



NYSCA SUFFOLK COUNTY

# District 7

NOVEMBER 2020 NEWSLETTER

## PRESIDENT'S MESSAGE

The times we are living in continue to create challenges as well as opportunities. How we choose to look at them and react to them can make all the difference to our practices and in our lives. We all have had to make changes in the ways we do things, and it seems that may continue for a bit longer. We all continue to try to find ways of staying in touch with our patients. My Board and I are always trying to keep our members engaged and informed.

This month, at our Zoom meeting, the speaker is Mr. Dorian Johnson. Dorian will be speaking to us about social media marketing and practice building using the various social media platforms. Dorian has presented to our group previously and his information was well received. We anticipate very useful information that you will be able to integrate into your practices. Additionally, this month's meeting will also include a review of issues or problems with carriers that we are facing.

Going forward we will begin to have even more speakers virtually. Pending changes in the ongoing pandemic our meetings will continue to be utilize this digital format. Unfortunately, the Board has made the decision not to have our holiday party this year. We are hoping to make our CE and Coffee event extra special for you.

Please remember to make sure you invite non-members to sign up with me to receive a copy of our digital newsletter.

The hope is that soon we call all be together with our families, friends, and colleagues once again. I want to see you all attending the meeting on Wednesday 11/18/20 at 8 pm. Look for your Zoom invite from the NYSCA.

Your President,  
George Rulli, DC

3RD WEDNESDAY OF THE MONTH AT 8:00 PM

## ZOOM MEETING

Members: Look for invite from NYSCA



**November 18<sup>th</sup> - 8:00 PM**

Dorian Johnson

SOCIAL MEDIA MARKETING

**December 16<sup>th</sup> - 8:00 PM**

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## What's The Key To Reducing Opioid Utilization?

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High resolution, black and white PDF or jpeg files, email ad to the Editor. (ad creation available for an additional fee)

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Thank you for your support of the Chiropractic Profession and NYSCA. This newsletter is the official publication of the NYSCA Suffolk District. This is a medium for open and responsible dialogue on issues germane to the chiropractic profession. Individuals are encouraged to contribute items of interest. Opinions do not necessarily reflect the views of the NYSCA Suffolk District. The NYSCA Suffolk District does not endorse or approve any statement or fact or opinion, nor is it responsible for editorial or advertising presented within the Newsletter.

# What is the Real Public Health Crisis Today? COVID-19 or the American Lifestyle?

By Dr. Craig S. Rubenstein

A recent study published in the prestigious Journal of the American Medical Association, by Dr. Sufiya Richardson(1), describes what I believe to be the true public health crisis of our time. The American lifestyle.

According to this study, out of the 5700 people hospitalized for COVID-19 in New York City, Westchester and Long Island, a staggering 5,358 (94%) of those admitted had at least one underlying chronic health condition and 2860 (88%) had at least two. That means, out of 5700 people hospitalized for COVID-19 in New York City and its environs, a mere 342 (6%) were otherwise healthy.



The three most common underlying conditions, or comorbidities, that complicated the situation for those admitted to the hospital, were obesity, high blood pressure, and diabetes.

According to the World Health Organization, the United States compared to all other industrialized nations in the world suffers the highest rate of obesity. A shocking 36.2% of our population is not just overweight, but obese(2).



New York state doesn't fair much better. As of 2018, 27.6% of New Yorkers were considered obese. In 2016, the rates

