



# GSCS Monthly e-newsletter

*"The official voice of straight chiropractic in NJ"*

JULY/AUGUST 2020

**[CLICK HERE](#)**

for GSCS website

**[CLICK HERE](#)**

for GSCS Facebook page

**[CLICK HERE](#)**

to e-mail the GSCS



## From The Prez

### Abundance

Abundance is a concept that few of us as chiropractors are embracing right now but it is always available. In a time when his disciples were being maligned and attacked, Jesus declared that the fields were ripe for the harvest and that we need laborers. In a time when few are talking about people to

totally different environment. Building and maintaining a chiropractic office requires fortitude to operate on the same principles regardless of the external environment. To paraphrase BJ Palmer, it is the path of least resistance that cause men and rivers to grow crooked! Keep on, keeping on!

Jay Yuhas, D.C.  
*GSCS President*

## Monitoring Ankles

My wife and I traveled to Florence Italy in 2016 for the Academy of Chiropractic Philosophers (ACP). There has been and continues to be a growing interest in the philosophy of Chiropractic and Chiropractors wanting to learn more about it. It was also a blessing to teach there with United Kingdom resident and New Jersey native, Dr Val Pennacchio.



While in Florence one naturally visits the museums and of course we went to the Galleria dell'Accademia di Firenze to view the statue of David. It was remarkably interesting to learn that Michelangelo did not do any teaching, telling the younger sculptors to simply follow him around. Something "innate" had to be in them to draw out from the stone what was in it. Michelangelo completed the David in 1504 and 350 years later (19th century) fractures were found in David's ankles and have been monitored since 2001. David is at risk of crumbling. Experts think the ankles could give way under the universal force of an earthquake. Weak ankles affect stability.

The David's situation reminds me of Chiropractic. Our philosophy causes us to think differently about the human being and the human body. We ask and explore different questions (science) and express it differently than other healing/life practices (art). The Bible references the ankles when discussing enlargement, feet secure, not stumbling, and steps. Is the philosophy of Chiropractic the ankles of our profession? If weak, will our ankles crumble causing an unbelievably valuable profession to have a lesser impact on peoples' lives? In the subluxated year of 2020 the American Chiropractic Association (ACA) stated, "ACA is committed to addressing misinformation that may cause confusion. For example, some claims are being made that spinal adjustments can boost immunity and decrease the risk of contracting COVID-19. While spinal adjustments are effective for a number of conditions, there is no quality evidence to support that they can improve immunity to COVID-19." In addition, the World Federation of Chiropractic (WFC) has stated "There is no credible scientific evidence that chiropractic spinal adjustment/manipulation confers or boosts immunity. Chiropractors should refrain from any communication that suggests spinal adjustment/manipulation may protect patients from contracting COVID-19 or will enhance their recovery. Doing otherwise is potentially dangerous to public health." There are also individual chiropractors who chastise, and file complaints against, Chiropractors who communicate otherwise. Each of these positions stand on a philosophy.

It is imperative that we continue to read and study all three branches of Chiropractic, its philosophy, science and art. I have long said that Chiropractic cannot be taught, it must be caught. This is like Michelangelo's approach of having "students" follow him. However, unlike Michelangelo, we must understand our philosophy and be prepared to TEACH it to those practicing and entering our profession once they have CAUGHT it. The same goes for the people in our practices. Like the Galleria dell'Accademia di Firenze, we must monitor our ankles.

**References:**

[https://www.wfc.org/website/images/wfc/Latest\\_News\\_and\\_Features/Coronavirus\\_statement\\_2020\\_06\\_15.pdf](https://www.wfc.org/website/images/wfc/Latest_News_and_Features/Coronavirus_statement_2020_06_15.pdf)

<https://www.acatoday.org/News-Publications/Coronavirus-COVID-19>

*submitted by Bill Decken, DC, DPhCS*

## Practice tip

### Started at Zero

At a Garden State Chiropractic Society convention some years ago, GSCS past-president Mark Messano, DC, delivered a presentation addressing how he approached opening his own office after graduation. The central message was that he started by envisioning what he ultimately wanted his practice to be and chose to start out that way. As he described it, a good strategy for having the office you want would be to start out how you want to end up.

Sitting in the audience that day, I realized how smart this was and wished I had been able to be so enlightened on the day of my own graduation. There were many things I wound up “borrowing” and implementing from instructors at the college, for instance – and, then, many more I had to develop on my own to replace the borrowed things that I came to understand as taking me in the wrong direction for me.

A chiropractic office is only a tool or vehicle to express the chiropractor’s mission. If you notice that you’re not getting ever closer to where you wish to be, you could decide to just give up, keep going and force yourself to get comfortable with winding up someplace else, where you likely may not be happy. On the other hand, like Mark pointed out and as I discovered at least in part by making mistakes, you could decide ahead of time where you want to go and plan and choose carefully about how to get there.

