

BigBrain Radio Show
9/1/07
Terry Rondberg

(music)

D: Hey good morning! Welcome to the BigBrain Radio Show. It's Saturday morning... for the BigBrain Radio Show. I'm Dr. David Stussy and you can call me Dr. D. And we are back with brain waves to radio waves. Well we have... today we have a fantastic guest... I guess we have a fantastic BigBrain guest every week, but they're just getting more fantastic I guess. Anyway, the guest I have today is kind of a ment... not a mentor but kind of a model for me in chiropractic because he has always been on the leading edge... right on the edge sometimes... and always making a difference in the world, which is what being a BigBrain is about. We don't want to be part of the many we want to be part of the one that leads the many. And sometimes we have to stand out and take a stand and be the person that we say we represent. And I think Terry Rondberg does that. So, Dr. Terry Rondberg from Rancho Santa Fe... from San Diego... how's that?

TR: San Diego's good.

DS: Yeah... well you... you... participate out of Arizona quite a bit too, right?

TR: I do have offices there, you bet.

DS: For those that have... haven't been listening to the BigBrain Radio Show, the BigBrain Radio Show is about the human mind, the human spirit and the vision that we create. We all have a BigBrain and... the brain that we have is called a physical brain. And then we have our BigBrain, which is our mind... our ability to create ... sometimes we call it the metaphysical brain where we create ideas, culture... the uniqueness that we are as human beings. Sixty percent of us is hardwired like everybody else, 40% of us is totally unique, totally different. There's nobody like us on the planet because of our experiences, our environments and our ability to see and make a difference. And then we have something called the evolutionary health style, which means that we evolve. We can't just take stand for something. We have to continue to involve in terms of what we're trying to create. And then health is the optimal number of regenerative forward action days... and I think that's something we're going to be talking about with Terry because what we see as health and what some people see as health is a big difference. But you want to have regenerative. That means you're bringing back the energy. The body has... remember energy can't be created or destroyed, so it has to be regenerated, or it will take a different form, which is not the best. And then style is based on our values. And our values are really important because who we are, what we do in our life, depends on our values. If there is something you've always said that you wanted to do and you haven't done it the only reason you're not doing it, it's not one of your top values. So, Terry I know you always follow your top values. So, you're definitely a BigBrain. So tell us a little bit about... about you. You know I know that you graduated from Chiropractic

College, kind of near me. I was in '72, you were in '74. It's nice to talk to someone my own age.

TR: (laughter)

DS: (laughter) And ... ah... but you have been ... a lot of us... like I got into practice. I did different practices... small little town... Well, first of all I took three years off and didn't even practice. So I guess that's my uniqueness. I built geodesic domes around the world. But then... you know I had a small town practice, suburban practice and then a long-time practice here in Minneapolis by an area called Kenwood, or Lake of the Isles. And ... ah... you know that was my destiny... was to create big practice and do unique things in this practice. And I know that you kind of started out that way, but then you took some other directions that people have to do if a particular profession or idea is going to expand. So... let's start with how you actually got involved in chiropractic. What was the unique thing? Was there an early vision that started... As a BigBrain was there an early vision or something that showed up for you?

TR: Well... there was. It really started when I was in college. I was in Park College and I had just gotten out of the Army. I enlisted during the Viet Nam war and I got out and started my undergraduate work in Parkville, Missouri... a college... a liberal arts college. Didn't know I was going to become a chiropractor at that point...

DS: (laughter)

TR: Actually, I thought being from the Midwest and born and raised in St. Louis, I thought I would end up going into the same business my father was in, which was a developer. He built, you know, large buildings in St. Louis in the metropolitan area. And I was home one weekend visiting my folks. It was about 250 miles away. I was from St. Louis and this was closer to Kansas City, on the other side of the state. And my mother told me about an experience she had ... and she wanted to know if I wanted to go with her that day to her chiropractic visit. And I'd never heard the name before...

DS: (laughter)

TR: We had never gone to chiropractors and my experience... just... there was none, up until that point. But, my mother said she was told she needed back surgery. She ended up going to a chiropractor by the name of Fred Gale and Roy Hilgardner, who still teaches at Logan to this day. And she said since she started going there she no longer had back pain and she was able to avoid surgery. And I was impressed by that, but I didn't have any interest in other than that because I didn't know what it was. So I went with her that day to her appointment, and I was introduced to the doctors and they came out and ... right away said, "You know, you'd make a great doctor of chiropractic".

DS: (laughter)

TR: And I was flattered, but I really didn't know why they said it because this was ... the ... this was 1970. You know I was pretty rebellious then. I just came out of the '60s and I was against the war, and I was against the establishment. I was very defiant...

DS: This sounds very familiar.

