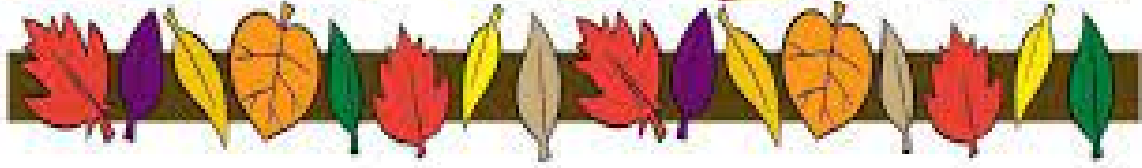


November



GSCS Monthly e-newsletter

"The official voice of straight chiropractic in NJ"

NOVEMBER 2024

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From the Prez

Forensic Science

While life is certainly made to be lived moving forward, a lot can be gained by looking back and reviewing our practice life. Is your practice dead or is it alive and growing? If there is life, there is

growth. How did the practice or parts of the practice die? Have we stopped doing orientations or special events? Did we use to check in every once in a while on regular patients we have not seen in a while? Maybe your practice is doing great and you can look back and you can see all you are doing is working ! Great! While we certainly do not want to get stuck in the past, a lot can be gained by doing a little forensic science on our practice!

Jay Yuhas, D.C.
GSCS President

Garden State Chiropractic Society Honors Dr. Joe Donofrio with Donation to Sherman College

Sherman College of Chiropractic is honored to announce a generous donation from the Garden State Chiropractic Society in memory of the late Dr. Joseph F. Donofrio, a beloved leader and mentor within the chiropractic community. Dr. Donofrio, who passed away on October 1, 2024, at the age of 79, was renowned for his compassion, dedication, and exceptional chiropractic care.

Dr. Donofrio's career, which spanned over five decades, began when he opened his chiropractic office in Paramus, New Jersey, in 1967. He was known for accepting all patients, regardless of their financial ability, and revolutionized chiropractic care by allowing patients to set their own fees. His unwavering commitment to his patients led him to operate the largest chiropractic office in the nation, a model that inspired chiropractors worldwide.

In addition to his successful practice, Dr. Donofrio was instrumental in the founding of two chiropractic colleges and contributed significantly to the advancement of chiropractic in New Jersey. His legacy lives on through the countless chiropractors he mentored and the many lives he improved.

The Garden State Chiropractic Society's donation has been directed to the



Sherman Pride Student Emergency Fund, a vital resource created to assist students facing unexpected financial challenges. This fund provides students with essential support for needs like food, clinic supplies, and school materials, ensuring that they can focus on their education during difficult times. With awards of up to \$500, the fund helps students manage their financial burdens without the obligation of repayment.

By contributing to this fund, the Garden State Chiropractic Society honors Dr. Donofrio's lifelong dedication to service, ensuring his legacy of care and generosity lives on in the next generation of chiropractors.

Joe D, September 2015



Chiropractic communication

Fear motivation

Fear motivation is a very poor short-term motivator. Chiropractors have become legendary in using fear as the means of convincing people that they should get their care. We use terms like subluxation degeneration. We lead them to think that if they don't get regular care, their spine is going to turn into this candle wax type appearance, bundle



of rotting bones, such as the posters that are often found in offices as well as the four stages of spinal degeneration models, or even to say that their body will turn into rotten meat if they don't have their spines checked regularly. It simply isn't true. Sad to say I've even seen these in the offices of spinologists, especially those who are former chiropractors attempting to transition over to spinology. It's a fear tactic and fear is always just a short-term motivator. Once people realize that the outcome is not as drastic or as particularly immediate as they thought, then they do not care anymore and what they then begin to focus upon are other problems.

The ONLY effective long-term motivators are understanding/logic bolstered by massive doses of enthusiasm. Understanding and enthusiasm put together are the only effective long-range motivators. And it is these things that we need to focus upon and utilize in our offices

Submitted by Tom Gregory, DC

10 Deep quotes that will fix 87% of your problems



1. You will never reach your destination if you stop and throw stones at every dog that barks.
 2. Your emotional intelligence and intuition will offend everyone who can't run a game on you.
 3. People who know their value do not compare themselves with others.
 4. Live your life according to your own breeze, not according to the wind of someone else.
 5. Design the future instead of dwelling on the past. Understand life instead of drowning in regrets.
 6. Don't waste words on people who deserve your silence.
 7. Don't ruin a good day by thinking about a bad yesterday.
 8. Be careful what you tell people. A friend today could be an enemy tomorrow.
 9. People act like you are hard to deal with because you are not easy to fool.
 10. If you know where to play the fool, you're smart enough.
-

Chiropractic Principles

Reggie Gold

Q & A with Reggie

Exactly what diseases and conditions can a chiropractor cure?

Well really a chiropractor can't cure anything. I think we should rephrase that question to say, exactly what diseases or conditions can be caused either totally or in part by vertebral subluxation? As we said in the previous question, a vertebral subluxation interferes with virtually every function of the body so that it can be a contributory cause of virtually any sickness or condition. Every vertebral subluxation is extremely serious. This is why, when this was recognized over 100 years ago, the profession of chiropractic was formed for the sole purpose of addressing and bringing about the correction of these vertebral subluxations that can cause so much, not only disease conditions, but many other malfunctions in the human body as well. Imperfections of every level of performance.