One of the things every chiropractor who started off in their own office shares is that they all started at zero - specifically, seeing zero patients. I did that for one morning. That afternoon, I had my first family of four come in, who, over the next 36 years, referred many more families and individuals. The thing is, along the line, as the years went by, I managed to wind up exactly where I started, seeing zero patients per day.

At this point, I imagine you may be wondering, what’s he talking about? Who wants to end up seeing zero patients?

Perhaps the question you might want to ask instead is, how did he do that? Let me see if I can explain or clarify that. In a word, I *chose* to do that. Once I made that choice, the *how* of doing it was easy. It was pretty easy to see when something was distracting from the model’s ideals.

I knew I was going to become a chiropractor by age five but my chiropractic thinking was influenced by the genius of Reggie Gold’s insights and crystallization in the 70’s of what was, arguably, a new and different take on why it was in every living person’s best interests to be checked for vertebral subluxations and have adjustments delivered when they are found, available to them from someone trained and willing to use valid criteria and methods to do so. This would come to be identified as non-therapeutic straight chiropractic. The soundness of this model was immediately obvious to me and its enormity was exciting. My chiropractic education was influenced by several things, including the ongoing tug-of-war in those days between the college’s desire to present that non-therapeutic chiropractic model and the desire of the CCE and its supporting groups and individuals to stomp it out of existence - in short, these entities adhere to a form of chiropractic stemming from a therapeutic model with a goal that was and still is in competition with medicine for societal prestige and third-party payments for therapeutic services – as well as the fact that many of the instructors in those days came from that traditional therapeutic model themselves.

So, back to how seeing zero patients make sense in this?

If your mission is congruent with the non-therapeutic model, you can have bunches of people visit your office and see zero patients that day. The reason is, you’re not offering therapeutic services, so





they're not *patients*! This is not just semantics, either. Words do have power and influence. Psychological healthcare experts will point out that people who are called "losers" and other horrible names their entire lives will come to live out that identity, acting like losers. What do you think people come to be if they're called patients, whether in your public announcement that you are accepting "New Patients," at the first encounter in your office on your "New Patient" forms, when you tell them they will need to attend your "New Patient" orientation, etc.?

I didn't want that to be where my office wound up. The solution? I just didn't use that word. I started at zero patients and, quite purposely and happily, *stayed* at zero patients per day. The benefits? I had to deal with almost zero therapeutic comments or questions – you know, the ones that start with someone pointing to a spot, saying "Right here," for instance. **People** understood why I had an honor system as the method of exchange and that one part of their responsibility in that was to share information about vertebral subluxation with others. As a result, those people made referrals of others, simply because they had spines and were alive, not because they were hurting.

Not using that one word, patient, is just one way to help you stay congruent. There are so many more. You can find out more about understanding the non-therapeutic chiropractic model by contacting the GSCS and the members are always glad to share their insights and experiences so that we all can be better at this and enjoy the successes that will bring to you and the people you see in your office.

So, now my turn to ask a question of you. Where do you want to be? Start by being there today!

*submitted by Jim Healey, DC*

## GSCS Convention 2021

The Garden State Chiropractic Society has scheduled their convention for April 10 & 11, 2021 and it will be presented virtually. 15 hours of continuing education will be submitted for approval and more details will follow. In the meantime, reserve the date on your calendar and check back with us next month.



## Philosophy article

### The Perfection of the Triune

In order to have 100% Life, there must be 100% Intelligence, 100% Force, 100% Matter. While I am not much of a Philosopher and Reggie Gold gave a much better explanation of this principle than I ever could, this is one of Stephenson's principles worth visiting. I think we would all agree that 100% Life is the goal of a fruitful existence. In my opinion, the intelligence itself is always at 100 percent, read on. It is the transmission of that intelligence over the nervous system that becomes disrupted by a vertebral subluxation. By definition the vertebral subluxation must have a neural impact. This impact on nerve transmission by definition will impact the function of 100% force in delivering intelligence to matter. The matter will now no longer receive 100% transmission of intelligence. The intelligence itself remains at 100% but can not be expressed properly through matter. In essence, a misfire if you will. The matter now will suffer neurological insult and consequently dysfunction and ultimately injury. Now you have matter that is less than 100%. The effect is now less that 100% intelligence getting to less than 100% matter with less than 100% force. Therefore, my conclusion is this matter, pun intended is that you can not have 100% Life with a vertebral subluxation present.



*submitted by Jay Yuhas, DC*

## Today's quote

*"Change is inevitable. Growth is optional."*

– John Maxwell



## Become a GSCS member

Not a member? Are you a student considering practicing in NJ? Are you a DC affiliated with an organization that just doesn't represent you and your understanding on chiropractic? Are you a DC who just has not gotten around to joining a state organization yet?

Join Us!

The GSCS is New Jersey's oldest and most respected chiropractic organization. Our mission has never wavered. And now is a great time to join the GSCS.

Click [HERE](#) for a membership application.

GARDEN STATE  
CHIROPRACTIC SOCIETY  
P.O. Box 298  
Franklin Park, NJ 08823

