

FEBRUARY

GSCS Monthly e-newsletter

"The official voice of straight chiropractic in NJ"

February 2024

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From the Prez

Visual

A lot of observation can be made by seeing. Observing our circumstances and surroundings is paramount not only to our

survival as a human being but to our success as a chiropractor. I think in the future the type of chiropractic we practice will not survive unless we are very intentional and specific in our actions.

One of the first ways, we can use the power of observation is in that of the chiropractic patient. A lot can be observed before the patient ever gets on the table. Next, take a look around the office. Does the form or forms fit the office function or does your office look just like another medical office? How do your patients view your office or you as a chiropractor? Maybe you can ask them.

Lastly, how does the public view chiropractic as a whole? You know the journey of a thousand miles starts with one step.

Let us create a dialogue this year of how to take chiropractic into 2024 and beyond!

Jay Yuhas, D.C.
GSCS President

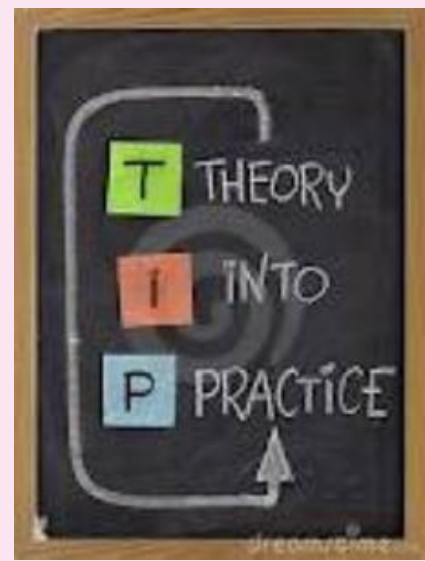
Practice Tip

Happy ValenSPINES day!

Seize the opportunity to show your practice members that you love and appreciate them. Whether its putting a bowl of Hershey's kisses on the counter or giving a flower to each person, make them feel important and appreciated.

A chiropractic colleague commented that our hands are an extension of our hearts. Each adjustment that we deliver truly is a gift of love.

Submitted by Daria Messina, 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, staff and spouse are invited to attend at a discounted rate.

Click [HERE](#) to register.

Click [HERE](#) for a list of approved states as of 1/29/2024.

Please note: FL, GA, NY, PA and WI are still pending.

Click [HERE](#) for the convention weekend schedule

Quotable quote

“Consistency compounds.”

“Being consistent over time produces incredible results. You don’t have to be great or special to produce great results. You just have to be consistent and consistently improve. You just have to keep showing up each day, do the work, and get better.”

Jon Gordon
John Maxwell



“Perfect!”

There is an old email joke that circulated every now and then about a car full of people driving along when one of the tires goes flat. In the car are

Santa Claus, the Easter Bunny, The Perfect Woman, and The Perfect Man. The question, then, is, who changes the tire? As it was sent to me, it was The Perfect Woman – according to the sender, it was obvious to her, all the others were imaginary beings! Hahaha.



Hopefully and more seriously, we would all benefit from having an answer to this riddle as a real question about our professional lives. What would the perfect person or family be like coming in to our offices? Each visit with this perfect person would be a perfect chiropractic encounter. Of course, exactly how that event will be depends upon your model of chiropractic. Within the Non-Therapeutic Chiropractic (NTC) model, the perfect person would come in regularly until they (or you) die (or move). They would expect to be checked for vertebral subluxation and have you perform necessary adjustment techniques simply because being subluxation-free is a better way to go through life. The perfect person would not try to get you to be a medical consultant or expect you to offer them hope or treatment for their therapeutic-model problems. They would participate in an exchange by paying for the services and help you in your mission to contribute to a world full of subluxation-free people by telling others about vertebral subluxations. Yeah, in summary, that would be about as perfect as it could get.

