



GSCS Monthly e-newsletter

“The official voice of straight chiropractic in NJ”

July / August 2023

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From the Prez

From Whose Point of View

Everything in chiropractic is determined by your point of view. Often in other areas of thought, this is called your World view . For the purpose of this message, what is your point of view regarding chiropractic? If you are like me and members of

the GSCS, our view of chiropractic is that your life is better without a vertebral subluxation. It would follow with this view that someone should be checked regularly for vertebral subluxation for their entire life in the presence or absence of symptoms due to the fact that regular life can often cause the spine to subluxate. From whose point of view do we handle chiropractic in our offices? Do we handle them from the patient's perspective which may be symptom related care often back or neck pain or whatever the symptom? Simply NO! A lot of us fret when a patient comes in for care for another reason than what our objective is. There is no need to panic or get upset about this. Simply operate from your chiropractic point of view. It gives you the answer to every question and gives you every right action to take. It makes no difference if other chiropractors or even patients have a different view of chiropractic. Your chiropractic point of view Always tells you what to do!

Jay Yuhas, D.C.
GSCS President

GSCS Annual Summer Picnic with the Jersey Shore BlueClaws: September 3

The GSCS is teaming up with the Jersey Shore BlueClaws for our Annual picnic on Sunday, September 3 at 1:05! The BlueClaws are a High A affiliate of the Philadelphia Phillies organization and will play the Aberdeen Ironbirds, a Baltimore Orioles affiliate.



Meet us at the RWJBarnabas Health Champions Club!

Located on the Luxury Suite level of ShoreTown Ballpark, the RWJBarnabas Health Champions Club is a triple-box party room with a decor inspired by great moments in BlueClaws history. The room is filled with memorabilia, pictures, banners, and much more. It holds 50-60 people and includes an all-you-can-eat buffet from an exclusive menu.

Ticket prices include: Indoor and outdoor seating, climate control, cable TV, a 90 minute all-you-can-eat buffet. Soft drinks, water, coffee and dessert are included. Cash bar will be available.

Adults: \$25. Children ages 5-12: \$15. Children under 5 years old are free.
Gates open at noon. Game starts at 1:05.

Shoretown Ballpark, 2 Stadium Way, Lakewood.

[Click HERE](#) for your registration flyer. Or call Bob Berkowitz at 732-573-7070 directly to register and pay for your tickets.

See you there!

Reggie on communications

In order for the NTCor (non therapeutic chiropractor) to be effective, the NTCor must have in mind a clear idea of the objective of such a talk.



Perhaps it would be of value to identify some of the ideas that are NOT part of the objective of this talk and would therefore, if expressed or implied, weaken the entire concept we are trying to teach.

1. We are NOT trying to IMPRESS our audience. We are trying to inform them and convince them. Therefore we will use no word or phrase that they cannot clearly understand. The exception to this are the terms "VERTEBRAL SUBLUXATION" and "ADJUSTMENT" which must be used for they are the sum and substance of chiropractic. When these terms are first used, they must be clearly explained.
2. We are not trying to reinforce the erroneous concept that chiropractic is a backache profession. One of our major tasks is to disabuse their minds of this stupid and dangerous concept.
3. We are not going to suggest that through chiropractic there lies a cure of every disease, or indeed any disease.
4. We are certainly not going to pretend that chiropractic PREVENTS disease, for it clearly cannot. What are we going to suggest?

The NTC talk was designed to show that the purpose of chiropractic is to keep the body as free as possible from vertebral subluxation throughout its lifetime.

Vertebral subluxation, when it exists is:

1. always a negative which limits the body's ability to live up to its full potential.
2. a limitation on every facet of life potential.
3. cumulative damaging that is to say, the longer you have it the more damage it does, until eventually some damage can become permanent. So that even after the causative subluxation is corrected, damage remains forever, as a negative or destructive survival value. It should therefore be corrected as soon as possible after it occurs.
4. not usually manifested and therefore not discernable to the person who has it.
5. can come from a relatively minor trauma, especially in the very young.
6. the one negative in our individual lives that we can easily conquer. We can't individually do much about our environment concerning the ozone layer, pesticides and preservatives, world poverty, microwaves, epidemic and pandemic disease or many of the negative factors. But living without subluxation is something we can easily accomplish for ourselves and our loved ones.

The purpose of the NTC talk is to give people this information and the method to to enhance their life and their families lives. And never lose sight of the fact that the # 1 objective of the day is LIFETIME FAMILY MAINTENANCE. Anything less fails to do justice either to chiropractic or to the people it is meant to serve.

Remember also that PEOPLE ARE MOTIVATED not BY their intellect but by THEIR EMOTIONS. Similarly, you will be effective as a speaker not by the heightened breadth of your knowledge, but by the depth of your commitment. If you don't own it, you can't pass it on to others. What you say may be less important than the sincerity and passion with which you say it.

Thanks to Tom Gregory, DC and The Chiropractic Trust for this article.

