



# STRAIGHT To You!

Fall 2012

## Love your People!

By Gino Curcuruto, D.C. • [gino@chirogino.com](mailto:gino@chirogino.com)

Have you heard that advice before? Most of the most successful chiropractors I have met in my lifetime always seem to include “*loving your people*” as part of the formula for success in practice. The ones I trust and listen to are the chiropractors who (in my estimation) are most sincere when they say “*love your people.*” Let’s face it, all of us have experienced at some point in our lives, someone telling us how much they love us when their actions said otherwise. I’ve been in the presence of far too many chiropractors who say, “*you gotta love your people*” with as much passion as they would advise you to unlock the front door of your office. Or worse yet, the motivation to “*love people*” merely stems from an emotional gimmick – a practice building shtick – that has less to do with actually loving others than it does with taking care of themselves.

So, what does it mean to “*love your people*”? Well much like defining the “S” word at a chiropractic convention, “*loving your people*” will have nearly as many definitions as chiropractors talking about it. (And by the way, the “S” word is “*subluxation*” – get your mind out of the gutter).

To be honest, defining all that it is to “*love your people*” is larger than the scope of this brief article. So, for the sake of brevity, I will share just one very important aspect of love: love is an action. Love isn’t merely a feeling. Love is a verb. Love is an action.

My wife and four children don’t know I love them because of the warm, fuzzy feeling I get when I am around them. That feeling is for me but how I love them is by taking action. I love them by putting aside my desires to make them happy. With five other people in our household, love in action specifically is different for each one, but the principle is the same: sacrificing something for their good.

With that in mind, how do you “*love your people*”?

First, I would suggest taking a posture of humility and service. You’re really not as great as you think (and neither am I). What is great is the service you have to offer to your people. Locating and correcting vertebral subluxations so that life is better expressed, that’s a form of loving people.

Humbly teaching people about how amazing chiropractic is a form of “*loving your people.*” So is adjusting them. Together, those two acts demonstrate love in a profound way. However, there is more. There is another way you can love people that will complete the love in action trifecta. It’s simple to say and hard to do....

Listen. That’s it. Listen to them. Take the time to listen to people. People have thoughts and feelings and confusions and doubts and things to celebrate because they are people. Listen to them. When you listen to

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Sunday, December 9, 2012

at 11:00 a.m.

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## STRAIGHT TO YOU!

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# A Letter from the Editor

## Lombardi, Computers and You

*By Joseph F. Donofrio, D.C. • jdchirodad3@aol.com*

*"I believe in God and I believe in human decency, but I firmly believe that any mans' finest hour – his greatest fulfillment to all he holds dear – is that moment that he has worked his heart out in a good cause and lies exhausted on the field of battle – victorious."*

*—Vince Lombardi*

Vince Lombardi is generally thought to be among the greatest inspirational leaders from the sporting world. His career began in New Jersey, at a small Catholic high school not 10 minutes from my home. The greatness of Lombardi has less to do with his out standing career won and lost record and more to do with his singular ability to build young people into persons of great depth, character and courage.

Lombardi believed that good people make good players, no matter what the game, people of depth, character and courage played it best and had the greatest potential to win , not only the sporting game, but also the "game of life."

Years ago when the "computer age" was just beginning to make inroads in our lives, programmers had a phrase they often used, it was "garbage in; garbage out." This simply meant that if the computer was fed erroneous information, it would invariably draw erroneous final conclusions. This was true no matter how expensive, powerful or beautiful the underlying machine might be.

In my now four years as Editor of "Straight To You," the quarterly journal of the Garden State Chiropractic Society, I have tried to bring to each of our readers a wide variety of authors and an even wider variety of topics to stimulate in each of you the critical thought which precedes the process of change – change in your life, change in your practice and change in your world.

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# Amen Brother

By Stamatis V. Tsamoutalidis D.C. • svttct@aol.com

I once read a story about how to be a better chiropractor. I wish I could remember the source and give credit to the person that wrote it. I didn't know it was about chiropractic until well after I read it, though. See what you think.

