Newsletter and Information Resource of the Palmetto State Chiropractic Association

TONE

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IGNITE
PHILOSOPHY ★ ART ★ SCIENCE

October 21
Fuddruckers, Spartanburg
"Creation, Transformation"

November 18
Fuddruckers, Spartanburg
"Efferent Nerve, Signs of Life"

THE SEPARATION OF THINKING FROM DOING

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The title of this article is taken from a chapter in Matthew B. Crawford's *Shop Class as Soulcraft: An Inquiry into the Value of Work.* I see many parallels with our profession and the work we do as Chiropractors.

Principles of Scientific Management by Frederick Winslow Taylor was a most popular text in the early 1900s. Interestingly enough, two big fans of this advent of scientific management were Joseph Stalin and the founders of the first MBA program at Harvard. Taylor writes, "The managers assume the burden of gathering together all of the traditional knowledge which in the past has been possessed by the workmen and then of classifying, tabulating and reducing this knowledge to rules, laws, and formulae." In Russia, the managers worked for the government; in the USA they worked for corporations. In Chiropractic "scientific management" has produced the education and public understanding we see today.

Studying the history of manufacturing in America reveals that in the eighteenth century the producers essentially worked at home. They were paid on a piece-rate basis. Their needs were few, and it was difficult for the employer to get anything "extra" out of them. I remember, as a boy, hearing my dad say that so-and-so businessman or business owner was "so independent he only works when he wants to," unlike my dad, who worked a job with regular hours. The employers figured that paying a higher piece-rate would increase productivity by providing monetary motivation. It backfired. Workers had their needs satisfied by working less and enjoyed doing other things with their families and with their time.

"Craftsmanship is the desire to do something well, for its own sake. Chiropractic education should place a strong emphasis on the detection and correction of vertebral subluxation and feed this desire in students."

The solution to getting workers to produce more was found in stimulating new needs and wants. Henry Ford grew up a farm boy but did not want to spend his life on a farm. He wanted to use his creative mind to build machines. He enjoyed motoring to the countryside and thought others

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"Chiropractic is founded upon the principle that functions receive their vital force thru the nervous system."

D.D. Palmer's *The Science, Art and Philosophy of Chiropractic*, page 70

(Contributed by Dr. Myron Brown's Ignite Presentation, "The Mental Impulse")

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

SMALL BUSINESS OWNER'S GUIDE TO FINANCIAL SUCCESS

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How much money is coming in and going out of your business? Knowing this is the first step to gaining control of your business's financial situation. For most small business owners, the financial side of owning a business is a headache. In order to get yourself organized, follow these tips.

Keep it Separate

Keep your personal and business expenses separate. We know, sometimes it may be more convenient to use whatever card you pull out first, but don't do it. Your life will be so much simpler. If you keep separate bank and credit card accounts for business and personal, you'll save yourself hours of work. It will also make it easier to keep track of your deductible expenses.

Call in a Pro

Accountants are a gift to small business owners. We know you are tempted to do it yourself around tax season, but bite the bullet and hire the professional. Their knowledge of the profession and tax laws will save you money. They will also most likely find more deductions and will definitely keep you penalty free. And, if your records are clean and organized, you won't have to pay as many billable hours.

Pencil it in

Every week, force yourself to sit down for at least fifteen minutes and organize your finances. When you spend this time with your finances, you'll have insight into your business and be able to make informed financial decision. Not to mention, you will be way more organized for tax season.

Consider your People

For most small businesses, the biggest expense is usually labor wages. Keep track of the cost of wages, benefits, overtime, and any other expenses associated with labor. When you have this information, you can make better decisions and be sure you will have what you need to pay your employees.

Don't forget to get paid!

Please be sure to track that your invoices are getting paid. If you aren't keeping up with it, it could be months before you realize you haven't been paid. This is a huge part of running your business, and you would be surprised how many people aren't keeping track.

