

# STRAIGHT TO YOU!

“THE OFFICIAL VOICE OF STRAIGHT CHIROPRACTIC IN NEW JERSEY”

❖ WINTER 2007 ❖

## In This Issue

<b>Editor's Letter</b>	<b>2</b>
<b>President's Message</b>	<b>4</b>
<b>Perfecting Performance</b>	<b>6</b>
<b>It's A Wonderful Life!</b>	<b>7</b>
<b>Classified Ads</b>	<b>9</b>
<b>Advertising Rates</b>	<b>10</b>
<b>Membership Application</b>	<b>11</b>
<b>Taking Care of Children</b>	<b>12</b>



## Chiro-Quiz

*By James Healey, D.C.*

**A**s a mandatory part of my office procedure – and I am really not big on routine or scripted things – people are not permitted on my adjusting table without first – because you never get a second chance to make that first impression and you can not easily erase the wrong impression – having some understanding of what I do and, quite importantly, why I do it. There are reasons for this, of course. If I don't do this right away, I am accepting them on their terms, which may or may not match with mine. For one thing, it's a service and I feel it is only fair to them that they have the opportunity to know what they're buying before they decide to make the purchase. The fact that it's a decision is a big consideration in this. Certainly, when a person makes an appointment with a chiropractic office, unless they have been referred by someone who currently visits and knows the office already and is good at describing it, they probably have only one concept of what chiropractic is – usually the mixing concept – not knowing at all that there are two completely different kinds of chiropractic. They have no idea of what they should expect if they're in the “other” type of office. I find that non-therapeutic straight chiropractic is a new concept – the “other” – to most of them.

Another reason I want to have them understand non-therapeutic straight chiropractic is so they have realistic and accurate expectations. This is in their and your best interests. When it comes to the matters of consumer satisfaction and safety/risk management, expectation is everything! They need to expect what you offer, not something else. If, for instance, they come in looking for backache treatment and I don't tell them what I do is not about backache treatment, they will not be satisfied with the service and they may be at great risk since I am not evaluating or treating them in a therapeutic manner. They assume I'm treating the backache and evaluating that my treatment is effective for it and that they're not in need of some other treatment. If they experience harm, even if I didn't cause it but, for example, something that could have been treated therapeutically went untreated, they may risk physical loss and I may risk professional termination. If, however, they expect that I'm addressing their vertebral subluxations in a non-therapeutic way – i.e., that they are simply, in and of themselves, detrimental regardless of their situation otherwise and that I don't offer to evaluate or treat any diseases or maladies or anything else – then they will know to expect non-therapeutic

*Continued on page 5*



### Executive Committee

President  
 Mark Messano, D.C.  
 Vice-President  
 Gino Curcuruto, D.C.  
 Secretary  
 Robert Lincoln, D.C.  
 Treasurer  
 Robert Berkowitz, D.C.

### Board of Directors

Danielle Argenio, D.C.  
 Joseph Donofrio, D.C.  
 James Healey, D.C.  
 Daria Messina, D.C.  
 Mark Ohlstein, D.C.  
 Joe Sasso, D.C.  
 Gregory Stetzel, D.C.  
 Jay Yuhas, D.C.

### Mailing Address

P.O. Box 831  
 Point Pleasant, NJ 08742  
 1-800-231-2916

### Editor

Frank Hahn, D.C.  
*frankiehands@yahoo.com*  
 3031 Route 27  
 Franklin Park, New Jersey 08823  
 Phone: 732-422-7888

### STRAIGHT TO YOU!

is published quarterly.

Advertisers and contributing authors do not necessarily represent the position of the Garden State Chiropractic Society.

# A Letter from the Editor

## Turning Snow Into Snowmen

By Frank Hahn, D.C.

Up until the writing of this article there has not been a sign of snow. I'm not sure how long we have to wait and I'm not sure if it will snow at all this season, but the anticipation and excitement is what I live for.

What's the value of snow?