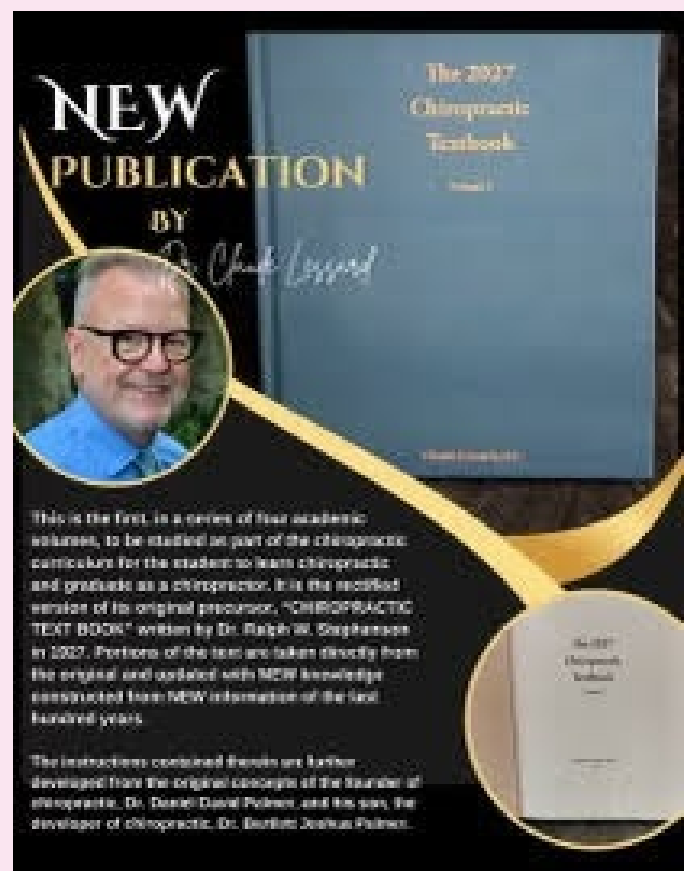
Click [HERE](#) to read more

Submitted by James W. Healey, DC

A new publication by Claude Lessard, DC: The 2027 Chiropractic Textbook

Sometimes, those of us in chiropractic have a tendency to get stuck in the ideas and the philosophy of our forefathers and it hinders the growth and development of our philosophy. It also presents a basis for the criticism that we have developed into some sort of cult/religion. What profession is still using a 1927 textbook as its primary text?

Now for the first time in almost 100 years, The Chiropractic Text Book has been updated and re-

The graphic features a central blue book cover titled 'The 2027 Chiropractic Textbook'. To the left is a circular portrait of Claude Lessard, DC, wearing glasses and a blue shirt. A yellow ribbon graphic curves across the bottom. Text on the graphic includes: 'NEW PUBLICATION BY Claude Lessard', 'This is the first, in a series of four academic volumes, to be studied as part of the chiropractic curriculum for the student to learn chiropractic and graduate as a chiropractor. It is the modified version of its original precursor, "CHIROPRACTIC TEXT BOOK" written by Dr. Ralph W. Stephenson in 1927. Portions of the text are taken directly from the original and updated with MDW knowledge constructed from MDW information of the last hundred years.', and 'The instructors contained therein are further developed from the original concepts of the founder of chiropractic, Dr. Daniel David Palmer, and his son, the developer of chiropractic, Dr. Bertalan Julian Palmer.'

contextualized. **Claude Lessard, DC**, had it suggested to him by Thom Gelardi, DC, to take on the task of rewriting the chiropractic textbook. Claude accepted the challenge and he produced an extraordinary textbook that will encourage future chiropractors to carry on and further develop chiropractic, that will include new knowledge, insights, and error corrections into the third millennium and forever more. I would encourage each of you to pick up a copy of Volume 1 from the [Joseph B. Strauss Bookstore at Sherman College](#), which is ordering Volume 1 of the 2027 Textbook, in bulk, to sell. This an easy way to financially support Sherman so it can make some extra money.

Otherwise, you should be able to find it on any major online book retailer, such as Barnes and Noble or Amazon, by googling the title. Obviously, Sherman wouldn't make money from the proceeds of the book that way.

I present to you part of the preface from The 2027 Chiropractic Textbook Volume 1, by Claude Lessard, D.C.