TR: ... Yeah, just like a lot of people our age. You know, I had... I questioned everything. I questioned not only the military but the educational system, the hospital system... a lot of the large institutions in America. And like so many of us in our generation, we just stopped blindly listening to people and we started to ask a lot of questions and made a lot of people in society very uncomfortable because a lot of the things they were doing I think were wrong, and they were motivated by the wrong reasons. And so when they told me that medicine had a problem with chiropractic, that intrigued me because it was almost as if ...

DS: (laughter)

TR: ... this was a chance to be rebellious and do something productive. So just on that basis alone I investigated it... and spent an hour in my uncle Max Rackman's office in Clayton, Missouri, listening to him as he kept me in the chair in his ... in his office. He was a well-known professor at Washington University and he was an ophthalmologist. And he was checking my eyes and he said, "I heard you want to be a chiropractor". And I said, "Well, I'm thinking about

it.” And he said, “Well let me tell you about chiropractic.” And he went off on this tangent about they weren’t real doctors and they didn’t have the same education as a medical doctor and if you want to go to medical school I can get you in Washington University, I’m a tenured professor”. And, on and on. and the more he tried to ...

DS: (laughter)

TR: ... almost force me into that model, the more I rebelled against it. And I was determined after that visit... and I came out of his office... he had me in the chair for about an hour. Normally, it’s a five-minute visit. There were probably thirty people in his waiting room upset because they had to wait so long. But he locked the door and kept me in there until he thought he had convinced me. In reality he did convince me to go to Chiropractic College. So I ended up, you know, taking my undergraduate work, going to chiropractic college of Logan in St. Louis and graduated in ’74.

DS: You know that’s... that’s really the BigBrain... your early BigBrain right there... because you ask quality questions and you’re not letting perceived authorities or someone tell you what to do. You’re actually taking a look at it. It was kind of the same for me. I was in dental school and I didn’t like it. And just before I went into dental school I’d cut my toes off accidentally... it was an accident. But, eventually, you know you’re talking about the Viet Nam war, well chiropractic college wasn’t... you had to go... you couldn’t get away from going to the war...

TR: Yeah, there was no deferment.

DS: Right. I was number 25 in the Viet Nam draft. You know those numbers...

TR: I was 51.

DS: Okay. So anyway, I went over and took my physical, failed it and then I went to Chiropractic College... but I went purely on what a friend of mine had shared with me. You know, it was just like something you heard and I knew it was it. Kind of... kind of the same thing.

TR: Mm hmm.

DS: The other thing the BigBrain is... the negative things in our life are there to support us. So here you've got somebody who was kind of negative, but actually was the key factor in driving you in the direction you needed to go. It's great.

TR: Well I heard... I heard a saying recently: God's rejection is our protection."

DS: (laughter)

TR: And I really believe there's a lot of deep meaning to that statement because what it says to me is that when things don't go the way we think they should go, there's probably a bigger vision... a bigger plan... of a higher power really guiding us in the direction that the higher power wants us to go in...

DS: Well...

TR: ... and our job is to be receptive and to listen to that.

DS: You're totally right... because we talk about it all the time on the show. I've had John Demartini on here... we've talked about it. You know when events are happening, they're just events. It's human judgment that creates a positive or negative to them.

TR: Absolutely.

DS: We have to have a belief that we're moving in a direction and I know you've had that tested a few times.

TR: Many times.

DS: (laughter) And we're looking forward to hearing that whole story. So I know you went to Logan. Logan is where some of my greatest mentors... John... Dr. Allenburg who ended up being a president at Northwestern was a graduate of Logan.

TR: Yes. I've had dinner with John.

DS: I know you have... and he adores you. Okay? And... I have Dr. Klotzek, who is a world expert in neurology just came... has come from Logan. So some of the best doctors that I know... And the ones that were the leaders in the profession, when I was just going to school, were all from Logan.

TR: Yeah, Logan's turned out quite a few leaders. And it's almost in spite of Logan...

DS: (laughter)

TR: Because...

DS: (laughter)

TR: ... well Bidden and HB Logan... were great philosophers and extremely close to BJ Palmer, the philosophy of the school has changed to the point where there is no philosophy...

DS: I think...

TR: ... It's become very mechanistic and very narrow in scope.

DS: Mechanistic as compared to vitalistic, and I'm sure we're going to cover that today because one of the things I think you represent...

And I know we're going to take a break pretty soon here, but... in terms of Logan... Did something happen at Logan that kind of made you more...

TR: It did. It did. Six months into the curriculum we were all invited into the auditorium to listen to a speaker I had never heard before. His name was Reggie Gold.

DS: (laughter!) Great!

TR: And after Reggie inspired me... and... took me to heights I had not known previously in the philosophy of the profession, I started to realize that I'd gotten into something much greater than I realized... was very excited about it. Reggie left the building, the Dean of the school, Dr. Casey, got up and announced to the whole school that man will never be invited back on our campus again.

