



## Love Is in the Air!

Welcome to February! The red hearts, chocolates, and flowers we see everywhere remind us that Valentine's Day is right around the corner. At the Hoffman Institute, we think it's most important to celebrate and honor the person who deserves your love above all others -- YOURSELF. Then, and only then, do we encourage you to express your authentic love and appreciation to those in your heart. Hoffman teacher Hilary Illick will show you how to do exactly that in her heart-warming piece below, "Where to Aim Cupid's Arrow."

Continuing the theme of love, we are excited to announce that we are launching Hoffman's first-ever radio show. "The Hoffman Connection" starts February 14th (Valentine's Day!) at 4 PM PST on [voiceamerica.com](http://voiceamerica.com), the Variety Channel. Each weekly show features Hoffman CEO Raz Ingrassi and Supervising Teacher Ed McClune in lively, spirited discussions with amazing guests. Call in with your questions! Our first show features world-renowned author, speaker, and intuitive Sonia Choquette discussing love, intuition, and she'll be giving listeners a free gift.

And, in commemoration of our 45th anniversary, test your knowledge and learn fun and frivolous Hoffman facts by taking the Hoffman Trivia Quiz!

*Here's to Staying Connected ... with yourself, with others, and with your Hoffman family.*

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Hoffman's radio show count down!

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### Hoffman Institute Foundation

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800/506-5253 or 415/485-5220 | [hq@hoffmaninstitute.org](mailto:hq@hoffmaninstitute.org)

## Teacher's Corner

### Where to Aim Cupid's Arrow

by Hilary Illick

If you could choose anyone in the entire world to fall in love with you this Valentine's Day, whom would you choose? Seriously. Give it your consideration.

Which person, out of everyone on the planet, would be the most fulfilling to have fall in love with you? The most life changing? Whose love, whose approval, whose affection, whose benefit of the doubt, whose championing would make the biggest difference to you?

Out of anyone -- yes anyone -- on the entire planet, yours would. In fact, it's your love and approval and affection, your championing, your benefit of the doubt, your healing, your blessings that you really crave.

Here's the deal. We think we want other people to love us, especially certain other people. We assign them the role of the person whose love we think we need. We think we need it to survive. Yet the person whose love we really crave is our own. We're the one we spend every minute with. We're the one whose voice is piped into our heads every waking minute. Even asleep, it's our dreams we experience. Imagine your world and your life with love coming at you 24/7, from the inside. This is entirely possible. In fact, you already know what it's like.

At your Process, you experienced self-love. You felt what it's like to love who you are, and your whole world felt different. You may have looked in the mirror and been able to see the shift. You beheld the radiance, the love, shining back at yourself from your very own eyes. From the state of self-love, life changes. Colors appear more saturated. Food tastes more flavorful. Other people even seem different. Someone previously experienced as threatening may seem from the state of self-love more vulnerable, or in pain. Our capacity for compassion deepens. Our stress level lowers. Even traffic jams can seem less annoying.

You know how to attain this state. You do this by remembering who you really are. You are your spiritual self. And by remembering who you're not. You are not your patterns. Self-love -- establishing a healthy, loving relationship with yourself -- is a requirement for experiencing healthy love and intimacy with another. What goes on inside of you sets the tone for how you experience everyone and everything else.

This Valentine's Day, give yourself the gift you so deeply crave, the gift of your own love. Take yourself on a date, or an adventure, something you've been hankering to do -- whether or not someone else is available to do it with you: your company is enough. You are enough. Read the note you mailed yourself from your Process. Text yourself a reminder that you are not your patterns. Look into those eyes of yours and see your spiritual self shining back. Hug your body. Tell yourself what you really need to hear, in words only you can say.



Process teacher Hilary Illick

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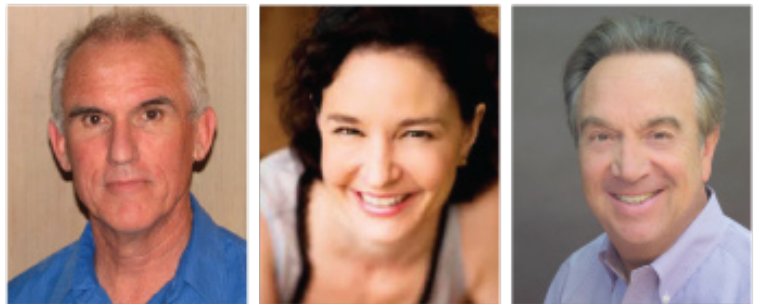
## Hoffman on the Radio!

