



# GSCS Monthly e-newsletter

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

April 2023

- [CLICK HERE](#)  
for GSCS website

---

- [CLICK HERE](#)  
for GSCS Facebook page

---

- [CLICK HERE](#)  
to e-mail the GSCS

---




## From the Prez

### Fishing?

Are you fishing? Many of our members know that I am an avid fisherman but this is not what I am talking about. How about becoming a fisherperson of subluxated people to become unsubluxated? Although it may not seem it, even the busiest chiropractor, at one point, had to go fishing in their community. Whether they gave talks, or had

open houses or went door to door, they were spreading the word about chiropractic. Seed planters like Johnny Appleseed. Just wanting to spread the word. And after a while, a harvest came. All the seeds that were planted provided a sustainable harvest. New shoots come up as new families and a multi-generational practice! Now get out there and go fishing!

Jay Yuhas, D.C.  
*GSCS President*

## Honoring Chiropractic Legend Joe Strauss

It is with a heavy heart that I tell you our friend and chiropractic giant, Joe Strauss, has gone to his eternal rest. Joe passed peacefully, at home, Saturday evening with his wife, Iris, sitting by his side. Joe has impacted so many lives it's impossible to count. In private practice, he served over 75,000 different people from 1967 to 2013. He will be remembered there for his gentle nature, amazing cervical adjustment, and his extraordinary altruism to allow everyone to set their own fee in his office. Professionally, he is amongst the most prolific chiropractic writers authoring 25 books sold around the world, some of which are textbooks in chiropractic colleges. He was a thinker, a diligent worker and student, and a faithful Christian servant. He was my teacher, my mentor, and the dearest of friends. I owe much of what I love most in my life to Joe, and I am blessed that he knew how grateful I was for his presence in my life. A celebration of life service will be held Sunday, April 16th with visitation on Saturday evening and Sunday afternoon. I will post details when they are available. Shower the people you love with love.



*Judy Nutz Campanale*

## 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
- Ron Castellucci, DC
- Damien Ciasullo, DC
- William Decken, DC
- Anthony DeMarco, DC
- Mary Ellen Rada, DC
- Gary Rushing, DC
- Stamatis Tsamoutalidis, DC

**[Click HERE for registration.](#)**

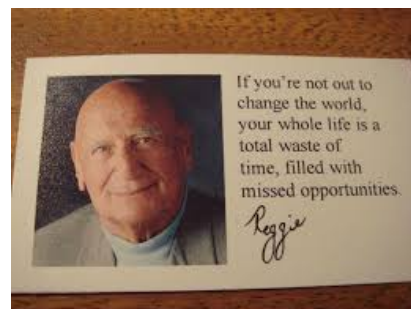
**[Click HERE for most recent list of state approvals as of 3/21/2023](#)**

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#.

---

## **Pearls of Wisdom**

*"As long as there is nerve interference the body cannot live up to its potential. Every function of human life - mental, physical, spiritual and intellectual - every function of the human body, is impaired by vertebral subluxation. So when you have a vertebral subluxation, your driving is involved and affected to the extent you cannot drive properly or safely. You cannot coordinate, you cannot balance, and you cannot harmonize your activities. You cannot think as clearly, your moods are affected, and every function in life is negatively affected by vertebral subluxation."*



Reggie

*Thank you to Tom Gregory, DC and the Chiropractic Trust for this article.*

---

## **“Questions, Questions,**

# Questions!”



We all have opportunities to hear questions in our offices. Sometimes they're "good" questions (the kind that show that the person has been listening so far and is looking to expand their chiropractic knowledge) and sometimes they're real doozies (the ones that make you wonder if you've been speaking in tongues so far because they obviously missed every point you've tried to make). Actually, I liked fielding questions in my office. It's not that I wanted to spend extra time on every visit with every family, it's that I got a much better idea of how I was doing at helping these people better understand chiropractic. Just like anything, we only get better at those things we develop and practice. The more questions I answered, the better I would become at answering them.

Several years after opening my offices, I stumbled upon a website that was dedicated to answering questions. I volunteered to be an expert for the site even though there were no openings at the time. The site, [allexperts.com](http://allexperts.com), is now defunct. Back then, it had a category for chiropractic questions but, as you can imagine, the panel of experts was entirely made up of therapeutic-model chiropractors. That was the basis for my application; I was, in the words of Monty Python, something completely different. Presenting myself that way, I was subsequently accepted!

As a result, I got to field a bunch of questions each week for a number of years. It was a challenge, to be sure, because the responses were all written, so I didn't get a chance to be real-time interactive, which is something I always consider to be of immense value in communications. Also, the questioners were people who had never sat through my one-on-one or visited either of my offices, so they typically were raw in terms of their chiropractic knowledge. The dreadful result was that I usually got a steady feed of therapeutic questions. The concomitant advantage was that I also had to give what amounted to an orientation to each questioner. Consequently, I got lots of practice in the written explanation of non-therapeutic chiropractic.

