



# GSCS Monthly e-newsletter

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

May 2023

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## From the Prez

### Planting Seeds

With Spring here, I am back on the topic of planting seeds. It is such an important concept. If you are planning for a harvest, it is a good idea to plant a lot of seeds.

Why? Some of the seeds never germinate or sprout, some get washed away, some get eaten by birds, some of the plants just grow for a bit and then expire but some of them grow into a healthy plant producing whatever vegetable or crop they are designed to do. With chiropractic, we plant seeds in people's minds by explaining chiropractic and hopefully getting a chance to check their spine. Like the vegetable plants, some people will not take off with the idea but some will. Plant a lot of seeds! Never stop explaining chiropractic as some of those seeds you have planted are bound to prosper and grow. So will your chiropractic life and practice!!!

Jay Yuhas, D.C.  
*GSCS President*

## **GSCS Convention 2023 recap**

This year's Garden State Convention was a great success and one of the best ever. The room was packed and it's always a wonderful thing to see old friends and meet new ones, both seasoned chiropractors and new graduates. That being said it was also bittersweet. Regrettably we were missing one of the very special, long time friend, contributor, and truth seeker of Chiropractic, Dr. Joe Strauss. Dr. Judy Campanale shared with us the news of his passing and his life's passions. From 1967 to 2013 Dr. Joe served 75,000 different people. His great love for Life, family and our great profession was ever evident. Joe fought the great fight for life and for Chiropractic. The Garden State Chiropractic Society, its membership and Chiropractors around the world who love the non-therapeutic Chiropractic that Joe Strauss taught, and he himself lived, all send our love and well wishes to the Strauss family. We love you and thank you for sharing Joe with us. Dr. Joe Strauss will be sorely missed and thankfully his legacy for Chiropractic will forever live on.



Our speaker line-up this year had over 340 years of Hands on Chiropractic experience, and it was truly our privilege to engage with them. We also had the honor of hosting and hearing from Dr. Jack Bourla, the sixth president of

Sherman College now in its 50th year. Attending these events helps us to remember those who came before us, the sacrifices they made and the obstacles they overcame so we can have the right to practice pure unadulterated non-therapeutic Chiropractic. We have the opportunity to rub shoulders with these men and women, icons and pillars in our profession

The most important thing we learn at these events, especially if we tune in are things like this:

A Letter from the Editor  
Walkin' and Talkin'  
By Joseph F. Donofrio, D.C.

Practicing the Straight, Non-therapeutic method that the Garden State Chiropractic Society espouses is fairly simple.

First give new patients/members a complete explanation of the objective of your care: the correction/maintenance of vertebral subluxation (VS), rather than the temporary treatment of symptoms or disease, thereby creating a better expression of innate and an improved quality and quantity of life. Next, provide a system (location, fees, office flow and hours) that is conducive to creating the probability that people will be able to achieve corrective, lifetime maintenance and family care.

Now having done the simple stuff, you'll need to do the harder stuff: stop talking like and acting like a medical doctor, they are therapeutic, you are not; start living like a Straight Chiropractor, get your spine and those of your family checked weekly; don't self-diagnose you or your family members, if you need medical care see an MD, that is their job. And please refrain from constantly talking down medicine, hospitals, and medications - in doing so, you make it appear that we are the alternative to their care - and we are NOT.

Back in the 1960's, the soldiers that went off to the war in Southeast Asia would speak of their superior officers as "Talkin' the talk, but not walking' the walk." That is to say that they said all the right stuff, but when the rubber meets the road they do not actually perform. If you're going into combat and risking your life, you want leadership that can deliver. It's the same with your future members (the public). Who are looking for you to "walk the walk." That will determine your success at this Straight/Non-therapeutic-Chiropractic thing. Your success or failure depends upon your integrity and congruity, people will see who you are more quickly than what you say! ENJOY

These are words of wisdom many years worth from a Chiropractic Icon in his own right.

