



# GSCS Monthly e-newsletter

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

June 2024

[CLICK HERE](#)  
for GSCS website

[CLICK HERE](#)  
for GSCS Facebook page

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



## From the Prez

### Veracity

Veracity is a term to describe habitual truthfulness. This appears to be a very good trait for a chiropractor to have. Giving patients a straight forward response about what chiropractic is and what they need for care

seems simple, right? I have heard too many times in chiropractic talking about meeting the patient where they are at or essentially telling them one thing and then later on telling them something else when they are “ready” for it? This creates distrust in the patient and even though there were “*good intentions*” the patient comes away feeling bamboozled and maybe that you did a bait and switch with them.

Remember, when you tell someone the truth you will always know what you told them!

Veracity is a good trait both for chiropractic and for life!

Jay Yuhas, D.C.  
*GSCS President*

## From the GSCS archives

### Why does Innate create a VS?

From time to time folks will ask “*why does Innate create a VS?*”. Well just asking such a question makes me realize that far too many of us function as “*Philosophical Chiropractors*” but our clear lack of formal and foundational Chiropractic Philosophy is making it impossible for us to achieve that goal. Further, our misunderstanding makes it impossible to cultivate a Philosophical patient base. Thus, I am moved to talk about some of the basics upon which our practice is based. Vertebral Subluxation(VS) is defined as movement of spinal bones which occludes a foramen, impinges a nerve and alters nerve function creating a state of dis-ease. VS is always negative and never positive. Since Innate cannot do anything to injure the body, it cannot create a VS, by virtue of it's defined properties. VS is only created when the body, under Innates direction, is unable to adapt to the external invasive forces which assault our bodies daily. Thus, VS is the result of a body which is overcome by external invasive forces which are either too big/strong to overcome or a body so weakened that it is therefore unable to adapt. Innate Intelligence never creates a VS....Get It????



*submitted by Joe F. Donofrio, DC*

# Philosophy article

## “Chiro-Quiz”



As a mandatory part of my office procedure – and I am really not big on routine, scripted things – people are not permitted on my adjusting table without first - because you never get a second chance to make that first impression and you can not easily erase the wrong impression - having some understanding of what I do and, quite importantly, *why* I do it. There are reasons for this, of course. First, I have found that it is crucial to share the vision of what, how and, most importantly, *why* I do what I do in the office, including the cooperative fee system, which is not just new, it can also sound a little weird without the big picture behind it. Secondly, but no less important, if I don't do this right away, I am accepting them on their terms, which may or may not match with mine. For one thing, it's a service unlike anything they've ever experienced and I feel it is only fair to them that they have the opportunity to know what they're buying before they decide to make the purchase. The fact that it's a decision is a big consideration in this. Certainly, when a person makes an appointment with a chiropractic office, unless they have been referred by someone who currently visits and knows the office already and is good at describing it, they probably have only one concept of what chiropractic is – usually the mixing concept – not knowing at all that there are two completely different kinds of chiropractic. They have no idea of what they should expect if they're in the “other” type of office. I find that non-therapeutic chiropractic is a new concept – the “other” - to most of them.

Another reason I want to have them understand non-therapeutic chiropractic is so they have realistic and accurate expectations. This is in their and your best interests. When it comes to the matters of consumer satisfaction and safety / risk management, expectation is everything! They need to expect what you offer, not something else. If, for instance, they come in looking for backache treatment and I don't tell them what I do is not about backache treatment, they will not be satisfied with the service and they may be at great risk since I am not evaluating or treating them in a therapeutic manner. They assume I'm treating the backache and evaluating that my treatment is effective for it and that they're not in need of some other treatment. If they experience harm, even if I didn't cause it but, for example, something that could have been treated therapeutically went untreated, they may risk physical loss and I may risk professional termination. If, however, they expect that I'm addressing their vertebral subluxations in a non-therapeutic way – i.e., that they are simply, in and of themselves, detrimental regardless of their situation otherwise and that I don't offer to evaluate or treat any diseases or maladies or anything else – then they will know to expect non-therapeutic chiropractic expertise from me and bring their therapeutic concerns elsewhere. They will then get therapeutic attention and non-therapeutic attention separately but both from appropriately qualified professionals. Good

for them! And you will not be venturing into fields wherein you have no standing. Good for you!

Click [HERE](#) to read more

*Submitted by Jim 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)**

---

## **50 Year Legacy Home Office for Sale – Once in a Lifetime Opportunity**



Greetings. My name is Dr. Martin Brown, I have been a member of Garden State Chiropractic Society since its inception and I am currently the organization's secretary. I began practicing Chiropractic in 1970, and in 1971 I decided to buy a beautiful home in Northfield, NJ which became my residence and office ever since.

I recently have made the difficult decision to retire from practice and soon, I will be moving south. I want to ensure that my patients are able to transition to a chiropractor who will offer them a similar style of personal attention and "subluxation centered" care. I would like to also see this home go to another aspiring chiropractor who can continue the legacy of my practice where I

spent the past 50+ years.

The building is over 3,500 sq. ft. with 5 bedrooms, 4 bathrooms, a large living room and a den with a real stone wall and wood stove fireplace, while the office has 5 additional rooms. In the rear of the home is a large dual-level rear porch that overlooks a luxury golf course and a lush back yard within the ¼ acre of land the home sits on. The office is on a main road which has hundreds of cars passing by every day, as it is the primary artery to Margate. Our home office is located just 15 minutes from Atlantic City and Ocean City. And there is a wide circular driveway which also offers ease of access for patients to quickly come and go with enough room for over 7 cars to be parked simultaneously.

There are many other amenities within the home and many specific details about the office that I would like to share with anyone who might be interested as a buyer. And in order to ensure a smooth transition, I will spend time with whomever will take over the practice so they can meet the patients with me and be aware of my procedures.

Please call me at 609-641-6960 if interested and I am looking forward to speaking with the next great chiropractor of this home/office.

Thank you.

---

## **Reggie Gold: The TRIUNE Chiropractic Lecture**



# 7 RULES OF LIFE

## 1. LET IT GO

NEVER RUIN A GOOD DAY BY THINKING ABOUT A BAD YESTERDAY.

## 2. IGNORE THEM

DON'T LISTEN TO OTHER PEOPLE. LIVE A LIFE THAT'S EMPOWERING TO YOU.

## 3. GIVE IT TIME

TIME HEALS EVERYTHING.

## 4. DON'T COMPARE

THE ONLY PERSON YOU SHOULD TRY TO BEAT IS THE PERSON YOU WERE YESTERDAY.

## 5. STAY CALM

IT'S OKAY NOT TO HAVE EVERYTHING FIGURED OUT. KNOW THAT IN TIME, YOU'LL GET THERE.

## 6. IT'S ON YOU

ONLY YOU ARE IN CHARGE OF YOUR HAPPINESS.

## 7. SMILE

LIFE IS SHORT. ENJOY IT WHILE YOU HAVE IT.

---

## 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



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

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





Try email marketing for free today!