It seems a group of elders at a church were interviewing candidates for pastor of the church, following the announcement of the impending retirement of the current pastor. When they finished with the last applicant, it was an easy choice. One stood out as clearly the type of pastor they felt could lead their church. He was energetic, warm, pleasant, caring and plainly passionate about his commitment to spiritual service. And he was even agreeable to the rather Spartan circumstances his new parishioners were able to provide. The elders were unanimous in their vote and in their sense of good fortune at having such a wonderful prospect.

The day finally arrived when the new pastor would conduct the services. The elders looked on with admiration as he led the congregation. The sermon was inspired. At times booming, at others mellow, even when it was but a whisper, there was such intensity in his voice that it carried to every ear. His sincerity filled the church. The line of parishioners leaving the church that Sunday morning was slower than usual as each member stopped at the door to shake hands and chat with the pastor and offer their welcome and appreciation.

The next week, the church seemed fuller than usual. Words of praise for the new pastor had been the hot

topic of the week around town and people were excited about celebrating their day of worship. The time for the sermon arrived and heads were all on necks craning to get a better vantage. He stepped to the pulpit, opened his mouth and... delivered the same sermon as last week!? It was still thrilling, nonetheless, and everyone lined up to thank him on the way out.

The following Sunday, the congregation was abuzz with anticipation, waiting to hear the pastor's wisdom. This time he, uh – gave the same sermon again!?! People began wondering what was going on. The church emptied out quickly this time.

The elders noticed that the congregation was a bit restless that next Sunday as the sermon approached. To their collective dismay, the pastor, well, he, uh, as you might have guessed – for the fourth time, repeated the same sermon! This time, after the service, the longer line led to the elders who heard questions and complaints about their choice in pastors. They decided it was time to have a talk with him.

*"We've all been very impressed with the way you've taken to our church and our community," one of them began. "You had quite a challenge, what with your predecessor being so admired here, but it seems you have managed quite well."*

*"Yes," interrupted another. "You have a wonderful talent with words! You seem to capture the people's attention with your sermon."*

*"Which is why we wanted to talk with you," at last, the senior member spoke. "Everyone enjoyed your sermon;*

*quite inspiring, indeed. But, well, do you realize...? What I mean is, we've noticed... How should I say this? You have the ability to have us hanging on your every word but we've heard the same exact sermon four weeks in a row!!"*

*"Thank you for noticing!" responded the pastor to a now astonished group. "Yes, I know. And I'm glad you enjoyed it so because I will be honored to keep giving this message until you go beyond hearing it and begin living it!"*

At first when I sit down to write, my mind kept coming back again and again to the question ? What can I tell you that you haven't already heard? You've heard *"the sermon"* perhaps a thousand times by now. You've read all the books about health, chiropractic, and life improvement. You've listened to all the CDs and tapes and seen all the videos. You know about the key elements of our fantastic initial and ongoing educational program. You know about the marvelous in-office programs to stimulate your mind and help you refer friends and loved ones.

You know how inconsistency can undermine all your other efforts, no matter how good they are. You know how much of a difference it makes when you make chiropractic relevant to your life and your family and friends.

Then I realized I was asking myself the wrong question. Instead, I decided, it would be better to be focus on the question - What can I tell you that you haven't already done! Aha! Now it would be easy. You see, I've also read all the ads and books, listened to the tapes and watched the videos and, you

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# PRESIDENTIAL PERSPECTIVES

## When Chiropractic Was Cool!

By Jay Yuhas, D.C. • [drjay@yuhaschiro.com](mailto:drjay@yuhaschiro.com)

In the early 70s when there was no insurance reimbursements, I had heard diverse stories from various chiropractors who practiced then. The stories were all similar in the fact that these practitioners were all having fun, seeing families and getting paid cash.

