Newsletter and Information Resource of the Palmetto State Chiropractic Association

# TONE

Issue 2 SPRING 2018 PSCA - Chiropractors Correcting Subluxations © 2018 PSCA

PSCA
Palmetto State Chiropractic Association

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**www.pscaonline.com**

IGNITE
PHILOSOPHY ★ ART ★ SCIENCE

- **July 21 - Ignite - Spartanburg**
  - Joe Donofrio, DC - IRAPS Research Preview - 2 CE
- **Sept 15 - Ignite - Rock Hill**
- **Oct 20 - Ignite - Columbia**
- **Nov 17 - Ignite - Charleston**

## INTRINSIC GOODS AND EXTRINSIC GOODS

**Bill Decken, DC, DPhCS**
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Bill Decken, DC, DPhCS

The work of a Chiropractor, the delivery of a chiropractic adjustment, appears to do very amazing things in the person receiving the adjustment. However, we cannot forget that the intrinsic goods within the person truly animate the adjustment. These intrinsic goods are commonly referred to as the body's ability to heal itself, the self-regulating and self-organizing ability of the body, or the innate intelligence of the body. This metaphysical aspect of life and healing is responsible for the compliments we receive as Chiropractors. It is also why we should take great care in both our analysis and correction of vertebral subluxation.

Matthew B. Crawford, in his book *Shop Class as Soulcraft: An Inquiry into the Value of Work*, says the extrinsic metric of profit should never be placed above the intrinsic goods of a particular job. In our culture we seem to place great emphasis on buying education to obtain the "Dr." title, the extrinsic metric of profit. Unfortunately this has a tendency to elevate the level of outside-in therapeutic education to new levels of absurdity. This of course comes at the expense of learning and processing education pertaining to the intrinsic goods. Sociologists Phillip Brown and Richard Scase report "no correlation at all between your degree result and how well you get along in a company." In Chiropractic, could we interpret that to mean that having a DC degree is not going to be correlated to how we will get along in practice? Or that our Board scores are not correlated to how well we will get along in practice?

Crawford writes about a famous study of air traffic controllers, a job requiring complex decision making, and an inverse relationship between educational achievement and job performance. Too much education got in the way of great decision making. Is it possible that too much outside-in education about healing and controlling the body could get in the way of the intrinsic goods of the body? Is "teaching to the test," the National Boards, the best means to determine the value of our work as Chiropractors? Can you think of a more complex decision than whether or not to introduce a force of any kind into a person's body—the when, the where and the how? When we went off to study Chiropractic, was our goal to learn something or to acquire credentials? It was Aristotle who said, "All human beings by nature desire to know." Seek to know the philosophy, science and art of Chiropractic so the intrinsic goods will be superior to the extrinsic metric of profit.

**"Is it possible that too much outside-in education about healing and controlling the body could get in the way of the intrinsic goods of the body?"**

"I learned about success as a long-distance runner. You only succeed by doing a huge amount of training. Other people are also feeling tired, so when you're feeling tired, you should accelerate. That's when you start winning. When you feel like giving up, is precisely the point when everyone else gives up. So it's at that point that you must put in extra effort. When you do that, success is literally just around the corner." - Sir James Dyson

tone /ton/ - 1. general character; attitude 2. giving greater strength 3. harmonize

# IACE PERFORMS STANDARDS VALIDATION

**Myron Brown, DC, ACP, FCSC (Hon.) IACE Executive Director**

Dr. Myron Brown
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With its main office located here in South Carolina, momentum continues to build for the International Agency for Chiropractic Evaluation, a chiropractic education and evaluation resource centered on vertebral subluxation.

Dr. Emily Broniak, Chair of the Board of Directors, has announced that the IACE Commission on Accreditation/Certification has begun its year-long validation study of the agency's standards and procedures. Dr. Broniak, of Trujillo, Peru, reports that the first step in the validation process involves the further expansion of the Pool of Experts. More than sixty individuals with expertise in chiropractic education, practice, regulation, administration, as well as accreditation experts currently serve in the pool, which will review the IACE documents, policies and procedures.

While accreditation is a process to assure that institutions of higher learning are meeting educational standards, the validation process looks at the accrediting body itself to assess its integrity and effectiveness.