A pair of winter gloves... \$10

A slippery sliding sled... \$40

Spending a day sledding, building snowmen with the family and that all important Snowball fight ... priceless!

It's not if you're going to get hit with a snowball it's when and by how many.

When we were younger, how many of us, at this time of year, would wake up early and just hope that it snowed throughout the night? We pulled open the blind or shades that covered our window to reveal that beautiful white snowfall 2 or 3 feet deep! You yelled out loud, "YES!" You didn't even have to listen for the school closing report; you just knew there was no shot of having class

that day. Diving back into that bed for another half hour felt so great, as you flick on the radio to hear the confirmation of what you already knew. You had no idea what the day would bring, but you knew it was going to be a fun one.

Do you still have that kind of excitement or anticipation when you head into your office each day? Yes, no, maybe, why not?

If you had it at one point in your life, then you still have it. You may have it buried deep down underneath layers of BLAH, BLAH, and BLAH. Well it's time to bring out that excitement again! We have the perfect jobs to get excited about. We have families coming in and out of our offices every day. We're adding life to each and every person that enters our office. You know, kind of like "Frosty" when they place that hat on his head.

In my office on the first snowfall this season I'm having a party in the office.

*Continued on page 9*

### Committee Chairs

Chiropractic Board	Mary Ellen Rada, D.C.
Continuing Education	Jim Healey, D.C.
Convention Chair	Mark Ohlstein, D.C.
Convention Chair	Diann Wallace, D.C.
Convention Entertainment	Joe Sasso, D.C.
Convention Vendors	Mark Hansen, D.C.
Educational Seminars	Gregory Stetzel, D.C.
Fundraising	Andrew Daniele, D.C.
Legislative	Jim Healey, D.C.
Liaison	Robert Berkowitz, D.C.
	Jim Healey, D.C.
Membership	Robert Lincoln, D.C.
Newsletter	Frank Hahn, D.C.
New Practitioner Info	Gregory Stetzel, D.C.
Nominating	Daria Messina, D.C.
Raffle	Robert Lincoln, D.C.
Scholarship	Mark Ohlstein, D.C.



**Y**ou're true to your patients. They count on you to provide quality chiropractic care. Everyday, you uphold your promise to help them live life to its fullest potential.

Likewise, Sherman College of Straight Chiropractic is true to its students. We're the only chiropractic college in the country that's been consistently dedicated—since 1973—to advancing vertebral subluxation-centered chiropractic care. **Period.**

Students come to Sherman College because they know they'll be able to focus solely on the most important aspect of chiropractic care—

improving lives. And they also know they'll be able to fulfill their mission of taking straight chiropractic to the world.

Help us ensure that students continue to receive the extensive training and education needed to become true chiropractors. The future of straight chiropractic is in your hands. Be true to the profession. **Be true to Sherman College.**



SHERMAN COLLEGE  
of STRAIGHT CHIROPRACTIC

**FOR MORE INFORMATION, CONTACT:**

Sherman College of Straight Chiropractic  
2020 Springfield Road / P.O. Box 1452  
Spartanburg, South Carolina 29304  
Toll-free: 800.849.8771

admissions@sherman.edu

**www.sherman.edu**



Mark Messano, D.C.

## A LETTER FROM THE PRESIDENT

### It's 2007 and the Canvas is Blank...

*By Mark Messano, D.C.*

It's a new year and yes I may sound like a Hallmark card, but it's true, the canvas is blank. This year will be 365 days long with 24 hours each day and what you do with them and how you grow during them will determine the year YOU will have.

The funny thing about time is that no matter what, it will pass. Every person who lives till the end of this New Year will have lived the same length of time. However, statistically speaking, many people will look back upon any given year and feel that they are not living their own life!! How strange? They feel they had no control over how the year was going to turn out!! These people were not in jail or in a job that demanded every waking hour of their time. They simply feel out of control and as if they're living in someone else's life. Why do so many people feel this way? What makes those of us who are able to choose to do anything with our "New Year" choose to live the life of an imposter?