DS: We're going... we gotta take a little break here. I've just got "Summer of '69" because I know you had a summer of '69.

TR: I did.

DS: Okay, let's go.

(music – Don Henley, "Summer of '69")

(music)

DS: Hey welcome back to the BigBrain Radio Show. And it is kind of a magic. We're talking about the miracle of chiropractic care, or we're starting to, and the visions that go along with it. And we were just talking about Reggie Gold came to lecture at your school. And the same thing happened at my school. I had no idea who he was. And everybody was just beating up on him relentlessly and that's what made me kind of check him out. You know? I had the same reaction you did. So we're going on... in your lifestyle. So you went to school, and now you told me you were pretty aggressive getting right out of school.

TR: Yeah. I got out of school and... I guess just kind of being an activist, you know, being raised that way, I just believed that things needed to be changed. They were suggesting to me in newsletters I was reading that there were members of our profession in Missouri that wanted to expand the scope into medicine, which I oppose to this day. I think chiropractic is a beautiful, unique profession, with its own principles and philosophy, and the core values need to be protected. So when I found out about this effort in Jefferson City, I'd been in practice 6 weeks. I rented two Greyhound busses and I invited every patient I had in the clinic and then later in my practice, to join me and go to Jefferson City and help fight this tyranny.

DS: (laughter)

TR: And that's exactly what we did. Got my first lesson in real politics... and really became very concerned about the direction of the profession and felt that I had ... I had to make every effort in my life to protect and promote the chiropractic principles as I learned what they were. And it changed my life in a profound way because taking action is something a lot of people don't do. And it's something that comes to very easily... almost like... you know fish in water. I mean I just absolutely think that BJ Palmer was the greatest politician we ever had and he fought the AMA for over 60 years. And not only won and survived, but flourished. And we have that responsibility to carry on his mission.

DS: For those that are listening, BJ Palmer was the son of DD Palmer who started chiropractic. He developed it. He was much more flamboyant. He really went out of his way to ... to win a point I guess. And he wasn't afraid to do it. And he wrote some great stuff too, besides that. You know... ah... you know you take that stand... that's taking an action... that's an old Jimmy Parker ... a thought plus a feeling equal an action. But the action is what most people miss. In fact, that's ... in the BigBrain we talk about it. We have a sensory input. In our really BigBrain it's what we pay attention to. But then we have to have a motor reaction, which is our intention. And if we don't create an intention nothing happens... we're just a lot of thoughts. So, you certainly represent that.

TR: Well thanks David.

DS: So... you were in Missouri, so what took you to Arizona?

TR: Well, I was in Missouri from 1975 in practice until 1982. And then my family and I drove to Phoenix and... just... it was wintertime...

DS: (laughter)

TR: ... and a horrible snowstorm in the Midwest and we found ourselves in 80 degree weather with oranges falling off the trees and fell in love with Arizona and moved there a couple months later.

DS: Well, that's pretty good. And I know that you... like in '84 I think you started one of your... I think you started the Journal? Right?

TR: Actually, it was October '86, about 21 years ago...

DS: Oh, '86. Excuse me.

TR: ... And ah... but I had gotten involved. I told my wife... she said... Actually this is a funny story. Reggie Gold and I ended up on a live TV show, because I did every TV and radio show I could in St. Louis while I was there. And one of them was a debate with medical doctors. And I call it "The Great Debate". And Reggie... and I invited him on the show... it was a live show... it was a very popular show on Sunday nights at the time... a couple million people in St.

Louis, probably a couple hundred thousand watching. And we went on TV in 1979 and debated these two MDs. And I have copy of it to this day. I've shown it all over the world at seminars and symposiums and summits. People just laugh so hard you have to constantly replay it so they can hear all the dialog, but...

DS: (laughter)

TR: ... It was a fantastic honor to be on that show and to be part of that... a history making event for chiropractic because we literally had one MD begging for mercy and the other one was a converted patient by the end of the show.

DS: I had... that's pretty good. You know... and I could see where you'd have to take a bigger stand as you go along. So by starting a journal you're just kind of putting your words out...

TR: Well prior to the journal, we got a couple hundred responses to that TV show. But believe it or not, they were all from chiropractors who wanted me to move out of town... because Reggie had suggested on the show that anyone using physical therapy was a physical terrorist. He didn't use that term, but he said they should all be locked up.

DS: (laughter)

TR: So... not a real popular guy in St. Louis. But we took the hint and decided to move. My wife said, "If we move you have to promise me you're not going to become political."

DS: (laughter)

TR: So, you know I ...

DS: Did you promise?

TR: ... did my best, David. It's kind of like the scorpion promising the frog he's not going to sting him on the way over the creek.

DS: (Laughter) Honey, I'll do anything you say! (laughter)

TR: (laughter) Yeah. And I moved. And for two years I was a pretty good boy.

