere* and not our own “inner state” of rest, resource and love.

The *internal landscape* is somewhat overshadowed by the exigencies of the external world, but it has a reality of its own worthy of our attention

and care. Our thoughts and feelings sometimes maintain a distance that defies our understanding, but we need to know how to connect with them if we want to know our essential self, whether copper or gold. We need to understand the dynamics at work among the mind, body and spirit if we want to create an inner state of being with all the qualities that we wish to have. When we do this we can transform the internal landscape from an elsewhere to a place we want to be.

My first experience of the *elsewhere* was during a family gathering, Thanksgiving, 1988. My parent's house was “standing room only” with brothers and sisters, nieces and nephews, staying there. A dear family friend had a guest room in her townhouse about three miles away, so I moved in with her. The Sunday after the holiday I drove to her house and was in bed by midnight. At 1:00 am I was still flipping like a fish out of water looking for a position that would cure my sleeplessness.

I finally settled for looking out the second-story window beside the bed which afforded a soothing view of the tops of trees and the night sky in Raleigh, North Carolina. As I stared out the window, I hoped that my state of mind would reflect the monotony of the night sky and dull the mental machine enough for sleep to take me away to dreamland. Instead, a strange light flashed and changed the night sky from black to a dirty yellow, then hung like a curtain for an inordinate amount of time. I had never seen anything like it and I sensed there was no sleep in my future.

I jumped out of the bed and ran to the door of the room and found my friend, Betty. Something had awakened her, too, thrust her into sleeplessness, and finally into a dread that brought her to the hallway outside my door. My brain was in survival mode, certain of a threat without being able to name the danger; experiencing the worst kind of fear – fear of the unknown with the suspicion that life and death were about to go into battle. We clutched each other's hands and moved together into the center of the townhouse which was a long rectangular space comprised of a living room, dining room and sun room with three sets of windows at each end. Outside the wind raced towards us like a runaway train. There was no time for questions, let alone answers.

Next, we heard a sound like that of machine guns firing at the windows – crack, crack - crack, crack, crack, as the glass took simultaneous hits. We moved away from the windows and into the kitchen where we crouched in the corner across from three more windows but at least our backs were against a wall. Then the wind took on a new personality – that of a prehistoric beast from a Hollywood monster film in surround-sound. From

the force of its roar, all the glass in the windows blew over us in tiny little pieces.

I began to scream, hoping I could drown out the sound of the wind which was actually making me nauseous. At that point Betty said, “Hang in there darling.” I remember the word, “embarrassed, “ like a flash card on my mind, followed by the thought, “It’s her house; she is the one who should be screaming, not me.” I remember how I made the choice to continue screaming: I realized that my voice was my only reference to any notion of reality that was familiar; it was also the only assurance that I was still in the kitchen and not in some elsewhere. Underneath those practical concerns, I was

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With the help of the Resonance Repatterning session, the experience on the *internal landscape* moved into historical fact and became free of the charge that was affecting my behavior and my response to others.

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pissed off and wondering why I had to go through this; so I kept screaming.

Then something happened that was so surreal it interrupted my outrage and brought me full force back to the unadulterated event – a chorus of several hundred nails screeched in harmony as they reluctantly left the wood studs of the frame that supported the roof. Then the blade of a fan grazed my hip as it came down from the departing ceiling. That seemed a benign attack compared to the commotion around me that I couldn't identify. Relatively speaking, the worst part had little to do with flying glass and things falling from the ceiling; instead it was the fact that I was derailed by inexplicable input

that uncoupled my mind from my senses. All the usual tactile strategies for navigating physical reality were inoperative. At one point, we were lifted off the floor. I wondered, “Is this the beginning of the end?” an implicit question throughout the experience.

Suddenly it was quiet except for the sound and the feeling of falling rain. We waited, hardly breathing, in an after-shock. The disbelief that it was over and that we were alive held us captive like two bugs in a jar. At some point the lid was lifted and the two of us, trembling, made our way up and out of our corner. We walked in our bare feet over a carpet of broken glass towards the front door. When we finally compared notes six hours later at the emergency shelter, we checked our feet but neither one of us had gotten a single scratch.

We left the townhouse in our pajamas wondering if there was any bit of world in tact. Outside, we found neighbors clustered together like a group of life-long friends. We had several things in common – we had all been clinging to life together in separate spaces; for each of us being alive had much more significance than it did an hour ago and we would never be the same from now on. Yet none of us were fully reoriented to life. We exchanged details in a mindless fashion because our minds were too busy trying to sort the immense amounts of sensory data that had been crammed onto our brains in what seemed like hours but actually had been a matter of minutes.

A while later we would hear chain saws in the distance making a path to us. After several hours standing in the rain, a school bus would show up to take us to a temporary shelter in a school gymnasium where the Red Cross would check us for serious

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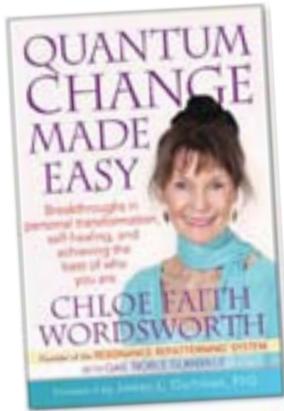


## ■ BOOK REVIEW ■



Reviewed by:

**Victoria Benoit, M.C.,** Certified Resonance Repatterning® Practitioner/Designated Observer/Teacher



*Quantum Change Made Easy: Breakthroughs in personal transformation, self-healing and achieving the best of who you are* by Chloe Faith Wordsworth with Gail Noble Glanville (Resonance Publishing, Scottsdale, AZ, 2007) is a self-development book of the best kind. Chloe Wordsworth gives you Nine Keys to the secrets of how energy and resonance unlock self-healing and the grace of quantum change. As stated on the back cover, “You are taken on a journey of your own personal discovery, through inspiring information that blends scientific and spiritual principles, heart-moving stories and self-healing modalities you can use right now.”

This book begins with a well-written forward by James L. Oschman, PhD., who acknowledges the great place this book has in today’s world. He continues with scientific validation of the concepts Chloe uses and references how her concepts relate scientifically to personal transformation.

Chloe begins with a prologue which succinctly tells of her early inspiration to be a healer. She spoke of her mentors who demonstrated generous listening, profound compassion, presence and how to be a seed of ‘being’ for people. She saw what it was like to be touched by something sacred. She goes on by giving her background, how she came to

develop Resonance Repatterning® and briefly introduces the Nine Keys and the Coherence Continuum. She continues by giving the reader an orientation to the contents in the book similarly to how she gives the students an orientation to what they will be learning in her Resonance Repatterning® seminars. This helps to let the reader know what’s coming next.

