



[EPISODE 032 — NEW BEGINNINGS BOARD MEMBER, DR. ERNIE LANDI](#)

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Spinal Column Radio 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, Dr. Ernie Landi, On Location at their Fall 2010 gathering in Long Branch, New Jersey.

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ON LOCATION in New Jersey



NEW BEGINNINGS

-20th Anniversary-

An Interview with Board Member, Ernie Landi, DC

New Beginnings Chiropractic Weekends

Fall 2010



Dr. Lamar Interviews New Beginnings Board Member, Dr. Ernie Landi

COMING SOON: WATCH clips of this episode on YouTube!

- Learn more about [Ernie Lanid, DC](#)
- Learn more about New Beginnings Chiropractic Weekends
 - Website: [NewBeginningsChiro.com](#)
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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
Sanoudis, Jon Schwartzbauer, Fred Schofield, Liam Schubel,
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Transcript:

[Dr. Kevin Donka: Hi! This is Kevin Donka, chiropractor from New Beginnings and you're listening to Dr. Thomas Lamar on SpinalColumnRadio.com!"].

Spinal Column Radio, episode number 32

Coming up next on Spinal Column Radio, An Interview with New Beginnings Board Member, Dr. Ernie Landi.

[Dr. Ernie Landi: We have to keep the philosophy going because the name of chiropractic may change, however the principle will never change. It's a truthful thing. It's there and we're here at New Beginnings to promote it and push it ahead].

[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.

[transitional sound effect]

Ah yes, New Beginnings Chiropractic Weekend. For the past 20 years with Dr. Jim Dubel at the helm, they have been meeting faithfully on the New Jersey coast for fun, fellowship, and family under the overarching umbrella of Chiropractic Philosophy.

Today on today on SpinalColumnRadio it's another interview from Dr. Dubel's stellar board of directors... this time we are pleased to feature the remarkable, Dr. Ernie Landi.....

[transitional sound effect]

Dr. Thomas Lamar: 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 Ernie Landi. He's a 1968 graduate of the Columbia Institute of Chiropractic

and he practices right next door in Chestnut Ridge, New York. Ernie Landi, welcome to our program.

Dr. Ernie Landi: Thank you.

Dr. T.L.: Well if you could, go ahead and tell us how you came to be on the board of New Beginnings Chiropractic Weekends.

Dr. E.L.: Well you know, like tonight brings back... this weekend brings back a lot of memories. Bill Henry, Barbara Sinoudis, my wife Brenda, me, Jim Dubel, and Babs. Jim called us down. We had brunch at the Oyster Bay in Redbank and talking about philosophy Jim said, "Think a seminar would do good down here? Do you think we need it?" And we said, "Yeah! Sure! We'll... heck hell need it." And you know what? Jim says. "We are going to do it!" And two months later, September 20 years ago right here at The Ocean Palace, which was called The Hilton at the time, the first of Beginnings' seminar took place.

Dr. T.L.: That's fantastic! Happy anniversary!

Dr. E.L.: Thank you!

Dr. T.L.: How do you explain New Beginnings to your patients?

Dr. E.L.: I explain New Beginnings to my patients very... They all ask me, "Where do you speak? And how come you go there a lot?" I tell them we're there to fortify the principle of chiropractic which is ongoing. It's a truthful thing. We want to get chiropractors to get in the fold with us so that we can educate the public to where chiropractic should be and why they should be in chiropractic and their kids and their family members should be in it also.

Dr. T.L.: You know, one of the things I noticed at New Beginnings... And this is brand new for me. I've never... we are from Washington state. And we are over here now. There is a whole lot of hugging going on at New Beginnings. Is that something that's been present since day one?

Dr. E.L.: That's been right in from day one. We said that whenever somebody gets up there and speaks soon as they finish we are going to be up there and hug them, all the board members. And whoever else wants a hug.

