GSCS Monthly e-newsletter

"The official voice of straight chiropractic in NJ"

JUNE 2026

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From the Prez

Do you love it?

If you love it, you will not leave it! Have you lost the love of chiropractic? Have you lost the love for the simplicity of the principle, for the principles of life and for the fuller expression of life for you, your family and all you introduce to chiropractic? It is time to get it back. Life without passion is a life without purpose! Is it your purpose to be a chiropractor? Then, get the love for it again. When you do, all else follows!

Jay Yuhas, D.C.
GSCS President

GSCS General membership meeting

The next GSCS General membership meeting will be held on Saturday, June 13 at the Sheraton Edison (125 Raritan Center Parkway, Edison) beginning at 6pm. The meeting will be immediately followed by a Philosophy and Practice Building discussion and fellowship.

Light refreshments will be served. Please RSVP to 1-800-231-2916 to let us know if you're joining us so we can plan ahead.

The Environment Teaches Before the Chiropractor Does

One of the most overlooked parts of a chiropractic office is the office itself. Long before a chiropractor says a single word, the office is already teaching. Every poster teaches. Every brochure teaches. Every book teaches. Every conversation teaches. Even what is missing teaches.

Most people spend their entire lives immersed in condition based thinking. From the moment they wake up they are flooded with pharmaceutical ads, symptom discussions, disease labels, fear based marketing, and the constant suggestion that the body is weak, broken, or failing. Television, social media,

magazines, commercials, and everyday conversations reinforce that perspective over and over again.

Unfortunately, a lot of that same thinking exists inside the chiropractic profession itself.

Quite honestly, I cringe when I walk into a chiropractic office and see *"Condition of the Week"* written on a poster somewhere.

This week it is vertigo.
Next week hemorrhoids.
The week after that apparently chiropractic is saving humanity from toenail fungus, dandruff, bad breath, and maybe even missing socks in the dryer.

Meanwhile the chiropractor is trying to explain vertebral subluxation and the expression of life through the body while the office walls keep dragging the entire conversation right back into symptom treatment.

That creates confusion.

If chiropractic is constantly advertised through conditions, people are naturally going to judge it through conditions:

"Did my symptom go away?"
"Did my condition improve?"
"Did chiropractic work for my problem?"

Then they walk into your office.

What does that office communicate?

If the objective truly is to locate and correct vertebral subluxation because it represents interference to the expression of life through the body, then the environment should support that objective from the second somebody walks through the front door.

Nothing in the office should contradict the office objective.

One of the best things a chiropractor can do is walk into the office every Monday morning as though they were seeing it for the very first time.

Walk in not as the chiropractor.
Walk in as a brand new practice member.

What do they see?
What message is the office sending before a single word is spoken?

Because it only takes one contradiction to pull the conversation away from the chiropractic objective.

One brochure.
One symptom chart.

One stack of medical magazines.
One *“Condition of the Week”* poster.

That is all it takes.

I remember the frustration when I first got into practice trying to find brochures to use in the office. So many times I thought I had found the perfect brochure until I came across one sentence, one phrase, or even one word that pulled the conversation right back into symptom based chiropractic.

The second I saw that contradiction, the brochure was useless to me.

Out it went.

Years ago, when Reggie Gold and I were making the Gentle Adjusting video, we used the office of someone Reggie himself had put into practice. As we walked in, Reggie looked over at the countertop and saw stacks of symptom based brochures sitting there.

Honestly, I thought he was going to explode.

To him that was not some small detail. That was a direct contradiction of the office objective.

Reggie understood something many chiropractors still do not fully understand:

The office is never neutral.

Every visual either strengthens the premise or weakens it.

That is why chiropractors should constantly evaluate their office with fresh eyes. Every poster. Every sign. Every brochure. Every book. Every magazine. Every piece of artwork.

Ask yourself honestly:

“Does this support the office objective?”

Or:

“Does this pull people back into condition based thinking?”

If it contradicts the objective, get rid of it.

The outside world already floods people with symptom based thinking twenty four hours a day. The chiropractic office should not become another version of the same thing with spinal language attached to it.

The office should feel different because the objective is different.

It should communicate life.
Expression.

Organization.
Adaptability.
Purpose.
Clarity.

Not fear.
Not sickness.
Not symptom chasing.
Not therapeutic promises.

