

My Story – June 26, 2022

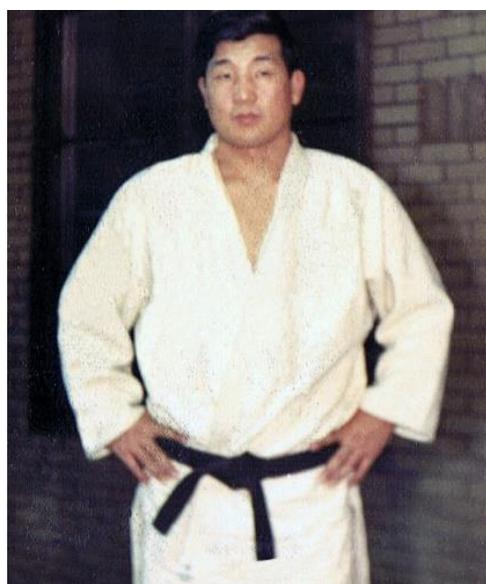


As a Baby Boomer, I grew up during 50's and the 60's in Squirrel Hill a middle class Jewish neighborhood which is part of the City of Pittsburgh, home of the Steelers. While sports were big in our town I preferred watching television.

One of the shows I loved to watch was 'Highway Patrol' which starred Academy Award Best Actor of 1949, Broderick Crawford. He played the no nonsense chief on this popular TV series which made an indelible impression on my personality. In fact in 1995, I bought a [55 Buick](#) and converted it to look like the one driven by Broderick on the show. That car of mine has been featured on CNN, written about in the LA Times, the Wall Street Journal and was even the subject of a documentary film, '[The Star and the Car](#)'.



Another TV show that made an indelible impression on me growing up was the 'Green Hornet' which co-starred [Bruce Lee](#) as Kato and introduced me to martial art in the Fall of 1966. The Atlantic June 2020 article on [What It Means To Be Bruce Lee](#) focuses on Bruce Lee's curiosity and quest for learning. These values are inherit in judo as Jigoro Kano it's founder was an educator and incorporated the quest for learning into judo.

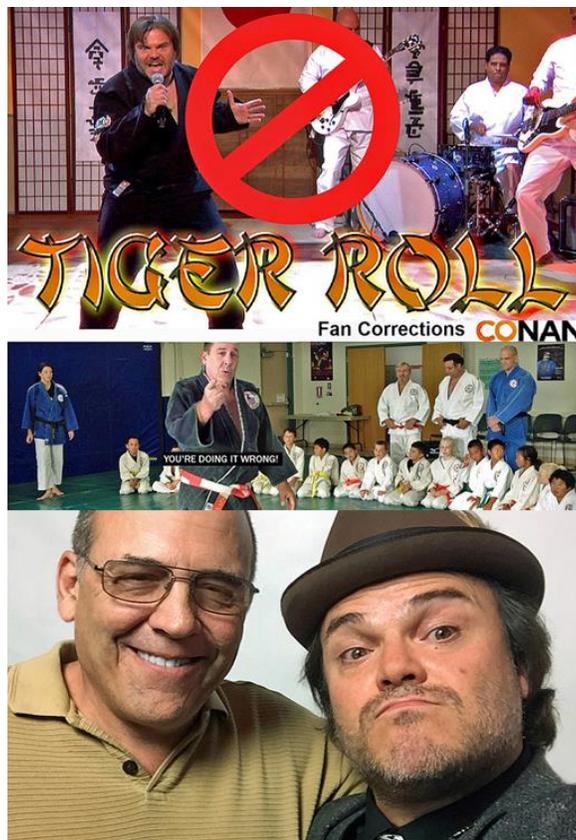


Kyu Ha Kim in 1996 at my judo class in 1966

So Bruce Lee inspired me to enroll in a judo class at our local community center where I met the late [Kyu Ha Kim](#), grand champion of South Korea. When I first set eyes Mr. Kim I dreamed of the day when I could carry myself with the same level of confidence and poise that he emanated. Today, I hold an 8th degree black belt have served as President of both the Southern California as well as US Judo Association and run one of the [biggest judo programs](#) in the nation.



Some of my judo highlights include challenging [Jack Black on Conan](#)



And promoting [Ronda Rousey](#).



I also created the [Winter Nationals](#) which is today the largest judo tournament in the nation.



In terms of my education, I graduated the University of Pittsburgh cum laude in 1976 with a degree in Rhetoric and Communications. This served me well in my career which has been heavily sales oriented.

Later I got my MBA from Pepperdine University's prestigious *President and Key Executive Program* in 1988.

My business career formally began in 1977 when I was hired as Pittsburgh branch manager what would become [Apria](#), which is today the largest provider of home medical equipment in the country. Prior to that I had worked a number of interesting jobs which included judo teacher, steel worker, cab driver, plumber's apprentice, and photographer.

Using the discipline developed from judo along with the support of my late father Julius Goltz I turned around the company more than doubling their income and profitability in my first year! I used much of the wisdom found in my father's four rules of business.

The Jules Rules: *aka Goltzen*

- **Always make the calls**
- **Always write things down**
- **Always follow-up *ASAP***
- **Always tell the truth...**



then you don't have to remember anything!

In 1979, I was promoted from Pittsburgh to Chicago branch manager where over the next 6 years I led the development of the company's largest and most profitable location doing \$15 million per year in revenue.

Then in 1989, I founded my own home I.V. therapy company in 1989. At that time all the major accounts which consisted of mostly oncologists and infectious disease specialists were contracted to my competitors in form of being medical directors and other legal loopholes to by their business.

So in response to this market condition I sought out and secured alliances with all the major HMOs (Health Maintenance Organizations) in the market place. At that time, their business was less desirable due to price concessions they required. In an effort to mitigate this effect I engaged the senior management at these targeted accounts and developed a mutually acceptable new paradigm we called per diem pricing. Under this arrangement we based our efforts on providing a continuum care based on maximum results with minimum costs using the principles of judo.

In 1993, I sold my company for a record 8X earnings to help form [Coram Healthcare](#) today a Division of CVS. After working for the newco for two years I launched [Goltz Business Development Group](#) a consulting company aim at securing large sales contracts for my clients.



Among these clients was FACIS, a sanctions screening database of healthcare industry personnel and service providers. During this engagement I secured a national contract for them with Walgreens resulting in the company buying me out of my agreement for more then 6 figures. Today, FACIS is known as [Verisys](#), the industry leader in this segment of the business. My current client [Nuzuna Wellness](#), utilizes EMS (Electro Muscular Simulation) to reduce pain and increase circulation during fitness training.