Thanks to Tom Gregory, DC for this article



Celebrating each moment

Every choice we make matters. Even if we choose to do nothing, it still matters.

Whenever I am at the ocean, I jump up to catch the sunrise. If you've never witnessed the miracle of the birth of a brand new day, I highly recommend it.



"Tell me something good" I ask you at the start of your office visit. So different from "How are you?". Asking you to find a positive moment you can share gently resets you to prepare your nerve system for your spinal check and adjustment. The moment subluxations are corrected, interference to your brain/body are cleared, and your life and health *flows* better. Every time. But it may not always be easy to find something good to share. And that's okay.

This past week I got a call letting us know that one of my long time practice members, a senior, had passed suddenly. This I know is part of being in healthcare and service. Our studies don't actually prepare us, but I've learned that touching people each visit connects me in a different and profound way. The human experience is all about connection.

Along with birth news and celebrations of joys comes the closing of a chart and a life is celebrated. When I am able to, I attend a service to pay my respects and have closure as well. But I knew this time there was no family, no strong ties, no services, no one to send a sympathy card to. No one mourn her or who would miss her life, so I dedicate this moment to celebrate her here.

As this is a family practice, WE feel the loss. Donna will miss her calls and front desk interactions. I will miss her moments on the table, and words in between.

Admittedly she was often a bit gruff, but I loved that somehow! I greatly enjoyed trying to get her to see the good with each visit and how it lifted her over the decades of our relationship. We had many short conversations and I was glad she sought me out after getting back on her feet from a time at a local women's shelter, where we first met. And boy did she look forward to getting adjusted!

Did I know my last adjustment given was going to be her very last? Neither of us had a clue. But the month before, out of the blue, she shared a pearl. A sweet testimonial that I jotted down on her chart: *"Every time I come here, it's like Christmas for me."*

Wow.

I checked her spine regularly since 2008 and even before that. I looked forward to assisting her through the art of the adjustment, and also to listen. I balanced her nerve supply in this life, knowing that life had thrown her some tough breaks. She was a chef at one point, homeless at other times. She got help, I helped with that too. She got on her feet and found me. And she kept on with care.

As times passes I'll go over my notes outside the margins to recall other events she shared. But always, she found a ride and got in to checked. And it was Christmas for her. The adjustment, the time with us was a gift. In her own way she was the gift.

She recognized she had more quality of life than she would have, and always found a ride or took the bus to lay down on my table. I will miss her grumps, her tenacity, sass and honesty. What a commitment she made to be here. Given the circumstances, I wanted her life to be celebrated in this moment. Darlene, this one's for you.

Each year I celebrate August 5, 1991, when I put my key in the rented suite around the corner that would become my practice. And here we are for you and your families 3 plus decades later. You are part of the makeup of our chiropractic community and we continue to grow because you share our message.

Let's celebrate the moments!

See you on the tables.

Thank you to Nalyn Marcus, DC for this article

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.

[READ MORE](#)

The Value of Success

Success is believed to come in many forms and is often pursued and measured in many different ways. Albert Einstein looked at it this way, *"Try not to become a man of success. Rather become a man of value."*



Let that sink in a moment.

Perhaps the most brilliant human who ever lived finds it important enough to direct the focus first toward *value*. How curious! Why?

I never had the monumental pleasure of meeting Einstein but, from what I've read about him or heard or seen in recordings of him, I have a firm belief that he was a person who made a huge difference in this world ... not by accident. I also have a firm belief that he was a success, in just about any possible measure of the word, but I think he would tell us that his success was founded largely or even wholly on what he focused on - the glorious fundamental nature of the entire universe - and not so much in what it brought to him, though that was certainly ample, as well. He became the most recognizable person on Earth and certainly didn't die a pauper. The thing is, talk about Big Picture thinking! One man's original thinking and work has shaped the thinking of an entire planet's population.

Is that true for us, as well? Could our success in non-therapeutic chiropractic (NTC) also originate from something big and yet still include a spectrum of, oh, let's call them collateral rewards, like money or fame? I certainly believe so – and not just so I can say I was on the same team as Einstein for something, even though that's pretty cool and could give me what I might describe as a feeling of success, in its own right. Let's just say he was on to something and I'm willing to accept him into my circle of role-models.

Reading his words, I believe that Einstein meant "value" not in terms of "net worth" but in terms of those things which drive one to love, respect and serve truth and, as a result, humanity. One's *value*, in this sense, is determined not by what they receive but by what they *contribute*. Someone with keenly developed senses of respect and service will almost certainly come to be regarded in high value. I think his view was quite elegantly expressed in those two simple sentences.

Additionally, one's *values*, the guiding principles of their decisions and

actions, are *revealed* by what they do and, consequently, what they contribute. Acting on those values is the necessary component here. Einstein was unrelenting in his pursuit of the unlocking of the mysteries of the universe, even during the times when that pursuit was a struggle and his scholarly publications on them were derided by the most esteemed of his contemporaries. Imagine what would have been if he were to take a position of not pursuing his vision until someone guaranteed him massive wealth for his work.

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Submitted by Jim Healey, DC

Become a GSCS member

Join Us!

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.

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