

SPIZZ

magazine

Volume 1 - Issue IV

MENTAL
FLOSS FOR
CHIROPRACTORS

ROB SINNOTT:

**A MAN OF YESTERYEAR
AND TODAY**

We speak to chiropractic stalwart, Rob Sinnott, as he takes us through times past and gives us an inside glimpse of his life today.

**THE
ANATOMY OF
LEADERSHIP**

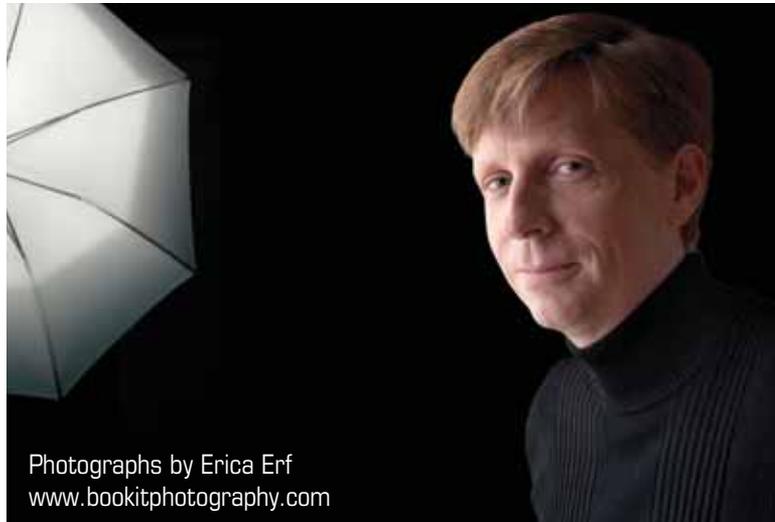
By Bruce Schneider, DC

Features

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Photographs by Erica Erf
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The Anatomy of Leadership

ERNEST SHACKLETON'S QUEST FOR THE SOUTH POLE



BY BRUCE SCHNEIDER

Shackleton was a man of many talents. He was a leader, a navigator, a survivalist, and a storyteller. His quest for the South Pole was a testament to his leadership skills. He led his team through the harshest conditions and emerged as the only one to survive. His story is a classic example of leadership in the face of adversity.

The Anatomy of Leadership

Ernest Shackleton's Quest for the South Pole

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Q&A With Eric Russell

One year into his role as president of the New Zealand College of Chiropractic, we sit down with Eric Russell, DC to find out more about his new life down under!



By Máiréad Rothman

Eric Russell, DC, has been in the role of president of the New Zealand College of Chiropractic for one year. He shares his thoughts on the challenges and rewards of the position, and how he has adapted to life in New Zealand. He also discusses the future of chiropractic in the country and his personal life.

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BRINGING BACK BJ

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By Thomas Lamar, DC

Thomas Lamar, DC, is a chiropractor and a man of many talents. He is known for his expertise in chiropractic and his passion for history. In this feature, he shares his thoughts on the importance of history and how it can inspire us in our professional and personal lives.

Bringing Back BJ

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Q&A With Tyler Florence

Celebrity TV chef, Tyler Florence, gives his take on when and how to create a lifelong love affair with healthy food.



By Máiréad Rothman

Tyler Florence is a celebrity TV chef and a man of many talents. He is known for his expertise in cooking and his passion for healthy food. In this feature, he shares his thoughts on how to create a lifelong love affair with healthy food and how it can improve our lives.

Q&A With Tyler Florence

Celebrity TV chef, Tyler Florence, gives his take on when and how to create a lifelong love affair with healthy food.

By Máiréad Rothman **Page 56**



Photographs by Jamie O'Hare

BRINGING BACK BJ

Dressed in period clothing from the 1920's with waterfall tie and pageboy hairstyling, the bearded, dapper gentleman sat upright in his wingback chair, fidgeting with an unlit cigar clutched between the index and middle finger of his right hand. It seemed I was sitting across from our profession's Developer, but the man before me wasn't even a DC. Through an amazing set of events, he now possessed a unique passion for our profession whose seed was planted, unbeknownst to him, in a local Salvation Army Thrift Shop nearly a decade ago.

By Thomas Lamar, DC

Just who was this Midland, Michigan man? And how did he find himself capturing the attention of our profession in what seemed an overnight sensation?

Swapping my Spinal Column Radio microphone for a pen, I sat down for Spizz with "BJ" to learn a bit more about the man behind the persona, Mr. Todd Waters.

SPIZZ: Okay. Here's the overarching question: Who is Todd Waters and why is he dressing up as BJ Palmer?

WATERS: I find myself asking that very question more and more these days.

SPIZZ: How did this all start?