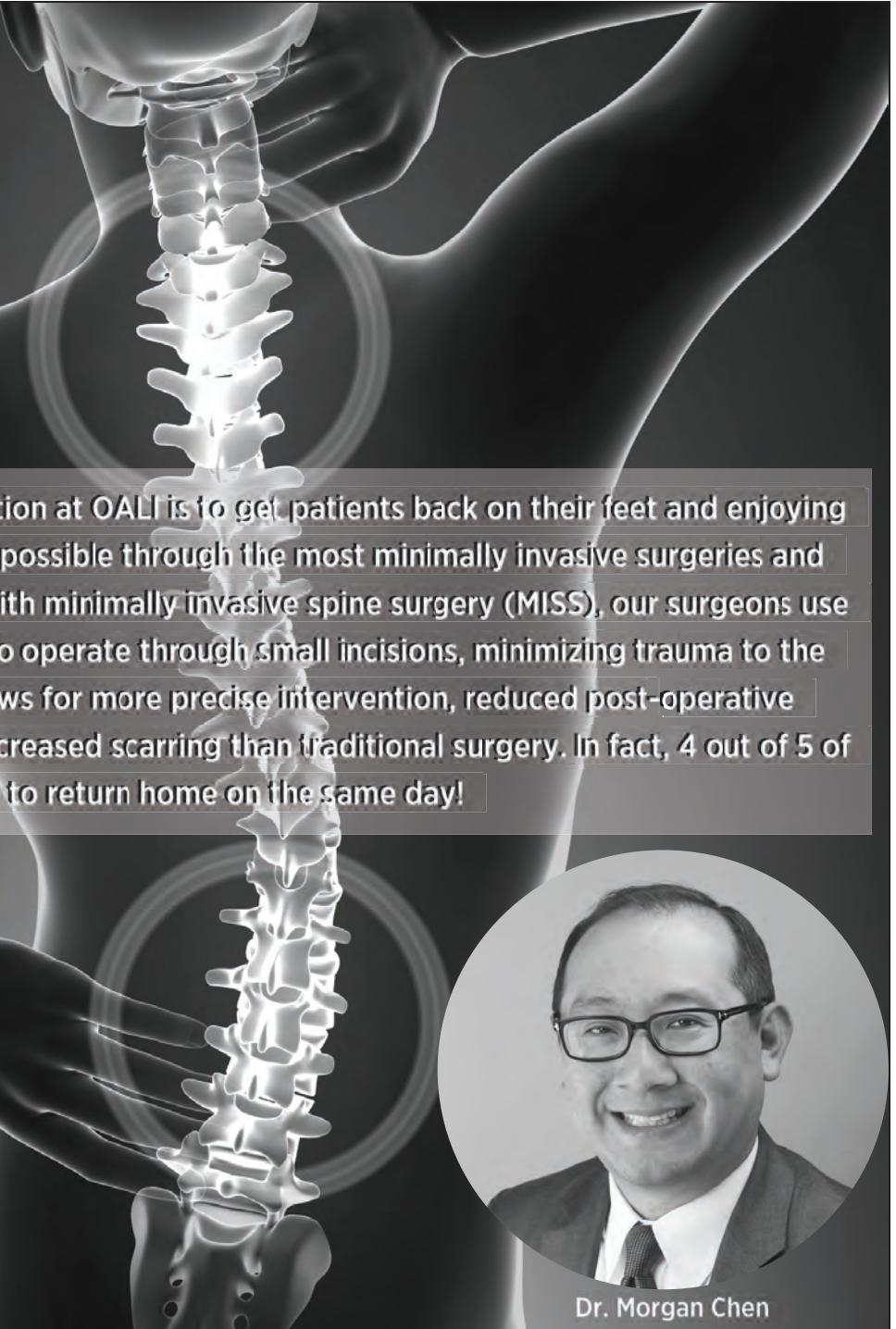


Dr. Craig S Rubenstein graduated with honors from New York Chiropractic College in 1989. He is a chiropractor, certified clinical nutritionist and diplomate of the American Clinical Board of Nutrition. He is currently an active member and lecturer of the chiropractic collaboration with John T. Mather hospital in Long Island New York and previous contributing health editor of Official Karate magazine.

*Continued on page 12*



Dr. Sathish Subbaiah



Dr. Morgan Chen



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# CYBERCRIMINALS



## CYBERCRIMINALS AND PRACTICE

Editor

It is a fact that cybercriminals have focused on healthcare. The Joint Cybersecurity Advisory team has written and released "Ransomware Activity Targeting the Healthcare and Public Health Sector." It is a best seller and a chilling read, jk.

