Newsletter and Information Resource of the Palmetto State Chiropractic Association

PSCA
Palmetto State Chiropractic Association

TONE

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

A CHIROPRACTIC NATION

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The Boston Red Sox won baseball's World Series four times in the period of 2004 – 2018. As a baseball fan, I heard all about Red Sox Nation during those years. All the players, administrators, beat reporters, minor leaguers, vendors, and most of all the fans make up Red Sox Nation. Wholistically speaking, winning the World Series required optimal functioning/performance by the entire "nation." According to Chiropractic principles, they had the best overall coordination throughout the whole season. It makes me think about whether we have a Chiropractic nation.

"...The analysis of the spine and the universal force we provide to assist their body in correcting the subluxation is a valuable and crucial job..."

A nation is a large body of people united by common descent (our education), history, culture, or language, inhabiting a particular country or territory. Yes, I

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HINDSIGHT IS 2022

Shelly Jones, DC
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(803) 771-9990

In life and in practice we often look back and reflect on things with (more) perfect vision or clarity that wasn't evident to us at the time. We have the benefit of knowledge and experience to help understand how the dots connect and pieces fit together. 20/20 is the goal physically and mentally as we strive for a healthy present and future while coming to terms with our past.

The actual year, 2020, is somewhat blurry. Life and the world changed before our eyes. More than ever, reflecting on our recent past (and present) is dizzying and changed how we see things. Studying and understanding our past is one of the ways we can restore vision and clarity to our goals and missions. We are very fortunate in our profession to have a rich, philosophically sound foundation on which chiropractic was built. 2022 is our year to reflect on and understand more of our philosophy, science, and art so we can refocus on our future. We are also very fortunate to have PSCA, whose goal and mission is to honor and build on those foundations to support our members for success.

Happy 2022! May we all look back to this year as a turning point of purpose and success!

**"We've come a long way and we still have a ways to go.
The biggest danger is that some don't know from whence we came." – James Wells**

TO GROW A BUSY PRINCIPLED PRACTICE, YOU MUST FIRST GROW YOURSELF

John S. Enloe IV, DC
Enloe Chiropractic "Life" Center
Longs, SC
(843) 399-9722

"If you work hard on your job, you can make a living, but if you work hard on yourself, you'll make a fortune."
—Jim Rohn

I started in practice 23 years ago. Wow. It seems like yesterday: fresh out of school and ready to conquer the world. I was blessed to be mentored under Dr. Rick Franks. He taught me so much.

You must first **know your Why. Why** am I a chiropractor? **Why** do I get up in the morning? What is it that makes me want to see hundreds of people a day? When I first came to work for Dr. Franks, I didn't know the answer. Like most new, fresh from school students, my **Why** was to make money. But that **Why** won't get you out of bed in the morning. It won't get you excited to see hundreds of patients. It took me a little while, but I discovered my **Why** in service to others. I fell in love with serving other people. My **Why** became **"Someone needs me today."** That got me out of bed when nothing else would. When there were days that I just didn't feel like seeing people, my **Why** would get me to the office, and it would never fail. My **Why** was bigger than me. When you have something bigger than you, you can't help but want to share it!

"Do the thing you fear to do and keep on doing it... that is the quickest and surest way ever yet discovered to conquer fear." — Dale Carnegie

My second biggest lesson learned was overcoming my fears. And I had a lot! Fear of people, fear of rejection, fear of failure, fear that I wasn't good enough, fear of being around the greats in Chiropractic. This took me a little bit longer to overcome. It was something I had to work on daily. I read books; I practiced my patient encounters or role-played with staff. I tried everything I could to improve myself. And once again...it came back to my **Why**. My **Why** was bigger than I am. Telling the Chiropractic story was so much bigger than I am that I lost myself in service and my fear slowly disappeared.

