

# MARCH

#3105754

## GSCS Monthly e-newsletter

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

March 2024

[CLICK HERE](#)  
for GSCS website

[CLICK HERE](#)  
for GSCS Facebook page

[CLICK HERE](#)  
to e-mail the GSCS



### From the Prez

#### Headspace

Wow, this term goes back a ways but I think it needs to be revisited. Headspace is everything in the chiropractic practice. The number one focus is on the person on the

table in your adjusting room. So many times I had been so focused on my “ marketing plan”, I forgot to pay attention to the patient in front of me. Then I realized something. The person in front of me is my marketing plan. When you take good care of people, they refer others and tell their family and friends. They know you care by you paying attention! It is a hard job! Your focus as a chiropractic professional can not be on the ball game, the weather, the economy or what have you. It has to be on giving care to the person in front of you. Try it and see how it works!

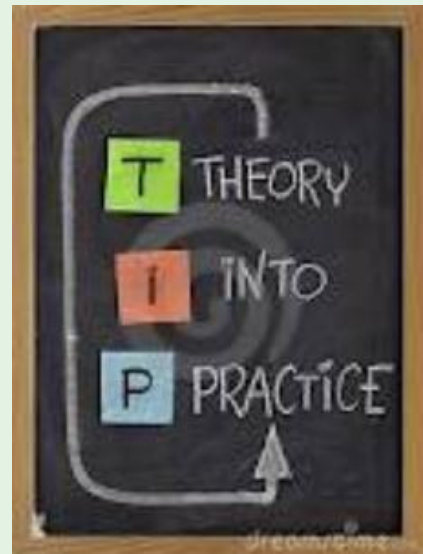
Jay Yuhas, D.C.  
*GSCS President*

## Practice Tip: Simple Success

It seems to me after more then 50 years and talking to thousands of Chiropractors that being a success in this profession is fairly simple.

First, if you have no formal training in the Philosophy that forms the basis of our profession, Get some! Read, nay study, Stevenson's Text book. all of the Strauss Blue books and any videos of Reggie Gold you can harvest from the net. It will take 6 months, to a year, but you cannot give what you do not own, Next, create the finest orientation lecture ever written and get so good at it that it does not look like you have memorized it, which, in fact, you have. Now set about to streamline your office, so that in any and all ways it is patient/member centered, That is, establish a fee system that will actually enable a family to be in your office every week forever.

Could your family afford to go to you? Your fees have nothing to do with your financial needs, what you may lack in "unit profits" you will more than make up for in volume. Next, do your location and hours lend themselves to people and families having access to you and your care? Your hours are not about your need to see your family, they are about families needing to see you (enroll your family in the battle to create a better world through Chiropractic).



Make your office a happy/fun place to be, a place of joy and well-being. And finally, commit yourself to maintaining the mission of creating a better world through Chiropractic on a lifetime basis....Never, ever, give up the fight to make an unsubluxated world. You are a success.

*submitted by Joe F. Donofrio, 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. 15 hours have been approved in NJ, including two hours of nutrition and two hours of ethics/record keeping.

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

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

---

People may hear  
your words, but  
they feel your  
attitude.

John C. Maxwell

BrainyQuote®

## Talk to The People Who Aren't There

Educating is not part of chiropractic.

That's right, no matter what you've heard, it's not. How do I know that? Some of us are checking pets and all of us are checking newborn babies for vertebral subluxations and never had them sit through an orientation. Chiropractic is the art of checking for vertebral subluxations through valid analytical methods and safely and responsibly effecting their correction through procedures referred to as chiropractic adjusting, a term-of-art. Frankly, this can be done whether the recipient knows nothing of the philosophy or science or has just been through your best orientation or lay lecture!

Now, don't jump to conclusions about my feelings on this matter. I'm not advocating you leave people ignorant or, worse, misinformed about what you offer. While educating people is not part of chiropractic, it is essential for the success of the non-therapeutic chiropractic office model. Why? Well, what you offer and what you do is much bigger than any one vertebral subluxation or any one person. It is immediately about that one person on your table at that moment but, from our unique viewpoint, it is ultimately about making a difference in the world. As BJ wrote of so poetically decades ago, in "*The Big Idea*," one subluxation, a small thing to one person, can ultimately affect the lives of millions! The non-therapeutic chiropractic model is visionary!

