

Debbie, Kim, Mr. President, colleagues, friends and guests--

We are here tonight to honor the life and accomplishments of James A. Gould. It is for me an extreme privilege and pleasure to stand before you tonight and pay tribute to someone whom I have admired and respected so much for so many reasons. This is also the hardest presentation I have ever had to make. Please bear with me for the next few minutes. I will try to maintain the honor and the dignity of this occasion.

Jim and I have had many talks regarding innumerable subjects. It will surprise no one who knew Jim that several of those conversations, particularly around this time of year, concerned the Dicus event. We both agreed that each and every recipient has been, without a doubt, deserving of the award and that during the event, the Section should do its very best to show its appreciation for the time and effort made by the Dicus award recipient on behalf of the Section. However, one of Jim's pet peeves was the length of the after-dinner remarks. I can hear him tonight--the last thing he would say to me as I walked up to the podium to introduce him would be, "Keep it short, Bud! These people didn't come here tonight to sit and listen to either one of us". I will be brief.

James A. Gould-- husband, father, colleague, mentor, educator, teacher, writer, artist, gardener, communicator and friend. Jim was one or more of these to each of us here tonight. Jim was born and raised in Omer, Michigan and received his undergraduate degree from Central Michigan University in 1968. He received his degree in physical therapy in 1971 as well as his Masters degree in 1975 from the University of Kentucky. The chronology of events that followed are as diverse as they are numerous. In no way is this a complete list, but an attempt to show the diversity and vigor with which Jim lived each day.

Jim played an integral role in the profession of physical therapy even before he graduated from PT school. His study with Maitland in Australia as a Master's candidate allowed him to test those theories and techniques for continuing education on the PT students at the University of Kentucky. As one former student recently told me, "I didn't realize how great that was at the time".

Jim joined the Private Practice Section in 1984. Of the 11 years that he belonged to the Section, 6 of those years were spent holding an elected office. He served on the Board of Directors from 1987 to 1989. He was elected Treasurer in 1990 and served 2 terms before becoming the Membership Committee chair in 1994.

I first met Jim back in the early 1980's. I travelled back to LaCrosse (just for orientation, when you live in the Pacific Northwest and you go somewhere, you either travel back or you travel down) for a continuing education course sponsored by Cybex. At that time Jim and George Davies were doing a lot of work with isokinetic equipment and had just opened their new office. As was the case with many things Jim did, the concept of his office was new and untried. Their office was designed to provide resources for rehabilitation, a fitness center, the opportunity for continuing education and a research facility. This office came complete with what looked to me to be every piece of equipment that Cybex made and in talking with George and Jim I found out that they had a working arrangement with Cybex to provide the equipment in return for the research and work being done there. To a kid from Oregon who was struggling to equip his own office with a single Cybex machine for approximately \$16,000, what was happening in LaCrosse with a whole room full of Cybex equipment was a brilliant coup and a phenomenal piece of marketing and salesmanship.

The course was held in the new office and I thought at the time that Jim had a very unique teaching style. I was used to a very rigid, structured manner of education where the instructor stood at a podium or paced back and forth across the room in front of you shaking his or her fist or pointer to emphasize their brilliance. Jim did not do that. I remember Jim sitting on a desk, legs crossed at the ankles swinging them back and forth and I remember thinking "Creez , this guy acts like he's sitting in his own living room carrying on a conversation with some of his closest friends and he really seems interested in what those of us taking the class had to say". His ability to involve everyone in the discussion, make you feel your input was important and convey his information in concise, easily understood and practical terms made Jim unique in our profession. I left that course having acquired a great deal of information but thinking that I had been talked with, and not talked too.

Over the course of the next several years I continued to follow and hear of Jim's activities and on occasion had the opportunity to visit with him at various functions. His response to me during those brief encounters continually amazed me. He acted like he knew me, (although later on I was gratified to learn, when he admitted to me, that though he rarely forgot facts there were occasions when he couldn't remember names) and he never seemed to be too busy to talk. It was during this time period I began to realize how important family was to Jim. He would ask about the health and welfare of my family and would relate in detail the activities of Kim and Debbie.

My formal association with Jim began in 1988. I had been asked by then Treasurer Wayne Sawyer to serve on the Finance Committee. You will recall at that time the Private Practice Section was experiencing some rather difficult times from a financial perspective. As a Committee we were absorbed in attempting to deal with that crisis and we were having to do so in a rather reactive manner. Granted there were certain actions that needed to be taken in order to right the ship, but we

were a little mystified as to how to prevent a similar event from occurring again.

It was at one of those Finance Committee meeting that Jim presented a packet of material and explained that if we would implement the document he had been working on we would have a better picture of the Section's financial situation. My initial response after looking at the document was "How in the hell did he have time to put this all together?" Here was a guy who I knew was on the PPS Board of Directors, had his own practice which I knew can gobble up significant hours, was editing the Journal of Orthopedic and Sports Physical Therapy, was as an associate professor at the University of Wisconsin-LaCrosse and who knew what else he might be doing with his family and for fun and he was still able to formulate a financial and organizational blue print for the Section. Then there was me--I had a practice, I had a family and I was on the Finance Committee and I felt pushed for time.