Staying on top of your finances and running a small business can be hard. It isn't impossible, but if you need help, we have you covered. Just call or email Carolina Money Minders today.

SUCCESS MATTERS

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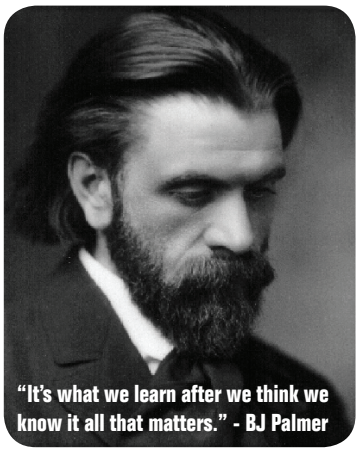
During the eighties there was a focus on the importance of self-esteem. Not the real, deep, sustainable self-esteem which is earned with the intrinsic value embedded deep inside each of us, but the level of self-esteem that comes from the intrinsic value embedded deep inside each of us regardless of what one does or does not achieve. Those on the receiving end of this movement felt they did not need to sacrifice, develop knowledge, learn skills, and be successful. They believed they were above that because just being who they are was more than enough. In this light consider the following personal, albeit painful, example.

When my son Rook was very young I taught him that what really matters in sports is to show up, work hard, have fun, and feel good about yourself, regardless of the results of the game. Then, one day, my eyes were opened. Rook had just come home from a football game and I asked him how it went. He told me he was great even though they lost. He said he showed up, worked hard, and had fun. It was at that moment I realized I had blown it. I looked at Rook and said, "Rook, all that is important, but I have made a huge mistake. Winning matters! Yes, you have to show up, work hard, and have a great time, but you are on that field to win. Period. Never forget that!" Gratefully, Rook regrouped, dug in his heels, sacrificed, worked hard, developed skills, and is currently very successful in business.

Those who succeed do not show up, work hard, have a great time, and let the results fall where they may. The successful do all that plus whatever it takes to win, as long as it is ethical. They stick with it regardless of the problems they need to identify and solve or the challenges they need to face and overcome.

Truth: Your success is connected to your physical, emotional (including your self-esteem which must be earned in combination with the intrinsic value found inside of you), spiritual, and financial health. As such, success is very important. The good news is that being successful becomes a habit. The bad news is that losing becomes a habit. My suggestion is to do whatever it takes to cultivate a habit of winning, as long as it is ethical, and do whatever it takes to refuse to cultivate a habit of losing, as long as it is ethical.



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should have the same pleasure. This provided the drive to build as many cars as possible at an affordable cost. This was also the era that witnessed the birth of "consumption engineers" using experimental psychology to get workers to focus more on what they could consume while at the same time focusing on what they produced. The pressure was to value money earned over other priorities.

This causes me to wonder about chiropractic. Who are the managers of chiropractic? According to the National Advisory Committee on Institutional Quality and Integrity (NACIQI) panel of the US Department of Education, it is the cartel, consisting of the National Boards, the FCLB, the CCE, the ACA and a few others. They have been classifying, tabulating and reducing chiropractic to something that resembles chiropractic less and less. This comes under the guise of evidenced-based practice and smells a lot like evidenced-based physical medicine. The trend in Chiropractic education and thinking often appears to be in the direction of replacing subluxation with biomechanical lesion. Take a walk through many research articles to see this in action. Furthermore, many Chiropractic colleges have been moving away from taking x-rays to analyze the misalignment component of subluxation towards taking x-rays to diagnose or rule out a pathology. Have the "managers" of Chiropractic set their sights on a higher piece-rate from the insurance industry because they want to be paid on par with medicine for the diagnosis and treatment of certain conditions? This potentially causes many chiropractors to see fewer people because their needs are being met making better money seeing fewer folks. Has the need to have parity with the medic caused "management" to condone the use of drugs in Chiropractic?

