



GSCS Monthly e-newsletter

"The official voice of straight chiropractic in NJ"

DECEMBER 2025

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From the Prez

Valuable

Know your value! Know your worth! Before we even get started, I am not talking about raising our fees. I am talking

about how we communicate with a person contacting us for services or questions. What I am finding out and, even today, is that people and yes, people that have been to a chiropractor, do not understand what we do on a regular basis. Unfortunately, we get people calling us up telling us what is chiropractic. If we value chiropractic and we value innate intelligence, why would we stray from the values we have in chiropractic. To take chiropractic apart and deconstruct it to a mechanical basis or worse, a mechanical basis for medical care is a vast disservice to the profession and the sacred reality of what is chiropractic.

Ultimately, I had to tell the person on the phone that I could not accept chiropractic on their basis but on what chiropractic is and while they were adamant that I agree with them and accept them for care on their basis, I could not do that. I could not devalue or deconstruct the very principles of our existence and life to please a person with another idea of a chiropractor.

What I want to tell you today is that chiropractic is valuable and you are valuable for being a chiropractor in this world today. The world needs you more today than ever before!

Jay Yuhas, D.C.
GSCS President

Guarding the Sacred Trust: Why Jack Bourla's Warning Should Shake Every

Chiropractor Awake

Sherman's President calls out group think, identity loss, and the urgent need to rally around vertebral subluxation centered chiropractic.



A President Sounds the Alarm

When the sitting president of Sherman College of Chiropractic steps into the public square and essentially says, *“Chiropractic is losing its soul,”* every chiropractor ought to pause.

In a recent social media post addressed *“Dear chiropractors,”* Jack Bourla, DC did not mince words. He called out the growing divide between what we say we want as a profession and what we actually do. He warned that chiropractic is drifting away from its roots, that powerful forces are reshaping it into something *“nearly unrecognizable from its origins,”* and that *traditional chiropractic is “losing ground at a rapid rate.”*

This is not just another social media rant. Coming from the president of a subluxation centered chiropractic college, it is a line in the sand.

“Chiropractic is losing its identity. It happened slowly yet subtly at first and now it is happening quickly and openly.”

Jack Bourla, DC

Unity Without Surrender

Bourla begins with a simple but devastating observation:

“We find ourselves desiring unity yet our actions say ‘division.’”

For years, unity has been used as a weapon in chiropractic. Unity has too often meant, *“get in line behind the medicalization of chiropractic”* or *“stop talking about vertebral subluxation because it makes the profession look bad.”* The message has been clear: if you insist on chiropractic as the analysis and correction of vertebral subluxation for the fullest expression of life, you are the problem, not the solution.

Bourla flips that narrative on its head. He reminds chiropractors that we already have a well defined profession, established by our foreparents. Some, he notes, have decided they *“know better”* and are actively trying to change the profession into the very thing DD and BJ warned us about.

Unity, in this context, cannot mean surrender. It must mean alignment around chiropractic's reason for being.

“Use critical thinking and do not be intimidated by group think.”

The Identity Crisis Inside Chiropractic

Bourla's central thesis is blunt: chiropractic is losing its identity.

He describes a process that started *"slowly yet subtly"* and has now accelerated into the open. What once was a simple, beautiful, vitalistic science, art, and philosophy centered on things natural is being morphed into a procedure based, symptom focused, third party driven musculoskeletal service line. The language is changing. The curricula are changing. The exams and accreditation standards are changing. And when those shift, the profession follows.

"We are allowing well funded and unified organizations to take over the profession."

That one sentence condenses what many chiropractors feel but struggle to articulate. Networks of organizations, boards, testing bodies, accrediting agencies, and trade associations have become so intertwined that they now function as a de facto cartel, defining what counts as chiropractic and who gets to practice it.

Bourla calls out another uncomfortable trend. Some chiropractors have *"lost our ability to think critically"* or are becoming so apathetic that they *"scoff at the admonishment"* we were given by DD and BJ. That is not just a philosophical loss, it is a practical one. A profession that stops asking, *"Does this make sense?"* becomes easy to control.

"Some of us seem to have lost our ability to think critically and are becoming so apathetic that we no longer care."

The Battle Over Vertebral Subluxation

The most pointed part of Bourla's post is his warning about organizations that seek to erase chiropractic's central focus:

"I am disturbed by some recent appointment(s) of people to organizations that seek to remove chiropractic's reason for being, the location, analysis, and assisting the body to adjust vertebral subluxations which are a detriment to living life optimally."