Some of the answers are easy to find. In the flickering light of the television, I see the first attempts by the marketing world to entice my four year old to live a fraudulent life. Buy this and you will be happy, or should I say get mom and dad to buy this and you will be happy. I wish, as we got older it didn't work that easy, but we know it does. Adult commercials are just as rudimentary, buy this and you will be really living! The problem is that we don't get to ask the television, radio, etc. whose life will we really be living. Work status, income level and physical

appearances are easy targets for our society at large to push upon us. So many forces are trying to get us to "BUY" into the life that they want us to live.

You know I own an old Honda motorcycle and I really like to ride it. But you know if I were to listen to some of the people and some of the information in my life, I would sometimes use it to miss out on precious time that I should be spending with my wife and boys. So there it lies the problem and the solution. We do need information and constant help, but... we need good information!! But where can we get it? Who do we listen to? Who knows what's best for us? Who knows what will give us "OUR" life in 2007?

I believe that there is perfect direction from a very reliable source. Think of it like going back to the dealer to service your car. The dealer made your car and they know it inside and out and they know what is best for it. The beautiful thing for us is that when we go to the "manufacturer" for use and care info, we NEVER get ripped off!

I personally believe that God has great plans for each of us each day of each year. Yet as the old adage goes, God speaks when we listen! It is my sincerest prayer for each and every one of you to receive and LIVE the life you were meant to live in 2007!!

Peace,

*Mark*



**Chiro-Quiz*****continued from page 1***

chiropractic expertise from me and bring their therapeutic concerns elsewhere. They will then get therapeutic attention and non-therapeutic attention separately but both from appropriately qualified professionals. Good for them! And you will not be venturing into fields wherein you have no standing. Good for you!

Lastly, when they accurately expect non-therapeutic straight chiropractic from you, they'll also understand why telling others about living an un-subluxated life is so important, which means they'll be better prepared to share your vision – and, as a side-benefit, in the process, you'll get better referrals.

Now that we know that having the people understand non-therapeutic straight chiropractic is critical, what do they need to know? I believe there are four key components or concepts to any effective lay-lecture, regardless of its format. I prefer a one-on-one, active listening style, for many reasons that I've written about previously. For now, though, we're going to focus on the four key concepts. In the active listening style of education, concepts are introduced by way of questions. The chiropractor asks questions that allow the listener to discover their way to an understanding by coming up with the answers. It's not typically a multiple-choice question, but more open-ended where the listener really must think it through to come up with an answer. Let's see how you do, though, in a brief chiro-quiz on these concepts in multiple-choice format.

• **Concept 1 Question:** Subluxations are \_\_\_\_\_ .  
 a. Good.  
 b. Bad.

c. Sub-whats?  
 d. None of the above.

Answer: b. Subluxations are bad.

By the way, I've never had a layperson get this one wrong. The word may be new to them and they may have to be reminded of how to pronounce it on the second visit, but after hearing a bit about what a vertebral subluxation is and what it does to the messages of life, they get that they're bad things.

• **Concept 2 Question:** Subluxations \_\_\_\_\_ .

a. May be caused by a wide variety of things that are common to everyone, every day.  
 b. Happen only to a select few people who never attended a "back school."  
 c. Never happen to anyone.  
 d. None of the above.

Answer: a. Subluxations are possible for everyone as part of daily living.

Again, people get this concept quite readily. They come up with a list of things, not always covering all three categories of external invasive forces, but often hitting on the physical and mental factors and then I fill in the chemical possibilities and they shake their heads in "Oh, yeah," agreement.

• **Concept 3 Question:** If I had a vertebral subluxation right now, I'd \_\_\_\_\_ .

a. Want to leave it like that.  
 b. Want it corrected as soon as possible.  
 c. Only worry about it if it hurt.  
 d. None of the above.

Answer: b. I'd like to have it corrected as soon as possible.