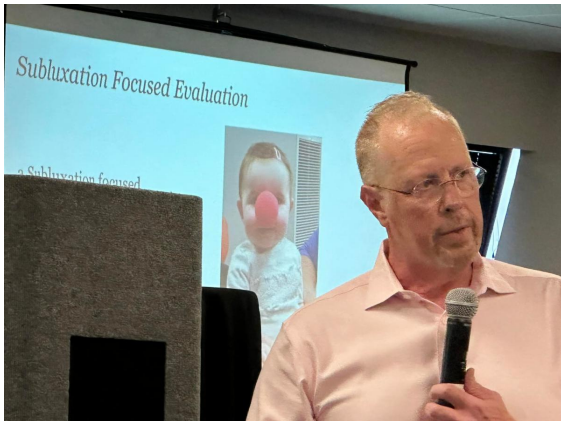
These are the teachings of the Garden State Chiropractic Society and its members. Thank you for attending.

Chiropractic is in good Hands.

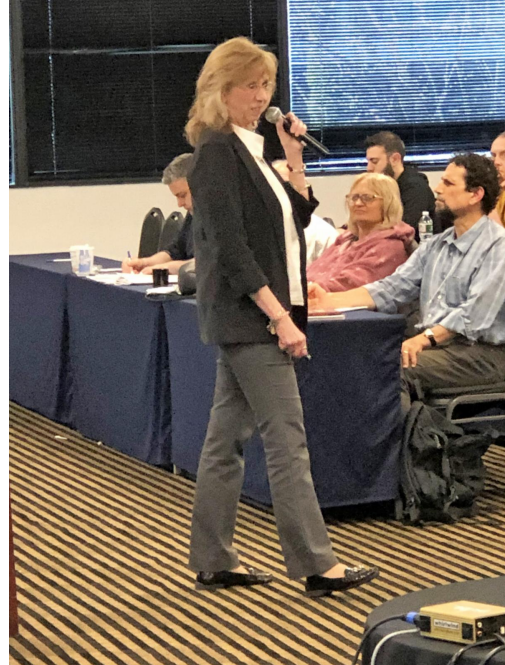
*submitted by Gary W. Rushing, D.C.*



# A sampling of convention photos







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## Philosophy article

**“Why, matter it does!”**

It's early May and it's that time to celebrate “*May The 4th,*” the popular made-up Star Wars holiday.

I hope you do it in style!

Let’s imagine The 4th is with you and you get to meet up with Yoda and shoot the breeze, pick his brain. If you could ask Yoda any question, what would it be?

So, really think about it, you have the rare chance to talk with an ancient, wise, and powerful Jedi! This opportunity can’t be wasted with just some trivia question that you’d otherwise casually ask Siri or Google. You’d want to choose some critically important topic for the good of the universe - and hopefully not already covered in the original film trilogy or any of the prequels or add-ons just to try and flatter him or forge some kind of celebrity bonding moment in hopes of getting a selfie with him.



Obviously, with such a grand opportunity, you'd choose to discuss non-therapeutic chiropractic (NTC) with him! For as much as Star Wars fans love him, admittedly, there's no hint that he's an expert on chiropractic, but you figure he was one among the stunning variety of vertebrates in his galaxy and, as a Jedi Master, he's probably got the breadth of intellect, wisdom, and vision to discuss and appreciate it more deeply than most of the other characters.

Keep in mind, too, you may not get another chance like this. Choose wisely! (Yes, I know, that's from a different movie franchise, not Yoda and not even a Star Wars line, but it definitely applies.) If you think about how Yoda would answer your - or most any other - question, you'd guess he'd probably answer in his somewhat charmingly awkward but very entertaining and endearing backwards grammar style. Spoiler alert: the title, "Why, matter it does!", would have been Yoda's answer to your chiropractic question.

So, what was your question for him? Keep thinking. We'll get back to it.

In any first-time encounter with someone, if you're going to talk about NTC, you need to do a little groundwork. This is true, whether for a Jedi Master from a galaxy far, far away, or the more commonly encountered folks from the neighborhood around your office. You probably already do this groundwork in your office for new visitors, whether you call it a first visit, an orientation, a lay lecture, or whatever. You do this because there are probably other offices in the area where there are professionals who also identify themselves as chiropractors offering chiropractic services, but all according to a therapeutic chiropractic model, fundamentally and completely different places and experiences than what is found at your office.

