

# A Note From Your Advisors

The logo for BAIRD, consisting of the word "BAIRD" in white, uppercase, sans-serif font, set against a blue parallelogram background.

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THE MAIN, GOWIN, FISCHER, RICE GROUP

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January 23, 2023

One of the great things about being Financial Advisors in the 21st Century is that we are blessed to be able to work for clients who reside in most states across the country: from Maine to Florida to California to Washington, and most points in between. But for those of our clients or the general public reading this who live in or around our office's Martinsville, Indiana location, you almost certainly know that Martinsville's most famous former resident was John R. Wooden.

Coach Wooden (October 14, 1910 – June 4, 2010) was a legendary basketball coach and player. As a coach, his UCLA Bruins teams won TEN national championships, including seven in a row. Regardless of major differences in the sport from that period to now, these are records of achievement that will almost certainly never be matched. Prior to his coaching career, Wooden was a fierce competitor and champion as a player as well. He was a **two-time** All-State player in high school and **played a key role helping** the Martinsville Artesians to the 1927 state championship. After that he anchored the Purdue University team and was the first player ever to be named a three-time consensus All-American.

As a young boy, I grew up in Martinsville. In fact, I grew up on John R. Wooden Drive in Martinsville! Believe me when I tell you that the Pyramid of Success was tacked up to my wall, and I grew to know and love Coach Wooden's wisdom. He is probably the most quoted person of the 20th century, at least beyond a few Presidents and Winston Churchill... "Be quick, but don't be in a hurry." "Success is never final, failure is never fatal, and it's courage that counts." "Be more concerned with your character than your reputation, because your character is what you really are, while your reputation is merely what others think you are."

I had the opportunity to meet Coach Wooden twice before he passed away (just shy of his 100th birthday). Once was when he attended Easter Sunday worship at First Christian Church in town. I was playing in a string quartet and was shocked to look out to the congregation and see my hero sitting in the front row. It was also notable that he wasn't alone – attending worship with the Coach that morning were several legendary players and coaches such as Bill Walton, Walt Hazzard, and Denny Crum (they were all in town for the NCAA Final Four in Indianapolis) – the people who knew and worked with Coach Wooden would truly follow him anywhere. The second time I met Coach Wooden was when I was at an investment conference in Los Angeles – he was the guest speaker. Even in his 90's he was sharp as a tack, reciting entire stanzas of poetry from memory. He talked almost none at all about basketball – everything was about life, devotion, leadership and character. And he autographed a copy of the Pyramid to my sons Evan and Miles.

I'm writing this because this week Martinsville honored Coach Wooden with a special commemorative plaque, located outside the gym of the John R. Wooden Middle School. The occasion has caused me to think a great deal about this incredible man, and his legacy. The Martinsville community was led to honor Wooden in this way by peerless local historian, Curtis Tomak. (For much more information about John Wooden or the Martinsville community, check out any of [Curtis' several excellent books here](#)). The unveiling ceremony was a grand affair, held in the school gymnasium. School Superintendent Eric Bowlen and Mayor Kenny Costin joined Curtis Tomak in sharing the history and wisdom of John Wooden. Many of the school's students – who were barely alive when Coach Wooden passed away – were in attendance. I was impressed that the students were attentive listeners to Coach Wooden's history and lessons and applauded enthusiastically.

It was our privilege at Baird Private Wealth to make a monetary contribution toward this monument. I hope that knowledge of this great man, who considered it his life's work to be a teacher, will have a fraction of the impact on those young students that it has had on me personally.

- The Main, Gowin, Fischer, Rice Group



# JOHN WOODEN

## 1910-2010

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John Wooden was born in Martinsville, Indiana, on October 14, 1910. He was an All-State basketball player at Martinsville High School, graduating in 1928, and an All-American at Purdue, graduating in 1932. He coached basketball at Kentucky and Indiana high schools and at Indiana State Teachers College before going to UCLA in 1948, retiring from there in 1975. His record-setting UCLA teams won the NCAA national championship an amazing 10 times in 12 years. He has many honors, is in multiple halls of fame, and is widely considered to be the greatest basketball coach of all time. He received a bachelor's degree in physical education from Purdue, a master's in education from Indiana State, and considered himself to be foremost a teacher. In recognition of his outstanding achievements and the value he placed on education, Martinsville has named the middle school in his honor.

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THE MICHAEL SPENCER FAMILY, AND CURTIS AND NORMA TOMAK