That was my first introduction to Jim Gould, the "Can do Kid". Over the next 8 years I was continually astonished at Jim's work ethic and ability to accomplish tasks in a timely fashion. Need a speech given, he could do that. Need an article written, when did you need it. Have a meeting coming up, he'd be there. Want to talk to him on the phone--I never could find him. I don't think of LaCrosse as being that big, but trust me Jim was always at the place I wasn't calling. It was kinda fun though tracking him down. After you called the University and he wasn't there and you called his office and he wasn't there, then you got to call him at home. The Gould's answering machine is different. It always has some little ditty to make you smile. You know, like "You have reached the Goulds. Spring has sprung, fall has fell, summer's here and the Gould's are out playing golf. Please leave a message and we'll get back to you".

Jim's contributions to this Section are significant. That package of material I mentioned earlier

that he presented at the Finance Committee meeting is now being utilized by the Section as its Strategic Plan and Operating Budget which allows for the establishment of the Section's goals and objectives and the tracking of its financial resources.

Jim worked tirelessly with the Section accounting staff to revise, rewrite and develop financial and accounting policies and procedures. He was adamant that a system be in place which would allow easy retrieval of financial information and would provide a mechanism for understanding that information to those not familiar with the Section's accounting system.

In my opinion Jim's greatest achievement and one of his most important contributions to the Section was his development of the Section's Investment Reserve Fund. Through his tireless work and persistence we now have in place an investment philosophy, procedures and goals and a reserve fund in excess of 1/2 million dollars.

Jim's insight and creativity were recently recognized when the Private Practice Section received the APTA's Partners in Excellence Award for 1995 in the area of Financial Management.

An educator is defined by Webster as "a person whose profession is education; a person who is a specialist in the theories and methods of education." Emory S. Bogardus says, "The educator does not pour truths or untruths into the minds of others, but draws out of others their latent abilities and stimulates them to be original and creative". Jim was in the truest sense of the word an educator. Jim and Debbie came to LaCrosse, Wisconsin in 1975 and along with George Davies and Pat Wilder assisted in the development of the physical therapy department and undergraduate program at the University of Wisconsin - LaCrosse. This program has recently been expanded to a Masters program.

Jim's commitment to his students, both during their study in LaCrosse and after their graduation from the program, is legendary. His concern for their well-being and future began with the overnight retreat for the first year student the first weekend of classes, continued with the "dinners at the Goulds" and Halloween parties and carried on through the visits he made to his students who had graduated and were practicing throughout the country.

The University of Wisconsin-LaCrosse Physical Therapy Alumni and Friends Endowment established through the University of Wisconsin Foundation was a source of great pride for Jim. Currently the Physical Therapy Alumni Endowment generates four separate scholarships that are awarded each year. Jim's efforts to recruit donors to establish additional endowments has generated well over \$20,000, and provides on an annual basis an additional seven scholarship for students admitted to the program at LaCrosse. Jim's goal was to secure enough funding so that each and every student admitted to LaCrosse would be a recipient of a University of Wisconsin Foundation scholarship. He was well on his way to meeting that goal.

Jim's, or Mr. G's, interest was not only the didactic involvement of the student, but the importance of working together as a cohesive unit, learning to rely on one another to achieve a common goal, gaining insight into their own lives and personalities and how they might use those insights for the betterment of the world in which they lived. And he felt the educational goals could be achieved and that you could still have fun in the process. Just ask his students about his stories, his drawings, his slide shows and his funky ties.

Jim's ability to communicate and express himself through his writing allowed each and every one of us the opportunity to expand our knowledge base. In addition to numerous books and articles

on orthopedics and sports physical therapy, Jim co-edited The Journal of Orthopedics and Sports Physical Therapy as well as this Section's Physical Therapy Today. With PT Today Jim was the chief cook and bottle washer. He negotiated the contracts with the publishing company, set up the art work for the cover, sometimes took the photo of the cover, wrote the editorials and often times many of the articles. At the University of Wisconsin-La Crosse he initiated and maintained a semi-annual newsletter as well as maintaining an alumni directory.

Jim was also very instrumental in the affairs of the Orthopedic Section. As I have mentioned, he co-edited that section's journal, was on the Section's Executive Committee and in 1992 was awarded the Orthopedic Section's highest award--the Stanley Paris Distinguished Service Award.

Outside of his profession Jim was no less involved. He belonged to the LaCrosse Downtown Rotary Club. This allowed him to continue his association with students. Jim headed the committee set up to find homes for exchange students that would come to LaCrosse. Needless to say a number of those exchange students had the privilege of staying at the Gould's house. As a result of his work with Rotary International, Jim was awarded the Paul Harris Fellow Award in 1990.

One of Jim's true loves outside his family was his gardening. The one good thing about having to be in Washington, D.C. in August is that there are numerous estates and gardens to visit. On several occasions after Board or Finance Committee meetings we would take off to visit a garden or estate Jim had read about. It gave us an opportunity to talk with no subject being off-limits as long as it did not relate to the Private Practice Section. However, in the gardens my ability to communicate, from a horticultural standpoint, became very limited and Jim would step up and provide the commentary.

