



GSCS Monthly e-newsletter

"The official voice of straight chiropractic in NJ"

March 2023

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From the Prez

Emotions

Does chiropractic depend on the emotions of the chiropractor or the practice member? Fortunately, it does not because chiropractic works because of and with the immutable laws of the universe. Like gravity, if we drop a rock or a feather, barring wind resistance, they fall at 9.8 meters per second squared. This is liberating. You do not have to come into your office over-caffeinated and bouncing off the walls for chiropractic to work or for people to understand it. It is a simple truth that you are better off without a vertebral subluxation. Every aspect of you is better because of correcting vertebral subluxation. Conversely, every aspect of you is limited with a vertebral subluxation. Also, whether your practice member is excited about the concept or not, if they can grasp the idea, you have a practice member for life whether they “*feel*” like coming or not

Jay Yuhas, D.C.
GSCS President

Registration for Convention 2023!

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 (see the list of state approvals below). Remember, THIS 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!**

You can also bring your staff and your spouse. Add them to your registration. Their lunch is included in the \$30/person fee. Dinner is additional.

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

Register now! Rates increase March 16, 2023.

[Click HERE for registration.](#)

[Click HERE for most recent list of state approvals as of 3/01/2023](#)

Call 800-231-2916 with any questions. If you have an issue with the 800#, then call 732-929-3322 directly. We are in the process of handling intermittent technical issues with the 800#.

11 traits of the best of the best

1. The best know what they truly want. At some point in their lives, the best have a “Aha!” moment when their vision becomes clear. Suddenly they realize what they really, truly want to achieve. They find their passion. When that happens they are ready to pay the price that greatness requires.



2. The best want it more. We all want to be great. But the best of the best are willing to do what it takes to be great. The best don't just think about their desire for greatness; they act on it. They work hard and do the things that others won't do, and they spend more time doing it.

3. The best are always striving to get better. They are always looking for ways to learn, apply, improve, and grow. They stay humble and hungry and are lifelong learners.

4. The best do ordinary things better than everyone else. For all their greatness, the best aren't that much better than everyone else. They are simply a little better at a lot of things. They work hard to master the

fundamentals. They don't do anything different. They just do the ordinary things better.

5. The best zoom focus. The best focus on what matters most and tune out distractions. Distractions are the enemy of greatness and the best don't let distractions get in the way of their growth and improvement.

6. The best are mentally stronger. Life is not a sprint or a marathon. It's a series of sprints combined with a boxing match. You're not just running; you are getting hit along the way. The best are able to overcome adversity and challenges. with mental and emotional toughness.

7. The best overcome their fear. Everyone has fears. The best of the best all have fear, but they overcome it. To beat your enemy, you must know your enemy. Average people shy away from their fears. They either ignore them or hide from them. However, the best seek them out and face them with the intent of conquering them.

8. The best seize the moment. When the best are in the middle of their performance, they are not thinking "What if I win?" or "What if I lose?" They are not thinking "What if I make a mistake or miss the shot?" They are not interested in what the moment produces but are concerned only with what they produce in the moment. The best define the moment rather than letting the moment define them.

9. The best tap into a power greater than themselves. The best are conductors, not resistors. When the best look back on their life and accomplishments they know they didn't accomplish it alone. They know a higher and greater power guided and fueled them on their journey.

10. The best leave a legacy. The best live and work with a bigger purpose. They leave a legacy by making their lives about more than them.

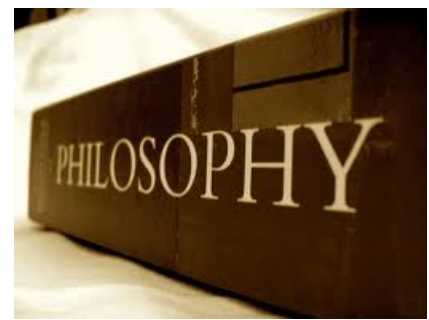
11. The best make everyone around them better. They do this through their own pursuit of excellence and in the excellence they inspire in others. One person in pursuit of excellence raises the standards of everyone around them. And as they strive for greatness they bring out the greatness in others.