If you are captivated by this chiropractic professional model, I believe you must be a visionary, as well. I believe that you find yourself wondering whether you chose it or it chose you. It takes big-picture thinking and understanding to bring that to being.

Only by educating people are you touching their lives. If you're not educating,





you're just touching their spines. Yes, that one person will be free of that one subluxation and that will have positive value for that one life and, by extension, the world, whether you intended that or not, but there is so much more within your power – and, arguably, within your responsibility - to influence! You have to talk to the people who aren't there.

You may be thinking, *“Hey, Jim, are you subluxated, or something?! I'm supposed to do, uh – what??!”* Ok, well, that may be physically impossible, but, with powerful educational methods and efforts, your words, your thoughts, your vision, can go beyond your office walls to reach the people you will never meet - people who truly hear and embrace your vision of what the universe can be with everyone living the most time possible free of vertebral subluxation.

So, how do you make your educational program powerful? First, make sure you yourself get checked regularly. Next, understand that education is not something you do to people, it's something they experience; make your efforts suited to them and verify that they “got it” by asking them questions that test their ability to think like a visionary vitalist, not just a parrot with a good memory. You do this by following up every answer they give with your own, *“Ah, yes, I agree, and why do you think that?”* They must share their thinking to be able to answer that one. Also, realize that the educational program starts before they get on your table – remember, you never get a second chance to make that first impression of what your office is all about, and if you let them lie down before the orientation, you've just accepted them on their terms, whatever motivated them to see you that day – and the educational program doesn't ever end. You practice your thinking on chiropractic, don't you, every time you chat with a colleague? It keeps you sharp. Well, these people don't have a chiropractor at their home or workplace; you are their chiropractic sounding board.

Ultimately, when you do these things, you give others the power to talk to those people who aren't there. By these caring, disciplined, and unrelenting positive actions, every day with every person, you advance the visionary mission a few, some, or maybe many steps further in changing the world for the better.

*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-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

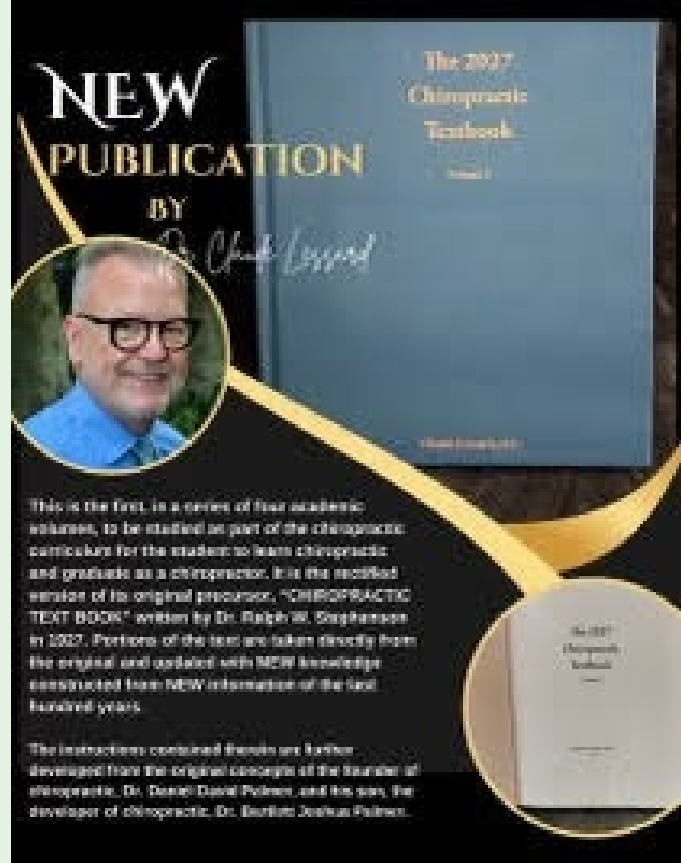
knowledge, insights, and error corrections into the third millennium and forever more. I would encourage each of you to pick up a copy of Volume 1 from the [Joseph B. Strauss Bookstore at Sherman College](#), which is ordering Volume 1 of the 2027 Textbook, in bulk, to sell. This an easy way to financially 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\*\*](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  
Franklin Park, NJ 08823



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

[Unsubscribe info@gardenstatechiropractic.org](mailto:info@gardenstatechiropractic.org)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by [info@gardenstatechiropractic.ccsend.com](mailto:info@gardenstatechiropractic.ccsend.com) powered by



Try email marketing for free today!