The rest of the book goes over in detail the Nine Keys:

**Key 1: ENERGY** - Everything is energy. Energy is everything.

**Key 2: RESONANCE** - Change your resonance, change your life.

**Key 3: KINESTHETICS** - You are wired for coherence and self-healing.

**Key 4: ORIENTATION** - Oriented, you face the direction that nurtures your soul.

**Key 5: PROBLEMS** - Underneath every problem is an empowering truth.

**Key 6: INTENTION** - All great outcomes begin with intention.

**Key 7: REPATTERNING** - Bring your hidden patterns to light.

**Key 8: MODALITIES** - Modalities harmonize and balance the flow of energy.

**Key 9: ACTION** - Every coherent action leads to more coherence.

Each Key naturally builds upon the next concept or Key, bridging and explaining clearly how they relate to one another and how to use each concept in your life for personal transformation and to have the life you love. Each chapter begins with examples or a story explaining the foundational concept of each Key. The concept is further explained by scientific support and validation. Each chapter continues with a guided activity that gives the reader an empowering way to

use that Key toward self-healing and development and also gives a taste of the Resonance Repatterning® system. Each Chapter ends with highlights which are so helpful and summarizes that particular Key very concisely.

The final chapter titled, *Quantum Change*, explains the importance of each small change we make and the big difference it can provide for our personal transformation, self-healing and achieving the best of who we really are. Chloe then summarizes each Key and reminds us that, each of us, by one means or another, can invite quantum change into our lives by applying universal principles like the Nine Keys and by taking coherent steps or actions to achieve what we want and be who we want to be. The book concludes with definitions, references, further reading, acknowledgements and information about the authors.

I especially like how Chloe begins right off in Key 1 that we are personally responsible for our energy and we have choices in how we use our energy. She says it in a way that is empowering to the reader rather than making us wrong for not being as responsible as we could be. It made me feel like I was fine just where I was in my personal healing and transformation. I felt eager to read on!

Each Key was easy to understand and provided the way to implement the concepts in my life. I was inspired to take action! I liked the way Chloe used Mary as an example to explain a Key, then used the same example to explain another Key. It helps make the book easy to apply to ones own life. The highlights at the end of each Key were especially helpful to summaries the material to implement. I loved the new terms Resonance Kinesiology and Coherence Kinesiology; they really coin what each type of muscle-checking is doing. This will

really benefit new students learning the Resonance Repatterning® System. The book can be read cover to cover or digested Key by Key, implementing each concept before going on to the next.

I had my first session with Chloe in 1991 and saw her for a year as I was getting my Masters Degree in Counseling. I began learning Resonance Repatterning® in 1992, got certified in 1994 and began teaching in 1996. Even though I have been involved with this system for many years, I found this book a great review for the principles I knew and I also learned some foundational information which is going to help me as a Resonance Repatterning® Practitioner,

Designated Observer and Teacher and most importantly as a person. The deepening of understanding that I received reading this book was in regard to our desires. Desires are compensations for our unmet needs for security, love, validation, etc. Once we identify the actual need that our desires are a substitute for, we can use this need to create our intentions. We can wish for anything, but if our hearts passion is not aligned with the frequency of the underlying need that these things represent, we are not likely to achieve them. Resonance with our vision, motivating need, and passion to meet our need plus action to put our intentions into motion can create

extraordinary outcomes. Although I use Resonance Repatterning® quite often in my daily life, I realized after reading this book that I was using it to fix something that was broken, to fix aspects of myself that I wanted to change, or to get somewhere I was having difficulty getting to. I now have a new understanding and respect for this system as a way of life rather than as a process to help me get somewhere or get something I want.

In conclusion, this book is a must read!!! Pass it on to everyone you know; your clients, students, family members and friends. It will change the world...one person at a time.

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## Orientation to the Elsewhere *(continued from page 5)*

injury. But none of that ever seemed as real as what we continued to experience internally. Reality was inside out and what was happening internally was more real than these outside events. In fact, the experience of the storm replayed itself like a broken record, in some cases for several years to come.

At the shelter we found out we had been hit by a cyclone inside a tornado with winds up to 180 miles per hour.

The next day we went back to Betty's condo and could appreciate the many miracles that had resulted in our survival. If we had known that it was a tornado and followed the conventional wisdom, we would have sought shelter in the bathroom by getting into the bathtub. However, the ceiling had caved in on the bathroom and filled the bathtub with debris. We would have been severely injured had we been in that room. "Not knowing" what to do and moving instead by "instinct" had saved our lives!

From the ground looking up at my bedroom window, you could see bedding hanging out the window frame. If I had continued to resist my sleeplessness and had stayed in that bed, I literally would have been sucked out the second-floor window. In Betty's room an entire expanse of sliding glass doors cut diagonally across her bed and leaned against

the headboard. If she hadn't left her room she would have been crushed by a 8'x16' door wall. We stood for hours in our pajamas and bare feet in the rain waiting to be rescued and didn't catch cold. Unquestionably, some protective force had been on our team, had guided our actions and secured our safety.

My father came to pick us up from the shelter and my brother Jamie was in the front seat of the car. As soon as I got in he turned around and said, "D, you're so lucky! You got to be in a tornado." At the time I thought he was crazy. But later it raised a question, "Is it possible to have a choice about how we respond, even to tornadoes?" How different the impact of our experiences would be if we had a choice about our perceptions of them. Imagine the possibility of going through an experience in such a way that you come out the other end with a positive perspective on it; to be aware of options even when "your back is against the wall."

When I described the experience to my friends, I called it "events in the elsewhere." What I discovered is that the elsewhere can exist on both landscapes – the external one and the internal one! While a tornado is an extreme example, the elsewhere has the same qualities on the inside as it does on the outside. We

experience the internal landscape as an elsewhere when: 1) the world seems upside down, nothing is what we are used to or what we expect. 2) Chaos reigns supreme; there is no orderly progression to events. 3) Time feels like an indomitable force pressing on our day; meanwhile it passes too quickly or too slowly.

When the tornado experience was over, the internal and external landscapes told two different stories. Afterward, events on the external landscape moved into historical fact: the devastation was repaired; homes were rebuilt; even the scars to the bountiful trees in Raleigh were covered by new growth. However, the internal landscape had quite a different history – there were recognizable representations of "tornado" reality no matter how far outside of awareness the event moved over time: minor pain that wouldn't go away; a certain discomfort with the wind; a new habit – I always repacked my suitcase every night when I traveled in case I had to leave suddenly; and an impatience and over-reaction to chaos and disorder – not a new reaction but amplified by the tornado experience.

The belief that I had to repack my suitcase every night was a small "tick" in my behavior that I could accommodate

*(continued on page 13)*



**Elizabeth Tobin, JD;** Certified Resonance Repatterning® Practitioner, Boston, MA



*PRACTICAL ADVICE is a regularly appearing column in the HRA Journal. Written by Elizabeth Tobin, JD; Certified Resonance Repatterning Practitioner, each issue*

*will focus on readers' questions relating to establishing a thriving Holographic Repatterning practice. If you have a question that you would like to see answered in the HRA Journal you can email Elizabeth at et@megaHRgroups.com.*

**Q: Now that I have a website, how do I bring people to it?**

**A:** Your website can fill a variety of functions in promoting your practice. It can be a meeting place, a place where your clients and prospective clients can get information about you and your services, and of course it can be your on-line store. Think of the different functions that you want your website to serve. Depending on the time, energy and resources you want to put into it, your site can be much more than an on-line brochure.

