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## Secrets of the Goldmans' success

Drs. Rita and Arnold take their clinics to the people

BY TODD STUMPF • PHOTOS BY KATHY ARNOLD STONE

**W**hen it comes to opening and building a successful practice, Drs. Rita and Arnold Goldman prove that there is no single answer to "where" or "when," but they certainly have some pretty good theories as to "how."

The answers to the first two questions can be succinctly answered: "Anywhere, any time." And the answer to "how?" "Do something," they say. "If it's not the right thing, it can always be changed."

The Goldmans did not even begin attending chiropractic college until later in life: Arnold was 50 when he entered chiropractic college; Rita, 36. Yet, they have started six successful practices -- three of which (all in Kentucky) they still own. The Goldmans estimate these practices have experienced hundreds of thousands of

## Success Profile



The Goldmans' DC team includes (from the left) Drs. John Smith, John Dickerson, Arnold Goldman, Rita Goldman, Francis Bailey, and Jeff Meyers.

office visits since their inception.

They built their four-office juggernaut — with three more currently on the drawing board — in little more than a decade. They've done it with hard work and perseverance, and by adhering to the belief that where there are people,

there are patients to be had.

"We're a full-service chiropractic house," says Rita, summing up the overall philosophy of the practice.

### How it all began

Proving you're never too old to try something new, Arnold Goldman was a young 50-year old when he entered Cleveland Chiropractic College in the mid-1980s. Rita Goldman, who is younger than her husband, followed him down the path two years later at age 36.

Arnold was a regular 9-to-5 working stiff who didn't really understand chiropractic, although his father-in-law had been a chiropractor for three decades. It was only after a young DC asked Arnold to help with some marketing in exchange for chiropractic adjustments that he got interested in the profession.

Arnold recalls, "That chiropractor said, 'You should be a chiropractor.' I said 'I'm 50 years old,' thinking I was too old to go to school. It turns out I wasn't the oldest at the college."

Arnold filled out the application and was accepted. Rita encouraged him to go for it. The couple's daughter, Barbara, was three years old at the time.

Later reality hit Rita. Her father had been a chiropractor. She had always wanted to be one. Her husband was chasing *her* dream.

So, she enrolled, too. About halfway through her studies, along came their son David.

Rita didn't let pregnancy slow her down. She missed only three days of school. Arnold graduated first and began practicing. When Rita graduated, the two decided it was time to go back to Kentucky. Rita headed home while Arnold stayed behind to close up shop in Kansas City. Rita then opened up the couple's first practice in Kentucky, in Maysville. ☺