

September

GSCS Monthly e-newsletter

"The official voice of straight chiropractic in NJ"

September 2023

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From the Prez

Betterment

We have heard the term often when talking about programs for society. We are doing this for the betterment of our town, nation, or World! Often in chiropractic, we are only thinking in terms of the

patient in front of us or, if we are starting a practice, about new patients. Have you ever thought, when you opened the door this morning, that you are doing this for the betterment of human kind? Reggie talked about. Would you like to have a subluxated pilot flying the plane? How about a teacher or a Mom or Dad? As Reggie said paraphrasing, if we are not out to change the World, everything else is Mickey Mouse!

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 732-572-7070 directly to register and pay for your tickets.

See you there!

The Daily Stoic: Ancient wisdom for everyday life



In the demands of daily life, in the immediacy of a heightened moment, in the pincering crush of competing interests—we rarely make good decisions. Whether it's because we don't have all the information, or we are biased by impressions, or we are **blinded by emotions**...it doesn't really matter. What matters is the virtuousness of the decisions we make.

In one of F. Scott Fitzgerald's best short stories, **The Four Fists**, he talks about a man who is infatuated with a married woman. "For the next week Samuel was in a nervous turmoil," Fitzgerald writes. "Some persistently rational strain warned him that at bottom he and Marjorie had little in common, but in such cases there is usually so much mud in the water that one can seldom see the bottom." Misled by his impulses, the clarity would, in this case, only come later—in the shock of a fist to the face from the woman's husband.

As it happens, this metaphor of muddy water was used by both the Buddhists and the Stoics. Epictetus says that we have to let the water in the bowl settle. The Buddhists say we have to let the silt come to rest at the bottom of the glass. Only then can we see through it. Only then will we achieve clarity.

Right now, perhaps **you have some big decision in front of you**. Or you are feeling a rush of excitement to do something rash. Maybe you're caught up in a trend or a controversy. Maybe your friends have convinced you it's exciting, or romantic, or meant to be. Or maybe it's a world of pain dressed up as a moment of pleasure.

The best thing you can do, according to the Stoics, the Buddhists, and F. Scott Fitzgerald, is to wait a little bit. Let things settle. Let gravity do some sorting for you. **Let stillness do its work**.

Then...and only then...can you make the right call.

Reprinted from the [Daily Stoic](#).

Philosophy article

**“Don't Let Progress Keep You From
Your Success”**



I had a telephone conversation years ago with a vendor to the chiropractic profession. Let me tell you, she really believed in her company's product! If I were hiring a sales rep, she'd have been a top

candidate.

The product was a device to measure and document certain parameters of a person's body and function. The idea was that taking certain readings and measurements using some truly dazzling technology and presenting them to the person (or his / her insurance company or court of law, perhaps) in a dazzlingly tech-rich and attractive way would show that "*progress*" was being made and, thereby, convince new people to start and the established person to continue with (and insurance companies or judges and juries to approve payment for) a plan of care.

I listened carefully and, when she was done with her initial statements, I then made a few remarks and asked some questions. I started by telling her the word "*progress*" presented certain fundamental problems for me. I offered a non-therapeutic chiropractic service in my offices and "*progress*" is unavoidably a term of therapeutic use. She was puzzled. She insisted that her product was not therapeutic at all, it was simply a method of demonstrating "*progress.*" Again, that word would get in the way of our agreeing on things.

She was astounded that I did not do "*progress*" exams or need to document "*progress*" in some way. I went on to say that my exclusive offer to the public was one of being checked for vertebral subluxations over a lifetime, assisting in effecting adjustments when necessary. It is a discreet and complete process each visit to the office. Making "*progress*" would imply that there were some intermediate steps or levels of being subluxated and that the process of correcting them was through a sequence of adjustments, gradually changing things, something like braces gradually moving teeth, I imagine, to some particular place or arrangement.

"*Progress*" also implies there is a starting point and an end-result, a goal to be attained after a series of smaller changes, if you will. Inherently, that is therapeutic in its form, but we needed to get some other principal understandings out of the way first. I explained that there was no process, no gradual points, in effecting an adjustment. The person was either subluxated or not, there was no in-between. She disagreed, noting that her product showed the varying severity of certain parameters, thereby explaining or demonstrating why some subluxations would be enough to cause only ear infections while others would be bad enough to cause organ or system problems. She said her product could show how chiropractic improved heart function, for example, by monitoring heart rate in some way.

As I said, it was clear we were not communicating when it came to what I meant by non-therapeutic. The definitive difference between therapeutic and non-therapeutic is not in *what* is *done*, it is in ***why*** it is done. She was seeing and presenting her company's device as non-therapeutic by reasoning that it was not supposed to be applied as a therapy or as a treatment modality. It was intended as a monitoring or measuring device. It was obvious, though, that the reason – the ***why*** - for the measurements was to see if the values had improved. There was an intent to change them to a given textbook norm.