But unlike in the movie "Field of Dreams" where the protagonist was told, "If you build it, he will come," building a website does not guarantee traffic. Just as your website serves many functions, there are many ways to bring traffic to your site, everything from search engine optimization (SEO) with key words and meta-tags to good old word of mouth. In this edition we'll cover a basic tool, your mailing list. In the next installments we'll explore promotions and SEO

**Your Mailing List Is A Valuable Asset**

As a practitioner seeking to have a "web presence" your email list will be one of your most valuable assets. Building your mailing list is one way to lay the foundation for bringing visitors to your site. Inviting people to your site is the first step. But how you invite someone can make all the difference. Think

of what happens when you extend a vague invitation such as "We should get together sometime." Most likely nothing will come of your overture. Whereas if you send an invitation with specifics: "You are invited to my house for dinner on July 23rd," you are more likely to get a response that results in a dinner date. This is the same with the web. Sending emails to your mailing list that offer people a specific reason to come to your site will generate a greater response. In the next issue we'll explore some creative ways to give people a reason to visit your site. But first let's get to the basics of building your mailing list.

**Complying with the CAN Spam Act**

It takes time to build your mailing list. A few years ago it was common practice to put people on mailing lists without their permission. Now that is considered bad "netiquette." In response to the proliferation of spam (unsolicited commercial email) the federal CAN Spam Act sets specific requirements for sending commercial email. Here are the general requirements of the act as stated on the Federal Trade Commission's website at: <http://www.ftc.gov/bcp/online/pubs/buspubs/canspam.shtm>

- **It bans false or misleading header information.** Your email's "From," "To," and routing information – including the originating domain name and email address – must be accurate and identify the person who initiated the email.
- **It prohibits deceptive subject lines.** The subject line cannot mislead the recipient about the contents or subject matter of the message.
- **It requires that your email give recipients an opt-out method.** You must provide a return email address or another Internet-based response mechanism that allows a recipient to ask you not to send

future email messages to that email address, and you must honor the requests.

- **It requires that commercial email be identified as an advertisement and include the sender's valid physical postal address.** Your message must contain clear and conspicuous notice that the message is an advertisement or solicitation and that the recipient can opt out of receiving more commercial email from you. It also must include your valid physical postal address.

**Managing Your Email List**

There are various options for managing your email list. For small lists (less than a couple of hundred addresses), the email service that comes with your standard ISP (Internet Service Provider) or web hosting account may suffice. Most ISP's have quotas for how many emails you can send per

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**"Manifesting Financial Freedom" & "Nurturing Your Body Nurturing Your Soul"**



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Elizabeth Tobin, JD  
Certified Resonance Repatterning®  
Practitioner

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[www.megaHRgroups.com](http://www.megaHRgroups.com)

# Another First: Going National

by Gail Noble Glanville

We've had a lot of firsts this past year at the Resonance Repatterning Institute! We've changed our name from Holographic Repatterning® to Resonance Repatterning®. We have a new logo—the double spiral design. We have a new slogan and brand, Quantum Change Made Easy, chosen because quantum change is what we promise and deliver every time we give a session—to ourselves or to someone else.

For the first time, we have a terrific book written by the founder, Chloe Wordsworth. It is titled *Quantum Change Made Easy: Breakthroughs in personal transformation, self-healing and achieving the best of who you are*. If you've ever had trouble explaining what Resonance Repatterning (Holographic Repatterning®) is and does, read this book. It is accessible and easy to understand, and you'll be delighted at how effortless it becomes to describe our particular blend of spiritual and scientific

principles to others. You'll also smile in recognition at the interactive exercises the book contains.

Now we have another big and exciting first!

In July/August, the Resonance Repatterning Institute's first ever national advertising will appear in *Ode Magazine*. You'll find a copy at Whole Foods, or in the Current Events magazine section at Barnes & Noble.

*Ode* is an international magazine created as an alternative to mainstream publications, one that is open to new visions from around the world. The magazine has a circulation of 105,000 and it is passed along to be read by another 200,000. We'll continue the ads in September and November too.

*Ode* is both a print and online publication about the people and ideas that are changing our world for the better. It includes articles with Deepak Chopra,

Patch Adams and Dr. Andrew Weil. It places our message about Resonance Repatterning and quantum change right where they belong, in the heart of a new way of life!

If you'd enjoy receiving a subscription to this engaging magazine, go to [www.odemagazine.com](http://www.odemagazine.com). You'll get 10 issues (a year's worth) for \$29.95, and the magazine will plant a tree in your name to help counter global warming. You'll find single copies for sale at both Barnes & Noble and Whole Foods.

When you can show someone an ad for Resonance Repatterning that is appearing in a national magazine and say "This is what I do," you know you are gaining increased credibility and respect. You know you are part of an organization that cares about its brand and the community it creates. And you also know that the more people see the name Resonance Repatterning, the more likely it is to become a household word.

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## Practical Advice

*(continued from page 8)*

hour, day, week or month. Once your list grows beyond your allowable quota you will want to upgrade to a more sophisticated program. Some of these programs are free and some require a monthly fee. To learn more about email programs do a web search and type in "email management programs" or "email management solutions" and of course ask people you know what programs they use.

Due to the Can Spam Act, most mailing list programs are "permission-based," meaning that people have to come to your site and fill out a form to get on your mailing list. Some are "double opt-in" meaning once someone fills out the form they receive an email with a link to confirm their subscription. If they don't click on the confirmation link they won't be added to your list. It is standard to have an unsubscribe link built into the email template to ensure compliance with Can Spam.

A basic and essential feature of any mailing list program is the "subscribe form" which enables visitors to your website to join your mailing list. Some programs let you have multiple lists to which your visitors can subscribe. This comes in handy when you offer special promotions on your site and want to have a separate mailing list for each promotion. The standard practice is to have the subscribe form on your Contact page. This is the page where visitors should be able to see your contact information, as well as being able to give you theirs. It's a nice touch to have your privacy policy right there on the Contact page to assure people that you won't be sharing their info with anyone else.

Another convenient feature is a script that allows visitors to email your web address to someone else. Visitors do this right from your site without copying and pasting, having to leave your site or open their email program. You may have seen this on websites where it

says, "Send this Page to a Friend." This makes it easy for your visitors to spread the word about your site. With a click of the mouse, visitors can open a program and enter their friend's email address. Then by clicking send, it automatically emails the address of your webpage to their friend. I recommend putting this script in the navigation section of your site so it is available on all of your website's pages.

In the next issue we'll explore other ways to bring traffic to your site.

*Elizabeth Tobin, JD is a Certified Holographic Repatterning® Practitioner who earns her livelihood through her full-time HR practice. Geographically based in Boston, MA, Elizabeth serves an international clientele. If you would like to comment on this article or have a question that you would like to see answered in the HRA Journal you can email Elizabeth at [et@megaHRgroups.com](mailto:et@megaHRgroups.com).*

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## I Missed the Deadline, Now What?