"Outward change comes after we change from within." — Bob Proctor

The third lesson learned from my mentor was to change my paradigms. Paradigms are the lens through which we see the world. And believe me, you can have really messed-up paradigms and not even know it. My paradigms did not line up with seeing hundreds of people daily. I kept hitting that invisible glass ceiling of a certain number of patient visits per day and could not break through. It was only when I changed my paradigms that I not only broke through that invisible ceiling but am also still setting records in my office today. Bob Proctor has several great videos online about paradigms and how to shift or change your paradigm. I encourage everyone to watch them.

One particular paradigm shift happened for me when I least expected it. My mentor, Dr. Franks, would have all the big names in Chiropractic at his home periodically for meetings and get-togethers to talk the "Tic." I was so awed by these people. These were the huge speakers at D.E. and leaders in the profession. I remember sitting by a certain doctor (this doctor started a certain Chiropractic college in Atlanta) and asking him, "When did you feel like you had finally become a success in Chiropractic?" His answer floored me! He said, "I'm still trying to be successful in Chiropractic."

Your paradigm must always be growing and improving to truly succeed, not only in practice but also in life.

CHIROPRACTIC TRIVIA

1. Who invented the drop headpiece for specific upper cervical adjusting, x-ray head clamps for precision spinography, and full-spine drop adjusting table?
2. Who was the first person to serve time in jail for practicing chiropractic?
3. Where did the first chiropractic adjustment take place?

SAVE THE DATE!
IGNITE
MARCH 12 AND MAY 14
DETAILS TO BE ANNOUNCED

ANSWERS

1) Dr. J. Clay Thompson while working for B.J. Palmer 2) D.D. Palmer in 1906 3) third floor of the Ryan Building on the corner of Second and Brady Street, Davenport, Iowa

WHAT'S UP WITH EPIGRAMS?

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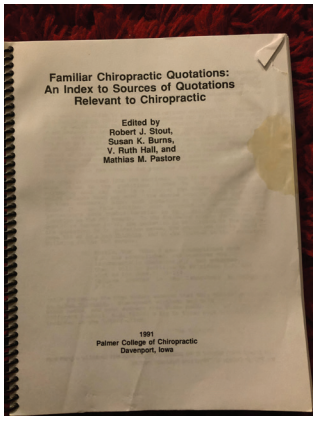
The purpose of inscribing epigrams all over the campus of Palmer School of Chiropractic was to allow the words to become the expression of those who read them. This was done by knowing that if you "see it and you read it; read it and you think it; think it and it becomes you; becoming you, you are it – thus we build better, bigger, broader men and women." (BJ Palmer, *As a Man Thinketh*, p. 2)

All mottoes and epigrams were to meet four qualifications. They must be brief, pungent, positive, and significant. All the mottoes, epigrams and statements were intended to build up the Palmer School and chiropractic family into like-minded and focused men and women within the field. They were written on nearly every wall and portal above, below, inside and outside of the Palmer School of Chiropractic for all to absorb regardless of being a student, doctor or guest to the campus.

The font style of BJ's epigrams have been written in what we now recognize as P22 – Arts and Craft font style, which is freely downloadable from the internet from multiple sources.



Most, but not all, quotations were written by BJ Palmer. At this time there are 1170 of these quotations documented through the Green Books and other recorded means. To obtain a copy of the book of epigrams, *As a Man Thinketh*, you can contact DSCBooks.com for this and many other Green Books sold individually or in sets by the Delta Sigma Chi fraternity.

"Any fool can destroy. It takes an architect, brains, ability, materials to build." (BJ Palmer, epigram located in the laboratory building of P.S.C.)

A Chiropractic Nation

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think we can have a Chiropractic nation. The Chiropractic nation would consist of Chiropractors, Chiropractic Assistants, staff members, students, authors, speakers, writers, referrers, and of course the people we serve, the Chiropractic consumer. The PSCA seeks to build and support a culture of doctors providing the service of vertebral subluxation detection and correction. We are not out to esteem ourselves; we desire to empower the people of South Carolina with the knowledge that they have the innate ability to adapt and to heal themselves from the inside out. The analysis of the spine and the universal force we provide to assist their body in correcting the subluxation is a valuable and crucial job. This is the contribution the Chiropractic nation makes to the country or territory we inhabit. This service can lift the nation by assisting in the removal of interference.