That includes the artwork.

Instead of symptom charts and disease posters, the office can reflect life and expression.

A baby crawling.
Children laughing.
Artists painting.
Musicians performing.
Athletes training.
Birds flying.
Families interacting.
Craftsmen building.
Farmers planting.
Workers creating.

Maybe even a large poster of an orchestra.

When every musician is coordinated and working together in harmony, beautiful music is expressed. But if one instrument is out of tune, the entire orchestra is affected.

Not because the orchestra is *"sick."*
Not because the musicians are broken.
But because interference alters expression.

That analogy beautifully explains the chiropractic premise without turning the conversation toward symptoms and conditions.

Not because chiropractic creates talent or guarantees outcomes, but because life expresses through the body and vertebral subluxation represents interference to that expression.

The message is not:
"Without vertebral subluxation you suddenly become Superman or Superwoman."

The message is simply:
"Life expresses more fully without interference."

Simple statements throughout the office can reinforce the premise:

“Life expresses through the body.”

“The objective remains consistent.”

“Why would anyone choose interference?”

“Chiropractic does not add anything to the body. Its objective is to reduce interference.”

One of the most important things in the office is making sure every practice member fully understands the two technical terms:

Vertebral Subluxation:
A situation of interference to the expression of life through the body caused by spinal imbalance.

Adjustment:
The specific chiropractic act intended to reduce vertebral subluxation.

Those definitions should not be buried in a pamphlet somewhere. They should be visible throughout the office. Reception area. Hallways. Consultation rooms. Technique rooms. Even bathrooms.

The same goes for the Terms of Acceptance.

Every practice member should read it carefully and sign it in the presence of a witness. That document should not disappear into a filing cabinet after the first visit. In my opinion it should be enlarged, framed, and placed throughout the office.

Why?

Because every practice member must fully understand exactly what the chiropractic objective is in that office and just as importantly what it is not.

The Terms of Acceptance explains what the chiropractor will do and what the chiropractor will not do. It removes assumptions and helps prevent people from unconsciously pulling the chiropractor back into symptom based expectations.

That document matters philosophically, professionally, and legally.

It is not just another office form.

It is one of the most important educational and legal documents in the office, and it has stood up in court because it clearly establishes the office objective and the understanding between chiropractor and practice member.

Even the reading material matters.

Why would a chiropractic office fill the waiting room with celebrity gossip magazines, politics, pharmaceutical advertising, and random nonsense when people are already flooded with that everywhere else?

For the few moments people are inside the office, the environment should support chiropractic.

Bookshelves can contain educational chiropractic materials, historical chiropractic texts, the 33 principles, Reggie Gold materials, Joe Strauss materials, educational booklets on vertebral subluxation, family educational pamphlets, and orientation materials that support the office objective.

The goal is not indoctrination.

The goal is clarity.

When the environment consistently reflects the office objective, confusion begins to disappear. The office no longer feels like a medical office trying to imitate medicine while using chiropractic language.

Instead, it becomes a place devoted to one clear and consistent objective:

To locate and correct vertebral subluxation because it represents interference to the expression of life through the body.

Everything in the office should support that objective.

Thanks to Tom Gregory, DC for this article

Celebrating the Life, Service, and Impact of Dr. David Koch

Dr. David Koch passed away on May 25, 2026, leaving behind a lasting legacy as one of chiropractic's most respected educators, philosophers, and servants to the profession.

A 1980 graduate of Sherman College of Chiropractic, Dr. Koch immediately joined the faculty of Sherman College in 1981 and later became Sherman College's second president from August 1997 to December 2000. Over nearly four decades, he devoted his life to advancing chiropractic philosophy, mentoring generations of chiropractors, and inspiring students at Sherman College, Palmer College of Chiropractic, and Life University.

He joined the Palmer College philosophy faculty in 2001, and in May 2002 he was named vice president for professional and international affairs for the

Palmer Chiropractic University System. Koch earned his Diplomate in Philosophic Chiropractic Standards (DPhCS) in November 2005. In January 2006, he was appointed professor of philosophy in the Division of Chiropractic Sciences of Life University's College of Chiropractic. Koch has lectured and written extensively on chiropractic philosophic themes. He lectured and wrote extensively on chiropractic philosophic themes, as well as the reinterpretation and modernization of chiropractic's traditional metaphysical paradigm.