This is a series of four academic volumes to be studied as part of the chiropractic curriculum for the student to learn chiropractic and graduate as a chiropractor. It is the rectified version of its original precursor, "CHIROPRACTIC TEXT BOOK" written by Dr. Ralph W. Stephenson in 1927. Portions of the text are taken directly from the original and updated with NEW knowledge constructed from NEW information of the last hundred years. The same building blocks of chiropractic are refashioned into a contemporary context that includes 130 years of continuous discoveries. Credit is given to Dr. D.D. Palmer, Dr. B.J. Palmer, and Dr. R.W. Stephenson. We all stand on their shoulders as we move forward.

These volumes are simply "The Chiropractic Text Book" updated and re-contextualized. The instructions contained therein are further developed from the original concepts of the founder of chiropractic, Dr. Daniel David Palmer, and his son, the developer of chiropractic, Dr. Bartlett Joshua Palmer. Within these volumes, I hope to falsify and deconstruct the theistic and anthropomorphic characters given to some of chiropractic's scientific principles and scientific laws in those early days, namely universal intelligence and innate intelligence. Those chiropractic concepts are then reconstructed on the solid bedrock of the testable and verifiable principles of chiropractic's basic science; they include new information acquired since 1927 that dictates the chiropractic objective. These four volumes contain NEW knowledge that has been discovered and constructed within the past 100 years, NEW information that was unavailable from 1895 to 1927. They cover the philosophy, the science, and the art of chiropractic. They are intended to be a further study of chiropractic, developed to CARRY ON the genius of our predecessors, D.D. and B.J. Palmer; they are designed to convey more precisely "WHAT" chiropractic is, "HOW" to apply its scientific principles, and the hard to vary explanation of "WHY" chiropractic is an evolutionary humanitarian approach to EVERY experience of life, not just the experience of health. These volumes comprise error corrections that are

necessary for the student to obtain an assured confidence in the chiropractic objective including its universal value. They honor, yet modernize, this significant discovery and the greater understanding of its necessary and humanitarian service to the world. It was Joseph B. Strauss, D.C. who wrote in 2002, "I do not believe that you can truly understand chiropractic philosophy without studying Stephenson. There are truths within and errors that need to be seen and understood for any student to ever begin to reach a level of comprehension of chiropractic as it was and is today." Students are encouraged to study Stephenson's textbook of 1927, ALL of the Strauss' Blue Books, and the two Blue Books that I have personally authored, A New Look at Chiropractic's Basic Science and Timed Out: Chiropractic.

It is the hope that the truths and error corrections contained within the pages of these volumes will inform and inspire future generations of chiropractors so that they can make an informed choice in constructing their professional mission. Based on these studies, it is clear that the sole aim of the chiropractic objective is the restoration of normal transmission of innate impulses through the location, analysis, and the facilitation of the correction of vertebral subluxations for a normal transmission of innate impulses. PERIOD.

These texts have been written for educational instruction. They are divided into Volume One (First Year Chiropractic Text), Volume Two (Second Year Chiropractic Text), Volume Three (Third Year Chiropractic Text), and Volume Four (Fourth Year Chiropractic Text). Following the original layout of Stephenson's allowing for the integral comparison of topics. There are questions for review that are intended to help the student THINK and "internalize" the value of chiropractic, and raise inquiry to test any of its 33 scientific principles in order to verify or falsify any of them. The student is urged to become familiar with the unique chiropractic lexicon at the beginning of every volume in order to properly understand the meaning of those terms that will undoubtedly assist the study of the text. Hopefully, these four volumes of the updated chiropractic textbook will encourage future chiropractors to CARRY ON and further develop chiropractic, that will include NEW knowledge, insights, and error corrections into the third millennium and forever more.

Submitted by Tom Gregory, 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

Office for lease

35 W Main St | Denville, NJ 07834
Office For Lease | 1,100 SF | \$28.00 /SF/YR
act now and get the first Month Rent free with a 2-year lease,

Set up for a doctor's office. 3 exam rooms plus doctor's private office.

It's located in a medical building in downtown Denville. Walking distance to St. Clair's hospital

For more information and pictures please call or Text Gino at 973-418-0587 or email: Gino@integratitle.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
Franklin Park, NJ 08823



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