The Bible says that righteousness exalts a nation (Proverbs 14:34). Righteousness is good citizenship, doing the right thing, doing what is upright and appreciated by a civilized population. We know what our scope is and that there will be times when folks need to see another healthcare provider. We have studied human anatomy and physiology; we know about structure and function and, more importantly, how interference with the nervous system affects the whole body. The body is a temple of sorts that we get to live in for a while; it makes sense to take care of it, to be proactive in our healthcare approach. This raises or lifts the community and our profession.

Your actions are appreciated by the scores of people who can function better in their lives each day. Use your Chiropractic lens to focus on them; follow through in your service to them. Simply press on.

THE CHIROPRACTIC TRUST
ChiroFutures Malpractice Insurance Program www.chirofutures.org
SHERMAN COLLEGE of CHIROPRACTIC
THE JOINT chiropractic

SUPPORT OUR PLATINUM AND GOLD SPONSORS.

"Reception by Dr. L.B. Simms, welcoming Col. B.J. Palmer as he gets off a plane in Greenville, S.C."

Chiropractic History in South Carolina–

If you have any photos of historical events or references for our profession, please contact Dr. Shelly Jones at doc@drshellyjones.com or 803-665-7255. Thank you!

***If anyone has knowledge about Dr. Simms' practice, date, or this reception, please forward to Dr. Shelly Jones at doc@drshellyjones.com**

"The photo is of B.J. being met at the airport by L.B. Simms. It's a rather unusual picture of the elderly B.J. and his White Owl cigar. I was told that B.J. had stopped by for a grand opening of Dr. Simms' new facility somewhere in Greenville."
- Dr. Myron Brown

PSCA 2021 MEMBERS RECOGNIZED

Our membership came together to celebrate during the holidays at a lovely event in Spartanburg. In addition to a huge turnout for an evening of food and fellowship, it was a time to acknowledge and celebrate all our leaders and members for their tireless group efforts to build our organization and to continue to lead us forward. During the evening, Dr. Decken recognized three members for their contributions and commitment to PSCA and the advancement of chiropractic in our state during the year.

Left to Right: Dr. Tara Levesque, Dr. Shelly Jones, Dr. George Auger

Dr. Tara Levesque, 2020 graduate of Sherman College of Chiropractic and owner of Generations Family Chiropractic, LLC in Spartanburg, was recognized as "Rookie of the Year" for her administration of the PSCA Ignite series. Her efforts have helped organize and build the progress of the informative Saturday night gatherings in various locations of SC to promote fellowship and to discuss issues of practice and success.

Dr. Shelly Jones, 1985 Life College of Chiropractic graduate and owner of Chiropractic Wellness Center, Inc. in Columbia, was recognized as 2021 Chiropractor of the Year. Dr. Shelly is the secretary of the PSCA Board and the editor of the *Tone* newsletter. She also provides content and resources for our website members' resources, https://pscaonline.com/4-core-values-links/

Dr. George Auger was recognized with the PSCA Leadership Award. After graduating as valedictorian of the 1993 class of Sherman College, Dr. Auger opened Auger Chiropractic in Greenville, where he continues to practice. He has a long list of contributions and roles, including Associate Professor of Clinical Sciences at Sherman, Expert Reviewer for the SC Board of Chiropractic Examiners, and various speaking engagements. In addition to leading the PSCA organization, he was instrumental in spearheading the development of our new website and our automatic renewal system.

Check out our website: pscaonline.com/
Become a member: pscaonline.com/membership/
Register for upcoming events: pscaonline.com/events/