DS: (laughter)

TR: But then I saw things I didn't like... so much that I just told her... I said I can't remain silent any longer. And I started a state organization that ended up changing laws in Arizona... to what I think the good of the profession. And we just had... in order to go over the board's horrible decisions they were making. And I went from that model in the state, which was made up of chiropractors from camps... both schools of thought. We started the state organization called

AZCA... the Arizona Chiropractic Alliance... to create a live and let live environment... Where we could agree to mutually disagree... and with mutual respect... Agree to disagree with mutual respect. And so that's how we launched the organization. It was so successful in Arizona that I decided we needed to do this all over the world... and I founded The World Chiropractic Alliance in 1989. The paper, the newspaper, which gave me a voice, in 1986 basically became the voice of the World Chiropractic Alliance when we formed that organization and I remain ... at the Board's pleasure I remain the president of that organization to this day.

DS: Well you know I'm always... intrigued because the things that you have in *The Journal* are always kind of on top of it. I mean... I know you have some people helping with that. They really kind of stay on top of things. And...

TR: Well I have great help, and I have a great staff. And I'm proud to say we have the same employees I hired when I first started the paper.

DS: Well you know I'm an expert in journals because when I was in school I was kind of like the... I ran the student clinic and did all the stuff. You know I had keys to everything so I would go into the library and I would study every journal there was about chiropractic back to the beginning.

TR: Mm hmm.

DS: It's called the NCA to the ACA...

TR: Sure.

DS: ... Remember Chiropractic Digest had all these good heart articles and all that stuff. So I really had a good sense of what the Journals were saying. And yours was certainly a departure... and... and I know...

TR: Well David, there's probably a good reason for that.

DS: Well I hope so.

TR: My background had no journalism in it at all.

DS: (laughter)

TR: In fact, when I suggested I start a newspaper, my wife laughed and said, "You can't even write a letter."

DS: (laughter)

TR: But mine was filled with passion...

DS: Yes it is.

TR: ... and purpose. And so I said I can hire writers. And I did. And I told them what I wanted in it. And they wrote it until they got it right. And now ... the result is we've been in business 21 years. We got to 35 countries. It goes to every chiropractor in the world once a month. And ... it's become a great tool to advance the principles and promote them and protect them throughout the world.

DS: You know, I'm amazed... because I have a lot of doctors who come and work with me and students... and I say are you guys reading the Journals and stuff... and a lot of people... they don't take the time to really look and see what's really going on in it.

TR: Uh uh.

DS: So the fact that you've persisted with the quality, I have to acknowledge that.

TR: Thanks.

DS: Obviously it's a passion.

TR: It's been a labor of love.

DS: Well ah... I think we have a little break coming up here... so then we're going to go to the next level, which is where I think we're kind of moving for today. I know there's lots in-between so we'll see what we have to point out there. But I really want to get into what

you're doing today because I think it's one of the biggest events taking place on the planet for chiropractic. So...

TR: Great!

DS: We really enjoy having a BigBrain like yourself and thanks for sharing with us. So it's always brain waves to radio waves.

TR: Thanks David.

DS: And ah... we are going to be back in just a little bit. This is Dr. David Stussy, you're listening to the BigBrain Radio Show.

(music)

(music)

DS: Hey ... the Taj Mahal... Chiropractic Care... Hey, welcome back to the BigBrain world. This is the BigBrain Radio Show and we have Dr. Terry Rondberg, a world-acknowledged expert in chiropractic, he's a journalist, he's a leader. He has started so many things and he's written books, which we haven't even talked about. But right now we're kind of talking about his BigBrain journey. And he has a started a *Chiropractic Journal*, which is read by over 70,000 chiropractors worldwide I think. Is it 70,00?

TR: Yeah.

DS: Yeah. Okay. And World Chiropractic Alliance, which has thousands of... which I'm also a member... and I think in there someplace you started a malpractice company because it would represent what chiropractors need to be protected...

TR: Well there are a couple of things that happened in between. We... the first thing I did was look at guidelines because I felt like we needed to...

DS: Ooh, yes. I remember that...

TR: ... guidelines for the profession...

DS: Right.

TR: And I actually announced that in October '86 on the back cover of my very first issue of *The Chiropractic Journal*. And I think from that publication spun the idea to the other camp in our profession... the other school of thought... this moving towards medicine... that they needed guidelines and then they started their first mercy project.

DS: Right. And for those who are in the public, guidelines are always being established. But to... when a profession takes an opportunity to do it and establish so that it protects the public but protects the profession... to be able to serve the public is when it really... when it's limiting, it creates too many political problems,

which we certainly ran into. You know I had to reflect... Remember you said you studied with Lowell Ward? Remember he had his Standards of Care manuals that he put out?

TR: I do.

DS: Like in '78. I mean those things were like way ahead of their time. (laughter)

TR: Oh yeah.