Actually, when they are sitting with me and answering with their own words, they usually say they'd like it corrected

"now." You might think they'd also answer c once in a while, but they don't. In fact, it is rare that the notion of pain comes up in my first encounter with someone, even if they were motivated to contact me for that reason. It's a wonderful thing to be able to keep their focus and, therefore, learning on non-therapeutic concepts when you ask the right questions.

• **Concept 4 Question:** If we could do that (effect the correction of the subluxation), I should visit this office \_\_\_\_\_ .

a. Forever.  
 b. Whenever I feel it again.  
 c. Never again.  
 d. None of the above.

Answer: d.

This is something of a trick question. You might think the answer is a. Forever, but, for this question, it's not. Let me explain.

I wrote this question this way here because of something that happened in my office this week. It made me look at what could happen and taught me a lesson in what I could do better. Maybe you've experienced it, too.

Here's the brief story. A family that had been coming to me for a number of years moved 180 miles away. Since I did not know of a non-therapeutic straight chiropractor in the town they were moving to, I had given them a streamlined method for seeking one out. Every so often they come back to New Jersey to visit family and friends and they include a stop at my office on the itinerary. It's nice to see them again at these times, of course, including sharing in the joy of watching their family grow with the birth

***Continued on page 8***

# 6

## Perfecting Performance: Many People, One Goal

*A Motivational Essay Written by Mike Ditka*

*Since the Super Bowl will be upon us by the time you read this edition of Straight to You, I thought it would be fitting to submit an article that I found pretty motivating written by a Super Bowl winning football coach Mike Ditka. I hope you enjoy it too.* – Frank Hahn

Every time I hear people talk about “coaching philosophy,” I have to smile. I’ve been involved in football, as a player and a coach, for forty years, and I’ve never had a philosophy other than “whip the other guy.” People make the business of coaching seem complex, when in fact, I think it’s pretty simple. You get good athletes who want to win, give them a system that maximizes their strengths, and then work at it.

At my first team meeting as coach of the Chicago Bears in 1982, I gave a talk. I said the Chicago Bears were going to win the Super Bowl. I believed it: I wanted to see how many of the players believed it. The ones who smirked and nudged each other – and there were a few – were gone. Three years later we were 15-1 and had accomplished our goal. The 1985 Bears will be talked about as one of the greatest teams of all time.

A lot was written and said about me being a great motivator. I don’t really believe I am. I think motivation is the most overused, overrated, overplayed word in our society. I don’t believe there is such a thing as motivation, at least not in the sense that most people use the word to describe pep talks and backslapping and all that stuff. Motivation comes from within each individual. It’s a personal thing. It’s pride, guts, desire, whatever you want to call it; some people have it

in their bellies, and some don’t.

If you want to win, you find people who have that quality and put them on your team. In business you find good people who relish the idea of being part of something successful, of helping to build it and see it grow. You recruit them and then run with them. You must spell out your program, describe your goals, your methods for reaching those goals, how you expect to attain them. And that’s it. In football, we call it a game plan. You must have one.

It’s like a pyramid. You start with the main goal, then you break it down to the individual goals. If you get to the point where everyone on the team has the same goal, then you can do it. But you can’t succeed if you have people with a lot of different goals. They must not lose sight of why they are with you, what their roles are within your organization and how they can contribute. When the distractions of building a resume, tracking a career path, or monitoring outside investments become more important than everyday performance, I think you have to step in and set valuable employees straight. Or risk losing them, or having to cut them.

We had some unique personalities in Chicago, but I will challenge anyone who says our Super Bowl team was undisciplined. In pro football, as on Wall Street, discipline means showing up on time for

meetings, working hard in practice or at your desk, carrying out your assignments and not committing stupid errors.

There are people, I know, who did not approve of my coaching style. They thought I ranted and raved too much, that I was too tough on my players. If anybody expects me to apologize, he’s going to be disappointed. I was not perfect. But I did the best I could and did it the only way I knew how – my way.

I got out of coaching in 1992 when I lost my enthusiasm. The one thing I always preach is that you must be enthusiastic about your work. It was time for a change, for both me and the Bears. But now I’m back.