Dr. T.L.: I think that's great! One of the things that has really struck me is, you know, the person finishes their talk and you guys are right up there. The whole board.

Dr. E.L.: You know, it's funny, even when you walk in before the seminar even starts you got to hug any of the board members otherwise we won't let you pass the door.

Dr. T.L.: Yeah! Actually, we got a... both Logan and I got a hug from Dubel. That was like mandatory.

Dr. E.L.: That's right!

Dr. T.L.: I don't know if this is a rumor, but somebody tipped me off that you purchased Reggie Gold's practice. Is that true?

Dr. E.L.: Yes. What happened was... Sherman, I mean... Yeah, Sherman Chiropractic College was just getting formed in '73 and Reggie had people working from that were just out of school couldn't afford to purchase the practice or the house and stuff like that. So I actually... Reggie was my mentor. That's why I was practicing in the same county with him. And what happened...

we had to get him down there. So I moved my practice into Reggie's. He sold me the house and whoever else stayed with the practice... Half of it went with those other two boys that were working for him. And the other half stayed with me, but we kept the flow going with the philosophy, the monthly meetings, etc. to educate to chiropractors.

Dr. T.L.: Kind of a tongue in cheek question here, but...

Dr. E.L.: Yeah.

Dr. T.L.: did he give you a "box on the wall" price?

Dr. E.L.: Well, yes we did. We... I mean, you can't beat Reggie Gold because let me tell you something. What he did was... the practice was basically just whoever stayed stayed. He sold me a \$70,000 house at that time in the '70s for about \$35,000.

Dr. T.L.: That was a "box on the wall" price.

Dr. E.L.: Yes.

Dr. T.L.: And did you continue with the box on the wall?

Dr. E.L.: Yes. I practice that way at my practice anyway so it was...

Dr. T.L.: Oh! Ok.

Dr. E.L.: ... a no brainer. Yeah.

Dr. T.L.: Well, he was your mentor so it makes sense.

Dr. E.L.: Yeah.

Dr. T.L.: Ok. Some might say that our profession is currently being hit with a barrage of negative things. We've got the UK proclaiming the death of the subluxation, Australia is currently undergoing infighting that looks to put restrictions on certain forms of advertising curtailing wellness care, discouraging adjustments of children, requiring that chiropractors be up to date on their vaccines. And then, in the good ole U.S. of A. here, we are seeing a tiering of our profession, drugs being introduced into our scope of practice and the first Doctor of Chiropractic Medicine Program being accredited by the CCE. Plus, you know, currently now the CCE is revising the standards for Doctor of Chiropractic Programs and looks to effectively strip the identity that has defined our profession as separate and distinct for the past 115 years. Dr. Landi with all of these negatives... and I realize that some in our profession might see them as progress... but with all of these negatives in our profession.... talk to me, from your perspective, what is happening that is positive?

Dr. E.L.: The good thing that is positive, first of all, is New Beginnings. We're keeping the ball rolling to keep our heritage. It's going to be part of my talk tomorrow. ANd, you know, it's like their trying to take our heritage away from us. I called the CCE the Council of Chiropractic Eradication. They don't want anything to do with what chiropractic is really about. Right now we cannot say we are drugless because you've got the state of Colorado, Utah, and New Mexico that are prescribing drugs. We're losing... it's a wake up call for us. And if we don't wake up



Drs. Ernie Landi and Reggie Gold at
New Beginnings, Fall 2010

we're going to lose and become chiropractic medicine which is an oxymoron to me. But, we have to keep the philosophy going because the name of chiropractic may change however the principle will never change. It's a truthful thing. It's there and we're here at New Beginnings to promote it and push it ahead. That's the most positive that I know of in the whole chiropractic environment in this whole country.