### "SUMMARY

This joint cybersecurity advisory was coauthored by the Cybersecurity and Infrastructure Security Agency (CISA), the Federal Bureau of Investigation (FBI), and the Department of Health and Human Services (HHS). This advisory describes the tactics, techniques, and procedures (TTPs) used by cybercriminals against targets in the Healthcare and Public Health Sector (PHS) to infect systems with ransomware, notably Ryuk and Conti, for financial gain.

CISA, FBI, and HHS have credible information of an increased and imminent cybercrime threat to U.S. hospitals and healthcare providers. CISA, FBI, and HHS are sharing this information to provide warning to healthcare providers to ensure that they take timely and reasonable precautions to protect their networks from these threats.

**Key Findings**• CISA, FBI, and HHS assess malicious cyber actors are targeting the PHS Sector with TrickBot and BazarLoader malware, often leading to ransomware attacks, data theft, and the disruption of healthcare services.

- These issues will be particularly challenging for organizations within the COVID-19 pandemic; therefore, administrators will need to balance this risk when determining their cybersecurity investments."

The best practice is to make sure you have a secure HIPPA backup cloud based company. Enjoy the technical read.

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# IN RESPONSE TO

**Management of Acute and Chronic Pain: Request for Comment (CDC)**

## Comments to the CDC on Pain management and the Utility of Chiropractic care as a first line approach to decreasing Opioid Use for Non-Cancer Spinal Pain

By David BenEliyahu DC, FICC, DABCSP



Studies in the peer reviewed literature have demonstrated that chiropractic care can decrease opioid utilization in the population of patients experiencing spinal pain. In a recent study published in Pain Medicine by Whedon et.al., they found that patients with spinal pain who saw a chiropractor had half the risk of filling an opioid prescription. Patients who saw the chiropractor within the first 30 days of onset had the greatest reduction and risk. A meta-analysis published in pain medicine in 2020, revealed an inverse association between chiropractic use and opioid receipt among patients with spinal pain.

In a study published in 2019 in the British Medical Journal, initial visits to chiropractors and physical therapists was associated with substantially decrease early and long term use of opioids. In a study published in the JACM, patients with non-cancer low back pain who received chiropractic treatment had a significantly lower rate of filling an opioid prescription. In a 2018 study published in Pain Medicine by Lisi et.al., one third of veterans receiving VA benefits of chiropractic treatment had a lower frequency of opioid prescription. In a study published in the JMPT in 2016 by Weeks et.al., found that there was an inverse relationship between the higher per capita supply of chiropractors and Medicare spending on chiropractic services with younger disabled Medicare recipients obtaining opioid prescriptions.

Likewise, random controlled trials have shown that chiropractic care with usual medical care results in better clinical outcomes compared to usual medical care alone. In a recent 2018 study published in JAMA Open Network, Goertz et.al., found that usual medical care with chiropractic care resulted in better outcomes in pain and disabil-

ity that usual medical alone in USA service members. In 2017 The American College of Physicians published in the Annals of Internal Medicine guidelines for the care of low back pain. They outlined that non-pharmacologic therapy that includes spinal manipulation as delivered by chiropractors in addition to other therapies, be offered to patients suffering with acute, subacute, and chronic low back pain. Despite these guidelines the literature suggest that a very small percentage of physicians actually refer to chiropractors despite the recommendations and guidelines.

Insurance companies such as Optum/UHC have published studies that when chiropractors are the first contact provides and are seen within the first 2 weeks of onset for low back pain better clinical and cost outcomes were observed.

As the administrative director of a hospital based spine center, Mather Hospital in Port Jefferson NY, our providers only prescribe short term opioids in an acute setting, and rarely. We triage patients in a stepped approach to chiropractors, physical therapists and interventional spine specialists as medically necessary. We have seen many cases where chiropractic care, or physical therapy in collaboration with usual medical care and behavioral therapy when we identified psychosocial involvement) often resulted in discontinued use of opioids and not needed in the early onset of a condition. While this is anecdotal, it is supported by the current literature.