To many, Dr. Koch was far more than an educator. He was a gifted thinker, a passionate communicator of chiropractic philosophy, and a mentor whose influence extended far beyond the classroom. Students and colleagues remember his intellectual rigor, his deep compassion, and his unwavering commitment to helping others discover purpose in both chiropractic and life.

His work, including his contributions to the study of Stephenson's 33 Principles and his book Contemporary Chiropractic Philosophy: An Introduction, reflected his dedication to thoughtful scholarship and the advancement of the profession.

Dr. Koch often described chiropractic not simply as a profession, but as a calling. His vision and service shaped countless lives and strengthened the profession in immeasurable ways. Even those who never met him personally continue to feel his impact through the doctors he taught and the principles he championed.

We extend our deepest condolences to his beloved wife, Rebecca Koch, his family, friends, colleagues, former students, and all those mourning his passing. We honor the life and legacy of Dr. David Koch with gratitude, respect, and remembrance.

On behalf of the entire Sherman College of Chiropractic Community, we honor Dr. David Koch and celebrate a life of service, leadership and enduring impact.

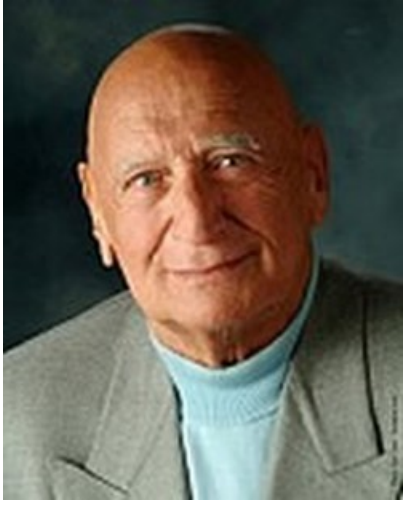
Rest in peace, Dr. Koch. Your work and influence will live on for generations to come.

REGGIE Q & A #18

My sister's kids really need to get their spine checked. How can I convince her to come in?

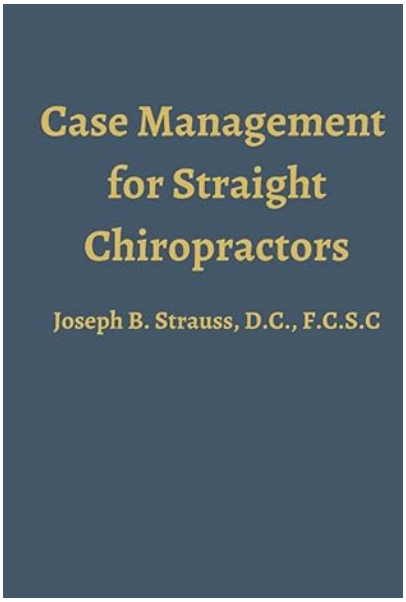
Boy, this is a tricky one because I don't know your sister. Some people are easily convinced, others need a great deal of convincing. People seem to feel that their kids are weak and can't handle chiropractic. In actual fact kids have such flexible spines, they're much stronger than most adults, and they can take chiropractic a lot more easily. If kids are raised without vertebral subluxation, they cut off in advance lots of the damage that normally develops

in later life because of the subluxation has been ignored. Now how can you get your sister to bring her kids in? Well obviously you've tried talking to her and have given her pamphlets to read. If that won't do it, why not have her over to your house one night and invite the chiropractor to come over and talk with her. Put up a pot of coffee and let the chiropractor sit and talk with your sister. It sounds extreme, but the alternative is for those kids to grow up never leading a full life. If you really care about your nieces and nephews get your sister to come to your house, ask the chiropractor, or one of the members of the chiropractor's staff, to come over and talk to them. Maybe that's the only way.