Over the past 24 months, the HRA has worked diligently to provide opportunities and support for those interested in becoming certified practitioners. Many Level 1 practitioners had worked for years on this process and due to many circumstances were unable to finish. Through the hard work and diligent effort of some of these practitioners, over the past two years many have finally realized their intention and become certified. The HRA Board is so proud of each and every person that has manifested this intention. For those practitioners who are still working towards certification, the Board applauds your continued diligence and hopes very soon to certify all who qualify.

Many changes have occurred in the past 3 years since a new HRA Board was instituted in order to align more closely with the law of the land. When a review was made of how the organization was running, it became clear that the association was not in compliance with IRS regulations. To mend this, a new Interim Plan was instituted with the main objective of becoming a strong trade association in compliance with the letter of the law. As part of this new vision for the HRA, practitioner support became the main focus. With that in mind, it was obvious that with a backlog of many Level 1 practitioners who were not getting certified, a new certification plan and manual needed to be developed. This was accomplished in the summer of 2005. In addition, the "IDeclare" website was

created where practitioners who were on the certification track could go for community and support along the road of this process. This website also listed for its members those who were designated observers, so one could reach out to plan for their observations.

Many who were Level 1 practitioners two years ago have completed their certification. Others are still in their process of completing the certification track. Two years ago, the HRA Board made a decision to change the category names of its members to more accurately reflect the level of training and observed competencies. With that in mind, Level 2 practitioners were immediately changed to "certified practitioners" and Level 1 practitioners changed to "student practitioners" as of June 30, 2007. What does this change mean really?

First of all some definitions are in order. A "certified practitioner" is someone who has completed the basic classes, and has demonstrated on several occasions their ability to perform a session and/or pieces of sessions using Resonance Repatterning®. In addition, they have demonstrated coherence personally, in awareness, and in relationship in the context of the session observed as well as by their interactions with designated observers and other students. These practitioners may sign a license agreement with Chloe Faith Wordsworth to use the trademark name and logo in their advertising.

A "student practitioner" is someone who has simply completed the basic classes. This designation does not imply any level of competency beyond the basic training received during classes. Individually, this does not mean a given practitioner is not competent to perform sessions, but they have not been observed fulfilling all requirements to become "certified." These practitioners cannot use the trademark name and logo in advertising. For more information on how to market oneself as a "student practitioner" please see the HRA website for the radiocast by Gail Glanville that addresses this topic.

So what now? In view of all these changes, and the rationale behind them, the HRA Board wants all former Level 1 practitioners to know how much they are valued to this organization. It is also our hope that very soon all the ducks will be in a row for these practitioners, and that they will continue to grow in the personal, awareness, and relationship coherence. Every day on the certification track is one day closer to manifesting that intention. The HRA Board would also like everyone to know that we are here as a Board and individually to assist in any way we can with this process of certification. We invite feedback and constructive suggestions on how to continually improve what we do for the membership. Please let the Board know if we can be of any assistance whatsoever as this is our mission, serving the membership.

<b>ADVERTISE</b>	
<b>A Class</b>	\$35 for business card
<b>Your Practice</b>	\$65 for quarter page
<b>A Conference</b>	\$110 for half page
<b>A Gathering</b>	\$195 for full page
<b>A Relevant Product</b>	For more information, please go to: <a href="http://www.hramembers.org">www.hramembers.org</a>

## 1-2-3 Easy Promotion Strategies from HRA

We all love having a calendar booked full of clients (or seminars at peak capacity) but when clients rarely need more than 3-5 sessions, how to attract new people on an ongoing basis so we can stay fully booked becomes a challenge. Most practitioners would rather be in service than promoting themselves.

We are here to let you know that you don't have to do it alone – let HRA be your partner! We now have a few systems in place to help you.

Here are some promotional strategies with the support of HRA, and Chloe's new book that you can plan ahead and incorporate into your business, to produce ongoing results.

**MAKING THE MOST OF INTRODUCTORY SESSIONS** – Revisit this time honored way of getting interest in your practice by offering an Introductory talk and demo or free group session in your locality. Here are some useful strategies:

**Plan well ahead of time to do at least 2 introductory sessions in a year and plan them now for 2008.** Planning ahead gives you many opportunities to mention your event to prospective clients, or groups that may wish to attend and build up their anticipation and enthusiasm. When listing your event on your website or the repatterning.org website, it can take up to 2-3 months for your listing to be noticed by the search engines like Google so the longer the lead time the better. Why not plan all of 2008 today and let the search engines do the work of promoting for you in the meantime?

**Certified practitioners may list their Intro events on the HRA public website** <http://www.Repatterning.org/events.htm>. To have your event listed here please visit the Projects section [www.HRAMembers.org/projects](http://www.HRAMembers.org/projects) at the members website and complete the form. We are envisioning hundreds of events being listed for next year – but the key to success is that we need them now.

**Give your Intro session a theme or topic.** Think of the group of people you would like to serve most with your talents, and a topic that they would be particularly interested in. Now you can target your marketing efforts to that group and the places where they are likely to look for help.

**Boost Your Self-Confidence** - Get rid of any hesitation you might have by listening to the RadioCast interview with Victoria Benoit on "How to Give an Intro Session." You can find this interview at the members website page: <http://www.hramembers.org/Programs/radiocastcenter.asp>. Also consider doing peer exchanges and do sessions for yourself on giving a great intro session. If you are too far away or lost contact with your peers, join the World Peace Hologram program and enter your items there. A practitioner somewhere will eventually repattern you for success.

### BECOME A LOCAL EXPERT

**Use the book *Quantum Change Made Easy!*** - There are several ways you can use Chloe Wordsworth's new book to promote yourself.

**Become a local expert** – Clients come to us looking for help and knowledge they themselves do not have. By reading Chloe's new book, you will be in a better position to answer their questions, speak authoritatively about Resonance Repatterning and become a source of information on alternative healing modalities. When you are known for this people will ask if what you do can help with their problem. Listen to the RadioCast interview with Gail Glanville on Promotional Strategies for Student Practitioners for more information on this strategy.

<http://www.hramembers.org/Programs/radiocastcenter.asp>

**Radio Interviews** - Send a press release and a copy of Chloe's book to a local radio station that does book reviews. Suggest that they contact Chloe for an interview and she will promote you in that interview.

**Promotional Give Away** - Purchase a set of books ( I bought 12!) to give to new or perspective clients on loan or as part of the fee for a first session. The book does all the work of explaining the Resonance Repatterning System and you can then speak to the points your client may raise with you once having read the book

### TESTIMONIALS & Write Ups

Submit a testimonial or two from your practice to the HRA and we'll also post it on our public website page. <http://www.repatterning.org/testimonials.htm> . The place to submit your testimonial is at the HRAMembers.org website: <http://www.hramembers.org/Projects/testimonials.asp>

Make the most of your Introductory Events, by having them written up as news for your email newsletter, or possibly an article in our HRJournal. Your clients love to know what is happening in your world, and writing up your events is of big interest to them. Include a top 10 list of ways to boost your energy or other interesting information topic. Post this at your website or print copies to hand out to new people you meet or make part of your information package. Always include your name and contact information. You never know where this piece of paper will land and get you a new client if you make it easy to find you!