DS: He was so emphatic about that. So...

TR: He was a brilliant guy.

DS: He was brilliant. So...

TR: I took some of his work and we incorporated some of that in the original guidelines.

DS: I think that's great.

TR: But the guidelines became a huge project because we needed... we needed evidence to support them and I realized that we didn't have much evidence. We didn't have the research published that we needed and so... when I read an ACA Journal in '91 that said someday if people are not following the Mercy Guidelines, which I

didn't even recognize as chiropractic, they wouldn't be able to buy insurance from MCMIC. So this alert went off in my head. And I said, god, I've got to start an insurance company or...

DS: (laughter)

TR: ... our people won't have insurance.

DS: Hey, in the meantime, I should just start an insurance company.

TR: Yeah. But it sounds easy now, but at the time... oh I'm guessing you know, maybe a couple thousand hours of time invested in it...

DS: I can only imagine.

TR: ...and several hundred thousand dollars later... and a couple lawsuits in between... I managed to get my feet solid on the ground with an insurance program, which now insures 10,000 doctors in the United States.

DS: And I think that's fantastic. And we've...

TR: And in the process of doing that, I realized that all of my friends that were technique specialists and researchers that wanted to publish could not publish anything on subluxation, so the evidence had no place to be published. We couldn't use it in our future

guidelines. So that's when I decided to start a scientific period journal called *The Journal of Vertebral Subluxation Research...*

DS: Oh right.

TR: ... the acronym is JVSR.

DS: No kidding. And then it uniquely went on line also.

TR: Well, it's an electronic publication now like many of the medical journals, and the subscription is about \$125 a year I think. We have hundreds of doctors that enjoy reading what we've published. But more importantly, we have a place for people to build the largest repository in the world on the science of subluxation, and everyone who wants to has access to it online. In addition to that, I realized that when I was invited to serve on the Centennial Celebration Committee, I was... one of my responsibilities was public relations with everyone. I went to a bookstore and searched high and low for some good books on chiropractic I could promote wherever I went, and found there was a huge void in that kind of information. There was information on every alternative healthcare program and everything in medicine, and nothing on chiropractic. And so I left Borders Books in Scottsdale, Arizona with my wife and said, "I gotta go home and write a book."

DS: (laughter)

TR: And she said to me, “A book on chiropractic?” And I said, “Yes.” This is my CA from... you know I’ve been married to her for 31 years.

DS: Yeah, I know.

TR: And at the time, it was about 20. And she said, “Who would want to read a book on chiropractic?”

DS: This is your wife and your CA. Okay. (laughter)

TR: Yeah...

DS: Well you had to make it unique.

TR: ...and wrote a well-known book on chiropractic... the CA Advisor Training Manual. And I said, “Well, there’s a book on everything else and we need to promote this to the world.” And she said, “But if somebody wants to know about chiropractic wouldn’t they just go to a chiropractor?” Because that was her experience.

DS: Well that’s what people do... right.

TR: Sure. And I said, “Well they could, but maybe if they read the book they’ll go because they read the book.” So I wrote this book called “Chiropractic First”, hesitant to you know even publish the first 5,000 copies. And found out, you know, now it’s been about 10 years

and ... over ten years... and we've published and sold over 2 million copies. And that's not really a lot considering how many people are in America, and we're still seeing 5% of the public, which is a huge problem for me, because that's what we were seeing when I graduated Logan in 1974. And I realize that there has to be a way to shift our culture and shift our paradigm so that people understand the core value of what we do and they understand the benefits of why their children should be under care...

DS: Well hey, just to take advantage of you for a second...

TR: Yeah.

DS: You know let's just say there's people listening to you today that don't know what a subluxation is and don't know... what would you tell them right now?

TR: Well, in a very simple terms, the body is run by a power ... a vitalistic power... that self-regulates all the body's functions and heals the body. No matter what disease or cut or broken bone it might have, it's the power within that heals. It flows from the brain, down the spinal cord and out the nerves to all the different parts of the body. We have an acronym for that... ADIO – above, down, inside out. And it's the universal power, a higher power... the wisdom that's organized... the entire universe. It's a wisdom that we can't comprehend because it's an infinite knowledge and we have finite

limits in our brain. However that power flows through us in each one of us. Chiropractors refer to that power as innate intelligence...

DS: You got it.

TR: ...or inner wisdom. And that power that emanates from inside out the body can get blocked. And if a vertebrae becomes subluxated because of mental, physical or chemical stress, then the muscles will hold the bone out of place and impinge the nerve. These are very over-simplified terms ... but it impinges the nerve the same way you might stand on a water hose and cut the flow off...

DS: Definitely interferes with...