In conclusion, the published guidelines and the scientific literature support that chiropractic treatment should be offered as a front line approach to patients with acute, subacute, and chronic low back pain. This includes patients with spine pain, and spine related disorders such as radiculopathy, spinal stenosis, facet/mechanical pain, myofascial pain, and disc disorders such as disc protrusion and degenerative disc disease.

# RESOURCES AVAILABLE TO YOU

Under the US Department of Health and Human Services is the Office of Disease Prevention and Health Promotion. This agency has a forty year ongoing program with the latest public health concerns addressed in a program called "Healthy People 2030;" with objectives which were carefully chosen based on national data. They believe that together we can achieve specific goals to improve the health and well-being nationwide. So do we.

Helping our patient's to achieve better health is easier when we utilize well researched resource available to us. Health literacy and clear communication between health professionals and patients are key to improving health and the quality of health care. They "create, promote, and curate evidence-based health literacy and communication tools, practices, and research for health professionals." You can use their resources to find more effective strategies for communicating with people about the state of their health. Healthy People 2030 includes clear evidence-based objectives . To make

it easy they have organized the information into user-friendly topics with a focus on issues associated with health equality and social variables to health. To address this they have provided the resources and the data to help us address a comprehensive list of health care concerns.

The agency also has information on food and nutrition and physical activity. Please visit their web site at <https://health.gov/>.

If you find any ways to utilize this information in your practices please let us know.

## LAST 2 POSTCARDS BEING MAILED



### NYSCA SUFFOLK COUNTY **District 7** GOES GREEN

#### HOW TO RECEIVE NEWSLETTER

**Members** you will be emailed the link for the newsletter as well as have access to it on our district's web site.

**Non-members** if you would like to opt-in and receive the newsletter, please email Dr. Rulli at: [drgrdc@aol.com](mailto:drgrdc@aol.com)



3<sup>RD</sup> WEDNESDAY OF THE MONTH AT 8:00 PM

#### ZOOM MEETING

Members: Look for invite from NYSCA

**November 18<sup>th</sup>**

Dorian Johnson  
Social Media Marketing

**December 16<sup>th</sup>**

#### HOW TO KEEP DC'S INFORMED

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## ACA-PAC WIN/LOSS

100% of ACA-PAC supported candidates in called races have won their election.

### Overall U.S. Senate Wins

100%▼

All 4 ACA-PAC supported candidates running for U.S. Senate won their election.

### Overall U.S. House Wins

100%▼

40 out of the 42 ACA-PAC supported candidates running for U.S. House won their election. 2 of the 42 races are still undecided.

### U.S. SENATE AND U.S HOUSE BALANCE



U.S. Senate

Four races are currently undecided (AK, GA, GA2, NC). Currently, each party holds 48 seats. The Democrats picked up 2 seats and the Republicans picked up 1. Republicans are expected to win all of the outstanding races.



U.S. House

The Democrats are expected to retain control of the House. Currently, the Democrats hold 52% of the seats at 217, a gain of three and Republicans have 201 seats, a gain of eight. 17 races are currently undecided.

**ACA-PAC SUPPORTED CANDIDATES**

## CLASSIFIEDS



### COFFEE WITH A COLLEAGUE

FREE - You are invited to have coffee with me, Dr. Facquet. I want to know your story and to get your take on topics of the day. Just give me a call (631)724-7277 and let's get that cup.

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## DID YOU KNOW?