### OUR VISION OF POSSIBILITY

The association would love to promote your practice by having a long list of certified practitioners, a well loaded calendar of Introductory Events listed at our Repatterning.org site, and testimonials from your practice. We envision having all of this in place to take advantage of a growing interest in Chloe's new book. Our vision is that when a searching public, who have read the new book *Quantum Change Made Easy* by Chloe Wordsworth and who now want to know more, calls our 1-800 number looking for practitioners, we will be able to send referrals directly to you.

# MARKETING MAKEOVER PART 1:

## Three Common Mistakes While Starting Your Marketing Conversation with Potential Clients and How to Avoid Them!

By Ellen Shapiro, Certified Resonance Repatterning Practitioner, New York, NY

Here are some common mistakes that practitioners, and many solo service professionals make, and some things you can do to avoid them. These, and much more are covered in our HRA marketing course.

### **Mistake #1. Beginning a marketing conversation or exchange without creating orientation or “calling your client’s name”**

Your first job when marketing is getting your audience’s attention. Do you think that means standing up and shouting, “Hey, look at me, I’ve got something great for you!” Well, maybe you won’t shout it out, or wear a sandwich board sign (does anyone even do that anymore?) But in effect that’s what we’ve been taught to do with our marketing messages, our brochures and websites. Whether you shout or declare it quietly, having to say “Hey, I’m here offering this amazing service and I want you to buy (or try) it.” pushes all my buttons—how about you? No wonder we don’t want to market!

What’s the alternative? Well, what I do, or rather what I don’t do—is I don’t ‘sell’ anyone with ‘push’ marketing, I attract their interest in a way that feels natural. I offer information in plain language about the benefits of what I’m offering in a way that allows them to feel safe and supported in engaging with me—choice and breathing room versus pressure.

As Mark Silver, author of the *Heart of Business*, recommends, just “call out their name and say hello.” So, what does that mean? When you’re marketing in writing, or sometimes even in person at a lecture or expo, you won’t know their actual name. They’re reading your materials or hearing about you from someone. But, by knowing “who” your audience is, and “what” their needs and desires are, you can address them in way that is personal, so

that it feels to them like you are calling their name. For example if I said, “Are you a small business owner who can’t seem to increase your income or client base past a certain level? I can help you break through this “ceiling” and move up to a whole new level of success” —you’d know if I was talking to you, wouldn’t you?

When networking, talking on the phone with a potential client, or even when someone first sees your written materials, you are just meeting and getting acquainted. In RR terms, you are helping them become oriented and 100% present to the moment. Until there is interest and some kind of rapport, any information you are trying to convey won’t go in. At the first contact, they don’t know who you are yet, they don’t know if they can believe your marketing messages, they don’t have a lot of trust build up yet (unless they were referred by a good friend). So they don’t necessarily feel welcome or safe—or even present. They’re still in the past or already into the future. From our work in RR, we know that orientation comes through feeling welcomed, heard, seen and met. That makes us relax, become more aware and receptive.

### **Mistake#2: Not knowing who your ideal client or target market is—not knowing their “name”**

If you don’t know who you are marketing to, it’s much harder to “call their name.” It is a real challenge for many of us because our work can help in so many different kinds of situations. But who do you want to work with, and who do you feel you can help most readily? A homeopath I know says “Spirit, please send me the people I can help.” Yes, of course, but I recommend that you get specific within that large range of people.

You might resist defining yourself as working with one type of issue or type

of client because you’re afraid to get bored, box yourself in, or limit yourself. Actually, defining your ideal client or target market works better from a marketing point of view and it helps you too, because it’s much easier to communicate when you know who you’re talking to. Then your website, brochure, business card can then call out and speak to a particular person. For example, if one of your ideal client groups were stay at home moms, your marketing message could address some of their common issues (isolation, stress, balancing their emotions, handling time pressures, not enough alone time). You’d need a very different message and approach if you target working women in the financial industry (or any other high pressure corporate job).

Who do you choose to work with? Most of your prospective clients will be people you can relate to, who face situations and challenges that we know about and can help with. So it’s a lot easier to communicate with someone whose language you already speak, whom you know and understand, than to a faceless group of strangers.

Being more targeted is very practical as well. With a defined audience, you can easily find out where they are, what magazines, organizations and online forums do they read or visit? What local groups do they attend? For example, where would you find stay at home moms (well, home of course—so online is great). How about the Holistic Moms network? To target women in finance, there are many trade organizations, and women’s organizations, like the National Association of Female Executives.

Your successful marketing “niche” does not have to be a straitjacket. Yes, you can still run your ads in the holistic magazines and put yourself out there as a healer. But, consider doing

more targeted marketing. You'd need to create a more specialized, separate brochure and ideally a website, that speaks to your target group. That takes more time and money than just going for a specific target right up front.

If you can wrap your brains around being more targeted, know that once you have successfully marketed to one kind of client, and get established there, chances are they will refer others and you can naturally branch out. Also, once you've been successful marketing to a particular audience, that can easily be repeated with a different target audience.

### **Mistake #3: Using labels instead of saying what is unique about you and your practice**

Your initial goal is simply to get your audiences' attention and interest first.

You have about 30 seconds to do that. When someone asks what you do, labeling yourself as a coach, therapist, chiropractor etc. isn't really attention grabbing. In fact, the minute you label yourself, you're likely to have one of the following reactions.

First, people will put you into a category—and this kind of thought runs through their minds, “oh, you're a therapist. I know what therapists do.” They'll (mentally) compare you and put you into a category assuming you are similar to other therapists they know.

Second, if you say “I do Resonance Repatterning” and they have never heard of it, they will often guess or assume they know what it is, or make up something that is probably not too accurate. Often people are uncom-

fortable admitting they don't know something or feel they might offend you if they said “wow, I never heard of that.”

Whether you use a familiar, or unfamiliar label—either way—the result often is: they tune you out.

I invite you to get creative and come up with a few catchy, intriguing and short phrases. You might want to have a few of these sound bites at the ready. Experiment, test, play—nothing to lose. Share them with your repatterning colleagues, or better yet, contact the HRA and we'll write them up for the journal so we can all learn from each other. Have fun!

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## **Orientation to the Elsewhere** *(continued from page 7)*

– more like local color than actual inconvenience. But my reaction to chaos implied a limiting effect on the internal landscape; it acted as an interpretation of the present that called up a “re-action” to chaotic events. My re-action needed to be looked at more deeply because it was just that – a repetition of an action – instead of a response in the present, to a current situation. All of this was made clear when I received a session in which the “problem” was: “I hate the wind.” I expected that this reaction to the wind was related to my experience with the tornado. What is constantly amazing about Resonance Repatterning is the connection to the past that we wouldn't have surmised without the process. What was uncovered went far beyond the obvious.