Philosophy article

Started at Zero

At a Garden State Chiropractic Society convention some years ago, GSCS past-president Mark Messano, DC, delivered a presentation addressing how he approached opening his own office after graduation. The central message was that he started by envisioning what he ultimately wanted his practice to be and chose to start out that way. As he described it, a good



strategy for having the office you want would be to start out how you want to end up. Sitting in the audience that day, I realized how smart this was and wished I had been able to be so enlightened on the day of my own graduation. There were many things I wound up “*borrowing*” and implementing from instructors at the college, for instance – and, then, many more I had to develop on my own to replace the borrowed things that I came to understand as taking me in the wrong direction for me.

A chiropractic office is only a tool or vehicle to express the chiropractor’s mission. If you notice that you’re not getting ever closer to where you wish to be, you could decide to just give up, keep going and force yourself to get comfortable with winding up someplace else, where you likely may not be happy. On the other hand, like Mark pointed out and as I discovered at least in part by making mistakes, you could decide ahead of time where you want to go and plan and choose carefully about how to get there.

One of the things every chiropractor who started off in their own office shares is that they all started at zero - specifically, seeing zero patients. I did that for one morning. That afternoon, I had my first family of four come in, who, over the next 36 years, referred many more families and individuals. The thing is, along the line, as the years went by, I managed to wind up exactly where I started, seeing zero patients per day.

At this point, I imagine you may be wondering, what’s he talking about? Why would he do that?

Who wants to end up seeing *zero* patients?

Perhaps the question you actually might want to ask instead is, how did he do that? Let me see if I can explain or clarify that. In a word, I *chose* to do that. Once I made that choice, the *how* of doing it was easy. It was pretty easy to see when something was distracting from the model’s ideals.

I knew I was going to become a chiropractor by age five but my chiropractic thinking was influenced by the genius of Reggie Gold’s insights and crystallization in the 70’s of what was, arguably, a new and different take on why it was in every living person’s best interests to be checked for vertebral subluxations and have adjustments delivered when they are found, available to them from someone trained and willing to use valid criteria and methods to do so. This would come to be identified as non-therapeutic chiropractic. The soundness of this model was immediately obvious to me and its enormity was exciting. My chiropractic education was influenced by several things, including the ongoing tug-of-war in those days between the college’s desire back then to present a non-therapeutic chiropractic model and the desire of the CCE and its supporting groups and individuals to stomp it out of existence. In short, the CCE and its related entities adhere to a form of chiropractic stemming from a therapeutic model with a goal that was and still is in competition with medicine for things like societal prestige and third-party payments for therapeutic services – as well as the fact that many of the instructors in those

days came from that traditional therapeutic model themselves.

So, back to the question, how does seeing zero patients make sense in all this?

It depends on why you chose to be a chiropractor. If your mission is congruent with the non-therapeutic model, you can have bunches of people visit your office and see zero patients that day. The reason is, you're not offering therapeutic services, so they're not patients! This is not just semantics, either. Words do have power and influence. Psychological healthcare experts will point out that people who are called "losers" and other horrible names their entire lives will come to live out that identity, acting like losers. What do you think people come to be if they're called patients, whether in your public announcement that you are accepting "*New Patients*," during the first encounter in your office on your "New Patient" forms, when you tell them they will need to attend your "*New Patient*" orientation, etc.?

I didn't want that to be where my office wound up. The solution? I just didn't use that word. I started at zero patients and, quite purposely, consistently, and happily, stayed at zero patients per day. The benefits? I had to deal with almost zero therapeutic comments or questions – you know, the ones that start with someone pointing to a spot, saying "*Right here!*" for instance. People understood why I had an honor system as the method of exchange and that one part of their responsibility in that was to share information about vertebral subluxation with others. As a result, those people made referrals of others, simply because they had spines and were alive, not because they were hurting.

Not using that one word, "*patient*," is just one way to help you stay congruent. There are so many more words that don't belong in the vocabulary of the non-therapeutic office. You'll quickly realize it doesn't stop there; everything about your office can - and must - support those words. You can find out more about understanding the non-therapeutic chiropractic model by contacting chiropractors who have non-therapeutic chiropractic offices, who, I'm sure you will find, are always glad to share their insights and experiences so that we all can be better at this and enjoy the successes that realizing your mission will bring to you and the people you see in your office.

So, now my turn to ask a question of you. Where do you want to be? Are you serious about your non-therapeutic vision? Start by being there today!

Submitted by Jim Healey, DC

**The rarest thing in the world
is wisdom**

The rarest thing in the world is wisdom. The most



expensive thing in the world is experience. How many truly wise people have you met? How many of them would take the time to download to you all that they know? And of the small amount of wisdom you have accumulated in your life, how much painful trial and error did it take to get it?