I believe most people like what I stand for. They know I don’t tolerate monkey business and phoniness. For the ones who don’t like me, tough. I’m not going to change.



## It's A Wonderful Life!

By Stacie Sando, D.C.

It is the winter season – a time of nostalgia and sentiments, when the true meaning of spirit comes out of us all.

Life takes amazing twists and turns every moment. If you are busy complaining, the good times might just pass you by. Having little feet pitter-patter through your house in the morning might seem tiring, especially at 5:00 a.m., but if you allow it; this sound can be a true wake-up call. It will let you know that the bills or that stain on the floor doesn't matter after all.

We see all these movies and shows around the holidays about people forgetting their purpose or thinking that the world would be better off without them. Some shows even tell how people get so caught up in their own world at work that they forget about others or why they started doing their projects in the first place. All these stories feel good to watch and get us in the holiday "spirit" but I wonder how many of us look deeper.

How many of us remember and hold on to chiropractic. With all the headaches that can come with running an office, even with seeing a lot of patients, do we remember why we did it? Why we went through the schooling, took those crazy boards, shrugged at the thought of our student loans, and choked down some gosh-awful food while waiting for our checks to come in. Further more we didn't go to diagnosis class because we had nothing better to do.

I wonder if there should be a movie about a chiropractor named

George Bailey instead of a loan officer. What would it be like? A chiropractor bogged down with paper work, insurance claims, PVA's, employees who are never happy, and patients who treat him more like a therapist than someone who was going to turn their lights on. Who would be Clarence? D.D.? B.J.? (Somehow I don't see either of them being very patient) Would he show him life without chiropractic, how many people he did actually touch; or would he remind him that chiropractic is a vitalistic philosophy of life and health not SOAP notes and new houses. That all he has to do is tell the world what he believes in, and they will follow suit because his intent is pure. If only it were as simple as the movies.

I hear of so many chiropractors after three or four years ready to throw in the towel. It's a terrible thought. Why didn't they make it, or why did they give up?

Were they like George Bailey and felt hopeless in practice, like they weren't making a difference. Was it the darn insurance companies? Or did their student loan officer finally catch them? Whatever it could be, it is happening too often and frankly chiropractic needs all the allies it can get right now.

This season, take an extra moment to reflect. Tap a fellow chiropractor on the shoulder and remind them of our purpose-driven life. We truly have a special opportunity to make great differences in the lives of others. The tragedy is when we become too complacent to utilize those opportunities or worse – too blind to see them.



A New Beginning For A New Future  
Science • Art • Philosophy • Bringing It All Together

AB

A New Beginning For a New Future  
www.newbeginningschiro.com or call 732-747-4646

***Chiro-Quiz******continued from page 5***

of their son earlier this year.

I kept asking them about their new chiropractor. The first couple times, they said they just couldn't find one. I kept encouraging them to try and even asked if I could help them further in some way. They would leave with me thinking they would be going through more names in the phone book until they found someone. This past time, though, they said something to me that made me sit them down for a little "one-on-family." This time, the response was, "Jim, we're loyal to you. We're not looking for anyone else." I think they expected me to smile or get all misty or something, overcome with joy at being so honored. Yes, it was an honor of sorts to have someone feel loyalty, but it was a disastrously poor secondary honor to that of them finding a different chiropractor close to their new home.

In essence, they were telling me that they wanted to visit me forever. I had to explain to them that I appreciated their respect but wanted them to know that they were making a bad choice. They only had half the answer right. It was not chiropractically important at all for them to visit my office forever. It was, however, important for them to be checked for vertebral subluxations regularly for the rest of their lives. They were too far away now to visit me with regularity or frequency. I also reminded them that I, being almost thirty years older than either of them and almost fifty years older than their son, would probably die before any of them even if we lived as neighbors and that, if they were counting on me to check them for the rest of their lives, this was going to, let's say, complicate things.