Dr. T.L.: Being that Dr. Gold, Reggie Gold is your mentor... We had a chance to interview him behind these microphones earlier today and what an honor that was. I was just thrilled to do that. But, we talked a little bit about how Reggie, in the past and continues... he continues to say this to eventually the chiropractic profession has got to split. It's going to. Do you think that what's happening right now with drugs being introduced to the different states we just mentioned and the tiering of the profession... Do you think that might be the beginnings of this starting to happen?

Dr. E.L.: Yeah, I think so. The chiropractic profession... I don't know if you remember this Dr. Murray Katz who was calling all the chiropractors. He said, "They should become orthoprac-tors."

Dr. T.L.: Yes!

Dr. E.L.: And I jumped on it. I said that's great! Let these people who want to be pseudo medics and pseudo medical doctors become orthoprac-tors so I can practice chiropractic.

Dr. T.L.: Call them something else.

Dr. E.L.: Yeah and that's fine with me.

Dr. T.L.: New Beginnings is all about Chiropractic Philosophy. Why is chiropractic philosophy so important?

Dr. E.L.: Well, it tells you who you are, why you do what you do, and you've got a reason for everything you do do scientifically because without philosophy you don't have an art and you don't have science. Philosophy comes first and it tells us why we adjust, why we practice the way we do, and how we help people. And no matter what they ask you philosophically you can answer it in logic.

Dr. T.L.: Here at New Beginnings you espouse family values. What does that mean in this set-ting?

Dr. E.L.: Well, family matters. We like to get the kids involved here so they grow up with the right attitude on life and health. It's not about lifetime care. It's about a lifestyle care. That's why we are trying to get these kids to grow up in that kind of environment.

Dr. T.L.: Ernie, I'm going to give you 30 seconds or so to just kind of... if you could give me a final word, something that might be on your heart that you want to share.



Dr. E.L.: What I want to share is I want to see more children under chiropractic care because that's where all our problems no matter how old you are 90 to 100 or 1 day 1 month or 1 day 1 hour. But that is where our problems start, in childhood. You fall out of your crib. You get off your bicycle and you fall. The head birthing thing... I had a tragic thing happen to me with my first wife where they delivered the baby. She was delivering twins and they broke the neck on the baby and killed him immediately. And the other baby they had to take from my wife cesarean because whatever happened in the room... 30 – 40 years ago you couldn't go in the room like you do now but they thought they gave my wife anesthesia. They cut her open with no anesthesia. She went into anaphylactic shock and was in a mental institution from that day until she died 5 or 6 years ago. So my goal is to see as many children under chiropractic care so that we can make them grow up in the lifestyle that's healthy and in a right environment.

Dr. T.L.: Wow. So sorry to hear that, but obviously that experience in your life is driving you like no other experience could.

Dr. E.L.: I... to me it has helped me to help people. That's the blessing in it.

Dr. T.L.: Yeah. Take something that's tragic and make it... spin it into something that is going to bless and help other people.

Dr. E.L.: That's right.

Dr. T.L.: Dr. Landi, thank you so much for taking time out on Spinal Column Radio here and it's been a pleasure to get to know you on the radio.

Dr. E.L.: Thank you very much

Dr. L: Thank you.

[outro theme music]

Dr. Ernie Landi... what a heart for chiropractic. For more information on New Beginnings, check out our show notes for this episode... also, be sure to check out our special NewBeginnings page on SpinalColumnRadio.com which serves as an index for all of our NewBeginnings interviews. Look for the link in the left hand column.

Spinal Column Radio would like to remind you that true health comes from the inside out — not outside in. As such, the content of this podcast, along with the show notes and related links, is not intended to cure, diagnose, treat, or prevent any disease. But, instead, is meant to inform and inspire you in asking better questions regarding your health. Since the circumstances surrounding your particular situation are unique, you are encouraged to consult with a Doctor of Chiropractic — or other health care practitioner of your choosing.

Next time on Spinal Column Radio, we're sitting down with a chiropractic college president to ask some tough questions and to gain insight in what lies ahead on the health care horizon. 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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