



GSCS Monthly e-newsletter

"The official voice of straight chiropractic in NJ"

JULY / AUGUST 2024

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From the Prez

TOITMITWD

The orientation is the most important thing we do. I wonder

where we heard this before! Anyway, it is true. The one thing you can fix in your practice today is to make sure everyone who comes into your practice receives a thorough chiropractic orientation without exceptions. Whether they have been to a chiropractor, do not want to or even have been to a GSCS member regularly, they get an orientation. You can decide if you do it one on one, in groups, how long you want it to be, what you want to say, etc.

Trust me! Start doing the orientation on everyone and watch your practice flourish. If you do not know how to do a chiropractic orientation, ask one of our members who would be glad to help.

Jay Yuhas, D.C.
GSCS President

From the GSCS archives

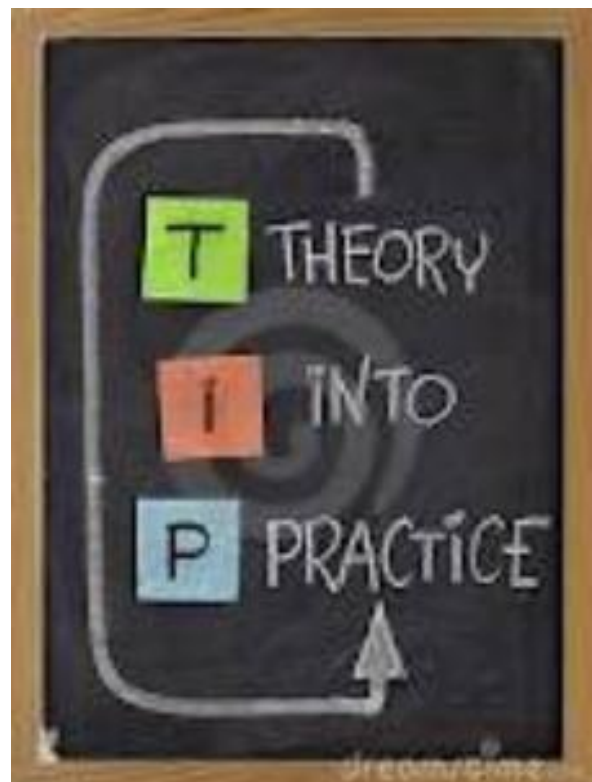
It's ALL About the Value the Chiropractor Places on Having Ones Spine Checked Regularly for Vertebral Subluxation Correction.

How many people know that they should exercise on a regular basis throughout their life?

Generally speaking: Everyone!

How many do it?

Generally speaking: No one!



With that in mind, how many people SHOULD have their spines checked regularly for vertebral subluxation?

Specifically speaking: Everyone with a spine and is alive.
How many do it? Very few!

Think about it, how many Chiropractors have their spines checked regularly? Based on my experience with Chiropractors whom I speak with (and yes, I regularly ask) and those who may stop by my office to have their spine checked for VS, I often times ask when was the last time they got checked.

In both cases, the answer, more often than not, represents care that I'd consider NOT regular.

Let's face it, it is NOT about all the excuses we hear, it's about 'value'!

Value is a two-way road: the value we, the Chiropractor places on our unique service AND the value the individual places on our service.

We, as Chiropractors can only control our side of the doctor/patient (practice member) relationship and make ourselves available for the value the patient places on it. However, if the Chiropractor puts little value in support of regular Chiropractic care, expect the people in your practice to find little value in regular care.

Practice Tip: Allow your body to function at a higher level by having your spine checked regularly and adjusted when necessary.

Submitted by Robert Berkowitz, DC

Philosophy article

“When People Wonder, ‘What’s In It For Me?’”

Non-therapeutic chiropractic is the most modern form of chiropractic. It is based upon a significantly unique premise, so different from that of the variety of therapeutic segments of the profession that it has been proposed by some that only non-therapeutic chiropractic should be considered chiropractic. That unique premise, briefly stated, is that an individual has a better opportunity to express their optimum potential on all levels and in every aspect of human performance when they are free of vertebral subluxations. The professional objective, then, is to check for vertebral subluxations and effect adjustments when they are found, the purpose being to allow maximum expression of the individual’s potential. There is seemingly universal acknowledgement of the soundness of this viewpoint among non-therapeutic chiropractors.



Some years ago, one of this profession's greats, Joseph Strauss, D.C., made an observation that many others had made; i.e., that non-therapeutic chiropractic was under-utilized by consumers worldwide, even in those areas where there were a number of established non-therapeutic chiropractic offices. What distinguished Strauss's message, however, was that he had identified the problem. His was a presentation focused on making the non-therapeutic chiropractic approach relevant to the consumer. From Strauss, if we expect there to be consumer interest, we know that it is necessary to make this form of chiropractic relevant to them.

Click [HERE](#) to read more

Submitted by Jim Healey, DC

Six attitudes

An excerpt from Dr. Bourla's President's Assembly Update: "Sherman Thinking vs. Outside World"



"There are six attitudes I would like us all to consider as we go about our work and personal lives," explained Dr. Bourla.

- 1- Live with the possibilities rather than the probabilities.*
- 2- Simplify the complicated.*
- 3- Remain curious.*
- 4- Question everything.*
- 5- Don't be afraid to go out into the great unknown.*
- 6- Make every encounter matter."*

Reprinted with permission from Jack Bourla, 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

Take me out to the ballgame

The GSCS is teaming up with the Somerset Patriots for our annual picnic and Chiropractic Founders Day celebration on Sunday, September 15 at 1:05pm! The Somerset Patriots are a AA affiliate of the New York Yankees organization and will play the New Hampshire Fisher Cats, a AA Blue Jays affiliate.



We have secured a private suite that holds up to 40 guests and offers a panoramic view of the ballgame. Don't delay if you want to attend as space is extremely limited.

Ticket prices include: 90 minute, all-you-can-eat buffet. Soft drinks, water, coffee and dessert are included.

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

Kids run the bases after the game!

A back-to-school cooler lunch bag to the first 1,500 kids

TD Ballpark, 1 Patriots Park, Bridgewater Township, NJ.

Ballpark opens at noon.

Click [HERE](#) for your registration flyer. Or call Bob Berkowitz directly (732-420-5275) to register and pay for your tickets.

See you there!

Practice tip of the month

A simple marketing idea that's fun to do, inexpensive and creates a lot of "feel good" is having a contest to win a Back-To-School Backpack.

Each time someone has their spine checked (during the month of August until the drawing date), have them write their name (legibly, please) and drop into a fishbowl on your front desk.

Purchase a kids back pack (something either a boy or girl can use) and fill it with school supplies - paper, pencils, notebooks, binder, glue, crayons, dictionary, pens, highlighters, pencil sharpener, etc. Have the back pack somewhere where people can see it when they walk in. Have a list available describing everything in the back pack taped to the front of the back pack.

Draw the winner in late August. You want to draw the winner well in advance of the start of school - before the parent goes out and buys everything.

Take photos of you and the contest winner. Include them (with permission) on your web page, your newsletter, office Facebook page, etc. and send a copy to the winner. And don't forget to create and distribute a press release!

submitted by Daria & Joe Sasso



Daily Positive

7 Ways to Make Today a Better Day

1. Look for the good.
2. Appreciate the little things.
3. Be a helper.
4. Tell someone they matter.
5. Give more than you take.
6. Speak words of encouragement and hope (to yourself and others).
7. Believe the best is yet to come.

- @jongordon11

Get a daily quote at DailyPositive.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?

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.

Join Us!

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

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