Balance of Nature is owned by a chiropractor. Dr. Douglas Howard appeared on Newsmax discussing other factors of health. <https://www.balanceofnature.com/>

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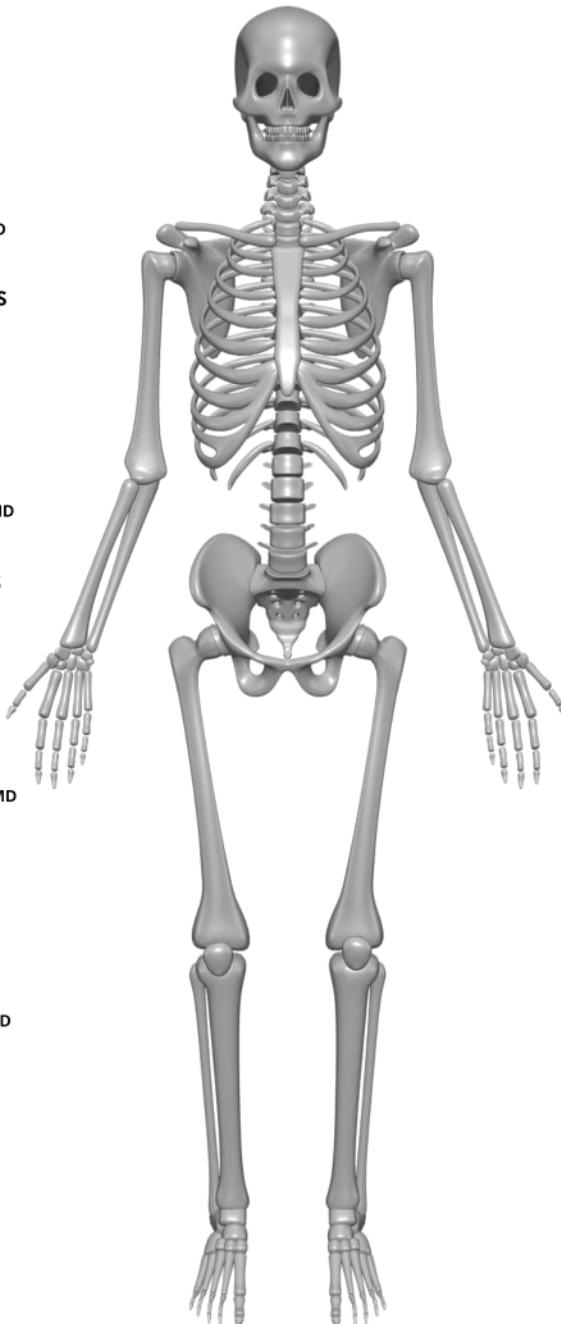
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of obesity in children between the ages of two and four years old in New York State were more than 13%. And for those ages 10 to 17, in 2017 to 2018 more than 14%(3).

The American cancer society states that, a 5'4" tall woman is considered overweight if she weighs between 145 and 169 pounds, whereas she is obese if more than 174 pounds. A 5'10" tall man is considered overweight if he weighs between 174 and 202 pounds, but is obese if more than 209 pounds(4).



The Centers for Disease Control (CDC) data shows that, an alarming 45% of the US population suffers from high blood pressure(5). And, in New York 30% of adults were hypertensive as of 2017(3).



In 2017, the CDC reported that more than 100 million US adults are diabetic or prediabetic. That means roughly 10% of our country is diabetic while nearly 35% is prediabetic(6). And, in New York 11% of the population is known to be diabetic(3).

On April 7, 2020 New York State's Department of Health published a report stating that a shocking 86% of people who died from COVID-19 had at least one underlying health condition: 55% had high blood pressure and 37% were diabetic. Many of these deaths could have been avoided had comorbidities not been a factor(7).

Bodai and Tuso's research shows that more than 80% of chronic health conditions, such as obesity, high blood pressure, diabetes, even heart disease and cancer can be prevented by adopting a healthy lifestyle(8).

Adopting a healthy lifestyle means making healthy choices. If we eat healthier foods, exercise regularly, limit the amount of alcohol we drink and stop smoking, we will be able to achieve better health outcomes than those of the early months of the COVID-19 pandemic.

The CDC agrees. They say, "more than 80% of chronic conditions could be avoided through the adoption of healthy lifestyle recommendations." So, as a nation, if we were to reduce our chronic disease burden by 80% we would also save our country more than \$1 trillion a year in healthcare costs and lost productivity(9).