This is the core of the current struggle.

If chiropractic is not fundamentally about vertebral subluxation and its impact on the expression of life, then anything goes. The profession can be reshaped into pain management, rehab, primary care, injection based practice, or whatever the dominant institutions and payers find most convenient or profitable.

Bourla is reminding the profession that vertebral subluxation is not a side issue, it is the center. Take it away and chiropractic becomes a label, not a distinct discipline.

"Traditional chiropractic is losing ground at a rapid rate. Some of us are

staying strong.”

Those staying strong are the ones insisting that chiropractic remains what it has always been: the analysis and correction of vertebral subluxation to restore and enhance the body’s ability to organize, adapt, and heal.

Dynamic Essentials, IFCO, and a Different Future

Bourla does not just lament. He points to signs of hope.

He notes that he is *“encouraged by the recent news that many of the leaders of Dynamic Essential have joined the IFCO.”* That matters. Dynamic Essentials has, for decades, nurtured a deep well of chiropractic philosophy, practice, and community. IFCO has positioned itself as one of the few international organizations explicitly committed to keeping chiropractic anchored in vertebral subluxation and the sacred trust.

In other words, there is a counter movement that refuses to be absorbed into the cartel like structures that have captured so much of the profession.

“If you are looking to get involved in keeping chiropractic pure, look at the IFCO and the Chiropractic Freedom Coalition.”

By naming not only IFCO but also the Chiropractic Freedom Coalition, Bourla is signaling something else: this is not just about personal practice style, it is about policy, regulation, accreditation, and law. It is about organizing to resist the ongoing attempts to redefine chiropractic from the top down.

The Sacred Trust Is Not a Slogan

Bourla’s closing lines echo BJ’s famous charge:

“We have been given a sacred trust and we have been asked to guard it well. Let’s do so.”

In some circles, *“sacred trust”* has been reduced to a nostalgic slogan, something printed on posters or recited at events. Bourla treats it as a real obligation in real time. If chiropractic is being systematically reshaped, then guarding the sacred trust is not sentimental, it is strategic and urgent.

Guarding that trust means:

- Refusing to surrender the vertebral subluxation to politics, appeasement, or academic fashion
- Challenging the well funded and unified organizations that seek to erase chiropractic’s identity
- Supporting institutions, associations, and coalitions that actually defend the profession’s core purpose
- Modeling in practice and in public what a vertebral subluxation centered chiropractor looks like in the twenty first century

“Chiropractic depends on us to keep it pure.”

Where Do We Go From Here?

Bourla's post is, in many ways, a litmus test.

If a chiropractor reads it and feels attacked, chances are they have already made peace with or actively support the transformation he is describing. If they read it and feel relief, recognition, and a little righteous anger, they are the ones he is calling to action.

The questions that follow his post are simple:

- Will we continue to follow the crowd or finally stop and ask, "*Does this make sense?*"
- Will we sit quietly while chiropractic is made nearly unrecognizable from its origins?
- Or will we align with those who are organizing to resist, to rebuild, and to restore?

Bourla has done his part by using his platform as president of Sherman College to say what many in the trenches feel. The rest is on us.

The sacred trust has always depended on individual chiropractors choosing to stand, to think critically, and to refuse to let others redefine their life's work

Thank you to Jack Bourla and the Chiropractic Chronicle for this article

B.J. Palmer - THE BIG IDEA

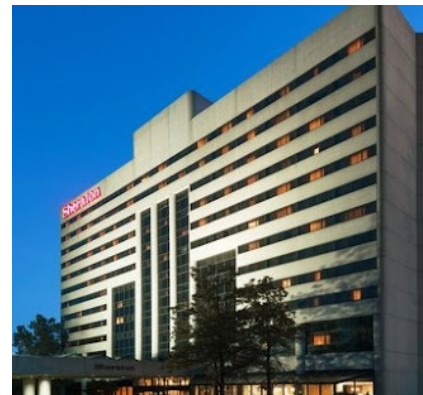


GSCS Convention 2026

Registration will start mid-December!

The next Garden State Chiropractic Society annual convention will be held on April 11-12, 2026.

New location: We will be at the Sheraton Edison in Raritan Center, 125 Raritan Center Parkway, Edison.



