

# JANUARY

## GSCS Monthly e-newsletter

*“The official voice of straight chiropractic in NJ”*

JANUARY 2025

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### From the Prez

#### New Beginnings

No matter where we are in our chiropractic career, we can always get a fresh start. Maybe we had an idea of what our ideal practice looked like but it turned

out very different. What do you want? How do you want to practice? How do you want your personal life to look like? Do you want more time off? Do you want to change your hours or how you practice (technique, etc)? All this is up to you and the New Year is a great time to take stock and change directions! Happy New Year and a prosperous 2025!

Jay Yuhas, D.C.  
*GSCS President*

## Four-Letter Words, Curses ... and Worse.

When I was very young, during a holiday visit to the home of my three older and mischievous cousins, it was decided by the parents, after a fine sit-down dinner, that we “loud and wild kids” should take a walk over to the local playground and play some baseball, or whatever else that would get us out of the house and tucker us out, leaving them some quiet adult time together.



So, after a brief search for a bat, a ball, and a few baseball mitts, off we went. The playground was a pretty good distance away, through the woods and, as we walked, we talked ... well, my cousins actually did most of the talking. This being their neighborhood, they led the way. Being older and taller, they had much longer strides. I was just trying to keep up, and also had to avoid being whacked by the branches of the trees as my cousins pushed past them and let them swing back.

When I said they were mischievous, I was being kind; they were like pack animals, always pressing for the advantage, for dominance, even with each other. Back on this day, I wasn't just the youngest and the smallest in the line; I was the easy target, the prey. Besides the thrashing with the underbrush, when we got to the baseball field area, I was also picked to fetch any wayward foul ball or wild throw, especially the ones that disappeared into the bordering ditch, overgrown with sticker-bushes. After a few times of me declining to fetch the baseball any more, they announced it was time to head back to the house.

Click [HERE](#) to read more

# GSCS Convention 2025 Registration is Available!

The Garden State Chiropractic Society has scheduled their convention for April 5 & 6, 2025.



We are thrilled to announce our exceptional line-up of speakers for our annual convention. Drs. Myron Brown, Damien Ciasullo, Andrew Daniele, Anthony DeMarco, David McGonagle, Jason Meyerson, Mary-Ellen Rada, Trent Scheidecker, Stamatis Tsamoutalidis and Jason Yuhas have agreed to be a part of our program. 15 hours of continuing education have been submitted for approval. You will need thirty hours of continuing education, including at least two hours of nutrition and risk management completed by August 31, 2025 in order to renew your NJ license. Our convention will meet the nutrition and risk management requirements for NJ renewal.

[Click HERE to register now](#) for Early Bird fees. Rates increase February 1, 2025.

[Click HERE for the speaker schedule and topics.](#)

[Click HERE for hotel reservations](#)

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## Grow Your Practice With the People You Are Most Meant to Serve

The New Year is here. With it comes the hope of growth—a bigger practice, more patients, a fuller life. Once, it was enough to sling a spine over your shoulder and walk down the street, telling your story to anyone who'd listen. That might still work, but the world has changed.



Now, people are pulled in every direction by screens and voices. To stand out, you must do more. You must know your people—the ones who are meant to walk through your doors, the ones who will find health and purpose through your care.

The good news? This work is simple. Six steps will help you build a practice filled with the people you are most meant to serve. Three are essential. Three are optional. Together, they will book your practice solid, not just for a season, but for years to come.

### **Step 1: Make Direct Contact**

Meet people. Look them in the eye. Shake their hand. This is not about shouting into the void; it is about trust. When you meet someone, they remember your face, your voice. They begin to know you. And people buy from those they trust.

### **Step 2: Network**

Knowing people is not enough. They must also know you. Networking isn't about stuffy meetings or business cards stacked like poker chips. It's about relationships. Send an email. Share a cup of coffee. Remember a name. Stay in their world so they'll stay in yours.

### **Step 3: Refer**

Introduce your people to each other. Help them grow their businesses and lives. A referral is a bridge, a gift. If you give freely, others will return the favor. Referring is not a strategy—it's goodwill turned into gold. These three steps—direct contact, networking, and referring—are the foundation of a thriving practice. They are the work you must do.

### **Supercharge Your Efforts**

To go further, faster, add these three optional strategies:

1. **Write:** Share your thoughts. Write newsletters or articles like this one. Let your words reach those you can't meet face-to-face.
2. **Speak:** Stand in front of an audience. Tell your story. Your voice carries weight; let it work for you.
3. **Use Social Media:** Share moments from your practice and insights from your heart. In the noisy digital world, authenticity cuts through.

These tools amplify your message, bringing the right people to your door.

### **The Bottom Line**

This work is simple, but it is not effortless. Show up. Build trust. Help others. And as the days roll on, you will find your practice full—not just with patients, but with the right patients.

Success in practice is not about chasing numbers. It's about serving people. The ones who are meant for you are out there. All you have to do is find them. Or better yet, let them find you.