Getting healthy and remaining healthy should be everyone's long-term goal. One small, but powerful change that each of us can make is simply to drink water instead of sodas or other beverages that are full of sugar. Each sugar sweetened soft drink that we consume every day of the year increases our risk of diabetes by 18% and 25% for artificially sweetened beverages according to Imamura, O'Connor and Ye, in their research paper Published in the



British Medical Journal in 2015(10).

Another is to make fruits and vegetables especially organic ones, whenever possible, the staples of our diet instead of relying on pre-cooked, packaged and fast foods, many of which are laden with "bad" fats such as trans fats and high levels of sodium and sugar that endanger our health. The meat and poultry we eat should be free range as well as free from

antibiotics and hormones, if not organic. We need to exercise regularly. Exercising need not be complicated and "for adults, physical activity helps prevent 8 types of cancer (bladder, breast, colon, endometrium, esophagus, kidney, stomach, and lung); reduces the risk of dementia (including Alzheimer's disease), all-cause mortality, heart disease, stroke, high blood pressure, type 2 diabetes"(11). Physical education must be encouraged and provided for all school students. And, at the local level, free or low-cost exercise programs for children and adults should be available.

The government has an important role to play in our well-being. One way is through subsidies. Subsidies for farmers using sustainable methods to cultivate healthier, organic produce. Subsidies for producers of free range, antibiotic and hormone free meat and poultry. Subsidies for sustainable fish farms and wild caught fishing businesses as well as subsidies for those with limited access to farmers markets and limited means to buy organic meat and produce. Subsidies for school districts that implement healthier lunch programs.

Another is through tax credits, to incentivize farmers and meat producers to cultivate even more, healthier products. With these government programs, even lower income families will be able to feed their families with high-quality foods.

We as a nation, would also benefit from a non-partisan multi agency public education program sponsored by perhaps the Food and Drug Administration (FDA), CDC, National Institutes of Health (NIH) and their associated state, county and other local agencies, touting the benefits of whole foods, offering nutrition and cooking programs as well as outreach programs offering free blood sugar and blood pressure screenings. This is, by no means, a comprehensive list of solutions. It is just food for thought.

- Richardson, S. (2020, May 26). Clinical Characteristics, Comorbidities, and Outcomes Among Patients With COVID-19 Hospitalized in the NYC Area. Retrieved June 07, 2020, from <https://jamanetwork.com/journals/jamafullarticle/2765184>
- Global Obesity Levels—Obesity—ProCon.org. (2020, April 20). Retrieved August 16, 2020, from <https://obesity.procon.org/global-obesity-levels/>

*Continued on page 17*

# PPI's - Increased Risk and Covid-19

By Dr. Philip A. Facquet III, Editor



**DOWNLOAD PDF**

A paper has linked this very common medication to worse outcomes when infected by the virus. The references are listed below.

In "Increased Risk of Covid-19 Among Users of Proton Pump Inhibitors" it seems that the decreased levels of stomach acid, PPI-induced hypochlorhydria, leads to increased enteric infection. "A patient taking PPI's has twice the risk of negative outcome with one dose per day and three times the risk when taking two doses. Perhaps we can help the patient's manage their GERD better through natural means as well as to make them aware of the potential increased risks associated with this class of drug and Covid-19 outcomes."

1) Analysis [https://journals.lww.com/ajg/Documents/AJG-20-1811\\_R1\(PUBLISH%20AS%20WEBPART\).pdf](https://journals.lww.com/ajg/Documents/AJG-20-1811_R1(PUBLISH%20AS%20WEBPART).pdf)

2) Almario CV, Chey WD, Spiegel BM. Increased Risk of COVID-19 Among Users of Proton Pump Inhibitors. Am J Gas-troenterol. 2020 Oct;115(10):1707-1715. doi: 10.14309/ajg.0000000000000798. PMID: 32852340; PMCID: PMC7473791.



