



# GSCS Monthly e-newsletter

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

December 2022

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## From the Prez

### A System

One of the most fulfilling and supporting things to know is that when you make the adjustment that you have made a correction. We have had several seminars at GSCS featuring Nick Spano, Ron Castellucci, Trent Scheidecker

and others to fulfill this very purpose. It is a good thing to know that no matter what the patient is feeling that a correction of the vertebral subluxation was made. Whatever your system is, have a system of checking and adjusting that gives you the confidence to look the patient in the eye and know that you have done your job. Certainty and confidence is something that build a relationship and rapport with the patient. This brings referrals and patients for life. Know that you know. If you need help, ask us? There are many seasoned GSCS members who would be glad to help!

Jay Yuhas, D.C.  
*GSCS President*

## Registration for Convention 2023 is Open!

The GSCS has set the date and place for the next annual convention. Join us April 22 & 23, 2023 at the APA Hotel in Iselin, NJ. The program will be in-person only (no live-stream option this time) and will carry up to 15 hours of continuing education (pending approvals). Remember, next year is our renewal year for NJ and you'll need to complete your 30 credits by August 31, 2023. Our program includes required nutrition, ethics and record keeping credits needed for renewal. New to this year's convention is a reduced registration rate for **First Year Chiropractors!**



### ***This year's outstanding slate of speakers includes:***

- Myron Brown, DC
- Judy Campanale, DC
- Damien Ciasullo, DC
- William Decken, DC
- Anthony DeMarco, DC
- Mary Ellen Rada, DC
- Mark Romano, DC
- Gary Rushing, DC
- Stamatis Tsamoutalidis, DC

[Click HERE for EARLY BIRD registration.](#)

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## Practice building tip

### The importance of Stretching and Chiropractic

One of my greatest mentors, Dr. Charles Ward used to often say, *"If you don't have any challenges, get on your knees and pray for some."* He never used the word *"problems"*. He always used *"challenges"*. When I was younger, I didn't really get the point. I understood that life's difficulties made you stronger, and all that. But, PRAY for challenges? That really didn't appeal to me.



I now get it. We talk so much about how chiropractic helps someone live closer to their potential, and it certainly does. But what about the potential YOU, the chiropractor has? As we approach a New Year, are you planning for growth in your office? Do you plan on stretching yourself to help more people with the wonderful gift of chiropractic? I hope so. So, what does this have to do with praying for challenges? Well, kind of everything. Because if you want to help more people, it means growth, right? Does growth come easy? Not usually. Does it come with challenges. Yup. But I believe you are either growing or contracting, nothing stays the same. Do we need to talk about excuses? I rather not, but let's anyway. Here are some for you: The economy is sucky. Covid is still affecting society and my office. I am old now. I have no new ideas. My people don't refer. My staff is my problem. I have no staff. People are going to PT now a lot more. Now here is the dirty little secret. *None* of these are challenges. They are only useless little excuses. No problem. Let's talk about solutions.

One thing that all successful people have in common is that they willingly do things that less successful people find distasteful or too difficult. In other words, they are doers. Can you make a list of 10 things that you can do to grow your practice? I bet you could. What would be the payoff? Well, you would be helping humanity and probably saving some people's lives. That's a pretty good incentive. What else? Your practice would be more fun. Your income would be better, which may not matter to you, but I bet your spouse would love it. I know that you can make that list of 10 things all by yourself! But I am going to make believe that you won't do it, so I'm going to do it for you!

### 10 Action Steps to help more people in 2023 (in no particular order)

1. Show up to 3 seminars in the first 4 months of the new year. The GSCS convention should be one of them, so now you only have to find 2 more.
2. Sharpen your first visit procedures. I'm amazed at how many people complete their first visit in our office and exclaim how they've been to