Submitted by Tom Gregory, DC

Case Management for Straight Chiropractors



Here's a concise bullet-summary of Case Management for Straight Chiropractors by Joseph B. Strauss:

- Written as a practical *"how-to"* guide for operating a non-therapeutic straight chiropractic practice.
- Focuses on the objective of chiropractic: locating, analyzing, and correcting vertebral subluxations rather than treating symptoms or disease.
- Emphasizes a clear distinction between chiropractic and medicine in philosophy, language, and office procedures.
- Teaches chiropractors how to communicate the chiropractic objective in a simple, consistent, and philosophically grounded way.
- Strong emphasis on the initial interview:
    - Build certainty and rapport
    - Avoid symptom-based conversations
    - Educate patients from the beginning
- Details the structure and purpose of the straight chiropractic examination:
    - Postural analysis
    - Palpation
    - Instrumentation (where appropriate)
    - X-ray analysis

- Presents X-rays as a tool for:
    - Detecting structural distortions
    - Determining listings and care considerations
    - Improving specificity and safety
- Explains the Report of Findings process:
    - Educate rather than “sell”
    - Explain vertebral subluxation clearly
    - Encourage lifetime spinal checkups
- Describes the adjustment as:
    - Specific
    - Objective
    - Non-therapeutic
    - Intended to reduce interference to mental impulses/nervous system function
- Encourages consistency and efficiency in office procedures and patient flow.
- Advocates for:
    - Short wait times
    - Streamlined visits
    - High-volume practice efficiency
    - Accessibility for families
- Covers the importance of the lay lecture/workshops:
    - Educating groups on chiropractic philosophy
    - Creating long-term understanding and retention
    - Building certainty in patients
- Discusses re-evaluations to monitor vertebral subluxation patterns and progress over time.
- Includes extensive guidance on:
    - Documentation
    - Record keeping
    - Forms
    - Standards of care
    - Risk management
    - Contraindications
- Reinforces the idea that chiropractic care should be:
    - Ongoing
    - Preventive in mindset
    - Part of a lifetime health strategy
- Strongly promotes the philosophical concepts of:
    - Innate Intelligence
    - Mental impulses
    - Body self-regulation
    - Vertebral subluxation as interference to normal expression of life
- Encourages chiropractors to develop:
    - Professional certainty

    - Philosophical clarity
    - Ethical communication
    - Consistency in practice procedures
- Often considered one of the core “Blue Books” in the straight chiropractic profession alongside:
    - Chiropractic Philosophy
    - Practice Building for Straight Chiropractors
    -

The book is widely regarded within the straight chiropractic community as a foundational manual for combining chiropractic philosophy with day-to-day office systems and patient management.

This book is available at **https://josephbstrauss.com/product-category/blue-books/**

Will you be an ancestor or a ghost?

Will you be the kind of chiropractic ancestor that will guide future generations of chiropractors, the example they need to inspire and help them? Or will you be a ghost that haunts our profession with your mistakes, with the things left unsaid, unresolved, improperly done, with the pain you inflict on future chiropractors by not being all you could be?

Of course, we all know which of those two we want to be. But then our demons, our issues, the ghosts of our own, sometimes get in the way. Over 20 years ago I attended my first Garden State Chiropractic Society seminar (and haven’t missed one since). There I met many of my non-therapeutic straight chiropractic ancestors (most still alive thankfully), a few whose names I will drop in the article.

So it begins with you as a person. Are you decent, disciplined, great at your craft, making yourself available and affordable for your community? Is your practice successful and congruent? Do your practice members understand and value your service? Would the people you serve be willing to take a bullet for you, or is what you do just a job for you and for them? Would you be happy with a new chiropractor opening an office across the street, or would you feel threatened? Are you doing anything that you might think is good for you at this moment, but not good for Chiropractic and its future? In all your decisions and actions think beyond yourself, think multiple generations ahead.

Are you willing to sit down, discuss, and share things that worked and didn’t work in building and maintaining your practice with your colleagues? Dr. Joe Donofrio, Dr. Mark Ohlstein, Dr. Mark Romano, Dr. Joe Strauss, and Dr. Judy

Campanale are just some who did that for me and many others. Or are you greedily keeping your success secrets to yourself?

Are you creating things that can be shared with your profession, making us all better chiropractors? Are you working on writing chiropractic books? We lost our dear colleague Dr. Joe Strauss, prolific author of more than 20 Chiropractic Blue Books in 2023. Thank goodness Dr. Claude Lessard picked up the mantle and continues producing amazing Blue Books. Being an author of a book is not for everyone, I don't think I could do it, but maybe you could?

Are you producing other content that will inspire other chiropractors to better educate their communities and spread the non-therapeutic straight chiropractic message? How about creating weekly, monthly, quarterly articles to share with people. Even I can do that, borrowing heavily from some of my chiropractic ancestors, of course.