Upon hearing that I hated the wind (and I live on a mountain prairie where the wind goes with the territory), a student I had just certified offered to do a Resonance Repatterning session for me. When she asked me to describe the felt sense of the wind, I told her of dust blowing inside my head. It became clear that every time I heard wind, I heard it and felt it inside my head. In the session an earlier experience came up – last trimester was the time frame. I recounted

how I imagined that I was worried about my future. My parents had been married for two years, I was the first child, my Dad was about to quit his regular job and they were about to move. It felt like chaos to me and my belief was that I would not be properly taken care of. The need that surfaced: I needed them to have a plan. I needed to be reassured that they weren't too busy to care for me.

The experience of the family changes that occurred on the internal landscape of the prenatal self was like a story that didn't have an end. My parents' life went on, but there was no resolution to my “unmet needs.” Therefore time and space references became distorted – the event hung in my psyche and the distinction – this is now, that was then and I am here, not there – became unclear. If time and space references remain unclear, the internal landscape becomes an elsewhere and we don't want to be there.

When an event doesn't move into “historical fact” but remains alive on the internal landscape, we have no sense of the domain of our internal landscape. Without the inside/outside boundaries, we experience a lack of control and safety; we think that there is nothing we can do to change or prevent what is happening because the past is still activated

and that is what we are responding to. We have a problem not with the outside world but the inside one. Our memory – of the time that was life-threatening and implied a future we were not looking forward to – is superimposed on present time and on the external world. It is this superimposition that is the problem. However, we mistakenly attribute the cause of our “problems” to something that is happening on the external landscape.

With the help of the Resonance Repatterning session, the experience on the internal landscape moved into historical fact and became free of the charge that was affecting my behavior and my response to others. And the evidence of a transformation to the internal landscape was immediate. The wind happened to be blowing at about 35 mph outside the house, enough to create sound and the presence of “wind.” After the completion of the session, my experience of the wind was that it was outside the house instead of inside my head. I was able to listen to it or not. It was a feature of the environment rather than a “problem” because I now had the flexibility to respond differently to it.

With a deeper understanding of my response to the earlier experience came

*(continued on page 14)*

## Orientation to the Elsewhere *(continued from page 13)*

resolution; with resolution came a shift in resonance. All of this resulted in an increase in the spaciousness on the internal landscape. These qualities – spaciousness, flexibility and the ability to respond (not just react) – make the internal landscape a place of resources,

free of problems. With more “space” we have more range of motion, more options and ultimately more freedom.

So when we feel as if we have no influence over our present and therefore our future and we find that we are more focused on negative thoughts about what

is going on or when we are sure that we don't understand the experience we are having – these are our cues that we need to do a Resonance Repatterning session in order to move the past events into the category of historical fact.

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## What is Our New Name? Your Opinion Matters

Submitted by Ellen Shapiro, CPA, MBA, HRA Treasurer

### Background:

In May 2, 2007 The HRA board signed a trade mark license agreement with Chloe F. Wordsworth that entitled us to use the name Holographic Repatterning as part of our business name. We also signed the trademark license agreement to also use the name Resonance Repatterning. As you know the contract allowing us to use the name Holographic Repatterning comes to an end this June 30, 2007.

The new name Resonance Repatterning is now a Registered trademark and the HRA is recommending that all practitioners make the change to this new title in all of their literature as soon as possible. As an association, we too must make this change in our business title.

The HRA board has before it the mandate to change the legal name of the HRA to be in compliance with our license agreement, however, we have a unique opportunity to reflect on our identity as an organization and choose a name that reflects the nature of our business.

You might well ask “What is our business?” Since the summer of 2004, the HRA has moved towards and become fully compliant with the IRS designation of a Trade Association. As such, our focus is to create a favorable environment for practitioners to have viable practices. This is distinctly different from our original mandate to promote seminars and learning the work, which is now the mandate of the Resonance Repatterning Institute.

### A New Possibility:

Our new name must reflect the following:

- that our purpose as a group is to

publicly promote the value of having sessions with qualified practitioners

- that we are qualified practitioners with a certification process and mandate
- we share values of compassion, integrity, walking our talk (doing self-sessions) maintaining coherence and using the system
- our practitioners offer sessions in person, by phone, or by proxy for individuals, or groups
- other qualities suggested in the process and that are important to members

### The Process for Selecting A New Name for the Association:

This is a decision that will ultimately involve a membership-wide vote possibly by September. To support this decision we have timetabled the following steps:

#### Phase 1 - Membership Consultation: May/June/July/ August 2007

1. Two RadioCast events with board members to discuss the name change ( and of course repattern ourselves for this process)
2. Poll members for suggestions, and a number of email reminders to complete the poll

#### Take the Survey - Ends August 31, 2007

3. We'll receive correspondence and inquiries from members ongoing through out this period
4. Set up a telephone feedback line that can be set up as a play list at the members website

#### Phase 2 - Decision Making: September 2007

Once our members consultation process is complete we present all suggestions and the board will make one recommendation to the members. This will be presented as vote by mail motion. The results will be emailed to the membership and reported in the November Journal.

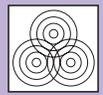
#### Phase 3 - Implementation: late 2007 /2008

Once we have voted on a name we will begin the process of developing a brand and logo that represent this new name and identity and that can be used in conjunction with our trade marked license agreement with Chloe Wordsworth. Our unique brand, tag line and logo will help us promote the value of sessions with qualified practitioners and will also support the association mandate to market practitioner services.

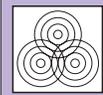
#### Next Steps

1. If you as a member have any burning questions or concerns you are welcomed to call us sooner than later. Please call our **1-800-685-2811 ext 4** and talk to our newest board member Shyama Orum.
2. We will be emailing the membership 2-3 times with reminders to complete the survey to let us know your perspective on this topic.
3. Sign up for the RadioCast on this topic this August 29th 2007 at 9:00PM Eastern/ 6:00PM Pacific with board members Shyama Orum and with Sally Herr as host.

**Take the Survey - Until August 31, 2007 at: [www.hramembers.org](http://www.hramembers.org)**



# RR PRACTITIONERS



This information was current as of press time. For most recent updated information, visit the HR Web site at [www.holographic.org](http://www.holographic.org). To update your information, please email the HR Assn office at [hra@holographic.org](mailto:hra@holographic.org).

- HR Practitioner does Proxy Sessions
- ❖ HR Practitioner does Proxy Sessions for Animals

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Shirley Collins	913-341-2704	Overland Park

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### Minnesota

Quiana Grace Frost	612-910-4454	Northfield
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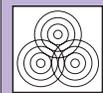
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## UNDER A HAWAIIAN FULL MOON

OCTOBER 18-25<sup>TH</sup>, 2007

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HRA Approved for Practitioner CEU Credit

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## New Practitioners Corner

Congratulations to Our Newly Certified Practitioners!