WATERS: I'm a third generation antique dealer. From as early as I can

remember I have obsessively collected stuff. Eventually, I learned the ropes of selling my handpicked items on the Internet and found the job I love. LP's have been my specialty — especially spoken word records. The weirder the better.

SPIZZ: Such as?

WATERS: I have recordings of the Final Seance of Mrs. Harry Houdini trying to contact her deceased husband, as well as Ernest Hemingway writing a story off the top of his head. These kinds of recordings fascinate me.

But it was the records I found while on a routine "junk hunt" at the local Salvation Army that changed everything. I found five extremely fragile acetate records — the super



old kind. No photo sleeves. No real information to read, except for the handwritten titles on the labels — one of which read, “What is Chiropractic?”

I was super excited because I immediately knew I had stumbled upon an unusual spoken word record. Once I played them I discovered the voice on the recordings was that of Dr. BJ Palmer broadcasting health talks on the radio in 1931. With the help of the Internet, I quickly learned that BJ Palmer was like the “Godfather of Chiropractic.” It was then that I knew I had something special.

SPIZZ: What did you do?

WATERS: At first I began contacting chiropractic colleges. Ironically, that didn’t capture much interest, so I began focusing on private collectors.

SPIZZ: Did you ever sell them?

WATERS: Eventually, yes. Before that, though, I began selling digitally remastered CD recordings of them from a website. They generated some interest, but not much. Several years later, you and I crossed paths. You wanted to interview me about the recordings on a chiropractic podcast you were starting — recordings I had nearly forgotten about, as I had not sold any for some time. I listened to your first few episodes of Spinal Column Radio and was so impressed that I wanted you to air the recordings in their entirety. I knew I had something exciting, and I knew your listeners would appreciate them. Plus I knew your show could share this discovery with far more people than my little eBay post ever could.

SPIZZ: Then what happened?

WATERS: We recorded the interview and played the old chiropractic recordings on your show. After that, I was pretty much done with chiropractic.

SPIZZ: Done?

WATERS: Done until you told me our show was generating a lot of excitement in the chiropractic community, and that because of them, you had been invited to a mega chiropractic seminar [New Beginnings] to interview their biggest names. I was



happy for you. But I admit I got a little jealous that you were getting invited to all the cool parties.

Then you told me about an email you received from a chiropractor, Steven Simmons. Dr. Simmons was a huge BJ collector and fanatic. He was totally amped about these lost recordings. What’s more, he lived in Midland, Michigan — my city! Naturally I had to see his collection. So I went to his office with one of my BJ CD’s in hand. He certainly had quite an amazing collection of BJ things all throughout his practice, and he was very excited to receive the CD. Then he said, “If you ever find anymore BJ stuff, let me know.” Well, he might as well have issued me a challenge, because the hunt was on!

SPIZZ: I understand you and Dr. Simmons have become pretty good friends.

WATERS: We get along real well. As I’ve helped him with his collection, I’ve become more and more interested in chiropractic history. I’ve also become a patient. The ironic thing is, he and I literally live two blocks away from one another and never even knew it until your podcast came along.

SPIZZ: So have you shifted your antique collecting to chiropractic items now?

WATERS: For the most part. I’ve named myself the Chiro-Picker after my favorite TV show, American Pickers. I knew I’d never find anything as amazing as the BJ records, but it wasn’t long before I began finding some pretty cool things — many

of which I now write about on SpinalColumnRadio.com.

I really get a thrill when I come across a vintage chiropractic item for a good price. Dr. Simmons now owns a lot of my best finds. I’m glad they’re going to him because I don’t think anyone else would appreciate them as much as he does. Anything he doesn’t want ends up in my eBay store.

SPIZZ: So how did dressing up as BJ come about?