You also know the bigger picture, that everyone who hasn't been to your office or any one of your NTC colleagues' offices on this planet - even if they've also never been to a therapeutic chiropractic office - all have the same rather ubiquitous understanding of chiropractic as a therapy, a treatment, possibly involving manual therapy as if it were mechanical aspirin, for things like backaches or maybe even things ranging all the way to "*whatever ails 'em,*" kinda like regular medical doctors but without drugs and surgery.

Unfortunately, there's also a potentially Dark Side to this picture because it means that new visitors to your office, already thinking they know what you're about because your professional title is the same as the other chiropractors, will be confused, let's say, expecting you to be what they already understand, the therapeutic model serving as their reference. On top of that, you also know a darker reality, that there are far fewer NTC offices than therapeutic chiropractic ones, so this kind of consumer will also be the most frequent random new visitor, statistically speaking. I say darker because neither the consumer nor you will benefit from this situation. That new visitor may potentially / eventually just decide instead to go to the therapeutic chiropractor down the street where things are more familiar, never having you check them for vertebral subluxation, and you may potentially / eventually go out of

business if that happens often enough.

You may be wondering, after those rather uninspiring observations, could there be some bright side to all this? Yes! Absolutely!

The Dark Side need not be your destiny!

The very idea that you recognize these circumstances as dark or darker tells you that you have something better in mind as your expectation. That grander perspective drives you. It can be powerful. It is, we might say, your Force. Use the Force!

Choosing and committing to offer NTC was not actually or specifically a business decision for you. Therapeutic offices and NTC offices can each be viable businesses. The owners of these two types of office will even share the same degree, professional title, and licensing. The crucial differences are in the professional objective and mission, and those are actually matters of one's personal vision. When something gets personal, though, it can often also bring values into play. I want to make it clear, this is not a critique or ranking of personal values. Serving one's values reveals authenticity. Not serving them is inauthentic, independent of what those values may be.

I find that those who have chosen to offer NTC share certain values. They've reasoned that vertebral subluxations are bad because they interfere with the transmission of Mental Impulses, the information-laden force that coordinates the cells of the body to behave as a living individual with unknowable but magnificent potentials. They've reasoned that vertebral subluxations can be caused by an astonishingly wide variety of common human life circumstances that we universally understand as stresses. They've reasoned that it would be better for the individual if vertebral subluxations could be identified and corrected. They've reasoned that such a service would be of significant value and importance to that individual. They've reasoned that each such individual then has access to a potential to contribute positively to the entirety of humanity.

They've also reasoned that NTC, currently representing the values and views of the minority of chiropractors, is almost certainly unknown to a new visitor to their office. You don't have to own or share the NTC values to know that adults, especially, can often be unwilling to learn what they think they already know, which is why the first visit orientation is not just necessary, it can also be challenging.

Therapeutic chiropractic offices don't need to do orientations about what they offer or why they offer it. The consumer world is already familiar enough with that model. It is, however, a necessary business task for the NTC office - but it's really less about the business and more about the values, the vision and mission. In the NTC office, it's immeasurably more important that the new visitor understand, yes, it is about them - but it's also about their family, their neighbors, their friends, even their enemies - it's about humanity - trying to live

the most time possible free of vertebral subluxation. It's about people they may never meet, like people in far away places, or far away times, perhaps their great, great, great grandkids or the friends those youngsters may make.

As I imagined myself greeting Yoda and discussing these various ideas, he seemed interested in the emphasis on getting new people to actually think, right from the start, about the broader rationale for choosing NTC for themselves or their families.

So, I asked him, wondering his opinion on elements he found important to be included in the orientation, "Does it matter why?"

He didn't hesitate in responding, "*Why, matter it does!*"

*Submitted by Jim Healey, DC*

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## 5 ways to make today great



How you see the world determines the world you see. That's why it's especially important to start each day with a positive perspective. Remember... positivity is like a muscle, the more we exercise it the stronger it gets.

