



# GSCS Monthly e-newsletter

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

FEBRUARY 2021

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## From The Prez

### Continuance

It is a word that signifies a state of remaining in existence or operation. At Garden State Chiropractic Society, we are remaining in the teaching and protection of the modern paradigm of objective straight chiropractic practice and philosophy. In that regard, we are offering an online annual GSCS Convention with continuing education credits that I believe will be a good and rewarding program. We are continuing to advise our members to continue to teach chiropractic principles and practice the same during these tough times of pandemic. Also, we will never tell you how to practice in your office but as your President I do advise that you keep the minimum state guidelines for hygiene if you continue to keep your practice open as we are ambassadors of chiropractic to the world. That said I hope you are enjoying fruitful times in your practice and family life. See you online at Convention!!

## Simon Sinek's 5 rules for success



### Practice Tip

#### Bring a stranger to work day!

Have you ever seen the Febreze commercial where they show people contently enjoying their space only to be informed by a new occupant that their space in fact stinks! In all varieties of these commercials the people are “shocked” to find out how bad their space smells. The term they introduce us to is “nose-blind”. The marketing people at Febreze touched on a term that actually transcends the world of odor and accurately captures a bigger principle. The principal is: familiarity destroys objective awareness and breeds a level of cluelessness.

The other powerful principle we see is the source of identifying the problem.... Special equipment? Experts in the field of odor? We see (or smell) that the extremely simple and effective solution is outside objectivity!

Ok, now to our offices. If you have been in practice any length of time you are undoubtedly unable to see the many things about your office that the new observer will spot instantly. There are many ways to get the information you need. You could make a simple questionnaire that you periodically give to practice members you trust. You could every so often ask someone to take a minute with you and “walk through” their office experience from the parking lot to the bathroom and everything in between, including the office signs and forms of communication. One word of caution: The people who come to us LOVE US, so unless we stress that we need honest feedback to better serve our community, they will be inclined to say everything is great. Alternatively, you could have a fellow DC or even a staff member give feedback, but keep in mind they may be in the same boat as you.

Let's say you feel that you are not yet comfortable with a survey or with going through your office with someone, you have one other option, you. Yes, **if you come to your office as if it were your first time** you would be amazed at what you see. On your off time... Pull up to the office and really look at the sign, your door, things in the windows, etc., Walk in and look at the walls, rug, lights, seating, then



sit down. How do things look from their perspective? Do this for all aspects of the office. Do your tables need recovering? Posters and signs as old as you? Take your time, it really matters.

Bottom line, If we are diligent about staying in touch with the product we are putting out there we are better able to do the thing we exist for-LACVS and reaching as many people as possible.

Peace,  
Mark

*submitted by Mark Messano, DC*

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## GSCS Convention 2021 Register Now!



The Garden State Chiropractic Society has scheduled their convention for April 10 & 11, 2021 and it will be presented virtually.

We are thrilled to announce our exceptional line-up of speakers for our annual convention. Drs. Robert Berkowitz, Jack Bourla, Judy Campanale, William Decken, Anthony DeMarco, Joseph J. Donofrio, Brian Dooley and Christopher Kent have agreed to be a part of our program. 15 hours of continuing education have been submitted for approval. You will need thirty hours of continuing education, including at least two hours of nutrition and risk management completed by August 31, 2021 in order to renew your NJ license. Our convention will meet the nutrition and risk management requirements for NJ renewal.

Register now for PRE registration. **Rates increase after February 28, 2021.**

[Click HERE for PRE registration.](#)

[Click HERE for most current list of state approvals](#)

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## Philosophy article

### Why does Innate create a VS?

From time to time folks will ask "why does Innate create a VS?". Well just asking such a question makes me realize that far too many of us function as "Philosophical Chiropractors" but our clear lack of formal and foundational Chiropractic Philosophy is making it impossible for us to achieve that goal.

Further, our misunderstanding makes it impossible to cultivate a Philosophical patient base. Thus, I am moved to talk about some of the basics upon which our practice is based. Vertebral Subluxation(VS) is defined as movement of spinal bones which occludes a foramen, impinges a nerve and alters nerve function creating a state of dis-ease. VS is always negative and never positive. Since Innate cannot do anything to injure the body, it cannot create a VS, by virtue of it's defined properties. VS is only created when the body, under Innates direction, is unable to adapt to the external invasive forces which assault our bodies daily. Thus, VS is the result of a body which is overcome by external invasive forces which are either too big/strong to overcome or a body so weakened that it is therefore unable to adapt. Innate Intelligence never creates a VS....Get It????



*submitted by Joe F. Donofrio, DC*

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## Link to NJBCE Zoom meetings

The GSCS continues to have a presence at our monthly NJ State Board of Chiropractic Examiners meetings. Meetings are now on-line, so anyone can easily log on and experience the workings of our State Board.

A link to the meeting info can be found [HERE](#).

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## Today's quote



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## 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.

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