At the turn of the same decade, entered in the insurance reimbursement era. These were the so called "good times." Wallets were flush and it seemed as though people valued chiropractic. Never mind the fact there were less families and the MUSH principle reigned. MUSH equals manipulation, ultrasound, stimulation, and hot packs.

Unfortunately, this was the proverbial house built on sand and we see it falling apart. Chiropractors seem appalled that medical insurance companies only want to pay for medical conditions treated medically. This is a failing model as far as chiropractic is concerned. I have heard in the profession that the problem is in not being able to prescribe drugs and liaison with hospitals and medical staff. I have heard also that the other problem is people who have principled practices and that they should just stop it already and get out of the way.

Is it not principles that govern scientific study? After all what comes up must come down, right? Physics is based on many principles that are proven to be true through careful observation. There are certain immutable laws of the universe and nature that can be observed. We can either work with the laws of the universe or we can strive against them. We choose to work with them as straight chiropractors. We recognize that the body has an innate wisdom and that removing the interference of a vertebral subluxation is a great service both to that person and mankind.

Now go out and tell someone!

Yours in service,

*Jay Yuhas, DC*

**Jay Yuhas, DC**  
**President**

# The Medical Premise

By Matthew Alvord, D.C., • [in8dc@comcast.net](mailto:in8dc@comcast.net)

I occasionally see an MD at my health club who is a renal physiologist from a local hospital. In between the physical sets of working out we often get into some heady mental exercises, which often attracts more than a few double takes from other members.

A few months ago, I simply asked him where he thought life came from. He didn't hesitate to say "DNA." I then asked him where he thought DNA came from? He immediately said, "nucleotides, etc." "Yeah," I countered, "but where does that come from?" He smirked and walked away to his next set.

Next rest period, next question: "Do you think life is intelligent?" He hesitated for the first time and then he responded, "No." I asked him again, and again I got the same answer. I then asked him, "Do you think YOU are intelligent?" After a longer hesitation and visible frustration, he blurted, "That's a totally different question!" He turned and walked away to his next set.

Now, let me be clear. I'm not suggesting that Chiropractors should be involved in anticipating medicine. However, because we do think fundamentally different, it is valuable to understand why. My friend's answers, or lack thereof, actually make sense based on his actions in practice. For example, he has commented rather casually that he believed certain medications should be put in the city water supply because so many people have the conditions he would prescribe them for. And he was absolutely serious. Medicine is an inductive philosophy, trying to derive one conclusion from many observations, as opposed to Chiropractic, which is primarily deductive in nature: literally about

nature, of nature and FOR nature. In contrast, if one's basic premise or conclusion of their observations is that life is not intelligent, it would make sense to believe that life must be micromanaged at every turn because, as the argument goes, an external intelligence must make up for the perceived difference somehow and be judge and jury on the effects and consequences of "Life gone Wild." The nature of medicine truly is against

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***"The basis of medicine seems consistently about the idea that the body is just a collection of parts that will inevitably fail and at any time."***

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nature. The basis of medicine seems consistently about the idea that the body is just a collection of parts that will inevitably fail and at any time. It makes sense that if someone believes that life is not intelligent, they would tend to practice or promote medicine as it does.

It also makes sense that if someone believes in the contrary, that life is intelligent, they would tend to practice or promote Chiropractic principles, of which the sole concern is the expression of a recognized intelligence. Reggie Gold said that if you accept Chiropractic's Major Premise that life is intelligent, you must accept all the other principles of Chiropractic, a priori.

So if one accepts the premise

that life is not intelligent, it is virtually impossible to get to anything Chiropractic from that position. Chiropractic wouldn't make sense. It would be absurd to rely on something if you did not accept that it even existed. It is also impossible to get to any sort of medical practice or therapy if a Chiropractor truly acknowledged and respected an Innate Intelligence working through the matter of the living body. Medicine just respects the matter.