There is really only one shortcut or hack around this. It is the theme we have returned to here many times: **reading**. *“By spending a few dollars for a book,” the great Admiral Rickover once said, “the thoughts and life’s work of a great man are available to us.”* Or as Seneca put it, by reading and studying philosophy a person is able to *“annex every age to their own. All the harvest of the past is added to their story.”*

Consider how many Marcus Aurelius’s there have ever been. How many Rickovers? How many Stockdales? Consider how much pain and struggle went into their becoming who they were. And now, for a few dollars, their thoughts and life’s work is available to you. Only an ingrate, Seneca said, would fail to see this as the incredible gift that this is. Only a fool would not take this amazing deal—and take it right now.

Thanks to [The Daily Stoic](#) for this article

Associate Chiropractor Wanted Branchville, NJ



An associate position is immediately available for a growth-oriented individual to join a successful 36-year vitalistic, family-focused Chiropractic office.

If you have prenatal and pediatric knowledge, experience, and skills and are energetic, ambitious, compassionate, and coachable, as well as an excellent communicator, committed to exceptional care and service, team-centered, with a strong work ethic and a desire to grow, we invite you to apply by responding to this email.

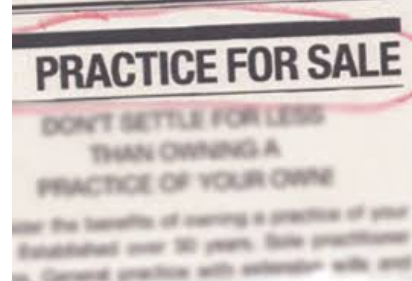
Salary (based on experience) and performance bonuses included.

Drs. Kim & Greg Stetzel have a wealth of experience and expertise, making Branchville Family Chiropractic a well-established resource for the community of Branchville, NJ and an excellent opportunity for the right chiropractor.

[**BFamilyChiropracticJobOpening@gmail.com**](mailto:BFamilyChiropracticJobOpening@gmail.com)

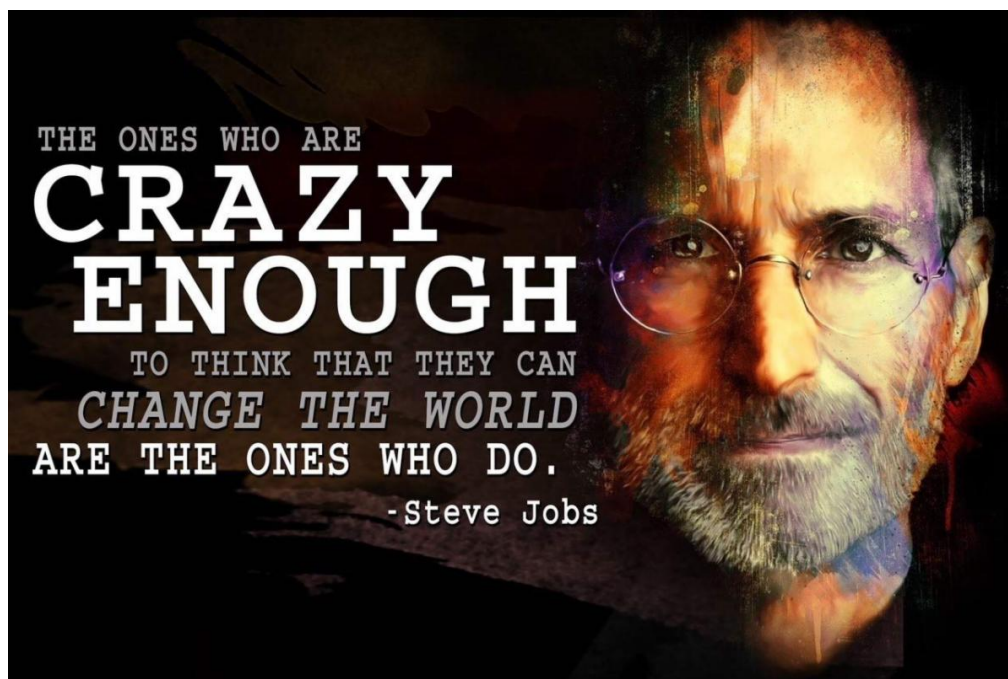
Practice for sale

Family-focused practice in NJ, legacy clients need new Dr.



In central NJ rests small towns that hold amazing potential. Great schools, lots of open space (especially in NJ), vibrant community engagement, and the desire for chiropractic and alternative healthcare services. Opened in 1980, this chiro practice moved from insurance-based operations into a high-end adjusting-only office with ample opportunities to add streams of income (nutrition, consulting, etc). \$250k asking price, 3-year average annual income is ~\$395k. Rent+CAM \$2800/month, PVA >80, DVA>\$60 with patient hours less than 25 hours per week. Sale includes most materials as owner is moving to teach at a chiro school. Great for an associate wanting to move solo or a brand looking to expand locations. This sale will not last long!

Please call Aryn at 814-771-1577 or email draryndc@gmail.com



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?

A graphic with the text "Join Us!" in a blue, hand-drawn, bubbly font.

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



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