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*Incorporating Olympic Communicators
Under licence from the Australian Olympic Committee*



Captain Gerald Coffee

“Beyond Survival”

Born in Modesto, California, Gerald (Jerry) Coffee joined the Navy in 1957 after graduating from UCLA with a degree in Commercial Art.

In 1962, during the Cuban Missile Crisis as an F-8 Crusader pilot, Jerry was awarded the Distinguished Flying Cross for flying low level reconnaissance missions over Cuba, taking the photos ultimately used by the United States UN ambassador to prove the existence of Soviet missiles there.



In February of 1966, while flying combat missions over North Vietnam, his RA5-C reconnaissance jet was downed by enemy fire. He parachuted safely but was captured immediately. For the next seven years he was held as a POW in the Communist prisons of North Vietnam. After his repatriation in February, 1973, Jerry returned to operation duties. He retired from active duty in the Navy after 28 years of service.

His military decorations include the Silver Star, two awards of the Legion of Merit, the Distinguished Flying Cross, two Bronze Stars, the Air Medal, two Purple Hearts, and the Vietnam Service Medal with 13 stars.

For the past 20 years, Captain Gerald Coffee, has been considered one of the nation's top speakers, addressing thousands of people a year worldwide across a broad spectrum of corporate America and to international groups as well.

In his message of going “Beyond Survival,” Jerry draws not only from insights derived from the prison experience, but also from the perspective of his unique experiences since then: earning a masters degree in political science from Cal-Berkeley, studying at the prestigious National Defense University in Washington, D.C., Navy command and staff assignments, and his continuing interaction with hundreds of America's corporations and associations as a professional speaker.

In a poll of corporate meeting planners, Captain Coffee was selected as one of America's Top Ten Speakers. And, the prestigious Million Dollar Round Table selected him as one of its top twelve most popular, highest-rated, main platform speakers for the past 20 years. He holds the National Speaker's Association's highest rating of CSP and membership in the Speaker's Hall of Fame (CPAE).

His numerous civilian awards include the George Washington Honor Medal from the Freedom Foundation at Valley Forge.

Jerry is a highly respected commentator on current political, economic, and social issues, seeing most in terms of opportunities yet to be seized by heroic leadership. He has appeared on Larry King Live (twice), Talk Back Live, NBC news, and numerous radio and TV talk shows.

His book, *Beyond Survival*, condensed by Readers Digest, is on audio-cassette by Nightingale-Conant, and was made into an award-winning play called "The Prisoner."

Captain Coffee and his 2nd wife, Susan, a journalist, reside in Aiea, Hawaii. Between them they have a bunch of kids and grandkids and dogs. Their lanai overlooks Pearl Harbor and is directly across from Camp Smith where a giant American flag dedicated to America's POWs and MIAs waves 24/7.

PRESENTATIONS

In his talk "Beyond Survival", Captain Coffee gives a moving account of his incredible experience from capture to ultimate release. His faith - in himself, others, his country, and his God - was the key to turning an unbelievably difficult and potential devastating experience into an opportunity for personal growth.

Captain Gerald Coffee is an inspiring example of the power of the human spirit to survive and triumph over the most adverse circumstances. His inspiring story conveys a positive message that we each have the potential to survive any ordeal, overcome any obstacle, achieve any goal.

SELECTED AS ONE OF AMERICA'S TOP TEN SPEAKERS, Captain Jerry Coffee uses Tap Code to personalize his message to your group. After hearing him, your people will look at their challenges and adversities in a totally different way.

TAPPING THE POWER OF THE HUMAN SPIRIT

When Captain Coffee talks about faith in one another, audiences are spellbound as he taps out client-specific messages to illustrate the importance of communication, both in prison as well as in corporate and personal lives. POWs in North Vietnam were not allowed to communicate with each other, so they used the centuries old "prisoners code" tap code, using an alphabet matrix to tap out covert messages to each other.

...the power of COMMUNICATION

"Prisoners weren't allowed to communicate, but we still found ways to do it. We created a new language. Tap Code. It consisted of five rows of five letters each. By tapping on our cell walls, we passed information, poetry, even learned new languages."

...the power of LEADERSHIP

"We kept faith in the leadership of our senior officers, who taught us that commitment, courage and character really count. In solitary I learned that leadership starts with self knowledge and understanding, accountability, and integrity."