# SpineCare

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SpineCare Long Island was founded in 2017 by Dr. Kevin Mullins, Dr. Salvatore Zavarella and Dr. Amit Sharma who believed spine care could be improved with a spine center approach that combined the expertise of non-surgical MDs and spine surgeons who would collaborate for the benefit of the person with back or neck pain. The spine center has affiliate spine therapists that work closely with the physicians to provide customized home exercise programs that make the back and neck stronger, more flexible and resistant to future strain.



Kevin J. Mullins, MD, FAANS, FACS



Salvatore M. Zavarella, DO, FACOS



Amit Sharma, MD

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## Help Avert Planned Cuts to Medicare Reimbursement

The Centers for Medicare and Medicaid Services plans on cutting reimbursement across a wide swath of providers, including chiropractors, starting Jan. 1, 2021.

**TAKE ACTION**  
[acatoday.org/hr8505](http://acatoday.org/hr8505)



ACA has been part of two coalitions fighting these cuts and is supporting legislation designed to place a one-year moratorium on the planned cuts, to allow congress to develop a long-term solution. Contact your federal representative [here](#) and urge them to cosponsor this legislation, H.R. 8505.

THANK YOU  
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across the nation who  
are on the frontline  
working to fight against  
this COVID-19 pandemic



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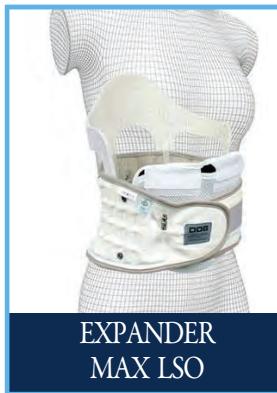
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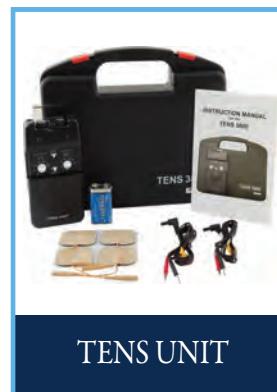
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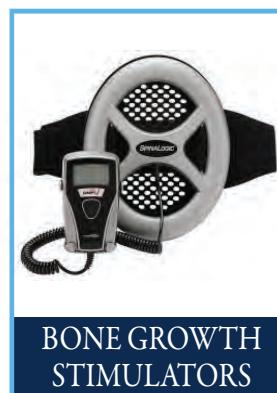
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**WHAT IS THE REAL PUBLIC HEALTH CRISIS TODAY? COVID-19 OR THE AMERICAN LIFESTYLE? CONTINUED FROM PAGE 12**



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# Muscle Relaxants and LBP

Medscape News reports on an American College of Emergency Physicians (ACEP) 2020: Abstract 15, Presented October 24, 2020 entitled: "Lower Back Pain: NSAID + Muscle Relaxant No Better Than NSAID + Placebo."

Patients received 1 of 7 skeletal muscle relaxants: baclofen, metaxalone, tizanidine, diazepam, orphenadrine, methocarbamol, or cyclobenzaprine) or a placebo in addition to an NSAID. Roland-Morris Disability Questionnaires were obtained at ED initial visit and at one week later. The title sums it up best.

[https://www.medscape.com/viewarticle/940470?nlid=138176\\_426&src=WNL\\_mdplsfeat\\_201110\\_mscredit\\_fmed&uac=208293CJ&spon=34&impID=2669255&faf=1#vp\\_2](https://www.medscape.com/viewarticle/940470?nlid=138176_426&src=WNL_mdplsfeat_201110_mscredit_fmed&uac=208293CJ&spon=34&impID=2669255&faf=1#vp_2)

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# New York State Chiropractic Association

PO Box 557, Chester NY 10918 | 518-785-6346 | 518-785-6352 FAX

info@nysca.com | www.nysca.com



## APPLICATION FOR MEMBERSHIP

### Contact Information

Last Name:	First Name:	MI:	<input type="checkbox"/> Male <input type="checkbox"/> Female
Business Address:		County:	
City:	State:	Zip:	
Office Phone:	Office Fax:	Email:	
Referred to NYSCA by:		All fields required unless otherwise specified.	