Joie Jacobsen, NY  
Merrill Tomlinson, NY  
Gladys Murphy, NJ  
Jane Jenkins, WV

Diane "Dee" W. Jenkins, WV  
Teri Anderson, NC  
Katharina Woodworth, WA  
Nancy Martin, RI  
Dawn D. Larson, CO

Debra Thompson, WA  
Susan Neander, CA  
Kathleen McNamara  
Daphne R. Ervin

## Holographic Repatterning Teachers

### United States

Chloe Wordsworth, founder AZ  
Victoria Benoit AZ  
Michelle Bongiorno NY  
Mary Cameris OK  
Meryl Chodosh-Weiss NY  
Kenya DeRosa NY  
Mandira Gazal MI  
Dorinda Hartson AZ  
Sheri Jyoti-Ironwood AZ  
Jennifer Johnson WA  
Sue-Ann MacGregor TX

Bobbie Martin MO  
Georgia Dianne Miles NC  
Ardis Ozborn AZ  
Sylvie Salinas TX  
Shady Sirotkin NM  
Victoria Tennant WA  
Kaye Paton-Zeiger CO

### International

Michael Fisher Canada, BC  
Clara T. Olivares Chile  
Lilian Altamirano Mexico

Rosaria Azpiri Avendano Mexico  
Carin Block Bucher Mexico  
Karine Bourcart Mexico  
Maite Herrera-Lasso Mexico  
Yuriria Robles de Miranda Mexico  
Leopoldina Rendon Pineda Mexico  
Hebe Aloji Sciano Mexico  
Ana Signoret-Marcellin Mexico  
Elisa Akka Sanchez Spain  
Josie Airns U. K.

## New Process to Approve Allied Modalities

In April of 2005, the HRA Board of directors approved a policy expanding the range of courses available for the annual retake requirement. Certified members must complete a Resonance Repatterning® System seminar or retake of 16 hours classroom time per year. The HRA 2005 policy expanded this requirement to include course work in an allied modality related to the Resonance Repatterning System®. For more information on the annual continuing education unit (CEU's) coursework requirement including the current list of approved allied modalities, please visit: <http://www.hramembers.org/BoardRoom/Policies/certrenewal.htm>

With the approval of this policy, many members wondered if their favorite workshop or alternative healing seminar could now be included in this list and have been patiently waiting for the new approval system to be put in to place to find out. We are pleased to announce that we now have such a system.

**How It Works** - Practitioners are invited to submit proposals for new allied modalities to add to the current list at any time during the year. All submissions will go to the Continuing Education Committee for review and recommendation to the board once a year. This is due to the volunteer nature of our organization and the limited time available to do approvals. In a typical year, the HRA Board of Directors will receive the proposals on an on-going basis until the period ending December 31st of each year. The board will then review all proposals for approval during the April-May board meetings and outcomes will be published at the members website and in the HRJournal.

**JUMP STARTING 2007** - To jump start the annual process, applications received now and until the end of September, will be considered for approval at the November 2007 Board Meeting.

All application received after September 30<sup>th</sup> will be included in the regular annual cycle to be approved in April/May of 2008.

Here are the guidelines for submitting your proposals. All proposals are received online at: <http://www.hramembers.org/BoardRoom/Policies/proposedmodalities.asp>

### Guidelines for Submitting a Proposal:

- Allied Modalities must complement Resonance Repatterning® (RR), rather than be an entire system of work that is a variation of RR that might be used in its place. For example, we do not recommend EFT or Psych K.
- Allied modalities found in Modalities for Transforming Resonance Patterns would be considered for approval. Most are already on the current approved listing, i.e., Jin Shin.
- Proposals for allied modalities must be received by the HRA administration by December 31<sup>st</sup> of each year for review by the Continuing Education Committee and recommendation for approval at the April /May Board of Directors meeting.

**About the Annual Course Credit Requirement** – All members are invited to take the Peer Mentoring program with Victoria Benoit offered by the HRA. The 8-week TeleSeminar style program counts for 16 hours of the annual course credit. For those unable to get to travel or attend a regular seminar this may be an economical and convenient option. Visit the HRAMembers.org website for details and registration.

The HRA will be auditing members for their course credits later this year. Be sure your re-take requirements are up to date. For more information, questions etc. contact Karen Kent, Chair Continuing education.

### Build Your Practice!

Starting this August until September 20th  
An Affiliate Opportunity for  
Resonance Repatterning Practitioners

Promote a proven group proxy series  
beginning this fall and

- retain your client referrals
- build your practice and
- earn a 50% commission

Contact Carolyn Winter, practitioner  
for details

416-410-2349

or visit

[www.LightTravels.com/affiliate.htm](http://www.LightTravels.com/affiliate.htm)



### Contact HRA

Virtual Assistant  
Joesphine Rovari

1-800-685-2811

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

Contact Us page to subscribe to email  
Member Services page to access all other  
HRA web site pages.

### At the HRA Web Store...

Membership Application and Renewals

Certification Registration

Print Ads for the HRA Journal

Product Listings

[www.hramembers.org/webstore.htm](http://www.hramembers.org/webstore.htm)

## HRA TeleSeminar Events:

Coming October 10<sup>th</sup>

### Peer Mentoring with Victoria Benoit

In this 8 week TeleSeminar, Victoria Benoit will facilitate discussion among peers to support each other in our role as practitioners. This is an opportunity to share challenges, ask questions about the remote corners of the Resonance Repatterning System, connect with peers for mutual support and also be repatterned for the issues we have in common. A total of 16 hours for 16 CEU's would meet the annual re-take requirement.

Register early to reserve your space.  
\$300.00

## Center for Extraordinary Outcomes Holographic Repatterning®



**VICTORIA BENOIT, MC**  
Master's Degree in Counseling

*Victoria studied Holographic Repatterning (HR) under its developer, Chloë Faith Winkler starting in 1991. Certified as a Practitioner in 1994, and as a Teacher in 1996, Victoria uses her HR skills to clear her clients' unconscious patterns, allowing them to move into optimum health and well-being physically, emotionally, mentally and spiritually.*

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Feeling stuck in  
your business?

Feeling stuck in  
your certification  
process?

Just maybe you  
were stuck or held  
back in the womb?

Oct 26-28<sup>th</sup>, 2007  
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This three day healing experience is designed to transform those unconscious beliefs and patterns from conception through birth which are holding you back from experiencing life fully and from moving forward in your business or your certification process with velocity!

The first day we will clear conception, implantation and discovery concerns relating to the first trimester. The second day we will focus and clear issues related to the second and third trimester. And on the remaining day we will have an opportunity to re-create and enact the birth journey you wanted with all the love and welcoming you deserve. It will change your life forever!

Can you imagine how free you'll feel? Think about how much easier it will be to enjoy life and achieve your goals and hearts desires.

