

**A**t 6 feet 2, Jim "Moose" Malmquist '53 has been a hard person to miss as he roamed the halls of the Gustavus Adolphus College campus the past 23 years.

It would be easy to assume that such an imposing figure has been a demanding taskmaster in his role as athletic director for more than two decades, but that's hardly the case. Although Malmquist has been a tireless worker who has always shouldered his responsibility, he has been anything but the autocratic ruler of his domain. In fact, he has prided himself on allowing the coaches and administrators reporting to him to do their jobs in their own style.

If you have confidence in the people you've hired, you have to give them freedom to do their best. "I've always believed strongly that you hire good people, you arrive at mutually understood parameters, and then you let them do their thing," said Malmquist, who has announced his retirement at the end of May. "I think it's a mistake to try to do it any other way. There's no one right way to coach; there's no one right way to motivate. If you have confidence in the people you've hired, you have to let them do it as they see fit."

That philosophy has been the underlying theme to Malmquist's career at Gustavus. He believes it has also been instrumental in the success of Gustavus sports.

Since Malmquist took the job in 1974, Gustavus has become known as one of the most well-rounded small college athletic programs in the country. Last year Gustavus finished tenth out of 400 schools in the prestigious Sears Directors' Cup, an all-sports competition to honor the best overall athletic programs in the nation. During his tenure, the Gusties have won 82 conference championships and 13 national championships.

Malmquist's contributions to athletics have not been limited to Gustavus. He has long been an active member of the Minnesota Intercollegiate Athletic Conference (MIAC), which he calls the best Division III league in the country. "He's always been a leader in the MIAC in terms of presenting ideas and in presenting the history of the league," said Dr. Armin Piphio, athletic director at Concordia College the past 21 years. "The history part of it is very important because he is able to tell us how certain issues were handled in the past. He's always been willing to research subjects and volunteer for committees. He's done whatever he thinks is necessary to make the MIAC a better conference. And the same is true at the national level where he has participated in numerous workshops and committees. We're certainly going to miss him."

Although Moose's legacy as an athletic director did not begin until the mid-1970s, his association with Gustavus Adolphus College goes back much further. A third-generation Gustie, Malmquist enrolled at Gustavus in 1949 a few months after graduating from Grand Rapids High School. An all-conference performer for the Gustie football team, Malmquist was graduated from Gustavus in 1953 with a degree in biology.

He quickly embarked on a high school teaching and coaching career, making stops at Starbuck High and Hibbing High. While at Hibbing, Moose's former coach and athletic director at Gustavus, Lloyd "Holly" Hollingsworth dropped into his classroom to offer him a job, and he accepted.

He returned to Gustavus in 1957, serving as a teacher, head hockey coach and assistant football coach under Hollingsworth.

Two years later, he went to Texas Lutheran to become head football coach and athletic director.

From there, he went on to become athletic director and football coach at Augustana (SD) and then traveled north to Bemidji State, where he was the football coach and assistant athletic director. He finally returned to Gustavus in 1974, again at the behest of Hollingsworth.

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"I really don't think Holly was ready to retire, but he stepped down to make room for me," Malmquist said. "He stayed on as department chair but I became the athletic director right away. Holly had a tremendous impact on a lot of lives so those were some awfully big shoes to fill. There was a lot of pressure there."

"He was a teacher, a coach, an administrator and a civic leader. He was very active and highly thought of, but I figured it would be better to be a good Moose than a second-rate Holly. I couldn't be what he was so I had to use what I do best and see where that would take us." It has taken Gustavus athletics pretty far.

Under the guidance of Malmquist, Gustavus has grown from sponsoring 11 varsity athletic programs to 23.

He was at the forefront of the explosion of women's intercollegiate sports and was a key player in the building of Lund Center.

"He has always believed in equal opportunities for women on the playing field," said Nancy Baker '56, former Gustavus women's gymnastics coach, who took 29 Gustavus teams to national tournaments. "Over the period of time that I've known him, he has always supported coaches regardless of their gender or what sports they were involved in. He believed the common goal is to do what's best for the students."

As for the completion of Lund Center in 1984, it marked the fruition of years of organizing and fund-raising and plain old sweat. Malmquist said the reason Lund Center has been viewed as such a success is because it is more than just a home for the students who participate in intercollegiate athletics. With amenities such as a complete fitness center, pool, track, dance rooms and exercise rooms, it is the most frequently used building on campus.

Malmquist said the friendships he has made over the years will be the most difficult thing to walk away from come June. "I'm going to remember the people the most," he said. "I've made a lot of friends and they'll still be my friends, but I won't be seeing them every day anymore. That will be the toughest part. This has been a great job." ❖

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