...the power of MASTERING CHANGE

"I suddenly found myself thrust into a totally foreign, hostile environment with no source of strength except that which I found within me. Ultimately, that was enough."

...the power of TEAMWORK

"Our motto in prison was simple: Unity Over Self. Our very survival depended on it. It was based upon faith in and loyalty to one another. Unity over self...not a bad corporate motto."

...the power of HUMOR

"My first shower was in a dank, converted cell with water dripping down from a rusty pipe. Totally dejected, I looked up to let the water splash on my face and saw scratched on the wall, the words: Smile you're on Candid Camera."

...the power of **OVERCOMING ADVERSITY**

"I walked several miles a day - three steps and a turn at a time. I vowed to find the purpose in my adversity and pain and come home better, tougher, and stronger in every way. Our mission in prison was to not just survive, but go beyond survival and return with honor."

SPECIFIC BENEFITS:

- ◆ Individual and organizational self-esteem and awareness
- ◆ Courageous yet flexible leadership under stress
- ◆ Organization loyalty through pride and professionalism
- ◆ Reaffirmation of our intuitive sense of ethics and values
- ◆ Reordering of priorities from a fresh perspective
- ◆ The essence of spiritual and patriotic values in the pursuit of success and happiness

CLIENT FEEDBACK

"Your story made me forget the little nuisances that I live with everyday, and you remind me to be grateful for my life today, as an American! Our human spirit may be "bent" during the difficult times, but it can never be broken because we must not choose to allow it. Your story was so compelling that it gave me goose bumps!"

Sprint

"The fact that you were willing to participate in a variety of activities throughout our conference enabled our attendees to interface with you individually... remembered long after the memories of the event fade away."

Cal-Air, Inc.

"Your presentation captured the hearts of all 2,000 EAPA members. You certainly made us look good. Your message is not only for the moment, but for the long haul."

Employee Assistance Professional Assn.

"I spend time during the presentation looking at the audience... the audience was completely mesmerized... not a yawn, not a quick look at the watch, not a drifting glance... You could hear a pin drop (even on carpet!)"

Dealership Div., Teleco, Inc.

"Your presentation hit home with our team in an unpredictable way. Now I know personally why you have been honored as one of America's best."

Business Communication Services,

"Clearly, your faith is the only credible explanation for surviving an unimaginable seven years in a North Vietnam prison. I can't tell you how pleased I was to hear from many employees, particularly the "old timers," that this was the best annual meeting they can recall."

Saxon Publishers

"Your message was a powerful and moving experience."

Provident Mutual Insurance and Financial Services

"Crucial to our concerns for a keynote speaker was Capt. Coffee's adeptness at merging the ideology of his message with the specific perspective and terminology of our membership."

Bank of America

"While his story may be considered tragic, he was upbeat and humorous. His message touched us personally."

New Engagements, AT&T

"Your presentation was, in my opinion, just perfect. I appreciate the way you were sensitive to the needs of our international audience."

VP, Merrill Lynch, Pres., Kiwanis Club

"The feedback we received on your address/presentation at our GMI Annual Technical Conference was overwhelmingly positive. I will wholeheartedly endorse the "Coffee" experience to my colleagues on the Executive Team."

General Mills

"You were such a pleasure to work with from the moment I contacted you last fall. Your gracious manners and attention to our needs made my job coordinating this event a little easier. The time and care you took with individuals after your speech helped to make it a great day."

Independent Community Bankers of America

"I think during this time in America and during these tough economic times as well, your inspirational story really struck a wonderful chord with them. Your mix of humor and seriousness to get across your message across made for a great close to our Opening General Session and I appreciate everything that you did both onsite and before the meeting to tailor your speech to our group."

NTCA

"Thank you for remaining with us for the evening's festivities, and allowing so many other people to speak with you one on one about their feelings and reactions to your speech. We all appreciate your willingness to share so completely of yourself."

Marple Fleet Leasing

"I have been with the Association for 20 years, and I have never seen a speaker have the full undivided attention of the audience for their entire presentation. You have been our most dynamic speaker to date."

American Optometric Assn.

"Captain Coffee's was the last speaker of the program. He received a standing ovation and I believe even got a few folks choked up. It was extremely inspirational."

Salomon Smith Barney