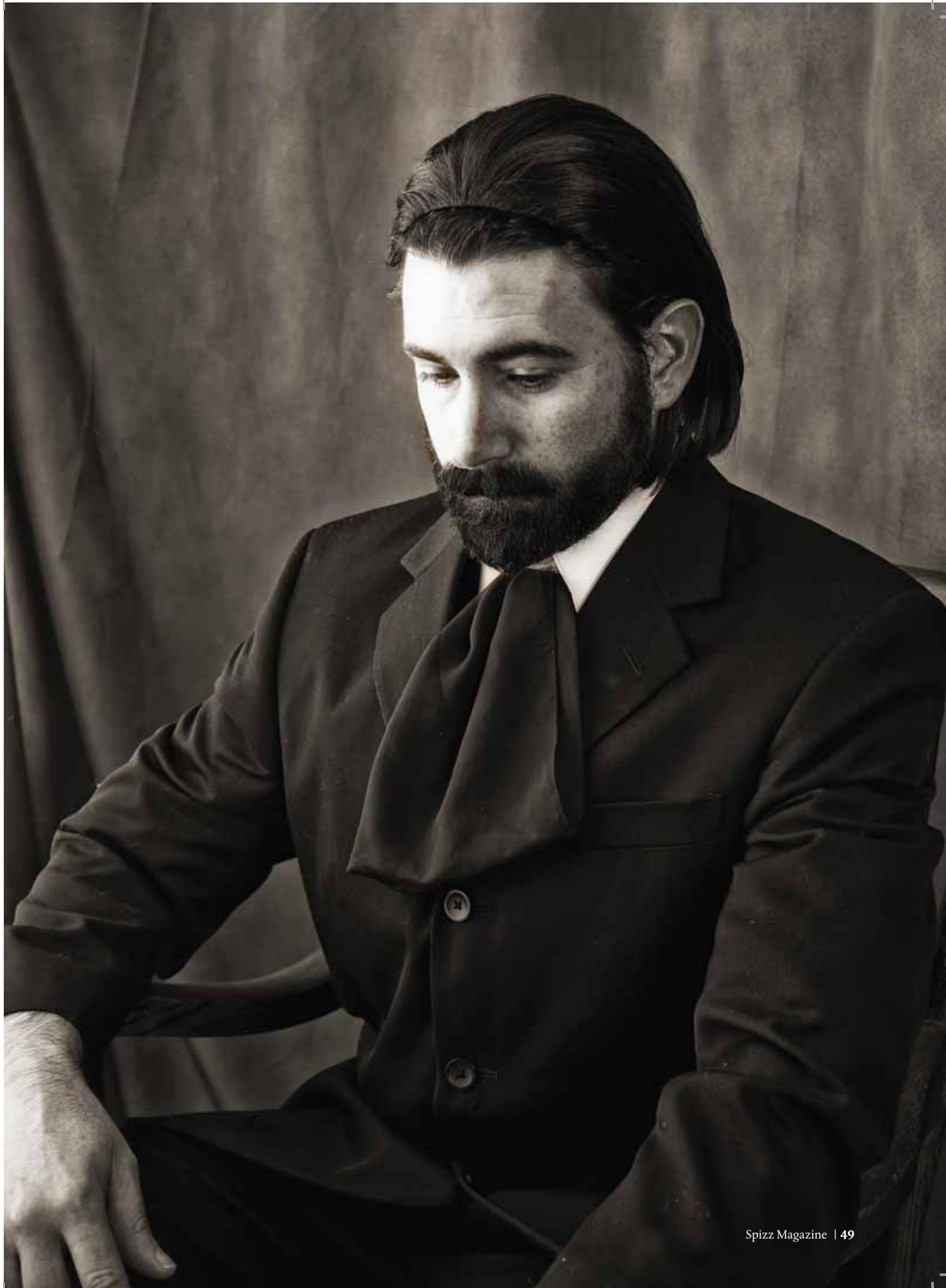
WATERS: That actually started out as a joke. Every year, on September 12th, Dr. Simmons makes a big fuss over BJ’s birthday. I thought it’d be funny if I dressed up as BJ and barged into his office. I grew a beard and picked up a cheap wig at a costume store. A button down white shirt, black funky tie, and black pants completed the 1920’s BJ look. And while I looked more like a caricature of BJ, I knew Simmons would know who I was supposed to be.

A video camera followed me the whole time because I wanted to capture his reaction. As I stood outside his office, I read his sign aloud, “Simmons Specific Chiropractic.” And then retorted, “We’ll see about that!” I stormed through the door and walked through the office like I owned the place. Luckily Simmons happened to walk out into the main room just as I charged in. We got his reaction. He loved it!

I put the video on Facebook and sent it to Dr. Jim Dubel because I knew, like Simmons, he was also a “BJ nut.” He said I was crazy, but he loved it too. Then he said, “Get yourself and your wig over to New Beginnings. BJ needs to be here!” I was honored. That was in the Fall of 2011.

SPIZZ: Sounds like Dr. Dubel has played a key role in both of our stories. How did New Beginnings go?

WATERS: It went great! Before attending I made a promo video for New Beginnings. I was dressed as BJ sitting on a park bench reading the newspaper headline, “NEW BEGINNINGS CHIROPRACTIC WEEKEND. OUTLAW SAYS IT WILL CHANGE YOUR LIFE.” Then I threw