- Jon Gordon

www.JonGordon.com

Survey Says...!

That is a line that most people will instantly recognize. If we surveyed an audience of 100 people, there would probably be a high number of those who answered that it comes from the long-



lived TV gameshow, Family Feud. If the question were, “*Who said, “Survey says ...!”?*,” there would also probably be differing numbers of those who would say it is identified with Steve Harvey, John O’Hurley, Richard Kahn, Louie Anderson, Ray Combs or Richard Dawson, who were actual hosts of the show over the years, or maybe even a Gene Rayburn or someone else who had never hosted it but had some TV gameshow fame of their own. In this case, the show was famous on its own. In 2013, TV Guide ranked Family Feud third on a list of the 60 greatest game shows of all time. (Ironically, I didn’t know TV guide was still being published in 2013!)

Maybe because he was the one during my younger years, when watching TV was a privilege earned by getting homework done quickly and TV time was only in that short period sandwiched between dinner and earlier bedtimes, Richard Dawson would be my answer. He was also the original and longest serving host.

My brothers and I also found him to be somewhat entertaining, which, after all, is what that time block in TV is supposed to be for the mainstream networks. The whole family could get wrapped up in just guessing what would be revealed as the top answers when he announced, “Survey says ...!” but Dawson also had that unrefined, working-class English accent viewers remembered from his stint on Hogan’s Heroes, and managed to combine it perfectly with ad-libbed snarky remarks, especially when one of the contestants came up with a goofy answer, a style copied by other hosts who took his place over the years. To this day, my brothers will occasionally recall their favorite, the time when someone, when asked to “*Name something you do with a horse,*” buzzed-in first and answered, proudly, “*You whup it!*” Mind you, this was with no other answers yet revealed on the game board. He didn’t have to come up with something after ride it, hitch it to a wagon, pat it on the nose, feed it a sugar cube, or anything else that had already been used and he was then forced to strain to find the one obscure answer still on the board. No, his very first thought was, whup it! Dawson didn’t let that go without a pained facial expression followed by putting a few minutes of good-natured, ridiculing, whupping on the contestant, of course, only to reveal mock surprise when that was not among the survey answers, all to the delight of the audience.

Surveying an audience of 100 has proven to be a good way to entertain. It’s a good way to combine funny with competitive, as a gameshow platform. It’s a good way to get the viewing audience involved - as I said, we all enjoyed guessing the answers ourselves. It’s good for finding out popular opinion. It can be used to determine preferences, market forces, etc.; in other words, subjective things that have no absolutes, no specifically or accurately objective values. Imagine if Dawson had posed this to the contestants: “*We’ve surveyed 100 people to find out their answers to this and posted the top answers on the board. We asked them to ‘Name the number that results when calculating two plus three.’*” Unless the surveyed group had some people who were too young to respond reasonably, there’d only be one answer! And everyone would know it before the reveal. And Dawson would have no chances for snarky remarks. It

would be reduced entirely to a matter of which of the contestants were faster than the other at hitting a buzzer button. The audience would be fastest - to the snooze button! The show would not have even made it to TV.

Of course, that doesn't mean objective truths are useless or unexciting. Knowing that $2+3=5$ is useful. Knowing that it's always going to equal five is exciting because we can count on it. Some things aren't supposed to be determined whimsically or dependent upon whom you ask. The universe exists because of laws, not survey outcomes!

I bring up these points because of the alarming frequency with which it seems certain matters in the chiropractic profession – some of them fundamental and crucial to the professionally defining premises - are being treated like gameshow answers. It appears that, if a majority of chiropractors feel like redefining something, no problem, it'll be redefined. If it means abandoning the truth, oh, well, ok, as long as it's among the survey answers.