In non-therapeutic pursuits, there is no way of knowing the norm as an absolute, fixed point or value, since the norm is an innate normal, not a population average. If you're measuring something and comparing it to an average, claiming or offering to be able to change it, you are performing a therapeutic service.

It can be challenging enough to get people who are so regularly immersed in the therapeutic message to hear and understand the non-therapeutic message clearly. Without that understanding, they will surely judge your service by therapeutic standards. It's the system they know best. I still remember when the metric system was being introduced in the U.S. People didn't think in centimeters or grams. They always reverted back to the familiar system of inches and pounds. In this case, both were units of the same kind of measure; e.g., inches and centimeters are both units of length, pounds and grams are both units of weight or mass. It's much worse for us when the public reverts back to the therapeutic system for non-therapeutic decisions because they aren't even the same kind of measures! Innate normal and textbook normal are not the same thing at all.

So, if you do a "progress" exam, what are you measuring? You're measuring the amount of deviation from textbook normal and seeing how much change has taken place from the last time you measured it. Presumably, when it is back to textbook normal, you've fixed the problem, the treatment is over and was successful. If it doesn't get back to normal, you can admit that the treatment didn't work and that something else should be tried, or that no more progress is possible, at which time therapeutic necessity ends. Remember, you're not measuring innate normal, since that's a variable entity with no specific, fixed value. You're certainly not measuring vertebral subluxations, either. We have a non-therapeutic procedure for that – we call it analysis.

Using the term "progress" in your non-therapeutic chiropractic office will undermine your mission. It's using the units of therapeutic systems. It can only be understood, then, from the therapeutic viewpoint. You are simply and unavoidably showing and telling them it is about their "problem," and they, then, have every reason to believe you are treating it. It can only take them backwards in their understanding of what you offer.

Now, if only there were a device that could actually measure the unknowable innate potential, to know all and see all ... we'd be on to something!

Submitted by Jim Healey, DC

Small changes can make a big difference

One of the gifts my mother handed down to me is the love of reading. She always had a stack of books on the bedside table and was often reading



two or three books at a time.

Today, I have accumulated a significant library of books. My subject matter interests include how-to's, positive psychology, self-help, philosophy, motivation, leadership and more. I've actually stopped buying hard copies and often use a Kindle or the Kindle app to store dozens of books in a format that I can have with me anywhere, anytime.

One of my current reads is called *Atomic Habits* published in 2018 by James Clear.

It speaks of the surprising power of tiny changes and their ability to make big differences. As soon as I read this, I saw an immediate correlation to chiropractic care.

Let me offer a few excerpts.

"Improving by one percent isn't particularly notable—sometimes it isn't even noticeable—but it can be far more meaningful, especially in the long run. The difference a tiny improvement can make over time is astounding. Here's how the math works out: if you can get 1 percent better each day for one year, you'll end up thirty-seven times better by the time you're done. Conversely, if you get one percent worse each day for one year, you'll decline nearly down to zero. What starts as a small win or a minor setback accumulates into something much more."

Sounds like chiropractic care to me. Yes, one adjustment in a lifetime is better than none at all. But if you really want to reap the benefits of chiropractic (maximizing your ability to function in all areas of your life regardless of the presence or absence of symptoms), then consistency is the key. Each adjustment is built upon the previous one. Or as Clear puts it, *"What matters is whether your habits are putting you on the path toward success."*

Do your practice members know and understand this?

"Habits are the compound interest of self-improvement. The same way that money multiplies through compound interest, the effects of your habits multiply as you repeat them. They seem to make little difference on any given day and yet the impact they deliver over the months and years can be enormous. It is only when looking back two, five, or perhaps ten years later that the value of good habits and the cost of bad ones becomes strikingly apparent."

So, how do you build a practice where generations of families have their spines checked weekly and do it for decades? I believe it is, in part, because they understand the concept of one percent better.

I am reminded of a quote by Pablo Casals who was the world's greatest cellist during his lifetime. In 1957 at the age of 80, Casals was the subject of a movie short, *A Day in the Life of Pablo Casals*. The movie's director Robert Snyder asked Casals, *"...why he continues to practice four and five hours a*

day." Casals answered: "Because I think I am making progress."

"Time magnifies the margin between success and failure. It will multiply whatever you feed it. Good habits make time your ally. Bad habits make time your enemy."

Are your habits putting you on the path toward success?

Clear, James. Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones (p. 18). Penguin Publishing Group. Kindle Edition.