In formulating these explanations, I stumbled upon a certain twist that I had never considered using before. I used to present non-therapeutic chiropractic (NTC) in its old, indistinct vocabulary form, then known as straight chiropractic, and as the more traditional or original approach. My understanding evolved and, now, for many years, I present it as NTC, the more modern approach. I discovered that I actually kinda liked the way that sounded, even from a promotional standpoint. I wondered how the public would embrace it.

What follows is an old sample of a response to one of those questions. See what you think. Can we do a better job? Would you choose different words (other than the modern, more fitting descriptor of NTC, which I was not yet using in this answer)? What, if anything, can we use elsewhere for promoting our cause or furthering better understanding? I'd really like to hear from you, so

don't be shy. I can take the criticism and we, as a unique model, can always stand to improve how we are understood, whether in written communications or face-to-face.

\*\*\*\*\*

**Name:** Catherine

**Question -**

What does a Chiropractor do and what instruments do you use?

**Answer -**

Dear Catherine,

Thank you for your question.

The quick answer to your question is that what happens when you visit a chiropractor will depend on many factors unique to you and the chosen chiropractor.

In order to answer more fully, though, it is first necessary to give you some background on the chiropractic profession. There are actually two main schools of thought in chiropractic. The more traditional approach, commonly referred to as "mixed" chiropractic because it is a mixture of a chiropractor and medical/non-chiropractic methods or concerns, involves the treatment of an ache, pain or ailment. It is, therefore, based upon a therapeutic model. As a result, the methods and/ or instruments used in the therapeutic mixed chiropractic office will be directed at the patient's complaint, for the most part, and will vary depending upon such things as the condition being treated, the doctor's preferences or training, the current concensus among their peers, the limits of their scope of practice by law as to how far the chiropractor may "mix" their approach, etc.

The other, more modern approach, commonly referred to as "straight" chiropractic because there is no mixture of methods or objectives, does not involve treatment of any medical condition. It is, therefore, based upon a non-therapeutic model.

The methods of non-therapeutic straight chiropractic consist of the location and correction of a specific situation called vertebral subluxation. Vertebral subluxation describes when there is a misalignment of spinal bones in such a way as to interfere with the vital information transmitted between the brain and the body over the nerve pathways of the spinal cord contained within the spine and spinal nerve branches exiting from between the bones. It is the premise of non-therapeutic straight chiropractic that these messages of the brain are essential for innately proper function and that vertebral subluxations, then, ultimately prevent innately proper function.

Vertebral subluxations can be tiny misalignments, departures from innately normal positions, and can be caused by a wide variety of factors which are part

of daily life. Stress factors can challenge the body to the extent that a vertebral subluxation will result. These stresses fall into three main categories: physical (such as a fall, an impact, a strain, etc.), mental (what we most commonly understand as "stress") or chemical (pollution, drugs, etc.).

Optimum body performance is the fullest expression of life. Since all performance of the body is determined by the information in brain messages, vertebral subluxations are detrimental to the expression of one's life or the realization of one's true potential.

This is the essence of a non-therapeutic model; whatever the method, it is done purely because it is better for the body. People eat food because it is better to be nourished. It is true that properly nourished people are at near-zero risk of developing scurvy but that's not why they continue to eat. Treating scurvy with diet is therapeutic. Eating to thrive is non-therapeutic. So it is with non-therapeutic straight chiropractic; a person free of vertebral subluxations is better able to live as innately intended. Period.

Even if the person may have fewer non-chiropractic concerns as a result, it is still not about treating those concerns.

My expertise is in non-therapeutic straight chiropractic, so that will be the framework of my answer to your question.

A person visiting a non-therapeutic straight chiropractor can expect that the chiropractor will first inform him/her of their non-therapeutic objective. The person is also informed that the chiropractor is not engaging in the therapeutic model and some statement that there will be no non-chiropractic procedures for therapeutic purposes. The chiropractor will then gather analytical information to detect and characterize any vertebral subluxations the person may have. This is commonly referred to as "checking" the spine. If a vertebral subluxation is found, the chiropractor will determine the appropriate procedure, called a chiropractic "adjustment," for bringing about a correction of the vertebral subluxation. The chiropractor will then recommend a schedule of being "checked" that is appropriate for that individual. Many non-therapeutic straight chiropractors do not use any instruments, though some do, according to their analytical or adjusting techniques, so long as they are for the purpose of "checking" for or "adjusting" vertebral subluxations. Since this is an individual matter, it is best to ask of the office you are planning to visit if they use an instrument.

Catherine, I hope this has been helpful. Please feel free to contact me through this site again. It has been my pleasure to answer your question. You may also visit [www.gschiro.com](http://www.gschiro.com) (the website of the Garden State Chiropractic Society) or [straightchiropractic.com](http://straightchiropractic.com) (The website of the Federation of Straight Chiropractors and Organizations), two sites that represent straight chiropractic organizations on state and national levels.

Sincerely,  
James W. Healey, D.C.

## Chiropractic history

Following are two interesting bios of the Founder and Developer of Chiropractic, DD Palmer and BJ Palmer. Great reading.

Click [HERE](#) for D.D. Palmer bio

Click [HERE](#) for B.J. Palmer bio

---



## 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.

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

