

JANUARY

GSCS Monthly e-newsletter

“The official voice of straight chiropractic in NJ”

January 2024

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From the Prez

A Feather in Your Hat

Many chiropractors seem to want to be recognized for their accomplishments. Whether it be endless Tik Tok videos, becoming so called Chiropractic

“Rock Stars”, or being the guys who have all the answers for everyone else. They have put a feather in their cap and are parading themselves around. While everyone likes to be recognized for their accomplishments, we should be lifting up Chiropractic rather than ourselves. Having a clown act in the center of a ring may bring attention but to what, self.

There are so many unknown chiropractors who humbly went on before us whether it was popular or not, lived and espoused a chiropractic life and created generations of chiropractic patients. I love when a patient comes in and says our parents took us to chiropractors all the time as kids and I think I should start doing that for my self again. The seed was planted. The seeds we plant today are the chiropractic generations of patients tomorrow and some of them will become chiropractors, too. If you want to put a feather in your cap, tell someone about chiropractic care and then check their whole family for multiple generations. That is job well done even if no one sees your feather!

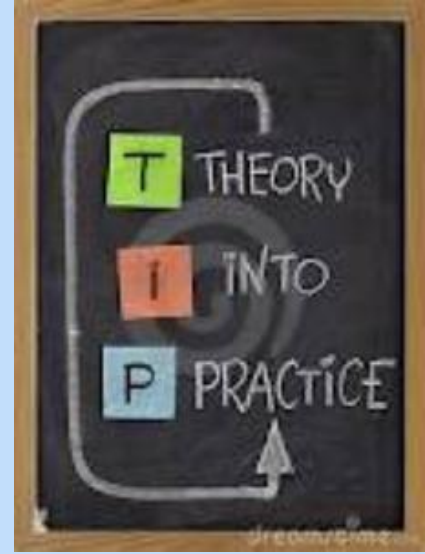
Jay Yuhas, D.C.
GSCS President

Practice Tip

I know we emphasize educating our patients on chiropractic but one of the best practice building tips I know is getting to know your practice members. If you can not remember things well, write a couple of things on their file. Things like that they like to garden or love taking care of the grandkids. If they visited somewhere or went on

vacation, ask them how it was? The trick to this is you actually have to care about people! I hope you do. Remembering a few details about each one of your members and talking to them about it goes a long way. It is not always how much you know but how much you care. A little of both is not bad!!!

Submitted by Jay Yuhas, DC



Register now for Convention 2024

Mark your calendars for this year's convention. The GSCS will offer up to 15 hours of CE the weekend of April 13-14, 2024 at the APA Hotel Woodbridge.



The GSCS is excited to announce that Jack Bourla, DC, Anthony DeCosta, DC, Anthony DeMarco, DC, Brian Dooley, DC, Reed Howie, DC, Mary-Ellen Rada, DC and Bruce Steinberg, DC will be presenting at Convention 2024. Two hours of nutrition and two hours of ethics and record keeping will be offered. Each mailing will highlight the topic and biography of one of our speakers.

Convention registration for the chiropractor includes one continuing education certificate, one lunch and one dinner. First year chiropractors are invited to attend at a discounted rate.

Click [HERE](#) to register.

1931 B.J. PALMER THE SPINE & HEALTH: WHAT IS CHIROPRACTIC?



21 tips for a positive New Year

21 TIPS FOR A POSITIVE NEW YEAR

2024

1 STAY POSITIVE

You can listen to the cynics and doubters and believe that success is impossible or you can trust that with faith and an optimistic attitude all things are possible.

2 TAKE A DAILY "THANK YOU WALK"

You can't be stressed and thankful at the same time. Feel blessed and you won't be stressed.

3 EAT HEALTHIER FOODS

that grow on trees and plants and less foods manufactured in plants.

4 TALK TO YOURSELF

instead of listen to yourself. Instead of listening to your complaints, fears and doubts, talk to yourself with words of truth and encouragement.

5 NO ENERGY VAMPIRES ALLOWED

Post a sign that says "No Energy Vampires Allowed." Gandhi said, "I will not let anyone walk through my mind with their dirty feet."

6 BE A POSITIVE TEAM MEMBER

Being positive doesn't just make you better, it makes everyone around you better.

7 DON'T CHASE SUCCESS

Decide to make a difference and success will find you.

8 GET MORE SLEEP

You can't replace sleep with a double latte.

9 DON'T WASTE YOUR ENERGY

Don't waste your precious energy on gossip, energy vampires, issues of the past, negative thoughts or things you cannot control.

10 LOVE, SERVE AND CARE

You don't have to be great to serve but you have to serve to be great. Look for opportunities to Love, Serve and Care.

11 REMEMBER YOUR WHY

Live your purpose. Remember why you do what you do. We don't get burned out because of what we do. We get burned out because we forget why we do it.

12 LOVE THE PROCESS

Remember there's no such thing as an overnight success. Love the process and you'll love what the process produces.

13 HAVE TRUST

Trust that everything happens for a reason and expect good things to come out of challenging experiences.

14 NO COMPLAINING RULE

Implement the No Complaining Rule. If you're complaining you're not leading.

15 READ MORE

Read more books than you did in 2023. I happen to know of a few good ones. :)

16 DON'T SEEK HAPPINESS

Instead live with love, passion and purpose and happiness will find you.

17 FOCUS ON "GET TO"

Focus on "Get to" vs "Have to." Each day focus on what you get to do, not what you have to do. Life is a gift not an obligation.

18 GET BACK UP

The next time you "fail" remember that it's not meant to define you. It's meant to refine you.

19 SMILE & LAUGH MORE

They are natural anti-depressants.

20 MAKE TIME FOR RELATIONSHIPS

We are better together and the more we connect with great friends the more enjoyable life becomes.

21 ENJOY THE RIDE

You only have one ride through life so make the most of it and enjoy it!

Download these tips at jongordon.com/21tips

"It's Not About Me or You ... It's About Them"

A fellow came in to the office one morning, a while back, someone I had seen before. I remembered him and his story, though I needed him to remind me of his last name so I could pull out his card from the files. I saw that Sam (not his real name) had been in twice in the first week I had seen him more than a year ago, but not since then. I, Jim (my real name), used to have a policy where that kind of non-compliance meant you could not return, but I've come to realize that, if I keep to that, people like Sam have virtually no chance of discovering non-therapeutic chiropractic by



randomly picking another DC from the phone book. So, I give those like Sam a second chance, at least, and usually more. It's not because it's easier – it's not; in fact, it's much more work for me that way but it's the kind of work I also enjoyed because, hopefully, I could use those occasions as opportunities to get better at trying to spread a non-therapeutic message throughout the world.

Sam's initial story was not unlike others who come in without being referred by someone who already was part of my "office family" – he had back pain and his friends told him he should see a chiropractor for it. I'd love to tell you that every person I've ever checked came in from a top-notch referral, fully educated and initially expecting me to start them on a lifetime schedule of being checked weekly just because living subluxation-free was better than trying to live subluxated. That actually does happen with some frequency and I have learned to celebrate those times. Otherwise, it's too easy at the end of the day only to remember the Sams of the world who miss the message entirely on the first visit and have me questioning how I could have done something better or differently to get through to them.

Click [HERE](#) to read more

Submitted by James W. Healey, DC

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.

Dr. Kim Stetzel has 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)



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?



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
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Garden State Chiropractic Society | P.O. Box 298, Franklin Park, NJ 08823

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