Our speakers include Judy Campanale, DC, Damien Ciasullo, DC, Andrew Daniele, DC, William Decken, DC, Anthony DeMarco, DC, Brian Dooley, DC, David McGonagle, DC, Mary-Ellen Rada, DC, Mark Romano, DC and Stamatis Tsamoutalidis, DC. Two hours of ethics and record keeping and two hours of nutrition will be offered and are necessary for your license renewal in NJ. We are in the process of applying for continuing education credits and will keep you updated on state approvals.

Registration begins mid-December for Early Bird fees. Rates increase February 1, 2026.

[Click HERE for the speaker schedule](#)

[Click HERE for CE hours applied for - General States](#)

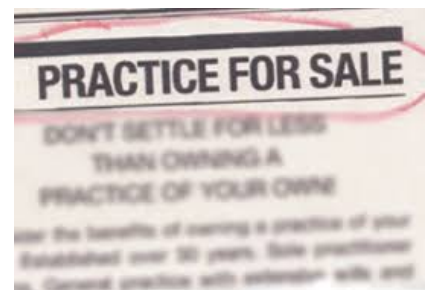
[Click HERE for CE hours - Florida](#)

[Click HERE for a lists of state approvals](#)

Practice for sale

Amazing office in transition: 42 years in Matawan NJ and going strong! Vitalistic, subluxation-correction based office that is rock solid. Great opportunity for an associate DC, or possibly purchase of practice outright. Wonderful, educated base of long time patients who understand chiropractic - 75% self pay (monthly or annually) 100PVA.

Call Andrew Daniele, 732-241-5319.



Today's quote

Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.

Margaret Mead



REGGIE Q & A #13

Does my mattress have anything to do with how well or how long I hold my adjustments?

Oh it very well might. Once a vertebral subluxation has been corrected, it stays corrected until something happens to throw it out again. In weight lifting where you're doing the same thing causing the same strain on certain areas. Certain job applications do the same thing. Certain mattresses do the same thing. Certain shoes do the same thing. So there are many, many things that have to do with how well or how poorly you hold your adjustment. Now don't expect your chiropractor to recommend any particular mattress, although some might. If you have any question about your mattress or about your shoes or your exercise program, then you can experiment for



yourself either sleeping on a different mattress for awhile and see if that helps you to hold your adjustments better, and if it does then you can buy whatever mattress works better for you. And the same it is for with every other aspect of life. If you keep doing the same thing over and over again without changing it, then that obviously has a lot to do with how well or how poorly you hold your adjustments. If you can find out for yourself which things cause you to hold adjustments, and which things cause you to lose adjustments, then you can regulate your own life a whole better, and become less dependent on the advice of others.

Submitted by Tom Gregory, DC



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.

Please contact your local TD bank for further information.

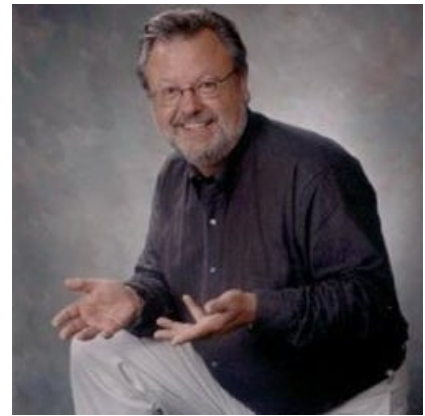
See the attached flyer for details.

Click [HERE](#) for flyer.

Happy New Blue Book! Volume 3!

**A new publication by Claude Lessard,
DC: The 2027 Chiropractic Textbook**

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



The 2027 Chiropractic Text Book is an updated systematic presentation regarding the study of chiropractic for classroom use with the curriculum of chiropractic institutions. Its four volumes continually reveal the chiropractic objective, which is derived from the 33 principles of chiropractic's basic science, and how to apply it in practice. The articles continue in number from when we left off in each previous volume and the method employed is the same.



Volume 1 explained what is meant by innate-normal, which is the function of the innate law of living things in the body (Prin. 27.) It also explained natural laws and it presented a number of fundamental principles. This was built upon further by Volume 2, which took up the study of cycles, in preparation for the work in Volume 3.

The 2027 Chiropractic Text Book Volume 3 consists of the explanation of coordination of activities of body parts and chiropractic's applied science, which is the practical application of the principles of chiropractic's basic science in analysis. These encompass the study of the autonomic nerve system, innate-normal transmission of innate impulses, DIS-EASE, attenuation of the momentum of innate impulses, methods and analysis of vertebral subluxations in accordance with the 33 principles of chiropractic's basic science.

Dr. Claude Lessard

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

Join Us!

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**
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