In LaCrosse Jim developed the reputation as somewhat of a genius when it came to plants and gardening. He was a member of the LaCrosse Garden Club and taught University of Wisconsin-LaCrosse extension courses in gardening and landscape design. There are numerous homes and churches in LaCrosse that bear testimony to his talent. He recently designed and oversaw a landscape program for the First Congregational Church in LaCrosse and his landscape design for the new courtyard at the University is to be implemented this fall. Through this love of flowers and trees and the science and art of putting it all together in a pleasing fashion, Jim was able to share his knowledge with his students at the University and at the same time provide them with work which helped to defray their educational expenses.

I do not belong to the Rotary, but I am told they abide by what they call the Rotary Four Way Test. This says that "of the things we think, say or do—"

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build good will and better relationships?
4. Will it be beneficial to all concerned?

Jim embraced this philosophy to the fullest extent. His sense of fairness and concern for other's feelings and thoughts were a trademark. His ability to negotiate and arbitrate made him indispensable in the Board room setting. His knack at seeing the big picture, being able to breakdown insurmountable tasks into more easily handled projects and his objectivity and willingness to listen to other people's ideas and suggestions made him a welcome addition to any group or committee.

The happiest and most relaxed I have ever seen Jim was when we were together with our

families. Over the past 6 years as a result of our association with the Private Practice Section we had the opportunity to travel together with both our families. There was the week in central Oregon when we rode the chairlift up to the top of Mt. Bachelor to get a better look at the Cascade mountain range and to allow Jim to try and "borrow" some lava rock for his rock garden. Riding along with Jim and me was one Mr. Ernie Burch who was PPS president at the time. I sat in the middle with Jim and Ernie on either side. As Jim and I were talking about the names and heights of the various mountain that were visible as we rode up the mountain, it became painfully evident that Mr. Burch was not participating in the conversation and upon closer scrutiny it looked like Ernie was trying to break the safety bar in half. It was not until we got to the top of the mountain that we found out that Ernie was not extremely fond of heights. He did much better on the trip down but I think there is still the imprint of two very big hands on the crossbar of one of those chairs..

Debbie, Kim and Jim had a family relationship that was delightful to observe and to be a part of. We are very much aware of Jim's sense of humor and his ability to needle someone if the opportunity arose. The great thing about the Gould family is that Kim and Debbie are every bit as good at it as Jim. The banter and the repartee that took place among the family was very refreshing with Jim often coming out on the short end of the discussion. He was always trying to explain to me how hard it was to live with two women who would sometimes gang up on him and that I would never truly understand his plight until my son went to college leaving me alone with my wife and daughter. At that time I would, no doubt, come begging for his counsel regarding his successful tactics in dealing with a particular situation.

Jim's love for his family showed in everything he said and everything he did. He was very much aware of the time those serving the Section spent away from their families and I will always be

grateful to him for his effort in seeing that families be included in some of the functions of the Section.

Jim and I had many discussions regarding our families and family life in general.

He and Debbie have been very involved in Kim's life and activities. His eyes danced when he talked of her latest accomplishments and adventures. Their's was a relationship every father and daughter should have. He would be very proud of Kim 's acceptance as a freshman at Iowa State University next year.

Jim was also very proud of the support and love he shared with Debbie. From my perspective it is evident that this relationship was based on mutual trust, respect, admiration and love. He was very much aware of the sacrifices made by Debbie which allowed him his leave to participate in his professional career. He would mention during our conversations that he needed to tell Debbie that he truly appreciated her patience and understanding during his absence.

There are so many thing that need to be said, so many experiences that need to be recounted-- the National Cathedral, my favorite place in Washington, the Smithsonian one of his, Reno, Marco Island, the Phantom of the Opera, Williamsburg, the Chesapeake Bay, the Japanese Garden and the Rose Garden in Portland, Chinatown and the Warf in San Francisco, Busch Gardens, Chicago, Las Vegas and LaCrosse. My list goes on and I'm sure yours does too.

Jim Gould--the mentor

Jim Gould--the educator.

Jim Gould--father and husband

Jim Gould--my friend

In reading a few weeks ago I came upon a poem by Edgar Guest entitled MYSELF. I don't

know its origin but I think that it is a pretty old poem. In reading it, my first thoughts were "this was written about Jim Gould". My second thought was "this is how I would want it to be".

I have to live with myself, and so,

I want to be fit for myself to know;

I want to be able as days go by,

Always to look myself straight in the eye;

I don't want to stand with the setting sun

And hate myself for things I've done.

I don't want to keep on a closet shelf

a lot of secrets about myself,

And fool myself as I come and go

Into thinking nobody else will know

The kind of man I really am;

I don't want to dress myself up in sham.

I want to go out with my head erect,

I want to deserve all men's respect;

But here in this struggle for fame and pelf,

I want to be able to like myself.

I don't want to think as I come and go

That I'm bluster and bluff and empty show.

I never can hide myself from me,
I see what others may never see,
I know what others may never know,
I never can fool myself---and so,
Whatever happens, I want to be
Self-respecting and conscience free.