- other chiropractors, but never had an experience like this before.
3. Spruce up your office. It doesn't have to cost a lot, but you should make it look neat, clean, and uncluttered.
  4. Set some goals for yourself and read them out loud first thing in the morning and last thing at night. (I know!)
  5. Get some help. I admit it! I sometimes envy my friends who run the whole show by themselves! But a well trained CA can help you see more people. You need to be able to train and lead.
  6. Give a recommendation for new people that is going to help them. Most chiropractors give lame or no recommendations! This is nuts! Be a leader.
  7. Educate! Are you doing anything that comes close to a lay lecture? Do your people know how horrible a subluxation is? Do they know what you do and don't do?
  8. Pass out your high-quality business cards. Make yourself do it! Don't allow yourself to have dinner unless you've handed out 10 business cards a day!
  9. Be an amazing adjuster. Work at it like your peoples' lives depended on it (because they do).
  10. Stop being so cruel to yourself by comparing yourself to others. Make *"Progress, not perfection"* your mantra.

In closing, I hope this gave you a little fire on the inside to stretch yourself more. Stretching in the sense of growing, even when it isn't pleasant. The people who come to you deserve it, and so do you. Happy New Year.

*Submitted by Andrew Daniele*

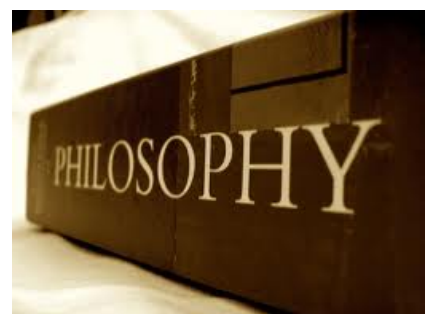
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## Philosophy

### “What’s In It For Me?”

Non-therapeutic chiropractic is the most modern form of chiropractic. It is based upon a significantly unique premise, so different from that of the therapeutic mixing segments of the profession that it has been proposed by some that only non-therapeutic chiropractic should be considered chiropractic. That unique premise, briefly stated, is that an individual has a better opportunity to express their optimum potential on all levels and in every aspect of human performance when they are free of vertebral subluxations. The professional objective, then, is to check for vertebral subluxations and effect adjustments when they are found, the purpose being to allow maximum expression of the individual’s potential. There is seemingly universal acknowledgement of the soundness of this viewpoint among non-therapeutic chiropractors.

Several years ago, Joseph Strauss, D.C., made an observation that many others had made; i.e., that non-therapeutic chiropractic was under-utilized by



consumers worldwide, even in those areas where there were a number of established non-therapeutic chiropractic offices. What distinguished Strauss's message, however, was that he had identified the problem. His was a presentation that focused on making the non-therapeutic chiropractic approach relevant to the consumer. From Strauss, if we expect there to be consumer interest, we know that it is necessary to make this form of chiropractic relevant to the consumer.

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*Submitted by Jim Healey, DC*

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## Quote of the month

This is what we tell ourselves: *Someday I will write my book. Someday I will travel abroad. Someday I will learn how to play guitar.*

But someday soon, you will no longer be able to say, "someday..."

So we must adopt the mindset of the great Steven Pressfield. In his latest book, *Put Your Ass Where Your Heart Wants To Be*, Pressfield writes,

*"Here's my frame of mind as I sit down to work: This is the day. There is no other day. This is the day... There is no other time. Today is the Superbowl. Today is the day I give birth. Today is the day I die."*

Not tomorrow, Marcus Aurelius said, choose to be good today. Do your job as a human being, as a writer, as a parent, as a politician, today. You can't waste this chance. You can't put it off until later. You can't wait until you're more secure.

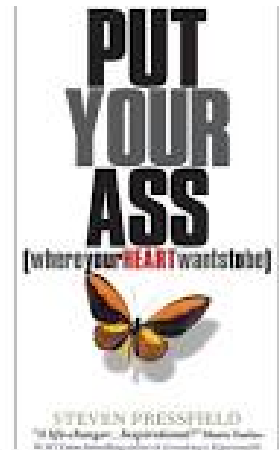
No. Now is now. You'll never have this moment again. **Memento Mori** (remember, you will die). The circumstances are never going to be perfect. You do not have plenty of time. Now is now! Today is the day!

Excerpt from Steven Pressfield, *Put Your Ass Where Your Heart Wants To Be*

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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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