BJ Palmer said, "Chiropractic is specific or it is nothing." I suggest as a complementary notion, that Chiropractic is specific or it is just something else and if it's something else, it must be medicine. After all, Chiropractic is the one specific thing that medicine is not and medicine is everything else not Chiropractic.

It ultimately becomes rational to conclude that if medicine had a basic premise, it would be that life is not intelligent. I understand that there are probably many MD's who claim wholeheartedly that they believe that life is intelligent but there are also many Chiropractors who claim that there is no such thing as a subluxation and both views are fatally incongruent.

However, if Chiropractors really want to assess their practices for any perceived incongruencies, they all stem from the first notion of our major premise that life IS intelligent. Because from there, as we know, "all else follows"...





# The Straight Chiropractor

By Jonathan Verderame, B.S., D.C. • [jverderame@gmail.com](mailto:jverderame@gmail.com)

## Webster's Definition

**straight:** adjective \ˈstrāt\

1. exhibiting honesty and fairness; 2. free from extraneous matter: unmixed; 3. not deviating from an indicated pattern; 4. exhibiting no deviation from what is established.

There is no profession known as “*Straight Chiropractic*.” There are only straight chiropractors and other individuals who seek medical-acceptance and profits, rather than chiropractic-authenticity and principle.

“*Straight*” is merely an adjective used to describe those individuals who practice, teach and live the sermon they preach, with honesty, that is unmixed and un-deviated from the established laws of life. Chiropractic is a PROFESSION, and thus our primary purpose is PROFESSing the established principles of life and health. The therapist who have infiltrated the chiropractic PROFESSION are PROFESSing another idea, and are fundamentally destroying the very fabric of chiropractic.

Straight chiropractors have filled the inconceivable gap, left by those therapist who continue to chase effects, even despite thousands of years of failure. Straight chiropractors were born out of necessity, from the deficiency and oversight of treating symptoms.

The primary purpose of straight chiropractors is to help humanity live a life of full expression; to challenge conventional thought instead of seeking integration into a failed paradigm; to correct the cause of decreased life potential rather than treat effects therapeutically; and to correct the interference with humanity's ability to adapt to stress.

Straight chiropractors were ultimately brought into being out of the continued deceit, vanity, and catastrophic collapse of allopathic thinking. Straight chiropractic warriors honor the wisdom of the human body, and have raised the consciousness of the globe through the principles.

Are you a straight chiropractor?



## Lombardi

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As Vince Lombardi said, the greater you develop your self the better and deeper your whole world becomes or very simply put, “*what you put in, is what will come out.*”

We will continue to present to you articles designed to provoke your thought as a starting point to change – all the while remaining within the Straight paradigm.

Read, think, change and grow.  
Enjoy.



## Surround Yourself With Like-Minded People.



## Join the GSCS Today!

**Fill out the membership  
application on Page 11!**

# Why Ask Why?

By James W. Healey, D.C. • [chirojim@juno.com](mailto:chirojim@juno.com)

**Chiropractors have the most in common with which of the following?**

1. Waiters
2. Scavengers
3. Muscles
4. Gamblers
5. Physiotherapists

And, as always when I give a multiple-choice quiz, don't just pick a number; be ready to explain your answer.

Okay, now, while you think about that, let's talk about chiropractic.

Why? Well, because I don't have any Jeopardy music to play for you, the quiz is so short and I was asked to write a full article for this newsletter. Why? Well, because that's what the Garden State Chiropractic Society is all about. Why? Well, because the GSCS has decided this type of chiropractic is worth protecting and promoting. Why? Well, because it's just that important to the world today and generations to come.

What hits you, moves you; fascination, reason, intuition, energy, necessity, delight.

For each person, it's different; for every person, it's the same. The moving moment can be anything, from the meaning of a single line of movie dialogue to the sight of the Grand Canyon, the scent of rain to the sound of a song's refrain, the lusciousness of fruit right off the tree to holding a child's hand in yours. All are unique

moments for the individual – nobody else has your mind, so they don't think, see, smell, hear, taste, or feel it exactly as you might – but everybody goes through it. We all experience the world as "our" world.