Submitted by Joe Sasso, DC

We have 5 choices in our life

by legendary football coach Nick Saban

"We have 5 choices in our life," he said. "We can be bad at what we do. We can be average at what we do. We can be good at what we do, which is probably God's expectation for whatever ability he gave us. Or we can be excellent. Or we can be elite. And everybody has a choice as to what they want to do and how they want to do that. But if you're going to be excellent or elite, you got to do special things. You have to have special intensity. You have to have special focus. You have to have a special commitment and drive and passion to do things at a high level. [You have to have] a high standard all the time. It doesn't matter what God-given ability that you have—that probably can make you good—but without the rest of it, I'm not sure you ever get excellent or elite."



<https://www.youtube.com/watch?v=OU-FvZeAFTA>

Thanks to the [dailydad.com](https://www.dailydad.com) for this article

Sherman College of Chiropractic Announces the International Research and Philosophy Symposium (IRAPS)



2024 Call for Abstracts

SPARTANBURG, SC (08/16/2023) Sherman College of Chiropractic is now accepting abstracts for its 19th International Research and Philosophy Symposium (IRAPS), a peer-reviewed chiropractic conference that addresses vertebral subluxation research and the philosophy of chiropractic. To be

considered for presentation at IRAPS 2024, abstracts must be submitted by September 30, 2023. IRAPS will be held in conjunction with the college's flagship event, Lyceum, May 2-4, 2024, on the Sherman College campus in Spartanburg, SC.

Topics for abstracts, both for both platform and poster presentations, may include:

- Case studies that focus on the location, analysis, and correction of vertebral subluxation (LACVS).
- Philosophy of chiropractic as a component of LACVS-type care.
- Scholarly pursuits that will advance chiropractic education, practice, and the profession.

"The goal of IRAPS is to bring leaders in philosophy and research together, along with practitioners and educators who are centered on vertebral subluxation practice, to build a stronger academic community worldwide regarding the subluxation model of chiropractic," explains Christopher Kent, D.C., A.C.P., J.D., Sherman's Director of the Center for Scholarly Activity. *"The program's intent is to foster a view that the chiropractic profession is centered on vertebral subluxation, based on vitalism, dedicated to research and developing a discipline of philosophy."*

Continuing education credit will be available, and attendees may choose to attend the full Lyceum program, including IRAPS, or they may choose a one-day IRAPS-only package. IRAPS speakers will receive a 25 percent discount at registration, and full program details will be released after speakers have been selected. Conference registration opens in September 2023.

Abstracts should be formatted as short papers with approximately 300 words and references should be included. For more information on IRAPS, visit www.sherman.edu/iraps. You may also contact Christopher Kent, D.C., A.C.P., J.D., Director of the Center for Scholarly Activity, at ckent@sherman.edu or 800-849-8771, ext. 299.

For more information, please contact:

Christopher Kent, D.C., A.C.P., J.D.

Director for Scholarly Activity

Sherman College of Chiropractic

ckent@sherman.edu

800-849-8771, ext. 299

About Sherman College of Chiropractic. Sherman College of Chiropractic provides students with a comprehensive chiropractic education, preparing them to enter the field as Doctor of Chiropractic who are highly skilled, compassionate, ethical, and successful. On its 80-acre campus in South Carolina, Sherman offers a professional degree program unique in its approach to health care and known globally for the skill and art of chiropractic delivered by graduates. For more information, visit www.sherman.edu or call 800-849-8771.

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.

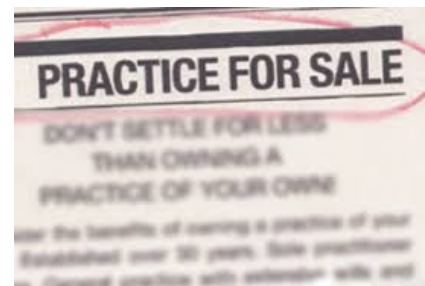
Salary (based on experience) and performance bonuses included.