IACE has already gained official recognition from several state and national chiropractic associations as an authority on vertebral subluxation-centered education. The International Federation of Chiropractors and Organizations (IFCO) has recognized the IACE "...as an authority on vertebral subluxation centered education, whose certification or accreditation dependably represents an assurance that educational programs accredited or certified by IACE function with integrity and meet its rigorous academic standards."

IACE was chartered by the State of Iowa on March 28, 2001, as a non-profit corporation. Its founding members were Ralph Boone, DC, PhD; Myron Brown, DC; E.L.R. Crowder, DC; Dan Kuhn, DC; Irene Gold, MA, DC; Joseph Strauss, DC; and Russell Grazier, DC. Initially the agency served as an independent proficiency testing organization for chiropractors practicing in Argentina. In 2012 the Sustainability Group (SG), a think tank dedicated to the advancement of vertebral subluxation-centered chiropractic, observed that there was a need for an accreditation agency capable of and focused on the evaluation of vertebral subluxation-centered education. The SG suggested that based on available expertise and experience, IACE was well situated to establish this resource. In response to this finding and an analysis of the professional environment, the IACE passed a resolution on October 20, 2012, accepting the charge to explore the processes, procedures and planning necessary to initiate the development of a framework to fill this void. IACE subsequently assembled panels of experts to plan, organize and compile the structure necessary to offer an Accreditation/Certification service.

IACE then added the following Statement of Purpose:

*To advance vertebral subluxation-centered chiropractic by assisting its educational programs to achieve academic excellence.*

Institutions holding status with IACE have demonstrated a commitment to educational quality and effectiveness, academic and institutional integrity, provide resources and offer training leading to professional vertebral subluxation-centered practice.

In chiropractic education IACE is unique in its focus on educational quality relevant to vertebral subluxation-centered practice.

The Board of Directors are: Emily Broniak, DC, Chair, practitioner, Trujillo, Peru; Robert Berkowitz, DC, Secretary/Treasurer, practitioner, Highland Park, New Jersey, USA; Licenciado Hernan Blazquez, educator/practitioner, Bahia Blanca, Argentina; Licenciado, José Maria "Pacha" Galetto, educator/practitioner, Venado Tuerto, Argentina; Irene Gold, RN, BS, MA, DC, educator, Boca Raton, Florida, USA; Russ Grazier, DC, practitioner, Portsmouth, New Hampshire, USA; James Healey, DC, practitioner, Jackson, New Jersey, USA; Christopher Kent, DC, JD, educator, Spartanburg, South Carolina, USA; Mitsu Shiokawa, DC, educator, Tokyo, Japan; Joseph Strauss, DC, educator, Levittown, Pennsylvania, USA.

Bringing diverse geographic and professional expertise to the Commission on Accreditation/Certification are: Tonine Gelardi, DC, Chair, practitioner/educator, Columbia, South Carolina, USA; Marina Fox BSc, BSC (Chiro), DICCP, CertTT, Vice Chair, Dean of Chiropractic Education, New Zealand College of Chiropractic; Serge Sautre, DC, practitioner/educator, Atlanta, Georgia, USA; Shirley Paola Eichinger, DQ, educator/practitioner, Luque, Argentina; Patricia L. Chelenyak, DC, practitioner/regulator, Bradenton, Florida, USA; Terry VanDervort, DC, practitioner, Fort Mill, South Carolina, USA; Kim Williams, DC, educator, Marietta, Georgia, USA; Mr. Todd Waters, author and historian, Midland, Michigan, USA; Dave Russell, BSc (psych), BSc (chiro), CertTT, educator/practitioner, Auckland, New Zealand.

Interested readers are invited to visit the IACE website for more information about the agency, its vision and its function: www.InternationalChiropractic.org

# ATTITUDE

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You can create a different experience with yourself, your spouse, your family, and your work simply by changing your attitude about them. It is your attitude that creates your experience, not vice versa! The power of attitude in all aspects of your life cannot be overstated.