TR: ... or take a dimmer switch and turn the lights down. It can still function, but it's working with a great deal of interference and it's not going to function at the level it could unless somebody takes their foot off the hose or turns up the dimmer switch, or gives the chiropractic adjustment and releases the pressure on the nerve so the power inside your body, that runs your body, that made your body, that heals your body, can express itself and you can be a fully functioning human being performing at the highest level of your existence. And that's what chiropractic is for... to turn on life in the human being... to allow it to express itself and flow it's optimum level.

DS: For quality of life...that's what we talk about. You got it. You did a good job there! You may have said this once or twice before.
(laughter)

TR: Well probably...

DS: You know the thing that happens...

TR: ...several thousand times. But...

DS: You know when you described there, what you were saying that when you get an adjustment it can change anything in the body and that's the experience chiropractors have. They do an adjustment... a person might come in for neck pain, but their ulcers go away. I tell this story... I started practicing in a little town about 20 miles from the Mayo Clinic... and I've have all these patients that had all there diagnoses from the Mayo Clinic... you know emphysema and all this stuff... blood pressure...

TR: Sure.

DS: And I would treat them and then I'd send them back down to the Mayo Clinic and it would be gone...because... and so my examining doctor was the Mayo Clinic. By the time I left there I had three medical doctors and about 20 nurses from the Mayo Clinic. They'd sneak into town then, but...

TR: Yeah! (laughter)

DS: (laughter) But that... you know that's what happens. The body can heal when given a chance to heal. And so the limitations put on by diagnoses, or there's no cure, or you have to live with it, et cetera, et cetera, does not really serve humanity.

TR: It's nonsense.

DS: So you know...

TR: You know the United States...

DS: ...this is kind of where...

TR: ... 4% of the population of the world and we take 42% of the medications, and we wonder why the World Health Organization said six months ago that we're ranked 39th among healthy nations in the world.

DS: Right... because we want... we want some pill or potion or something... when we really have...

TR: A pill, a potion, a lotion, a powder or syrup. But medicine, according to the US Government, is the leading cause of preventable death in America. A person dies every 7 seconds due to bad medical procedures or drug reactions from the wrong drug given to the patient.

DS: Yeah you know... and do you hear that? No you don't. That would cause an outcry for any other cause.

TR: Well you know I look at... remember the jumbo jet that crashed over Scotland?

DS: Mm hmm.

TR: And it was... it was... you know the world resounded in horror and you know it went on for years and years how horrible those terrorists were for doing that. And it was tragic and it was horrible. And it was ... it was a crime against humanity. But medicine does that to humanity, several jumbo jets a week... three, the way I calculated it. They kill the equivalent of three jumbo jets a week of human beings... and the outcry...

DS: Right. These are the reactions to medications and drugs...

TR: ... is zero because people don't know there's another way. They don't know there's alternatives to that.

DS: Well you don't have to... I'm on your wagon baby! You know we get people coming in for Parkinsons and all kinds of things that you would say is untreatable and we get them... if not... some... substantially improved if not totally improved. And they wouldn't have ever thought of coming in, and they still don't think about

coming in. That's what blows my mind. And so we've got to get the message... and I know that's what you do. And it kind of brings us up to where you are right now... where you're really trying to do the research. Because you shared a story where you go out and you talk to Ted Kennedy every year... and people like that. And they what do they say? You have a bigger microphone every year. (laughter)

TR: Sure.

DS: And they said what they wanted... they needed evidence just to help you because they all get chiropractic care themselves... and so I think that took you on another journey. Right?

TR: Absolutely.

DS: So do you want to share that with us?

TR: Well, what specifically did you have in mind?

DS: The R... the RCS.

TR: Well let me tell you. It's all an evolutionary thing. You know I'm not the sharpest pencil in the box, David, but I make up for it with my persistence...

DS: (laughter)

TR: ... and my... my absolute certainty that what we're doing is one of the... has one of the greatest potential benefits to humanity, and no one's really discovered it yet other than the profession. And so I have this vision of seeing Bob Langs, the president of RCS, who's one of the Deans at the Medical University at Miami, on the cover of *Time* or *Newsweek* with one of those bubbles coming out of his mouth... like a comic strip. And inside the bubble it says "Yes, thank you for the Nobel Prize. I've discovered one of the key factors in building immune function" and then there's some mathematical formula that he's calculated this... and explained it to the world. And you know what I see happening with research and clinical science is up until now it's been left to a handful of people that are very... almost no funding at all, poorly ... doing a poor job at investing the core values of our profession. Most of them don't even look at what the impact is on finding and correcting vertebral subluxations, which is what our main focus is in the profession. And so with only a couple people interested and virtually no money, and having gone to Washington, D.C. for over a decade every year asking for funding for this kind of research... There's such a disparity in our government and the way they distribute the funding of our economy. You know all the major universities and colleges are receiving, you know, the vast majority of funding. And they have hundreds of grant writers at each university. And they fight each other for it. We're not even in the game. You know we have almost no grant writers in our profession and a really poor track record at being able to level the playing field. And yet we're criticized because we don't have the research we need to validate what we do. And ... I was ... just to point out, I was