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

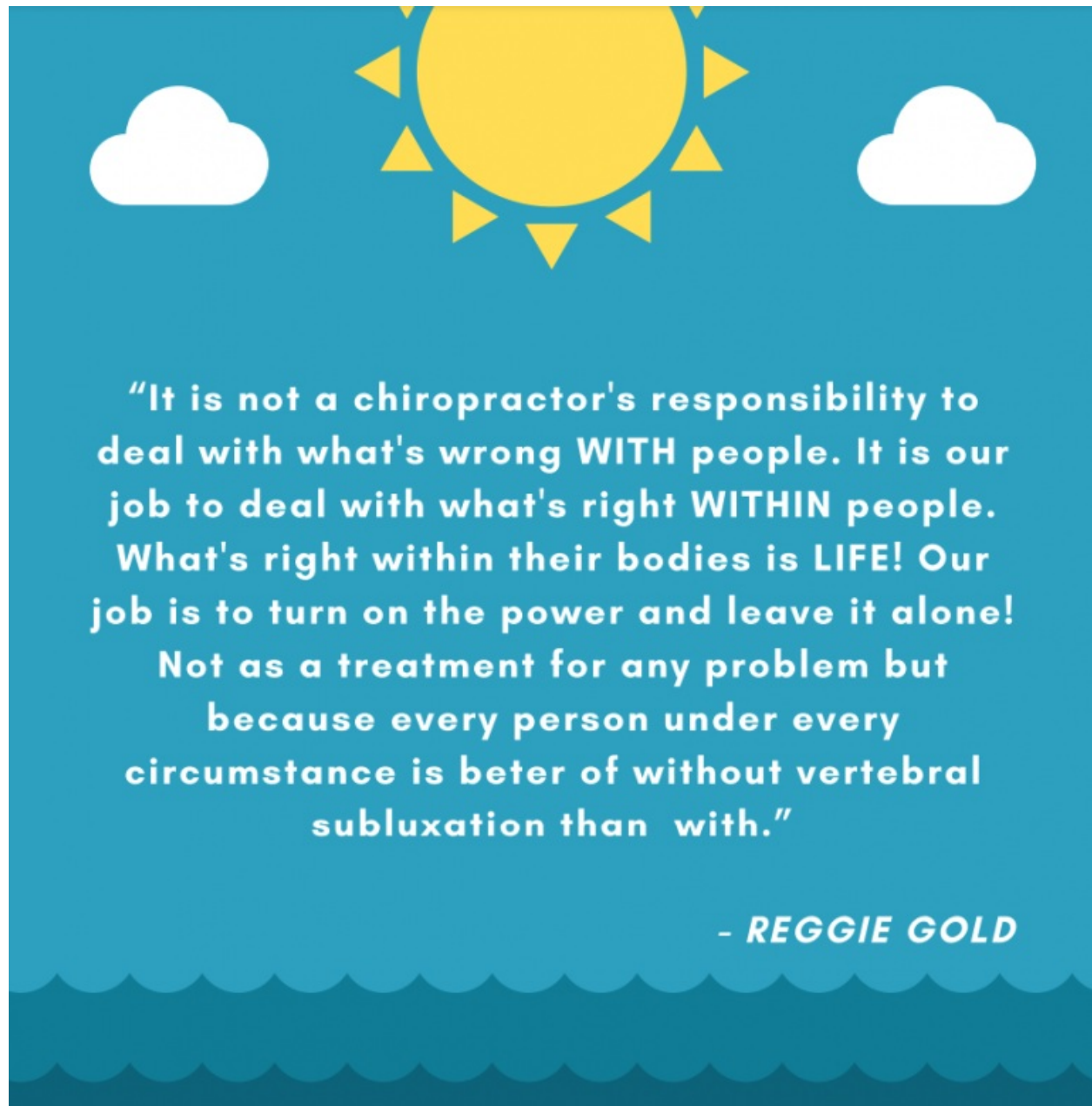
Centrally located in Mercer County NJ, our family chiropractic practice for sale brings together small town community and extraordinary lifestyle options. Preserved open space throughout the community, great schools in all ages ranges, and the demand for lifestyle-focused chiropractic care. 75 minutes from Manhattan, 45 minutes to Philly, 15 minutes from Whole Foods, excellent shopping options. River sports, mountains, bouldering throughout the Delaware River region, and less than an hour from the ocean. High concentration of white collar professionals near the state capital, universities and large corporations means people have the desire and resources for chiropractic care.



Our practice focuses on structural-based models of care for all ages and superior professionalism. We have an excellent ROI with operating overhead

lower than 30% monthly gross income. No need to mess with unwinding poor insurance choices, this practice has the cash focus and support systems for immediate success. 24 patient hours per week, turnkey operations, \$360k gross collections, asking \$175k.

Contact Aryn at draryndc@gmail.com



TD Bank Affinity fund

The Garden State Chiropractic Society has joined the affinity program sponsored by TD Bank.



You can link a new or existing account to the GSCS. The account may be savings, checking, certificate of deposit, etc. It may be a personal or a business account. Since TD Bank has offices in several states, you can invite family members, friends, associate members and practice members to

participate in this program. New TD Bank Affinity Member Customers get \$25 when opening a new checking account in store. See the attached flyer for details.

Simply visit your closest TD Bank branch and state you would like to link your account(s) to the Garden State Chiropractic Society. We greatly appreciate your support.

Please contact your local TD bank for further information.

Click [HERE](#) for flyer

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.

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



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