

INTRODUCING THE INSTITUTES

The Milton H. Erickson Institute Of Florianopolis, Brazil

By Roxanna Erickson Klein RN, PhD



The idea of starting an institute began in 1995. Márcia Alencar, a clinical psychologist, came upon the Brazilian translation of *Experiencing Erickson* by Jeffrey Zeig while at the airport in Florianopolis. Becoming interested in the ideas, she decided to attend an upcoming workshop taught by Zeig. Coincidentally, after the workshop, she ran into Zeig at the São Paulo airport, as he headed to Florianopolis for vacation. Then Zeig invited her to attend the Evolution of Psychotherapy Conference in Las Vegas, held in December of 1995.

At the Evolution conference, Alencar was fascinated by the ambiance of so many great masters teaching and learning from one another. She began to feel connected with the Ericksonian "family" and made many significant acquaintances. Among them were Marília Baker MSW, and Sofia Bauer MD who four years later joined her in establishing the institute in Florianopolis. She also met Ricardo Feix MD who was working with hypnosis in Porto Alegre, in the State of Rio Grande do Sul, Brazil.

By 1997, Alencar had partnered with Feix and Dr. Victorio Velloso MD, to establish the Instituto Milton H. Erickson Brazil Sul with activities in both Porto Alegre, the State of Rio Grande do Sul, and also in Florianopolis in the State of Santa Catarina.

As interest grew, Alencar aspired to establish an independent institute in Florianopolis. She teamed up with Sofia Bauer who at that time was a member of the board of directors of the Instituto Milton H. Erickson of Belo Horizonte, in the State of Minas Gerais. Bauer had done a great deal of teaching in Florianopolis. Alencar and Bauer joined with Marília Baker, a Brazilian psychotherapist living in Phoenix, Arizona. The three rightly felt that establishment of the Institute in Florianopolis would expand the knowledge and appreciation for Dr. Erickson's work to the region, and would provide great resources for other professionals.

The Institute is comprised of a private practice as well as a teaching component. Visiting masters of Ericksonian work including Zeig, Gilligan and Teresa Robles have enhanced the Institute's program. Sofia Bauer MD has taught for many years, and is the scientific director of the Institute. Marília Baker, MSW has helped substantially with international interest. Baker is an invaluable contributor with her broad knowledge of international perspectives, and she facilitates contact with other professionals around the world.



*Marcia Alencar, Lic Psy
and Sofia Bauer MD*

Marcia Alencar, Lic Psy, the executive director organizes the teaching seminars. She also appears on television and in public lectures to further the understanding of hypnosis. It is her clinical work as a family therapist, and student supervisor that constitute the day-to-day activities of the Institute. Last year Alencar worked with a master's degree student from the Federal University doing research on the effects of hypnosis on pain management in fibromyalgia. It is hoped that this initiative will inspire additional research investigation. Alencar now teaches a specialization group through the University of Lisbon, Portugal. She is now working on a Portuguese handbook of Ericksonian Therapy as well as dreaming about future volumes related to Ericksonian Family Therapy.

A major meeting that was orchestrated by the Institute was the Third Meeting of the Latin American Association of Milton H. Erickson Institutes and Centers held in Florianopolis in May of 2002. This important congress brought together for learning and fellowship attendees from 26 Erickson Institutes. This meeting reflects the cooperative spirit of this institute and the magnitude of the work that they have done.

Exploration of the effects of hypnosis on psychotherapy continues to be a driving interest of the Institute. Now approaching their tenth anniversary of the Instituto Milton H. Erickson of Florianopolis, there are a great many successes to reflect upon, and an energetic start on future endeavors. What distinguishes this Institute is their enthusiastic cooperative efforts coupled with a deep commitment to bring a higher level of understanding to professionals and to the public about the value of hypnosis.



ENCOUNTER THE REAL BAJA, MEXICO...
and your vocation can be a vacation!
oct 31 - nov 3 2008

***Mexican Cultural Experience**

***Develop your intuitive therapeutic self**

***International panel of renowned speakers**

***Advanced Ericksonian Training in natural setting**

***Discover the Serenity + the Beauty of Baja and more...**

Centro Ericksoniano La Paz, Baja California Sur, Mexico

venydescubre@hotmail.com

Tel.- (52) (612) 12 2 00 00 / www.venydescubre.com

www.vivalapaz.net

www.visitlapaz.org