There's good reason for that – and an incredible amount of intelligence, too. As a living thing, you are a unique aggregation of matter with a dedicated designer/guide on a mission to keep you alive. The Innate Intelligence of your body is, in so many ways, more focused on you than you are, even if you are an unsubluxated Narcissist!

In order to help you best meet the challenges of life, it will evaluate everything - within you and around you – as if you were the only thing that matters. We are all quite fortunate to have such attention!

One of the many tools developed by the Innate Intelligence, as it brings form and function to our matter, is the mind. There are, of course, two divisions of this immaterial aspect of our existence; there is the Innate Mind and the Educated Mind. The Innate Mind is for taking care of the "within you" stuff; e.g., making new cells, determining heart rate, oxygen distribution, fingernail growth, etc., etc., etc., the things you don't have to learn or think about because they're on inborn auto-pilot mode at all times.

The Educated Mind is for taking care of the "around you" stuff. It's a bit different, of course, even though it, too,

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## Love your People!

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another you are not just loving them by giving them your time, you are also preparing them to be loved better by how you love them through teaching them about chiropractic and delivering an adjustment. "How's that?" you may ask.

When you take time to listen to people, you come to know what they value and what they doubt. Where they are confused and what their priorities are. When you love them by listening, you can better love them by teaching them how chiropractic applies to their "stuff." Make sense?

OK, so what does that have to do with loving them better through the adjustment? When you listen well and teach them in a personal way, they are more likely to come into your office seeking chiropractic.

Some of you will read this and think I'm wrong (and that's fine). Others will read this and be encouraged. And still others will read this and try to parrot this as a formula to grow their practice without really loving people. It's not a gimmick. People can tell when you are sincere and time will find you out.

Love isn't to be entered into flippantly or without counting the costs. But here's the good news. If you truly commit to loving your people, you will find happiness and success in a way you may not have expected it.



## Why Ask Why?

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is created by and guided by the Innate Intelligence. It has to develop, for one thing. The Innate Mind comes with a complete awareness and knowledge of what goes on in the lives of every cell of the retina. The Educated Mind, however, has to accumulate experiences before it can recognize patterns of success from patterns of failure. At the moment of conception, the Innate Intelligence knows how it will organize cells yet to be formed into the tissues and organs and systems. It's not until the first time it comes across a hot stove does the Educated Mind even have an awareness of getting burned. As a creation of an infinitely intelligent source, however, it is a great learner and becomes a crucially important partner to the Innate Mind in keeping the body alive by adapting, adapting to or avoiding challenges around us and seeking or creating opportunities and advantages.

How does the Educated Mind do this? It evaluates. It uses the various senses and gathers data and looks for relationships and useful meaning as it relates to the welfare and continuance of the organism. It remembers the searing pain that accompanied the hot stove, for instance, or the ease that came from being around certain other people that it would come to regard as friendly. That such a complex and advanced function is possible out of what may clinically appear to be a collection of lipoproteins, nucleic acids, carbohydrates, water and a broad assortment of other molecules, is

astounding. The mechanism, though, is quite easy to understand.

The Educated Mind evaluates situations by asking questions. Is that surface hot? Is that my neighbor? It's a sequence of noticing something and asking what it is and what should you do about it. Questions are the source of every decision and are the keys to making it through life.

So, what does this have to do with chiropractic or, for that matter, your office? Go ahead, evaluate on that for a moment.

If everyone makes decisions based on questions their mind is asking, how important would it be for everyone to ask great questions? You may have noticed in the first paragraph following the quiz question I asked, the question, "Why?" was half of the paragraph's sentences. Is it important to you why people come to your office? I have heard some say it doesn't matter, as long as they keep coming. Well, the only way that will happen is if they have asked themselves why they should come to see you and arrived at an answer – not just any answer; it must be one that is good for them, somehow. If it's not – or if it's kind of weak in the "good for them" values – they'll not keep coming in.