*"I feel a real deep, deep peace. I have a new experience of what peace really means. I received the undivided attention and eye contact that my mom was unable to give me at the time. I feel free to smile and express myself fully. After I had the experience of being a mom for someone as they were enacting the birth they wanted, I experienced a comfort and capacity to be present and nurturing for someone and I now feel comfortable approaching and moving forward on my accreditation journey."*

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Victoria Benoit, M.C.—Practitioner/  
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# WORLD PEACE HOLOGRAM



**URL: [www.WorldPeaceHologram.org](http://www.WorldPeaceHologram.org)**

**Visitors to the website since September 2005:  
Over 137,000**

**Current Subscribers: 691**

First of all our appreciation for the volunteers who have given freely to this program. We appreciate your compassion, heart and generosity of spirit. and for making this public service program possible. Our thanks to:

Sara Gibbons,	Victoria Benoit
Kimberly Rex	Jyoti Ironwood
Yvonne Brown	Tina Beneman
Susan Kansky	Kathy Kulaas
Susana Sori	Vivienne Turkington
Kathie Joblin	

You are Invited to Join the program - Visit the website, <http://www.WorldPeaceHologram.org> and be included in the weekly long distance repatterning sessions by creating an account. Login and you will be able to submit your information to be repatterned.

Every week a volunteer practitioner takes the submissions of participants in this group proxy program and does a repatterning for peace. Our underlying principle of the program is that our sessions create peace in the world by creating peace in your heart. What we resonate with and what we think manifests in our outer reality. Reflect on the events of the world and how they are mirrored in your own life. Here are some examples:

- Youth violence in an urban area may be mirrored as poor communication with your children
- The war in Iraq (or anywhere) may be mirrored as the internal war we are experiencing with emotional conflicts in our family, partnership or marriage, or work
- World poverty may be mirrored as our own worry about not having enough, not having our needs met.

When we clear our own unconscious resonance with pain, limitation or limiting beliefs etc. whether its our internal conflicts, relationships or circumstances, our energy field glows with coherence, and pumps that frequency out into the world. The planet changes, the universe expands, and a little more peace is added to the hologram.

## **SUBMIT YOUR INFORMATION TO BE REPATTERNED:**

Even though it is a group program, You may customize the long distance healing sessions to your own circumstance by identifying your information that needs repatterning and submitting your issues and intentions to be repatterned. Login at the program website:

<http://www.worldpeacehologram.org>

and look for the Submissions tab.

**Integrate the Sessions** - Our long distance healing sessions offer many levels of participation. Signing up and giving permission to participate is the first level and many people report just feeling better, knowing they are part of the program. This level would work especially well for groups you would like to invite but have limited access to the internet. They only need to sign up once to be included.

The second level is to regularly submit the issues of non peace in your life to be repatterned as well as the intentions for which you would like greater coherence.

The 3rd level is to regularly reflect on how peace is now showing up in your life, and reflected in the world. You may find that visiting the website and reviewing the session notes found at the Calendar of Events will help you in this endeavor. For others, mediation is just as powerful. Be sure to acknowledge yourself for the shifts and gains you have made no matter how small. They will soon become second nature and form a platform for continued growth and world peace.

**Web Site Changes** – Our thanks for your patience as we once again upgrade our World Peace Hologram website. We are re-designing the website to be a little more accessible and provide more information to everyone about this unique long distance healing program. The site is scheduled for a relaunch in early September 2007.

In preparation for this re-launch your suggestions about the program and the website would be most welcomed. Please complete the survey at:

<http://www.repatterning.org/worldpeacehologram.asp> In the meantime, the program will be running as usual with our irregular newsletter reminders. We will email you with an announcement when the site is ready to re-launch.

In the meantime, please be sure to promote this program where you can in your business or practice. Invite any groups you are affiliated with to participate and offer to put notices in free publications. The involvement of all members is appreciated.

## Save the Date!

Our next  
**Annual Teleconference  
Meeting of Members  
and Special Events**

**February 23<sup>rd</sup>, 2008**

Details coming this fall...



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## Resonance

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## Repatterning

You can change the frequencies you resonate with and change your experience of life for the better... the purpose of the Resonance Repatterning system.

## Seminar

You can uncover and repattern your own frequency patterns by studying the Resonance Repatterning system. Visit our website for the most up-to-date training schedules and information.



QUANTUM CHANGE MADE EASY

[www.ResonanceRepatterning.net](http://www.ResonanceRepatterning.net) Schedules/Seminars, Schedule 2007



## The Holographic Repatterning™ Association Together we are more!

Login at [www.hramembers.org](http://www.hramembers.org) for more details

### What The HRA Board and Committees Are Working on Next—Your Participation is Key!

#### Governance:

**Name Change** – We have launched our consultation process for changing the HRA name in accordance with our license agreement with Chloe Wordsworth. Learn more about the process and send in your feedback at: <http://hramembers.org/projects/renambackground.htm>.

**Allied Modalities** – A call for proposals! We now have a process in place to accept proposals for approving seminars to add to the list of Allied Modalities. Read the article in this journal or visit the web link at: <http://www.hramembers.org/BoardRoom/Policies/proposedmodalities.asp>

**Planning the February 23, 2008 Annual Meeting of Members** – Idea for special teleconference events are welcomed.

#### Membership Services:

**Annual Evaluation** – The HRA board has now put into place a membership survey and evaluation that we will ask members to complete upon their annual membership renewal. Your submissions will be reported to the HRA board quarterly to use in our planning process and will be reported annual in the annual report to members. Current Members may complete the survey at any time at: <http://www.hramembers.org/Membership/annualsurvey.asp>

#### Programs:

**ELearning** – This year we have confirmed 2 TeleSeminars for members. Beginning October 10th we will offer our second teleseminar **“Peer Mentoring” program with Victoria Benoit**. Watch your email “InBox” for details.

**ELearning Feedback** – Our survey is now collecting member’s suggestions for teleseminars for 2008. Please visit the website and send in your ideas. This process closes in the late August and the committee will then use your suggestion to put out a call for proposals and finalize the calendar by November of 2007 for the 2008 year. Visit <http://www.hramembers.org/Programs/esurvey.asp>

**RadioCasts** – Visit the [www.HRAMembers.org/radiocastcenter.asp](http://www.HRAMembers.org/radiocastcenter.asp) webpage for the latest interviews or to sign up for participation in upcoming live recordings. Our first interview of the year is an interview with Chloe Wordsworth on the Year Ahead at the Resonance Repatterning Institute. An archive page for all interviews from 2006 is also set up at the radiocast center page.

#### Special Projects:

**Volunteer Opportunities** – The HRA is a self-regulated voluntary organization that depends on the involvement and contributions of its members. Find out where volunteers are currently needed at: <http://www.hramembers.org/BoardRoom/boardroom.asp> or contact President Carolyn Winter at 1-800-685-2811. In addition to the personal benefits of working closely with others in the Association, you will be making a contribution that benefits all of us for years to come at: <http://www.hramembers.org/BoardRoom/boardroom.asp> or contact President Carolyn Winter at: 1-800-685-2811.

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