### Today let's:

**1) Attack Today with Enthusiasm** - If you want an exciting life, get excited about life. Many of us wake up and just go through the motions. Our lives become routine. It doesn't have to be like that. Remember your WHY today. We don't get burned out because of what we do. We get burned out because we forget why we do it.

**2) Stay Positive** - Instead of focusing on your problems, focus on your purpose. Instead of seeing yourself as a victim, see yourself as a hero. Heroes and victims both get knocked down but heroes get back up, and armed with optimism and a greater purpose they create a positive future.

**3) Be Thankful** - When you are grateful for the things in your life, big and small, you always seem to find more things to be grateful about.

**4) Replace "Have to" with "Get To"** - Live life as a gift, not an obligation. We GET TO, we don't HAVE TO. This simple shift can have a dramatic impact.

**5) Be a Blessing to Others** - We are blessed to be a blessing. This doesn't have anything to do with material things (although it can). It's about loving, serving and caring. It's about choosing to make a difference in the lives of



others each and every day.

-Jon Gordon

[www.jongordon.com](http://www.jongordon.com)

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## My GSCS experience

I had the privilege of attending the 2023 Garden State Chiropractic Society (GSCS) Annual Convention in Iselin, New Jersey on April 22/23, 2023. Being a native Californian, I've heard stories about the folks in New Jersey. Having watched Goodfellas supported those stories. But... when I got to the GSCS meeting, I was greeted by the nicest people. Graciousness, kindness, concern, and acceptance only begin to describe the people I met...and that was just at the registration table.



**Dr. Jack Bourla**  
**President**  
**Sherman Chiropractic College**

The GSCS put on a remarkable weekend of thought-provoking talks that served to unify the profession. Having a specific mission that honors our profession enabled everyone in attendance to better appreciate our history, our science, our philosophy and our purpose. Over 175 eager chiropractors sat through 15 hours of talks and emerged better-informed, more committed and stronger in their resolve to honor and guard the Sacred Trust.

The organization of a meeting this size is an arduous task, and the result of the Convention Committee's effort was an impeccable event that brought together a mass of people who are better equipped to deliver chiropractic as it was intended by our Founder, Developer, and fore parents (many of whom were imprisoned because of their unwavering commitment to the profession). Knowledge that inspires leaves a lasting effect on those fortunate enough to be exposed to that knowledge. And so it was at the GSCS Annual Convention.

The buzz in the room was palpable. Each speaker presented with expertise and conviction. Each attendee received gifts that will last a lifetime. That doesn't always happen at a CE event, but it did here.

I can't express enough my gratitude for this weekend. New friendships were made, older friendships were forged and "friends" that we previously knew on social media became real. That, alone, was worth the price of admission.

It is imperative that we support those organizations and schools which best reflect chiropractic's only objective: to analyze and assist the body to correct vertebral subluxation, not because of symptoms or complaints but because a body free of vertebral subluxation is able to express life more fully. And a life which is expressed more fully can lead to a change in the trajectory of our planet.

Is it easy to stay the course of chiropractic and not be distracted by life's challenges? Yes, if we surround ourselves with the right people with the right mindset. That is why GSCS exists. That is why everyone in New Jersey should be an active member of GSCS. It is never too late to do the right thing...and get your friends to sign up, too.

While you're at it, consider supporting Sherman College of Chiropractic... become a Regent, send us prospective students, include us in your legacy plans, hold events in your office for interested prospective students...we would graciously accept your time, talents and treasures ([www.sherman.edu](http://www.sherman.edu))

*"Life is not easy for any of us. But what of that? We must have perseverance and, above all, confidence in ourselves. We must believe we are gifted for something and that this thing must be attained."*

—Marie Curie.

*Submitted by Jack Bourla, DC, ACP  
President, Sherman College*

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## Staying the course

It is appropriate to consider the direction our profession should take in the 21st century. Sociologist Walter Wardwell suggests that chiropractic become a *"limited medical specialty"* such as dentistry, optometry or podiatry, which does not challenge the theoretical basis of allopathic medicine.(1) Chiropractic college faculty member Craig Nelson proposes that chiropractic be limited to a neuromusculoskeletal specialty.(2) Both authors suggest that our direction be determined by the public's perception of the role of the profession.