We had to go back to their idea of Concept 4. Concept 4 is not about visiting my or any particular office, it's about being checked regularly by someone who can find and effect correction of vertebral subluxations. Quite frankly, yet not anyone's vision of how it should be, they would be better off being checked by Saddam Hussein, assuming he could do it, if the alternative would be to remain subluxated just because nobody else could do it.

So, the un-tricked version of the Concept 4 Question: If we could do that (effect the correction of the subluxation), I would like to live subluxation-free

Then, of course, the correct answer is Forever. It's not a matter of loyalty to a person. Benjamin Disraeli said, "The greatest good you can do for another is not just to share your riches, but to reveal to him his own." We make an impact by checking spines but we do more when we enlighten, as well. Living subluxation-free is loyalty to one's self and children... and everyone else on the planet, for that matter. We all benefit when someone chooses to live subluxation-free! Whether they come to my office or your office for that service is trivial by comparison.

***Taking Care of Children***  
***continued from back cover***

sense that he or she is not relaxed, I do not thrust on that vertebra that day. Folks, spines will talk to us and help us deliver a safe, comfortable adjustment, but we need to listen. This is especially true for children. Often they are used to "doctors" telling them, "Now this won't hurt a bit," and then BAM they are poked or prodded. Hence, they have learned that doctors hurt you, and also that they are liars! Let's not contribute to this.

Also, especially in the beginning, I always speak to the children as I am checking them. I tell them that they are doing great or that they are so brave, or that we are almost done. Hearing these affirming words help to set a child at ease. Earning their trust and respecting their body's innate intelligence from the start will set the stage for a long, happy relationship.

Of course when the visit is done, we all have a special treat for the child. But have you put any thought into your treats lately, or do you have the same old stickers that you bought in bulk five years ago? In my office we have lots of new toys all the time. Every couple of months I'll go to Party City and buy a ton of new toys. The Oriental Trading Company also sells lots of inexpensive little toys. I've got bouncy balls, jewelry, tops, puzzles and several seasonally appropriate toys as well.

May we all dedicate the next couple of weeks to making our offices more child-friendly. Raising tons of children that express life to the fullest is one of the idealists' biggest dreams. After all, what better testimony can chiropractic have than raising the future generation to be subluxation-free?



## Classifieds Classifieds Classifieds

**ONLINE ADVERTISING:** On-line chiropractic classified ads. Have something to sell? Listings are very inexpensive. Looking for something? Check it out! [www.coolstuff4chiros.com](http://www.coolstuff4chiros.com)

**OFFICE COVERAGE:** Confident, quality chiropractic coverage. Go ahead and relax, your patients are in good "HANDS." Gentle low-force adjustments. Call Matt Donofrio, D.C., at 201-599-0010.

**OFFICE COVERAGE:** The right chiropractor for the job. Feel confident and secure that your practice and your patients will be well cared for while you are away. Gentle, specific adjusting for the entire family. Please call Mark Hansen, D.C. at 732-986-5046.

**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.

**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.

**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 at 732-321-0377.



### Snow Into Snowmen continued from page 2

Desserts, hot chocolate, coffee and tea will be served to all the visitors. I hope it's a huge snowfall too. I have a big driveway out in front of the office and I'll be building a snowman and maybe he'll even be holding up a model spine just as a reminder.

#### **Get Creative and Have Some Fun!**

What are you going to do when it starts to snow this season? Are you going to be disappointed because you think it's going to be a slow day? Well, it probably will be slow for you then. So that gives you the perfect chance to turn some "Snow Into Snowmen." Start getting excited! I can't wait for that snowfall to come. Remember to have some fun and build that snowman, in fact build a whole snow family and have a party!

2007 is almost here (by the time you read this it will be here) 2006 was a great year but lets make 2007 even better.

As always, great luck and I'll talk with you next quarter,

FrankieHands



### **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.

All ads are requested to be 40 words or less and are subject to GSCS board approval.

Your check, made payable to the GSCS, must accompany your ad.

