

A MODEL OF A MAN

Better By the Minute

Bill and Geri have recently relocated back to Santa Fe, which also means that Bill has sold off his machine shop. “I converted 30,000 pounds of machinery into 39 pounds of BOXX computer,”



he laughs, “and the computer has a million and a half tons of locomotives in it.” And Geri is very excited to devote more time to her art. Geri is an internationally known artist, painter and sculptor, with works in the Smithsonian Institution, the Vatican Museum, and in many private collections. Bill often helps as her studio assistant, providing architectural elements or lettering and layouts for her public works projects.



A self-described “language freak” who studied under famed linguist (and United States Senator) S.I. Hayakawa, Bill continues to double as a technical writer, penning articles, textbooks, handbooks, and the like. He also has a deep love of music, and along with Geri (a Native American and enrolled member of the San Gabriel Band of Mission Indians) creates handcrafted musical instruments. He has sold over

350 flutes, but now devotes time to recording in their home studio with plans to release an album of Native American and Meso-American music.

Amazed by the incredibly diverse and seemingly exhausting life of the 67-year old William Gould, I wonder when he rests. After admitting that he does indeed work long hours, Bill adds “If you work efficiently, you don’t get tired.” I follow up by asking if it is safe to assume that he is a loyal BOXXer from here on out. Bill’s response is as efficient as his work habits. “They’ll pry that BOXX out of my cold, dead hands,” he laughs. “BOXX doesn’t sell computers. They sell solutions. I didn’t care what my computer was. All I needed to know was ‘Will it run SolidWorks without any harassment, without pixelating into boxes when you try to gimbal things around?’ It also had to be very specific in regard to KeyShot since it was becoming critical to my business model. KeyShot only uses cores and doesn’t care about GPUs. BOXX understands that.” As always, the conversation circles back to business models. But this time, Bill wants to talk about BOXX. “You guys have the right business model,” he says. “I see it exported throughout your literature, your presentations, and the way you look. It’s something most companies don’t understand. “After I thank Bill for the compliment, I ask one last question— even though I already know the answer.

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“Will you ever retire?”

“I’m not planning to get old and retire,” he says with a chuckle. “I’m getting better by the minute.”

Without a doubt.

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