The folly of such thinking is eloquently refuted by medical anthropologist E. A. Morinis. *"Only the chiropractic philosophy significantly distinguishes the chiropractic practitioner. And yet the philosophy is kept hidden away. It has done so in fear of being labelled quackery and this was undoubtedly a good strategy to follow at one time. The public knows next to nothing of chiropractic philosophy of healing and its mechanisms: If hospitals offer spinal manipulation, a chiropractor offers nothing else. This distortion of the chiropractic tradition can only be overcome by a reevaluation of the place of theory in chiropractic... Dispossessed of its philosophy, chiropractic is dispossessed of its uniqueness, and perhaps its future."*(3)

Physiologist I.M. Korr admonished the osteopathic profession to hold fast to its principles. *"There are misapprehensions about the source of your strength. Your profession appears to believe that its strength is to be found more in the stamps of approval by self-appointed magistrates of medicine...As a result, you often act as though you believed your strength is to be nurtured by mimicry, by cloaks of protective coloration, by compromise of principles, by*

*organized compliance, by appeasement, and by adaptation to what is prescribed for you by organizations of another profession...Recent events loudly proclaim the futility of this approach...(4)*

It is ironic that Korr's words of four decades ago are applicable to chiropractic today. *"It is much too big and important an idea to be entrusted to those whose only concern with the idea is with how well or how poorly that idea — or one of its suitably diluted, distorted, corrupted and conventional sounding versions — serves the instrument, that is, the doctor and the profession. For them (the profession) is not an idea — much less a big idea — to be advanced on behalf of mankind. For them it is but a commodity to be sold — in whatever guise it will sell, quickly and in large volume, and with gratifying aggrandizement of the agent. I think we need, in some way, to re-infuse into the profession an appreciation of the immensity of the idea, of the profession's responsibility to it, and of the vast opportunities to serve it."*(5)

It is significant that the first chiropractic patient, and many early patients of D.D. Palmer, did not present with back pain as a chief complaint. Most chiropractors know that D.D. Palmer reported that his first chiropractic patient was relieved of deafness following a chiropractic adjustment. Fewer know that another early patient suffered from *"heart trouble."* According to D.D., "Shortly after this relief from deafness, I had a case of heart trouble which was not improving. I examined the spine and found a displaced vertebrae pressing against the nerves which innervate the heart. I adjusted the vertebra and gave immediate relief — nothing 'accidental' or 'crude' about this. Then I began to reason that if two diseases, so dissimilar as deafness and heart trouble, came from impingement, a pressure on nerves, were not other diseases due to a similar cause?"(6) Although this physiologic explanation is overly simplistic by today's standards, it demonstrated that D.D. understood the breadth and potential of his discovery.

As a profession, we must now decide if we are going to permit an incomplete, aberrated perception of chiropractic to prevail merely because it's an *"easy sell,"* or accept the challenge of educating the public concerning the immense value of our distinctive approach to the restoration and maintenance of human health. Will we lead the revolution in 21st century health care, or will we accept a grotesque caricature of what chiropractic really is? The stakes are high, but the potential rewards immeasurable.

*Thank you to Chris Kent, DC, ACP, JD for this article*

## References

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4. Korr IM: "The function of the osteopathic profession: a matter for decision. Keynote address to 63rd annual convention of the American Osteopathic

Association.” July 13, 1959. Chicago, IL.

5. Korr IM: “What ‘osteopathy’ and ‘the osteopathic concept’ mean to me” (1962). The Collected Papers of Irvin M. Korr. American Academy of Osteopathy. Indianapolis, IN. 1979.

6. Palmer DD: “The Chiropractors Adjuster.” Portland Printing House. Portland, OR. 1910.

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## Become a GSCS member

A graphic with the text "Join Us!" in a blue, bubbly, sans-serif font. The text is slightly tilted upwards to the right and has a soft, light blue glow around it.

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.

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