I recall an episode of I Love Lucy where Ricky comes home to find Lucy crawling around on the floor, looking for a lost earring. Helpful and loving husband that he is, he joins her in the search, crawling around on all-fours, looking under the coffee table, sofa, loveseat, area rug, etc., of the living room. After a few unsuccessful minutes, he announces he doesn't see it, either, and asks, "*Where did you drop it?*" When Lucy says, "*In the bedroom,*" Ricky asks, with puzzlement, "*So, why are you looking out here in the living room?*" to which Lucy responds, "*The light is much better out here.*" (Audience howls with laughter!) Just because it's easier to look in the living room doesn't get her any closer to the truth that the earring is in the bedroom! She's not going to find it! With Lucy, though, as with Dawson, it was about entertainment, not about the truth.

With chiropractic, however, it is about the truth. The principles by which it is deduced that living things have a better chance to express their innate potentials are based upon laws. If you want to grow an office full of families coming to you for the rest of their lives to be checked for vertebral subluxations but rely on studies related to their symptoms or even some change in a measurable parameter experienced by some group or individual patient (and I use that word purposely to distinguish this person from someone who is seeking to be subluxation-free, because that's a good idea, independent of select symptoms or signs, if they expect to express the most of their unique, unknowable potential), you're acting like Lucy! You may be good enough with your patter or with the aid of a published version of the misleading study to make them come back in for a while to keep treating or even purporting to prevent the symptom or sign from returning, but you're just crawling around the floor, looking for something other than the goal of living the most time free of subluxation, giving them what the "*Survey says*" you do, because that's an easier message to sell and maybe justifying it by noting some chiropractic organization or institution or simply a majority of others you've met who are licensed as chiropractors agree, it's ok, we're also doing it. If the survey question is "Chiropractic is for ____," and people in your office are buzzing-in with headaches, backaches, etc., or the more esoteric recent things like

viscerosomatic reflexes, or whatever, they don't realize this is a truth and, like 2+3, there is not a range of answers. That's evidence that you're not serving the truth that subluxation-free is always better, no matter what else is happening in their lives. Instead, rightfully start expecting your office to turn out to be something else. The only answer is, "Chiropractic is for __ anyone who has a spine and is still breathing__!"

When I said that truth is exciting, I wasn't just giving my opinion. I've been around people who not only agree, they radiate their excitement. If Dawson were here to help me, he'd be saying, "We surveyed 100 people who had been to different kinds of chiropractic offices and have the top answers on the board. We asked them, *"Who gets most excited about serving a truth and realizing their dream of seeing families for a lifetime of getting checked for vertebral subluxations?"* If you don't know the top answer, come to the next GSCS meeting or Chiropractic Trust event, meet some of them and be one of them.

Yes, indeed, survey says, that's exciting!

Submitted by Jim Healey, DC

In a nutshell...

In a nut shell, the non-therapeutic model of chiropractic is NOT about health and sickness. It is about the recognition that vertebral subluxation causes more than just lost health potential, but loss of every human potential. The nerve system is the coordinating system whereby the countless billions of body cells interact in harmony to express mind, body, spirit, emotion, artistic talent, speed, stamina, coordination and family relations. Vertebral subluxation is a cause of disharmony to this beautiful thing we call life.



This model does NOT conform to the errors of the past. With it we can step proudly to the forefront and lead the way into the future.

Submitted by Tom Gregory, DC

7 RULES OF LIFE

1. LET IT GO

NEVER RUIN A GOOD DAY BY THINKING ABOUT A BAD YESTERDAY.

2. IGNORE THEM

DON'T LISTEN TO OTHER PEOPLE. LIVE A LIFE THAT'S EMPOWERING TO YOU.

3. GIVE IT TIME

TIME HEALS EVERYTHING.

4. DON'T COMPARE

THE ONLY PERSON YOU SHOULD TRY TO BEAT IS THE PERSON YOU WERE YESTERDAY.

5. STAY CALM

IT'S OKAY NOT TO HAVE EVERYTHING FIGURED OUT. KNOW THAT IN TIME, YOU'LL GET THERE.

6. IT'S ON YOU

ONLY YOU ARE IN CHARGE OF YOUR HAPPINESS.

7. SMILE

LIFE IS SHORT. ENJOY IT WHILE YOU HAVE IT.

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?

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.

Join Us!

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