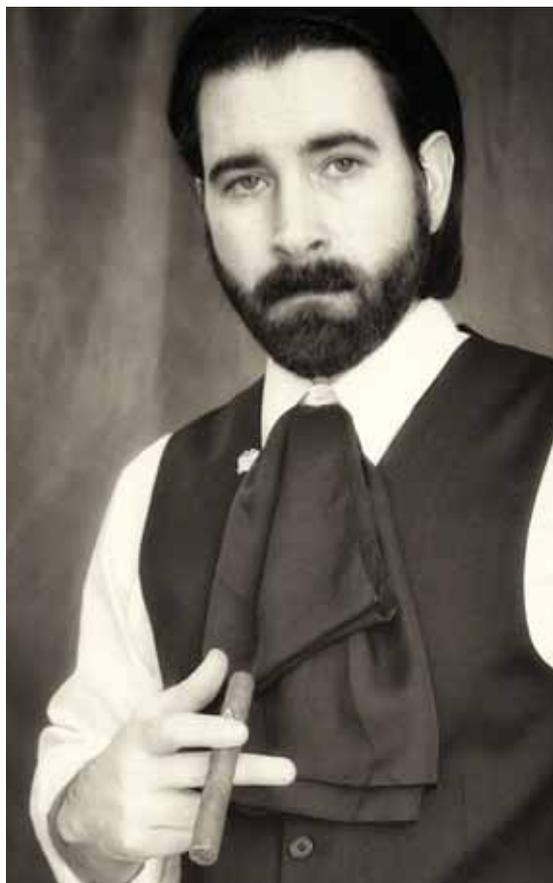
the paper down and looked into the camera and stated, with what would become my character's motto, "We'll see about that!" Then I said, "Mabel start the car. We're going to Jersey."

That video spread and got people laughing and excited that BJ was going to be at New Beginnings. I thought it was cool people were liking my act. I did one more clip of BJ packing his suitcase for the trip that ended up with him deciding to take Mr. Snuggles, his teddy bear. That is still one of my favorites. I hope people understand I wasn't trying to make fun of BJ — just trying to humanize him.

Once there I wanted to film videos of BJ sizing up the big names in chiropractic. But Dubel and you were the only chiropractors I knew. So I shot a showdown video with the Outlaw and one in which I barged in on your radio show. I regret not doing more videos with heavy hitters like Reggie Gold — meeting him was a very special moment of the trip. I was honored to say a few words on stage as BJ. Overall, the experience taught me to do my homework and read up on these guys so I'd have an idea of how to best conduct my interrogations.

SPIZZ: Interrogations?

WATERS: It's just part of my act. I like to have showdowns. In my videos if BJ picks on you, then you are being recognized as a chiropractic leader. My character, BJ, has been away for a while and is now returning to make sure chiropractic is still running the way he developed it. So he seeks out recognized names in the profession with his "we'll-see-about-that-attitude" and sizes them up with brash questioning, measuring their worthiness. Once they have explained their position with eloquence, BJ, in a show of acceptance, quickly leaves them as they are, emphatically stating his most popular phrase to date, "I Approve!"



I had stumbled upon an unusual spoken word record.

I still laugh when I watch myself rolling up my sleeves and telling Dubel "It's go time!" I like performing the larger than life presence BJ had, but in reality, I'm so small and harmless that you just want to put me in your pocket as a pet.

SPIZZ: Is Todd Waters anything like his BJ character?

WATERS: I am the complete opposite, which is why the character is so fun to play. I'm not much of a talker and usually keep to myself. Because I do these videos for entertainment, I have to get totally obnoxious.

SPIZZ: Rapid fire: Who or what inspires your BJ character?

WATERS: Dr. Simmons, Green Books, Spinal Column Radio, Patch Adams, Sean Connery, and Grandma Milne.

SPIZZ: Grandma Milne?

WATERS: My Grandma Milne used to finish her statements with animated hand gestures that seemed to give more weight to what she was saying. I have a feeling BJ used his hands a lot when he talked. Unfortunately, there's not much film of BJ so I have to guess what his gestures would be. The cigar is my secret though. Once I hold that cigar all my BJ gestures fall into place. It's kind of like my security blanket. When I play BJ I usually will have a fist on my hip to remind me to be dignified and have confidence. Then my other hand will act as punctuation to my statements. I wish we had more footage of him. I'm surprised we don't. He owned two television stations for Pete's sake! Where's the film?

SPIZZ: So what's in store for BJ?

WATERS: More videos. More radio. More events, possibly a movie. Now I'm the one getting invited to the cool parties.

It's always an honor to dress as BJ for an event. One of my biggest compliments came while attending New Renaissance when someone said, "When you came through that door I couldn't tell the difference between you and BJ." I hope I can bring that kind of excitement to all events I attend. When you go to Disneyland you want to see Mickey Mouse. If I can be chiropractic's "Mickey Mouse," I think that's pretty cool. Eventually I would like to memorize and recite some of Palmer's famous speeches. That would be a great asset to what I do. Believe it or not, I read the Green Books and a lot of chiropractic history. The guy was a wordsmith and a genius. I have a tremendous amount of respect for him.

SPIZZ: So what does BJ have to say about Spizz?

WATERS: I approve! ■

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