Now, remember, the Educated Mind is not fully prepped with all the knowledge and details about the world right from the start, it must learn. It doesn't know anything about non-therapeutic straight chiropractic until

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## Amen Brother

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know what? They don't work, they're ineffective, they're a complete waste of time - unless you do something with them.

I have no intent on giving the same "sermon" as you've heard from fitness gurus, nutritional experts, and all these other sources. First of all, I don't pretend to have that kind of wisdom to impart. Secondly, you're not me. What appeals to us individually or what we each will choose may very well be different. You've already heard all the other great ideas.

My message is simple. Your life is better when you are unsubluxated. You already know what to do. You just have to commit to doing it. Begin living it today! Those that have can share their stories and successes with you.

Oh, and, yes, I'll be giving the same message next time as well.



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Chiropractic in New Jersey!



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Page 10!**



## Why Ask Why?

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it encounters it; and probably nowhere else before your office. So, it's your chance to make a difference in the life of that person, of course, when you introduce it to them. It's also a chance to make a difference in the lives of his or her kids, their neighbors, friends, relatives and co-workers and even strangers they may meet, all outside your office, if they really understand what non-therapeutic straight chiropractic has to offer.

It's not just your chance to do this, it's your responsibility and mission! You have something that extraordinarily valuable to them but they don't know it. Don't screw it up by presuming they got the whole Big Idea thing when you talked at them for a half hour, or so, on their first visit or during the scheduled orientation, or whatever you do. That's not the whole process.

Remember, the choices that someone makes come only after they have evaluated. Evaluation happens through questions. I'm not saying here that you must ask all the questions – their mind is already doing that – but you need to know if what you wanted them to “get” from their experience with you is what they truly “got.” Do they have the Big Idea? If your office were not in town, would they still want to live free of subluxation? After all, isn't that the true goal? Knowledge is not the same as commitment. Many people know they should do things that are good for them. It's only when they own the ideas and ideals that they become committed to doing something.

The way you do that is to test their Educated Mind process. Be careful, though, that you aren't fooled into believing it was a success, just because they nodded their heads with you and returned for the second visit. If you just ask them if they thought it would be a good idea to live free of subluxation and they said, yes, you still don't know if you have what you want. That question, “Why?” is how you do it. Every time you ask them what they think or understand about chiropractic, you need to ask them, “Why?” or “Why do you say that?” If they can tell you, you then know that their mind asked the questions and performed the evaluation and came to its conclusion, not yours. Keep in mind, this is their world we're talking about.

The beauty of “Why” is it takes only a moment and you can do it on an ongoing, as-needed form of continuing chiropractic education in your office. It doesn't require a lecture – in fact, you're not going to be doing much talking at all, they are. All you do is help them by guiding their self-contained conversation. In the process, you increase the likelihood that their great-great-grandchildren will not have to stumble upon an office like yours sometime in the future to learn about subluxation-free living.

How cool is that? Oh, and, Why do you say that?

Now, the answer to the quiz.

***Chiropractors have the most in common with which of the following?***

1. Waiters
2. Scavengers
3. Muscles
4. Gamblers
5. Physiotherapists

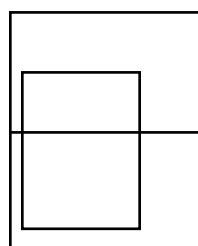
Well, the common feature with all of these is, they move bones. Waiters bring them and take them from your table. Scavengers rip them from a carcass. Muscles move parts of the skeleton. Gamblers “roll them bones” at the craps table. Physiotherapists manipulate them.

Ok, just stick with the theme of this whole article and ask the right question. Which has most in common with a chiropractor is revealed by why they move the bones. Muscles and a chiropractor delivering an adjustive force are both doing so for the purpose of allowing an expression of the Innate Intelligence through the matter of the body.

