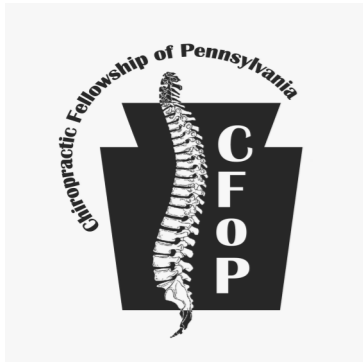


CHIROPRACTIC
FELLOWSHIP OF
PENNSYLVANIA

908 N. Second Street
Harrisburg, PA 17102
717-441-6042

www.chirofellowpa.org
info@chirofellowpa.org



CFOP MISSION STATEMENT

The *CHIROPRACTIC FELLOWSHIP OF PENNSYLVANIA*

works to preserve, promote and defend
the philosophy, science and art of chiropractic, with emphasis on
the vertebral subluxation and innate principle.

Providing leadership through legislation, education, and communication, the
CHIROPRACTIC FELLOWSHIP OF PENNSYLVANIA works to eliminate barriers
that restrict access to or infringe upon the practice of chiropractic.

Through a highly trained staff, the *CHIROPRACTIC FELLOWSHIP OF PENNSYLVANIA* addresses
professional and fellowship needs by providing practice information
and benefits to enrich lives and practices.

CHIROPRACTIC FELLOWSHIP OF PENNSYLVANIA

CFoP *Straight Talk*

Join the Group that Loves Chiropractic!

SPRING 2009

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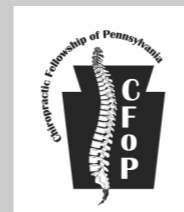
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“**T**o REALIZE THAT YOU and your education are very small things—that your Innate within you is the all-important—that to rely upon Innate doing through you is the *great* factor worth understanding. You’ll never find yourself by losing yourself. You’ll never find Innate within yourself by playing down Innate and playing up your education. Every student in this or any other school has the *same* Innate potential that every other great person of history has had. He can accomplish anything he wants to if he wants to long enough and strong enough. But he will accomplish *nothing* until he *finds himself* with his Innate. When he has, his great objective of life will be an open book before him—nothing can hold him back—he will take his place amongst the masters of men.” p58

“The *fundamental cause of all dis-ease lies between the Innate Intelligence and the body*; in the interference to the normal and natural quantity efferent flow *between* Innate Intelligence and the body; in the interference to the normal and natural quantity afferent flow from body to Innate Intelligence. This interference *between* can make either sick.

Chiropractic *has* found this simple specific. That knowledge has simplified this entire question of life and death; health and sickness; sanity and insanity to one place, corrected one way.

Beyond that, what more is there?

It is this *union of Innate mind and body, soul and physical, spiritual and material, and the nature of the link that unites each to the other, that has been entirely overlooked, ignored, and in many instances “scientists” denied there is such.*” p75

CHIROPRACTIC PHILOSOPHY, SCIENCE AND ART

BJ Palmer 1955

Join the Group that Loves Chiropractic!

Join the Chiropractic Fellowship of PA

Go to www.chirofellowpa.org to join

Be A Chiropractor

By Frank Hahn, D.C.

How are we going to make Chiropractic a household name? I spent countless hours trying to figure this one out. This thought keeps me awake while I try to come up with a better idea. Do I create a better flyer or maybe I should update my business card? Should I stay up working on my new PowerPoint presentation until 3:30 in the morning, search through an endless number of DVD's to show in my office or maybe add color to my brochure (Do I even have a brochure?). Then there's all the outside marketing and promotions. Should I join a community club, get on the radio or create a commercial? Maybe I should talk with a consultant: they must have the answer, or spend hundreds of hours trying to create that perfect website.

Does any of this sound familiar? Have you tried a couple of things on this list? If you're smiling and said to yourself, "All of them and more!" Well, I'm smiling too because after that exhaustive list, it finally hit me.