### Hoffman Radio Show Launches in ONE Week!

Listen and Win Our Special Guest's, **Sonia Choquette's** \$99 Course for **FREE!**

Tune in next Tuesday, February 14 (Valentine's Day), at 4PM PST to the premiere broadcast of "The Hoffman Connection" on [voiceamerica.com](http://voiceamerica.com), the Variety Channel! Each week,

Hoffman CEO **Raz Ingrasci** and supervising teacher **Ed McClune** will discuss Hoffman-related issues with special guests, and you're invited to call in to join the conversation.



Ed McClune, Sonia Choquette, and Raz Ingrasci

Next week's debut show is all about **Love and Intuition** and it features a very special guest -- world-renowned author, speaker, intuitive, and vibrational healer Sonia Choquette. All listeners will receive Sonia's inspirational \$99 online program: "**The Answer is Simple: Love Yourself, Live Your Spirit**" **absolutely FREE** for one day only!

If you'd like to attract, recognize, and experience greater authentic love for yourself and others, tune in. Raz, Ed, and Sonia will help you increase your ability to listen to and trust your intuitive voice in all areas -- especially around matters of the heart.

Can't catch the show live? Go online for the free recording at [voiceamerica.com](http://voiceamerica.com) "The Hoffman Connection" show page archives.

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## 45 Years of Cool Hoffman Trivia!

Hoffman is celebrating its 45th anniversary this year. To commemorate, we went to the vault and unearthed some fascinating and fantastical facts. See how much you know about Hoffman's history by answering these questions. Not to worry -- we won't leave you hanging. Answers are located at the bottom of this email.

- In which room at White Sulphur Springs did legendary singer/songwriter John Denver stay during his Process?
  - Cottage #4
  - The Inn, Room #3
  - The Carriage House, Room #124
- What was Bob Hoffman's favorite holiday?
  - Chanukah
  - Thanksgiving
  - Christmas
- In what year did the Process go from being presented two evenings a week for 13 weeks, to its current format of eight consecutive days?
  - 1991
  - 1989
  - 1985
- How many Wiffle bats did the Hoffman Institute U.S. use and sell in calendar year 2011?
  - 1,217
  - 1,705
  - 1,275
- How many Hoffman teachers are currently on staff?
  - 14
  - 9
  - 22

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## Upcoming Graduate Courses

Hoffman Graduate Courses are great ways to stay connected to your Process, brush up on Hoffman tools, and have a Light experience. Courses include Graduate Refreshers, Teleclasses, Q2s, and InnerWork for Leaders.

### **Teleclasses:**

To check out the schedule and get more info, [Click Here](#)

### **Refresher Courses:**

New Refresher Courses are coming to California in March. Check out the schedule and get [more info](#).

### **Q2 Graduate Intensive**

Live your life so that the power and transformation you experienced at the Process continues to expand and deepen.

California Dates

\* March 30-April 1, 2012

\* July 20-22, 2012

Check out all dates, locations, and more information [Here](#).

### **InnerWork for Leaders**

This new, 3-day weekend provides the space for the deep, inner work of claiming your wholeness and vision as a leader at a powerful new level.

Think this course might be for you? Have a look [Here](#).

And while you're there, explore the InnerWork for Leaders Coaching Program!

**For detailed information on all graduate courses, please go to**  
[www.hoffmaninstitute.org/graduates](http://www.hoffmaninstitute.org/graduates)

**To register for any graduate course, please call 800/506-5253 or sign up online at**  
[hoffmaninstitute.org/gradreg](http://hoffmaninstitute.org/gradreg)

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## Upcoming Process Courses

Hoffman's Process calendar is abundant with powerful, Light-filled offerings -- approximately 30 Process choices abound per year. Many courses fill to capacity; please [register](#) early!

**For a full listing of all Process courses, please see our [Calendar](#)**

**To register online, please go to: [hoffmaninstitute.org/register](http://hoffmaninstitute.org/register)  
or call us at 800/506-5253**

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## Inspirational Quote

*To love oneself is the beginning of a life-long romance.*

~Oscar Wilde

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Cool Hoffman Trivia answers: 1-b; 2-c; 3-c; 4-a; 5-c