It is interesting to note that the cutbacks in insurance appear to be influencing a shift back to old ways of serving Chiropractic to the public, focusing on vertebral subluxation and seeing more people.

Have we allowed "management" to separate our thinking from our doing?

Chiropractic does not produce a product like the example I used above. We are more akin to white collar work even though we may wear an assortment of colored polo shirts. Our National Board Exams largely remove a teacher's discretion in the curriculum. We have centralized educational authority. Does that encourage irresponsibility? Do we distrust authority in the hands of the individual college or Doctor of Chiropractic? Or do we want more to maximize profit and drift towards the model prescribed by some marketer? Barbara Garson in *The Electronic Sweatshop: How Computers are Transforming the Office of the Future into the Factory of the Past* writes, "extraordinary human ingenuity has been used to eliminate the need for human ingenuity."

Has our outside-in education in Chiropractic demonstrated how educated human ingenuity overshadows innate human ingenuity? Have we forgotten the premise that the body has an innate striving for health and life and endeavored to control it instead? Have we allowed "management" to separate our thinking from our doing?

The "creative economy" in Chiropractic gave us Chiropractors who acted on a thought. Don't think only of the Palmers; think Dossa Evins and the neurocalograph; Clarence Gonstead and a method of analyzing and adjusting; HIO, NUCCA, AO, Blair and others and specific upper cervical work; Pierce; CBP; NSA; cord tension and many more. Crawford says that "creativity is what happens when people are liberated from the constraints of conventionality." In health care, conventionality is the outside-in approach. When liberated, Chiropractic thinkers can better develop the means for detecting and correcting vertebral subluxations.

Let's not allow "management" to separate our thinking from our doing.

MAKE PLANS TO JOIN US FOR THE PSCA HOLIDAY PARTY

December 2

Orndorff's Farm, Spartanburg

More details to follow!

THE HEALTHY CHIROPRACTOR

WALKING THE WALK

BAJA STYLE SHRIMP TACOS

GOOP

2 lb medium shrimp, peeled and deveined
2 Tbsp olive oil
3 limes – for zesting and juicing and wedges
1 tsp salt
1 dozen corn tortillas
12+ small cherry tomatoes, quartered
Small sweet onion, diced
Small jalapeno, seeds removed, chopped finely
Avocado, chopped
Cilantro, chopped
Hot sauce, optional
Feta or cotija cheese, optional

Make pico de gallo – mix tomatoes, onion, jalapeno, salt, pepper and zest and juice from one lime. Stir well and set aside.
Preheat grill over high heat. Toss shrimp with olive oil, zest and juice of one lime, and salt. Grill until cooked through, about 2 minutes per side.
Heat tortillas in deep frying pan and wrap in towel to keep warm. Pile a few shrimp on top of each tortilla and serve with spoon of pico de gallo, fresh lime juice, few dashes of hot sauce, and a little crumbled cheese. Delicious served over rice or lettuce, too!

ROASTED FETA WITH OLIVES AND RED PEPPERS

GOURMET, MARCH 2004

½ lb Greek feta cheese, rinsed and drained
¼ tsp dried oregano, crumbled
¼ tsp black pepper
¼ c bottled roasted red peppers, chopped
10 Kalamata or brine-cured black olives, pitted, rinsed, and coarsely chopped
2 Tbsp extra-virgin olive oil
Accompaniments & Garnish: lemon wedges, toasted pita or crusty bread, chopped parsley

Cut feta into 4 servings of wedges or slices. Divide into bakeproof dishes. Sprinkle oregano and pepper over cheese. Stir together roasted peppers, olives, and oil in small bowl, then spoon mixture over and around cheese. Bake at 400 degrees for 20 minutes or until cheese is bubbly. Broil for 3-5 minutes until cheese is golden. Makes 4 first-course servings. Sprinkle top with chopped parsley and serve with lemon wedges and bread.

I'M NOT HERE TO BE AVERAGE I'M HERE TO BE AWESOME