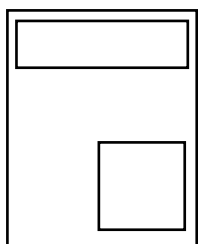
I can hear some of you asking, “Why does he come up with such odd quiz questions?” If that's you, I'm proud of your effort.



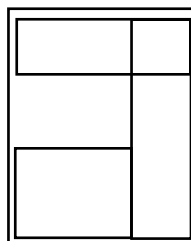
# Advertising Rates & Publication Schedule



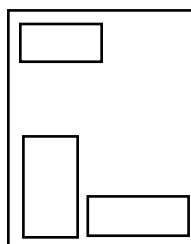
**FULL PAGE**  
3 col. (7 1/2 x 10)



**HALF PAGE**  
2 col. (4 7/8 x 7 1/2)  
3 col. (7 1/2 x 5)



**ONE THIRD PAGE**  
1 col. (2 5/6 x 10)  
2 col. (4 7/8 x 5)  
3 col. (7 1/2 x 3 3/4)



**BUSINESS CARD**  
1 col. (2 5/6 x 1 1/2)

**ONE SIXTH PAGE**  
1 col. (2 5/16 x 5)  
2 col. (4 7/8 x 2 1/2)

## Check Desired Ad Size

Ad Size	1 issue	4 issues
<input type="checkbox"/> Full Page	\$400	\$1,440
<input type="checkbox"/> 1/2 Page	\$250	\$ 900
<input type="checkbox"/> 1/3 Page	\$200	\$ 720

Ad Size	1 issue	4 issues
<input type="checkbox"/> 1/4 Page	\$175	\$630
<input type="checkbox"/> 1/6 Page	\$125	\$450
<input type="checkbox"/> Bus. Card	\$ 75	\$270

## Publication Schedule

**Winter:** Jan. - Mar. issue, deadline Jan. 15

**Summer:** July - Sept. issue, deadline July 15

**Spring:** Apr. - June issue, deadline Apr. 15

**Fall:** Oct. - Dec. issue, deadline Oct. 15

Business card ads may require a one-time \$50 preparation charge if ink does not reproduce well.  
Submit this contract for space reservation with your camera-ready ad and payment no later than the deadline for the publication issue you desire. Send all copy and correspondence to:

**GSCS Newsletter**  
c/o **Danielle Argenio, D.C.**  
608 Newark Pompton Tpke.  
Pompton Plains, NJ 07444  
973-835-9322 phone  
atruedc@aol.com email

**NO ADS WILL BE CONSIDERED  
UNLESS ACCOMPANIED BY  
PAYMENT-IN-FULL**

**NAME** \_\_\_\_\_

**COMPANY** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

**PHONE/FAX** \_\_\_\_\_

**SIGNATURE/DATE** \_\_\_\_\_



# Garden State Chiropractic Society

P.O. Box 831 ★ Point Pleasant, NJ 08742

## APPLICATION FOR MEMBERSHIP

PRINT OR TYPE:

FULL NAME \_\_\_\_\_ NAME OF SPOUSE \_\_\_\_\_

OFFICE ADDRESS \_\_\_\_\_ ZIP \_\_\_\_\_

HOME ADDRESS \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE (OFFICE) \_\_\_\_\_ (FAX) \_\_\_\_\_ (HOME) \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

ALL OTHER CHIROPRACTIC ASSOCIATION MEMBERSHIPS \_\_\_\_\_

OTHER NON-CHIROPRACTIC ORGANIZATIONS MEMBERSHIPS \_\_\_\_\_

NAME OF GSCS MEMBER WHO SPONSORED YOU \_\_\_\_\_

DO YOU NOW USE ANY ADJUNCTIVE THERAPIES OR MODALITIES? YES NO (CIRCLE ONE)