The only thing we need to do to make Chiropractic a household name is "Do Our Job!" Be a Chiropractor.

We are extremely lucky to be a part of such a great profession. We have everything we need within us to succeed. Our brains and voices help us to communicate why we are chiropractors. The special way in which we help restore function within people's lives via the chiropractic adjustment. The education that we received – not only in school but in life itself that helps us make better decisions. We have colleagues to bounce ideas off of or just dialogue so we don't go bonkers on those crazy days or when life throws us a curveball. A few days ago before I wrote this article and finally figured this very simple concept out, here's what happened:

It was a typical afternoon and I started to check this one family who were in the office. There was a mom and dad, a sister, two grandparents and two children. As I finished checking everyone, one of the children came up to me in front of the entire family (she was just 5 years old) and gave me a huge hug and said, "I love

you." I said, "thank you" to the little one. Her family seemed surprised by her actions, and I was a little as well. Her family told me she never acts that way. We chatted a bit more and then they were on their way. So that was a very nice surprise to my day. After a few more hours of checking people another family pops into the office, this time it's a mom and dad with their three children. After I finish checking one of the children (this one just 4 years old), he gives me a hug and says, "I love you and thank you for taking care of my family." I said, "WOW! Thank you very much." After that visit, the light bulb was on and I said to myself, "All those flyers, cards and brochures don't mean a thing. I just have to DO MY JOB, Be a CHIROPRACTOR."

I remember one time visiting one of our well known colleague's offices to just observe what he did and how he did it. As I was observing, he sat in a chair next to me and gave me some advice that I still remember to this day. His exact words were, "When you're in your office, it ain't about you." I looked him square in the eyes and said, "I understand." Although, I really had no idea what in the world he was talking about at that time. Not until the other day when that light bulb went on and I figured out how we are going to make chiropractic a household name. By doing our job and being a chiropractor. Do you remember days you just felt great by the end of the day? You should have that feeling at the end of every day, a sense of accomplishment and significance. If you are not leaving your office feeling great and feeling like the day was significant, then figure out a way to make this happen in your office. It's experiences like these that help me realize why I feel we are extremely lucky to be part of such a great profession.

Frank Hahn, D.C.

Editor

"STRAIGHT TO YOU!"

**THE QUARTERLY NEWSLETTER OF THE
GARDEN STATE CHIROPRACTIC SOCIETY**

**"THE OFFICIAL VOICE OF
STRAIGHT CHIROPRACTIC IN NEW JERSEY"**

LIFEforce

LIFEforce Doctor of the Year!!

The Recruitment Department would like to congratulate Stuart Katzen for his dedication to the LIFEforce program. At the 2008 Lyceum Homecoming Program, Dr. Katzen was presented Life's first annual LIFEforce Doctor of the Year Award.

Dr. Katzen was recognized for his exceptional level of participation in LIFEforce activities. Using his practice in Narberth, PA to host several events, Dr. Katzen encouraged two students to matriculate to Life University last year. He has mentored numerous other students who have applied to Life for future enrollment.

Dr. Katzen's efforts extend beyond recruiting students from his office and include working with colleges in his community and developing strong relationships with pre-health advisors and administrators.

Due to his efforts, Life University created an articulation agreement with Harcum College which will help channel pre-chiropractic students to Life University.

The recruitment department acknowledges all of Dr. Katzen's hard work and thanks him for his amazing contributions!

Stuart Katzen

LIFEforce Doctor of the
Year (2008)

CFOP SOUTHEAST REGION
DIRECTOR



To find out more about LIFE force and Life University, go to www.life.edu

We never know how far reaching something we may think, say, or do today
will effect the lives of millions tomorrow. B J Palmer

I am the center of my Universe, but I
do not live alone;

each move I make creates a ripple
in someone else's ocean;

each breath I take affects the air all
around me;

each word I utter falls on someone else's ears;

that which I touch is felt by another;



that which I do will certainly
affect another;

that which I do not will also affect another;

we never know how far reaching something
we say or do really is not felt until it returns

to us...and it always does.

