

JAY GOODFARB

The 1984

Robert G. Dicus Award Recipient

Good evening. I have been thinking about this evening a great deal ever since I received a phone call from my dear friend, Ben Johnston, to inform me that I was the recipient of the Robert G. Dicus Award. To me, this is an extreme honor. As a matter of fact, I'm not really sure that you have the right person. I think there are people sitting out there among you who are far more deserving of this than I am. I have been blessed to be in such a profession that relates to people.

Recently, while driving to Tucson with my daughter, Tandra, who was listening to "Top 40" music—words and ideas from songs began to fit into place about this honorable moment. One song in particular relates to the people with whom I have been associated. The words are "islands in the stream." They are words from a song by Kenny Rogers and Dolly Parton. There are islands in the stream of physical therapists.

Another thought came to mind while driving, and that is the growth that we, as a profession, have experienced, especially in private practice. This is the most rapidly growing area of our profession. Now we see physical therapists standing on their own merits and brought to the forefront by the media; whereas, a few years ago, it did not exist.

I am fortunate to be in a profession that really cares about people. I wish to thank some of those people. There is a piece of many of them standing up here with me tonight. It is gratifying to recognize the ability we have to ex-



change ideas, pass on information and emotions to help one another when in trouble. Being a romanticist, I sometimes view myself as Don Quixote de La Mancha chasing windmills. I think of PEOPLE and what they have done to sustain our profession. I would like to take a minute to thank a few people who have been very supportive and outstanding in my life as a physical therapist, especially as a private practitioner.

My career began in this city, just across the street at the Herman School of Physical Therapy. One of the first people I must thank is Rex Nutt for admitting me to physical therapy school. If it had not been for Rex, I don't know if I would have been here. I had the opportunity to meet Francis Guglielmo, from Baton Rouge, Louisiana. He later became my roommate. We laughed together, we studied together, we fought together—we still fight. Around that same time, I met two very important men in our profession,

Tom Carlson and the late Warren Smyth. They gave us a different idea of physical therapy and economics. I think someday we will realize what these two people have contributed to our profession.

In 1969, Francis called to inform me about a private practice meeting being held in Las Vegas. I learned a lot from that meeting. It was an eye-opening experience to business people, physical therapy and where I felt the profession should be headed. The keynote speaker of that session was none other than Bob Levoy, a man to whom many of us in this room owe a portion of our success. I certainly do. There is a lot of Bob Levoy in our particular section and I thank him.

During that meeting, I was exposed to political issues, Medicare and Clem Eischen, who was leading a small group in our profession and stressing the importance of getting involved. If we did not, we would be left behind as residue. We, as a profession, especially private practitioners, owe a great deal to Clem. And speaking of political issues, and our professional association, The American Physical Therapy Association, we do not even realize how much we owe Royce Noland. Royce gave up his profession and home and moved to Washington, D.C. to lead the APTA in its hour of need, into the Number 1 allied professional health organization in America. I personally thank you, Royce Noland. However, there is a political cliché that says, "A majority is kept progressive and on its toes by

an active and vocal minority," which I believe the Private Practice Section is and must remain to the APTA.

My career in this Section was prompted by Don Wortley, past president of the APTA. Don nominated me for corresponding secretary of the Private Practice Section in New Orleans in 1970. I was then elected. My inspiration came from officers of the Section, Al Engle and the late Bob Walker. Their guidance and strength brings a warmth to my heart. Another dear friend of mine, Ben Johnston, who was then treasurer, is a brilliant futurist. Because of his realism and concepts, Ben is one of John Naisbitt's global people.

On becoming more involved in the APTA, I met a young lady who is a forerunner of many women as the driving force of this Section and Association. I am speaking of Phyllis Syrbink Lehman. She is truly a fine individual. As a matter of fact, I had the pleasure of introducing her to her husband, my friend and yours, Sy Lehman, a manufacturer, exhibitor and our greatest supporter. I must also say something about the exhibitors and manufacturers, especially one who has been a friend and helped us as a section and association and is probably our greatest promoter—Hank Kanese of the Chattanooga Corporation. We owe so much to him. He has taught us a great deal. If he hadn't come to our rescue in 1974, our midwinter meetings and subsequent APTA meetings would not have been the great successes they had been. He has shown people how successful we, as a section, are.

Whirlpool was an idea that I got started to pass information along, and we must really thank Jack Close, who took *Whirlpool* from a journalistic nightmare to a respectable, professional journal. And it is Jack's foresight and futurism in this profession and Section that goes a long way.

There are people back home that I have to thank and just can't say enough about. One of them has been a member of the Section and a supporter of mine, Aurelie

Babbit-Momma. You have been there when I needed you. You are certainly a good friend. There is the staff back home and there are just so many others I can't say enough about. They really have helped me excel toward my goals. One of my biggest inspirations comes from my new partner, Blair J. Packard. You watch, folks, there is the future of this profession and association. There is a young man with sharp insight and determination. These people are the "islands in the stream."

Before going to the future, I must say a thank you to someone who taught me diplomacy and statesmanship—and that's my wife, Gail Adams Goodfarb, national president of the American Society of Interior Design. You all noticed I no longer am as aggressive as I used to be. She has taught and helped me to become a diplomat. There is a change! But I also do want to tell you that I am the coffee cup that was presented to me by my staff at Christmas. It said, "I am a very reasonable person, as long as you do it my way."

I have talked about the past, but I think I must talk about the future of physical therapy and private practice. This is George Orwell's 1984, the twenty-first century. Life has changed; there are new kids on the block. There is John Naisbitt, his book *Megatrends*, and a biweekly trend letter updating the megatrends that are transforming our lives. He talks about global people. He is absolutely right. Physical therapists are people who must become global—who must get out of the basements and backrooms to step forward. The American public wants you to step to the forefront. Believe me, ladies and gentlemen, we here from Arizona are proud to tell you, "There is life after practice without referral." John Naisbitt talks about high tech and high touch and how they are so prevalent. We are in this high touch profession with high technology—just look out into the exhibit hall.

Tom Peters, with whom I had the pleasure of spending a day, is

the author of *In Search of Excellence*. I challenge every one of you in this audience to read that book and move to excellence, which in turn results in success. Tom makes a statement that is so true and sums it all up: "Treat people with dignity and then step back and watch them shine."

Kenneth Blanchard and Spencer Johnson have written a best seller on common sense management—*The One Minute Manager*. It contains a quote that was brought to my attention by one of our bright new associates: "If you have a trumpet and don't blow it, someone will use it as a spittoon."

When I speak about success and the future, I speak about our new people—our futuristic people—Donna Rodriguez, Helene Fearon, Linda Trachtman, Linda McNeil, Elaine Trei, Max Miller, Jerry Connolly and many, many more who are out there. I can spend the entire evening talking about them. I have confidence in these people. I am not concerned about the future. I want you to help guide and encourage those who should happen to fall. We can overcome problems that face private practice, practice without referral, government regulations, DRG's, PPO's, and IPPU's. Don't worry about the physician, because at that time you become a referral source. Physical therapists are then on equal grounds economically. You stand tall!

These are the challenges from Don Quixote chasing windmills—"to dream the impossible dream." There is a famous phrase, "I have met the enemy and the enemy is within and I have conquered the enemy!" I feel secure, I feel happy and I hope you too will feel strong about the future as I do.

I hope I have succeeded in bringing out my major theme. It was important for me to think about my dear friends and better yet, to have the opportunity to thank them. People helping people is what we are all about.

I thank you for this great and prestigious award. I hope you made the right decision because I won't give it back.