Deadlines are March 15, June 15, September 15, and December 15.

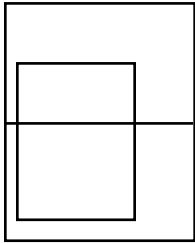
#### **Ads should be sent to:**

**Danielle Argenio, D.C.**, Advertising Chairperson • STRAIGHT TO YOU!

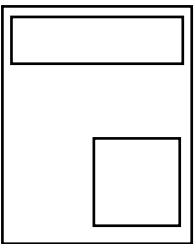
608 Newark Pompton Tpke, Pompton Plains, NJ 07444

973-835-9322 phone • [atruedc@aol.com](mailto:atruedc@aol.com)

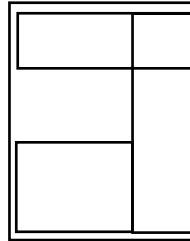
# Advertising Rates & Publication Schedule



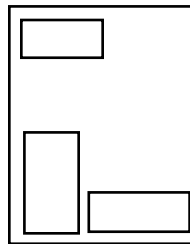
**FULL PAGE**  
3 col. (7 1/2 x 10)



**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 FOURTH PAGE**  
2 col. (4 7/8 x 3 3/4)  
3 col. (7 1/2 x 2 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 Dec. 15  
**Spring:** Apr. - June issue, deadline Mar. 15

**Summer:** July - Sept. issue, deadline June 15  
**Fall:** Oct. - Dec. issue, deadline Sept. 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 (A ONE-TIME FEE)
- NAME OF SCHOOL \_\_\_\_\_ ESTIMATED GRADUATION DATE \_\_\_\_\_
- (DUES CHECK MUST ACCOMPANY APPLICATION)**

**Make checks payable to:**  
GSCS, c/o Dr. Robert Lincoln, 141 Kinderkamack Rd., Suite F, Park Ridge, NJ 07656

# Taking Care of Children

By Danielle Argenio, D.C.

**T**aking care of children is quite possibly one of the best things about being an objective straight chiropractor. Their enthusiasm, purity, and willingness to get checked are almost catching. Witnessing that twinkle in their eyes after an adjustment is magical. Yet all too often we are so focused on educating their parents, and as a result, tend to neglect the children's needs. Catering to the little ones in our practices is of the utmost importance. We should strive to make our offices a fun place to be – not only for the adults but the children as well.

One way to accomplish this task is to look at things from their perspective, literally! Periodically I get down on my knees in my office and look around. Are some of the posters hung lower? I also consider the decorations we all use, are

some of them hung at their eye level?

Furthermore, let's all re-evaluate our kid's section; even if it is just a toy box in the corner somewhere. Every so often I go through my toy box. I clean up the toys that are raggedy and throw out the ones that have seen better days. Then the next time I am out shopping I pick up a new Etch-A-Sketch or toy car or blocks of some sort. You can bet that when that first child runs to the toy box upon arrival to my office the next morning they will find that new toy instantly! The newest favorite in my office is a Rubik's Cube. (Within a week a few of the stickers were peeled off, but hey, the kid's love a freebie square!) Another popular new addition is the vertebrae from an old busted dry spine that I had which I placed in a plastic container. The kids absolutely love them. I find that the toys help the children to feel

at home and do a great job of keeping them amused while other family members get checked.

Additionally, I believe many of us need to assess the technique we use when checking or adjusting our children. We all have experienced fights that siblings have over who is going to get checked first, because children almost instinctively know that getting their spine checked is a good thing. Yet initially they may be a bit apprehensive. That is why it is so important to earn their trust early. I always explain (in brief, simple terms) what I am going to do to a child on the first visit. Sometimes if I find a lot of muscle spasm associated with the subluxation I may modify my technique. I may use a gentler method in the beginning. If I feel a child tensing or

***Continued on page 8***



Garden State Chiropractic Society  
P.O. Box 831  
Point Pleasant, NJ 08742

Address Service Requested

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