Here's to a New Year and a fuller practice!

*Submitted by Brian R. Dooley DC, ACP, DPhCS*

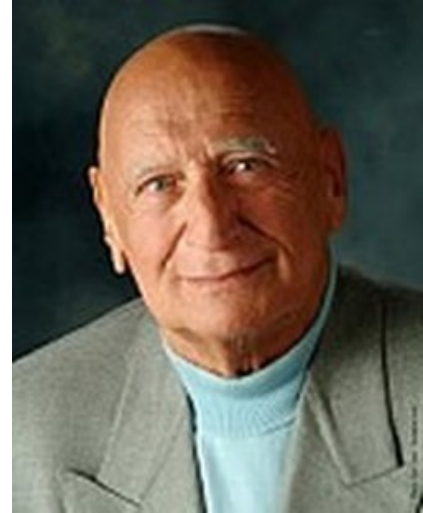
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## **Q & A with Reggie #4**

### **What is a family maintenance program?**

A family maintenance program as the name

suggests is when an entire family visits the chiropractor regularly, not for the treatment of sickness, but to maintain the integrity of the nerve system by keeping the spine flexible, keeping the body in control of the movements of its own vertebrae so the body can adjust and readjust the positions of those vertebrae as it needs to. You have to understand that the majority of vertebral subluxations, while they can do very serious damage to functions in the body, the majority of them don't produce any pain or symptoms. So to go to the chiropractor just when you hurt is to ignore a problem until it sometimes reaches tragic proportions. Sometimes a vertebral subluxation can be there for 10, 20 or 30 years before any symptoms show up. A family maintenance program is the chiropractor's idea of checking the spine of each member of the family on a regular basis, at one set fee (a greatly reduced fee), in order to prevent a lot of these problems from developing.



*Thanks to Tom Gregory, DC for this series of articles.*

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## Daily Positive

**You can't be stressed and thankful at the same time.**

*Write down three things you're grateful for today. When you focus on your blessings, you won't be stressing.*

- Jon Gordon

Get a daily quote at [DailyPositive.com](http://DailyPositive.com)

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# 20 tips for a positive New Year

## JON GORDON'S 20 TIPS FOR A POSITIVE NEW YEAR 2025

### 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 BE MORE ACTIVE

When possible, spend less time sitting and more time exercising, lifting, stretching, and moving. Like a river you were made to move.

### 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," and neither should you! Download my Neutralize Negativity Kit.

### 6 WRITE YOUR SUCCESS OF THE DAY

Each night before you go to bed write down your success of the day. What you focus on shows up more in your life. Create a success journal.

### 7 FIGHT THE RIGHT BATTLES

Fight the battles that keep you going forward, not the ones that keep you stuck in the past.

### 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, naysayers, issues of the past, negative thoughts or things you cannot control.

### 10 LIVE YOUR PURPOSE

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

### 11 FUEL YOUR LIFE WITH LOVE

Instead of fear. Fear is draining. Love is sustaining. Fear weakens you. Love strengthens you.

### 12 HAVE A MISSION

Make sure you have a mission, a team and a scoreboard. You need all three to thrive and go to the next level.

### 13 NO COMPLAINING RULE

Implement the No Complaining Rule. If you are complaining, you're not leading. Download a free No Complaining Kit here.

### 14 READ MORE

Read more books than you did in 2024. I happen to know of a few good ones.

### 15 DON'T SEEK HAPPINESS

Don't seek happiness. Instead live with love, passion and purpose and happiness will find you. tweet this.

### 16 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.

### 17 GET BACK UP

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

### 18 SMILE AND LAUGH MORE

They are natural anti-depressants.

### 19 CREATE YOUR CIRCLE

Create your Circle of Supporters. Who is in your circle determines how fast and high you rise.

### 20 ENJOY THE RIDE

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

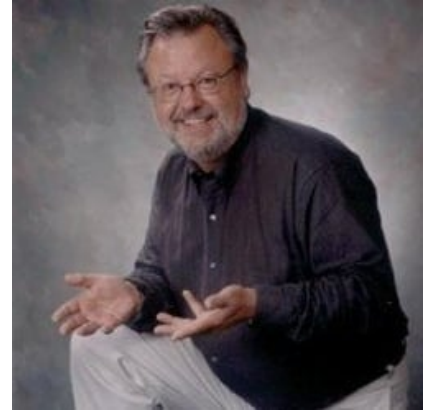
DOWNLOAD THESE TIPS AT [JONGORDON.COM/20TIPS](http://JONGORDON.COM/20TIPS)

Happy New Year! Happy New Blue Book! Volume 2!

A new publication by Claude Lessard, DC: The 2027

# Chiropractic Textbook

<https://www.sherman.edu/product-category/books/>



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 and Volume 2 from the Joseph B. Strauss Bookstore at Sherman College, which is ordering volumes 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.

"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."



## 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.

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