appointed by Don Rumsfeld as a special employee of the Department of Defense three years ago... to fly to Washington several times, to help military personnel in the medical branch of the military... most of them very high ranking officials... figure out how to integrate chiropractic into the Department of Defense... for veterans and for active military. And what I discovered very early in my first meeting is that unless we have scientific peer-reviewed literature to support what we claim, we're not going to change any policy in the military or in the government. And when I left that meeting, I realized that we needed to really focus on research and validating what we know has helped millions of people... and add millions of lives to millions of sick and suffering people. And on my way back from that trip, I bought a magazine that was on the shelf... it was a *Newsweek*, April 26...

DS: (laughter)

TR: ... It was 2004, and um... there was a picture of a lady with her spine to the... you know the front...

DS: Oh yes. I remember that. Right.

TR: ... and it said, "Back pain afflicts 65 million Americans a year." And I opened up the feature story inside and there was one mention of chiropractic. It said lots of TLC... This was the pro... They did pros and cons. Lots of tender loving care and inexpensive. And for the con, the negative part of it, all it said was one thing: a dearth of

research efficacy. And when I saw that and I read that and I had that experiencing in D.C., they... you know the stars lined up. I mean I realized that what I needed to do was put the energy I had left in my lifetime, as an adult, with all the experiences I've had, I needed that last piece of the puzzle to make it all fit. I needed to help develop this vast amount of literature that we need to support what we do. And we need more than medicine, because we've been the victims of harassment and abuse by the medical machine for decades. They've tried to destroy us. They were caught doing it. We sued them in anti-trust court and won... it took a decade and a half to do that... but the discrimination exists today. There are many, many lies that surround our profession and they're still being passed on by people that know better but you know just are blind to the truth or they want to just hurt us. And so the only way to overcome that and to shift the culture's thinking is to prove to them, beyond a shadow of a doubt with mountains of literature, that what we do has extreme benefit to human beings of all ages, no matter how sick or well they are... if they have the ability to understand that if their children are under chiropractic care, soccer moms are not doing everything they can for their children's well-being, then we'll shift the culture and we'll see the impact we have will grow from 5% of the public to serving 50% of the public or more. But we have to... we have to make that, without question, our primary goal. And then people will embrace us and will understand that they've been missing so much by not getting adjusted. They take drugs to kill them. They have surgery that kills them. And they don't even try something safer first, which is what chiropractic offers.

DS: Oh, so much to offer in so many ways. We're going to get back to that. We're coming up with our last section called "Stuff that Works" and obviously we're talking about... excuse me... stuff that works... in fact, a guy that works. That's you Terry! Working hard man! I love that... with the last bits of energy you have left. (laughter) I know... you're a big strapping, over 6-foot guy. You've got muscles on your muscles. So... you made yourself sound like you were just poking along, but I know that's not you.

TR: (laughter) No!

DS: (laughter) So, hey... this is the BigBrain Radio Show. Brain waves to radio waves. We're sending the message about what it takes for a BigBrain to succeed in this world. Come on back.

(music)

(music)

DS: Hey, welcome back to the BigBrain Radio Show. Push comes to shove... you've had that... we've all had that. Haven't we? It's... sometimes you've got to have different personas to create different results. As a BigBrain you get to express yourself in any way you want. You know Terry I decided that you were a developer, just like your father... developer of minds, human spines and bodies delight. Okay?

TR: Cool.

DS: And... and you... as you were passionately tell us, as you saw the need... and we're not going to go into too much detail, but it's actually an attempt... you've got some of the top PhDs and medical doctors, as you already said, to evaluate clinical chiropractic. And it will be an opportunity for both the public and the profession to really take a stand for this to develop because... You know, people talk about back pain for chiropractic and obviously it's effective. But chiropractic is so much more effective for other things. You know, I was just reading an article about diabetes and you know how people get Type II diabetes and they can't figure it how to work and how it gets the heart. And it just became very clear what they were missing was the chiropractic adjustment to open up the nervous system so whatever they were trying might actually work. We've all had experiences... as chiropractors we've had people come in with full-blown diabetes taking medication and they've been able to decrease it substantially. People with type II totally get rid of it. You know, blood pressure... we've all had that experience and we really want to share that with the world... because that's what health is about. All this stuff that people think is normal for getting older is not. And I think you would agree, right?

TR: Mm hmm. Absolutely.

DS: And people can talk about that... can read about in some of your books. So before we miss the chance, why don't you just tell us a little bit how people can get a hold of those.