Your attitude is shaped by your physical, emotional, spiritual, intellectual, financial, family, and social environment. However, as powerful as these influences are, you still have the right to choose how you respond to these influences. Even in the midst of circumstances you believe are out of your control, you really are in charge of your attitude. Right this very minute you are exerting an enormous influence for either good or bad upon the experience you are having with yourself, your spouse, your family, and your work! In the end you have two options:

1. Keep your attitude as it is and keep having the same experience as you are having now.
2. Improve your attitude and improve your experience!

**Truth:** To be successful, stop focusing on the negative aspects of yourself, your spouse, your family, and your work and start focusing on the positive elements of those things by changing your attitude! Remember, you are in charge!

**Bottom line:** If you believe you are the exception to the rule and don't have to improve your attitude about any parts of life, you are wrong. Changing and improving your attitude is needed to be successful in all aspects of life. With this understanding, refuse to make excuses, rationalize, or self-justify. Instead, accept full personal responsibility for the experience you are having, and if it is not what you would like it to be, then change your attitude immediately and watch a miracle happen.

# MARK YOUR CALENDAR!

## ★ FALL 2018 ★

## PSCA FALL CONFERENCE

## AUGUST 25 AND 26

**12+ HOURS OF CE FOR SC LICENSE RENEWAL IN 2018**

**CE BROKERS UPDATE AND INSTRUCTIONS**

### SATURDAY 8:30 AM - 6:30 PM

- Lunch included

### SUNDAY 8:30 AM - 1:00 PM

- 2 hours of Risk Management
- 2 hours of SC Rules and Regulations

Hotel Block - ask for PSCA

**LOOK FOR FINAL DETAILS IN NEXT NEWSLETTER!**

# THE PSCA

**George A. Auger, DC, FCSC**
Chairman
Auger Family Chiropractic
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I have been asked on more than one occasion, "Why should I join the PSCA?" The inevitable follow up question asked is, "What will I gain by joining?" That has made me think about why I initially joined, and continue to be a member of, the PSCA.

There are several practical reasons as well as philosophical reasons that I would like to explore. Let's start with the practical first. When I was first in practice I needed assistance in how to start and run my practice as well as build it. The only way I was able to accomplish this was by asking mentors (those that had already created the practice I wanted) the questions I needed answered. The PSCA offered those people. I also realized early in my career that I was not an island unto myself and that as a group of chiropractors helping each other we had more power and ability to affect the communities that we served together than we did apart. Iron sharpens iron, and so it has been with me and the other members of the PSCA. Another practical reason I joined and remained a member was and still is the issue of our profession constantly being under attack. It seems as if every time I turn around there is someone or some entity trying to change who we are and what we do as chiropractors. The PSCA has always maintained that the chiropractic profession's uniqueness revolves around the detection and correction of vertebral subluxation. That brings me to the philosophical reasons why I am a PSCA member.

The bottom line philosophically is that I want to associate with, mentor, and be mentored by others who have the same system of thought when it comes to chiropractic. The PSCA stands for the chiropractic doctor who locates and corrects vertebral subluxation in their practice. Our seminar topics, our IGNITE topics, our legislative efforts all follow this line of thinking. Since this resonates with me as a chiropractor, there really is no other organization that meets that need. What about you? If this is you as well, join us!

**JOIN TODAY!**
**www.pscaonline.com**

# CHIROPRACTORS CORRECTING SUBLUXATIONS ... CHANGING LIVES

**Shelly Jones, DC**
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"The PSCA has a long history of supporting doctors of chiropractic who focus on the detection and correction of vertebral subluxation in their practices." I read that on our website, www.pscaonline.com, and I was reminded that time and again, success and growth is really all about mastering the basics. Consider A-list athletes, chefs, entreprenuers, professionals...they master the basic techniques and become masterful at executing them...over and over again. Success in chiropractic is just that... learning and mastering the basic principles and techniques and then becoming masterful at delivering them every day and with every patient. The goal of our newsletter is to inform you and support you. Let me know how we can help you continue to master the principles and deliver great patient care. Email me at doc@drshellyjones.com and give me some ideas of articles, resources, or your own personal tips and successes in your practice. How can we help you deliver information about vertebral subluxation? How can we help your staff support your practice? I look forward to hearing from you!

**"Learn the fundamentals of the game and stick to them. Band-Aid remedies never last." - Jack Nicklaus**