

# To Our Graduating Students— Investment Strategies for Your Future Education as an Investment

You are about to graduate from your university with a professional degree for which you have worked very hard. Long hours of dedication and a few good times have paid off. Most of you would say you have made a good investment. From this point on you are the one who determines how your education is invested and what kind of return you will get on your investment.

Some of you will work your investment for a year or two, go through a series of hostile and friendly takeovers, finally to merge into a corporate structure which pays dividends great enough that you will drop your investment for that of the company.

Some of you will put your education in a sock and put it under the mattress. "You have made the investment and that's enough." You will never attend a professional meeting; you will rarely if ever attend a course, and you will defend your practice of "quality" physical therapy long after the quality has worn thin.

Presently the rate of knowledge is doubling every seven years. That means that in your 40 odd years of practice, until you retire, the amount of information you have learned to this point will have doubled six times.

Some of you will invest wisely realizing that continued investment will lead to greater rewards. In wise investing it is best to establish your base and invest in additional capital through self study, study groups, and courses to enhance your interests. You will look for a good "company" in which to invest your education. You should look for a high return on your investment from your work



place. A positive attitude and good management will allow your investment to grow; a challenging atmosphere is positive if it is a challenge to your mental curiosity, not your frustration tolerance. You must have a chance to advance.

As the wise investor builds capital, many investment opportunities will avail themselves. I will mention three of these opportunities.

*Total Investment Return:* You continue to build capital by investing in a masters and a doctorate. You go into education. You go broke.

*Capital Growth Fund:* You go for the gold. You study some, enter a lucrative practice. You build your personal income and investments by exploiting your professional career. You work very hard; you ignore your family and build great assets which eventually mean nothing because you have no one with whom to share it because your spouse leaves you and your children don't know you.

The third avenue is *Assets Management Group*. This third method of investment building is based upon diversity. Diversification is tanta-

mount to proper investing. It balances your assets so that you have some flexibility. In personal and professional terms it means keeping an appreciation for all aspects of your life—your professional commitment, family, friends, and monetary gains all have value.

Invest properly in all aspects-remember also that charity is part of a well balanced portfolio. Give of your time and your money to your profession, your religion, and your community and do it

as you go, not when you "make it." You will be happier for it.

A handwritten signature in black ink, appearing to read "James A. Gould". The signature is fluid and cursive, with a large, prominent loop at the end of the last name.

**James A. Gould, M.S., P.T.**  
**Editor**