DO YOU EVER ADJUST OTHER THAN THE BONES OF THE SPINE OR ITS IMMEDIATE ARTICULATIONS? YES NO

ARE YOU IN FULL-TIME PRACTICE? YES NO

IF NOT IN PRACTICE, WHY? \_\_\_\_\_

LIST ME IN THE GSCS REFERRAL DIRECTORY? YES NO

I hereby apply for membership in the GSCS, and enclose a check in the amount of \_\_\_\_\_. I understand that my application is subject to approval by the Board of Directors and that I will be notified of its actions. In applying for membership, I agree to abide by the Charter Provisions, Constitution, By-Laws, and all amendments and Regulations of the Garden State Chiropractic Society. I also understand that failure to remit dues when due, or non-compliance with the aforesaid rules, upon action of the Board of Directors, may result in loss of membership and all rights and privileges thereof.

Signature of Applicant \_\_\_\_\_ Date \_\_\_\_\_

### PLEASE CHECK TYPE OF MEMBERSHIP

#### FOR OFFICIAL USE ONLY:

Interview Date:  
Conducted By:  
Accept: Yes No  
Phone Chain:

Comments:

\_\_\_\_\_ GENERAL MEMBER: \$300 ANNUALLY (\$75 Initial, \$75 quarterly)

\_\_\_\_\_ 1st YEAR OUT OF SCHOOL: \$100 ANNUALLY (\$25 Initial, \$25 quarterly)

\_\_\_\_\_ ASSOCIATE MEMBER: \$50 ANNUALLY

\_\_\_\_\_ STUDENT MEMBER: \$25 (one time fee)

NAME OF SCHOOL \_\_\_\_\_ ESTIMATED GRADUATION DATE \_\_\_\_\_

(DUES CHECK MUST ACCOMPANY APPLICATION)

Make checks payable to:

GSCS, c/o Dr. Jay Yuhas, 7 Bridge St., Metuchen, NJ 08840

Search for Garden State Chiropractic Society on Facebook!



PRESORT  
STANDARD  
U.S. Postage  
PAID  
Permit No. 133  
Toms River, NJ  
08753

## Garden State Chiropractic Society

P.O. Box 831

Point Pleasant, NJ 08742

*The Official Voice of  
Straight Chiropractic in New Jersey*

## GSCS Classifieds .....

**WANTED:** Straight chiropractors with a commitment to serve their fellow man or woman. Serve and educate once a month at Elijah's Promise soup kitchen in New Brunswick, NJ from 11:00 am to 12:15 pm on Thursdays as part of "Chiropractic for Humanity." Contact Jay Yuhas, D.C., at 732-321-0377.

**OFFICE COVERAGE:** Chiropractic is about making a difference in the world, so while you're away let me keep your vision going strong! I can check for subluxations! I can use individualized adjusting techniques! I can help people understand the importance of lifetime chiropractic! I can handle even the toughest questions! Call Jim Healey, D.C., at 732-367-8811.

**OFFICE COVERAGE:** The coverage service dedicated to the correction of vertebral subluxation, PERIOD. Gary W. Rushing, D.C., Garden State Chiropractic Society member, private practice since 1986. If you're in need of this service, please call 732-598-8429.



*Are You Receiving the  
GSCS Monthly E-Newsletter?  
Contact Daria Messina, DC  
at [info@gschiro.com](mailto:info@gschiro.com)  
to subscribe!*

## Advertise In Straight To You!

**The Official Voice of  
Straight Chiropractic in NJ!**

Classified ads are complimentary to GSCS members in good standing, non-member ads are \$40. Ads should be 40 words or less and are subject to GSCS board approval. Your check, made payable to the **GSCS**, must accompany your ad. Deadlines for advertising are: April 15, July 15, October 15, and January 15.

**Ads should be sent to:**

**Danielle Argenio, D.C.**, Advertising Chairperson • STRAIGHT TO YOU!  
608 Newark Pompton Tpke, Pompton Plains, NJ 07444  
973-835-9322 phone • [atruecdc@aol.com](mailto:atruecdc@aol.com)