All things in life form a circle whether
we see the circle or not.

Author unknown

Education or Transformation!

Every chiropractor who wants to make an impact in his community (and as a result, in the world) is frustrated with the difficulty of educating his practice members and the public at large. Some practice members get it and those are the ones who make practicing a joy. However, most people do not and they fail to follow through with lifetime care or only come when they have a symptom or a problem. How do we change that? How do we educate them? The more I see this problem in my own practice and in the practice of chiropractors I talk to, I have come to realize some people are simply not educable. At first, that may seem to be downright rude or incorrect or just a copout. After all, chiropractic is such a simple idea that even a child could understand it, but there is a difference between intellectually understanding chiropractic and truly embracing the idea. That is why some people coming in the office grasp the big idea right away and become lifetime practice members while others never get it despite hours of your best efforts to educate. They may come back every now and again when they have an ache or pain, but that is not your goal or objective.

So what is the difference between these two groups? I would suggest that it is a matter of world and life viewpoint, what B.J. has described as an ADIO viewpoint versus an outside-in viewpoint. Interestingly, the ADIO viewpoint probably represents the majority of people in the world. If you are not familiar with the characteristics of a person who embraces an ADIO viewpoint then read some of my writings on the subject. People with an ADIO viewpoint get the chiropractic philosophy quickly and easily. However, at least from my experience, the majority of people do not embrace our philosophy despite the fact that most have an ADIO viewpoint. This may be due to any number of reasons. For example, some people with an ADIO viewpoint do not have congruency in their life. They do not apply their ADIO viewpoint to their health and life viewpoint. Education may work well for these people. They just need to be made aware that our approach to chiropractic is congruent with the world viewpoint that they already hold. However, that may not be as easy as it seems since they may have many incongruencies in their life not just health and life. They may have social, religious, and political incongruencies also.

On the other hand, people with an outside-in viewpoint rarely get the big idea of chiropractic. They may use chiropractic as an aspirin, for some musculoskeletal condition or because they find that it benefits them symptomatically but they simply won't adopt the notion of ongoing care. They use chiropractic as you would medicine, as a therapeutic measure. That is because medicine is outside-in and they merely make chiropractic fit their outside-in world viewpoint. They do not come for lifetime maintenance care, they do not bring in their families and they do not refer others unless they have a similar condition. For anyone in this group to make a significant change, you must cause a transformation in their thinking, a 180-degree shift in how they look at life. That is unusual. It is the equivalent of a lifetime atheist somehow coming to believe in God. I would suggest that these types of changes are very rare.

I think our best bet is to try to reach those who already have an ADIO viewpoint but who have yet to understand the full benefits of chiropractic. Those who are living their lives in contrast to or inconsistent with their stated world and life view. They are the people who need a transformation in their thinking or just a new understanding so that they will grasp and hold onto the chiropractic philosophy. In future issues we will outline some areas of transformation which will prepare people to get the big idea.

THE PRACTICE BUILDER

Issue Number 27

brought to you by

The Foundation for the

Advancement of Chiropractic Education

<http://www.f-a-c-e.com>

The Practice Builder is a free e-newsletter with practical information and suggestions to help chiropractors increase their service to community.