TR: Well, the books ... the biggest seller we have is "Chiropractic First". It's like a primer for the profession, and that's available at Borders and Barnes & Nobel. And you can go online and get it from Amazon. You can also go to our website, at www.worldchiropracticalliance.org and you can buy it on there. You can also read some other books I've written that are downloadable for free if you go to the resource section of the WCA website. One of my favorite books that I worked on was "Chiropractic Compassion and Expectation". And it's got a lot of history about doctors that went to jail for chiropractic, and it's all available online free.

DS: Yeah, isn't that something you read about? You know what people have gone through... doctors. You know I know we're having a pretty good show because my engineer gets a little excited here. He starts listening. You know I think of the story... we had another engineer come in, oh about four or five weeks ago, and he started telling me about his numbness in his hand. You know... he had pain, he couldn't move his hand. I said, well you must have been doing... chopping wood or something. Well, he was chopping ice.

TR: Wow.

DS: You know... but he couldn't even use his arm. And I said, well let me just... and I just adjusted him and he could feel the energy come right back into his hand immediately. You know? And if he would have gone and gotten that examined, you know what kind of tests... and he would have still been in pain for four weeks. So chiropractic, it just ties the healing effort of the body back to its primary source...

TR: Mm hmm.

DS: ... the innate intelligence. So you've definitely demonstrated. And the other thing you've demonstrated is you're not just there to have the... you know a lot of people feel good about having a practice or adjustments and they kind of think it's themselves doing it... but it's really the innate intelligence and the actions you've taken really represent the bigger picture, we call the big BigBrain... about what we need to do to make the world a healthier place. So... we really love your sharing. Anything you'd like to tell us in closing kind of? Anything? Any little message from Terry?

TR: Um... well you know I love to have these opportunities. Thank you for allowing me to come on the show and to ... you know articulate my thoughts and share them with you and the audience. You know I want to make sure that you know people have an opportunity at least to have access to information other than the typical brainwashing information they hear so often in the media. And you know I really appreciate your efforts David... for doing

BigBrain Enterprises and the BigBrain Radio Show... you know working with Cunningham Financial to help chiropractors become more successful. You really make a difference. I know you've worked with a lot of the colleges and the educational community involving chiropractic especially...

DS: Well that's a hard sell.

TR: ... Northwestern.

DS: There's where the work gets cut out for you. (laughter) We don't even want to get into that one.

TR: Well, it's huge though.

DS: It is.

TR: And it's important because not many people are willing to do what you do. And so I want you to know how much I appreciate your efforts. And they have... they don't go unnoticed and they've had a huge impact already on ... on the things I'm involved with and ... you know... I look forward to working with you in the future.

DS: Well you know I'm actively ... you know I've just... I want to get actively involved in the research and all the other stuff you're doing. So...

TR: Helping us get that in Northwestern is a huge, huge effort because you know breaking down those... those... those glass ceilings is a difficult job. And it takes someone with your... your chutzpah and your knowledge to do that.

DS: (laughter) It takes persistence, I'll tell you that. And I know you know what I mean when you talk about, kind of going across... against the wall is right.

TR: I really do.

DS: Underneath that is always the truth... and there are people that want the truth. So it's not something that you're... you're not forcing it. You're really revealing what it is that's possible ... and being human, the quality of life that people have for ... You know every day I get a chance to see, and I don't practice as much, but when I go back in the practice and I see those results it's just... it's so hard for me not to want to go back in there every day from morning 'til night. But I'm kind of like you... at this point in my life I really want to take a bigger stand. And you're kind of my role model so you're going to have to live up to it now, buddy.

TR: Well, I'll do my best.

DS: This is the BigBrain Radio Show. And you know you've probably noticed that the BigBrain... when I talk about the physical brain, we're really talking about the educated... the things we learn.

And when we talk about the metaphysical brain we're talking about what chiropractic calls innate. And they are the only healing profession that has a philosophy that indicates why healing. Because whether you get stitches or a shot, it's still the innate that heals. And when you remove the interference, chiropractic can help all kinds of things and all kinds of conditions and even work hand-in-hand, which we have been able to do, with other doctors. It's not like there's an adversary situation. There's plenty to be done. I certainly wouldn't want to be in the emergency room, I'll tell you that. But, um...

TR: Yeah.

DS: ... there might be something for us to do there. I think I like emergency room actually when I think about it.

TR: (laughter)

DS: It's kind of a now-time thing. So anyway, we have had our opportunity to share with one of the leading proponents and spokespeople for the chiropractic profession. And he doesn't just speak on... for his own behalf but on the behalf of everybody... now and in the future... all the BigBrains. So... now as... Dr. Stussy, from the BigBrain Radio Show. I just want to tell you to thank the BigBrains in your life. So Terry, thank you...

TR: Absolutely.

DS: And thank everybody around you. Okay?

TR: Absolutely. Thank you David.

DS: And I had to play this song. So, brain waves to radio waves.

(music – “We Are The Champions”)

(end of show)