If you are better at technology than I am, create content in audio or video formats (and please not the cheesy, loud-pop, neck strappy adjustment videos with people in skimpy clothing as click bait). Maybe share your orientation, like Dr. Jim Healy and Dr. Joe Donofrio have done, philosophical and practice building ideas like the late Dr. Reggie Gold, maybe things like what got you into chiropractic, what makes you/your practice different, etc.? If you have any talent in those areas, produce and share.

Perhaps you are a gifted speaker. If you have a strong congruent non-therapeutic straight chiropractic message share it at a seminar. Educate and inspire people "live and in person". There can never be enough good presenters at seminars.

Do you possess talent in recruiting and referring students to chiropractic school (Sherman College of course). Recently retired from practice, Dr. Martin Brown has sent hundreds of people there. How about stepping up and trying to fill his shoes by doing that?

I would hope that most of us reading this newsletter, go to seminars, read good books, perfect our craft, stay up at night, get up early, etc. because we promise ourselves that in our practice we will do better, try harder, and not repeat our mistakes. Because, ultimately, we want to be an ancestor — someone who guides and inspires current and future generations of chiropractors. We don't want to haunt the future like a ghost. If you haven't begun already, please do the work to make yourself a beloved ancestor to this wonderful profession.

By Stamatis Tsamoutalidis, DC

Office coverage available

I'm a Sherman Chiropractic College graduate and recently retired from my practice. I'm available for chiropractic coverage in NJ & NY, on a daily, short

term or long term basis. I'm proficient in various techniques and will model all practice procedures.

Contact Sam Sbarra, DC *at (973) 393-2609*
cubajoedoc@aol.com

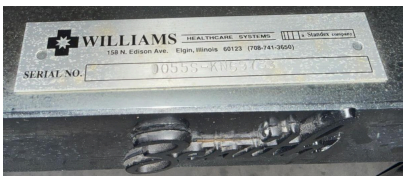
Office coverage available

I have been serving the chiropractic community for over 50 years and still want to adjust. I am available to cover your office and would appreciate the opportunity to serve. Please contact Jim Winters at 732-991-8022.

Chiropractic table for sale

Zenith Stationary Model 55 for sale, used, in great shape, headrest raise and tilts with forward motion lo-force drop, hinged dorsal, raise lower adjustable pelvic with drop and more. Upholstery clean with no rips or tears, Doctor has retired, asking $2500 or best offer. (New ones = $7200) please call & leave message (201) 745-2225 located in Nyack NY

David Rosenstein, 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

Some of the many reasons to join the GSCS

The Garden State chiropractic Society is the official voice of straight chiropractic in New Jersey and has been for over 50 years.

We have a mentoring program for all practitioners, giving you access to some of the top chiropractors in the state and answers to your questions on location, advertising, fee systems, practice building, practice management, etc – all for the cost of a phone call or a trip to a meeting.

We regularly conduct events, which focus on educating the public about straight chiropractic, and we provide support to you. GSCS Board members and general members make themselves available to fellow members to help you make open houses and public presentations a success and allow you to shine in your community. We can help with displays and presentations to help our members reach their goals in growing their practice.

We host philosophy and fellowship nights with fellow GSCS members to discuss the philosophy and issues that make straight chiropractic unique and powerful.

We hold quarterly meetings, and an annual convention with keynote speakers. The GSCS provides opportunities for you to secure mandated, continuing education credits.

We communicate with our members by email and phone on a regular basis. Our officers and board members take a personal interest in GSCS members and want to see you succeed.

Fellowship…The GSCS sponsors an annual picnic/baseball gathering and quarterly meetings so you can spend time with people who think like you do. It's a great feeling to know that there are others out there who are behind you when you take your message to the public. These social events form the bonds, which makes us the strong organization we are.

We have an 800 number for the general public to call for information and referrals to a chiropractor, and the call is answered by a live person.

The GSCS publishes a monthly e-newsletter for members to share their thoughts and keep abreast of upcoming events and state board issues.

We have a Facebook page and website for educational purposes

The GSCS represents you. The GSCS is a powerful and influential source for straight chiropractic in New Jersey

If you are already a member, thank you! If not, join us and be a part of all the GSCS has to offer.

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.

GARDEN STATE
CHIROPRACTIC SOCIETY
P.O. Box 298
Franklin Park, NJ 08823

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