- Practice Building Articles filled with great tips and ideas for educating your practice members.
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CFoP

Chiropractic Fellowship 2008 Accomplishments

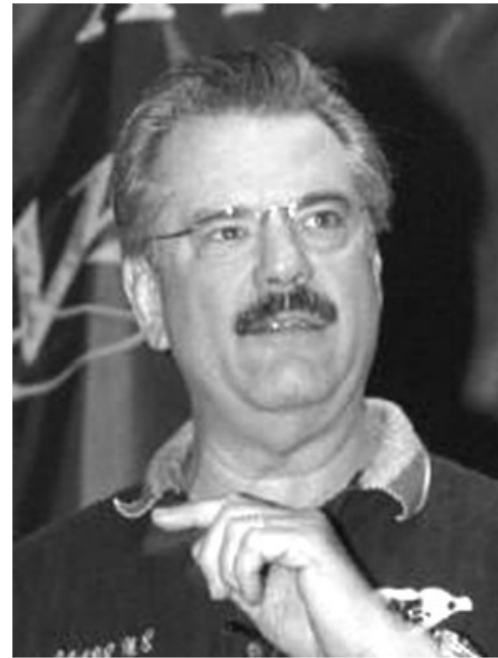
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	“Immunology”	Pittsburgh
	“After the Crash”	State College
	Dean DePice	Philadelphia
MAY	“Case for Chiropractic”	Harrisburg
	3-D Philosophy	Pittsburgh
JUNE	Koren on Health	Pittsburgh
	Dean DePice	Poconos
	Marchiori on X-Ray	Pittsburgh, Harrisburg, DuBois
	Koren on Health	Philadelphia
JULY	Immunology	Philadelphia
	Koren	Harrisburg
	Immunology	Harrisburg
AUGUST	3-D Philosophy	State College
	Trout on X-ray	Philadelphia
	Case for Chiropractic	Philadelphia

- Letter of support and donation to the CCP Guidelines (NOT the CCGPP!)
- Letter of support and evaluation of the PCCRP X-Ray guidelines
- Publicized the ICA's Best Practices Document
- Sponsored New Beginnings, Chiropractic Friends and Family with vendors booths
- Raised PAC money, spent thousands on our fine legislators!
- Donated to the FSCO Capital Campaign Drive
- Sponsored FOCUS with speakers brought in from Florida, New Jersey, Connecticut, New York and Massachusetts
- Regional Meetings with Tony Palermo, Tedd Koren and Dean DePice as guest speakers
- Fielded hundreds of telephone calls on board matters, insurance matters and legal difficulties from inside and outside our membership



True Love by Dr. Jim Dubel

The happiest people don't necessarily have the best of everything; they just make the best of everything they have..... In our profession it isn't how many we serve but how we serve those who God sends to us.... I hope this little story opens your minds eye to see what is really important in life.

It was a busy morning, about 8:30, when an elderly gentleman in his 80's, arrived to have his adjustment.

He said he was in a hurry as he had another appointment at 9:00am.

The staff took him in one of the adjusting rooms and had him take a seat, knowing it would be almost a half hour before I would be able to see him.

I saw him looking at his watch and decided, since I would be busy with another family of patients, I would see him first.

Dr. James W. Dubel,

Founder of New Beginnings
Chiropractic Philosophy Weekends

While checking his spine and making the adjustment, I asked him if he had another doctor's appointment this morning, as he was in such a hurry.

The gentleman told me no, that he needed to go to the nursing home to eat breakfast with his wife.

I inquired as to her health. He told me that she had been there for a while and that she was a victim of Alzheimer's Disease.

As we talked, I asked if she would be upset if he was a bit late. He replied that she no longer knew who he was, that she had not recognized him in five years now.

I was surprised, and asked him, 'And you still go every morning, even though she doesn't know who you are?'

He smiled as he patted my hand and said, 'She doesn't know me, but I still know who she is.'

I had to hold back tears as he left, I had goose bumps on my arm, and thought, 'That is the kind of love I want in my life.'

True love is neither physical, nor romantic. True love is an acceptance of all that is, has been, will be, and will not be.

The happiest people don't necessarily have the best of everything; they just make the best of everything they have.

Enjoy every patient you have and every opportunity you have to give, serve and love.

Life isn't about how to survive the storm, but how to dance in the rain.'

Hope to see you at New Beginnings this April 17,18,& 19, 2009

All My LOVE, Loyalty and Friendship.. Jim Dubel



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