### Education Information

Degree(s):	Chiropractic College:	Year Graduated:
NY Chiropractic License Number:		Date of Issuance: (MM/DD/YYYY):

### Personal Information

Date of Birth:	Home Phone (opt):	Mobile Phone (opt):
Home Address:	County:	
City:	State:	Zip:

### Membership Categories

### Dues

Regular Membership		Full Year or EZPay*
<input type="checkbox"/>	1 <sup>st</sup> Year Licentiate – up to 2 years from date of licensure	\$120 or \$10/month
<input type="checkbox"/>	2 <sup>nd</sup> Year Licentiate – up to 3 years from date of licensure	\$240 or \$20/month
<input type="checkbox"/>	3 <sup>rd</sup> Year Licentiate – up to 4 years from date of licensure	\$360 or \$30/month
<input type="checkbox"/>	4 <sup>th</sup> Year Licentiate – up to 5 years from date of licensure	\$480 or \$40/month
<input type="checkbox"/>	5 <sup>th</sup> Year Licentiate – Greater than 5 years from date of licensure	\$600 or \$50/month

### ★ New Member Special ★

One-time offer applicable to Regular Membership only when year is PAID IN FULL. Eligibility subject to verification. Subsequent year's dues payable at usual rate. Cannot be combined with other discounts

25% off

Part-time, practicing 20 hours or fewer per week

50% off

Discount applicable to Regular Membership only. A certification of working hours, signed by a NYSCA district officer, must be submitted to the administrative office; Cannot be combined with other discounts

### Associate Membership – Include name of sponsoring NYSCA Member:

<input type="checkbox"/>	1 <sup>st</sup> Year Licentiate – up to 2 years from date of licensure	\$60 or \$5/month
<input type="checkbox"/>	2 <sup>nd</sup> Year Licentiate – up to 3 years from date of licensure	\$120 or \$10/month
<input type="checkbox"/>	3 <sup>rd</sup> Year Licentiate – up to 4 years from date of licensure	\$180 or \$15/month
<input type="checkbox"/>	4 <sup>th</sup> Year Licentiate – up to 5 years from date of licensure	\$240 or \$20/month
<input type="checkbox"/>	5 <sup>th</sup> Year Licentiate – Greater than 5 years from date of licensure	\$300 or \$25/month

### Affiliate Membership<sup>7</sup> – must be licensed to practice chiropractic in New York

<input type="checkbox"/>	a full-time staff member in residence at a chiropractic or other accredited university, college, school, or institution; or	\$60
<input type="checkbox"/>	a full-time employee of any recognized governmental agency; or	
<input type="checkbox"/>	a member of the Armed Forces of the United States on active duty; or	
<input type="checkbox"/>	not in active chiropractic practice AND is employed full-time as supplier/vendor of chiropractic products and services, or other practice equipment, in service to members of the chiropractic professional field; or	
<input type="checkbox"/>	practicing exclusively in a state or jurisdiction other than New York State	

<sup>7</sup>out-of-state affiliate members may neither vote in NYSCA elections nor hold office

### \*Membership Dues – EZPay (Monthly debit from credit card)

Cardholder understands and agrees that by opting into automatic billing his/her card will be charged on a monthly basis and will automatically renew on membership anniversary date. Renewal will be at current membership type associated with account. Monthly membership is not eligible for cancellation for the first 12 months.

### Payment Information

Select One:  Pay in full  EZPay\*

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Check here if you do **NOT** want 7% of your dues monies earmarked for NYCPAC. Refusal to contribute will not affect your membership rights.

I fully understand and agree that upon acceptance of my application, I shall abide by the certificate of incorporation of the NYSCA, its Bylaws, Canon of Ethics, all rules and regulations adopted by the Board of Directors and House of Delegates, and the laws of the State of New York, the Board of Regents, and the State Education Department. I further understand that the NYSCA regularly communicates with its members by electronic means and therefore permit NYSCA to send me communications and advertisements (regarding upcoming events, etc.) via fax/email.

Signature:

For Office Use Only      Date Received:  
District Assigned: