



## **EPISODE 027 — NEW BEGINNINGS BOARD MEMBER, DR. ROBERT TARANTINO**

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### **SHOW NOTES**



Spinal Column Radio host,  
Dr. Thomas Lamar

**Title:** New Beginnings Board Member, Dr. Robert Tarantino

**Episode Number:** 027

**Host:** Dr. Thomas Lamar

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**Description:** For the past 20 years a chiropractic movement has been afoot in the Northeast — a movement that aims to stay true to preserving, protecting, and perpetuating philosophically based, principled Chiropractic... without compromise. That movement is known as New Beginnings Chiropractic Weekend. Join Dr. Lamar as he interviews New Beginnings Board Member, Robert Tarantino On Location at their Fall 2010 gathering in Long Branch, New Jersey.

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## ON LOCATION in New Jersey



An Interview with Board Member, Robert Tarantino, DC

**New Beginnings Chiropractic Weekends**

Fall 2010

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- Learn more about [Robert Tarantino, DC](#)
- Learn more about New Beginnings Chiropractic Weekends
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## In the Cue:

### More “On Location” New Beginnings Chiropractic Weekends Interviews from some of our Profession’s Finest!

note: names will link to interviews as they become available.

Arno Burnier, Jason Deitch, Billy DeMoss, Kevin Donka, [James Dubel](#), Gary Deutchman, Skip George, Reggie Gold, Jay Handt, [Bill Henry](#), Ernie Landi, Tony DeMarco, Peter Morgan, Jeanne Ohm, Barbara Sannoudis, Jon Schwartzbauer, Fred Schofield, Liam Schubel, Sam Selimo, Gary Street, Chuck Ribley, Armand Rossi, and [Robert Tarantino](#).



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## **Transcript:**

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[Dr. Liam Schubel: Hi this is Dr. Schubel from OnPointeSeminars.com and you're listening to SpinalColumnRadio.com.]

Spinal Column Radio, episode number twenty-seven.

Coming up next on Spinal Column Radio — An interview with New Beginnings Board Member, Dr. Robert Tarantino.

[Dr. Robert Tarantino: That's why I am here. Because I know that this can change the profession, and ultimately, once this profession gets back where it should be.... It's going to change the world].

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[intro theme music]

And welcome back to another exciting and information packed episode of Spinal Column Radio. My name is Dr. Thomas Lamar, chiropractor and Dad of 6.

And this is the podcast that gets you to think. To think about your health in a whole new way. We're the podcast for your backbone... the podcast with backbone. Who knew that spinal education could be this much fun?

We'd like to invite you to visit our podcast website at SpinalColumnRadio.com where you can learn more about us, check out our world-renowned "What's a Podcast?" page, and can access the show notes for this episode. Also, we encourage you to leave comments and ask questions through our website, or, if you prefer, you can email me using DrLamar AT SpinalColumnRadio DOT com.

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[transitional sound effect]

Boy it seem like yesterday... but it's already been three weeks since Logan and I packed up our podcast studio and headed to the Atlantic Coast to interview some of chiropractic's greatest philosophical minds at the New Beginnings Chiropractic Weekend Gathering. Twenty-three chiropractors in all... and what a time we had.

Today on SpinalColumnRadio we're going to release onto the "Internet Airwaves" another one of those interviews... this time it's with New Beginnings Board Member, Dr. Robert Tarantino...

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[transitional sound effect]

Well, Today on Spinal Column Radio, we continue to get to know the New Beginnings Chiropractic Weekends Board Members as we podcast from their 20th anniversary gathering here at the Ocean Place Resort and Spa on the New Jersey Coast. Joining me this time is Chiropractor Robert Tarantino. He's a 1967 graduate of the Chiropractic Institute of New York and maintains a chiropractic practice of over 43 years in Lyndhurst NJ. Dr. Tarantino was appointed by the governor of his state to be a member of the original New Jersey Board of Chiropractic Examiners and eventually served as its president. Above all, Dr. Tarantino will tell you that he's living

proof that Philosophical Chiropractic, when practiced by hand, can produce a lifetime of success.

**Dr. Lamar:** Dr. Tarantino... Welcome to Spinal Column Radio.

**Dr. Tarantino:** Thank you, Tom. I am very proud to be here and happy to have you interview me.

**Dr. L:** Fantastic! You've said that "The practice of chiropractic cannot be restricted to the physical correction of the vertebral subluxation."

**Dr. T:** Absolutely.

**Dr. L:** Why not?

**Dr. T:** Tom, we have to educate the world. We have to change the world. And the only way we are going to do that is to educate the people that we come in contact with. So, if you are just going to go in there and you are just going to take care of that one individual, to make them a better person, or to get rid of their problem, that's wonderful and that's admirable. But, the real admirable part is that you would introduce him to a new way of thinking that ultimately will influence his sphere of influence, which would be his immediate family, and then his friends. So, actually what happens is you become exponential in your ability to touch the world rather than just individual. And that exponential attitude has to be incorporated in your practice. So you just have to not just give the guy a chiropractic adjustment, the component. You have to educated them to a new way of thinking that will ultimately change the world exponentially. I believe that will happen. Maybe not in 100 years, maybe not in 1,000 years, but it has happened in my family. It has happened in families that I have taken care of over the years. I know it can happen. So that's what we have to do.

**Dr. L:** We've been talking about this with other chiropractors that we've interviewed and it's the shift that you have to... You have a patient that comes in. They are really in a allopathic paradigm. Most people are.

**Dr. T:** Yes, absolutely.

**Dr. L:** We're steeped in it. How do we take a patient who is really... you know, they want their neck pain to go away let's say. And they've heard that chiropractic can be really good at doing that. How do you take a patient with that paradigm and bring them over to just looking at the other side of the coin?

**Dr. T:** Well the most important thing of course, Tom, is you have to educate them. And what is education in my practice and what has built my practice... I can honestly say at one time I had one of the largest practices in the state of New Jersey — volume-wise. We... most of the 70s and 80s, which is my formative years, we were caring for approximately 250 patient visits per day. That's a lot of people.

**Dr. L:** That's a lot of people.

**Dr. T:** Ok. And the reason I had that kind of success is because before they became a patient...

**Dr. L:** Yeah.

**Dr. T:** ... They had a sit down with me with their spouse and elder family members and let me orient them to my philosophy. So, I gave them the talk. I gave them "the speech," if you will, prior to them coming in for care. Now, once they understood that they recognized that yes, maybe chiropractic can help them physically but it can also help them be a better person by ver-

tebral subluxation correction ongoing throughout their life. So, the orientation is really the most important thing that you can do to accomplish that change from an allopathic attitude to a life-changing experience. And that's what in answer to your question... that's what we used to do, still do. But I'm living on the laurels of the past. Don't forget 43 years is a long time to be doing this.

**Dr. L:** Yeah. That's a lot of equity.

**Dr. T:** Yeah, so I've got history.

**Dr. L:** Yeah.

**Dr. T:** So, I've got third and fourth generation people now coming to me with their babies.

**Dr. L:** Sure. It's almost like...

**Dr. T:** And I don't have to educate them because they have already been educated through the years.

**Dr. L:** So, this is something that just came to me... Now, if we go back to the beginning when you started practicing, were you always a philosophically based chiropractor?

**Dr. T:** No, unfortunately not.

**Dr. L:** No, you weren't? Ok. And then... then you had a shift.

**Dr. T:** I did. I had a paradigm shift.

**Dr. L:** You had a paradigm shift...

**Dr. T:** Absolutely.

**Dr. L:** ... and started practicing more philosophically, got the passion and the fire...

**Dr. T:** Yeah, you know how that started Tom? That started in meetings just like this. I started down in Atlanta, Georgia with the D.E. meetings, Sid Williams' group back in 1968. I sat in the front row. And I listened to Sid...

**Dr. L:** ...and here to be dipped and bathed!

**Dr. T:** ...and I needed a change. I was unhappy. I was taking care of a handful of people a day. I was failing miserably in practice. I was using modalities. I was doing all of the wrong things. I wasn't educating. I didn't even know very much what a subluxation was in my life.

**Dr. L:** You were a medipractor.

**Dr. T:** I was. I grew up in a medipractic school. I went to the Chiropractic Institute of New York which now, unfortunately, no longer exists.

**Dr. L:** No.



Dr. Thomas Lamar interviews New Beginnings Board Member,

Dr. Robert Tarantino

**Dr. T:** ...but is now Chicago National College, ok. So, that's the school that I went to. So, I didn't know anything about chiropractic. That's why I went to these meetings. I learned. I was bathed in that philosophy which I needed, badly. And when I came back I was excited. It was like a spizzerinctum you know? You get excited about these things. You want to tell everybody. You want to tell the world.

**Dr. L:** Ok, wait. Hold on.

**Dr. T:** You get crazy. I was like... I was so straight laced.

**Dr. L:** You just said a word and I don't want to brush over that.

**Dr. T:** Spizzerinctum.

**Dr. L:** Spizzerinctum.

**Dr. T:** Yeah, I love it. Don't you?

**Dr. L:** Oh I love it too but, I didn't even know what that word meant until I was a chiropractor but I had asked...

**Dr. T:** And it is a word too you know.

**Dr. L:** I know! I remember I took the California state boards because I was told though I graduated in California, Los Angeles College of Chiropractic and... but I was going to go to Washington. Now Washington is a straight state compared to California.

**Dr. T:** California, of course.

**Dr. L:** Which turned out to be a gift from God. Ok...

**Dr. T:** Ok.

**Dr. L:** ...for me. I went ahead and I said, "You know what? I busted my hump to take the California boards. I'm going to take the California boards."

**Dr. T:** Ok.

**Dr. L:** And so that was at Life West. No, I'm sorry. Excuse me, Palmer West.

**Dr. T:** Palmer West.

**Dr. L:** It was at Palmer West and right there in the hallway it said "Spizzerinctum". I'm like, what does that mean? And I asked everybody that I could and nobody knew. And I even asked a Palmer West grad and he didn't know.

**Dr. T:** Came from Sherman.

**Dr. L:** Did it?

**Dr. T:** And actually, it might have come from Reggie Gold. You'll have to ask him about that.

**Dr. L:** I'm going to. That's not a...

**Dr. T:** He was one of my mentors also.

**Dr. L:** Is that B.J. word?

**Dr. T:** I don't think so.

**Dr. L:** What does it mean?

**Dr. T:** A fire within... spizzerinctum, to get excited about something. I guess... I never looked up the word. Did you?

**Dr. L:** No. I didn't.

**Dr. T:** But I do know what it means.

**Dr. L:** I thought it was a made up word.

**Dr. T:** I know what it feels like to have it.

**Dr. L:** So it's a feeling...

**Dr. T:** It's a feeling, yeah.

**Dr. L:** ... it's hard to put into words.

**Dr. T:** I don't think you can put it into words but it is a feeling that is created. It's a feeling that is created when you are excited about something.

**Dr. L:** Gotcha.

**Dr. T:** You got the "spizz", you know?

**Dr. L:** Yeah!

**Dr. T:** Reggie was one of my mentors too. You are going to interview him.

**Dr. L:** Absolutely. I'm looking forward to that.

**Dr. T:** He is an amazing guy. Between Reggie and Sid Williams I had, in my formative years I had the best to teach me. And so, I got excited... going back to your question... got excited about what I'm doing. Before you know it I told everybody, became a little crazy because I was a little bit straight-laced.

**Dr. L:** Yes.

**Dr. T:** I was always a suit man, tie and I started to get crazy and become the real me inside and it transferred to my patients. And people told people, told people and truly I don't know how I took care of that many people. Today, looking back I don't know how I did it.

**Dr. L:** Ok. So, you started out as like a chiropractor. You were very allopathic in your mindset and then a shift happened because you are going to the D.E. meetings, then your practice just took off. But here you are, you are 43 years into this and something just hit me as we were talking... the fact that you invested in the early-on patients. And now you are seeing three generations.

**Dr. T:** Absolutely.

**Dr. L:** And you don't necessarily have to put the same amount of energy to change that practice, to shift the practice around anymore. Because you are saying it's like self perpetuating now.

**Dr. T:** Beautiful. That is exactly... and a lot of times I speak that from the platform. If you set the foundation... I'll probably say this when I speak, if you set the foundation properly, ok, the practice becomes self perpetuating. Resibidus is another word you want to look up. The repeaters...

**Dr. L:** Write that down, Logan.

**Dr. T:** You got that Logan? The repeaters, the people that keep coming back is easy because they know the value of the adjustment. In my practice right now, we don't have a lot of new patients coming in anymore because, first of all, I really don't want them. Because, not that I don't want them, I always look forward to turning the spark on somebody. Don't get me wrong.

**Dr. L:** Sure, sure.

**Dr. T:** But I'm happy just taking care of the people that I... my family that I have taken care of for the last 34 years.

**Dr. L:** Well, at 43 years into this... yeah they are just...

**Dr. T:** You know, I'm just having fun.

**Dr. L:** ... you can coast a little bit.

**Dr. T:** I'm having fun.

**Dr. L:** Absolutely.

**Dr. T:** And the good part is, I've always had fun... You have to have fun. Even...

**Dr. L:** I don't think you'd be doing this that long if you weren't having some fun.

**Dr. T:** You got to have fun. However, the enjoyment of not, you know a patient comes into my office now it's not like we talk about things and then they say, "Ok Doc, you know it's getting late. I'm going to have to leave now." Get on the table and we don't talk about anything else except subluxations. "All right, you got a little subluxation here. You got a subluxation there. This is a little interfered with. That is a little interfered with." I don't ask how you're feeling. I don't have to. They are there strictly for what chiropractic was intended to be for. Getting your subluxations corrected. It's beautiful. They don't say "I got a headache. I got a back ache." They don't say, "My stomach is upset." They don't say, "I'm a little angry today." They don't say any of that. They just get on the table. Get palpated. Get adjusted. Say, "Thanks." Give me a hug. We get hugs. In my office we hug. And then they leave. And then they come back the following week or two weeks, whatever their schedule is that allows them and they get adjusted. It's a beautiful practice.

**Dr. L:** Do you make appointments in your office?

**Dr. T:** No. Sign in sheet.

**Dr. L:** So, it's just kind of like I'm open these hours...

**Dr. T:** I'm open... That's it. Come in and you know what... They kind of get their routine.

**Dr. L:** They get into their routine that's working for them.

**Dr. T:** I have a Marie that comes at you know 6:45 every night on Friday. Like clockwork.

**Dr. L:** Cash practice?

**Dr. T:** Not really, no. Insurance... I have cash. I have... I started off with what we called a cash practice. I started off what we then was called... it wasn't a box. Like Reggie will talk about being "on the box" you know. It wasn't a box. It was what we called a cooperative fee system. And it was... times were simpler then. There was no insurance. Chiropractic was what you told them it was. In fact, I was just speaking with a young lady who is going to China. And she's going to a clean slate. No body knows anything about chiropractic in China. So when she goes there, she is going to build an incredibly large practice because there is no preconceived notions as to what chiropractic is.

**Dr. L:** Sure, yeah.

**Dr. T:** So, it is what she tells them. Well, that's the way it was with us, many of us not just me, back in the 60s and 70s. It was what we told them it was. And so that's how we built those big volumes.

**Dr. L:** So, what's the cooperative...

**Dr. T:** And the cooperative is pay what you can afford.

**Dr. L:** Ok.

**Dr. T:** No questions asked. If you can only afford a dollar...

**Dr. L:** That's like "the box in the wall", isn't it?

**Dr. T:** It is except I never liked "the box" because the men who had the box for a lot of times used to watch the box. It was almost like they had a metal... like a metal bottom on it, you know, just to make sure somebody put money in the box. It was more... they were looking over their shoulder to make sure they put something in the box. With a cooperative fee it was... to me it was give whatever you want to the receptionist that's at the front desk. I don't care what it is. It can be a dollar. If you feel you want to give \$100, that's wonderful. Or if you don't have anything, fine. We will see you next time. So, that was totally cooperative and it freed me. I knew nothing. In fact, still today Evelyn, my wife, will tell you that I don't very much care about money. I never did, you know. It was never a priority in my life. And I was very lucky to have made a lot of money but that's not what it was all about. It was a service I give for the sake of giving. You've heard the ser... you know, "Serve for the sake of serving. Love for the sake of loving..." And this is the most important part of that statement: "...and expect nothing in return." People always leave that "and expect nothing in return." Because it's not "what is returned to you." That's important. It's what you do. See so, basically at a cooperative fee system worked for me because I didn't really care. You know, just whatever it is. And the cards... we used to get like 10 years on a card and we gave different dots. You know, like today's Oct. 1, right? It would be a red dot for the year 2010. And then we'd have that card for 2011 it would be a green dot Oct. 1. And we could fit maybe about 8 dots. So I got like 8 years out of one little card, different colors. And all I cared about was that they were there that day.

**Dr. L:** Yeah.

**Dr. T:** You know, I didn't keep track of money or anything. It was a different era. It's so complicated now, isn't it? So much of a business now.

**Dr. L:** It would be nice to get back to simple beginnings.

**Dr. T:** Well you can.

**Dr. L:** Let's talk about New Beginnings.

**Dr. T:** Sure. Love it.

**Dr. L:** Why do you sit on the board?

**Dr. T:** Because I think Jim respects the fact that I've been around the block and he respects my attitude and my opinions. And he knows that we're on the same page chiropractically. And because I've had a lot of experience in the profession in the state. I think he wants advisors. That's really what we are is advisors. Rest assured. Let's make no mistake about it. Jim is New Beginnings. He does all the work. We all help him, ongoing. This meeting for example, we are here. We are doing the things we have to do to make it run smoothly. If something is needed we are there to help. We meet during the interims, between meetings, to talk about, you know, what can make it better. Do you like this speaker, that speaker? So, we help him but ultimately all the physical work of doing this is Jim Dubel. And I always recognize that. Why am I on the board? Because of that. I think we've been friends for years. I remember when he had the first meetings he asked me to come down and speak at his meeting. It was in his office. On a... I think it was a Wednesday night at his office. We go down there and listen. He had about maybe 10-15 people, you know, every Wednesday once a month and he'd invite people down. And myself and a number of people used to be invited to speak to his little group. And so he always remembered that... we were friends. For many years, probably since the D.E. days which was back in... see he's younger than I. He's a lot younger than I. He and I knew each other at the Life group also... instrumental in Life, college and a lot of good things came out of D.E., you know.

**Dr. L:** Yeah. Ok, so your answer is to the question as to why Jim Dubel probably chose you. Why is it though that *you* are on the board? Why do you stay?

**Dr. T:** Look out there. There's hundreds of chiropractors out there that can be influenced. We're talking about exponential and I just heard this from the platform just before I came out. We're talking about exponential. Well, you can influence one patient exponentially to influence his sphere of influence. And maybe touch 1,000 people. If you can touch 500 doctors of chiropractic to change their attitudes and some of them need changing. We become influential in a sphere that is exponentially far greater than you can effect one on one with a patient, as an office patient. That's why I am here. Because I know that this can change the profession and ultimately once this profession gets back where it should be, I say grows back to where it should be. Ok...

**Dr. L:** You're...

**Dr. T:** It's going to change the world.

**Dr. L:** It reminds me of D.D. Palmer when he started...

**Dr. T:** Oh absolutely!

**Dr. L:** ...chiropractic and his "hand treatment." And he was very secretive about it in the beginning. I mean, you were not allowed to bring your spouse in or any friends to watch the adjustment. He had heavy draperies. There was a story that he had a big mirror in his adjusting room and he saw one of his patients intently looking at that mirror as D.D. was setting up on the adjustment and D.D. just exploded. He took one of his books and he threw it across the room and it shattered the mirror. And just, I mean... the guys was like, "I'm sorry!" So, he was very secretive about protecting his newfound "hand treatment," as he called it. And I believe it was B.J. that said, "You know Dad..."

**Dr. T:** "...we should teach this stuff."

**Dr. L:** "Basically, when you die this is going with you..."

**Dr. T:** It's gone.

**Dr. L:** ...It's gone. You can't help very many...

**Dr. T:** That's right.

**Dr. L:** ...You could only help so many people. And if you can teach it, you can change the world."

**Dr. T:** And he did.

**Dr. L:** I don't think he glommed onto that immediately because he had a near death experience on a train and I think it was shortly after that he probably went back to his son and said, "Let's get that school started son!"

**Dr. T:** Yes he did. And his son tried to kill him!

**Dr. L:** You know that's another story that we will get into later... the twists and the turns of chiropractic history.

**Dr. T:** Well we had a... actually Max, I forget the guy's name... he was a producer in Hollywood... was a chiropractic proponent and he actually started to make a movie about the old days. Because, I was going to say when you said that, it could make a soap opera.

**Dr. L:** It really could.

**Dr. T:** It would be a great movie. You know, the intricacies of D.D., B.J., Mabel chiropractic story.

**Dr. L:** Dave... the whole thing.

**Dr. T:** And Dave too, yeah.

**Dr. L:** Jim is probably going to kill me because this is going longer than it's supposed to.

**Dr. T:** Well, that's ok.

**Dr. L:** But I'm having such a good time with you. Before we went, quote "On the Air", we were kind of talking in here with Dr. Rossi and you were here and, tell us if you could the Plumber Chiropractor story.

**Dr. T:** I love it. Names not mentioned.

**Dr. L:** No names needed.

**Dr. T:** We'll call... we will just call him...

**Dr. L:** Let's call him Bob the Plumber.

**Dr. T:** Bob the Plumber, ok. I don't like that.

**Dr. L:** Oh, I'm sorry!

**Dr. T:** No... now, wait a minute.

**Dr. L:** John the Plumber.

**Dr. T:** You're from Washington state, right? I mean, ok, you don't want to call him Bob the Plumber. We'll call him something else. But anyway...

**Dr. L:** It doesn't matter.

**Dr. T:** It doesn't matter. He... this man came into my office many years... this was back in the 70's I think. Probably the late 70's. He came in and I said "What do you do for a living?" He said, "I'm a plumber." I said, "Well that's great!" I said... you know, I said "Great you are here. Everybody needs chiropractic including plumbers, you know?" "Yeah," he says "But no I'm also a chiropractor." And I said, "You're what!?"

**Dr. L:** Huh?!

**Dr. T:** And then I went... of course this is when I had the spizz and I got like ballistic. "What do you mean you're not a chiropractor, you know?! You're a chiropractor! How can you not be..." Long story short, he says, "It was tough. I came out of school in the late 40's. I went to Palmer and I came out of school and it was just tough making a living. People were out of work. It was really a rough time. So..." He says, "I just couldn't make it in practice. And I just went into what I could do and I learned how to become a plumber. And I've been a plumber ever since." However long that was, 30 years. I said, "Wow. That's sad." He said, "But one thing I do have, I have all the B.J. Palmer Green Books." You know, my eyes lit up. I said, "You have *all* of the books?" He said, "Yeah, in fact I told B.J. that I'm only going to buy these books from him unless he signed every one."

**Dr. L:** Wow. How many books are there?

**Dr. T:** I think 26 volumes.

**Dr. L:** Wow..

**Dr. T:** So he says...

**Dr. L:** That's like a World Book Encyclopedia set.

**Dr. T:** The whole set. He said "I've got the whole set in my home signed B.J. Palmer. Each one of them."

**Dr. L:** Wow!

**Dr. T:** To me?

**Dr. L:** To the plumber.

**Dr. T:** To the plumber.

**Dr. L:** Bob the Plumber.

**Dr. T:** Bob the Plumber. So, I said, "Aw man. You want to sell them?" He said, "No. They're really meaningful to me because it was a big part of my life having to go to chiropractic..."

**Dr. L:** They'd be meaningful to me too.

**Dr. T:** And guess what! I had another fellow who had Bob the Plumber come to him about 5 years ago, same story. He said "I wanted to buy the Green Books too."

**Dr. L:** Same guy or just... ?

**Dr. T:** Same Bob the Plumber, but a different chiropractor.

**Dr. L:** Oh wow.

**Dr. T:** Another chiropractor I knew and he wanted to buy those books too. And Bob the Plumber...

**Dr. L:** He's circulating. Attention chiropractors!

**Dr. T:** 20 years later he is still...

**Dr. L:** Be on the look out for Bob the Plumber coming into your office!

**Dr. T:** So, if he's got those... I said, "Well, everybody is hoping that Bob the Plumber buys time and buys the box and all the sudden the estate will be selling those books." Which are probably worth a fortune. And somebody is going to pick them up from him. Little or nothing, you know because people don't know the value of those things. Especially family.

**Dr. L:** Dr. Tarantino, I want to wrap things up.

**Dr. T:** Good.

**Dr. L:** Here at New Beginnings there is talk of Family Values. What does that mean in this setting?

**Dr. T:** I think chiropractic... there are multiple families within chiropractic. There's the family of... your immediate family. Obviously, if it's that important to be under chiropractic care from birth 'til death — vertebral subluxation from birth 'til death because it makes you a better expression of your inner self — ... if that is that important, then you have to have your family part of your experience. So, my children used to be dragged along... you'll see a lot of children at our group... just so they'd be part of the family. My wife and I do everything together. She grew up in chiropractic, as I did. So we do not think that you should avoid the family interaction with the group of chiropractors... so that's your immediate family... they have to part of what you are going through.

**Dr. L:** So, New Beginnings is not something...

**Dr. T:** It's not a seminar.

**Dr. L:** ... that Dad or Mom — the chiropractor — goes to...

**Dr. T:** No. No.

**Dr. L:** ...And, you know, "I'll see you guys later."

**Dr. T:** No. No.... It's got to be an experience that everybody feels. Just like when you orientate a new patient.... If the spouse is not there and you expect the one who's there to go home and tell them how important chiropractic is, they're not going to get it. So, I see a lot of families that are not cohesive, because the individuals come here, let's say.... get the "Big Idea," if you will, and go home and say, "Honey you've got to come next time." ... And they don't see the same thing, and the importance, and the fact that they want to change the world. So, ultimately it does cause a lot of splitting in families and a lot of divisiveness because of that. So we have to experience this together as a family. So this group fosters that. We want not just the husband or the wife, the doctor or the... we want the family. The husband, the wife, the children to experience this ongoing... so they can have the spizz that will ultimately make the doctor more successful... [Cell phone ringing] ....and it will make a lot of other people...

**Dr. L:** That means it's time to go!

**Dr. T:** I think so! Okay. Well, you know what? Bring your families here. Don't come by yourself — it's very important! Be here or be square.... you know what I'm saying.

**Dr. L:** Dr. Tarantino, thank you so much for joining us.

**Dr. T:** It's my pleasure Tom!

**Dr. L:** It's been phenomenal.

**Dr. T:** It's been wonderful meeting you.

**Dr. L:** ...wonderful meeting you.

**Dr. T:** And nice meeting you too, young man.

**Dr. L:** Logan!

**Dr. T:** Logan. My man!

**Dr. L:** Logan the man!

**Dr. T:** He is the man!

**Dr. L:** All right. Thanks a lot.

**Dr. T:** Take care.

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[outro theme music]

Dr. Robert Tarantino... truly an asset to the New Beginnings Chiropractic Weekend Team.... For more information on New Beginnings, check them out at [NewBeginningsChiro.com](http://NewBeginningsChiro.com), as well as their FaceBook Fan pages.... and we have links in this episode's show notes on [SpinalColumnRadio.com](http://SpinalColumnRadio.com) to help you out.

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Next time on Spinal Column Radio, a conversation with another New Beginnings Board Member, Dr. Sam Selimo. That's next week. So, until then, for my son Logan, tweaking the knobs on the mixer board, this is Dr. Thomas Lamar, your podcast chiropractor.

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